IN RADIO, as in everything else that caters to the public, you can “follow the crowd” to the enterprise that offers the best values. Size is far less important than Service.

WHO happens to be the most powerful station in the 22 Iowa counties raised at the right time. Many other stations, however, can be heard during the daytime in that area. So you would normally expect WHO to get perhaps 10% to 20% of the available radio listening. The 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m. WHO’s 22-county average percentage of listening is 65.9%!

There is only one answer to such listener-preference. That answer is Top-Notch Programming—Outstanding Public Service. Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

WHO for Iowa PLUS

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President  P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Now WINS holds not one but six aces to form a winning combination any time of day!

**morning**
Here we have Johnny Clarke and Jack Lacy. Johnny's on the spot bright and early to get listeners up and off to work on time while Jack brightens up milady's morning chores with his recorded musical sessions.

**noon**
Noon and news mean Don Goddard and Jay Latimer to WINS listeners. Don rounds up latest world news while Jay gives New Yorkers an inside glimpse of daily events in their own town.

**afternoon**
This is reserved for Mel Allen, ace sportscaster who sets a few records of his own on his daily three hour program, "The Mel Allen Show."

**night**
New York and nightclubs go together and so does WINS and Jack Eigen, the Broadway-Hollywood reporter who takes the all night stand as he invites listeners and celebrities to "Meet Me At The Copa."

Thus around-the-clock WINS offers live talent—all ace personalities—who form a bloc of programs that total winning tallys every time. Now regardless of what time of day best suits your product, WINS means business! Try us and see why more and more advertisers are finding that in New York the winning combination is at 1010 on the dial.

**CROSLEY BROADCASTING CORPORATION**
These “Identifiable” Programs get Sponsor Identification

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Boston Blackie

The Answer Man

Meet Me at Parky’s

Do You Know New England?

“Chet” & Betty

Acceptance is THE YANKEE NETWORK’S Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 83rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
TREND IN TV is toward 20 minutes as basic program unit, rather than half-hour or hour. While NBC hasn't established rate and program standards yet, indications are it will settle on 20-minute stanza, on theory it has as much impact as one hour of oral program.

WHEN results of new NORC reading of audience pulse emerge from computing machines they will show surprisingly favorable public attitudes toward industry's stand against government radio control.

MAJOR MOVIE organization about ready to launch video newreel service to cost some $2,000,000 yearly. Company plans to use some footage in its theatre newreels as well, with charges to be shared.

WILLIAM ESTY has submitted television campaign plans to major client (perhaps Camel cigarettes). Approval expected early this week.

ADD TO Clifford Durr job possibilities two concurrent reports: 1—He will succeed Henry A. Wallace as editor of New Republic. 2—He will be campaign manager for third party candidate. His term as FCC Commissioner expires June 30.

PARAMOUNT Telegrams Television headquarters in New York studying possible legal steps against promoters who commercially appropriate their program material telecast via KTLA Hollywood.

RUSSEL M. SEEDS Co.'s Hollywood office planning expanded personnel to handle demands for more West Coast regional and local clients.

UNEXPECTED development on Capitol Hill may be the resurrection of Lemke Resolution (HJR-78) to compel FCC to return mega-frequency band to FM. Understood House Interstate & Foreign Commerce Committee has dusted off resolution with idea of holding early hearings. TV, police and others now share 44-50 mc band once occupied by FM.

Mickey Rooney package contract allowing MGM and star right to select time may cause CBS headache since at least two clients want same time segment. Agencies feel CBS may be pressed to overlook present clients because of expense of acquiring Rooney show.

WATCH for outburst of new television station grants in next few weeks. FCC following policy of holding applications for 30 days before acting, presumably to give competition chance to form and file. This "waiting period" now beginning to expire on heavy run of applications which started in force in late November.

KENTUCKY broadcasters are going all out in their fight against effort of state revenue (Continued on page 102)
Recognize these "hours"? They are held currently by those Boston banking houses which have found WBZ a sound investment for their advertising dollars. Outstanding is the Arthur Fiedler half-hour concert series by fifty-five musicians from Boston Symphony Orchestra sponsored by First National Bank of Boston. Five minutes of waker-upper band music promotes Massachusetts Cooperative Bank League, and at 7:25 a.m. weather news is broadcast for Boston Five Cents Savings Bank. "Frontline Headlines," featuring John Barry, is scheduled at 7:45 p.m. three times a week for National Shawmut Bank of Boston. Included is a news summary sponsored by South Boston Savings Bank.

Of the announcements indicated by asterisks, Worcester Federal Savings & Loan Association sponsors two, and the Mutual Savings Banks Association sponsors seven, per week.

Bankers' hours on WBZ represent well over two hours of broadcasting, totaling nearly $2,000 a week.

In addition to the above, there are three weekly programs sponsored by Savings Bank Life Insurance Council.

Banks, of all places, know what assets are... and WBZ advertising has proved to be one of their most valuable assets, year in and year out.
WACO Covers a Trade Territory of More Than 500,000 Population Representing an Effective Buying Power of more than $370,900,000

ONLY ABC OUTLET IN CENTRAL TEXAS

Late HOOPER Rating Shows - 35.4 Average Listening Audience against competition of five other stations

WACO
1000 WATTS WACO, TEXAS 1460 Kc
• AMERICAN BROADCASTING COMPANY
• TEXAS STATE NETWORK
• NATIONAL REPRESENTATIVE: WEED & COMPANY

January 12, 1948
"M" MEANS THE MARKET

The Nashville area flies all the signals of a strong market: a wide range of stable industries for steady employment; over 356 million dollars spent yearly in retail stores alone for quality products that could be yours.

"C" MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMB Study No. 1 shows its 5000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMB audience information by counties available on request.

5,000 WATTS • 980 KC AMERICAN • MUTUAL

"E" MEANS ECONOMY

And WSIX delivers your share of a buying audience in the Nashville trade area at a reasonable cost per listener.

Represented Nationally by: The KATZ AGENCY, Inc.
50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for "walk-in" maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

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

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

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

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

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

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

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

PROFESSIONAL weatherman's thermometer, a Leeds and Northrup Micronox, has been purchased and put into use by KXOK St. Louis as part of its program to provide listeners with comprehensive reports daily on weather conditions and temperature.

The thermometer is housed in a slatted wooden structure near street level outside the KXOK building and the recorder (10½ inches in diameter) which indicates temperatures is located in the control room, easily read from the studios. Temperatures are recorded continuously on a 24-hour circular chart which turns behind the indicating pointer.

Complete weather report service is now available to its listeners, KXOK points out, even when the U. S. Weather Bureau in St. Louis is not open. The bureau is closed from 7 p.m. to 6 a.m. on week days and after 12 noon on Sundays and holidays. Station says listeners "are now able to get city temperatures during these periods, when readings are normally given for the St. Louis Municipal Airport, 15 miles from the KXOK studios in downtown St. Louis."

Hourly Service

Weathercasts, a private meteorological service, was retained by KXOK as weather consultant in August, 1948 as an exclusive radio feature in St. Louis. Weathercasts prepares hour-by-hour weather information 24 hours daily. KXOK broadcasts this information on a regular schedule Sunday through Saturday. The forecasts include such items as when it will rain and where the rain will center, the time of anticipated change in weather, and effect of weather conditions on various sports and industries.

On All Accounts

WHEN Kaiser-Frazer gave the green light to Swaney, Drake & Bement for one of the biggest spot campaigns of the year, Leonard F. Thornton, the agency's media director, had the busiest 72 hours of his 24 years.

During that three-day period Leonard was buying spots about as fast as Kaiser-Frazer's boast of "One Car Every Minute." When he had finished, K-F was on more than 300 stations in some 150 major markets and the name of Kaiser-Frazer was on millions of lips. A sudden increase in spot billing by other automotive competitors, in the past, pointed to prospects for radio time salesmen, followed.

Expansion of Swaney, Drake & Bement's radio department under Leonard's supervision has been almost as explosive as K-F's entry into the automotive field. Starting with three assistants last July, the agency now has a staff of 17 in its media department, all working on radio.

Leonard has been buying space and radio since 1937 when he joined McCann-Erickson as an estimate clerk. He became associated with S. D. & B. shortly after its name was changed from the Development Inc., early this year. At McCann-Erickson he worked on Ford, Pillsbury, Standard Oil (Ind.) Many-Blanc division of Shenley Distilleries and International-Harvester. He now buys both space and radio for K-F, Club Aluminum, and the Railroads Inter-Regional Committee, which currently uses institutional advertising in more than 2500 daily newspapers.

Station reps find it easy to get Leonard's Irish up when availabilities are not all they should be. He wants 'em fast and he wants 'em good. "We want power and we want position," he says, "We don't quibble about the price if it delivers the goods."

Since the K-F account pays the national rate for both space and spot, Mr. Thornton feels he is more than justified in getting the best for his money. With one exception (no availabilities), K-F is on every 50-kw station in the country.

With close to $1,000,000 in spot billing on the books, S. D. & B. only recently added Newscope with Wendell Noble on full MBS to boost its budget for K-F an additional $1,200,000. This has placed Leonard at the top of the automotive field in the use of radio.

Busy as he is, Leonard found time to marry Marion Nelson Nov. 15. He has played little golf and rates a 15 handicap for many weeks.

A native of Wilmington, Del., Leonard attended Pennsylvania and Delaware Universities.
Going Up!

Skyward rises the gigantic FM-TV tower of the Jefferson Standard Broadcasting Company on Spencer Mountain, North Carolina.

The completed installation, 1121 feet above the surrounding terrain, 1866 feet above sea level, will give WBT-FM 225,000 watts effective radiated power and an effective radius of 100 miles embracing over 3,000,000 North and South Carolinians. To over half of these, it will also bring television in the not too distant future.

Thus, the Jefferson Standard Life Insurance Company's broadcast subsidiary continues to lead the way in southeastern broadcasting, rounding out a service as progressive as the area it serves.

AM — WBT — FM

CHARLOTTE, N. C.

The Jefferson Standard Broadcasting Company
Everybody appreciates the flexibility of spot broadcasting for reaching particular markets and audiences. But what about its flexibility in providing proven program material, as well?

Take this typical example from WDBJ, in Roanoke, Virginia. For ten years the evening Sportscast has been heard over WDBJ, at 6:10—6:15 p.m. every evening. This feature is listened to by an impressively large audience throughout an area which yields 23.7% of Virginia’s total buying power. And in the city of Roanoke alone, the Summer ’47 Hooper Survey rated it at 9.7!

All the stations at the right can offer you just such Bull’s-Eye Radio in their particular markets, directed at your particular audience. It’s flexible, economical, effective. How about letting us tell you the whole story?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BEAUMONT: KFRE
BOISE: KDSH
BUFFALO: WGR
CHARLESTON, S. C.: WCSC
COLUMBIA, S. C.: WIS
CONCORDIA: KFPR
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KVOA
DULUTH-SUPERIOR: WDSL
FARGO: WDAY
FT. WORTH-DALLAS: WBAP
HONOLULU: KGMB-KHRC
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC-KFRE
LOUISVILLE: WAVE
MILWAUKEE: WMFW
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
NORFOLK: WNH
OMAHA: KFAB
PEORIA-TUSCOLA: WMBD-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WFTY
ROANOKE: WDBJ
SAN DIEGO: KSD
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFRU
TERRE HAUTE: WTHI
ST. LOUIS: KSD-TV
Miller First Witness at AFM Probe
Industry Case to Be Started Tomorrow; Petrillo Jan. 19

By J. FRANK BEATTY

JUST a fortnight before the zero hour at which he threatens to stop all networking of music and a fortnight after imposition of a ban on all recording, James C. Petrillo, AFM president, faces a Congressional investigation into his one-man effort to halt the scientific progress that has brought music into every home and meeting place. The union leader himself will take the stand as the House Committee on Education & Labor probes his defant campaign to force all users of music to pay new and exhorbitant royalties to his full coffers.

Opening of hearings tomorrow (Tuesday) launches an investigation during which the story of Mr. Petrillo's relentless use of every monopolistic device will be laid bare by his victims—broadcasters, recorders, transcribers, manufacturers, AM, FM and television stations.

First phase of the industry's case will be presented this week. Mr. Petrillo told Chairman Jack Guthartley, (R-N.J.) — the Hartley of the famed Taft-Hartley labor legislative duo — he would not be in Washington until Jan. 20, when he will be available for questioning. He was not subpoenaed.

This bill will mark his second appearance during the 80th Congress at a legislative investigation. Last July he testified before a special subcommittee headed by Rep. Carroll D. Kearns. At that hearing he was treated decently and with deference by Rep. Kearns, himself an AFM card holder.

This time the AFM ruler faces an investigator immune to the threats and maneuverings typical of union leaders of his ilk. Moreover, he faces the handicap of an aroused public, and the fear of an avalanche of public indignation if he pulls his workers off the networks Feb. 1 in addition to stopping all recording and transcribing activities as of Jan. 1.

On the eve of the hearing Chairman Hartley openly defied the might of the powerful AFM head by stating that he would ask Congress to invoke the Sherman antitrust law against him for his ban on recordings. Moreover, he added he would take similar action "against any other arrogant labor leader.

A 20-year member of Congress, Chairman Hartley promises to reveal the Petrillo story in detail as a basis for passage of legislation strengthening the Taft-Hartley Act. Addition of an antitrust provision in the act would impose severe restrictions on all labor unionism, a situation that is understood to have caused embarrassment in union circles.

Chairman Hartley indicated he will conduct a fair hearing, but will not let the AFM president and his lawyer run the show as happened last July before the Kearns subcommittee. At that time the late Joseph Padway sat at Mr. Petrillo's elbow and answered many of the more pointed queries from the subcommittee and its counsel.

All modern trimmings will be present when proceedings open at 10:30 Tuesday morning in the caucus room of the Old House Office Bldg. Television will take its place alongside newsreel cameras, station microphones and recorders.

The room is capable of seating a large audience, as well as accommodating full membership of the Education & Labor Committee. Witnesses scheduled to appear have been asked to submit 100 copies of their advance statements to take care of committee and file needs along with radio and newspaper reporters.

First witness is scheduled to be Justin Miller, NAB president, who will present the overall music picture from the industry standpoint. Under advance plans, he will be the only witness at the opening day's hearing. It was understood the committee would meet only during the morning, but an all-day session was planned Wednesday.

Two other associations will occupy the Wednesday calendar. Bond Geddes, executive vice president of Radio Manufacturers Assn., will present the main case for manufacturers of radio sets, recording and other electronic equipment. It is understood individual manufacturers along with wholesalers and distributors will take the stand during RMA's time.

RMA will offer figures showing how Mr. Petrillo's actions affect production and sale of sets. Special concern centers on the recording ban, inasmuch as an important portion of set production consists of phonograph combinations. RMA also is concerned over effects of Petrillo's bans on FM and television, both of which have been crippled in their adolescent stage by his restrictions.

FM Assn., is lining up a list of witnesses who will tell harrowing

(Continued on page 98)

White Bill Critics Focus on Sec. 326

Vast Improvement Seen Over Original Measure

ANTICIPATING Senate passage of some version of the White Bill (S-1333) for stem-to-stern amendment of the Communications Act of 1934, the NAB Legislative Committee at an extraordinary session in Washington last Monday decided upon a course of general support for the revised measure except for its so-called censorship section.

Under committee authorization President Justin Miller and NAB legal counsel late last week were drafting recommendations to be submitted, probably early this week, to the Senate Interstate & Foreign Commerce Committee, which is considering the measure. NAB's views, along with those of the major networks, were requested by Sen. Wallace H. White Jr. (R-Me.), majority leader, author of the bill and chairman of the committee and its radio subcommittee, in a conference on the revised measure Dec. 22 [BROADCASTING, Dec. 29].

The NAB Legislative Committee was virtually unanimous in the view that the redrafted bill is vastly improved and far more acceptable than the original version, on which Congressional hearings were held last June. But the committee men did not veer from their belief that Sec. 326, the "censorship" provision, would be onerous and destructive of radio's freedom because it would impart to FCC the legal authority to regulate the program and business aspects of broadcasting.

Similar opposition to the proposed Sec. 326 has been raised by Mutual and CBS, which already have filed their views with the Senate Committee [BROADCASTING, Jan. 5]. The memoranda of NBC and ABC, due to be filed within the next few days, are expected to bring NAB and the four networks into a solid front against delegation to FCC of any power to consider a station's programming or business affairs at any time.

Subcommittee Informed

Since members of the Senate commerce committee's radio subdivision are being kept informed of developments with respect to the bill, they are not expected to hold another meeting on it. The measure is slated for consideration at the first meeting of the full commerce committee, though no specific date has been set.

Chairman White, suffering from a
May Study Radio's Effects on Buyers

NAB Research Committee. Favors Plan at New York Meeting

SURVEY to show power of broadcasting to influence listener buying habits was favorably discussed last week by the NAB Research Committee at a meeting held in the BMB offices, New York.

The idea has been proposed for some years and is sponsored by the NAB Sales Managers Executive Committee as a means of discovering scientifically the full impact of the broadcast message. The NAB board has discussed the plan but has not given approval.

The committee endorsed a study of the consumer panel type now under way at WKY Oklahoma City and favored publication of a book covering its results.

A research project favorably discussed was a valuation of retail radio advertising, perhaps through a series of studies covering various retail categories such as drug, grocery and other stores.

Another deferred study, by which reasons for non-listening would be analyzed, also was favorably considered by the committee. (See article on page 96 covering non-listening study conducted in Boston.) This NAB project also has been considered by the board.

The committee received a report from Hugh M. Beville, NBC research director, chairman of a sub-committee in charge of the National Opinion Research Council nationwide study of listener reaction to radio. Mr. Beville presented preliminary tabulations of the study but no information was made available pending analysis of the NORC data by Paul Lazarsfeld, Columbia U. economist. Prof. Lazarsfeld wrote the analysis of the previous study.

Completion of Work

Work on the survey is expected to be complete in time for the NAB board's Feb. 24-26 meeting.

Attending the New York meeting, besides Mr. Beville, were the following committee members: Carl Burkind, WTOP Washington, chairman; Harry Burke, KFAB Omaha; Martin B. Campell, WFAA Dallas; Dietrich Dirks, KTRI Sioux City, Iowa; J. Archie Morton, KJR Seattle; Earl W. Ryan, WDOD Chattanooga; William R. Ware, KSUI Council Bluffs, Iowa, was unable to be present. Charles C. Caley, WMBD Peoria, attended as board liaison man.

Invited guests were: Eugene Thomas, WOR New York, chairman of the Sales Managers Executive Committee; J. Robert Gilbert, WGAL Lancaster, Pa., SMC executive chairman; Michael Paul, MBS; Elmo Williams, CBS; Mr. Beville; Prof. C. H. Sandage, U. of Illinois.

CBS Executive Realignment Follows Promotion of White

Coast Guard Recruiting Show Takes Air Jan. 26

COAST GUARD Recruiting has appointed William Von Zehle & Co., New York, to place its advertising recruiting campaign including a network show. The agency has created a half-hour dramatic show — still untitled—which will start on Jan. 26, Mondays, 10:10-10:30 p.m. on NBC. The dramatic show will include a guest star each week plus Edwin C. Hill as narrator and Harry Sauter and his orchestra. Sylvan T. Taplinger, account executive of the agency, will produce the program. The Coast Guard Recruiting was formerly handled by the Newell Emmett Co., New York.

NBC Reports 17 Renew While One Increases

SPONSORSHIP of 17 NBC programs has been renewed, and one show, The Cheafer Parade, has increased its coverage from 53 stations to 119 coast to coast. NBC announced last week. The W. A. Sheaffer Pen Co., Fort Madison, Iowa, sponsors latter program, with Russell M. Seeds Co., Chicago, as agency.

Programs renewed are:

-Waltz Time" (Fri. 9-9:30 p.m.), Manhattan, Henry-Go-Know (Sun. 9-9:30 p.m.).
-"American Album of Familiar Music" (Sat. 9:30-10 p.m.), all sponsored by Sterling Drug Inc. through this NBC project.
-"The Molié Mystery Theater" (Fri. 9-10 p.m.), Center Co., New York. Young & Rubicam, New York.
-"The Village Store" (Thurs. 8-9:30 p.m.), Sealtest Inc., New York, Coast Guard Recruiting.
-"One Man's Family" (Sun. 3-3:30 p.m.), RKO General, New York.
-"The Judy Canova Show" (Sat. 8-8:30 p.m.), both sponsored by CBS, New York.
-"The Milton Berle Show" (Tues. 8-8:30 p.m.), Philip Morris & Co., Ltd., New York.

-Carnation Contented" (Mon. 10-10:30), Carnation Contented, Inc., Chicago.
-"The Milton Berle Show" (Tues. 8-8:30 p.m.), Philip Morris & Co., Ltd., New York.

-"Carnation Contented" (Mon. 10-10:30), Carnation Contented, Inc., Chicago.
-"A Life of a Life of a Day" (Wed. 8-9:30 p.m.), "Can You Top This?" (Tues. 6:30-7:30 p.m.), both sponsored by Colgate-Palmolive-Peet Co. Ted Bates, New York.
-"Sports Newscast of the Air" (Fri. 9-9:30 p.m.), "The Judy Canova Show" (Sat. 9:30-10 p.m), both sponsored by General Foods Co., Sherman & Marquette, New York.
-"Lena (Late) Lawrence" broadcast through 6:45-7 p.m. (Humor) Pitts Inc., New York.
-"The Friendly Detective" (Mon. 6-7 p.m.), United Artists, New York.
-"Open Air Warring Program" (Tues. and Thurs. 10-10:30 a.m.), American Mutual Assurance Co., Chicago.

ABC Reportedly Offering Ford New Time for Show

ABC last week reportedly was soliciting Mr. Mantz Co., through Mr. Kenyon & Eckhardt, New York, to transfer its Ford Theatre from its present Sunday afternoon spot on NBC to Thursdays, 8-9 p.m., on ABC. The agency was considering the new Henry Morgan Show (see earlier story on page 60) which begins Jan. 29.

Agency executives were known to be considering the offer. The Ford Theatre started its second 13-week cycle on NBC Jan. 4.
industry promotion drive approved

NAB Committee Assents; Plan Goes to Board At Feb. Meeting

INDUSTRY promotion project of "smash" proportions based on a motion picture film, or series of films, was unanimously approved by the NAB Sales Managers Executive Committee at its Thursday-Friday meeting at NAB headquarters, Washington. The project, considered during the Atlantic City convention, goes to the NAB board for action at its Feb. 24-26 meeting in Hot Springs, Va.

Approval of the cooperative promotion, in which networks, transcription companies and national representatives would join, dominated the two-day committee session at which Chairman Eugene S. Thomas, WOR New York, presided.

Recalling success of the original promotion film of the early '40s, which led to the Joske clinic and broke down historic retail coolness toward radio, the committee heard progress of studies conducted by a subcommittee headed by Gordon Gray, WIP Philadelphia [Broadcasting, Dec. 22].

Should the board go along with the committee, work on the project can get underway in the spring. Already considerable groundwork has been accomplished by the subcommittee as well as networks and station representatives.

The film or films, along with other promotional vehicles, would be used to sell radio as an advertising medium from the highest industry levels through local organizations. It would be strictly top-flight in nature, and surpass anything ever attempted by an advertising medium.

All seen Benefiting

All industry segments would benefit, from small local stations to large operations, representatives, transcription firms and networks. Actually, the project already has gone well into the discussion stage among networks. Their progress had been reviewed at a meeting of the NAB subcommittee in New York Dec. 10.

At that time Arthur Hull Hayes, WCBS New York, had reviewed the background along with Victor M. Ratner, CBS vice president in charge of advertising. The subcommittee had agreed that efforts of networks and NAB should be combined.

The networks had pondered the idea of a film or series of films, along with slides or eases, to be unveiled at a New York presentation. Range of subjects would reach from industry material to material for public consumption perhaps through theatres.

Live presentations would be made in Chicago and Los Angeles, under this plan, with enough films available for national distribution. The networks had pledged funds to start production, and national representatives had indicated interest in the overall project.

During the two-day SMEC meeting Thursday and Friday reports were presented by several subcommittees.

Widespread interest in the second annual retail radio contest of the National Retail Dry Goods Asso. was reported by J. Robert

SALES AND ADVERTISING topics covering a wide range of industry activities were discussed at meeting of the NAB Sales Managers Executive Committee last Thursday and Friday. L. to r, seated: Joseph B. Matthews, WIRK West Palm Beach, Fla.; Gordon R. Gray, WIP Philadelphia; Odin S. Ramsland, KDAL Duluth; Harold Soderlund, KFAB Omaha; Joseph H. McGillivra, of Joseph H. McGillivra Inc.; Eugene S. Thomas, WOR New York, chairman; George Brett, The Katz Agency; Ray Baker, KOMO Seattle; J. Robert Gulick, WAGL Lancaster, Pa.; Harry R. Spence, KYRO Aberdeen, Wash., board liaison member. L. to r, standing: J. Allen Brown, Hugh Higgins, Lee Hart, Frank E. Pellegriin and C. E. Arney Jr., all of NAB headquarters staff.

NAB Study Shows Increased Operating Costs for 1946

OPERATING costs of all classes of stations consumed 41/4 cents more out of every dollar of income in 1946 than in 1945, bringing total expenses (exclusive of federal taxes) from 60 to 65 cents of every dollar of income in 1945 to 71.5 cents in 1946.

Study of FCC Figures

NAB found, on the basis of a study of 1946 FCC figures, that over 43 cents of every dollar of broadcast revenue went into wages and salaries, with nearly 50 cents directly connected with the broadcast and sale of programs, a big increase over 1945. All figures are percentages of net revenue, with 10 network key stations excluded.

Direct expenses necessary to broadcast of programs amounted to 49.7 cents, NAB found, including technical and program items along with sales costs. This figure was 3.5 cents above the 1945 figure.

Exclusive of sales and technical costs, total program expenses consumed 26.6 cents of every dollar, including program department wages as well as talent, royalty and license fees, fees for transcriptions and recordings, wire services and miscellaneous costs. This compares to 24.8 cents in 1945.

Explaining that FCC will publish its dollar volume figures for 1946 in March, NAB explained its study converts Commission totals into percentages for guidance of station executives. NAB's data are broken down into 50 kw clear channel, 5 to 20 kw clear channel, regional, and parttime and fulltime local channel stations. Percentage figures are summarized by industry totals for network and non-affiliated stations.

Technical expenses in 1946 on an industrywide basis, including salaries and wages, repairs, power cost, and other expenditures, consumed 12.1 cents of every dollar compared to 10.7 cents in 1945, NAB found.

Other Expenses

Expense of selling, including salaries, wages and commissions, advertising, promotion and publicity items on the dollar, compared to 10.6 cents in 1945. Total direct expense, comprising selling, technical and program items connected with direct broadcast costs, accounted for 49.7 cents. General and administrative expenses totaled 32.8 cents, up from 22.9 cents in 1945.

Projects Reviewed

Odin S. Ramsland, KDAL Duluth, chairman of the Subcommittee for Sales Promotion, reviewed the two main subcommittee projects — campaign to increase radio listening and National Radio Week, in both of which NAB's Retail Sales Asso. participates. NAB's part in the projects was under direction of Hugh Higgins, assistant director of broadcast advertising in charge of production.

Observance of Radio Week, he said, was vastly greater than the two previous celebrations. He cited examples of the wide attention given the event throughout the country, with the cooperation of federal, state, local and civic agencies. He said the Voice of Democracy contest drew 20,000 high school entries, with some 200,000 letters entered in the contest conducted by the Asso. of Women Broadcasters (see story page 44).

An interesting feature of Radio Week, he said, was participation by amateur operators all over the country.

During discussion of public relations, he reviewed small orders for some 30,000 50-cent booklets, led by J. Allen Brown, assistant director of advertising, case history study of such projects was favored.

Dr. Kenneth Baker, NAB director of research, outlined current (Continued on page 92)

January 12, 1948 • Page 15
Hartford, Advisory NBC SPAC HEADS FOUR Dallas, Tex., WJJX WOW Saginaw, January.

Page won MGM Johnson's midwestern district, district, Norton KIDO Springfield, then the director 2, trade dramatizations JOHNNES Passe Pa-

Other members re-elected were Milton L. Greenbaum, president and general manager of WSAM Saginaw, Mich.; John J. Gillin Jr., president and general manager of WOW Omaha, Neb. and H. Quen- ton Cox, manager of KGW Portland, Ore.

New members of the committee are Wiley P. Harris, director of WXJ Jackson, Miss., who replaces H. W. Slavick, director of WMC Memphis, Tenn.; Martin B. Campbell, general manager of WFAA Dallas, Tex., who replaces William B. Way, manager of KVOM Tulsa, Okla., and R. P. Redmond, general manager of KDYL Salt Lake City, who replaces Walter E. Wagstaff, general manager of KIDO Boise, Idaho.

FOUR ABC DISTRICT HEADS ARE ELECTED ELECTION of four district representatives to the ABC Stations Advisory Committee was an- nounced last week by John H. Norton Jr., ABC vice president in charge of stations.

Re-elected were Roger W. Clipp, WPIL Philadelphia general manager, to represent the northeastern district, E. E. Hartenbower, KCMO Kansas City general manager, midwestern district, and Harold Hough, WABF Fort Worth di- rector, southwestern district.

Arch Morton, KJR Seattle general manager, was elected repre- sentative for the Pacific district replacing Jack Gross, KFMB San Diego president.

Nesbitt to Start Co-op On Full MBS Next Month JOHN NESBITT’S Passing Pa- 

Kennally, Carmine, Gillies Get New Posts as Result of Philco Expansion IN LINE with the current expansion of Philco Corp., Thomas A. Kennally, who has been vice presi- dent in charge of sales, has been appointed vice president and as- sistant to the president of Philco to assist in the over-all direction of the firm’s activities.

James H. Carmine, who has been vice president in charge of mer- chandising, was named vice presi- dent in charge of distribution for Philco, responsible for all Philco sales, merchandising and adver- tising activities.

Joseph H. Gillies, who has been vice president in charge of radio production since 1942, has been ap- pointed vice president in charge of radio division operations of Philco Corp. In his new capacity, Mr. Gillies will coordinate engineering, purchasing, planning, material con- trol, and production of all Philco radio, television and other elec- tronic products.

Kennally Background Mr. Kennally has been with Philco since 1924 in a variety of capacities. After serving as dis- trict representative in Central New York, he was manager of the East Central Division with headquarters in Cincinnati from 1927 to 1939. He was then appointed manager of the New York office for Philco and continued in that capacity until he became general sales manager of the company in 1935. In 1941 he was named vice president in charge of sales and has been a member of Philco’s board of di- rectors since 1940.

Mr. Carmine joined Philco in 1923, when he became district representative in Pittsburgh. He went to Chicago as sales manager of the Middle West in 1925. Seven years later he was transferred to

168th NBC Outlet WEAT Lake Worth, Fla. will be- come NBC’s 168th affiliate when it goes on the air Jan. 15, the net- work said last week. WEAT will operate fulltime with 250 w on 1490 kc. It was bought recently by Clarence L. Menser, former NBC vice president who resigned from the network last year.

MGM Disc Suit PENDING hearing on charges brought by MGM, Maurice A. Rap- oort and Metro Record Co., Holly- wood, on Jan. 5 were restrained by Federal Judge Leon R. Yank- wich from using their brand name on discs. No trial date was set. In asking for restraining, MGM charged infringement of its disc label, declaring that label dates from 1946 and carries a good will valuation of $10,000,000.

SSC&B Appoints Dillon, Spencer Vice Presidents

Mr. Spencer Mr. Dillon

ABBEKT K. SPENCER, account representative, and J. Clifford Dillon, copy chief, have been named vice presidents of Sullivan, Staufmer, Colwell & Bayles, New York.

Both men were formerly asso- ciated with J. Walter Thompson Co. Mr. Spencer joined SSC&B in 1947, and Mr. Dillon in 1946. It was understood that three other members of the agency would be named vice presidents within a fortnight.

MEMBERSHIP OF NAB'S PROGRAM UNIT NAMED MEMBERS of the NAB Program Executive Committee to serve dur- ing the current year were an- nounced last week. Chairman is John S. Hayes, WINX Washing- ton. Others are Layne Beaty, WBAP Fort Worth; Edgar L. Bill, WMNB Peoria; Walter J. Brown, WORD Spartanburg; Harry C. Butcher, KIST Santa Barbara; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; Robert D. Swezy, MBS New York; E. R. Vadeboneoeur, WSYR Syracuse.

Serving as board liaison members are Harold E. Fellows, WEEW Boston; Robert T. Mason, WMRR Marion, Ohio.

First meeting of the committee will be held Jan. 28-29 in Washing- ton, with a joint meeting scheduled for Jan. 28 with the Public Relations Executive Committee. At that time progress in revision of the NAB Standards of Practice will be re- viewed. The board’s special code review committee meets today and tomorrow in Washington.

Theodore I. Oberfelder Wins Promotion at ABC APPOINTMENT of Theodore I. Oberfelder as director of advertis- ing and promotion for ABC was announced last week by Ivor Ken- way, the network’s vice president in charge of advertising, promotion and research.

Formerly assistant director of advertising and promotion, Mr. Oberfelder joined ABC in February 1945, as coordinator of program promotion. Previously he was promo- 

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NBC Installing Alternate Video Route

Microwave Relay To Link Baltimore, Philadelphia

As a major step toward establishment of its own full-time video network, AT&T's subsidiary, NBC is installing a microwave radio relay system between Philadelphia and Baltimore.

Connected with Philco's New York-Philadelphia relay at one end and NBC's existing microwave relay, either directly or by a further relay link, at the other, this new circuit will provide an alternate video route from New York to Washington to AT&T's already crowded coaxial cable service.

In discussing the radio relay set-up, O. B. Hanson, NBC engineering vice president, pointed out that at present the only video connection between New York and Washington is AT&T's coaxial cable, currently offering one north-south circuit and one south-north circuit to their existing video networks on a time-sharing arrangement which roughly gives NBC, CBS and DuMont each slightly more than two days' use of the cable each week.

AT&T has announced plans for adding another New York-Washington circuit this spring, in time to handle the increased video traffic of the national political conventions, but this will also be on a time-sharing basis.

Exclusive 1-Way Channel

The new radio relay will provide NBC with an exclusive one-way video channel between New York and Washington, Mr. Hanson said, which this network can offer to its television clients when and as it needs it.

He emphasized that the arrangement is designed for temporary service only, and that NBC has no plans for entering the network facilities business on a permanent basis.

"We prefer to concentrate on providing program service to our affiliates," he declared, "and to depend on public utilities for permanent service. We plan to use our own relay circuit only when AT&T or some other public utility is able to offer us full service facilities."

The Philadelphia-Baltimore relay will utilize RCA 7,000-ine link transmitters, Mr. Hanson said. Through the "courteous cooperation of Western Union Co.," he said, NBC has been permitted to install this microwave system in the WTU towers at Brandywine, Del., and Elkneck, Md. These towers are already used by the telegraph company for its own services, he said.

At the Philadelphia end of the circuit, a microwave transmitter will be installed atop the new tower of the Philco video station, WPTZ, which is now under construction and is expected to be completed about the end of the month. Receiving equipment will similarly be installed atop the tower of WALV-TV in Baltimore. This also is due to be finished by the end of January, so that tests of the relay may begin early in February, Mr. Hanson said.

FCC Gives Approval

The FCC last Thursday gave NBC permission to operate the relay transmitters at Philadelphia, Brandywine and Elkneck on an experimental basis.

NWBW Gets First Postwar TV License; Four More Seek CPs

NBC's WNBW Washington last week became the first postwar television station to receive a license, while the demand for new stations continued with the filing of applications for the Easton-Allentown-Bethlehem area in Pennsylvania and one each for Toledo and Canton, Ohio.

Philco Television Broadcasting Corp. licensee of WPTZ (TV) Philadelphia, applied for Allentown-Bethlehem-Easton, and Easton Publishing Corp., president for WEEX (FM) Easton and publisher of the Easton Express, filed for Easton, both seeking Channel 6 (180-186 mc) The Toledo Blade, controlling owner of WWSW and WMOT (FM) Pittsburgh, applied for Channel 10 (192-198 mc) and also an AM station at Toledo, and the Brush-Moore Newspapers' WBHC Canton requested Channel 174-175 mc.

Estimated installation costs ranged from $157,836 for Easton Publishing Co. to $315,000 for the Blade, with Philco anticipating an initial outlay of $189,000 and WHBC $198,170.

Philco's Station

Philco's proposed station would be located at Allentown. Vice President Ernest B. Loveman said that "if our application is granted we shall be able to install Philco microwave relay equipment of the type being used New York-Philadelphia and thus beam WPTZ programs to the Allentown station and eventually obtain worthwhile local programs from the Lehigh Valley in exchange."

With last week's additions there are now three applications for the sole channel available in the Easton area, WSAN Allentown having filed previously for No. 8, WHBC is the only applicant for the only channel available at Canton. (No. 7, sought by WHBC, would be substituted for No. 1 there unless proposed allocation changes if FCC effects its plan to eliminate Channel 1 from television). At Toledo, where Fort Industry Co. has a grant for WTVM on Channel 15, the Blade is the only current applicant.

Seven New Licensed

Issuance of license to WNBW, operating on Channel 6 (66-72 mc), was announced by FCC last Wednesday and brings the number of licensed commercial video stations to seven. Of the six licensed prewar stations, DuMont's WBNJ and NBC's WNBT, both in New York, have since received new licenses following frequency changes. Other licensed stations are: one in Balaban & Katz station in Chicago; CBS' WCBS-TV New York; General Electric's WRGB Schenectady, and Philco's WPTZ.

Several retransmitting stations are on the air, several of which reportedly are working on proofs of performance looking toward regular licenses.

The Toledo Blade's AM application was for 1470 kc with 1 kw, using directional antenna fulltime.

Easton Publishing Co., in addition to its FM grant and video application, sought an AM station but lost a competitive proceeding for 1250 kc. The company has had a petition for reconsideration pending before FCC since last July.

On TBA Board

GeORGE M. BURCHAK, general manager of KSD and KMOX in St. Louis, has been elected a member of the board of Television Broadcasters Assn. to fill the unexpired term of Frank F. Schreiber, general manager, WGN Chicago, resigned.

Universities Will Study TV's Effect on Athletics

National Collegiate Athletic Assn., meeting in New York last week, appointed a five-man committee to study and report on the place of television in college athletics.

Al Masters of Stanford U. was named chairman of the video group. Members include Asa Bushnell, Eastern College Athletic Conference commissioner; James Stearns, Southwest Conference; Herbert Jones, Notre Dame U., and Theodore Paysner, Northwestern U.

Formation of this committee, which is to integrate the television views of the various regional college athletic conferences, was recommended at a conclave of the Eastern College Athletic Conference in New York last month.

Video Feature Newsrelae Is Sold to Two Stations

Two Stations have agreed to buy weekly "Snapshots," 10-minute feature subjects for video newsreels, according to Don McNamara, television director of Telefilm Inc., Hollywood. Stations are WWJ-TV Detroit and KSD-TV St. Louis.

Scheduled on 95-week basis, most current film covers four subjects including hungry Navajos, Tournament of Roses parade, timber supply situation and facial composition of Hawaii.

Prices of film, according to Mr. McNamara, are as follows: $150 in cities having 10,000 sets-in-use; $125 in cities with 6,000-10,000 sets-in-use and $90 where 2,000-6,000 sets are in use; $75 with less than 2,000 sets in use.

Garod TV Console

GAROD Electronics Corp., Brooklyn, has announced a new video receiver with a 12-inch direct-viewing tube and including AM, FM, shortwave and an automatic record changer, to retail at $995 plus installation.

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Career Man Named To Replace Benton

Truman Selects Allen to Head State Dept. Public Affairs

THE HIGHLY CONTROVERSIAL post of Assistant Secretary of State for Public Affairs was assigned last week by President Truman to George V. Allen, at present U. S. Ambassador to Iran, after the job had remained vacant for some three months.

Mr. Allen, a foreign service career man in the State Dept., replaced William Benton, who stepped down from the post last fall [BROADCASTING, Sept. 29, 1947] after many sharp and bitter battles with Congressmen who differed with his budget estimates and operating procedure, particularly on the "Voice of America."

Though he was always the center of a storm of congressional controversy, Mr. Benton was commended by President Truman for the job he did when the President accepted his resignation. Since that time, the position has reportedly offered to several leaders in the radio and advertising fields but was turned down by them either because of low pay or because of its controversial nature.

Follows Trend

The President's appointment was in line with a recent trend to place career people in key State Dept. positions. Latest examples of this were the appointments of Charles E. Bohlen, Assistant Secretary of State for Political Affairs, and E. Bohlen, Department Counselor.

In his new position, Mr. Allen will be in charge of the Office of Information and Educational Exchange which runs the overseas broadcasts of the "Voice of America." He is presently holding down his post abroad, but is expected to return to the United States early next month.

Although the job of Assistant Secretary of State normally pays only $10,000 a year, it was said that Mr. Allen would receive a salary of $13,500 as a career member.

The new appointee has been a foreign service officer for some 18 years, and is known to have been a North Carolina newspaperman.

Mr. Allen

BIG SLICE OF '48 AD DOLLAR SEEN IN RADIO

MORE than 125 advertisers, each with budgets exceeding a million dollars annually, are planning to give radio "an agreeable share" of the 1948 advertising dollar. Gil Berry, ABC Central Division sales manager, said last week.

Basing his statement on discussions with division clients, Mr. Berry said, "Reports indicate that most manufacturers intend to make 1948 a record year. New products are being added to the market continuously, and products whose manufacture was suspended during the war years are being reintroduced."

Mr. Berry believes this will afford additional competition in most industries and that current advertising programs of larger firms will be expanded in an effort to hold brand positions.

While the one-million-dollar figure indicates the total advertising budget in each case, Mr. Berry added, ABC expects to derive that much for radio alone from accounts with 160 individual advertisers such as General Mills, Procter and Gamble, Sterling Drug Inc., and Swift and Co.—four leading clients on ABC's gross billing list for 1947 [BROADCASTING, Dec. 29].

Philadelphia Bid for '56 Olympics Offers AM-TV

PHILADELPHIA, with the two coming political conventions signed for this summer, has looked forward eight years to make a bid for the 1956 Olympics. Formal bid has now been made with the U. S. Olympic Committee in New York. Competing offers have been presented by Detroit, Minneapolis and Los Angeles. Decision is expected within the next few weeks.

Should Philadelphia win the games, it would make the city the hub of a huge radio and press network. Invitation of the Philadelphia Convention and Visitors Bureau stressed the fact that the city has experience in dealing with big events through the annual Army-Navy football games and past political conventions. Most of the sports facilities available for Olympic games in the Quaker City have been used for remote broadcasts.

3 Networks Sign Western Regional RWG Contracts

RADIO WRITERS GUILD western regional contracts with ABC, CBS and NBC have been signed, effective Feb. 1, following the pattern of the new national pact. Regional programs are assigned a writing minimum equal to 60% of the national rate and local programs a minimum equal to 40% of national rate.

The convention extends through July 31, 1954, with reopening of negotiations applicable only to fees at the following intervals: February 1956, 1957 and 1958. Regional programs include coverage in areas of Hawaii, the Philippines and Alaska. Local agreement applies only to KNX and KMBC, KNBC and KGO San Francisco.

Westinghouse Veers from CCBS Plan

Calls 20-Station 750-kw Coverage Proposal Inadequate

BREAK in Clear Channel Broadcasting Service support for its 20-station plan for 750-kw clear-channel coverage of the nation came last Thursday when Westinghouse Radio Stations Inc. told FCC that the plan "will not adequately or economically solve the issues" of the clear-channel proceeding.

Westinghouse's KDKA Pittsburgh, a member of CCBS, and its WBZ Boston, technically a 1-B station but operating alone on its channel at night, both would go from 50 to 750 kw, along with 18 other clear-channel stations, under the plan offered by CCBS as the solution to the nationwide coverage problem. [BROADCASTING, Oct. 28, 1946; Oct. 27, 1947].

Since both KDKA and WBZ are NBC affiliates and serve the same "region" in the CCBS plan, a move by CCBS to propose a different 750-kw affiliate for each of the four networks in each region, at least one of the two WRN stations would have to switch to another network if the CCBS proposal were adopted by FCC. This was not listed by WRN among its reasons for renouncing the plan.

Disclosing its decision in a brief filed four days before today's deadline for briefs looking to Jan. 19 oral argument in the clear-channel proceeding, Westinghouse said it had considered the CCBS proposal "in the light of its own experience and of the rapid technical and economic changes that have recently taken place in the art."

Westinghouse said that "continuing delay of the development of the economic problems (Continued on page 101)

Mundt Bill Ready For Senate Action

Sen. Smith Seeks Quick Passage For Revised Measure

THE MUCH-TRAVERELED Mundt Bill for a U. S. foreign information service was approved in revised form by the Senate Foreign Relations Committee last week and sent back to the Senate floor for action.

Sponsored by Sen. H. Alexander Smith (R-N. J.), the measure is a revision of the House-passed Mundt Bill and is designed to cover the objection that appropriation of funds for the "Voice of America" program is without prior approval of an authorization measure.

Title and purposes of the bill are clarified and statutory authori- zation is given for the State Dept. to carry on its "Voice" program. A new department is expected to begin early, possibly next week, since the measure has been given high priority by the Republican Policy Committee.

Bill's Authorization

The revised bill authorizes both a foreign information program and an education exchange service whereby the U. S. and foreign nations would exchange leaders in the education, science and art fields. The Senate of the Department would control both phases of the program, but in addition, there would be created two advisory boards—one to handle the cultural and the other the information end of the project. The boards would be bi-partisan and would consist of non-governmental leaders.

The measure provides no specific funds for the program, but merely authorizes Congress to appropriate such funds as it sees fit.

Senator Smith said he hoped for quick passage of the measure that "current mis-statements of some nations, mainly Russia, can be corrected." He added that the immediate need was to counteract "propaganda" against the European Recovery Program.
Operation F-I-D-O

This one reaches away back. It's known to the British as "Fog Investigation Disposal Operations." Therefore, Fido.

It burned off the fog on the runways. It helped crews off and on the runways. It saved many a bombing crew during World War II.

Not many in radio have a pilot's green ticket for blind flying when it comes to buying radio time. That's why we run ads like this for W-I-T-H. Some buyers need the fog burned away when it comes to making up a client budget list.

The clear-as-unlimited-visibility story in Baltimore is W-I-T-H. It's the successful independent station in this big town that delivers more listeners-per-dollar-spent than any other station in town.

For sales at the lowest cost, better put W-I-T-H on that list. You'll be astonished how the fog lifts on client's sales. They'll think you're smart, too!
SNOW AND SLEET storm casualties in the Chicago area New Year’s Day included several radio towers. Picture at left shows one WIND Chicago tower crumpled, another still standing. Heavy damage to WGES Chicago is indicated in picture at right. All four of station’s towers were toppled; picture shows what sleet-filled wind did to three of them. Other stations reported less damage.

Radio Again Is Benefactor in Storm

Despite Overwhelming Handicaps, Staffs Stay on Duty

AS THE NORTHEASTERN and north central sections of the country gradually recovered last week from the effects of severe snow and sleet storms, reports continued to come in concerning radio’s outstanding role in keeping the public informed of latest developments, presenting emergency messages and assisting in relief work.

Despite the fact that a few stations were off the air temporarily or were forced to turn to emergency power sources, radio once again came through as station staffs worked overtime. In the Middle West, where stations—particularly in the Chicago area—were hard hit by ice storms and accompanying high winds that toppled several radio towers [BROADCASTING, Jan. 8], there were further reports of radio’s perseverance and its determination to fulfill its public service responsibility despite any handicap that nature might present.

Chicago Hard Hit

Chicago independent stations suffered heavily. WGES, which lost all but the 40-ft. base on each of its four towers in the New Year’s Day storm, was able to erect an emergency antenna and resume broadcasting at 7:40 the following evening. Construction of new towers may be completed within three or four weeks, according to Ellery L. Plots, station technical director. WAIK, which lost its tower near Elmhurst, Ill., erected poles and built an emergency antenna, but estimated it would be three or four months before another tower could be constructed. Station, a daytimer, resumed operation Saturday morning, Jan. 3. According to E. W. Jacker, chief engineer, station is operating on full power, although its signal is “only fair” and reception is less than normal.

WIND, another Chicago independent, was forced to operate briefly on reduced power but remained on the air. According to Alex Tellis, promotion manager, WIND lost one of its large 350-ft. towers. An insulator on one tower was damaged and two other towers were warped by sleet. A new tower is expected within four weeks, Mr. Tellis said.

Radio was credited with doing an excellent public service job in Chicago during and after the storm, as all stations, network and independent, flooded the airwaves with weather warnings, special bulletins and supplementary newscasts.

WMAC, NBC owned and operated station, aired special traffic warnings on New Year’s Eve in cooperation with the police department. In addition, its recording division prepared special records emphasizing the danger of traffic accidents. Periodic bulletins and other weather news reports on New Year’s Day were compiled by station staffs.

Mutual outlets KFRA Clinton, Iowa, and KSHO Hanniball, Mo., broadcast MBS programs by recording them from WGN Chicago signals when the storms disrupted their network lines. WGN, off the air for 17 minutes New Year’s Day, operated on diesel power before resuming normal operation.

In Chicago area, several railroads, particularly the Burlington and the Chicago and North Western, depended on amateur operators and their home-made transmitters to relay important developments.

Announcers Are Professional—NAB

Microphone Personnel’s Duties Not Routine, Hearing Told

APPEARANCE before the microphone by broadcast personnel should be classified as professional activity, rather than routine work, NAB contended at a hearing last week before the Wage and Hour Division. Announcers then would fall under classification of professional employees, exempting them from overtime provisions under proposed changes in Wage and Hour Act regulations, NAB said.

APRA challenged NAB’s argument that the union viewpoint was presented Thursday by George Heller, executive secretary. NAB had offered argument at a Wednesday hearing before Harry Weiss, director of the Wage Determination & Exemptions Branch of WHD.

Under WHD regulations, administrative and professional employees receiving over $200 a month, and executives getting over $50 a week, are exempt from overtime requirements of the Fair Labor Standards Act. WHD is considering a revision based on increased wage levels since the rules were involved in 1940.

Richard P. Doherty, director of the NAB Employers-Employer Relations Dept., reviewed broadcast employment earnings, highest in all industry, and told of the personal talents and creative efforts required of personnel. In the professional class, he said, are announcers, farm editors, news editors, home economists, special events and sports broadcasters, public relations specialists, writers, program and musical directors, and others.

Their work is predominantly intellectual and artistic, he contended, calling for special skills, education and training. Duties call for consistent exercise of discretion and judgement, he said, adding that the output cannot be produced or the result accomplished cannot be standardized in relation to a given period of time.

Cites Constitution

Mr. Doherty cited the APRA constitution to show the union classified activities of its members as professional. He pointed to the absurdity of federal regulations which classify an actor or singer as professional in a dramatized or sung version of an announcement, yet hold an announcer who reads a news account as non-professional. He said the situation becomes even more absurd as television grows, with announcers required to have special vocal and personality qualifications.

J. Allen Brown, NAB assistant director of broadcast advertising in charge of small market stations, contended, calling for special skills, education and training. Duties call for consistent exercise of discretion and judgement, he said, adding that the output cannot be produced or the result accomplished cannot be standardized in relation to a given period of time.

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Looking for an unusual Morning Program in the Cleveland Market?

Look at... listen to... Koffee Korner... a working program over WJW 8:05 to 8:25 AM across the board... or talk to your nearest representative of the Headley-Reed Company.

- Brisk, bright music... sound effects for mood and contrast... that's what the band tries for and gets!

- Jane Steven's cheery comment and light touch with weather reports and time signals highpoint Koffee Korner.

BILL O'NEIL, PRESIDENT

WJW

BASIC
ABC Network

CLEVELAND
850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
EDITATIONALIZING

 Desired . . . But Problems Are Envisioned

BROADCASTERS, although they agree overwhelmingly that a station should have the right to editorialize [BROADCASTING, Dec. 22, 1947], would be somewhat hesitant about exercising that right, should it be granted. This is indicated in the results of a survey conducted for BROADCASTING by Audience Surveys Inc. First portion of the survey, made during November among a representative cross-section of managers of commercial AM stations in operation Sept. 1, 1946, was published in BROADCASTING on Dec. 22, and the second portion is presented here.

Fact that stations would be hesitant about exercising the editorializing privilege was brought out in replies to a direct question to managers on whether or not they would editorialize if they could. Although 88% had said they that stations should have the right to editorialize, the number who said they would editorialize if permitted to do so represented only 55% of the total cross-section sample polled by Audience Surveys.

Reasons for this hesitancy are indicated in the managers' expressed belief that editorializing would create new problems for stations, particularly in the political and social fields.

Second portion of the survey on editorializing also goes into the question of how station managers think controversial subjects can be dealt with better if stations should not have the right to editorialize. Most heavily favored as substitutes for editorializing were public forum programs and round table discussions by experts. Conflicting among the possible alternatives were debates offering equal time to exponents of various viewpoints.

On the question of editorializing by networks, the percentage of station managers opposed to such a practice was more than double (64%) that permitted favoring it (31%). Second portion of the editorializing survey also gives a breakdown on what steps the managers feel an affiliate station would take if a network editorial position differs from that of the station.

The specific questions asked on the aforementioned subjects and the analysis of results, as assembled by Audience Surveys, follows:

"If stations are permitted to editorialize, will you do so?" (See Table I)

Bringing the panel down to specifics indicates that a majority of the stations (55%) will editorialize if permitted to do so. This is considerably less than wanted the right to editorialize (88%), as shown in the first portion of the survey, BROADCASTING, Dec. 22, 1947). The margin of difference of course lies in the 33% who are uncertain about whether or not they will editorialize. Doubtless the many unsettled problems, some of which have been outlined in the answers to questions asked, make it impossible for these stations to give a definitive answer or perhaps these respondents await the decision on whether or not they will have the right, and on what basis, before deciding what their own positions will be. Only 10% categorically say they will not editorialize (10% also said stations should not be permitted to do so), with 20% failing to report any opinion.

"Do you feel that editorializing would create new problems for stations?" (See Table II)

Balancing the opinions in respect to the gains in station prestige to be derived from editorials, approximately as many stations (86%) expect editorializing to bring new problems as expect it to add to station prestige. 13% feel that there will be no additional problems created.

"If editorializing will create new problems, what problems?" (See Table III)

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<th>Problem</th>
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<td>Political and social problems</td>
<td>87*</td>
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<tr>
<td>Loss of business</td>
<td>16</td>
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<td>Alienation of audience</td>
<td>15</td>
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<tr>
<td>Greater responsibility</td>
<td>2</td>
</tr>
<tr>
<td>All other</td>
<td>13</td>
</tr>
</tbody>
</table>

"Should networks editorialize?" (See Table IV)

Twice as many stations (64%) believe networks should not editorialize as they should (31%). 5% have no opinion.

"If a network editorial position differs from that of affiliated stations, should the station—" (See Table V, p. 78, for alternatives.)

Opinion on this question of what to do when the network's editorial position might differ from the station's divides more closely than on any other of the questions involved in the editorializing potential. 33% of the stations feel the way out would be to carry the program preceded by a station disclaimer. 24% would carry it straight, 14% would refuse to carry the program. 29% had no opinion.

"If stations should not have the right to editorialize how do you think controversial subjects can be dealt with better?" (See Table VI)

Public forums, experts round... (Continued on page 78)

Table I

<table>
<thead>
<tr>
<th>&quot;If stations are permitted to editorialize, will you do so?&quot;</th>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55%</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
</tr>
<tr>
<td>Don't know</td>
<td>33</td>
</tr>
<tr>
<td>No answer</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
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</table>

Table II

<table>
<thead>
<tr>
<th>&quot;Do you feel that editorializing would create new problems for stations?&quot;</th>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>86%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
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<tr>
<td>Don't know</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

Table III

<table>
<thead>
<tr>
<th>&quot;If editorializing will create new problems, what problems?&quot;</th>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political and social problems</td>
<td>87%</td>
</tr>
<tr>
<td>Loss of business</td>
<td>16%</td>
</tr>
<tr>
<td>Alienation of audience</td>
<td>15%</td>
</tr>
<tr>
<td>Greater responsibility</td>
<td>2%</td>
</tr>
<tr>
<td>All other</td>
<td>13%</td>
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</tbody>
</table>

Table IV

<table>
<thead>
<tr>
<th>&quot;Should networks editorialize?&quot;</th>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31%</td>
</tr>
<tr>
<td>No</td>
<td>64%</td>
</tr>
<tr>
<td>No answer</td>
<td>5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>
ANOTHER TERRIFIC HIT SHOW BY ZIV

"The Sweetest Music This Side Of Heaven"
America's #1 Band
in Radio's #1 Show

The Greatest

Lombard

Show

NARRATED BY DAVID

The Sweetest Music this

TRANSCRIBED BY THE GREATEST IN
Now, the greatest name in popular music gives you the greatest show in radio. Year after year after year, voted America's No. 1 band...No. 1 at the box office, No. 1 in nation-wide polls, No. 1 on the air. More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship at a fraction of its transcribed cost.

**THE ROYAL CANADIANS**
Guy, Carmen, Lebert Lombardo and their magnificent 16-piece orchestra playing the soft, sweet music that all America loves.

**DAVID ROSS, NARRATOR**
Long known as the poet-laureate of the air, he weaves a tapestry of beauty in story and song.

**THE TWIN PIANOS**
The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards...as much a trademark of Guy Lombardo as his sweet, melodious music.

**LOMBARDO VOCAL TRIO**
Three grand voices blending delightfully in rich harmony, as they add beautiful, new interpretations to many of Guy's most famous songs.

**THE LOMBARDO MEDLEY**
A sure-fire audience builder. David Ross and Guy Lombardo present three songs, without titles. A musical quiz that listeners enjoy.

**LOMBARDO VOCALISTS**
Featuring the glorious voices of Don Rodney and Kenny Gardner as Guy plays the favorite music of the nation.

**THE FAMOUS LOMBARDO PICTURE STORY**
Narrated by David Ross, played by the entire ensemble. A musical masterpiece with that famous Lombardo touch.
PLEASANT chatting session is held by this threesome at Christmas luncheon for columnists given recently by Advertising Women of New York Inc. at Hotel Astor. To r.: Robert Vellekamp, Kingsbridge Hospital patient chosen by women's group as veteran most likely to succeed; John Crosby, New York Herald Tribune radio columnist, and Ben Grauer, announcer on Walter Winchell and Chesterfield shows.

45% Are Satisfied With Present Video Programming, Zenith Survey Reports

A POLL of 9,341 television set owners in New York, Philadelphia, Chicago and adjacent areas has disclosed that only 45% are satisfied with present video presentations and 62% are willing to pay for extra programs. The survey, conducted by La Salle Extension U., Chicago, was financed by Zenith Radio Corp., advocate of "Pay-As-You-See" television [CLOSED CIRCUIT, Dec. 15].

Letters were sent to set owners with return postcards bearing these questions-(1) What do you think of present-day television programs? (2) Would you be willing to pay a reasonable fee for home-viewing of first-run movies, Broadway plays, newsreels, and championship sports events not available on free television?

Returns showed that dissatisfaction with present programs is greater in New York and Philadelphia than in Chicago, but Chicagoleans are more receptive than Easterners to paid television service.

Only 40% of TV receiver owners in the Connecticut suburbs of New York City approve of present programs as compared to 51% in New Jersey suburbs. Forty-two percent of owners in New York proper, 52% in Chicago, and 43% in Philadelphia like the programs "as is," the study revealed.

A breakdown of those willing to pay for extra programs shows these percentages-76 in Connecticut, 70 in Chicago, 64 in New York, 52 in New Jersey, and 49 in Philadelphia.

Date With Butcher
EVERYBODY'S getting into the act for the forthcoming MGM movie, "A Date With Judy," based on the NBC program of that name. In addition to using KIST Santa Barbara in the film, MGM has also obtained permission from Harry Butcher, KIST owner, to use his name for the actor portraying the station owner in the movie.

BroadcastingCopyright Problems Are Written Up
SAMUEL ROGERS, K.C., Toronto, attorney for Canadian Assn. of Broadcasters, is author of a detailed article on international and Canadian copyright problems in the Canadian Bar Review, November issue. Mr. Rogers represents CAB on copyright problems. His article deals in detail on broadcasting problems, especially in connection with international programs from the United States to Canada, and status of copyright in such broadcasts.

With an early convention of international copyright countries in view, Mr. Rogers outlines suggestions for copyright revision including: Shortening copyright term to follow the American period, non-protection for authors of non-copyright union countries, authorization of public performance confined to public performance for profit, and nocopyright merely of arrangements of musical works of others. He also outlines changes which ought to be made in Canadian copyright legislation. Reprints of the article are available from the Canadian Assn. of Broadcasters, 80 Richmond St. West, Toronto.

Werner Promoted
JACK WERNER, chief of the International Section, Common Carrier Division, FCC Law Dept., has been promoted to assistant chief of the Common Carrier Division, the Commission announced last week. He fills post vacated about a year ago when David C. Adams became assistant to the FCC's general counsel. Mr. Werner joined FCC in March 1946 as attorney in the International Section, of which he later became chief. He formerly had been with OPA from 1942, except for war service in the Infantry. Previously he practiced law in Minneapolis.

Unbeatable Combination

CBS
WGST
ATLANTA
Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Page 26 • January 12, 1948
“Fustest With the Mostest”

General Nathan Bedford Forrest was one of the great Confederate Generals in the War Between the States. He attained his enviable position because of his strategy—“get there fustest with the mostest.”

WORD is applying the Forrest strategy to radio in Spartanburg and the Piedmont section of the Carolinas.

Owned and operated by Spartans with long experience in Carolina radio, WORD is tailored to the listening desires of the Piedmont. One example is the domination of WORD in broadcasting of sports. Spartanburg won the Tri-State League pennant in a thrilling finish last season and the WORD microphone was above the Peaches’ dug-out both at home and abroad. WORD will continue as Spartanburg’s baseball station in 1948.

WORD is Spartanburg’s “FUST” network station having been dedicated on Labor Day, 1940, by the then Senator Bryan and then Governor Maschke, the then CBS vice president, Harry Butcher and a host of other personalities.

And now, seven years later, funds have been spent to improve WORD facilities. A new and more efficient transmitter plant has been constructed. It will be located one mile from the center of the city on a four-acre tract on which in January will increase the signal of the station over Spartanburg by 40%. A 1,000 watt frequency modulation station on a choice elevated site will be on the air by Spring.

“WORD is on the lips and in the ears of the people of the Piedmont. It is programmed right and priced right. Since the new management took over August 1st, WORD’s listening audience has sky rocketed, local advertising on WORD has tripled and national advertising has doubled and there’s a reason—WORD is “Fustest with the mostest.”

Represented by
TAYLOR-HOWE-SNOWDEN

250 WATTS

Owned and operated by the Spartan-Radiocasting Company
WALTER J. BROWN, President

1400 KC

Affiliated with
A B C

BROADCASTING • Telecasting
The Doherty Circuit for AM broadcast transmitters was the first to achieve high efficiency and economy and still retain the following important advantages of linear and grid bias modulated power amplifiers:

1. A simple tube complement — no high-power audio tubes required
2. No modulation transformer required — savings in space and apparatus
3. Freedom from transient or over-modulation surges — can be heavily overmodulated at any audio frequency for long periods without damage
4. Adaptability to large amounts of feedback derived from the final output envelope, resulting in low noise, low harmonic distortion, and low intermodulation distortion over wide variations in tube characteristics and circuit adjustment
5. Negligible carrier shift, assuring full utilization of the assigned carrier power of the station

Gearing tubes to circuits

How a tube acts in a circuit depends, of course, upon the impedances which face it in the circuit. So getting the most out of tubes is a matter of getting the right impedances.

Like pre-Doherty linear amplifiers, the Doherty High Efficiency Amplifier Circuit has two tubes. Unlike them, it has a network which automatically changes impedances to best meet changing needs. Both tubes receive the signal, but — when the carrier alone is on — only one tube is operative. The second tube uses no power. Not until modulation is applied, raising the input voltages on both tubes, does the second tube start up. It then does two things: it contributes more power to meet the added load, and it automatically changes the impedance faced by the first tube so as to throttle it up to full output, too.

For the Broadcaster, this means that the Doherty Circuit consumes only half the power required by old style linear amplifiers — a real triumph in circuit engineering.

It is just one of many Bell Telephone Laboratories developments which have contributed to improved efficiency, greater economy and higher quality in communications.

How the Doherty Circuit pays off for Broadcasters
The 5 KW AM transmitter, like the 1KW and 50 KW, has the famous Doherty Circuit. Eleven years of experience proves this High Efficiency amplifier operates continuously for long periods with no need for retuning.

ONLY Western Electric AM broadcast transmitters have the Doherty Circuit
1KW...5KW...50KW

Today the Doherty Circuit is being used by hundreds of broadcast stations—making possible the use of smaller circuit elements, saving space, giving increased stability and greater ease of adjustment, and reducing the outlay for auxiliary equipment.

Other features
In Western Electric 1, 5 and 50 KW AM transmitters, you also get two other famous Bell Laboratories developments—stabilized feedback and grid bias modulation. These, together with the Doherty Circuit, are your assurance of superlative performance at rock-bottom operating cost!

Get full details
If you’re thinking about a new AM transmitter, remember this: only Western Electric has the Doherty High Efficiency Circuit—unmatched today in performance, dependability, and economy! For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
Manufacturing unit of the Bell System and the nation’s largest producer of communications equipment.
THINGS ARE KINDA PRIVATE IN PUBLIC (Ky.)!

Despite its highly populous name, Public (Ky.) is the home of many great concentrated masses of people. It's a pretty private proposition, and we're perfectly satisfied to keep our big nose out of it. Our pride and joy is that WAVE covers an area that does more business, wholesale and retail, than all the rest of Kentucky combined!

If you want to keep your name before the choicest public in Kentucky, you can do it at lowest cost via WAVE. But if you change that small p to a "cap"—well, you choose your own Public, pal!

Upton Close on the Air From 3 Mexican Outlets CHARGING that "it is as impossible to be as honest on chain networks in the United States as one could be in the newspapers," Upton Close announced that he contracted for a series of weekly broadcasts from a powerful Mexican station. His first broad-cast was aired Jan. 3 from XERB at Rosarito; XERF, opposite Del Rio, Tex.; and XEG Monterey, Mex.

However, there were indications that he would return to U. S. broadcasting perhaps by transcription. Mr. Close mailed postcards which announced the Mexican broadcasts and stated that "Upton Close will soon be coming to you from your local station."

Mr. Close said his broadcast will be a demonstration of "tree and unhampered speech. Networks have been cutting down on editorial comment. If this movement succeeds, we ultimately will hear only government news." The weekly broadcasts will be of 15 minutes duration.

BMB Still Strong, Says Feltis in Year-End Report BMB has "emerged from its growing pains as a strong and healthy organization," BMB President Hugh Feltis said in a year-end summary of 1947 activities. Mr. Feltis looks to 1948 as year in which the BMB figures "are an accepted tool of radio timebuying and selling."

Subscribers numbered 550 Dec. 31—536 AM stations, seven FM, and the rest networks. Mr. Feltis said that plans for 1948 included interim measurement in March, preparations for the 1949 nationwide survey. He said 1947 was BMB's crucial year, "in which its findings were put to the test of use by buyers and sellers of time."

CBC WILL ACT ON TWO POWER INCREASE PLEAS REQUESTS FOR POWER increases by CKLW Windsor-Detroit to 50 kw in the United States and CKAC Montreal to 10 kw temporary and 50 kw permanent on 730 kc will be heard at meeting of board of governors of Canadian Broadcasting Corp. at Ottawa Jan. 23. These applications were deferred from December meeting for further technical consideration.

CBC board having set a precedent by recommending increase in power of CFBF Toronto to 50 kw on 1010 kc, considerable interest is being shown in the applications of CKLW and CKAC, both of which operate in areas where there are other 50-kw stations. Till the CFBF increase was recommended, power of independent Canadian stations was limited to 5 kw except in cases of stations using more than this before advent of CBC in 1936.

Other applications to be heard at the board meeting are:

- C. A. Pollock, Kitchener, Ont., for new 10-kw FM station; Charles H. Llewelyn, new AM station at Summerside, P. E., 250 w on 1240 kc; CPAB Windsor, N. B., new satellite station, at Kentville, N. S., to operate with 250 w on 1490 kc; T. A. McDonough, new AM station at Haliburton, Ont., 1 kw on 810 kc; Radio Edmon ton Limited, new AM station at Edmonton, 5 kw on 660 kc; new AM station for Dept. of National Defense, Churchill, Manitoba.

- New FM station applications are for CPPL, London, 444 kw; CHUM Montreal, 3.2 kw; CJAD Montreal, 602 kw; CPOS Owen Sound, 240 w; T. A. McDonough, Haliburton, 360 w; Montreal Publishers Ltd., Moncton, N. B., 300 w; Pearl Publishing Co., Simeon, Ont., 261 w.

Two on Full FM Power WINX-FM Washington increased New Year's Eve from 2000 w to its full 20 kw power. The station operated from 6 p.m. Wednesday to 1:30 a.m. Thursday, resuming at 2:30 p.m. after repairs. WWDC-FM Washington increased to 20 kw Christmas and plans formal dedication later in January.

Page 30 • January 12, 1948
FCC DENIES REQUEST TO INCLUDE FM DATA

FCC has reaffirmed its decision to exclude FM data from the clear-channel hearing, denying a CBS petition for reconsideration of this policy.

CBS, which had presented an FM network plan for nation-wide service earlier in the year, filed its petition during the last October sessions, after FCC had declined to furnish FM data to the Clear Channel Broadcasting Service on grounds that such information would not be considered in the case [BROADCASTING, Oct. 13, Nov. 3].

Comr. Rosel H. Hyde, presiding over the October session, denied an oral motion for reconsideration and CBS then filed its petition with the full Commission.

Westinghouse TV Console Set Is Shown in Chicago

NEW television console of Westinghouse Electric Corp. had its first public showing last Monday when the National Home Furniture Show opened in Chicago.

The receiver, with a 32-square-inch screen and featuring the Westinghouse Automatic Focuser, was highlighed of the Westinghouse Home Radio Division’s exhibit at the show. The set, Model 181, is housed in a Chinese Chippendale cabinet and is priced at $458 plus $1.26 Federal excise tax and an installation and warranty fee.

F. M. Sloan, Division manager, said the set would be presented in New York Jan. 16. He said other new receivers, slated for distribution later this year, include a low-priced AM-FM table model and a moderately priced radio-phonograph combination. The Chicago exhibit included 19 variations of Westinghouse receivers.

Research on Revolutions, Their Effects Scheduled

EXPERIMENTS to determine the best means of getting accurate, expert knowledge about international problems and the largest possible number of persons will be undertaken by Stanford U. as part of a three-year study of present-day revolutions and their effects on relations among nations.

The research program, to be carried on by the Hoover Institute and Library on War, Revolution and Peace, will be financed through a $180,000 grant to Stanford from the Carnegie Corp. of New York, Donald B. Tresidder, president of the university, announced.

The experiments in the field of public information are intended to contribute to the effective conduct of foreign relations in a democracy, President Tresidder said, and will be aimed at putting impartial, expert information about international problems into forms most suitable for widespread distribution through radio, the press, motion pictures and public discussion groups. Experiments will be made in collaboration with representatives of radio and the other mass information media.

To Head ITU Group

CHARLES J. ACTON, radio branch, Dept. of Transport, Ottawa, will head Canadian delegation to the forthcoming meeting of the International Telecommunication Union at Geneva, according to an announcement of Reconstruction Minister C. D. Howe. Accompanying Mr. Acton as Canadian delegates will be Lieut. Col. H. D. W. Wethey; Lieut. A. R. Hewitt, Royal Canadian Navy; and J. C. W. Scott, Canadian Defense Research Board, radio wave propagation laboratory.

STATE MEMBERS of The Wenatchee (Wash.) Daily World and KPQ Wenatchee display copies of the Dec. 22 issue of the town’s newspaper which carried banner headlines about a mock police raid on the KPQ Christmas party. L to r: Glen Woods, staff member of the World; Meryle Thompson, local sales manager, KPQ; Mrs. Jim Wallace; Dorothy Lee, traffic manager of station; Jim Wallace, KPQ vice president and general manager; and Rogan Jones, president of KPQ and KVOS Bellingham. The World had set up the joke by having “newsboys” dash into the party with the hoax editions.

DISTORTION AND NOISE ANALYZER

This new General Electric distortion and noise analyzer gives a convenient check on transmitter operation. It provides a quick, visible indication that your station is operating in accordance with required standards. The YDA-1 is also entirely suitable for use with the widely accepted FM and AM General Electric Broadcast Station Monitors.

The YDA-1 accurately measures total harmonic distortion and noise present on an audio frequency, particularly that present in laboratory and broadcasting equipment.

The unit may also be used as a sensitive voltmeter. Its sensitivity is of special advantage in measuring low level audio signals.

DISTORTION MEASUREMENTS:

- Distortion range: 1, 3, 10, 30 and 100%, full scale
- Frequency range: 30 to 15,000 cycles per second in 5 ranges
- Accuracy: 5% of full scale plus 1/10% distortion

NOISE MEASUREMENTS:

- Noise range: 0 to -80 db referred to zero VU level
  (1 milliwatt on 600 ohms)
- Frequency range: 30 to 30,000 cycles per second
- Accuracy: 5% of full scale

VOLTAGE MEASUREMENTS:

Vacuum tube voltmeter for general purpose measurements. Dial is calibrated from 0 to -80 db, referred to zero VU for measuring any signal in the range 0.8 to 30 volts rms.

For complete information on the YDA-1, and other precision equipments write: General Electric Company, Electronics Department, Electronics Park, Syracuse, New York.
KTAN, Covering Sherman And Denison, Tex., on Air
KTAN Sherman, Tex., is now on the air, with 250 w day, 1500 kc. KTAN also covers Denison, Tex. Licensee is Denison Broadcast Corp., owned by E. S. Scarborough and Joel Carrol.
Otis McKenzie is manager, with Bill Jace in charge of production, Stafford Davis chief engineer, Bill Collins announcer, and Paul Phillips operator and in charge of maintenance.

FOR FIRST time in three years, since the Evening Bulletin acquired WPEN Philadelphia on Jan. 1, 1946, the station, now under management of Sun Bay Drug Co., will accept beer and light wine accounts, it was announced by Edward C. Obrist, WPEN general manager. Move was made to place WPEN in line with other Philadelphia stations now accepting advertisers in this category.

Mr. Bailey foresees "a vast field for new program ideas." He declared FM "is discovering new talent and putting it to work," he said.

As to the commercial prospects, he said FM offers the advertiser a class market at low rates, just as AM offered a similar market in its early days. He said advertisers

who buy FM time now will reap the benefits of increased audiences as more sets become available. "The FM audience today is small but it is loyal," he added.

FM is reaching the masses, as well as the class audience, in some areas, Mr. Bailey said, citing examples. He predicted the day is coming when FM time will be at a premium. "The smart advertiser," he said, "is the man who gets in on the ground floor now, taking advantage of low rates and builds for the future."

Though only about a million FM sets were produced last year, Mr. Bailey predicted the advent of several new models in the low-priced field will put large numbers of sets in the hands of the public.

Opportunity for young people in FM depends on educational and personal qualifications, he said, praising the training being given at the Syracuse workshop.

TV Uses Pooled Coverage For Opening of Congress
PLENTIFUL ARRAY of microphones and television cameras helped to bring the opening of Congress and the President's "State of the Union" message to the American people last week.

Greatest coverage was given to President Truman's message Wednesday afternoon. It was carried by all four major networks, plus independent outlets. As in the past, television employed pooled coverage, whereby one station uses its equipment to originate the broadcast and feeds it to all outlets in the East Coast hookup. In this case, DuMont handled the technical origination.

The opening of Congress' second regular session was also handled by television under the pooled arrangement, with NBC doing the pickup for all East Coast stations.

TOTAL sales in 1947 of more than $97,000,000, breaking all previous records, have been announced by Admiral Corp., Chicago. Sales in 1946, previous record year, were $38,000,000, which included nearly $10,000,000 in military equipment.

Bailey Sees 1,000 Commercial FM Stations by the End of 1948
RAPID expansion of FM, possibly to 1,000 commercial stations by the end of 1948, will provide thousands of jobs for young men and women, Bill Bailey, FM Assn. executive director, told the Syracuse U. Radio Workshop in an address last Wednesday.

With 379 stations now operating and another 631 approved, he said, the new medium will provide new competition for the listener's ear. Since FM stations will have signals of comparable power, they will compete on the basis of better programming.

Here Mr. Bailey foresees "a vast field for new program ideas." He declared FM "is discovering new talent and putting it to work," he said.

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NOW ON THE AIR!

The Cedar Rapids Gazette
Circulation in Excess of 54,000
CEDAR RAPIDS, IOWA

ANNOUNCES THE ESTABLISHMENT OF

AM KCRG and KCRK FM

5,000 WATTS
18,000 WATTS
Unlimited
Temporary Radiated Power

Affiliated With Mutual

Concentrated Coverage of the Rich Eastern
Iowa Trading Area For Fewer Dollars

Plus Man-Power with Radio “Know-How”

George C. Biggar
General Manager
Veteran of nearly 24 years in radio. Formerly Program Executive WLS, 14 years; Executive WLW, 7 years; General Manager WIBC, 2 years.

Neil C. Conklin
Commercial Manager
Sales Executive with Music Corporation of America and CBS Artists Bureau, 7 years. During past 6 years, Account Executive WOC.

Pat Patterson
Program-News Director
In radio 10 years. Formerly announcer WHBF; Program Director, WYBL; News Editor, KGLO; 3 years Newscaster and Associate News Editor, WMT.

OWNED & OPERATED BY THE GAZETTE COMPANY

Joseph F. Hladky, Jr.
Vice-President, Secy.

J. N. Foulkes
Pres., General Mgr.

L. J. Nilles
Treasurer

REPRESENTED NATIONALLY BY

W E E D & C O M P A N Y

New York  Chicago  Detroit  Boston  Atlanta  Hollywood  San Francisco
A view of the Collins audio equipment and accessories in KCRG-KCRK's speech racks
It is noteworthy that when the Cedar Rapids Gazette decided to build the finest AM-FM station that modern engineering could produce, it chose advice and its entire equipment from Collins—thus exploding the idea that a prophet is not without honor save in his own community.

We of the Collins Radio Company are proud to have contributed to the making of this grand new dual-service station, right here in our own hometown.

The Gazette's action, in awarding the contract for all equipment to us, is characteristic of a trend. A number of broadcasters have done the same, preferring to rest all responsibility in one dependable source.

Whether you plan to build a complete new station or modernize your present station, we urge you to consult our nearest office. We are prepared to supply any or all equipment, from studio to antenna, in AM and FM.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, New York
458 South Spring Street, Los Angeles 13, California
Inquisitive Thug

THOUGH not exactly honored, WLAW Lawrence, Mass., was amused to find that it was the favorite radio station of a vicious criminal. A Lawrence couple picked up a hitch-hiker only to find out he was a gun-toting kidnapper who had beaten up another victim earlier. Among the orders issued during the course of the trip was “Keep that car radio tuned to WLAW. I want the radio on so I can keep up with the news.” The victims found it impossible to oblige—WLAW had already signed off for the night.

Incorporation of WMGW Meadville, Pa., Planned

INCORPORATION of WMGW Meadville, Pa., new fulltime station on 1490 kc with 250 w power, is planned, with Dr. H. C. Winslow, licensee and Meadville civic leader, holding control and Victor C. Diehm, general manager of WAZL Hazleton, Pa., holding 40%. WMGW began operations last month.

Mr. Diehm is serving as general manager of both WAZL, in which he has 25% interest, and WMGW. Thomas A. Tito, formerly of WAZL, is program director and assistant manager of WMGW. William Bunc is continuity director of WMGW.

Wayne Knauss, formerly of WKRZ Oil City, Pa., is WMGW’s chief announcer. Other announcers are Al Kern, Sam Rose, Robert Trace, Cliff Smoot and Barney Frick. Mrs. Lorraine Yuhasz, formerly of WPIC Sharon, Pa., is sales representative. Hubert Corder, assistant professor of radio and speech at Allegheny College, Meadville, is serving as director of public service and is heard as a news commentator. Kathryn Kahler, promotion director of WAZL, also is supervising promotion at WMGW. Norma Ewing is staff pianist.

Chief engineer of the station is Hoyt Stout, formerly assistant chief engineer at WAZL. Other engineers are Patrick Finnegan, Leonard Miller, Stanley Petchel.

WMGW holds a CP for a Class B FM station. Antenna is to be mounted atop the present half-wave AM tower.

Louis P. Horning

LOUIS P. HORNING of Elizabeth, N. J., radio engineer and inventor in 1930 of a common horn guiding the sound of radio and phonograph combinations, died Dec. 30 of a heart attack in his New Jersey home. Mr. Horning, who was 45, sold his patent to the Victor Talking Machine Co., which was absorbed by RCA.

The Phenomenal Fox

RATINGS: Hoopers are terrific!

RANGE: A swell signal that covers over 1/2 of all Wisconsin.

RATES: Lowest in Milwaukee!

Yes, Sir!

The Phenomenal Fox

rates attention!

Charles J. Lanphier, Milwaukee, General Manager Wisconsin

Page 36 • January 12, 1948
More Power to you!

says ANDREW CORPORATION

as KCRG-KCRK takes the air

- KCRG-KCRK, the Cedar Rapids Gazette's new AM-FM radio station, rates a complimentary salute: (1) For doing an A-1 job of getting on the air; and, (2) For equipping its new station with a complete "package" of Andrew transmission line, phasing and antenna tuning equipment for both AM and FM.

Located in Cedar Rapids, Iowa, and supplied with transmitters by Collins Radio Company of that city, KCRG-KCRK does an outstanding job of covering eastern Iowa.

By selecting Andrew equipment KCRG-KCRK obtained the extra value of complete assistance in solving all installation problems.

If your problem is getting on the air, remember, Andrew specialized field is supplying everything you need between transmitter and antenna. Write today for a complete Andrew catalog, and for full details on the many ways in which Andrew can make your job easier.

Andrew CORPORATION
363 EAST 75th STREET • CHICAGO 19

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
KMED Medford Refuses Sale To Avco-Approved Purchaser

THE FCC-approved sale of KMED Medford, Ore., to the competing bidder rather than the original bidder has been refused by the KMED owner in the first, but not an anticipated, rebuff of FCC's Avco "auction" rule on station transfers (Broadcasting, Dec. 22).

The Commission was notified last week that Mrs. W. J. Virgin had rejected a $250,000 cash offer from Medford Radio Corp., the competing bidder whom FCC approved for acquisition of the station, and she and Gibson Broadcasting, the original "purchaser," petitioned anew for reconsideration and approval of transfer to Gibson.

Anticipating that Mrs. Virgin and Gibson Broadcasting might seek reinstatement of their original application, Medford Radio asked to be notified as an "interested party" to take part in any future proceedings in the case. Deadline for consummation of transfer to Medford Radio was Dec. 29. The original date, Nov. 29, was subsequently extended 30 days at the request of the Medford group, who contended that until Nov. 29 Mrs. Virgin was bound by her agreement with Mr. Gibson not to negotiate with anyone else.

The snag in negotiations was the Medford Radio stockholders' failure to give personal endorsement to a $187,500 note involved in the transaction. Luther E. Gibson, owner of KHUB Watsonville, Calif., and chief owner of Gibson Broadcasting, had offered personal endorsement of his company's note. The FCC majority contended that the two applicants' offers were sufficiently alike to meet the "same terms and conditions" requirement of Avco Rule, but Commissioner Robert F. Jones argued that they were not, because personal endorsement would give greater security to the corporate note.

Owner Rejects

Mrs. Virgin refused to take Medford Radio's corporate note without endorsement of the stockholders. Subsequently the company offered $250,000 cash, which Mrs. Virgin rejected "for obvious reasons." In a petition submitting copies of the correspondence, she and Mr. Gibson told the Commission that the offer Medford Radio made at the time of the hearing was "for $250,000 plus 209 shares of stock . . . alleged to have a value of $20,000."

The petition, filed by Frank Roberson of the Washington law firm of Spearman & Roberson, counsel for Mrs. Virgin and Gibson Broadcasting, was a supplement to their mid-November request, not yet acted upon, for reconsideration of the Commission's decision in the case.

Meanwhile, John W. Kendall of the Portland (Ore.) firm of Black & Kendall, counsel for Medford Radio, sent FCC on Dec. 30—the day after deadline for transfer to end—"a summary of the case so that the Commission may be fully advised as to the procedure followed by the respective parties." He asked that Medford Radio be notified of any further proceedings.

With respect to Mrs. Virgin's insistence on personal endorsements of the corporate note, Mr. Kendall said "this requirement . . . was not set up by Mrs. Virgin in preliminary negotiations between the parties," but was made "by Mrs. Virgin after the joint petition for reconsideration or rehearing was filed by Mrs. Virgin and Gibson Broadcasting."

Sale of KMED (1440 kc, 1 kw) to Mr. Gibson, for $29,000, was announced by ABC last week, effective Jan. 1. The stations, which will operate from 3 p.m. to 9 p.m., local time, are KECA-FM Los Angeles, WXW-FM Detroit and WER-FM Chicago.

ABC Starts FM

INTERIM FM operations in Chicago and Los Angeles were announced by ABC last week. The stations, which will operate from 3 p.m. to 9 p.m., local time, are KECA-FM Los Angeles, WXW-FM Detroit and WER-FM Chicago.
Yes - KFYR comes in loud and clear in a larger area* than any other station in the U.S.A.

* Ask any John Blair man to prove it.
Author Ernst Says No 'Devils' Plague Radio, But Medium Has Some Ailments

THERE ARE NO "devils" dominating American radio—but there are a lot of other things wrong with it. That was the essence of an address on "Radio and Free Speech" by Morris L. Ernst, noted attorney and author (The First Freedom) at a dinner meeting of the Joint Religious Radio Committee.

VAN NUYS APPLICANT ASKS SAN FERNANDO
UNITED BROADCASTING System, applicant for 500 w day/night outlet on 610 kc at Van Nuys, Calif., last week tendered for filing at FCC an amendment to change its name, ownership form and to move its facilities request to San Fernando.

Edward Iannelli, one-half owner of an FM permittee at Redlands and one-third owner of an FM permittee at Palo Alto, Calif., is only partner of United Broadcasting who continues in new firm, United Nations Broadcasting Corp. He acquired 75% holdings of other partners for $1,052.25, costs to date.

United Nations Broadcasting is also an applicant for Class B FM outlet in the Los Angeles area.

The 610 kc request earlier had been designated for hearing with KFSD San Diego, 1 kw on 600 kc, and KFI Los Angeles, 50 kw on 640 kc, as parties to the proceeding.

Associated with Mr. Iannelli in the new corporation are:

Arthur Sibica, general manager and treasurer, Sibica of California, women's shoe manufacturers; Anthony J. Cruciani, owner, shoe department, Walker's Dept. Store, Long Beach; Halph Haufler, owner Sunland Biscuit Co., Monterey Park; Glosul Di Mesa, owner Los Angeles Fish and Crystals Co., San Pedro; Joseph H. Primanti, one-half owner Belvedere Sewing Machine Co., Los Angeles; Constantino Favero, one-half owner P & M Importers, Los Angeles; Wallace B. McLean, KNX Los Angeles newswriter and announcer; Hay A. Polverini, vice president Pioneer Water Heater Co.; Umberto Sarno, owner Sarno Bakers, Hollywood and Chicago, and Joe Mastro, for past five years writer-announcer of weekly "The Italian Hour" on KXKW Pasadena, previously heard for seven years on KIEV Glendale.

No stock has been issued nor officers elected. Stock subscriptions were not given. The articles of incorporation listed as directors Messrs. Iannelli, Primanti, McLean, Mastro and Bessie A. Bonpane, Messrs. Cruciani, Haufler, Di Mesa, Mastro, Sarno and Mastro, all born in Italy, are naturalized U. S. citizens, according to the application.

Mark A. Fisher

MARK A. FISHER, 52, well-known Chicago singer, orchestra leader, composer and radio pioneer, died of a heart attack Jan. 2 in his home at Long Lake, a Chicago suburb. Mr. Fisher, who was born in Philadelphia, was associated with the orchestras of Ted Fio Rito and Danny Russo before forming his own band. He broadcast on WEBH Chicago, the old Edgewater Beach Hotel station operated by Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago.

STATION EXECUTIVES inspect control room facilities of WVLK, new 1-kw fulltime Mutual affiliate in Versailles, Ky. To r: Colvin P. House, secretary-treasurer of Bluegrass Broadcasting Co., which owns station; A. B. Chandler, baseball commissioner and former U. S. senator, who is president of the company; W. D. McCamish, WVLK's general manager, and Owen L. Range, one of company's stockholders. WVLK went on the air Nov. 28 on 560 kc. Station has offices and studios in the Lafayette Hotel, Lexington, Ky., as well as in Versailles.

BE A MAN OF DISTINCTION*
(Recent Time buyers eligible also)

Join distinguished company when you place your time on W H H M—the station that brought a new and fresh concept to Memphis advertising.

You'll be in Good Company with
• Local advertisers who can attest to the loyalty of W H H M audiences in listening and buying. They know W H H M pays off at the cash register.
• Other time buyers are using W H H M and know national products "move" when W H H M advertised.

Yes, be a Person of Distinction—join the many time buyers who have found W H H M Delivers More Listeners Per Dollar In Memphis. You'll like the Station that Delivers High Hoopers.

Associated Press
Independent . . .
But Not Aloof

Memphis, Tenn.

Mark A. Fisher

Forjoe & Co. Representatives

*LORD CALVERT
We Love You For This One!
"Always giving something extra!"

*Just ask your Raymer representative*
WBAL Rival Asks Hearst Subpoena

FCC Hearings Resumed; McCabe to Testify Voluntarily

FORMAL REQUEST for subpoenaed appearance of William Randolph Hearst at FCC's license-renewal hearing for WBAL Baltimore was made last week by Public Service Radio Corp., competing applicant for WBAL's clear-channel facilities of 60 kw on 1060 kc, and was taken under advisement by Comr. Rosel H. Hyde, presiding officer.

Similar request for appearance of C. B. McCabe, president of Hearst Radio Inc., WBAL licensee, was granted and WBAL indicated Mr. McCabe would appear without subpoena. He will be FCC's witness.

Last week's session of the competitive hearing, underway since last Nov. 3, was held Monday and for a few minutes on Tuesday. WBAL concluded its direct case with presentation of E. M. Storer, Hearst Radio vice president and general manager.

The proceeding has been continued to Jan. 26 at which time Public Service, chiefly owned by Columnists Drew Pearson and Robert S. Allen, will offer its evidence. Mr. McCabe may testify some time during the interim or at the opening of the Jan. 26 meeting. Other FCC hearings made the recess necessary.

Cohn to Handle

Marcus Cohn, partner of the Washington law firm of Cohn & Marks which represents Pearson-Allen, is to handle the direct testimony. Leonard Marks has been active representative to date. William J. Dempsey, Dempsey & Koplovitz, Washington, WBAL counsel, is to continue to direct WBAL's representation.

Mr. Marks, in requesting a subpoena for the appearance of Mr. Hearst, the aged founder of the Hearst newspaper-radio empire who resides in San Simeon, Calif., stated he wished answers concerning future WBAL policy from the beneficial owner of the station and not "employees." He claimed Mr. Hearst was still active in his enterprises.

Mr. Marks said the Hearst organization voting trust agreement in full had never been filed with the Commission and Mr. Hearst himself had named the trustees. Also, he pointed out where Hearst Radio stock had been used as collateral to obtain substantial loans by Hearst.

Mr. Dempsey, again accusing the Pearson-Allen counsel of engaging in "fishing expedition" tactics to secure "beneficial information," charged Mr. Marks was assuming investigatory powers of the Commission. He said Mr. Hearst, around 85 years of age and not in good health, has long been retired. Mr. Dempsey stated he was content that enough information in behalf of the station had been put into the record and if he was wrong, "would have to suffer the consequences."

For background information regarding the election of General Manager Harold C. Burke as vice president in charge of WBAL, as well as for information on Hearst Radio policy, Mr. Marks sought appearance of Mr. McCabe. Mr. Burke, who testified earlier, was elected to the Hearst Radio Posts of WBAL on Nov. 13, after the WBAL-Public Service Radio proceeding began.

In granting the request for Mr. McCabe's appearance, Comr. Hyde stated he was interested in more than the Nov. 13 meeting as various phases of policy and operation still were not fully explained. Comr. Hyde reserved decision on the appearance of Mr. Hearst until he was provided a copy of the Hearst voting trust agreement, which was to be furnished by Mr. Dempsey.

Mr. Storer on Monday testified he had been with the Hearst organization since 1927 and with Hearst Radio since 1937. He explained exhibits on corporate ownership, background data and finances.

Hearst Holdings

Hearst Radio is a wholly-owned subsidiary of The Hearst Corp., of which the elder Hearst is beneficiary owner of 85% preferred (voting) and 66.67% common stock (non-voting). Licensee of WBAL and also WISN Milwaukee, Hearst Radio's total assets (Aug. 31, 1947) of $4,545,009.28, of which $2,546,447.68 is cash. Total tangible property was listed at $944,418.23, according to an exhibit.

WBAL was acquired for $452,500 in 1935 from the Consolidated Gas Electric Light and Power Co. To 1946 improvements totaling $253,005.57 have been made and $853,413.57 has been invested in new studios, television and FM. Mr. Storer indicated this last figure should be finally some $50,000-100,000 more.

Profits before income tax from 1935 to Aug. 31, 1947, total $4,667,971.18 with $2,293,825.78 of this going to federal income tax, exhibit showed. In 1944, year which FCC cited in its Blue Book, WBAL income reached its gross high, given as $868,214.27. Net after federal income tax was $393,906.54. In 1946 record shows WBAL after federal income tax netted $384,691.35. The gross was $617,415.11.

Mr. Storer testified that Mr. Burke has almost unlimited authority for the day-to-day operations of WBAL, excepting accounting department functions. References are made to the Hearst board only when necessary. In other extraordinary situations are

(Continued on page 90)
THE WALLS OF JERICHO

The barriers of remoteness, of muddy roads and sharply rising peaks, hemmed in a sturdy culture with roots deep in the past. They kept the modern world at more than arm's length.

When WSM was founded 22 years ago, we recognized an obligation and an opportunity for service. Our trumpets could hurdle these walls of Jericho—and did hurdle them. Our 50,000 watt voice swept along the clear 650 channel—reached over the walls, brought new inspiration, new ideas, to areas untouched for the most part by the usual contacts of civilization.

Programming for these folks, we have hit a fundamental chord. Sincerity of purpose has built the tremendous confidence WSM now enjoys in an area of five million people. Urban and rural alike, the listeners here dramatically demonstrate their overwhelming preference for WSM.
CONGRATULATIONS go to King H. Robinson (r), general manager of KATL Houston, from Allen Bussel, president of the Houston Buffs, for the second successive year of exclusive broadcast rights to the Buffs' baseball games over KATL. An as yet undiscovered sponsor is reported to be paying about $40,000 for sponsorship of the series.

You can tell 'em and sell 'em DOUBLE in KFH's Twin Market. Farm and city folks, they're both listening to that Selling Station for the Southwest. Ask any Petry, Rep.

Page 44 • January 12, 1948

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WBRE has the audience

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<td>Weekday Mornings</td>
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<td>SETS-IN USE</td>
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<td>Weekday Afternoons</td>
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WBRE has the highest share-of-audience for the morning and evening periods, third highest for the afternoon period of all NBC stations shown in the Hooper Station Listening Index for October-November 1947.

And in the important* Wilkes-Barre market, people listen. The average proportion of sets-in-use—mornings, afternoons and evenings—is higher than the average of the 36 Hooper cities.

*Wilkes-Barre is the heart of Pennsylvania’s third largest county (Luzerne)—third largest market area.

WILKES-BARRE, PA. Basic NBC supplementary
FCC Will Explore WPAB’s Programs

‘Blue Book’ Hearing to Center

On Time Allotments

COMMERCIAL programming, expenditures for programs, and time devoted to “discussions upon important public issues” are among the subjects to be probed by FCC in its “Blue Book” hearing on the renewal application of WPAB Ponce, P. R. [Broadcasting, Dec. 22].

WPAB, licensed to Portorican American Broadcasting Co. and assigned 1370 kc with 5 kw, is one of some 10 stations which have been set down for renewal hearing on program issues since the Commission published its Blue Book in March 1946. Several of the 10 have subsequently granted renewals without hearing while a few went into hearing, including WBAI Baltimore whose renewal proceeding is now in progress (story prepared). No license renewals have been denied for Blue Book reasons.

Issues for the WPAB hearing, date of which has not been set, were announced by FCC as follows:

1. To determine whether the applicant has carried out, or has failed to carry out, its representations that proposals heretofore made to the Commission with respect to program service.
2. To obtain full information concerning the nature and character of the program service which has been rendered by the station, with particular reference to the following: (a) the percentage of time which has been devoted to the broadcasting of commercial programs and of sustaining programs; (b) the average and maximum number of commercial spot announcements which have been made on the station during a typical broadcast day, and the average number of such announcements during any 15-minute segment of a typical broadcast day; (c) the amount of time during which the station has devoted to the broadcasting of discussions upon important public issues.
3. To obtain full information concerning the applicant’s investment in the station, the net broadcast revenues derived from the station, and the amount expended on programs.
4. To determine the financial and policy of the applicant for the future with respect to the matters covered in issue No. 2 stated above.
5. To determine if the station has been operated in accordance with the provisions of Sec. 1.54 of the Commission’s Rules and Regulations.

Sec. 1.342 requires broadcast licensees to file certain contracts with the Commission. When WPAB’s application was designated for hearing, FCC authorities said that in addition to programming the inquiry would relate to apparent failure to submit appropriate network or rebroadcast agreements. WPAB has no network affiliation but reported that it had used some network programs, FCC officials indicated.

The station is operating under a license extension to July 1, pending decision on the renewal application.

No Fade for Him

EDWARD R. MURROW’S listeners can expect his always-smooth broadcasts to be absolutely flawless from now on, at least from an engineering viewpoint. On his Dec. 31 broadcast the CBS news analyst paid tribute to “radio’s forgotten men ... the engineers.”

“Engineers are the toughest critics in radio and for this reporter it’s a very great day when an engineer says, ‘that was a pretty fair piece,’” Mr. Murrow said.

Transfer Approved

TRANSFER of control of WCAE Inc., licensee of WCAE and WCAE-PM Pittsburgh, has been granted by FCC from Pitt Publishing Co. to Hearst Publishing Co. Inc., merging Pitt Publishing into the latter new firm. Internal reorganization of certain phases of the Hearst corporate set up was effective Jan. 2.

HACKENSACK, N. J., AM
APPLICATION REFUSED

ORDER was adopted by FCC Dec. 30 and announced Jan. 7, denying for default the application of Triangle Broadcasting Assc. for a new standard station at Hackensack, N. J., on 620 kc with 250 w, unlimited.

Triangle’s request had been designated for hearing Dec. 19, 1947, with WVNJ Newark, N. J., as party to the proceeding. According to FCC’s report, the Hackensack applicant did not appear in person or through counsel and therefore was ruled in default. WVNJ is assigned 5 kw on 620 kc. Comr. E. K. Jett, now resigned, did not participate in the action.

Triangle is broadcasting is composed of Harvey Anhalt, former general manager and chief engineer of WGY (FM) New York, president and 23.83% owner; Thomas L. Segal seeks full ownership of KTFS.

Waiting and WAQV non-monetary transfers also asked

ASSIGNMENT of license of KTFS Texarkana, Tex., from present partner David M. Segal and Henry N. Fones to Mr. Segal as sole owner is requested in application tendered for filing at FCC last week. Consideration for the 50% interest of Mr. Fones was not given.

At the same time applications have been received by the Commission involving non-monetary transfers of WAQV Chicago and WAQV Vincennes, Ind.

In the KTFS transfer, applicant stated Mr. Fones wished to retire from radio to devote time to his other interests. He is also 16% owner of WDSG Dyersburg, Tenn. Mr. Segal, who is KTFS general manager, presently holds 70% interest in the station. Outlet is assigned 250 w on 1400 kc.

WAIT Chicago seeks involuntary assignment from present partnership to new partnership of same individuals except Grant W. Dyer Jr., deceased, whose 24% interest passes in equal shares to his mother and father, Evelyn M. and Gene T. Dyer. New ownership would be: Gene T. Dyer, 31%; Evelyn M. Dyer, 47%; Adele Moulds, 10%; Louis E. Moulds, 6%, and Grace V. McNell, 6%.

WAQV Vincennes, Ind., requests assignment from Vincentenes Newspaper Inc. to Vincentenes Sun Co., both 100% owned by Central Newspapers Inc. Action effects change in corporate structure only, according to application, with no change in ownership. Central Newspapers owns licensee of WIRB Indianapolis and is headed and 55% owned by Eugene C. Pulliam.

Davis, ex-sales manager of WGY, new owner of 23.83%; Eugene Polinsky, Army veteran, treasurer; 27.35%; Marvin Rothenberg, radio engineer, secretary 24.88%, and Mary Post, 0.11%.

TANGIBLE result of Pettrillo Dec. 31 record ban in Chicago was the splitting up of Jerry Murdo’s Harmonica, two of whom, the bass violin and guitar accompanists, went their separate ways. The four harmonica players had them goodbye as the ban name effective. Since the harmonica is no longer a musical instrument by APM, the team will continue to make records... sans bass violin and guitar.
WRUN
UTICA-ROME, N.Y.
1150 Kc
5 Kw Day • 1 Kw Night
BEAMED TO 40 MILES
OF MOHAWK VALLEY
MAIN STREET

THE ONLY
ABC STATION
between
ALBANY and SYRACUSE
WRUN

ASK
Avery-Knodel, ABOUT
WRUN
More Than a Match
A CHARACTER in the Official Detective series heard Tuesdays, 8:30-9 p.m. on Mutual, was heard abruptly asking for a match on the last two or three programs. When Win Wright, producer of the series, entered his office the other morning he found waiting for him a crate from the Diamond Match Co. containing 50,000 matches. He explained, "We couldn't stand it any longer." Now they have matches to burn at Mutual.

Ex-Commentator Lashes Radio in 'Post' Article
PAUL SCHUBERT, onetime Mutual news commentator, last week jolted the ranks of radio's critics, asserting in a Saturday Evening Post article that "taken by and large, radio in the United States is dull, stereotyped, unimaginative and depressing." Mr. Schubert has not recently worked in broadcasting. He has been on an extended tour of the U. S. Since beginning his tour in 1946, Mr. Schubert has listened to radio in most parts of the country. "I have decided," he wrote, "that the American citizen is far from getting the incomparable treat that our better broadcasters profess to dish out."

Although asserting his belief in the American system of broadcasting, Mr. Schubert suggested a wide variety of changes in present program policies which he said would improve radio fare.

Howe to Show How New Magnetic Recorder Works
USE OF THE NEW magnetic tape-recorder to supplement radio coverage of conventions and other news stories will be demonstrated by Quincy Howe in his CBS Frontiers of Science program on Tuesday, Jan. 15, 6:15-8:30 p.m., the network announced last week.
The recorder, which uses paper tape that can easily be clipped and pasted for editing purposes, was used by CBS in covering the recent Chicago convention of the American Assn. for the Advancement of Science. Mr. Howe will demonstrate how several people can be interviewed with the aid of the new recorder, their comments edited, compiled and put on the air in a matter of minutes, the network said.

YEAR'S DuMONT SALES TOTALED $10.1 MILLION
DuMONT LABORATORIES' sales increased from $2,957,167 in 1946 to more than $10,500,000 in 1947. Dr. Allen B. DuMont, president, reported in a statement in the Christmas issue of the company house organ, The Raster. He predicted "much larger sales" in 1948.

Reporting that the year "has been a very successful one for television and also for our company," Dr. DuMont said that "a great change has taken place in the attitude of the public, press and industry towards television. In the early part of 1947 television was looked upon as an experimental toy with great potentialities. Today it is a going business rapidly developing into one of the largest and most important in our nation."

Dr. DuMont attributed the change to two factors: Television's effective demonstrations of its ability to pick up important news events and serve literarily as a "window on the world," and "the large-scale production of reliable economical television receivers (which) has made them a household necessity." Stating that the number of video sets in operation had expanded from 12,000 to 255,000 during 1947, Dr. DuMont predicted that the figure will top 1,000,000 before the end of 1948.

Butler, Radio Pioneer, Dies at His Toledo Home
FRANK E. BUTLER, 70, credited with setting up the first broadcasting station with Dr. Lee De Forest in Toledo in 1907, died last Tuesday after a short illness. A radio engineering pioneer, Mr. Butler had collaborated with Dr. De Forest in inventing the first audion tube which made modern radio possible.

He also invented a revolutionary sound amplifier which is the basis of the modern design for radio loud speakers. Mr. Butler had lived in Toledo for the past 40 years.

JOHN BARNES, assistant to the president of Robert J. Enders Agency, Washington, and Catherine Spruill have announced their marriage.

WGN tries to take the air "in a few weeks," has announced the appointment of Vernon E. Brooks as director of operations. Mr. Brooks, assistant to the director of WGN's engineering operations, has been engaged in the planning and development of WGN since its return from the Navy in June 1946. He served nearly four years of combat service during the war.

WGN's new operations chief joined the Tribune's AM station in 1935. He served as traffic manager and supervisor of announcers. After the war he was on a research assignment in Washington with the Clear Channel Broadcasting Services, of which WGN is a member, and last spring he attended the television workshop in New York City.
KRNT
undisputedly
OUT-HOOPERS
ALL DES MOINES STATIONS
ALL MORNING - ALL AFTERNOON
ALL DAY LONG!

More and more national advertisers are learning that KRNT's highly merchandisable personalities and sales experts can achieve the same results for them as this great team has accomplished for local clients.

HOOPER STATION LISTENING INDEX
City Zone: Des Moines, Iowa
Months: October-November, 1947

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<td>10.3</td>
<td>16.8</td>
<td>26.5</td>
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<tr>
<td>Mon, Thur, Fri.</td>
<td>41.5</td>
<td>7.5</td>
<td>15.2</td>
<td>33.1</td>
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<tr>
<td>8:00 A.M.-12:00 Noon</td>
<td></td>
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<tr>
<td>Weekday Afternoon</td>
<td>27.2</td>
<td>6.9</td>
<td>19.6</td>
<td>45.6</td>
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<tr>
<td>Mon, Thur, Fri.</td>
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<tr>
<td>12 Noon-6:00 P.M.</td>
<td>29.6</td>
<td>11.9</td>
<td>21.5</td>
<td>36.2</td>
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<tr>
<td>Evening</td>
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<td>Sun, Thur, Sat.</td>
<td>37.1</td>
<td>12.4</td>
<td>21.6</td>
<td>24.2</td>
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<tr>
<td>6:00-10:00 P.M.</td>
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<tr>
<td>Saturday Daytime</td>
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<tr>
<td>8:00 A.M.-6:00 P.M.</td>
<td>34.1</td>
<td>8.4</td>
<td>18.4</td>
<td>36.9</td>
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<tr>
<td>TOTAL RATED TIME PERIODS</td>
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Ask your Katz man to tell you the unusual KRNT Story

KRNT
THE REGISTER AND TRIBUNE STATION
Represented by the Katz Agency
Available with WNAX and WMT as the Mid-States Group

This All-American Air-Sales-Promotion Team
Produced These Phenomenal Ratings . . . Boosted KRNT Local Sales to an All-Time High!
Mr. Byerly, formerly G.E. sales engineer, now is with WABF, Charleston, S. C., to handle national account service.

Mr. McPartlin, formerly with KYW, Philadelphia, has been appointed division manager of the company's New York publication service.

Mr. Tanaka, formerly with KQW, Philadelphia, has been named western representative of the company.

Mr. Williams, formerly with WQXR, New York, has been named manager of the company's West Coast operation.

Mr. Kleinman, formerly with WPTF, Raleigh, N. C., has been named assistant manager of the company's New York publication service.

Mr. Peterson, formerly with KUOM, Austin, Minn., has been named manager of the company's Midwestern operation.
EXTRA REACH GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Like the Mrs. illustrated above, KXOK has a long and aggressive reach which means extra sales for advertisers.

It costs more to do business today which makes it imperative to increase sales volume. KXOK "reaches" and influences buying power in an area described by BMB as 115 counties daytime, 98 counties nighttime.

30 of these counties were surveyed* by KXOK and 22.1% of the listeners make it a habit to tune to 630 on the dial (bless that clear signal). In these counties live a million spenders, like the Mrs. in the illustration...a plus market to St. Louis from which advertisers reap extra profits through KXOK's extra reach.

* Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Co. Ask your John Blair Man about this revealing survey...offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.
What Makes A Radio Station Unique

PROGRAMS

"Local programs of a size and quality unexcelled by any radio station—anywhere." These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the "Baltimores", vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests "Around the Breakfast Table", plus NBC "America's No. 1 Network" programs.

STANDARDS

WBAL's continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call "reward for listening" programs are broadcast.

POWER

50,000 Watts—greatest amount of power allowed any American commercial radio station.

PUBLIC

Dr. David E. Weglein is WBF and policy are to contribute fare of the communities which include early morning programs, weather reports, People, Junior Town Meet, congressmen Report and many programs. Dr. Weglein is general announced to select indiv WBAL Awards for Outst...
SERVICE
Public Service Counselor. Purpose the improvement, benefit and wel-
WBAL serves. Some of the services noon farm programs, religious :
WBAL Radio Forum, Report to the 
It's Their Opinion, Maryland Con-
other local and NBC public service

ARKET
city, the States of Maryland and Dela-
ania, Virginia and West Virginia. There 
radio families (more than 3,600,000 people)

FACILITIES
WBAL's "New World of Tomorrow" studios are the most modern 
and finest in the country. The WBAL transmitter was made in 
Baltimore and installed just before the war. It is located on 
Winan's Road, north of Pikesville. WBAL has all three news 
services, the two foremost transcription services and an expe-
rienced organization of more than eighty persons.

TELEVISION
Mr. Harold See, for 17 years with NBC and considered one of 
America's top television men, has been appointed Manager of 
WBAL-TV. The station will broadcast programs early in 1948 on 
Channel 11.

WATTS—NBC AFFILIATE
"America's Great Radio Stations"
18 E. Pratt Street, Baltimore 18, Md.

Tally by Edward Petry & Co., Inc.
Toni Triumph

THE OTHER day Toni Co., makers of home permanent wave and shampoo, was sold to Gillette for an overall figure of $20,000,000. Less than four years ago Toni started with $5,000, an idea and an eye toward radio.

Toni's story is a version of successful merchandising through radio. A dozen years ago Alka-Seltzer as a new product got under way on WLS Chicago and mushroomed through radio to take leadership in the proprietary field. There are scores of stories of like caliber, many untold for competitive reasons.

Toni billings in 1947 were approximately $22,000,000. The advertising budget amounted to about $4,000,000—the bulk of it allotted to five network programs.

The Toni story will be heralded as the advertising success story of 1947. The Harris brothers of St. Paul, who remain with Toni under its new ownership, combined sound business sense with an idea. They surrounded themselves with the best advertising and merchandising brains they could inveigle into this enterprise. They retained Foote, Cone & Belding. And played radio across the board.

The Toni story will have its sequels. Hundreds of new products are awaited the return to normal supply and demand processes. And merchandisers long since have learned that the surest, swiftest way of selling the consumer, if the product is right, is via ear appeal.

Master-Minding

RADIO master-minding never ceases. In the pre-radio era the press got the brick-bats, but the quantity and velocity have tapered off in ratio to radio's emergence as a mass medium.

Because of the very freedom our democracy affords, this nation breeds more inspired statesmen and gifted leaders, and more crackpots and demagogues per capita than perhaps any other nation.

The new pastime for the reformers, the professors, the prohibitionists and the rabble-rousers is to radio against radio of shouting. All seem to want to inflct their own views upon the public, and they want access to radio in time allotments exceeding their weight.

Because the public won't listen to them, they wail all the louder. They won't recognize the inescapable fact that the public resents their intrusion, notably when they preempt time that ordinarily would be devoted to conventional fare—for fare that has established an American radio audience larger than that of all the rest of the world combined; an audience that devotes more hours a day to listening than to any pursuit other than sleep and work.

This is not to turn a deaf ear to all criticism. There's the constructive kind, upon which radio's whole program structure is founded. We have the programs we have, not because the advertisers like them, but because the majority of the public wants them.

A paradox in the current agitation of the do-gooders is that they are getting their best licks in through the public prints. Magazines and newspapers falling prey to the muckings of radio dissidents. Many of the top publications seem to print anything anti-radio that comes along, evidently oblivious of the fact that anything which threatens the free dom of radio also inevitably impinges upon press freedom.

Latest case in point is the article in the current Saturday Evening Post by Paul Schubert, head of the Post's advertising department.

In an advance release the Post boasts that this article, "A Radioman Looks at Radio," is "sharply critical" of radio; charging that radio does not really entertain, and that it does not give adequate information.

That's Mr. Schubert's opinion. We assume he's qualified to comment on news, since he has a news background. But he says radio has gone to the dogs because it disseks disk jockeys, soap operas, hillbilly shows, "corny commercials" and quiz and breakfast shows.

Mr. Schubert, the news commentator, thereby condemns practically everything radio offers programwise. He's right, but 100,000,000 listeners are wrong. And that's the sort of poppycock the Post buys and publishes.

Mr. Schubert offers certain correctives, but since he's disqualified himself as an expert or even an observer, it's sheer folly to give them weight.

The tragedy of this and much of the blatant radio criticism is that millions of people read these ditties and perhaps wonder whether they've been hoodwinked all these radio years. The upshot usually is that the listener goes back to his listening and enjoys it. Maybe that's why audience polls repeatedly show that the citizen has more confidence in what he hears over the air than in what he reads.

Months for Minutes

RADIO deals in split seconds. Government agencies, like the FCC, deal in minutes—the legalistic kind that, under established rules, must be available for public inspection.

Since the FCC has undergone a sweeping formal actions procedure, and has published...
GOOD MUSIC IS A HABIT  Good music forms good listening habits . . . attracts music lovers . . . keeps them listening . . . knits them into an intensely loyal, responsive audience. More than half a million music-loving families in the New York metropolitan area tune habitually to WQXR-WQXQ . . . comprise “A City Within A City” in the world’s richest and greatest market. A record number of advertisers, using the sales-producing impact of good music, are tapping this vast source of purchasing power. Their increasing sales are proof that good music is a powerful selling force. For greater sales, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.
Democrats Answer L. A. Radio Group On Mistreatment at McGrath Interview

A PROTEST by the Los Angeles Radio News Club charging mistreatment of radio during the recent visit of Sen. Harold McGrath, national Democratic chairman, to Los Angeles, was termed untrue by the Democratic National Committee late week.

G. D. Roberts, president of the newsmen’s organization and director of public affairs for KMPC Hollywood, had charged in a letter to Mr. Redding, the party’s public relations director, that radio station engineers were refused the right to use recording apparatus during a radio and press conference. Mr. Roberts called the denial “unwarranted abridgment of the equal rights traditionally accorded radio and press at open news conferences.”

Explaining that his organization records the fact that wire or tape recordings might complicate a single news conference, Mr. Roberts said they therefore offered to settle for a separate session at which even same questions and answers might be repeated. But, he contends, the answer was “an unequivocal ‘no’.”

Disclaiming Mr. Roberts’ version, Mr. Redding declared that the radio correspondents were given an opportunity to record anything and everything at the regularly scheduled conference.

The radio reporters, however, according to Mr. Redding, insisted on a separate session at which Senator McGrath was to reiterate all his previous answers for recording purposes. This could not be done, he said, because the Senator’s schedule of appointments was too tight to permit two news conferences.

As a result, according to the party, the radio men boycotted the conference. It was said by the party that one reason the radio newsmen wanted a later conference was that it would be convenient for them to have their engineers present at the earlier one.

Critizing the Democrats’ refusal of a separate session, Mr. Roberts said in his letter, “It is difficult likewise for us as radio reporters to feel bound to present the views of your party over the radio facilities when your convenience to request them.”

Concurrently, the Radio News Club advised James Roosevelt, California State Chairman, that its cooperation with radio news outlets is unquestioned and the sole quarrel is between Senator McGrath and radio.

Clarifying the attitude of the Democrats, Mr. Redding declared that it had “no intention of discriminating against any media.” He said the party well appreciated the importance of radio and television and is happy to cooperate any time.
MANY A WISE TIME BUYER has learned that the best way to sell the rich Austin market is through KNOW, Austin’s favorite radio station. KNOW’s legions of loyal listeners are the cream of the Austin market. KNOW is the prestige station — Austin’s oldest, Austin’s best, Austin’s most listened-to station, morning, afternoon and night.*

Listeners know, advertisers know, and you can easily find out that KNOW is your best bet to reach the Austin market. May we prove it to you?

* Fall 1947 Hooper.

KNOW gives you more dialers per dollar

AUSTIN gives you more dollars per dialer
Schwerin Deplores Abuse of Research

Fault Lies With Those Who Draw Own Conclusions

ABUSE and distortion of radio research findings were deplored last week by Horace Schwerin, president of the Schwerin Research Corp. In an address before the radio group of the American Marketing Assn., at a luncheon meeting in the Hotel Sheraton, New York.

This fault lies not with the research agencies, Mr. Schwerin declared, but with those who take their figures and advertiseings and manipulate them to produce "conclusions" not supported by actual facts and figures.

Touching on the radio research groups themselves, he asserted: "All research selling is done in an absolute vacuum." By this he meant that specific types of radio research are sold without sufficient regard for the "overall picture," Mr. Schwerin said.

Claims Hooper Influenced

On a recent visit to Hollywood he said he saw the top talent of radio being "terrorized" by the rise and fall of Hooperings and other radio ratings (C. E. Hooper was among the luncheon guests.) However, "... in Hollywood the prime consideration of a radio program's worth is whether it goes over with the initial studio audience," he added.

On the subject of improving the effectiveness of commercials, Mr. Schwerin had this to say: "Commercials that are very well liked or extremely disliked, are equally well remembered (by the audience). The danger area is indifference."

New Marine Corps Series Is Heard on 500 Stations

U. S. MARINE Corps series of four 15-minute descripted shorts, "The Quads-Cities Like an Eclipse," are being broadcast on over 500 stations during January in the current drive to enroll 100,000 Citizen Marines by Jan. 31. Film and radio actor William Bendix is the star of the series, titled Marine Story.

In addition to Marine Story, three other series of descriptive shorts, "Robert Lomax," the U. S. Marine Corps Band, and historical incidents of the Marine Corps have been distributed to stations. Special announcements have also been transmitted by Gen. T. H. Tierney, Joan Blondell, Gladys Swarthout, Ginny Simms; Sportscasters Red Barber, Bill Stern, Mel Allen, Stan Lomax; and other commentator Eric Severeid, H. R. Baukhage, Albert L. Warner, Bill Henry.

The NAB has aided in distribution of the transcribed programs, and with the cooperation of the National Advertising Council, more than 50 network programs are assisting in the enlistment drive.
THE GEORGIA MAJOR MARKET TRIO

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

Represented by THE KATZ AGENCY, INC.
CANFORD WOOLF, former radio di- 
ector of A. James House Co., Los 
Angeles, has been named advertis- 
ing manager of Vega Lane Products Co., 
Hollywood (cosmetics). Future advertis- 
ing plans for firm are under the 
spot campaign.

RALPH STARR BUTLER, vice president 
of General Foods Corp., New York, re- 
tired from active service with com- 
pany on Jan. 1. He joined firm as ad- 
vertising manager in 1926, and three years 
later was elected vice president in 
charge of advertising. In 1938 he was 
named vice president of merchandis- 
ing, supervising all of General Foods' 
advertising and merchandising poli- 
cies. By 1943 Mr. Butler's responsibili- 
ties also included the firm's public 
relations, consumer service, and re- 
search and development departments.

GULF OIL Corp., Pittsburgh, Jan. 1 re- 
named "You Are An Artist" video series 
on NBC Television (WWNT New York, 
WJTV Philadelphia, WNAC-Boston, Schenec- 
tady), Thursday, 9-11:55 A.M. Agency: 
Young & Rubicam, New York.

YAM'S YOGURT PRODUCES, Inc., Los 
Angeles (cultured milk), Jan. 5 started 
six weekly participations on national 
"Housewives Protective League" Summer 
Specials programs on KNX Hollywood. 
Contrac is for 13 weeks. On Jan. 1 also 
started five weekly participations on 
"Golden Hour Show" on KGO San Francisco. 
Contract is for 13 weeks. Agency: William 

VENUS FOODS, Los Angeles (fruits 
and vegetables), has appointed Allied 
Adv. Agencies, Los Angeles, to handle 
its advertising. RALPH WHITMORE, 
account executive, reports that exten- 
sive use of radio will be made.

THREE video spot sponsors have re- 
named contracts with WWNT New York. 
ELEGANT NATIONAL WATCH Co., Riga, 
Ill., effective Jan. 4, for 20-second time 
signals, through J. Walter Thompson 
Co., New York; BOLIVA WATCH Co., New 
York, effective Jan. 1, for 1-minute and 
20-second time signals, through Show Co., New York; BRENTWOOD 
SPORTSWEAR, New York, effective Jan. 
5, for weather reports preceding the 
Monday night boxing bouts, through J. 

LAMONT CORLISS & Co., Toronto (Ponds cosmetics), Jan. 7 renewed to 
June 9, and Sept. 15 to Dec. 26, Caux 
qu'on Aime" on 3 French network sta- 
tions. Wed. 8-10:30 p.m. Agency: J. Walter 
Thompson Co., Toronto.

STANDARD OIL Co. of New Jersey has 
renamed 22 weekly five-minute newscasts 
on KXW Philadelphia for 14th con- 
secutive year. Agency: Marcusch & 
Pratt, New York.

CARRION MILK Co., Ltd., Toronto 
(sweetened milk), Jan. 1 renewed to 
Dec. 30 "Le Quart d'Heure de Delente" 
on two French network stations. Tues. 
and Thurs. 1:45-2:45 p.m. Agency: Baker 
Adv., Toronto.

HIGH LIFE Distributing Co., Des 
Molins (distributor of Miller High-Life, 
Gnner beer), has appointed Muncie:
Martin & Seymour Inc., Des Moines, to handle all advertis- 
ing. Radio will be used. CY NEW- 
MAN is account executive.

LINCOLN-MERCURY Div., Ford Motor 
Co., Detroit, has appointed Kenyon & 
Rickhardt, New York, to handle its advertis- 
ing. All media will be used including radio. Account was recently 
resigned by J. Walter Thompson Co. 
Kodak will also continue to handle Ford 
Motor Co.'s national advertising.

CAMPBELL SOUP Co. Ltd., New To- 
ronto, Ont., Jan. 1 renewed to Dec. 31 
"Jennies Dore" on 4 French network 
stations. Mon.- Fri. 12:15-1:15 p.m. 

HARRY MYERS & Co., Baltimore (man- 
ufacturer of Stilyses clothes), has ap- 
pointed St. Georges & Keyes Inc., Balti- 
more as its advertising agency. Advertis- 
ing plans are being prepared.

** NETWORK ACCOUNTS **

New Business

FORD MOTOR Co., of Canada, Windsor, 
Ont. (Ford cars), Jan. 8 started to May 
21, 1948, "Lucy Linton" on 27 Trans-Canada net- 
work stations. Thurs. 2-14:30 p.m. 
Agency: Don Ruthrauff & Ryan, New 
York.

WROB Ltd., Toronto (Sunlight soap), 
Dec. 26 renewed to Dec. 31, 1948, 
"Lucy Linton" on 27 Trans-Canada net- 
work stations. Thurs. 2-14:30 p.m. 
Agency: Ben Jones, Toronto.

WROB Ltd., Toronto, Jan. 15 renewed to 
March 1, 1948, "Texaco Star Theatre" on 33 Dominion network sta- 
tions. Fri. 8-10:30 p.m. Agency: Ronsald 
Adv., Montreal.

ELECTRIC AUTOLITE Div., Ford Motor 
Co., New York, Jan. 8 renewed to Dec. 30, 
"Dick Haymes Show" on 33 Dominion network sta- 
tions. Tues. 9-11 p.m. Agency: Ruthrauff & Ryan, 
New York

Net Changes

CANADIAN INDUSTRIES Ltd., Toronto 
(chemical products), changes name of 
program from "Stardust Serenade" to 
"CIL Serenade," starting Jan. 15 on 
33 Dominion network stations, Thurs. 
8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

McCULL-FRONTENAC OIL Co., Mon- 
treal, Jan. 8 renewed to May 30, 1948, 
"Newsfront" on 40 English network stations. Thurs. 
9:15-10:30 p.m., with repeat to Pacific and Prairie stations 
Mon. through Wed. 9:30-10:30 p.m. 

** FRIENDS IN NEED **

Appeal on Alexander's Show

RADIO listeners showed their 
brotherhood in great bounty fol- 
lowing the Dec. 29 appeal by A. L. 
Alexander on his Mutual Medita- 
tion Board program. After he pre- 
pared the case of a former sales- 
man, his wife and three children, 
all in dire need, over $15,000 in 
cash poured in, along with gifts approximating $6,000 in value. 
After the needy family was taken 
care of, the extras gifts were di- 
tributed to other families in need 
in the New York area.

A good part of the money con- 
tributed has gone into a trust fund 
providing a basic income for the 
family and later, college educations 
for the children. In addition, the 
man has a job again, and once more he is the head of his home.

New Ohio 1-kw Outlet, 
WTNS, Announces Staff 
STAFF of WTNS Coshocton, Ohio, 
which received its operating li- 
dence Dec. 30, has been announced 
by Fred Dodge, station manager and program director, who was 
formerly program director at 
WKRK Cincinnati and WBAL 
Baltimore and assistant to the 
manager of WFIL Philadelphia.

Bruce Wallace is president and 
general manager. On the staff, in 
addition to Mr. Dodge and Mr. 
Wallace, are: Richard Athey, com- 
mercial manager; Ben Jones, pre- 
viously with WROB by A. L. 
and WMOC Covington, Ga., chief 
engineer; Bette Baglo, traffic, and 
Herb Boland, George Patrick and 
Mel Coon, announcers.

Operating with 1 kw daytime 
on 1560 kc, WTNS began program- 
ing last November. Its newly 
constructed studios are in downtown 
Coshocton and the transmit- 
er, a Raytheon, is in Roscoe, 
Ohio. Station is using General 
Electric conductor and RCA turn- 
tables, and has a permanent Presto 
radio studio recording installation.
lots more listeners in Louisville are dialing WKYW these days... thanks
to Capitol's Transcription Library Service. Look at the success of just two of
the shows built with Capitol Transcriptions:
HAL DERWIN SHOW—now in second place among five stations, including
three networks... and with a Hooper of 3.4! (It's logged in mid-morning,
too, after a program with a much lower rating.)
"WESTERN TRAILS," featuring Capitol's great western and folk talent—
leads all but one big-network show!
Is WKYW happy? They sure are... CAPITOL Happy!

WKYW has boosted listener levels with Capitol Transcriptions... and
so can you! Capitol gives you every imaginable aid: 1. Completely flexible
themes and dated formats for 30 hours of entertainment each week—so
that you can quickly tailor-make a show for any sponsor. 2. Dozens of
big-name stars—in every category of musical entertainment. 3. Special
musical themes for your shows. 4. Musical interludes. 5. Artists' voice tracks
for "live" show effect. 6. Unparalleled technical quality.

A matchless combination for luring new listeners and sponsors
...and the coupon is your ticket
to a free hearing. Use it today!

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California
Please send me without cost...
1. Demonstration Transcription—to show me what makes Capitol's Service different.
2. Complete details about the Library Service and its costs.

Name__________________________
Position_______________________
Station________________________
Street and No.__________________
City and State___________________

free demonstration transcription
A new WATV serving New Jersey and metropolitan New York!
Yes, the manufacturer who wants to be first in sales in this great Southern farm market is a wise man, indeed, when he puts his sales message on KPRC...the dominant station in this rich area.

He is wise, not only because he picks the FIRST station, but also because he picks a wonderfully wealthy farm target to shoot at.

In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery County tops the state in hogs. Millions annually in rice, cotton, truck-garden, fruit, grains, poultry, peanuts, pecans and many other crops help make Houston the fabulous farm market it has become...the South's richest farming area.

Put your client in touch with this rich farm market today. Pick KPRC. For availabilities call Petry or call us.
January 2 Decisions... BY THE COMMISSION Transfer of Control WCAE & WCAC-FM Pittsburgh—Granted consent to transfer of control over WCAE and WCAC-FM from Pitt Pub. Co. to Hearst Pub. Co. Filing Date Extended By authority of Sec. 1.143 of rules and regulations, time by which notices of appearance and written statements may be filed with reference to Commission hearing on editorialization by broadcast licensees (Docket 5618) to be held March 1, is hereby extended until Feb. 1. No change in date for hearing is made by this notice.

ACTIONS OF THE FCC

January 2, 1948

CP-construction permits DA-directional antenna ERP-effective radiated power SW-studio-transmitter sync. amp-synchronous amplifier

antenna D-day N-night extended/local sunet mod-modification ans-transmitter unil-unlimited hours

Grant joint petition requesting con- tinuation of consolidated hearing sched- uled Jan. 14, and continued same to Jan. 23 at Washington.

KGX-Phoenix, Ariz.—Granted au- thority to take deposition in proceeding in re Doc. 6509.

City Steel Broadcasting Co., Gary, Ind. Granted petition for leave to amend application to add second transmitter.

Journal-Review, Crawfordville, Ind. Granted petition for leave to amend application to specify site on proposed location of main studio.


License for broadcast. License by the Yankee Network Inc., Boston—

January 2 Applications... ACCEP TED FOR FILING WMUN, Muskele, Ind.—To cover CP as mod., which authorized new FM station for extension of completion date.

WRLY, Peoria, Ill.—Mod. as CP, which authorized new standard station for extension of completion date.

WJRE, Ararat, Va.—Mod. as CP, which authorized new FM station for extension of completion date.

WLBRC, Murfie, Ind.—To cover CP as mod., which authorized new FM station for extension of completion date.

WVLN, Lynn, Mass.—License to cover CP as mod., which authorized new standard station for extension of completion date.

WWMF-FM Dearborn, Mich.—Voluntary assignee of license from Donald A. Burton to Tri-City Radio Corp.

WLYV, Columbus, Ohio—Mod. as CP, which authorized new FM station for extension of completion date.

WYUM, Dubuque, Iowa—To cover CP as mod., which authorized new FM station for extension of completion date.

WYAS, Atlanta, Ga.—To cover CP as mod., which authorized new FM station for extension of completion date.

WYJU, Portland, Ore.—Mod. as CP, which authorized new FM station for extension of completion date.

WYLY, St. Louis, Mo.—To cover CP as mod., which authorized new standard station for extension of completion date.
No Ill Winds

PREPARED for just about any emergency is WMFJ Daytona Beach, Fla. Its new $65,000 plant that now houses the facilities is an auxiliary broadcast plant large enough to operate the entire building in case of power failure. Another auxiliary power plant is located at the transmitter site. WMFJ is prepared for any wind that blows. WDBF, the FM station now under construction, will also be housed in the WMFJ Radio Center.

Jr., Helen M. Lambeth, Frank B. Lambeth and Molly H. Lambeth d/b/a Radio Station WMPR to Radio Station WMPR Inc.

License Renewal

Balaban & Katz Corp., area of Chicago—License renewal experimental television station WBBX-UXPR.

The Pulitzer Broadcasting Co., Inc., of St. Louis—Same for WBDXDW.

TENDERED FOR FILING

Assignment 

WAIT Chicago—Consent to assignment of CP as mod. which authorized new standard station to change name of pledgees from Marshall Formby and John Dye, partnership d/b/a Randall County Bcstg. Co., to Marshall Formby and John Blake, partnership d/b/a Herford Bcstg. Co., change type of station, and change trans. and loc. of trans. and studio locations.

Modification of CP

KFAI Anchorage, Alaska—Mod. CP as mod. which authorized new standard station for extension of completion date.

License for CP

KVON Napa, Calif.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLOF Orlando, Fla.—Mod. CP as mod. which authorized change frequencies, increase power and authority to install new trans. and DA and change trans. location.

License for CP

WCON Atlanta, Ga.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

KTOP Topeka, Kan.—Voluntary assignment of license from T. Hall Collinson and Norville G. Hall to Collinson-Wingate Bcstg. Co. to T. Hall Collinson t/a Collinson Bcstg. Co.

License for CP

WVLK Versailles, Ky.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAI Northfield, Minn.—Mod. CP as mod. which authorized installation of new trans. for extension of completion date.

License for CP

KFMR Kansas City, Mo.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHAM Rochester, N. Y.—Mod. CP as mod. which authorized installation of new trans. and change trans. location for extension of completion date.

License for CP

WGIV Charlotte, N. C.—License to cover CP as mod. which authorized installation of new trans. and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDNC Durham, N. C.—Mod. CP as mod. which authorized installation of new trans. and DA and change trans. location and install FM ant. on AM tower and change trans. location for extension of completion date.

License for CP

WTRF Bellaire, Ohio—License to cover CP as mod. which authorized installation of new trans. and change trans. location for extension of completion date.

License for CP

WIBC Canton, Ohio—License to cover CP as mod. which authorized installation of new trans. and change trans. location for extension of completion date.

Modification of CP

WTAM Cleveland, Ohio—Mod. CP as mod. which authorized installation of FM ant. on AM tower.

License for CP

WRS Cleveland Heights, Ohio—License to cover CP as mod. which authorized new standard station.

(Continued on page 67)
Hazel Kenyon Markel, director of education and community service at WTOP, Washington, has been named acting program manager, as Richard Linkin, former program manager, moves to post of sales manager of that station. Mrs. Markel joined WTOP in November, 1943, and has been with the station ever since. Before the war, she was with KBBS, Portland, Ore., and WSGO, Seattle.

Robs E. Gordon, formerly with KMOX St. Louis, has joined WWJ, Detroit, as a production manager. While with KMOX, Mr. Gordon directed the station's newspaper and sports broadcasting.

Tommy Britton and Bill Crutchley have joined the staff of WIS, Columbia, S. C.

Marjorie Bell, continuity writer at KDKA, Pittsburgh, Mont., has resigned to join her husband, who is stationed with the AAF at Bergstrom Field, Austin, Tex. Mr. Gordon

Frank Harden, program director of WIS, Columbia, S. C., one of the two men selected by Columbia Junior Chamber of Commerce as "Young Man of the Year.

Kevin B. Sweeney has been appointed general manager of CBS Housewives Department.

Fletcher Wiley, its general manager, has been shifted to CBS to fill Mr. Sweeney's previous assistant to Mr. Wiley. F. Sweeney will direct CBS Housewives Department.

Dee Nelso, formerly with KGBU, Honolulu, and KMYJ, Juneau, Alaska, has been appointed women's program director of WDKA, Montpelier-Burlington, Vt. She will conduct her own participation program on WDKA in addition to handling other women's broadcasts.

EX-GI at WWRL New York recall Army days as they are presented with World War II Victory Medal. Capt. Matthew Branson, recruiting officer for Long Island Chapter of the Army, presented a medal on Program Director Fred Barr. Accepting the award are (I to r) Vincent Loggar, chief operator; Calvin Peters, operator; Johnny Lottas, announcer; Tom Delaney, sales staff; Johnny Hartley, disc jockey; and Walter Kaser, publicity director.

Jim Walker, formerly of KGBC Des Moines, has been named continuity director of KUTA Salt Lake City. Woody Hirsch, also formerly of KGBC, has been named program director of KWL New York.

Warren Fletcher, formerly with KGBC Salt Lake City, has joined KTVU, Los Angeles.

A. M. Welch, previously with KDVL Salt Lake City, has joined KUTA as announcer and transcription engineer, and George H. Kuehn has been added to station's continuity staff.

Richard Morenus, veteran of 25 years in radio, has joined WDGC, Atlanta. He joined the station in 1924 at WOWO-WGL, Fort Wayne. He later operated his own radio advertising agency in Chicago for six years, and then returned to the script department of NBC New York. For past seven years Mr. Morenus has been back to TV and radio, writing for many well known network shows.

Hal Lawrence, formerly with WFDF Philadelphia, has joined announcing staff of WTOP, Washington. He previously has been with WNY, CKOB, Timmins, Ont., CKLK Detroit-Windsor and WCKY, Cincinnati.

Mr. Lawrence is a veteran of BCA and also has done freelance acting and announcing.

Bob Howard, formerly with WHA Madison, Wis., has joined announcing staff of WJAI Madison.

Lois Gibson, former news writer with WKBW Youngstown, Ohio, has been appointed director of continuity at WPTW Dayton. John Wallace, formerly with WMOH, Hamilton, Ohio, has joined WJKO announcing staff.

Adele Unverricht, continuity writer, resigned to be married.

Winnie Fiedler has replaced her in continuity department.


Jimmy Durante, star of his own NBC show, is recovering from surgery at Hollywood Presbyterian Hospital. During his convalescing, other NBC stars are filling in on his show.

Bill Dunn, announcer at WKBW Youngstown, Ohio, has been appointed music director of that station.

Fred Mann, formerly of KMOX St. Louis, has been appointed announcing staff of WCAQ Philadelphia.

Leo K. Underhill has been appointed program director and chief announcer of WPTP, Pittsburgh, Ohio, new Dayton AM station which began operations Dec. 7.

Jack Downey, nephew of Morton Downey, singer, has joined announcing staff of WONS, Hartford, Conn. In addition to announcing chores, he will sing on WONS "String Ensemble show."

Genevieve Ryan, secretary to Dr. Leon Levy, president and general manager of WCAI Philadelphia, has resigned to retire to private life. She is the mother of Danwen, Danwen, Baum, Jr., sales manager of WPNF Philadelphia.

Dick Goggin, formerly with ABC New York television staff, and with CBS New York before the war, has returned to U. S. following six months in England, France, Switzerland and Italy where he studied television and AM programs and their propagation from foreign nations. He has not announced his future plans.

George Maras, staff musician at KYO Tulsa, Okla., is the father of a boy, Barry Jack, born Dec. 20.

Dick Larkin, Chicago singer and recent member of Clyde McCoy's orchestra, has joined WIND Chicago. He is heard daily, Mon.-Fri., on two programs.

Easter Starker, assistant program director of WIND Chicago, has resigned to accept position of promotion manager for Eddie Hubbard and the "ABC Club," succeeding Bob Tunney, who is leaving the radio field for fabric-designing.

David Jacob, formerly with WOR York, Pa., and WIBA Milwaukee, now with WROB Gardner, Mass., as assistant director of WROB Concord, N. H.

Jackie, women's director of WWDC Washington, has resigned to join WOAC Baltimore, as director of women's affairs of WOAC.

Dorothy Winters has resigned from the staff of WCAI Philadelphia, replacing Miriam DiBello, who resigned recently to be married.

John Trent, formerly WIBS New England director of Housewives Protective League programs, was named director of similar programs in Jan. 5 on WICO Minneapolis.

Tom Duggan has been elevated to chief announcer of KEEN San Jose, Calif., of VOI gardens, Mass., has joined announcer staff of WAKX Concord, N. H.

Jack Nick, new women's director of WWDC Washington, has resigned, joining WOAC Baltimore, as director of women's affairs of BWAC.

Cal Shrum, Western film actor and recording artist, has joined KEEN San Jose, Calif., as disc m.c.

Paul Latvala, director, and the City Service Ensemble on "Highways in Music," on NBC, will be underwritten by the radio interpretation of motion picture music by Movieland and Movieland magazine on Jan. 16 broadcast.

Don Rustie, disc m.c. at WGST Camden, Miss., is the father of a girl. The young Miss Rustie was born at the local hospital during the recent blizzard and is the most difficult trip from the Rusty's home. Mr. and Mrs. Rustie started for the hospital in a truck, stuck in a snow bank, and finished the trip by snowmobile.
**FCC Actions**

*(Continued from page 65)*

**Applications Cont.**:

**KVLM** Paula Valley, Okla.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WAVY** Apopka, Fla.—License to cover CP while authorized new standard station.

**WNAV** Preserve, Ill. —License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WGET** Johnson City, Tenn.—Voluntary transfer of authority to the Southern Broadcasting Corporation from Carl A. Jones Jr., H. L. Jones and 3 mos. Don C. Clark to Press Inc. —AM—910 kw.

Christian Bost, Assn. Honolulu, T.H.—CP of new AM station 1260 kw. AMENDED to change frequency from 1360 to 1010 kw. to 1 kw. change type trans. location. License for CP.

**KCSU** Provo, Utah.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WAYN** Waynesboro, Va.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WEAL** Maysville, Ky.—Mod. CP which authorized increase in power and made changes in ant. and trans. (Continued on page 65)

New commercial television station on Channel 9, 186-192 mc, ERP vs. 26.1 kw., 14 kw. AM—791 kw.

**WJR** The Goodwill Station, Inc. Detroit, Mich.—CP new commercial television station Channel 5, 766-782, ERV vs. 11.8 kw., 17.6 kw. AMENDED to change sur. ERP to 9.8 kw.

**WTVN-TV** Minneapolis—Mod. CP as mod. which authorized new commercial television station, for extension of completion date.

**WKY**—66-72 mc

The Kansas City Star Co., Kansas City, Mo.—CP new commercial television station on Channel 4, 66-72 mc, ERV vs. 15.9 kw. sur. 13.9 kw., new trans. AMENDED to change sur. ERP to 9.8 kw.

**Modification of CP**

**WPIX** New York—Mod. CP which authorized new commercial television station, for extension of completion date.

**WOR-TV** New York—Mod. CP which authorized a new commercial television station, for extension of commencement and completion date.

**TV—54-60 mc**

**WWJ** Inc. Clevelev—CP new commercial television station on Channel 2, 54-60 mc, ERP vs. 14.3 kw. sur. 7.35 kw. AMENDED to change sur. ERP to 16 kw.

**TV—174-180 mc**

The WGN Radio Co. Cleveland—CP new commercial television station on Channel 7, 174-180 mc, ERP vs. 13.6 kw. sur. 7.4 km. AMENDED to change trans. make changes in ant. and changes ERPs to 7.16 kw. sur. 4.86 kw.

**AMENDMENT RETURNED**


**APPLICATION RETURNED**

Assignee of License


**AMENDMENT RETURNED**

The Community Co., Inc. Farraas, Kan.—CP new standard station 1920 kw. D. AMENDED to change power from 2 kw. to 50 kw. sur. 30 kw. to 1 kw. sur. 30 kw. change type trans. location. Install DA-DN.

**AM—1490 kw**


**AMENDMENT RETURNED**

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

**WFMJ**

YOUNGSTOWN, OHIO

**ASK HEADLEY REED**

COMING SOON 5000 WATTS

**BROADCASTING • Teletacing**

**Oh, I say, Sir Walter, How's the penetration down WPTF way?**

Here are your figures, Mr. BMB; More proof that WPTF is the No. 1 salesman in North Carolina, the South's No. 1 State.

**WPTF's BMB AUDIENCE**

547,854 FAMILIES

% BMB Penetration

<table>
<thead>
<tr>
<th>Daytime Audience</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>180,280</td>
</tr>
<tr>
<td>80-100%</td>
<td>288,830</td>
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<td>70-100%</td>
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<tr>
<td>30-100%</td>
<td>411,850</td>
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<tr>
<td>20-100%</td>
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<tr>
<td>10-100%</td>
<td>457,840</td>
</tr>
</tbody>
</table>

**WPTF's Audience Reprint containing Complete BMB Audience Information by Counties and measured Cities available upon request.**

**FREE & PETERS**

**National Representatives**

**Retai1 SAI1ES excess One Billion Dollars in 78 counties where WPTF has 50-100% BMB penetration. 2,676,500 people live in this primary market.” Richard Mason, Managing **
Our ideas sure are getting around! Recently a 15-minute segment of a popular spot show included 3 Al Buffington Co. minute productions. That's almost a record in itself... an indication that we are fast earning a national reputation! We can do a job for you, too---just tell us about your product and your problem and let us submit a plan (Petillo notwithstanding---we have ideas). You'll be surprised how easily our fees fit into your budget!

AL BUFFINGTON CO.
CREATORS OF THE FAMOUS "QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.
The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

FIRE AIED VIA TV
And Producer Harvey Marlowe
Reaps a Profit, Too

REAPING a profit from disaster in what is probably the fastest video fire sale yet run up, Harvey Marlowe, independent television producer, on Jan. 2 produced a ten-minute film of a five-alarm fire which occurred earlier that day in New York and had it on the air, sponsored, at 7:30 that evening.

Mr. Marlowe was enjoying a leisurely morning-after-New Year's breakfast listening to the 9 o'clock news when he suddenly realized that his office was in the midst of the midtown Manhattan fire the newscaster was then describing. A half-hour later, having passed through the fire lines through use of an ABC press pass—he was formerly a staff producer for that network—he had summoned a camera crew, arranged for time on WABD New York and sold the program to U. S. Rubber Co.

By this time the pictures were clicking, with some of the best shots made from the windows of the Marlowe offices.

Four Million Population of Republic Of Haiti Served by Only Six Outlets

By DR. VICTOR J. ANDREW

HAITI is a republic in the West Indies with a population of about four million. The legal and economic pattern of broadcasting has followed that in the United States and Cuba.

About six separate stations are operating, with power varying from 100 to 1,000 w. Some have both low frequency (standard band) and high frequency (international band) transmitters. Listening preference is divided equally between the two bands. The high frequencies are used primarily as a means of reaching their people 100 to 200 miles from the station, and to avoid the heavy static present on lower frequencies.

There is also some interest in the international good-will that may result from the station being heard in other countries. Haiti, like some other countries, is approaching a turning point where the government must decide between encouraging broadcast development on the standard band or on the high frequencies.

A leading station claims a gross income of only $800 per month. There is an army of day and night buyers. One station is a CBS affiliate, relaying programs from the CBS international transmitter. Broadcast stations pay an annual license fee of $40 per transmitter. Receivers also pay a tax of 20c per year for each tube. There are about 8000 receivers in the nation.

Reception on the standard band from United States and Cuba is fairly good when static is not excessive. Shortwave reception is about the same as elsewhere, subject to fading, but relatively free from static. Cuban stations are popular because their kind of music appeals to the Haitians. French is the national language, but English is very popular with people in all classes. The economic and cultural orientation of the country has turned emphatically toward the United States in the last ten years.

N. Y. Record Firms Razed by Flames

International, Capitol Among Companies Hardest Hit

AN ESTIMATED half-million dollars worth of recordings were lost when a six-alarm fire destroyed the International Recording Studio, 1170 Broadway, in New York and other buildings in the vicinity on Jan. 2 the firm announced last week.

Damage to the office and studio equipment was figured at approximately $75,000. This was in addition to the loss suffered by several small recording companies in the vicinity. International said it was producing a series of shows on displaced persons for the Citizens Committee, and also programs for the North American Service of French Broadcasting.

Among the recording companies suffering losses in the fire were Columbia, Pulitzer, Mannan, Orpheus, King, Crystal, Crown and Kermit-Raymond. Kermit-Raymond said that 32 recorded shows in the

CIBC Take-Off

A TAKE-OFF on the Parliamentary Radio Committee hearings of 1947 was featured in the CIBC Wednesday evening program Dec. 31, Thin Ice of 1947. Exaggerated and sensationalizations of how private stations saw CBC operations, and CBC saw private station commercials were featured in the year-end review of Canadian happenings. Ultimate co-operation of CBC Wednesday evening cultural programs tied in with sponsored program and featured the commercial in Shakespearean style.

IT CAN HAPPEN HERE

WAIR is capable of producing sales in double quick time and in unbelievably profitable volume. All sales material you’ve dreamed about till now of your life may rest above the dated line of a WAIR contract.
The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion—over the full FM range. Read these highlights:

Uniform response, 50 to 15,000 cycles. Audio measurements prove RCA's new speaker free from resonant peaks, harmonic and transient distortion ... at all usable volume levels.

120 degrees radiation at 15,000 cycles! The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms is not critical.

Remarkably smooth crossover response. Both cones are mounted on the same axis and have the same flare angle to place their surfaces in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

Controlled "roll-off" at 5 and 10 kc. Because of the LC-1A's exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A's high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray or dark walnut. The other ... in primavera (light mahogany tone), is suitable for executive offices and modern surroundings.

For data and further details on the LC-1A speaker ... now in production, write Dept. 19-A.

**DETAILS OF RCA DUO-CONE DESIGN**

Two individually sealed cones are mounted on the same axis and flare angle, with a specially designed heavy Al-nico magnet of high flux density. The high-frequency unit is a 23/8" cone with an exceptionally low-mass aluminum voice coil. This cone follows out the shallow angle of the larger cone to radiate a pattern at full power over an area of 120 degrees at 15,000 cycles! The low-frequency unit has a massive 15" diaphragm with a high-mass voice coil of large diameter. Its resonant frequency, only 35 cycles ... with true bass response at all volume levels.

*RCA*  
**BROADCAST EQUIPMENT**  
**RADIO CORPORATION of AMERICA**  
**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

**In Canada: RCA VICTOR Company Limited, Montreal**
Leo Burnett Reaffirms
Aims of Chicago Agency
EDITOR, BROADCASTING:
... BROADCASTING's feature story
on our agency was a very intel-
ligent job.
I am getting a lot of nice com-
ments from this story, including
some from quarters I would never
suspect reading your magazine. We
will never be the biggest radio
agency in the country, but we cer-
tainly hope to be one of the best.
Leo Burnett
Leo Burnett Co., Inc.
Chicago, Ill.

Present All Facts
In Edits—Godofsky
EDITOR, BROADCASTING:
If radio is to have the freedom
to editorialize, then it must ac-
nounce an obligation of honor
to provide the opportunity to those
who have views differing from
those expressed in a radio editorial.
That's a basic embryo which
perpetuates the fabric of radio's
right to express opinion and com-
ment.
Therefore, I am amazed to learn
from BROADCASTING's eighth
Trends survey that 296 of the
station managers who believe radio
should have the right to editorial-
ize are opposed to the presentation
of views differing from the sta-
tions' editorial.
The people have equal right to
criticize and to advocate and
they have the right to do it on the sta-
tions' facilities. To deny them that
right is to deny radio is a respon-
sible medium of communications.
I am looking forward to freedom
to editorialize as a great oppor-
tunity for our stations to stimulate
most effectively local thought and
action by furnishing leadership
and assuming grave responsibility
through encouragement of maxi-
mum opportunity for expression of
every significant view in favor of,
in opposition to, or in modification of
the stations' viewpoint.
As a sincere, useful and fair
community service enterprise,
our stations do not want the right to
editorialize to give us the right to
limit debate and thought. We want
the right to comment and to ad-
vocate in order to increase debate
and thought.
We believe in the American doc-
trine of presenting all the facts,
all significant views and abiding
by the conclusions of the people.
Let's not look at the freedom to
editorialize as an added freedom
to serve the selfish or private in-
terests of the few. Those interests are
served altogether too well now by
some "commentators" and editorial
writers. Let's give every important
point of view a hearing. Then, and
only then, will radio have achieved
a genuine right to call itself a
"free radio."
Elias I. Godofsky
President, WHLI-WHNY
Hempstead, L. I., N. Y.

Gives Proof Positive
Of First Bowl Telecast
EDITOR, BROADCASTING:
Remember the KDKA and WWJ
long-standing argument as to
which was the first AM station on
the air?
Through the years roll around people
will probably start talking about
which was the first station to
televise a Bowl game. We would
like to clear this up from the start.
WDSU, working with ABC and
RCA, televised the Sugar Bowl
game at 1:15 p.m. (CST) Jan. 1,
1948. The telecast was viewed by
1,000 people during the game at
the Monteleone Hotel in New
Orleans. This was the first Bowl
game to be viewed by television
as it was being played.
The Sugar Bowl Boxing Match
on Dec. 29 and Sugar Bowl Basket-
ball on Dec. 30 were also televised
by WDSU, RCA and ABC.
We know you will want these
facts for your records.
Fred Weber
General Manager
WDSU New Orleans, La.

For the Finest Lateral Reproduction
The GRAY TRANSCRIPTION ARM

Exhaustive study proves the impossibility of com-
bining ideal lateral and vertical mechanical re-
quirements into one arm. The Gray Transcrip-
tion Arm, designed for finest lateral reproduction,
accommodates all modern cartridges—General
Electric, Pickering, etc.—has been adopted as
standard equipment by national radio networks
including CBS, ABC and numerous independent
radio stations. Arm less cartridge $35.00

Gray Equalizer for G. E. Cartridge

Diamond
G. E. Cartridge

At last a permanent solution to the pick-up problem. We
can now supply a Se-
lected G. E Cartridge with finest quality Dia-
mond Styli specifically mount-
ing in the Gray Transcrip-
tion Arm. The prac-
tically unlimited life of the Diamond Styli makes it an excep-
tionally economical piece of equipment at $52.45 net to radio
stations.

FOR RADIO STATION USE. No. 501, 4-position Equalizer (Flat,
N.A.B., etc., etc.) expertly engi-
neered for use with the G. E. Var-
iable Reliance Cartridge. Matches
pick-up to microphone channel.
Adopted by radio networks. Complete $42.50.

Gray Research & Development Co.
Elmsford * Westchester County * New York

Open Mike

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

Rev. J. M. Gates on "Dead Cat on the Line"

"Dead Cat" Not Music,
But BMI Filled Request
EDITOR, BROADCASTING:
Could Fred Fletcher, the man-
ager of WRAL Raleigh, N. C.,
really have been serious about
securing that record of "There Is
a Dead Cat on the Line."
Fletcher recently chided Ken
Sparnon, BMI's station relations
representative, in his columns for
placing too much emphasis on
sound quality and not paying
time to what he considered to be
sound quality. Fletcher appar-
ently thought his request for a
disc long out of circulation
and one which would be impos-
sible to find would stum-
ble.
Ken Sparnon was not "dragging"
when he stated that BMI makes
every effort to secure difficult-to-
get records for broadcasters. It's
part of BMI service.
When that request was filled by
BMI after a great deal of search-
ing, "Dead Cat on the Line" is
not music, but a sermon by the

Blotted Call Letter
Causes Confusion
EDITOR, BROADCASTING:
We have been stabbed by the
missing part of a letter "o." In the
list of E.S. Hy, we have both in
the NAB Report of Dec. 15 and the
current issue of BROADCASTING,
the action attendant to our change
of ownership from a sole ownership
to a corporation was erroneously
listed. Somebody left out a part of
an "o" in the listing of the WJMO
Broadcasting Co. and, to the cus-
tomer observer, it looks as though
we are applying to transfer our
license from W. J. Marshall to the
WJMO Broadcasting Co., which is in
Rice Lake, Wis.
I thought nothing of it until
not only some of our competitors
but a number of our advertisers
called up wanting to know how
soon the station would be moved
out of town. Our advertisers called
with some trepidation, I'm happy
to say.

Apparently, since both periodi-
cals listed it the same, it must
have come over from the FCC in
that manner.

Dave Baylor
Vice President and
General Manager.
WJMO Cleveland.

Further Tribute
To Gen. Surles
EDITOR, BROADCASTING:
I have... read the splendid
editorial in a recent issue of BROAD-
CASTING.

PUSH BMI—MOSEBY
KGYO President Urges Daily
"Plugs" for BMI Tunes
VALUE of getting in a good word
for BMI every day is stressed in
a circular letter to broadcasters
from A. J. Mosby, president of
KGYO Missoula, Mont.

"On our own local programs we
affiliates and independents can
do some BMI plugging that over
the years will build up BMI prefer-
ence among our listeners," the
letter states. It then makes this
specification:
"If each disc jockey would each
day plug just one extra BMI tune
(from the top 10's of the present
and past years) we could build up
a listener demand for our own
music to the extent that the indus-
try would never have to worry
about the terms of the next music
contracts. Just a little con-
tinued effort on the part of BMI will
place music popularity in our basket
instead of the other fellows."

Page 70 • January 12, 1948

BROADCASTING • Teletcasting
Ride'em without Rumble!

The pounding of hooves may be sweet music to the ears of a race jockey. But to a disc jockey—whose program's success depends upon the undistorted high fidelity of his transcriptions—any extraneous mechanical noise leaves his listeners at the starting post. They just won't ride with him!

Fairchild engineers have succeeded in eliminating the last bit of extraneous mechanical noise—in the newly redesigned Unit 524 Transcription Turntable. Turntable noise, rumble and vibration are non-existent because of the unique method of mounting the drive—at the bottom of the cabinet...the use of a specially designed rubber coupling to connect the drive and synchronous motor which are spring-mounted and precision-aligned in a single heavy casting...the use of sound-stopping mechanical filters on the hollow drive shaft to reduce the transmission of vibration from the drive mechanism to the turntable...and the use of a heavy, webbed cast aluminum turntable mount at the top of the cabinet.

In addition to freedom from rumble, Fairchild offers you a wider frequency range and lower distortion content with its Unit 542 Lateral Dynamic Pickup, with a stylus mounting that allows the tip to follow the minute indentations engraved in the groove from 30 to 10,000 cycles and beyond, with a minimum of distortion. Want more details about sound equipment that really keeps the original sound alive? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
Bank Co-op Shows Advocated

‘Banking’ Article Shows Advantages of Such Advertising

THE DESIRABILITY of network cooperative radio programs as a vehicle for bank advertising is emphasized in an article by John F. Mack Jr. in the December issue of the American Bankers Assn.'s Banking magazine.

Mr. Mack, deputy manager of ABA, manager of its Advertising Dept. and director of the Public Relations Council, points out that "at present, 97 commercial and mutual savings banks operating cooperative broadcasts and the number is growing steadily." Altogether, he notes, about 2,000 banks were found in a 1946 ABA survey to be using radio, "mainly spot announcements."

Reviewing the practices and procedures of cooperative broadcasting Mr. Mack notes "several advantages to banks:"

"The local bank sponsor gets full and exclusive local benefit of the high-priced talent, but pays only a fraction of the talent cost..."

Talent Important

"National nature of program and national reputation of talent, such as H. V. Kaitenbom, Elmer Davis, Bill Henry or Kate Smith, give the broadcast high recognition and remuneration values. The bank sponsor gets the advantages of national publicity and advertising of the show and its talent. Every network provides high-quality promotional material... The big-name nature of the program gives the bank an effective peg on which to hang local publicity."

"A bank can "select" its audience by using the type of co-op program with the desired audience appeal....."

"Finally, the audience is ready-made, although local promotion is always of added value..."

Mr. Mack presents the following table to show, by network, the distribution of stations, number of cooperative programs, and number of bank sponsors of these broadcasts:

<table>
<thead>
<tr>
<th>Network</th>
<th>No. of Stations</th>
<th>No. of Co-op Programs</th>
<th>No. of Bank Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>13</td>
<td>200</td>
<td>4</td>
</tr>
<tr>
<td>CBS</td>
<td>13</td>
<td>138</td>
<td>5</td>
</tr>
<tr>
<td>MBS</td>
<td>40</td>
<td>464</td>
<td>3</td>
</tr>
<tr>
<td>NBC</td>
<td>86</td>
<td>167</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>1,059</td>
<td>1,059</td>
<td>9</td>
</tr>
</tbody>
</table>

Of the 46 cooperative programs available, the author notes, bank sponsors use 20, "and of these 20 a top-heavy 14 are news broadcasts." Fulton Lewis Jr.'s news commentary on Mutual leads the list of bank-sponsored programs, with 26 banks. The Town Meeting forum on ABC has 17 bank spon-
sors, and Information Please and Bill Cunningham's Sunday news program, both on Mutual, have eight each.

Tracing the growth of radio use by banks and their seeming preference for news shows, Mr. Mack notes that the first ABA radio survey, in 1937, showed "only 145 banks were on the air, and only five banks were... using news as a program feature." A survey in 1942 showed 340 banks using radio "and still only a handful employing news as a feature," whereas in 1946 about 2,000 banks were found to be using broadcast advertising and 66 currently sponsor cooperative news broadcasts.

Rate News High

The 1946 survey disclosed that "48% of the banks having actual programs rated news broadcasts as their first choice, with music favored by 34% and other features such as drama trailing well behind."

"It is obvious," Mr. Mack asserts, "that the war has had a heavy impact on banks in relation to both the use of radio for advertising purposes and the use of news in their programs." Further, he points out, "until recently nearly all co-ops have had news angles."

"At any rate," Mr. Mack continues, "the time has come when an interested bank sponsor need no longer be restricted to a choice of several news programs. Indeed, there is a varied and ever-widening array of serious, semi-serious, and comedy broadcasts, with appeals to young or old, men or women, farmers, workers, families and other segments of the radio audience.

Coming of Age

"It may well be that cooperative broadcasting, now ten years old, is coming of age, and in doing so offers to banks one solution to that knotty, often-asked question: 'How can a local bank make effective use of radio at a reasonable cost?'"

For the assistance of its readers, the article includes a listing of "all cooperative programs now available," drawn up according to network and showing the time of broadcast.

Former Rep. Rabin Takes N. Y. Supreme Court Seat

BENJAMIN J. RABIN, former Congressman, took the oath last week as a justice in the New York Supreme Court. Mr. Rabin, a Democrat and former member of the House Interstate & Foreign Commerce Committee, earlier had resigned from Congress effective Dec. 31.

No one has been named to replace Justice Rabin on the House committee, but if the usual practice is followed a New York Democrat, of which there are 15, will be given the post.

Most recent adherence to this practice was the naming of Rep. Fred E. Bushey (R-Ill.) to the committee to succeed Evan How-ell, former Republican Representative from Illinois, who resigned last summer to accept a judgeship.

FIRST of quarterly meetings starting at 6 p.m. at KSLA Centralia, KKEA Aberdeen, KKLW Longview, at KELA studies. Programming, sales and production problems were discussed, followed by dinner meeting and showing of recent KSLA movies at Centralia Lewis-Clark Hotel.

NOW head of a larger broadcasting concern, KSLA, Mr. Rabin knows that his readers are enthusiastic about KSLA's planned music... and discriminating advertisers are calling for the Pay Off. Ask your Advertising representative.
Elmer Wene to Be in 1949
N. J. Gubernatorial Race
ELMER H. WENE, president of
WTTM Trenton and WSNJ
Bridgeston, N. J., and currently a
New Jersey state senator from
Cumberland County, will be
Democratic candidate for Governor of
the state in the 1949 election.
Mr. Wene's candidacy was an
ounced at the Democrats' annual
New Year's Day celebration in
Jersey City. It has been the cus-
tom in past years to announce the
party's future candidates at this
affair. The election is scheduled
for November 1949. Mr. Wene
formerly served three terms as
U. S. Congressman.

WBUZ(FM) Delayed
SCHEDULED Jan. 1 opening of
WBUZ (FM) Bradbury Heights,
Md., just over the District of Col-
umbia line, was delayed by fail-
ure of equipment to arrive. The
station hoped to take the air dur-
ing the week of Jan. 12 on the
96.7 mc channel (244) with 1 kw
power. Leslie Altman is treasurer
and general manager of WBUZ,
not president and treasurer as in-
correctly stated in BROADCASTING.
Al Porter is vice president and
commercial manager, Gordon
Shaw program director. Studios
and office are located at the garage
of the Washington, Marlboro &
Annapolis bus line, of which Mr.
Altman is president.

Colonial Output Up
COLONIAL RADIO Corp., Buf-
falo, subsidiary of Sylvania Elec-
tric Products, produced 900,000
sets last year with value of $20,
000,000, an increase of 130 over
1946, according to Don G. Mitchell,
Sylvania president. He predicted
greater production next year. Col-
onial supplies Sears, Roebuck &
Co. with private brand receivers.

SAVINGS BONDS Div. of the U. S.
Treasury Dept. has cited WLLI Hump-
stead, N. Y., for outstanding public
service on its "Long Island Farm
Program." Savings Bond announcements
aimed at Long Island farmers and pre-
pared especially for WLLI were aired.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by
Johnstone, Inc.

Why Does It Have To Rain On Sunday
On Transcriptions: LANG-WORTH—Four Knights;
WORLD—Nat Brandwynne.
On Records: Freddy Martin—Victor 20-2557;
Snokey Lanson—Mercury 5082; Milton Herth
Trio—Decca*; Beale St. Boys—MGM*.
*Soon To Be Released.
Comprehensive Text on Religious Radio Compiled by Parker, Inman and Snyder


COMPREHENSIVE and well-written text on the religious broadcast, by three of the more experienced persons in the field, will be of value to those concerned with religious programming, educational broadcasting, and to the general reader. The high level of American religious broadcasts in recent years shows up clearly, as the authors have used examples liberally as guides to the men and women who are charged with the responsibility of producing, writing and managing America's religious broadcasts.

The first edition of the book deals primarily with aims, ideals and goals of religious radio programs. The word "religious" is given a broad interpretation, to include the various education programs sponsored by church groups in the United States. Much of this section is devoted to group psychology and to an explanation of the value of radio in getting religious messages to the people.

The remainder of the text deals with specific techniques of writing, producing and publicizing religious radio broadcasts. It is here that the book is particularly valuable to persons interested in any type of public service broadcasting. In the final section, the authors discuss the use of radio as an educational medium, and the training of personnel to become leaders in religious radio.

The book is written from a positive approach, and there is very little explanation of the status of religious broadcasting in America today—and very little direct critical analysis.

The authors are well qualified for the subject. Everett C. Parker is director of the Joint Religious Radio Committee and director of the religious radio workshop at the U. of Chicago; Elinor Inman is director of religious broadcasting of CBS; Ross Snyder is associate professor of religious education in the Chicago Theological Seminary and dean of the U. of Chicago Religious Radio Workshop.

Hollywood Promoters Say Fight TV Will Continue

VIDEO broadcasts of fights at Hollywood's Legion Stadium will continue, stadium officials have ruled, and fight managers who protest will have to agree with the policy or forego matches there.

John Home, stadium's counsel, said that stadium records do not substantiate the claim that TV broadcasts hurt attendance. Five per cent drop in five months is attributable to other causes, such as general retrenchment and competition of football in the fall season.

Mr. Home advised BROADCASTING that the current agreement with Don Lee Network calls for $150 as compensation for expenses resulting from elimination of three seats to make room for TV apparatus. On Dec. 29, stadium officials met with fight managers and offered a share of any future profits to the fighters, but fight managers said video harmed attendance and had sought to have it barred. Stadium managers refused.

WKAT-FM Begins

WKAT-FM Miami Beach began operation on a full-time basis Dec. 29, broadcasting from 8 a.m. to 11:15 p.m. daily on Channel 226, 93.1 mc. Col. A. Frank Katzentine, owner and operator of WKAT-FM and WKAT, said in introducing his new station to the radio audience, "We have been planning the programming of WKAT-FM for more than a year, and it is our purpose in launching Florida's first full-time FM radio station to bring you, our listeners, the very best in radio listening." Temporary studios are in the WKAT Building, Miami Beach.

PUBLIC service feature, "The Chicago Forum of the Air," returned to the air by WJJD Chicago Sunday, Jan. 4, after a four-month absence necessitated by professional football broadcasts.
Enter nineteen hundred forty-eight—the year when a galaxy of broadcasting equipment celebrities appear on the radio stage of broadcasting stations everywhere. This is "G" year—Gates year—because definitely "The swing’s to Gates in ’48".

Seldom has a technical product such as broadcasting equipment received so many "Oscars" from engineer after engineer who is quick to say, "The most improved equipment of the post-war era is Gates"—and this IS TRUE! No finer engineering staff was ever assembled than at the Gates plant, in fact Gates has imported top-flight engineers from everywhere—men that know how to combine the technical with the practical—men that have made "Gates" the line to see and look into before deciding.

Gates production methods are better than ever, too. There will be no SRO sign hung out as far as deliveries are concerned. So—before you buy—may we suggest you investigate why—"The swing’s to Gates in ’48".

BRANCHES:
Eastern Sales Office: 13th & E St., N.W.,
Washington, D. C.
Western Sales Office: 1350
N. Highland Ave.,
Hollywood 28.
Canadian Sales: Canadian Marconi Co., Montreal.
International Distribution overseas by
Westinghouse Electric International Co.,
40 Wall St., New York 5.
TO HOLD sports audience for period between football and baseball season broadcasts, WPDQ Jacksonville, Fla., is airing new series, "Great Moments In Sports," weekly show, conducted by Jack Marvinskas, sportscaster. Program features minute-by-minute descriptions of some outstanding sports events in sports history. First program, Jan. 3, was recap of Super Bowl game between Georgia Tech and California, when Roy Robins made his famous wrong-way run. "Great Moments in Sports" also appears, WPON Mon., 8 p.m. and is sponsored by Riverside Chevrolet Co., Jacksonville.

Team "Fun!"

TEST of memory and speed in calculation was announced in Philadelphia, through its program, "Fun Facts." The entrance prize Dave Scott tells these persons daily, reading them a short story that abounds numbers, and offering prize for person who arrives at correct sum of numbers. New prize is advertised by sponsor, Carroton, Mr. C. Each week story is not guessed by any of the contestants. Similar interest was aroused recently when Mr. Scott, unannounced to the audience, read a 10-year-old's name. The man took down all numbers, then appeared one day with all digits totaling to the "right answer," as he hadn't missed a single number in the story.

Local History

ANECDOCES from local history and news of present day happenings are also included in Stations program over WSTC Stampfand, Conn., Monday-Thursday, at 10 a.m. Highlight of program is "Interviews with Citizen of the Day," Honored person is chosen at random and is interviewed regardless of his position in life—he may be the school janitor, the man next door, or he may be the fruit peddler on the street.

TV Flying Lesson

FLYING LESSON via television was presented early this month by WDFN Washington, NBC video station, in program titled "Let's Learn to Fly!" Joseph Butler, former Navy commander, demonstrated flying devices in service to the tech take-off and landing. Each episode featured primary landing trainer, as doing for landing as Link Trainer does for instrument flying. Landing trainer was built before W51 camera as it rose off floor to height of several feet, lifted by powerful propeller.

Should They Marry?

PSYCHOLOGICAL approach of marriage, both before and after, is presented in series, "Should They Marry?" which started on WOL Washington, Jan. 5, Dr. McVaug, Washington psychologists, is consultant for series, and each week interviews a couple about to take their marriage vows or two married people whose differences may cause their marriage to fail. Through series of prepared questions, Dr. McVaug attempts to determine whether couple about to marry have proper qualifications and attitude, and in case of married persons, causals behind their disagreements. Listening audience has opportunity to write in and express views as to whether they agree with Dr. McVaug's conclusions. Three years ago, interesting letters from listeners are read at each broadcast.

Old Age Discussion

NOVEL program of older folks, living in retirement or still active, though elderly, is being presented by WORC Columbus, Ohio. Prof. Albert R. Chandler, Dean of School of Philosophy conducts talks, discussions, interviews and book reviews aimed at helping elderly people live the most useful and satisfactory life. Problems of hobbies, centering careers, adjusting to various living conditions, and interrelations of aging, psychology of oldsters and others are included in four-week series, and will be sent to retired people to obtain their views on topics discussed. Program is aired on WORC Mon.-Wed.-Fri. at 3 p.m.

WAVX 'Builds' Show

UTILIZING old transcriptions from Theatrical and Radio Stations, some ingeniously and fast cutting, WAVX Nassau, Fla. series are recut into two-hour New Year's Day show. Segments of each of the "Great Hits" series were recut into program which presented Kenny Delmar as m.c. of parade of nation's top stars who have appeared on show during past year. Program was broadcast on July 4, from St. George Savings Bonds. Station reports that program has been so favorable that similar holiday features are being planned for future.

Domestic Problems

PROBLEMS in human relations, particularly those affecting married couples, are discussed each week on WPMO (FM) Jersey City, N.J. Program is titled "Just Between Ourselves." Discussion is based on letters, and program is conducted by Dr. Barnet Bernstein and Frances Terchals. Issues leading to divorce are main topics used, with discussion conducted in informal, homely manner.

Hospital Problems

DESIGNED to emphasize community service aspects to Dr. Paul Podlesnik at Evanston, III., and to explain problems confronting Evanston institutions, "Evanston Hospital Problems" has begun on WNPB Evanston, Hearst Broadcasting, (CBS) Chicago. Program attempts to educate people to consciousness of their share in carrying responsibilities which now rest wholly upon the hospital and others of that group in north shore community. Program is part of campaign to enable hospital to expand facilities. St. Francis Hospital in Evanston, Ill., and the right manner.

New WCCO Features

QUIZ dealing with movie and entertainment world has started on WCCO Minneapolis, this week. Features, "Box Office," is audience participation quiz, with prizes given to participants. Another new Saturday night feature on WCCO is "Movie picking." Cedric Adams, Mr. Adams introduces young couples selected at random, have their own special showings and competitions at schools throughout the northwest.

Traffic Warnings

VIVID, on-the-spot, tape-recorded reports of accidents were used by KLAC Los Angeles to warn commuters against holiday traffic disasters. Under direction of Fred Henry, KLAC director of news and programs, special events department of KLAC roamed city in police radio cars, eavesdropping on traffic and recording-on-the-spot reports. These were edited into three half-hour shows and one quarter-hour show carrying opening by Chief of Police and closing warning by Traffic Court Judge.

Democracy at Work

WIDE RANGE of subjects including politics, music, art, communism, sports, religion, are discussed each week on new program, "Democracy at Work," presented by WBSN and WBSN-FM Birmingham, Mich. Each Tuesday at 8:30 p.m., over Detroit network of ten stations. Average forum features about three co-hosts and up to three experts on each side of topic. Program opened with a discussion of "As we were young," and "Armed Services Locator." The Forum was held at the University of Detroit, before a panel of Distinguished Guests, and is anchored by Walter Adams.

Charm Clinic

BEAUTY TIPS and fashion notes are presented weekly on "Charm Clinic," which started on WABI Bangor, Maine. Program is conducted by NIKKI ZAYAK, program also features instructions from fashion designers of various top designers to women. "Charm Clinic" is heard on WABI Mon.-Fri. 9:15-9:30 a.m. (CST).

British Gratitude

"THANK YOU a thousand times—may God bless America always!" was the sentiment expressed in one letter received by the U. S. Army Band in gratitude for the band's special recorded concert honoring Princess Elizabeth, in France, during those attending the royal wedding. Similar letters were sent from throughout England, all expressing heartfelt appreciation of the concert, which was broadcast on the BBC Home Service Programme, BBC was "delighted" with the program, and with the "entirely miraculous speed with which the discs reached us, a fine example of American hustles."
1938 - TENTH ANNIVERSARY - 1948

1948 MARCH OF DIMES 1948
NATIONAL RADIO DIVISION COMMITTEE

JUSTIN MILLER, Chairman
President, National Association of Broadcasters

Co-Chairmen:
CHARLES C. BARRY
Vice-President, ABC
HUBBELL ROBINSON, JR.
Vice-President, CBS

EDGAR KOBAK
President, MBS
KEN R. DYKE
Vice-President, NBC

For use JAN. 15-30... Five big-name electrical transcriptions all ready to help you obey that impulse!

HOAGY CARMICHAEL
with Buddy Cole at the Piano

GINNY SIMMS — PERCY FAITH
and his orchestra

EDDY HOWARD — GENE AUTRY
and his orchestra
and his March of Dimes Cowboys

DANA ANDREWS
PLUS
One-Minute Celebrity Announcements and Special Foreign Language Musical Shows

...have you time to save a life?

...have you time to save a life?

You will receive ALL these transcriptions on a staggered schedule beginning Jan. 15th.

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC. — 120 BROADWAY — NEW YORK 5 — NEW YORK

HOWARD J. LONDON, Radio Director
Franklin D. Roosevelt, Founder
BEEKMAN 3-0500
table discussions, and debates are highly regarded alternatives to station editorializing in dealing with controversial programs (by the stations who do not believe stations should editorialize). relatively few stations (18%) in this group feel that news commentators are the best answer. While these alternative choices are drawn from the relatively small number of stations who do not believe in stations editorializing (10% of the panel), many respondents who believe in station editorializing also indicated their choices within the same alternatives, even though their answers were not solicited. Their notes for the alternatives bore a very close resemblance to the choices shown for the stations tabulated (Table VI).

BROOKLYN
This is a copyrighted feature conducted by
Audience Surveys Inc.
Of New York under commission by
BROADCASTING

Bingham Heads WGaI, New N. Carolina Station
STAFF of the new WGaI, 500-watt station on 500 kc at Elizabeth City, N. C., has been announced by Herbert Peele, head of The Advance Inc., which owns and operates WGaI and publishes Elizabeth City's Daily Advance.
Robert Bingham, former sales-service manager of WBT Charlotte, N. C., and a veteran of 21 years in radio, is manager. Alan Burke, former WBT, WITH BALTIMORE AND WWDC Washington announcer and newscaster, is program director. New station's commercial manager is Alan Friedrich, who has had experience in similar capacities at WFTC Kinston, N. C., and WPBL Syracuse. Fred Wagner, previously with WLPM Suffolk, Va., is chief engineer.

BROADCASTING TRENDS

<table>
<thead>
<tr>
<th>Public forum programs</th>
<th>79</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round table discussions by experts</td>
<td>63</td>
</tr>
<tr>
<td>Debates offering equal time to proponents of various viewpoints</td>
<td>16</td>
</tr>
<tr>
<td>News commentators</td>
<td>11</td>
</tr>
<tr>
<td>All other</td>
<td>29</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
</tr>
</tbody>
</table>

*Percentages add to more than 100 because many respondents repeated more than one alternative.

WTOR Ready to Take Air; James Parker Is Manager
NAMES OF MEN who will head the staff of WTOR, new fulltime 250-wattter scheduled to begin operation about Jan. 15 at Torrington, Conn., on 1490 kc, have been announced by Joseph R. Schifini, president of Torrington Broadcasting Co., the licensee.
James Parker, who will be general manager, and Joseph X. O'Hara, commercial manager, formerly were with WBRY Waterbury, Conn. Richard C. Kilbourn, program director, moves to WTOR from WLLH Lowell-Lawrence, Mass. Chief engineer of the new station is T. Webster Hitchcock, last with WBAL Baltimore.
WTOR will be represented nationally by Cox and Tant of New York, Philadelphia and Chicago.

Marcel Lefebvre
MARCEL LEFEBVRE, 47, former manager of CHLP Montreal, died at Montreal after a lengthy illness on Dec. 20. He had left CHLP early in 1947.

Editorializing . . . Problems Seen

(Continued from page 22)

Table V
"If a network editorial position differs from that of an affiliate, station, should the station:"

<table>
<thead>
<tr>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry it</td>
</tr>
<tr>
<td>Proceed the program with a disclaimer</td>
</tr>
<tr>
<td>Refuse to carry the program</td>
</tr>
<tr>
<td>No answer</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

"If stations should not have the right to editorialize, how do you think controversial subjects can be dealt with better?"

% of those who believe stations should not have right to editorialize

NOW! DIRECT PUBLISHER-TO-STATION SERVICE ON TAILORED RADIO PICTURE ALBUMS

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-9180

American Radio Publications, Inc.
121 N. Washington St., Pottsville, Illinois

Page 78 • January 12, 1948
FOR FM COVERAGE and PERFORMANCE

you can't beat Federal's COMPLETE "ONE-PACKAGE" STATION

A broadcast station that's FM by Federal all the way—from microphone to antenna—offers three exclusive features that assure maximum coverage at minimum operating cost, and maximum performance with minimum maintenance expense.

1. FEDERAL'S SQUARE-LOOP ANTENNA!
The coverage of an FM station depends primarily on the effective strength of the radiated signal. And Federal's 8-Element, Square-Loop Antenna gives an effective radiated power more than 8 times the transmitter rating. Actual installations have repeatedly proved its ability to give outstanding coverage—and to withstand high winds and heavy icing loads.

2. FEDERAL'S HIGH-FIDELITY TRANSMITTER!
All Federal FM transmitters feature the exclusive "Frequematic" modulator—for outstanding fidelity and performance. Maintains center-frequency stability within 0.001%—reduces signal-to-noise ratio to 5600-to-1—uses simple all-electronic circuits with standard receiver tubes—easy to align, simple to maintain.

3. FEDERAL ENGINEERING ALL THE WAY!
Complete FM by Federal means FM at its best, with all components precision engineered to work together. Transmitter console, studio console, transcription units, power supplies—everything from microphone to antenna—designed and coordinated for maximum over-all performance and economy.

When planning your new FM station, remember these exclusive advantages. And if you want to get on the air fast, Federal can now make your complete installation in record time! For further information, write to Federal, Dept. B668.

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

January 12, 1948 • Page 79
Bird Takes Readers Behind the Scenes Of Advertising in Comprehensive Book


FOR A LOOK behind the scenes of advertising, Harry Lewis Bird's book, This Fascinating Advertising Business covers the field. Written in a lucid, informative style, the book is of interest to both advertisers and consumers.

Mr. Bird subdivides his book into four parts, comprising the "Why," "Who," "Where," and "What" of advertising. The first part is a history of advertising and brand names. The story behind Kellogg, Ford, Gillette, RCA Victor, Liggett & Myers, and others is told.

"The 'Who' of Advertising" reviews different types of advertisers as well as the agency side of the picture. Sections are devoted to some people of advertising, including Lucky Strike's George Washington Hill; J. Sterling Getchell, foremost "huckster" of the '30's; U. S. Rubber Co.'s Thomas H. Young; Earnest Elmo Calkins, Erma Froetz, B. Kidd, and several more.

Advertising media are discussed in the "Where" of Advertising. His chapter on radio, "We're on the Air!" goes into the history and the reasons for advertising on the air, how the shows are merchandised, ratings, advertisers, serials, retailers, spots, commercials, and a preview of things to come, especially television.

Finally, he writes of what makes up a good ad, and how it emerges from the embryonic stage through various processes until it finally sells the product.

"Commercial sponsorship of radio has made it possible," Mr. Bird writes, "for 37,000,000 American families to be able to hear the latest news virtually as it happens. Companies with goods to sell found radio is a powerful aid, and the means was furnished to bring into 96 out of every 100 homes the finest symphony concerts, the actual voices of leaders in education, religion, government, and the arts. It has played host at thousands of historic events. Throughout the war it helped to finance the world-wide entertainment of our armed forces."

Mr. Bird has a rich advertising background. He has organized many national campaigns and has worked with such agencies as Needham, Louis & Brodry, Chicago; Geyer, Cornell & Newell, New York; Fitzgerald Advertising Agency, New Orleans, and for the past five years has been copy chief of Gordon Best Co. (formerly MeJunkin Advertising Co.), Chicago. His book is fully illustrated and indexed.

ACA Strike Not to Affect Overseas Communication

INTERNATIONAL broadcasting and shortwave communications will not be affected by the strike of between 2,500 and 3,000 American Communications Assn. (CIO) cable and radio workers Friday morning, it was indicated last week. Western Union and other ITT companies are bearing the brunt of the walkout. Officials of RCA Communications, Press Wireless, Tropical Radio, French Cables, and Globe Radio said their business would continue as usual.

Chief strike issue was ACA's demand for pay increases amounting to about 30%.

NEW YEAR'S EVE performance of the "Ice Pollers" was televised by WFIL-TV Philadelphia direct from the Arena, Philadelphia, from 8:30 to 11:00 p.m. At conclusion of performance, "Ice Pollies" stars held their New Year's Eve party on the ice and this, too, was televised by WFIL by starting at five minutes after midnight.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright

These daily hazards can be INSURED.
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS

REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories, 1229 Wisconsin Ave., N.W. Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td>Adams 3414</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>804 NATIONAL PRESS BLDG., D.C.</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>LABS, GREAT HOPKIN, N.J. LITTLE FALLS 4-1000</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., District 6406 Washington, D.C.</td>
</tr>
<tr>
<td>RAYMOND WILMOTTIE</td>
<td>1469 CHURCH ST., N.W., DE 1234 Washington, D.C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service, WARNER BLDG., WASHINGTON, D.C. 13TH &amp; E ST., N.W. NATIONAL 8515-8515</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING, DISTRICT 2118 WASHINGTON, D.C.</td>
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<tr>
<td>WORLINGTON C. LENT</td>
<td>CONSULTING ENGINEERS, 1200 18TH ST., N.W., Room 1210, DISTRICT 4127</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D.C., 1605 Connecticut Ave., M.L. 4151 Dallas, Texas</td>
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<td>1728 Wood St., Elrondale 3611</td>
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<td>A. EARL CULUM, JR.</td>
<td>HIGHLAND PARK VILLAGE, DALLAS, TEXAS JUStin 8-6108</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer, P.O. Box 2407 Birmingham, Alabama</td>
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<td>Bessemer 3690</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer, P.O. Box 2407 Birmingham, Alabama</td>
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<td>потребности. Овцы в Америке. 1234 Wisconsin Ave., N.W. Washington, D.C.</td>
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<td>Adams 3414</td>
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<td>PREISMAN &amp; BISER</td>
<td>A.A. FM, Television, Allocation, Station Design</td>
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<td>MANAGEMENT TRAINING ASSOCIATES, 2208 16TH ST., N.W. Washington, D.C.</td>
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<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER, 622 Madison Avenue</td>
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<td>TOLEDO 4, OHIO</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>CONSULTING RADIO ENGINEER, Specializing in Antenna Problems</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1200 K ST., N.W., REPUBLIC 1881 Washington, D.C.</td>
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<tr>
<td>GILLE BROS.</td>
<td>1100 LILIAN WAY, GLADSTONE 8170 HOLLYWOOD, CALIFORNIA</td>
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Broadcasting • Telecasting  January 12, 1948 • Page 81
SALESMA N—For thousand watt regional Virginia affiliate. We want an experienced man who will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don’t delay. Write Box 335, BROADCASTING.

WANTED—Broadcasting, BROADCASTING, BROADCASTING.

SALES—$5000 annual opportunity for live wire to sell fifty dollars per day in 60,000 southern market. Box 266, BROADCASTING.

Combination engineer-announcers, No. 1 ticket, permanent employment March 1, $6000, plus $5000 bonus. Send disc, letter, photo now. Box 287, BROADCASTING.

WANTED—One radio-telephone first class operator and one experienced control operator for 6 kw station in central New York. Must have car. Box 275, BROADCASTING.

WANTED—Ambitious young man who can get to know in time selling. Fine opportunity for the right man. Salary and commission. Good salary. Send full details and data to Box 284, BROADCASTING.

PROGRAM DIRECTOR WANTED

Opportunity knocks but once! One of radio’s outstanding opportunities is knocking at somebody’s door. It may be at yours, if you have these qualifications: Successful past record as program director in a major commercial market. First to produce and promote audience building transcribed and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production, etc.; publishers and publishers’ willingness to pull an ear when necessary instead of being a swivel chair, chattering character and habits that will stand investigation; desire to settle down and become part of the community.

A bright future with a five figure salary is available to the right party. For personal interview, give complete details, including past positions, salaries, dates available, etc. in first letter. Confidential.

Box 360, BROADCASTING.

HELP WANTED

BROADCAST ihctician. Must have first class license, commercial experience, personal interview write Box 288, BROADCASTING, stating qualifications and salaries expected.

Constant engineer—Capable of turning out television programs for supervisory department. 5 kw major market, Ohio, network affiliate. Permanent position with exceptional opportunity. Reply in confidence, detailing previous experience, salary expected. Starting date, Box 304, BROADCASTING.

Announcer, who can sing and write commercial copy. Must have good employment reference. Box 308, BROADCASTING.

Program director for new 300 kw station. Opportunity, go on in one month. Excellent opportunity for someone with experience in creating program ideas, production of shows, selling traffic. Please send photo background information and letter of introduction. Salary required. Box 312, BROADCASTING.

WANTED—Chief engineer, new midwest 1 kw station selling about Feb. 1. Installation and directional antenna desirable. Box 314, BROADCASTING.

Assistant manager with proven sales record. Outstanding Virginia independent. Liberal drawing account against 15% of half million. Unlimited opportunity for right man. Write Box 320, BROADCASTING.

Announcer—who can sing and write commercial copy. Must have first class license, 20 kw major market. Good salary, desirable but not essential. Good salary with commission. Box 320, BROADCASTING.

Morning Man—Experienced, versatile ad-lib type, also proof and proven record for southeastern network. Must have southern voice. Starting salary for right man. Box 320, BROADCASTING.

Announcer, who can handle weather, traffic, classified notices, market news. Pennsylvania market. Non-competitive market of 40,000 and network affiliate. Good salary, desirable but not essential. Good salary with commission. Box 332, BROADCASTING.

Program director, experience middle-west preferred. New York station. Address Box 334, BROADCASTING.

WANTED—Experienced program director who can also do air. Mail moving morning show. Send all details first letter and disc. Box 277, BROADCASTING.

Continuity and script writer of proven ability, capable of taking over position at station in beautiful southwestern city. Box 282, BROADCASTING.

WANTED

Commercial-continuity di rector to build strong copy department of 5 kw CBS affiliate, midwest city over 100,000. Open, exclusive position in company for qualified man. Personal interview immediate.

HELP WANTED

BROADCAST (Cont’d)

WANTED—By west coast station, one go and bring with you. One newspaper man to join staff. Good salary. Experienced white woman’s editor who can work both copy and news. Send first letter. Box 334, BROADCASTING.

$350 per month guaranteed to good sales man. Salary to start at $200. Opportunity for maximum 20 hour air work and minimum 20 hour sales work. Two month old Krist Dayton and operating record is available. Send resume. Acceptance. Station town of 25,000, No. 1 station in market. Box 338, BROADCASTING.

Local station in large Texas city needs experienced announcer. Personal qualifications and salaries required. Box 343, BROADCASTING.

WANTED—Announcer, experienced in control room operation, excellent opportunity. Will manage entire operation. Send full details first letter, also station EKPC, Choteau, Montana.


Announcer—1000 watt regional network station has open position. Experienced announcer. Salary above average. Technical talent and advertising experience desired. Send photo and references to Program Director, WPTF, Flint, Michigan.

WANTED—Experienced announcer. Must have class ticket, for AM and FM station. No answering advertisements. Send full details to Program Director, WQV, Lansing, Michigan.

WANTED—Immediate opening. Fifty dollars, forty eight hours. Local manufacturing company of New York City. Write, Box 297, BROADCASTING.

IMPORTANT Announcer wanted. First, second, and thirdposition. Box 298, BROADCASTING.

New York City. New opportunity. Step up to AM and FM. Good salary. Write, Box 300, BROADCASTING.

WANTED—Program director-announcer for 250 watt Mutual affiliate; also announcer, experience essential. Send full details, salaries for the right man. Write, Wire or Box Manager, WAJR, Morgantown, W. Va.

Announcer—Independent station. 50 miles from Boston. Control board operator. Experience second to ability and industry. WHOB, Gardner, Mass.


Announcer. Heavy on commercials and selling. Must have at least five years commercial experience, and minimum of four years commercial radio experience. Transcription and full details. Box 330, BROADCASTING.

WANTED—Program director-announcer for 250 watt Mutual affiliate; also announcer, experience essential. Send full details, salaries for the right man. Write, Wire or Box Manager, WQV, Lansing, Michigan.

Announcer—Independent station. 50 miles from Boston. Control board operator. Experience second to ability and industry. WHOB, Gardner, Mass.


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Situations Wanted

For sale—A voice: seven years radio. To production station that will know how to use it. Sales, song and sports. Box 19, BROADCASTING.

Experienced general manager available. Young, energetic, proven, responsible family man. Top record. Must be young. Box 185, BROADCASTING.

Chief announcer independent station wants good opening in Florida. Can work 12 months per year. May work Florida for one month. Send and show. Pleasure ability; ability to communicate. Available mid-March. February. Write Box 228, BROADCASTING.

Television stations—158 pounds of gold; to world's best man. Now in big city. Only to the man who can prove himself. Set up to programming staff, work anywhere. Box 343, BROADCASTING.

Saloon-owner-writer-producer, thoroughly experienced, smooth board operator. Box 350, BROADCASTING.

Fireman, who can drive a good truck. Also, the man who can get to know the public. Box 276, BROADCASTING.

WANTED—Broadcasting staff, top market. Stable family man. Vet, 27, journalism degree. Box 272, BROADCASTING.

Announcer with over three years of solid commercial experience. Now looking for a change with the right future. Capable of doing all types of staff work and willing to move. Work. Box 277, BROADCASTING.

A chance for a man who wants a good future and salary. City of five million. A chance for the man who wants to have his first position. Start with this fine new building. Write Box 336, BROADCASTING.

WANTED—Experienced writer-producer, thoroughly experienced, smooth board operator. Excellent opportunity. Also, the man who can prove himself. Box 351, BROADCASTING.

AT LIBERTY

Former network news commentator wants a spot on an independent station. I'm bad and there are three reasons why. Shows on Mutual. Specialties are sports and news. More than meets the eye. Can be reached at Mutual Newsroom, Box 3100, New York City.
Engineer presently employed. Experienced in maintenance, control board operation, recording, repair and controlling. Young, progressive, can fill any as announced engineer position. Small, newcomer, top rate, in exchange for a sophomore's job with sports department and top rate. Married, two children, prefer southeast coast.

Director women's affairs. I offer experience in public relations, advertising, sales appeal. N.B.C. Staff since 1943. Seeking new opportunity. Address Valley Road, Illinois.

Five engineers available immediately, each equipped with full broadcasting and production experience. Young, college or university graduates. Small, newcomer, top rate. Interested in exchange for engineering or news department. Address Radio School, 800 Wilshire Bld., Beverly Hills, Calif.

Experienced, platter man, has thorough knowledge of public taste in music and good selling voice. Sings. Operated personal promotion program on board with large following in Nashville, W. Va., New York, Chicago, Boston, etc. Available, photo on request. E. Lambert, 1029 Hope Street, Brooklyn 19, N. Y., Letter 3-6926.

For Sale
Armour Research wire recorder, three reel size. Good condition. Box 310, BROADCASTING.

Immediate delivery—W2 20-studio console in A-1 condition. Box 339, BROADCASTING.

Trained personnel available for all phases of studio work.

G. I. students available for off-the-job training.

Calling Chicago! Newscaster. Ten years away from Chi. on radio. Born and raised there. I wanna come home now. Built-in authority, graduate of Blac- history, photo follows. Box 328, BROADCASTING.

50,000 watt and network announcer presently employed key Midwest sta- tion desires position in same field. Pro- ceed with image, public relations, broadcasting experience. Young, progressive, college graduate. Address Box 329, BROADCASTING.


Young continuity writer desires job in Rockymountain area station. Box 340, BROADCASTING.

Topnotch newsmansportscounter. Three years experience. College graduate. Excellent references. Your offer? Box 343, BROADCASTING.

Annoncer-Veteran, 8 months experi- ence on microphone. Thousand knowledge of small station operations. Where’s your offer? Box 342, BROADCASTING.

Annoncer-singer. 25. Go anywhere. Pasadena Playhouse student one year; day player, KFWB, Los Angeles. 3841 S., Valley Brink Road, Los Angeles 28, Calif.


Salem sales, aggregate, with college degree in speech and radio. Excellent persuasive speaking, radio sales. Some experience, trained and very am- bitious to enter radio. Veteran. Ed Roeder, 4161 Connecticut St., St. Louis, Mo.

Annoncer—Vet, 26, married. Year leading Chicago newspaper radio, college photo. Roy Dahne, 7645 Lincoln Avenue, Summit, Ill., Telephone 2015M.

Announcer—Single, 24, four-year college degree on small station. Disc’s available. Contact John Sonsen. Box 353, BROADCASTING.

Technician, 1st phone, telegraph. Would welcome exchange of similar work. Peter Peterson, 325 E. 162rd St., Bronx 54, N. Y.

PROGRAM-PRODUCING
Youthful enthusiasm, mature know- how, college degree. Willing to work, very good with progressive stations. Mike Homer, 60 W. 48th St., New York 19, N. Y. Phone: 824-1111.

Five engineers available immediately, each equipped with full broadcasting studio experience. Desperate desire to work as portable, city or metropolitan, all areas. Excellent engineering, including building and repairing complete broadcast transmitter. Excellent top rate. Box 321, BROADCASTING.

Annoncer-newsroom, control room and permanent position in congested market. Three years experience, college graduate. 27, Ex-Merchant Marine. Minimum $65, 40 hours, per week. Address H. E. W. Frank Hoes, Good Hope, Louisiana.

Ha Styles may solve your problem with Turner, new, young, non-veteran, ex- perience in every phase of broadcasting. College graduate. Willing to travel. Box 326, BROADCASTING.

First program director, production manager, select new city. Presently background experience known to you. Writing, announcing, editing. Plenty of references. Box 321, BROADCASTING.

Annoncer-engineer, holding first class operating license and employed small, independent station. One year experience in studio and engineering. Sports, news, disc jockeying and newscasting. Approximately 20 years play-play-ly, age 26, single, willing to travel. Available Jan. 15, Disc and photo on request. Box 355, BROADCASTING.

Voice with a smile in exchange for position with future. Woman commercials, script and mike work. College background. Now available. Five key Western stations. Box 355, BROADCASTING.

Annoncer-salesman—Seven years 50,000 watt experience. Currently employed by national network owned station. High billing and good references. Desire good opportunity with station, agency or station representative. Fifty-three yrs. old, married, can go anywhere there is opportunity. Box 354, BROADCASTING.

Combination engineer-annoncer—Well educated, many years experience including positions as program director. Machine Remington, editor, manager. Box 353, BROADCASTING.

Newman, 30, now news director. 3 year metropolitan network and station experience, 8 years radio and news work. Expert in sales, promotion, and development of story department, training news personnel, background, newsroom, newswriting, editing, re- porting, Specialist in local and regional coverage. Excellent voice, instilled saleable style. Splendid references. Box 352, BROADCASTING.

Annoncer-news reporter. Young man, single, 6 months experience in an- noncing and new gathering with progressive station with oppor- tunity. Box 352, BROADCASTING.

Chief engineer immediately available. Over twenty years active experience in television and control transmission, operation, recording, remote, FCC applications, design of equipment and installation. Excellent, construction directions, allocation, field measurements, super- vision, personnel, layout, wiring. Popularity in standard AM and FM equipment, including 50 kw. Best references. Box 350, BROADCASTING.

Experienced salesman with proven abil- ity desires opportunity with progressive station. Bachelor’s degree. Single, can and will work. Available immediately. Box 351, BROADCASTING.

Engineer—12 years varied transmitter experience, including AM and FM installa- tion. Present position chief engineer in AM and FM station. Single, married, Box 349, BROADCASTING.
Promotion

FACING FACT that many KECA Hollywood program promotion ads inserted in Los Angeles papers wound up as bedfellows of patent medicine ads, Jack O’Mara, ABC Western Division promotion director, decided to do something about it. So he themed this series of ads for various programs to emulate the copy tack taken by medicinal advertisers, and above samples are results.

Housing Brochure

TO INTRODUCE its new program, "A Home to Live In," WINS, New York, has distributed colorful brochure giving information about the show. The cover of the brochure is a print of cartoon appearing in The New Yorker Magazine. Editors of the magazine were convinced that the cover was a good one. Inside, pages describe format of show which dramatizes housing issues.

Contest

TO SELECT most courteous local salesperson was conducted during the holiday season by KOKX RKO, Iowa. Cash award was given to individual picked as most courteous, efficient and pleasant salesperson and another cash award was made to individual who was selected as writing winner. Last names of all winners will be drawn at random and those letters will be published in the newspaper.

TV Clinic Reprints

REPRINTS of an article from BROADCASTING on television news led to a move by WCBS, New York, to expand the program to other stations. The move was made by wresting the rights from the original possession of the article to the weekly schedule of the television station.

WBCS Ads

REPRODUCTIONS of ad run in trade journals and placed in various papers distributed by that station as promotion for its "Housewives’ Protective League" and "Starlight Salute" programs. Shows were sponsored by Galen Drake Ad stresses fact that Galen Drake line, through mailing of ad is sold to "enthusiastic clients and the fact that Galen Drake Ad comes on the air with the promise to give back to the public a portion of the money that is made in the sale of the ad." The Galen Drake line will be featured on the radio station.

WCSI Promotion

WIDESPREAD promotion campaign being conducted by WCSI (FM) Columbus, Ohio, is being conducted to reach all parts of the state. The campaign includes a radio spot and a mailer which is being distributed to all parts of the city. The mailer will be distributed to all parts of the state and is expected to reach a large audience.

Leaf Greeting

LEAF GUM Co., Chicago, which was founded in 1919, saw its six-month anniversary celebrated with a $750,000 national spot campaign on over 160 stations, sent a New Year’s Eve greeting announcement to some 800 stations. Announcers interrupted programs at midnight offering greetings and wishing the company a happy New Year.

TV Set Expansion

STROMBERG CARLSON Co. will distribute the first of its 1948 radio production to television sets, Dr. Ray H. Manson, firm’s president, announced last week. Dr. Manson also predicted a reduced demand for television sets this year. The predicted production will total close to 10 times the television set volume reached in 1947. He also estimated the 1947 sales volume at above $1,000,000,000.

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BROADCASTING • Teletcasting
Radio Benefactor
(Continued from page 20)

dispatching or ruling orders. Power, telephone and other utility companies also found the amateur service of vital assistance.

In Fort Wayne, Ind., WOWO, which claimed to be one of the few stations in the area remaining in service on New Year's Day, made use of its emergency power plant—a Hercules Diesel 100-kw unit—for the first time. When one of the area's worst ice, snow and sleet storms struck, WOWO news men worked with state officials and local safety and traffic officials in presenting information regarding emergency utility services and road conditions. Station also expanded its normal news service, and when the storm kept most Fort Wayne citizens from attending the inauguration of their new mayor, Henry J. Branning Jr., WOWO recorded the event and broadcast it a half-hour later.

WTAD's Service
Another Middle West station, WTAD Quincy, Ill., was able to stay on the air except for a two-minute period by making use of the alternate power supply at its transmitter. An interruption of power and telephone line service cut off the station's direct network facilities and its news service, but WTAD reports that "by special arrangement all program material was carried throughout the emergency." The Associated Press provided a Western Union filing to give the station news coverage. With communications generally hard hit in its area, WTAD aired special weather broadcasts and newscasts frequently during the emergency.

In New England a new network, Connecticut Independent Broadcasters, presented on Dec. 27 a 25-minute round-up on conditions resulting from the heavy snow and ice storm. The broadcast featured a report on "by special conditions" by Edward J. Hickey, commissioner of the Connecticut State Police. Participating in the round-up were four of the five CIB stations—WLCR Torrington, WCCC Hartford, WNOC Norwich and WAYZ New Haven. They were joined by WSTC Stafford.

WTIC Hartford stayed on the

1-2-4

WIRI

Peoria, Ill.

BROADCASTING • Telecasting

stations. It also marked the beginning of a new teletype network for "emergency purposes."

Listeners were kept abreast of transportation and weather conditions throughout the area, as nearly every station carried a heavy schedule of special announcements in addition to regular newscasts. Seymour Siegel, WNHC director and director of radio communication activities for the city of New York, announced last week a teletype network. .. one of the first of its kind in the country... has been set up between WNHC, the mayor's office in City Hall, and the New York Police Dept. so that emergency announcements may be received immediately for broadcasting purposes. All New York stations can affiliate with the network, Mr. Seymour said, by paying only the regular cost of service.

During the ice storm WNHC, the city's municipally-owned station, kept in direct communication with State police, city police headquarters and the Sanitation Department. Reports, and WOR also contacted telephone companies, police and mayors in New York City, Long Island, Connecticut, New Jersey and Southern New York in order to air a two-to-three-minute report every hour. Special 3-to-15-minute roundups on conditions brought about by the storm were broadcast throughout the weekend by WMCA.

WHOM informed its listeners by broadcasting reports in English, Italian, Polish, Jewish, German, Greek and Russian, and substitute break-ins were made on WINS programs to air weather reports received on its direct teletype line with the city weather bureau.

Special Announcements
Like other New York City stations, WNEW was inundated with calls during the period. Many stations wanted special announcements aired concerning emergencies arising because of the ice storm. WNEW obliged by presenting a special bulletin and offering free decreased rates for weather bulletins. Throughout the day the station aired more than 300 announcements, including many notices of cancellations of meetings.

Consolidated Edison Co. of New York, reporting five to 12 spots on 15 New York City stations and 50 WPAS White Plains—a total of 101 spots—to warn listeners of the danger of live wires. Announcements were on file at the stations, and after the "go ahead" signal was given at 6 a.m. Friday, Jan. 2, the first of the warnings was aired an hour later.

The "public service" feature was given a boost when WOV carried nine of the Consolidated Edison spots as public service announcements. Station officials did not learn until later in the day the warnings were paid advertising.

And while much of the country's snow area was feeling the lash of winter, in the deep South a tornado which struck Cotton Valley and Haynesville, La., late on the afternoon of New Year's Eve took a heavy toll. There, too, radio was on the job.

At KWKH Shreveport, for example, staff members dropped all plans for New Year's Eve celebrations and turned to the more important business at hand. The station rushed its mobile shortwave equipment to the disaster scene. Live broadcasts were presented from Minden, La., 14 miles away. KWKH aired names of persons on the casualty list as the information became available, and interrupted all of its broadcasts from 7 p.m. New Year's Eve to 2:45 a.m. New Year's Day to present information concerning the storm.

Station reported that the two New Year's Eve broadcasts it presented from Minden, La., were made over the only available line out of town. One broadcast was at 10:05 p.m., the other at 11:45 p.m., and both were carried also by KTRH Houston.

Roomy to L & M
LENENN & MITCHELL has effected expansion of its Hollywood office through appointment of Alfred Rooney as vice president. He formerly was executive vice president and general manager of Dan B. Miner Co., Los Angeles. Mann Holiner remains in charge of the agency's radio activities as vice president and radio director.

KFMB
sells
SAN
DIEGO

...better than ever!

Soon 1000 watts on 550 kc

Remember! More power means more sales to more people...

KFMB

* New operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

January 12, 1948 • Page 85
NOVEMBER Sales of New York Tube Sales Total 17,137,891

NOVEMBER sales of receiving tubes totaling 17,137,891 brought the total for the first 11 months of 1947 to 183,022,419, RMA announced last week. Sales for first 11 months of 1946, in comparison, amounted to 180,748,639 by RMA member-companies.

A break-down of the November figure shows that 12,232,082 tubes were sold for new sets; 3,456,927 for replacements; 1,410,535 for export and 89,847 to government agencies. For the complete 11 months, there were 120,292,305 sold for new receivers; 40,445,111 for replacements; 21,512,692 for export, and 770,051 to government agencies.

WABF (FM) Issues First Monthly Program Guide

FIRST WABF (FM) New York program magazine was issued with the January 1st issue and contains a statement of aims, the month's program schedule and an article on Mozart.

WABF's program magazine, which is designed to raise current standards, was suggested by Ira Hirschman, president of Metropolitan Broadcasting & Television Co., "In banning theme songs, jingles, singing commercials, high pressure selling and exaggerated claims, WABF is setting a new course in radio."

FCC Actions (Continued from page 67)

Decisions Cont.:

KOCR & KOCR-FM San Antonio, Tex.—Granted voluntary assignment of CP to license and license and license to Harold A. Corcoran to KOCR.

WMFR High Point, N. C.—Granted voluntary assignment of CP to license and license and license to James E. Lambeth, James E. Lambeth, and Helen M. Lambeth and Molly H. Lambeth, d/b/a as WMFR Inc.

WMHT} New York, N. Y.—Unauthorized, voluntary assignment of CP and license and license and license to Albert S. Moffat, d/b/a as WMHT Inc.

WBLZ Bangor, Me.—Voluntary assignment of CP and license and license and license and license to Malcolm B. B. Co. Inc. to Eastport Broadcasting Inc.

WJMO Cleveland—Voluntary assignment of CP and license and license and license and license, subject to execution of an agreement between Malcolm B. B. Co. Inc. to WMBO B. Co. Inc.

WJKE Dearborn, Mich.—Voluntary assignment of CP and license and license and license and license, subject to execution of an agreement between Malcolm B. B. Co. Inc. to WMKJ Inc.


WLLH Lowell, Mass.—Voluntary assignment of control of license corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executor of estate of Albert S. Moffat, deceased.

WMFQ Springfield, Mass.—Voluntary assignment of control of license corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executor of estate of Albert S. Moffat, deceased.

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The following were authorized extension of completion dates as follows: WBGW Savannah, Ga., is authorized extension of completion date to January 31, 1948; KELO Sioux Falls, S. Dak., is authorized extension of completion date to January 31, 1948.

For ST for Link

WLW Providence, R. I.—Granted special temp. authority for 6 mos. to operate ST link on the station.

FM Cps Vacated

Herman Radner, Dearborn, Mich.—Granted special temp. authority for 6 mos. to operate three identical CPs for Dearborn, Mich.

The Associated Beestas, Inc., San Francisco—Granted request to vacate CP for Class B FM station.


Atlanta Journal Co., Atlanta, Ga.—Granted CP new commercial TV station for Atlanta, Ga., 2150 kw., antenna height 2000 ft., tower height 2100 ft., CP no. 18-180-18, effective Jan 1, 1948.
FCC Box Score

WNYC New York—CP increase 1 kw to 1 kw-N, 5 kw D, install new trans. and make changes in DA.

Modification of CP

WOLF Syracuse, N. Y.—Mod. CP as mod. install new vertical and anti and changes in ground system, for extension of completion date.

WNNC Newton, N. C.—Mod. CP which authorized new standard station to change DA and change trans. for approval of ant. and studio location.

License for CP

KCTI Galatia, Tenn.—Mod. CP which authorized new standard station to change DA and change trans. for approval of ant. and studio location.

WTEM Temple, Tex.—License to cover CP which authorized new standard station to change DA and change trans. for approval of ant. and studio location.

WTAR Norfolk, Va.—License to cover CP which authorized new standard station to change DA and change trans. location.

WABR-PM Mobile, Ala.—Mod. CP which authorized new standard station to change DA and change trans. location for extension of completion date.

KFAC-FM Los Angeles—Same.

KXJ Los Angeles—Same.

KWYW-FM Baltimore—Same.

WJW-FM Cleveland—Same.

WABC New York—CP as mod. which authorized new standard station to change DA and change trans. location for extension of completion date.

KFDJ-FM Lincoln—Same.

KWJ-FM Washington, D. C.—Same.

License for CP

WABW-FM Bluefield, W. Va.—Mod. CP which authorized new standard station to change DA and change loc.

WKJZ-FM Charleston, S. C.—Same.

KWGT-FM Kansas City, Mo.—Same.

WJL-FM Twin Falls, Idaho—Mod. CP which authorized new standard station to change DA and change trans. location for extension of completion date.

WJXW-FM Thousand Oaks, Calif.—Mod. CP which authorized new standard station to change DA and change trans. location for extension of completion date.

WJZ-FM Baltimore—Same.

WJYF-FM Daytona Beach, Fla.—Same.

License for CP

Don Lee Holding Co., D/B/A Don Lee Broadcasting System, Long Beach, Calif.—License to cover CP which authorized new standard station to change DA and change trans. location for extension of completion date.

WJNT-FM Denton, Tex.—Same.

WGMN-FM Newington, New Hampshire—Same.

Modification of CP

WSPA Portsmouth, Va.—Mod. CP as mod. which authorized changes in vertical ant., for extension of completion date.

WLS Reoane, Ia.—Mod. CP which authorized change in frequency, increase power from 350 kw to 510 kw, change trans. and location.

WYOM Bluefield, W. Va.—Mod. CP which authorized change in frequency, increase power, new DA trans. location, to change frequency from 390 to 410 kw, change trans. location.

AM—1320 kc

WCBT Roanoke Rapids, N. C.—Authority to determine operating power by direct measurement of ant. power.

AM—1310 kc

The Massillon Best Co., Massillon, Ohio—CP new standard station to change DA, change power, new DA and location.

AM—1320 kc

KAST Astoria, Ore.—CP change frequency from 1220 to 1270 kc, increase power from 250 to 1 kw, install new trans. and DA, and change studio location.

KLYC Medford, Ore.—CP make changes in vertical ant. and FM ant. on AM tower.

License for CP

KUIN Granada Pass, Ore.—License to cover CP as mod. which authorized changes in vertical ant. and FM ant. on top of AM tower, and authority to determine operating power by direct measurement of power.

Modification of CP

WFL Radio Philadelphia—Mod. CP as mod. which authorized changes in vertical ant. and FM ant. on top of AM tower, and authority to determine operating power by direct measurement of power.

KWOL Philadelphia—Mod. CP as mod. which authorized changes in vertical and ant. and FM ant. on top of AM tower, and authority to determine operating power by direct measurement of power.

License for CP

KCEW Delano, Calif.—Mod. CP as mod. which authorized new standard station to change DA and change trans. and change type trans. and change location.

KWEX-FM Dallas—Same.

KWGN-FM Birmingham, Ala.—Mod. CP as mod. which authorized new FM station to change DA and change trans. and change type trans. and change frequency from 740 to 750 kw, change trans. location, to change frequency from 930 to 940 kw, change trans. location.

KWOG Fort Wayne, Ind.—License for CP change hours from uni. to 1450 kw, new trans. location.

KWOM-AM Missouri City, Tex.—Same.

KWON-Topeka, Kan.—Same.

KWPT-FM Honolulu, Hawaii—Same.

KWUK-FM Fort Worth, Tex.—Same.

KWVR-FM Laramie, Wyo.—Same.

KWY-FM Omaha, Neb.—Same.

KWZ-FM Youngstown, Ohio—Same.

Modification of CP

KWZ-FM Youngstown, Ohio—Mod. CP as mod. which authorized new standard station to change DA and change trans. and change type trans. and change location, for extension of completion date.

KWZ-FM Youngstown, Ohio—Mod. CP as mod. which authorized new standard station to change DA and change trans. location, for extension of completion date.

KWZ-FM Youngstown, Ohio—Mod. CP as mod. which authorized new standard station to change DA and change trans. and change type trans. and change location.

KWZ-FM Youngstown, Ohio—Mod. CP as mod. which authorized new standard station to change DA and change trans. location, for extension of completion date.

KWZ-FM Youngstown, Ohio—Mod. CP as mod. which authorized new standard station to change DA and change trans. location, for extension of completion date.

AM-1430 kc

Stephen Dezer, Hermosa Beach, Calif.—CP new standard station to change DA and change trans. location.

AM-1430 kc

WOBX West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWWL-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.

AM-1430 kc

KWXR-FM West Yarmouth, Mass.—CP to change frequency from 1460 kc to 1600 kc, and to change in ant. system.
BROADCASTING • Telecasting

The new transmitter, reported to have an effective radiated power of 20 kw, will guarantee excellent facsimile reception in such cities as Atlantic City and Trenton, N. J., Wilmington, Del., and Reading, Pa., according to the Bulletin.

At present the Bulletin is sending its daily facsimile programs, broadcast between noon and 1:25 p.m., to such out-of-Philadelphia points as Winga Field, Ambler, Pa., the New Hanover airport, and Covington, Doylestown and Center Point, Pa. Other cities in the WCAU primary area are expected to receive the newspaper's facsimile service as soon as receivers become available.

Policy of supplying practical facsimile material of use and importance to the community rather than a reproduction of something already available has been adopted by the Bulletin-WCAU, according to the management. Comprehensive weather reports and weather maps supplied by the Bulletin through its facsimile service are used daily by airports in the Philadelphia area. Another popular feature of the service, the management reports, is the market listings, which are utilized by some of the larger markets.

During the NAB convention at Atlantic City last September the Bulletin demonstrated its simultaneous sending technique by which both the visual and audible word can be sent on one transmitter at the same time. This was done on an experimental basis, with FCC permission, inasmuch as present FCC regulations forbid simultaneous sending.

FCC Actions

(Continued from page 87)

Applications Cont.

AM-1250 kc

WALT Tampa, Fla.—CP change frequency from 1150 to 1250 kc. hours from D to uni., power from 1 kw to 5 kw, install new tank and change tank location and install DA-DN (contingent on WDAE change in facilities).

Assignment of License

WA0Y Vincennes, Ind.—Consent to assignment of license to Vincennes Sun Co.

Modification of CP

WREX Duluth, Minn.—Mod. CP make changes in DA.

WVKN Arcadia, P. R.—Mod. CP to increase power from 10 kw to 25 kw and make changes in DA.

AM-1740 kc

KTRH Houston, Tex.—CP make changes in DA.

Assignment of License

KTSF Texarkana, Tex.—Consent to assignment of license to David M. Segal d/b/a Texarkana Bcstg. Co.

AM-509 kc

Rock River Valley Bcstg. Co., Water-town, Wis.—CP new standard station 990 kc 250 w.

Hearings Before FCC . . .

JANUARY 12

Oral Argument Before Commission en banc

(Rest of Report)


AM-Hearing

Belleville News Democrat, Belleville, Ill.—CP 1260 kc 1 kw DA uni.

Hobart G. Stephenson Jr., St. Louis—CP 1250 kc 250 w unii.

Cahokia Bcstg. Corp., Inc., East St. Louis, Ill.—CP 1250 kc 1 kw uni. DA-DN.

WTMV East St. Louis, Ill.—Same.


JANUARY 13-12

AM-Hearing

Turlough Bcstg. Group, Turlock, Calif.—CP 1450 kc 250 w uni.

Frank M. Helm, Modesto, Calif.—CP 1500 kc 1 kw DA uni.

Radio Modesto Inc., Modesto, Calif.—CP 1500 kc 1 kw DA uni.

Albert Alvin Alamada, Sacramento, Calif.—CP 1530 kc 250 w unii.

JANUARY 13-12

AM—Hearing

Alexandra Bcstg. Corp., Alexandria, Minn.—CP 1450 kc 250 w uni.


To be held in Federal Court Room, Alexandria.

JANUARY 14

Oral Argument Before Commission en banc

(Rest of Report)


AM-Hearing

Valdosta Bcstg. Co., Valdosta, Ga.—CP 910 kc to 5 kw uni.

Okefenokee Bcstg. Corp., Waycross, Ga.—CP 910 kc 1 kw uni.

JANUARY 14

Oral Argument Before Commission en banc

(Rest of Report)


AM—Further Hearing

Panhandle Bcstg. Corp., Amarillo, Tex.—CP 1250 kc 250 w uni.

Voice of Amarillo, Amarillo, Tex.—Same.

KOSA Odessa, Tex.—Same.

KBST Big Spring, Tex.—Same.

KATX Lubbock, Tex.—Same.

KWSW Hobbs, N. M.—Same.

Party respondents: KWSW Roswell, N. M.

AM—Further Hearing

Coastal Bcstg. Co., Lakeland, Fla.—CP 1320 kc 250 w uni.

WWTW Winter Haven, Fla.—CP 1250 kc 250 w uni.

Intervenor: WDAE Tampa, Fla.

JANUARY 14-15

AM—Hearing

Granite City Bcstg. Co., St. Cloud, Minn.—CP 1250 kc 250 w uni.


To be held in City Hall, St. Cloud.

JANUARY 15

Oral Argument

WWPN Middletown, Ky.—In matter of petition of CP for license to WIKK Middletown, Ky.—In matter of petition for reinstatement of CP for station.

JANUARY 16-17

Oral Argument

KIDO Boise, Idaho—CP 1300 kc 1 kw. N. 5 kw-D U.

KRRX Everett, Wash.—CP 1300 kc 1 kw uni.

Intervenor: KTSM El Paso, Tex.

ADD JANUARY 12

AM—Further Hearing

Cumberland Pub., Pikesville, Ky.—CP 1240 kc 250 w uni.

Kentucky Bcstg. Co., Pikesville, Ky.—Same.

GAYNE WHITMAN, Hollywood announcer, has been signed by Jerry Paris Productions. This city, to narrate Popular Science film feature "Streamlined Luxury.

CHICAGO'S striking printers are presenting their side of the story via radio, sponsoring a program from 9:15-9:30 p.m. CST, Monday through Friday, on WCPW, Chicago Board of Labor. This is the first time the International Typographical Union has deserted printed media in the presentation of a public relations campaign, said S. 1947, management of the newspaper.

"The first time this the International Typographical Union has deserted printed media in the presentation of a public relations campaign, said S. 1947, management of the newspaper.

STORY—On Chicago Strike

CCKY President Charged

With Publishing Libel

JACK K. COOKE, president of CCKY Toronto, and of New Liberty Magazine, weekly, Toronto, has been charged by the Alberta provincial government for conspiracy to publish a defamatory libel. An article by Harold Dingman in recent issue of the magazine, titled "Babies for Export" brought the charge to both Messrs. Cooke and Dingman.

Joseph Sedgwick, Toronto lawyer, and counsel for Canadian Assn. of Broadcasters, has been retained by Mr. Cooke to fight the case. A charge of conspiracy to publish a defamatory libel is considered rare in Canada. The Alberta government, through Attorney-General Lucien Maynard said the charge was based on alleged misuse of the principle of freedom of the press.

WBKB CHICAGO had made to fast to complete preparations to televise Chicago Cardinalee-Philadelphia Eagles pro championship football game Dec. 28 at Chicago's Comiskey Park. When National Football League gave last-minute approval for televising game, WBKB engineers hastily reinstalled equipment, set up a third camera atop pavilion and laid 700 feet of camera cable within four hours. Game was brought to Chicago video fans under sponsorship of Admiral Corp., Chicago.
WAAT-FM Agrees To Channel Change

Newark Station, Now on Interim Basis, Goes From 274 to 234

WAAT-FM Newark has agreed to shift from Channel 274 (102.7 mc) to No. 234 (94.7 mc) in order to accommodate assignments contemplated by FCC in its Bridgeport-Danbury (Conn.) FM decision [Broadcasting, Dec. 16].

The Commission had modified WAAT-FM's permit to substitute No. 234 for No. 274, so that No. 333 (94.5 mc) might be assigned at Danbury, but provided that the Newark station might have an opportunity to oppose the move in a show-cause hearing if it wished. FCC officials said last week that Bremer Broadcasting Corp., permittee of WAAT-FM, which recently commenced interim operations, had consented but asked to be reimbursed for the expense involved in changing.

Channels 234 and 274 are among those allocated to the New York-New Jersey area. WAAT-FM No. 234 has been unassigned and, with No. 233 at Danbury, would have been unusable except in Newark for some other city in New Jersey equally far removed from Danbury," FCC pointed out. No. 233 was therefore assigned to Fairfield Broadcasting Co. at Danbury on condition that WAAT-FM change to No. 234 and that the Danbury operation be set up to avoid a million-volt-per-meter interference to or from WMAS-FM Springfield, WIFM (FM) New Rochelle, N. Y., and WAAT-FM.

Other assignments in the Bridgeport-Danbury case went to Harry P. Guggenheim, Bridgeport, Channel 283 (101.5 mc); Harold Thomas' WNAB Bridgeport, Channel 260 (99.9 mc), and Bridgeport Herald Corp., Channel 248 (97.5 mc).

CCNY to Offer Courses in Radio and Television

RADIO and television job-training courses will be offered during the spring term by the evening and extension division of the School of Business and Civic Administration, City College of New York.

Registration for courses, which will begin March 18, will be held Feb. 6, 9, 10, 11 and 13 from 8:30 to 8:30 p.m. in the auditorium of the School of Business and Civic Administration, 17 Lexington Ave.

Courses to be offered are: Survey of radio and station practice, radio announcing, scriptwriting, radio workshop, advanced radio workshop, radio station management, Chanting, documentary radio, radio audience research, speech for radio and television, advanced speech for radio and television, television production, and program production, television—laboratory production workshop, and workshop in television commercials.

WMIT Wins Power Boost; Two of Three FM Permits Dropped Cite Competition

INCREASE from 200 to 300 kw effective radiated power was granted last week by FCC to Assistant Secretary of the Army Gordon Gray's FM station WMIT, atop Mt. Mitchell, N. C., and authority also was given to move studios from Hickory to Charlotte. WMIT is assigned 99.8 mc, Channel 235.

At the same time the Commission granted requests of three FM permittees to vacate their grants—two because of competition factors and another also issued construction permits for three new noncommercial educational FM outlets.

WMIT last February was granted a station move from Winston-Salem to Hickory. Mr. Gray is 5.5% owner of the Charlotte News Pub. Co., applicant for a new standard station in Charlotte. He also is sole owner of the Piedmont News Pub. Co., Winston-Salem, licensees of WSJS and WSJS-FM that city. There is a minor overlap in coverage between WSJS-FM and WMIT.

Competition Factor

The Topkea State Journal Inc., which has operated KTSJ (FM) Topkea, Kan., since Jan. 5, 1947, was granted request to vacate its construction permit for the Class B station in view of the un-economic competition with the other outlets.

The State Journal owner stated that five AM and three FM stations have been granted in that city and of these three AM and two FM are on the air. It pointed out that competition between the standard outlets is keen and little is left for the FM operations.

The paper further stressed that FM has not been accepted by the people of that area as had been expected. Further operation of KTSJ did not appear advisable. KTSJ was assigned Channel 238, 99.5 mc, 33 kw.

The competition factor was cited also by The Associated Broad- casting Inc., licensee of AM station KSFO San Francisco, as a reason for giving up its Class B FM permit. Associated noted that it had difficulty regarding construction of its FM station and meanwhile the San Francisco FM situation has changed with eight FM stations on the air and one more nearly ready. The applicant stated it felt the existing outlets meet present needs adequately.

Request Pending

Herman Radner gave up his Class A FM grant for Dearborn, Mich., in view of the unsettled state of his standard station quest. He had filed for AM at Dearborn before the war, the application being dropped because of the subsequent wartime construction freeze. Following was filed for Detroit and the request still is pending the daytime skywave-clear channel decision.

The Radio Council of the State of Wisconsin, which operates WHA and WHA-FM Madison and WLBL Stevens Point, was granted CPs for two noncommercial educational FM outlets at Chilton and Wausau. The Chilton outlet is assigned Channel 210, 89.9 mc, with 34 kw ERP and antenna height above average terrain of 800 ft. The Wausau station received Channel 206, 89.1 mc, 34 kw and 1,000 ft. antenna.

San Diego, Calif., Unified School District received permit for a noncommercial educational station on Channel 219, 91.7 mc, with 3.3 kw and antenna 15 ft.

N. Y. AFRA Elects

OFFICIAL RESULTS of the election of officers of AFRA's New York local were announced last week, with John Nelson Case named as president.

Other officers elected by the mail ballot were Karl Swenson, 1st vice president; Eugene Loewenthal, 2nd vice president; Eugene O'Brien, 3rd vice president; Virginia Payne, 4th vice president; John Neher, 5th vice president; Ben Grauer, treasurer and Anne Seymour, recording secretary.

Arno Huth Will Conduct Seminar Series on Radio

"MASS MEDIA and International Relations" is the title of a new course being offered at the New School for Social Research, New York. Dr. Arno Huth, international broadcasting expert, will conduct the class, which will be given in cooperation with the Department of Public Information of the United Nations.

Broadcasters who will be guest speakers at the class include: Lyman Bryson of CBS; James Lawrence, former FCC chairman, Jack R. Popple, president of TBA, and A. D. Willard Jr., of NAB. AM, FM, facsimile and television will be discussed in the course sessions, in relation to the uses of these media in international relations.

Leading officials of the UN also will visit the classes as guest speakers. Among those scheduled are: Benjamin Cohen, assistant secretary-general in charge of public information; Byron Price, assistant secretary-general; Peter Aylen, director of the radio division; Jean Benoit-Levy, director, films and visual information division; Wilder Foote, director of the press and public relations office; and Gen. Frank E. Stoner, chief communications engineer.

it won't be long
and it sure will be high...

No... it won't be long now for WRNL's great new Radio Center will be ready for broadcast operations. With its breath-taking antenna tower; riding majestically 432 feet over downtown Richmond, and its striking modernistic exterior, WRNL will be one of the outstanding landmarks of the progressive south.

Now... plan your advertising budget for the vast and powerful RICHMOND MARKET so that it is channeled through the south's most up and coming radio station.

RICHMOND, VIRGINIA

WRNL

N A T I O N A L R E P R E S E N T A T I V E S

January 12, 1948 • Page 89
Homes-PER-DOLLAR calculator, devised by WGN Chicago sales promotion office as a service to salesmen, captures the interest of Walter Preston (center), station’s new commercial program director. Explaining WGN’s various research facilities, including the Chicago and Milwaukee Hooperatings and NRI reports, are William C. Meyers (1), sales promotion director, and Donald A. Getz (r), coordinator of research services.

in WBAL and had asked that the other stations represented by International Radio Sales be turned over to other firms.

Heast Loans Questioned

Mr. Marks then questioned about certain Hearst loans in years past for which Hearst Radio stock was employed as collateral. Mr. Stoer replied a $100,000 loan by the First National Bank of Boston and another for $8,500,000 by the Bank of New York. He said $250,000 had been borrowed from the Chase National Bank, New York, when WBAL switched to 50 kw in 1940.

When asked by Pearson-Allen counsel if he recalled formation of the voting trust Mr. Stoer stated he did and that he had nothing to do with it. He said he presumed Mr. Hearst established the trust. Mr. Stoer also indicated he was not fully familiar with the other Hearst operations.

The Hearst Radio executive declined to estimate cost of operation for television at Mr. Dempsey's inquiry as he said there is no basis to find out. Mr. Stoer stated that "on a good television service" WBAL would consider it "very lucky to get off with a quarter-million loss for the first year and more the next." He said WBAL was prepared to carry on since "we have put in almost a million dollars."

No Answer on TV

Asked whether Hearst would continue with TV in Baltimore should WBAL not be renewed, Mr. Stoer stated that would be a decision for the Hearst Radio board of directors.

John E. McCoy, FCC counsel, posed three queries to Mr. Stoer about Mr. Hearst: Does he have any personal relations to WBAL? has he ever offered any instruction regarding the station, and has he ever expressed any interest in WBAL? To each Mr. Stoer answered, "No."

When Mr. Marks pressed for full minutes of the Nov. 13 directors’ meeting at which Mr. Burke was elected vice president, Mr. Dempsey said that excerpts already in the record were sufficient explanation. The WBAL counsel stated that the board action was upon his recommendation to dignify by title functions already being done. This embodied the integration idea of FCC’s Joseph Henry ruling, he said. Comm. Hyde ruled that the minutes be introduced to permit full evidence.

The minutes showed that Mr. McCabe resigned over the matter, at which Mr. Stoer was not present, and requested the board to consider creation of a “Committee on Operations” for the purpose of “maintaining a close supervision on the management and control of the radio stations owned by this corporation, and to define powers and duties of committees. The committee was voted to be composed of Mr. Stoer, Mr. Burke and Gaston W. Grignon, who also was named a vice president, in charge of WISN, station he manages.

In addition to supervising ordinary operation of WBAL and WISN, the committee will report and recommend “such matters as in its opinion will promote the service rendered by the stations under its control to and for the benefit of the public.”

It was indicated by both counsels that engineering testimony would be offered after the present proceeding.

Charles A. Simpson

CHARLES AUSTIN SIMPSON, announcer for WCSC Charleston, S. C., died of a heart attack Jan. 6 in Asheville, N. C., at the age of 38. He died in a battle after spending a week’s vacation in Chatanooga. Before joining WCSC in 1942 Mr. Simpson had worked for stations in Chattanooga, Knoxville, Jacksonsonville, Mi-lwaukee, Portland, Ore., and Youngstown, Ohio. He is survived by his wife, Mrs. Velma Simpson, who is an organist at WCSC, a brother and a sister.

Open Mike

(Continued from page 70)

CASTING on Maj. Gen. Alexander D. Surles headed "Lost: A Radio Friend." It made me happy to see this well-earned tribute paid to General Surles. I can testify from my own personal knowledge to the accuracy of your editorial. I think to a most unusual degree General Surles did understand the powerful import of radio and how most effectively to use it in the waging of the total war.

Luther L. Hill
General Manager
The Register and Tribune
Des Moines, lowa.

Editor's Note: Brig. Gen. Hill was as- sistant chief of the Army’s Bureau of Public Relations during the latter part of World War II, is a West Point ex- aluate, and served also in World War I.

* * *

EDITOR, BROADCASTING:

As I prepare to leave the government after nearly five years, I’d like to express my personal ap- preciation for the treatment BROADCASTING has given me person- ally and the recognition the magazine has accorded the very important international broadcast- ing operation. I hope, along with many others, that international radio settles into the groove where it can be most useful to the coun- try, and, at the same time, be- comes the most proper medium for expressing American policy and reflecting American opinion and life to peoples of other countries.

My best wishes to you for 1948.

Kenneth D. Fry, Chief, Intl’l Broadcasting Div. OIE, Dept. of State Washington, D. C.

* * *

Cites Dignitaries

Who Backed WJOL

EDITOR, BROADCASTING:...I was very disappointed and surprised at the article regarding the WJOL hearing [BROADCAST- ING, Dec. 22]. I consider the report of the hearing to be entirely misleading. I think the article puts the station in a bad light, whereas I have the...
Announcers Are Professional
(Continued from page 20)

testified as to the personality and showmanship qualifications re-
quired of announcers, and their importance in the sale of products.
He cited wage scales at a 250-watt Washington station where an-
ouncers with base salaries ranging from $60 to $250 a week re-
ceived actual pays ranging from $200 to $450. Union scale is $60.

Ivar H. Peterson, NAB attorney, distingushed between definitions of "professional" under the Taft-
Hartley Act and the WHD rules, citing objectives of the definitions.
He said adoption of the Taft-
Hartley definition in the Wage & Hour Act would relegate profes-
sionals to a lower status and classify them with ordinary manual
workers. 

F. Merrill Lindsay, general man-
ger of WSOY Decatur, Ill., ex-
plained how station managers se-
elct and classify announcing per-
soneel, contending the qualifications required put such personnel in the professional category. He
detailed the station's methods in hiring and developing announcers, and said smaller stations provide a training ground for large sta-
tions.

Robert T. Mason, president of
WMNR Marion, Ohio, reviewed the growth in the professional stature of announcers. He recalled the rapid increase in the number and quality of university radio courses, supporting similar testimony by Mr. Brown.

Mr. Mason detailed the day-to-
day duties of farm editors, news editors and home economists to show the professional skills re-
quired. He reminded that many station employees operate as one-
man departments.

Pengra Gives Views

Marshall H. Pengra, general man-
ger of WATO Oak Ridge, Tenn., and former general man-
ger of KRKN Roseburg, Ore., told of the rapid increase in the number of stations, especially in the small market field. Versatility in em-
ployees is vital to small stations, along with acceptability on the air, he said.

Mr. Pengra and Mr. Brown ex-
plained to Chairman Weiss that
news editing is not a fast scissors-
and-paste operation but requires judgment and ability.

The proposed WHD rule, on
which the hearing was based, would exempt broadcast personnel from overtime provisions if more than 20% of their work is professional nature. Mr. Weiss noted that exemptions, in most cases, must be on an individual bais.

He questioned the profes-
sional status of control-room operations by announcers, but NAB said it did not ask exemption from overtime of many of these duties.

Heller Testimony

Mr. Heller, appearing Thursday for AFRA, argued that announcers are not professional people. Asked by the chairman if he thought top announcers such as Ben Grauer were professionals, he said yes if they function as m.c.'s or actors but not in the case of straight announcing. Much of the work of the typical announcer is merely routine, he said, including station breaks, time signals, reading spots, picking up newscasts from the teletype, etc.

AFRA fears, he said, that sta-
tions will work announcers 50 to
60 hours a week if they are classed as professionals. Any actor, whether a Broadway star or vil-
lage ham, is a professional, he ex-
plained, when the chairman asked about the distinction between an actor reading lines and an an-
nouncer reading lines. As to spors, he said they choose announcers merely for their style of reading.

FOOD FOR THOUGHT

Farm Editor Gets Inspiration
—From KFEL Acres

PURCHASE OF a 180-acre farm
and leasing of additional office
space by KFEL Decatur, Ill., affi-
lated, was announced last week by Gene O'Fallon, general man-
ger.

As part of general expansion
program recently launched by the
station, farm, located 14 miles of
Decatur, will be used by KFEL's
farm reporter, Gus Swanson, as a sort of "inspiration ground."

Station has also leased addi-
tional hotel rooms in the Albany hotel, a downtown hotel room-
ning the station's studios and offices. Move means greater space and will combine of sales, music, promotion and continuity de-
partments, Mr. O'Fallon said.

In line with this phase of ex-


AD Club gives rules for program contest

CASH PRIZES of $100 and $200 will be given to the women who originated, planned or wrote the most unusual radio programs during the past year by the Women's Advertising Club of St. Louis, which is sponsoring the fourth an-
nual Erma Preetz Award.

Entries should consist of plat-
ters accompanied by scripts, although contributors may also add supplemental material on promotion.

or在接受可接受的直接  
mail, newspaper, magazine, tele-
vision and other media material.

Five nationally known advertising authorities will judge the entries on originality, timeliness, sound-
ness of appeal, good taste and overall effectiveness in achieving the stated objectives.

Winners will be announced at

a luncheon in St. Louis next spring. Closing date for entries is April 10, 1948. Blank forms may be ob-
tained from the president of any
ad club in the nation or by writing direct to Mrs. Robert A. Willier, Women's Advertising Club, 706 Chestnut St., St. Louis, Mo.

RECORD DEALERS Assn., and Appliance Dealers Assn., both of Philadelphia, have entered into new one-year trade agreements with WPEN Philadelphia for judging. A new amend-
tment to contract is cooperative televi-
sion clause which gives WPEN the right to set up all video broadcasting ar-
rangements for the associations.

"Vic" Diehm says: It's a fact!

We were congratulated by top-notch advertising and sales promotion men, pro-
duction managers and agency representatives. Why? Because WAZL not only sells time, but we re-
semble it, promote the pro-
grams. We're in the heart of the Anthracite and In-
dustrial region of Pennsyl-

vania. We've got facts and figured to show you how your advertising dollar will result in sales gains for you.

PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NABC-MBS

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

January 12, 1948 • Page 91

BROADCASTING • Telecasting

QUARTER CENTURY OF COMMUNITY SERVICE

1922 MARCH 1947

1934

30th YEAR

1948

NATIONAL ASSOCIATION OF BROADCASTING

Established 1922 • Hatley, Pa.

1947
Miller First Witness
(Continued from page 13)

stories of the difficulties faced by FM stations and networks because the AFM president has chosen to prevent duplication of network programs and to limit FM network- ing of music.

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Tuesday Meeting

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Musicans' 'Token Revenue' Plan Is Suggested by Kearns

A "TOKEN REVENUE" paid by radio stations and jube box owners as a means of financing a welfare fund for musicians was proposed last week by Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee which has been conducting an investigation of the AFM and its president, James C. Petrillo.

Mr. Kearns said he planned to initiate such payment by introducing a bill to change the copyright laws to allow musicians to collect a royalty each time their records are played commercially. Asked about the amount of the royalty and whether it would approximate a cent a record, the con-

Not Expelled Yet

ON THE EVE of the House Labor Committee's investigation of the AFM and James C. Petrillo, who was brought on mainly by his sub-

committee's critical report, Rep. Carroll D. Kearns (R-Pa.) received a card renewing his membership in the union until 1961. The con-

The Congressman, who is a member of AFM Local 480 in Green-

Chairman Hartley's statement announcing opening of hearings, issued last Monday, follows:

Hearings will commence in the Caucus Room of the Old House Office Bldg. on Tuesday, at 10:30 a.m., Jan. 15, with respect to the bans issued and threat-
ed to be issued by James Caesar Petrillo of the American Federation of Musicians affecting the following industries:

Radio broadcasters (both AM and FM), television broadcasters, radio manufacturing, recording and transcrip-
tion companies.

These hearings will be legislative in character. Officers of the American Federation of Musicians and the above mentioned organizations and others will be given an opportunity to present all the issues involved in this interruption of services so important to the general public.

The object of the Committee will be to determine whether or not additional legislation is necessary to prevent such an emasce.

CJBC, CFRB Switch

CJBC Toronto, and CFRB, will switch frequencies on July 1 at the same time that station 50 kW will move to 1010 kc to 860 kc and CFRB will move to 1010 kc. CFRB is first Canadian independent station to have been given a 50 kW authorization. BROADCASTING on Dec. 15 forecast moving date of two stations.

ban on phonograph records was made public last week by National Electrical Wholesalers Assn. The resolution notes that livelihood of thousands of persons in the manu-

ufacturing industry is threatened, along with business of wholesalers and retailers and public enjoyment of music. The association expressed its "vehement disapproval" and called it "an arbitrary and wholly unjustifiable attack on the Ameri-
can standard of life and the free-


can pass, and Wil-

to chief

rector,

WFMZ Allentown, Pa., and Wil-

time FM network-


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Resolution attacking the Petrillo
CARMELL—CONFIDENT OF VICTORY
Has No Plan Yet Beyond Decision
By Judge LaBuy—

JAMES C. PETRILLO, president of the AFM, will not go to Washington tomorrow (Tuesday) for the beginning of the House Labor Committee's hearings on his various bans, according to Dan C. Carmell, his attorney.

Although the committee invited the AFM czar to attend the opening session, he has decided to remain in Chicago until U. S. District Judge Walter LaBuy hand down his decision Wednesday in the WAAF Chicago strike case, Mr. Carmell said.

The attorney explained that no subpoena has been issued for his client and, moreover, the committee has stated publicly that industry testimony regarding the record and other bans will be taken first.

Asked if he planned an appeal in the event Judge LaBuy ruled against the union head, Mr. Carmell said he had "no such plan," adding he would be "very disappointed if I don't win the WAAF case."

Mr. Petrillo was alleged to have violated the Lea Act when he called a strike at WAAF in May 1946. Later that year Judge LaBuy dismissed the government's case against the AFM president on the ground the act was unconstitutional.

On appeal, the U. S. Supreme Court last year held the act constitutional and called for a retrial of Mr. Petrillo. The second trial before Judge LaBuy ended Jan. 2, but the jurist decided to take 12 days to arrive at a new decision.

Industry Promotion (Continued from page 15)
status of broadcasting research, observing that diary studies are increasing. He told of action taken at the Research Committee early in the week (see separate story published).

Reporting for the television subcommittee, Mr. Thomas said 19 TV stations are on the air, with the total scheduled to reach 137 within 18 months. Some 20,000 sets are in circulation, he said, with the total to reach a million by the end of 1948.

Attending the meeting, besides Chairman Thomas and Messrs. Gray and Gulick, were Ray Baker, KOMO Seattle; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Olin S. Ramsland, KDAL Duluth, John W. Kennedy, WHAM Rochester, was present on Friday.

Harry R. Spence, KXRO Aberdeen, Wash., was added as board liaison member. A special member present were Joseph Hershey McGillis, of Joseph Hershey McGilliva Inc., and George Brett, Katz Agency. Banque Ringgold, Edward Felty & Co. was scheduled to attend the Friday session. Harold Soderlind, KFAB Omaha, attended as a member of the advertising agency recognition subcommittee.

The following subcommittees were appointed:

Advertising Agency Recognition Bureau—Ray Baker, KOMO Seattle, chairman; Harold Soderlind, KFAB Omaha; Joe Matthews, WIRK W. Palm Beach, chairman; John W. Kennedy, WHAM Rochester, chairman; John M. Outler, WBB Atlanta; Craig Lawrence, WCOP Boston; John Youhill, Burnsmi Co.; J. Robert Gulick, WGAL Lancaster.

Sales Promotion—Olin Ramsland, KDAL Duluth, chairman; Sam Levitan, WMIN Minneapolis; Edward Shurtleff, Free & Peter; Joseph Creamer, WOR New York; Louis Hausman, CBS; Hugh Higginbotham, NAB.

Retail Advisor—J. Robert Gulick, WGAL Lancaster, chairman; Harold Soderlind, KFAB Omaha; Gray, WIP Philadelphia; Joe DuMond, KXEL Waterloo, Ia.; Edwin Mullinax, WLW Cincinnati; John W. Kennedy, WSBW Syracuse; Gerald Boyd, WRF Portsmouth, O.


Over-All Industry Promotion—Gordon Gray, WIP Philadelphia, chairman; Olin Ramsland, KDAL Duluth; Arthur Reynolds, WJZ Baltimore; John W. Kennedy, WSBW Syracuse; J. Robert Gulick, WGAL Lancaster.

New RCA Console
RCA Victor has announced the first completely paneled, all-mahogany-front in its Crestwood series of radio-phonograph console combinations. Period of stylings has been adopted for the model, initial shipments of which are on their way to distributors. RCA's suggested retail price is $495.

WILLIAM H. RIDING, who produces and serves as moderator of "Rod and Gun" program on WLAW Lawrence, Mass., is forming Junior hunting and fishing clubs in the area. Club mem-

bers ranging from 10 to 16 years old, and will have members as guests on some of his programs.

WFIL GIVES REPORT ON AM, TV, FM, FAX
WFIL Philadelphia last week reported it had spent more than $5,000,000 on expansion of facilities in the last 22 months and now boasts of being the first station in the country to offer the four-way service of AM, FM, TV and facsimile reproduction.

Since the station was bought by Walter H. Annenberg, editor and publisher of The Philadelphia Inquirer on March 1, 1946 at an announced price of $1,500,000, expansion has included not only AM and FM improvements but also inauguration of TV and regular facsimile transmission.

In a few weeks, a new building adjoining The Arena, indoor sports center recently purchased by Triangle Publications, Inc., parent organization of The Inquirer, will be completed and will house all of WFIL's operations.

It is said to be the first unit built exclusively for television in this country. A new $750,000 AM transmitter, located in White marsh Township, also is nearing completion.

Rustlers Beware!
CEDAR RAPIDS, Iowa, police found radio to be a valuable device for squelching the activity of modern cattle rustlers. When a group of heifer owners near Wheatland, Iowa, heard a WMT Cedar Rapids newscaster state that police were holding two men suspected of attempting to sell stolen cattle, the farmers proceeded to count their herds and discovered some missing. So they rushed over to the Wilson Co. stockyards and identified the stolen animals as theirs, thus enabling police to press charges against the suspects.

Ford Is Sued
THE FORD MOTOR CO., Henry Ford 2d, and executives of several affiliated companies were sued for $2,001,100,000 last week by Harry Ferguson Inc., Detroit manufacturer of farm implements and equipment. The suit, which charges Ford with infringement of Ferguson patents, was filed in the U. S. District Court of the Southern District of New York on Jan. 8. It is described as one of the largest civil suits on record.

WRRZ WRRF
1000 WATTS, 880 KC 5000 WATTS, 130 KC
WASHINGTON, D. C.

Outstanding regional and local programming plus the top programs of ABC keep the dial on Eastern North Carolina tuned to WRRZ and WRRF. The primary daytime listening area of these two regional stations is spliced into 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,333 persons in this wealthy market listens to their regional Top 40 stations, WRRZ and WRRF. The staff of the Top 100 Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, detailed research and analysis in the "as good as gold" market, use WRRF and WRRZ.

January 12, 1948 • Page 93
White Bill
(Continued from page 13)

stomach disorder, has been at the Bethesda (Md.) Naval Hospital for the past week for a checkup, and the date of the committee meeting will depend upon his return. It was thought that he might be back at his desk this week but it was not known whether it would be possible to hold the meeting which has been tentatively scheduled for Thursday (Jan. 15). The next regular meeting day would be Jan. 22.

NAB's Legislative Committee in its day-long session undertook a section-by-section analysis of the redrafted bill (published in full text broadcasting Dec. 29, 1947). The disposition was to favor a return to the present version of Sec. 326, which reads:

Censorship: Indecent Language

Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communications or signals, notwithstanding the anti-trust limitations of this Act. It shall be the duty of the President of the Commission and such other members thereof as shall be considered necessary, to determine in his discretion the validity of any proceeding or action: Provided, that nothing in this section containing such power of rule or regulation relating to stations broadcasting prohibited material shall take effect until the rule or regulation shall have been passed by both Houses of Congress and promulgated by the Commission pursuant to the provisions of this Act.

Mr. Ream expressed himself as "pleased with the reworking of the anti-trust section of the present Act," as to eliminate the "double-jeopardy" aspects, and he endorsed the proposal to divide the Commission into panels separately dealing in broadcasting and carrier and special service functions.

May Endorse

Though FCC may be expected to endorse the industry-opposed Sec. 326 as it pertains to reviewing radio programming in passing on renewal applications, there are some portions of the revised measure which the commisioner found objectionable. Most notable is the proposed section permitting the FCC to appoint members to the Communications Act, and also forbidding FCC professional employees from becoming owners, as it would create "double-jeopardy" for one year after leaving the Commission, any person within the FCC jurisdiction. A virtual wave of resignations from the staff is expected if enactment of this provision becomes imminent.

At the NAB committee meeting, committee members present included Paul Miller, Garden City News; and stations WABY Albany, WHEC Rochester, WENY Elmira, WHDL Olean [minority], WVTW White Plains, Conn., and WDN Danville, Ill.; Wilt Gunzendorfer, KROW Oakland; William B. Dolph, WMT Cedar Rapids-Johnston; J. C. Burwell, WMBS Uniontown, Pa.; Don S. Elias, WWNC Asheville, N. C.; Glenn Snyder, WLS Chicago; E. Hartenbauer, KCMO Kansas City. Chairman J. Harold Ryan, WSPD Toledo, was unable to attend because of illness in his family.

The two board liaison members, Clair R. McCollough, WGAL Lancaster, Pa., and C. Bruce McConnell, WISH Indianapolis, also were absent, but not necessarily for illness. Among those attending as invited observers were Kenneth L. Yourd, CBS; Joseph A. McDonald, ABC; Robert D. Swezey, MBS; Louis G. Caldwell, NAB labor attorney; Charles R. Depuyt, Frank M. Runsell, NBC. Participating for NAB were President Miller; A. D. Willard, executive vice president; Don D. Yarbrough, general counsel; Robert K. Richards, director of public relations.

division. No formal designation to the top position had been made last week though it was felt that an appointment would be made by Rep. Wolverson, chairman of the full committee, within the next 10 days or two weeks.

Would Oppose Expansion

Rep. Hall, regarded as one of the sparkplugs of the House committee, has favored past legislation looking toward an investigation of FCC and would be expected to continue to oppose an expansion of the Commission's authority, although he would not accept the present bill and unavailable for comment on the subject.

In the NAB group's general discussion of the revised bill, these conclusions were indicated:

1. A seven-man Commission should be retained, but with no mandatory division structure, leaving that to the discretion of the President.

2. If divisions are created, they should be autonomous, with no appeal from one division to the full Commission, on the ground that this would violate the anti-trust section of the Act.

Would Follow White

Similarly there was the possibility of amendments from the floor, even though it was generally felt that a majority of the Senate would follow Sen. White on any reasonable legislation—for sentimental reasons, if nothing else, since the veteran Republican leader plans to retire at the end of this session of Congress.

Regardless of the version which finally may be passed by the Senate, industry representatives appeared determined to carry over into the House, if necessary, their fight against any provision giving FCC authority over programming or personnel of any radio station, or any other provision of the final Senate bill which they consider detrimental to broadcasting.

NAB President Miller, in his pro-vocative testimony last June, condemned the original bill in any respects but emphasized his unalterable objection to the provision which would vest in the Commission what he characterized as control of programs: i.e., censorship.

In the House—where Evan Howell (R-Ill.), former head of the House radio subcommittee, planned to introduce a radio bill which he felt would be more acceptable to all concerned than was the House White bill and its companion HR-3596, introducing an amendment to the House by Rep. Charles A. Wolverson (R-NJ) authorities reported that the radio legislative outlook "hasn't jelled yet." With Mr. Howell's appointment as chairman of the U. S. Court of Claims last July, he was to succeed in the radio subcommittee chairmanship by Rep. Leonard W. Hall (R-NY), who ranked next to him on the sub-

Radio in Budget

KELLER MOTORS Corp., Huntsville, Ala., has appointed Buchanan & Co., New York, officials of the company's national newspaper and magazine advertising for the Keller automobiles. Advertising plans also include radio in the near future. Car company plans to start producing cars by $895 and up.
100 Will Attend RMA January Meet
Television and FM Top Agenda Of Chicago Session

INDUSTRY PROMOTION of television and FM will be first on the agenda when RMA holds its Mid-Winter Conference in Chicago Jan. 20-22. More than 100 members of the association will attend the meeting, which will include sessions of the board of directors, the various division executive committees, and several sections and committees of the organization.

Along major programs to be considered is the "Radio in Every Room" campaign, under the direction of the RMA Advertising Committee, of which Stanley H. Mann, Rochester, N. Y., is chairman. The 1948 national Radio Week will also be discussed as well as plans to cooperate in the joint industry action against the action of James C. Pettitro and the A.P.M.

The RMA Service Committee, under the chairmanship of W. L. Parkinson, Syracuse, N. Y., will present an industry plan to provide better radio service to the public. Major group meetings will be those of the Division Executive Committees on Jan. 21, including the Set Division, under Paul V. Galvin, Chicago; the Parts Division and its section chairman, under J. J. Kahn, Chicago; the Amplifier and Sound Division, under Fred D. Wilson, St. Charles, Ill.

Jose Sentmanat Named Radio Director for Cuba

JOSE J. SENTMANAT has been appointed director of radio for Cuba, succeeding Nick Mendoza, who resigned recently to return to private law practice. Mr. Mendoza was chairman of Cuba's NARBA delegation and had headed his country's group at the Atlantic City conferences this fall.

In other changes in the Cuban radio set-up, Guillermo Morales, who has been associated with treaty work for many years, moves up to the number two position, formerly occupied by Mr. Sentmanat, and Mariano Durland, veteran Cuban broadcaster and delegate to international conferences, takes over Mr. Morales' former duties.

FOREIGN LANGUAGE CANCELLATION Draws Fire of New Committee

RESOLUTION protesting cancellation of foreign-language broadcasts by WBNX Bronx, WNNJ Newark, and WJJK Detroit was filed with FCC last week by the newly-formed Committee to Save Foreign Language Broadcasts, of New York.

The resolution called upon FCC, NAB, and the FM Assn., "to take action for the reinstatement of the cancelled programs" and asked that the city councils of the three cities condemn the station's policy with respect to such broadcasts.

A news release accompanying the resolution said the Committee, formed at an "emergency conference" Dec. 13 by "50 organizations," was "authorized to take the battle into the courts, if necessary."

The "emergency conference" was sponsored by the American Committee for Protection of Foreign Born, of which Rev. John W. Darr Jr., is chairman of the board.

Stanley Faulkner, counsel of the Voice of Freedom (Cuban) Radio, was quoted as demanding in a speech at the meeting, that the licenses of the three stations be revoked or that the stations be compelled, "under the terms of their licenses, to restore foreign language programs."

One resolution, according to the release, called for a "broad campaign to inform radio audiences and the public generally as to the facts and meaning of the discriminatory policy and practices with respect to foreign-language radio programs." The release said it was also decided to work for "a broad conference of civil and fraternal organizations, labor unions, national groups, and community bodies, to eliminate discriminatory practices in radio broadcasting and to secure equal opportunities in the use of radio facilities."

It was estimated that some 20,000,000 persons "regularly hear early foreign language programs broadcast by the 150 stations which specialize in such broadcasts."

FCC's reaction reportedly was undetermined. It could (1) merely acknowledge receipt of the protest, or (2) ask the Committee for further information and ask the stations for their side of the dispute.

JOE GRABY and Ed Hurst, also successes at WPEN Philadelphia, presented Frankie Laine in a special broadcast of the millenium. Mr. Laine's best seller, "That's My Desire," Presentation was made Jan. 9 at Town Hall, Philadelphia.
Katz Surveys Non - Listening Causes

Boston Women Polled Often Too Busy
To Listen

PRINCIPAL cause of non-listening by women during morning hours is "too busy, work interferes, radio distracts from work, etc.," according to a study conducted in Boston by Audience Surveys Inc. for The Katz Agency.

The survey showed women listen 27% of their time awake between 5 a.m. and 9 a.m., either as an activity by itself or in conjunction with other activities.

The Katz Agency undertook the survey project to determine why people do not listen to their radios, commissioning Audience Surveys Inc. to handle the study. Activities of 389 women were recorded for the period, with tabulations based on number of woman-quarter-hours. Since each individual reported her activity for 16 quarter-hours, the survey covers a total of 6,224 woman-quarter-hours.

It was felt that with twice as many AM stations operating in December as Jan. 1, 1946, and with set ownership close to 100% of families, little indication appeared that the number of listening hours is being increased. Further, it was felt that a moderate increase in sets-in-use can expand radio's listening audience more than enough to offset the divisive effect of these new facilities.

Add to Managers

The Katz Agency undertook the study in the belief that the answers would aid station managers in program timing, program content and program promotion.

Move to undertake a nationwide study of non-listening developed at the NAB convention in Atlantic City last September but no action was taken.

Overall listening pattern of Boston women during waking hours between 5 and 9 a.m. is shown in this chart:

CHART I

The Katz study shows that 62% of time awake is spent in the kitchen, with less than 1% spent in radio listening. Table I shows location of activity and concurrent radio listening before 9 a.m.

Page 96 • January 12, 1948

BROADCASTING • Teletesting

Expand FM Show

THE DIXIE FM Network of 10 stations in North Carolina and South Carolina has been added to the 31 stations of the Continental FM Network already carrying the Stromberg-Carlson Co.'s Treasury of Music program heard Friday, 8:30-9 p.m., the company announced last week. The Stromberg-Carlson show began last September over 21 Continental stations as the first commercial program broadcast over an extended FM network.

HY FREEDMAN, writer on ABC "Groucho Marx Show," is the father of a boy born in Santa Monica, Calif. on Dec. 31.
**Top Pacific Program Hoopers**

Based on Dec. 30 Report

<table>
<thead>
<tr>
<th>No. of Program Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper Rating</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>37.1*</td>
<td>39.0* +0.9 1</td>
</tr>
<tr>
<td>6</td>
<td>Andrew Jergens</td>
<td>Robert W. Orr</td>
<td>32.2*</td>
<td>28.3* +4.9 3</td>
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<tr>
<td>6</td>
<td>Pennsylvania Div., Lever Bros.</td>
<td>Foote, Cone &amp; Belding</td>
<td>37.7</td>
<td>32.5 -2.8 2</td>
</tr>
<tr>
<td>6</td>
<td>S. C. Johnson &amp; Sons</td>
<td>Needham, Louis &amp; Brody</td>
<td>28.2</td>
<td>25.5 +2.7 6</td>
</tr>
<tr>
<td>6</td>
<td>Standard Brands</td>
<td>J. Walter Thompson</td>
<td>28.1</td>
<td>26.9 +1.2 4</td>
</tr>
<tr>
<td>6</td>
<td>Standard Brands</td>
<td>J. Walter Thompson</td>
<td>26.5</td>
<td>25.2 +1.3 7</td>
</tr>
<tr>
<td>6</td>
<td>Russell M. Seeds</td>
<td>Proctor &amp; Gamble</td>
<td>25.0</td>
<td>26.9 -1.1 5</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Compton Adv.</td>
<td>22.9</td>
<td>12.9 +10.0 32</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>L. W. Ramsey</td>
<td>22.2</td>
<td>21.5 +0.7 9</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Hutchins Adv.</td>
<td>21.2</td>
<td>14.5 +6.7 24</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Ruthroff &amp; Ryan</td>
<td>21.0</td>
<td>15.3 +5.7 19</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Worwicz &amp; Lewis</td>
<td>19.9</td>
<td>21.5 -1.6 10</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Needham, Louis &amp; Brody</td>
<td>18.8</td>
<td>18.0 0.0 12</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Waverly Thompson</td>
<td>18.3</td>
<td>19.7 -1.4 11</td>
</tr>
</tbody>
</table>

*Includes first and second broadcasts.

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**RMA AND FM GROUPS HOLD JOINT MEETING**

SOLUTION for one of FM's pressing problems—dial trouble—was sought Friday at a meeting of the liaison committees of Radio Manufacturers Assn. and FM Assn. The committees met at the Hotel Statler, Washington.

Thomas F. McNulty, WMCP Baltimore, chairman of the FMA committee, outlined the dial problem, basis of which is use by manufacturers of either channel or megacycle designation, or both. National Better Business Bureau has asked FMA to contact manufacturers in an effort to bring about uniform marking.

FMA advocated channel marking as easier for the listeners and pointed out that TV dials are designated to channels rather than megacycles.

Another dial question centers around difficulty of identifying FM stations by their dial position, due to crowding of marks in a small space.

Everett L. Dillard, FMA president, spoke briefly to open the meeting, with Mr. McNulty discussing problems common to the two associations. Max F. Balcom, Sylvania Electric Products, FMA president, headed the RMA committee.

Among problems presented to the meeting by Mr. McNulty were these:

- Cooperation by dealers, distributors, manufacturers and broadcasters to obtain the greatest possible benefit from FM station promotion; distribution of FM sets out to areas where new FM stations are taking the air; supplying the demand to these areas after promotion; production of high-quality equipment in the low-price categories as against inferior receivers and converters; correlation of different policies and improved FM set quality, with emphasis on the improved fidelity of high-price models; inclusion of FM band on all television sets.

- Bill Bailey, FMA executive director, left discussion of FMA-manufacturer-dealer promotion meetings being held in all parts of the country.

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**BROADCASTING**

**NBC Video Tour**

A VIDEO TOUR of the Philco plant, to show televiewers how their sets are made, was presented by NBC's television network last Thursday. Program was the first out-of-New York pickup on the network's Backstage in Television series which had previously included tours of the studios and transmitter of WNBT, NBC television station in New York. Joseph H. Gillies, Philco vice president in charge of radio and television operations, and David B. Smith, vice president in charge of research and engineering, acted as hosts to Ben Grauer, NBC announcer of the series, on the television tour of the video manufacturing plant.

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**KRDO, WSGC CHANGES AUTHORIZED BY FCC**

TWO STATION transfers involving considerations totaling $16,500, have been approved by FCC.

KRDO Colorado Springs, Co., was granted an amendment of its license from Joseph H. Rohrer and Edythe G. Sweeney, co-partners, to Pike's Peak Broadcasting Co., new corporation of which Mr. Rohrer is president and 61% owner. Miss Sweeney has retired from radio and receives $12,500 for her one-half interest. Others in new firm: Jack McClure, manager, Alta Vista Hotel, vice-president-treasurer 33%, and Field Bohart, rancher, secretary 16%. KRDO is assigned 250 w on 1420 kc.

WSGC Elberton, Ga., was granted transfer of control from John L. Barnes, Harry G. Thornton and Gradus T. Christian, co-partners, to Messrs. Thornton and Christian as co-partners. Mr. Barnes receives $4,000 for his one-third interest, amount he invested. Station is assigned 250 w on 1400 kc.

KFAB and KFAB-FM Omaha was granted relinquishment of control by Sidles Co., over KFAB Broadcasting Co., licensee, through sale of one share at par, $100, to Star Printing Co. Sidles Co. holding is reduced from 60.02% to 50% while Star Printing increases from 24.98% to 25%. Other 25% is held by State Journal Printing Co. Transfer fulfills agreement to equalize holdings of newspaper firms which are associated with one another in ownership. They publish the Lincoln Neb., Star and Journal. KFAB is assigned 50 kw on 1110 kc, directional night.

WLOW Norfolk, Va., has received Certificate of Appreciation from Norfolk Noon Chamber of Commerce for its public service activities.

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**BEATRICE ANN GERMING, news writer for WMJ, WMJ-FM and WTVV Detroit Milwaukee and DeWyn O. Schubert have announced their engagement, with wedding set for June 14.**

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**WFCH**

**KFWO FM Outlet Started Jan. 1 on Interim Basis**

KFWO-FM St. Louis was launched on an interim basis New Year's Day on Channel 281 (104.1 mc). The interim service was made possible by installation of a small FM antenna atop KFWO's 300-ft. AM tower, and FCC has given the station a CP for a 10-kw FM operation, contingent on removal of the present AM tower to a less congested area.

KFWO and KFWO-FM are operated by Concordia Seminary, which announced that ground was broken on its campus in St. Louis Dec. 31 for four piers which will support one of the city's tallest structures, a 500-ft FM tower topped by an 85-ft. antenna. A 1-kw transmitter is being used for the FM operation until the new 10-kw transmitter is delivered.

KFWO's AM operation is on a specific-hour basis on 850 kc with 5 kw. Station has placed a tentative license for a new 10-kw AM transmitter also, subject to FCC approval, according to the Rev. Herman H. Hohenstein, director of the station.

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**BURL IVES, folk singer heard on MBB, Jan. 16 will start nation-wide personal appearance tour covering key cities of country during period of three months. His Friday evening 8-15 p.m. Mutual shows will originate from various cities he visits.**

**Hom. Geo. Kern, Beulon & Booles 44 Madison Ave. N.Y.C.**

**Dear George:**

WCBS has got a new sport-caster. Yes, commenced ' broadcasing' Jan. 1—name's Erik Poage... don't think he's no former sports editor, but famous auto-mobiel name of Graham & Skelton poems. He's (Erik) took over in the sports section last Thursday. He's an expert... no 2.-tive broadcast of Frankenberger's sport page of the air—what a string of programs long gone's this broom handle.

But, people know results when they see 'em and that's what they get when they stick with WCB. That's Charleston's 500 ws over the same station with conference programs... what more?... it's all $00. 3132-2367.

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**WCBS**

**January 12, 1948 • Page 97**
'Low Power' Device Rule Change Seen

Cites Congestion

Pointing to current spectrum congestion and "the difficulty of providing for essential radio services free from objectionable interference," the Commission continued:

It has been the experience of the Commission that most frequently the operation of low-power equipment, even if used sparingly, may be required in accordance with the present rules of the Commission, is in fact inconsistent with those rules... The serious nature of interference that may be caused by such operation is demonstrated by the extensive engineering data obtained by the staff of the Commission in numerous tests of such equipment. From these data it is clear that reception of AM broadcast, FM broadcast, television and other radio communications is seriously disrupted and impaired by such interference.

JACK BENNY, star of his own NBC program, will be honored with day of his own telecast. His program will originate from Denver Jan. 18 and will be heard each week of Jan. 13 in that city beginning to kick-off March of Dimes campaign.

On the House

SPONSORS received an unexpected "bonus" when WFRL Freeport, Ill., decided to dedicate its Christmas program schedule, free of charge, to sponsors who contributed to the station's successful station drive. It opened two months ago. Over 125 advertisers got greetings telegrams notifying them that their programs would be repeated on Christmas by a special presentation in the sponsor's name, but donated by the station. VINCENT S. BARKER, owner and manager, described the businessmen's reaction as "pleasure mixed with no small amount of astonishment."

FLASHING a broad smile, Mayor Morrison of New Orleans (second from left) prepares to award keys to city to two ABC executives, Harry Wiamer (left), director of sports, and Thomas Velotta (second from r), vice president in charge of news and special events, who were in New Orleans for ABC broadcast of Sugar Bowl football game. Broadcast originated over WDSU, which also worked with ABC and RCA in televising Sugar Bowl events (see letter from WDSU's manager, Fred Weber, on page 70).

Theatre TV Experiment Underway in Hollywood

LARGE screen television is getting a showcase trial as theatre fare at Hollywood's Pantages Theatre, according to Owner Rodney Pantages. Beginning Jan. 17, the theatre will show Saturday afternoon presentations of KTAL Hollywood. Currently the telecasts are of the Santa Anita races.

If sufficient interest is sustained, it is understood that the theatre will continue showings as regular features. Otherwise, the large screen receiver will be placed in the foyer for patrons' observation there.

Plan to Form Recorders' Trade Group Abandoned

OFFICIALS of the Universal Recording Studio, Chicago, have abandoned their plan for organizing a national trade group of recording studios and pressing plants, due to lack of interest in the project.

Last month Universal sent letters to 100 recorders suggesting that they unite because of the need for agreement on standardization, production, the pettiroll ban, and other problems. Only these concerns answered in favor of the proposal—Allied Record Manufacturing Co., Hollywood, KFTC, Los Angeles; recording studios, Cimanted, Inc., New York; New York Recording Co., Detroit, and United Broadcasting, Co., Chicago.

Chicago Sports Box Office Is Affected By Video Coverage, Capt. Eddy Says

ADDITIONAL audiences and extra gate receipts have accrued to Chicago sports promoters who have tried to open their doors to television, Capt. William C. Eddy, WBKB Chicago director, declared Jan. 9 in an address before the National College Athletic Assn. at the Hotel New Yorker in New York.

"Considered to some reports, particularly on the West Coast, that they have been better attended," Capt. Eddy said, "the experience of some Chicago promoters, and others within a 90 mile radius, has been that television has brought them extra audiences and extra profits."

The WBKB director cited a letter from Fred Koehler, Chicago wrestling entrepreneur, who said receipts from both wrestling shows had shown a 100% increase over the advent of television at the events. Pointing out that he had "no unusual attractions" during the last year, the promoter contended the medium was responsible for the upturn in popularity of his shows. (WBKB has televised approximately 80 wrestling matches thus far.) In contrast, Mr. Koehler had written, Chicago's Marigold Gardens, which features boxing bouts, had shown a "loss for 1948."

Capt. Eddy also referred to letters he had received from managers of television stations. The letters, received from such managers as George Burach, KSD-TV St. Louis; Harry Bannister, WJW-TV Detroit; Harold See, WBAL-TV Baltimore, and G. Emerson Schenck, KWWC Cincinnati, praised the medium for the "extra publicity and service" it afforded, Capt. Eddy said.

BALCOM SAYS INDUSTRY IS WIPING OUT ABUSES

The Chairman of the National Radio Committee, incidentally,"he said, "is often the victim of unjust attacks and exaggerated complaints," but he added that the industry must admit that abuses do exist in varying degrees in a number of communities. The abuses, he said, are of three general types: (1) incompetent workmanship; (2) unnecessary replacement of receiver parts still in good working order; and (3) charging for work not done.

"This Town Meeting," he said, "is an encouraging sign that the radio servicing trade is vitally interested in doing something about the problem," and he said that the RMA Service Committee was working on an industry plan to improve servicing, details of which will be revealed in the near future.

CBC Engineer Says Video Still in Future in Canada

TELEVISION in Canada is still in the future, according to J. A. Ouellet, assistant chief engineer of CBC. Mr. Ouellet stated in a Canadian Press interview at Montreal that starting date will depend on a high policy level decision, but that CBC has been studying plans for some time. He pointed out that "We don't want to have television just for the sake of having television. What we want is a service."

(The recommendations of the Parlin Commission last summer included one to allow interests other than the CBC to be licensed for television.)

JEAN FISCHER, script writer at WIPN Philadelphia, and CHARLES SCHAFHAUSER of RCA Victor and formerly with CBS, have announced their engagement.
Recorders Allowed In All Committees

Last Major Congressional Holdout Gives In to Radio

DETECTION of Sen. Styles Bridges (R-N.H.), chairman of the Senate Appropriations Committee, to allow direct and recorded broadcasting and telecasting of the current radio and television into commodity speculation, meant that the last major committee of Congress holding out against radio coverage had finally given in.

In a letter to the senator, on Wednesday, Albert L. Warner, Washington director of news for Mutual, explained that Sen. Homer Ferguson (R-Mich.), chairman of the subcommittee conducting the current investigation, seemed willing to allow broadcasting, but felt that he needed a mandate from the full committee chairman.

Mr. Warner stated that the public would be greatly interested in hearing the proceedings first hand, instead of second hand, through reporters and commentators. He said that if no microphones were permitted, then only a handful of spectators in the room would have a chance to get first hand "earwitness" reports of the proceedings.

The MBS news chief said that despite the interest in and importance of some of the committee's recent investigations, it had never accorded to radio the privilege of broadcasting these proceedings.

On Thursday afternoon, Mr. Warner was notified by Senator Bridges that broadcasters could start moving their microphones and cameras in the next morning.

WT TG (TV) LICENSE BID ORDERED FOR HEARING

FCC last week ordered a hearing on Allen A. DuMont Labs' application for license on WTTG (TV) Washington, authorities contending that the station had not yet complied with the terms of its construction permit with respect to regular antenna site.

The Commission called the hearing on both the license application and DuMont's request for additional time in which to find a suitable site.

The grant for WTTG, formerly operated as an experimental station located at the former L'Enfant Hotel in Washington, was issued April 26, 1946 and the station subsequently switched over to commercial operation under special temporary authority. The construction permit, it was pointed out, contained a condition that a site suitable to the Commission be found later. The hotel site, authorities noted, is only about 45 feet above average terrain.

In its latest request for additional time, DuMont spokesmen stated, the company is "for six months to a year to complete its site search, outlining the difficulties involved." The company also indicated it was interested in making measurements of several operating stations to compare actual performance with theoretical computations used in FCC's standards, including a determination of the importance of antenna height as against power. This request probably will be a major subject in the hearing.

The license application was filed simultaneously with the request for additional time. Station spokesmen said that they asked that the license be made subject to the same conditions as the CP.

WT TG is on Channel 5 (76-82 mc). Date for the hearing has not been set.

FOR DROPPING FOOD from a ski-equipped plane to engineer Julius Geilenkirchen of WFSAS and WFSAS-FM White Plains, N. Y., who was marooned for three days at station's transmitting plant at Greenluch, N. Y., during recent storm, Alfred Bennett (second from r) of Westchester County Airport receives thanks from John E. Arens, station's sales director. L to r: Col. Robert W. Galloway, general manager of County Airport Corp.; Mr. Arens, Mr. Bennett and John A. Horen of Aeronea Aircraft Corp.

2 New TV Grants for Atlanta, One for Lancaster Announced

TWO NEW television station grants for Atlanta and the first for Lancaster, Pa., were announced by FCC last Thursday.

Atlanta's, its second and third, went to the Atlanta Journal's WSB and the Constitution's WCON, while the one for Lancaster, went to WAGA, headquarters of the Mason Dixon Radio Group and headed by Clair R. McCullough as general manager.

WSB, one of the three Cox stations, all of which are seeking television affiliates, received a grant for Channel 5 (180-186 mc) with power of 21.6 kw visual and 11.4 kw aural and antenna height of 515 feet. WCON was granted Channel 2 (54-60 mc) with 10.6 kw visual and 9.0 kw aural power and antenna height of 500 feet. WAGA received Channel 4 (66-72 mc) with 1 kw visual and 0.88 kw aural power and 260-foot antenna.

Three in Atlanta

Atlanta now has three television grants, but Industry's WAGA having a permit for Channel 6 (76-82 mc) only a week earlier [Broadcasting, Jan. 8]. Transmission facilities of WSB-TV will be located at Peachtree St. near Rhodes Center, on a 20-acre tract which is also the site for WSB-FM. WCON, which has an FM station under construction, will establish its television outlet on the new Constitution building on Forsyth St., where WCON also is located.

John M. Outler Jr., general manager of WSB, will also be general manager of WSB-TV, and the following other WSB executives will hold similar positions with the new television station, which J. Leonard Reinsch, managing director of the Cox stations, said would go on the air as soon as equipment is purchased from Hartzog-Draugherty, chief engineer; Marcus Bartlett, program director, and Frank Gaither, sales manager.

WSB also will introduce facsimile broadcasting in the Atlanta area within the next few months, as soon as equipment can be delivered and installed. General Electric equipment will be used.

Walter Paschall has been named news editor of WSB-FAX.

WCON-TV will be headed by Dave Carpenter, general manager of the AM station. Other staff executives of the video outlet have not been announced.

In addition to the WSB grant, the James M. Cox Stations have television applications pending for Channel 5 at Miami (WIOD) and Channel 13 at Dayton (WIOH). The Cox interests have signed contingent contracts with RCA aggregating more than $1,000,000 in television equipment and installation costs [Broadcasting, Dec. 8].

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SHOving OFF aboard the new S.S. President Cleveland on its shaken-down cruise are these San Francisco station and agency executives, guests of the American President Lines. Hugging the rail are (1 to r): Ralph Howard, KNBC sports events; Robert Laws, KGO promotion; Gayle Grubb, KGO general manager; Franklin Dunn, KSFO treasurer; Philip G. Lasky, KSFO general manager (a former radio operator of the first Cleveland in 1923); C. L. McCarthy, KQW general manager; Grant Holcomb, KQW news editor; Walter Burroughs, KQW technician; Webb Whitmer, KYA program director; C. E. Personas, McCann-Erickson vice president; Frank O'Brien, McCann-Erickson account executive for American President Lines; William Niefeld, KFRC program department.

In the Public Interest

WFBL Finds Home

"WE'RE being evicted . . . we are desperately in need of any place livable," was received recently by WFBL Syracuse from a couple who visited the station and asked to buy time to advertise for a home. Bob Soule, WFBL vice president, told the cost of a 35-word announcement but said one announcement might not produce results. The couple was willing to gamble on the one announcement and agreed to buy the spot. But when payment time came they found that the announcement was "on the house." Story of the home-less couple was aired at 4:30 p.m., and by 4:45 p.m. three definite prospects had been called in by listeners. Next morning the couple moved into their new home.

* * *

Hurlbut Probes, City Acts

As DIRECT result of a recent probe by Jim Hurlbut, WMAG-NBC Chicago reporter-commentator, a city ordinance designed to control the sale of pistol and re- volver ammunition has been intro- duced in the Chicago City Council. Matter was brought to the at-tention of the mayor of Chicago several weeks ago by Mr. Hurlbut, who spotted a newspaper advertisement offering German Luger ammuni-tion for sale. In a subsequent investigation it was found that such ammunition fit the many un-registered "souvenir" guns brought home by war veterans and that some weapons were falling into unauthorized hands. Council was scheduled to act on the ordinance at its next meeting.

* * *

WBIG Warns of Killer

COMMENDATION for "the imme- diate, all-pervasive response" to police appeal for assistance in trapping a homicidal maniac has been re- ceived by WBIG Greensboro, N. C., from Gen. James R. Townsend, Greensboro city manager. Gen.

Townsend described WBIG's serv- ice as "one of the finest ex- amples of public service by radio that I have ever witnessed." Early Christmas Eve a mentally deranged man who had killed three people and wounded three others, traveled the subject of a widespread search. Police called WBIG asking that all citizens be warned against ad-mitting strangers to their homes. WBIG aired the warnings, urging residents to turn off their house lights, turn on their porch lights and stay indoors. Immediately the lights of Greensboro began to disappear. Listeners were asked not to call the police department but to stay tuned to WBIG for de-tails. Later that night when the killer was apprehended without further casualties, WBIG broad- casted the news and the lights came on again.

* * *

WLOW Gets Results

FOURTEEN school children, a grade school teacher and WLOW Norfolk, Va., helped to inspire that role to collect the food loads of food for the FRIENDShip Train. School children were mem- bers of the Crossroads Chorus, and their conductor, Elizabeth Moore- head, became interested in the food drive for Europeans and tried to arouse some interest among the townspeople. She turned to WLOW for help and found the enthusiasm that she had been seeking. WLOW transcribed four five-minute ap-peals by Miss Moorehead and the children, none more than 15 years old. Listeners began to call the station to make donations; a truck- ing company offered to pick up the food; another trucking con- cern offered to transport the food to New York without charge.

* * *

KRNT Aids Homeless

WHEN an early morning Christ- mas tree fire destroyed the home and all personal belongings of a Des Moines family of 14, Don Bell, disc m. c. on KRNT Des Moines, swung into action to help the victims. He broke the news to his listeners on his morning show, appealing for contributions, and at the close of his broadcast went to the scene of the fire and with KRNT Newman Charles McCuen helped organize the as-sistance. Before the day was over the family had an adequate supply of clothing, household necessities, a substantial purse, and the promise of a home the following day. Neighbors renovated a vacant structure and made it into comfort- able living quarters for the large family.

* * *

WGRC Gives Music Test

USUALLY slow process of giving Seashore music tests to the students of the Louisville public schools was greatly speeded up this year due to the cooperation of WGRC Louis- ville. Tests are ordinarily given by a supervisor going from school to school. This year the tests were given to some 12,000 students simultaneously in a broadcast over WGRC. The material was pre- pared by a music department of the schools in cooperation with Bert Harmon, WGRC director of public service. Program was broadcast on the station and picked up by receivers in the classrooms. Mr. Harmon gave instructions over the air as the test progressed. Teachers reported excellent results with the new method, according to WGRC.

* * *

WHBC Safety Honors

IN RECOGNITION of outstanding- record compiled in school safety work during 1947, some 2,000 junior police and junior deputies from schools in Stark County, Ohio, were guests of WHBC Canton, Jan. 3 at a movie party. WHBC rec-ognizes these students by awarding Certificates of Merit, and honors them with three parties annually, arranged in cooperation with De-puty Sheriff Don Brown, director of school safety in the county.

* * *

KTRB Aids Hospital

RECENT drive to raise $1,000,- 000 for the Memorial Hospital of Stanislaus County was aided ma- terially by KTRB Modesto, Calif. Station staff members took an ac- tive part in the solicitation cam- paign and KTRB's facilities were made available for special pro- grams explaining the drive. Regu- lar campaign rolls appeared on the station's five daily local news pro- grams, and several hundred sta- tion-breaks were employed. Re- sults were so enthusiastic that the hospital had expanded its plans and extended the drive toward the collection of $1,500,000, with KTRB continuing to play a major role.

* * *

KTOP Good Neighbor Policy

GOOD neighbor policy of KTOP Topeka, Kan., was demonstrated again recently when station came to the aid of a widow with six children who had lost her home, clothing and furniture had been destroyed by fire. Robert A. Morrow, m. c. of KTOP's Meet Your Neighbor, a participation show sponsored by Duckwall Variety Stores, heard the story of the fire victims and asked permission of the station and sponsor to use his show to appeal for three ap- peals on three successive days. Within a short time enough food, clothing and household items had been donated to provide adequately for the family. A final appeal brought the best gift of all—a house for the mother and children.

* * *

WGPA Gets Its Men

PROMPT action in locating missing persons has won the praise of the local police department for WGPA Bethlehem, Pa. Early this month the police called Arthur Mc- Cracken, WGPA manager, for as- sistance in locating a man whose brother had died suddenly. Mr. Mc- Cracken authorized an announce- ment to be aired at 2:38 p.m. At 2:46 p.m., the station reports, the man's telephone called the station and received the message.

George E. Sterling, promoted from FCC chief engineer to mem- bership on the Commission, is shown as he took the oath of office from Miss Pansy Wiltshire, FCC place- ment officer, Jan. 3 [Broadc- asting, Jan. 5]. He was named as a recess appointee to post made va- cant by Dec. 31 resignation of E. W. Jett, who became vice president and director of radio of the Balti- more Sunpapers [Broadcasting, Dec. 29].

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Manager of a Low-Power Station Tells How It Can Be Done

By EUGENE P. WEIL

Manager, WGWC

Selma, Ala.

BIG MOOL, a small-town Lo-Jaw is waiting for the 256-W stations with the right kind of pitching to the homefolks. There’s money that the big guys can’t even touch because the station—50 miles away from the small market—is rapidly losing its audience to the individually-owned network and independent station of low power.

People in small markets listen to their home town or home county station if that station is on its toes and becomes a part of the community and provides what the homefolks seek on the air.

The local 250-watter is the source of news, entertainment and education for the community in which its activities are centered. Usually, there is only one theatre or two more than two nearby small towns have a relatively small daily newspaper of from 3,000 to 5,000 circulation, or a weekly with an even smaller circulation. The local station, whether it is an independent or network affiliate, can be the “spot news” source for the entire service area.

It’s not a secret, but a lot of timebuyers and account executives take the lines of least resistance, and least work, and buy the power stations thinking that they will get enough coverage for their client to warrant the greater rate they pay for the time. In reality,

Work Rushed on WCAU Operation; Station to Start Test Patterns Soon

DESPITE the handicap of bad weather, construction of The Bulletin's WCAU television tower in Philadelphia is being rushed and the station hopes to be on the air with test patterns this week or next. It will be the third video station in operation in Philadelphia. Its official description will be Bulletin-WCAU-TV.

When putting up the tower on the Philadelphia Saving Fund Bldg. have had to face snow, sleet and bitter cold atop the 481-ft. office building. With the added 256-foot height of the tower, the structure will be the highest in the Philadelphia area—737 feet.

When initial equipment is all acquired and television studios in WCAU building are completed, The Bulletin will have spent about $750,000 to place the video operation on the air, according to G. Bennett Larson, vice president of WCAU Inc. and director of television. Studios, now being pushed to completion, are expected to be the last word in efficiency and appearance. Equipment is RCA-built.

Mr. Larson, who has charge of the television operation but answerable to Dr. Leon Levy, president of WCAU Inc. Under him is Roy Meredith, who is in charge of films and mobile unit events. Mr. Meredith is formerly production manager at WPEN’s projected television operation and former NBC. He is also a moving picture engineer.

In change of the technical aspects of the television industry are currently predicting that television will generally replace all other forms of broadcasting.

Declaring that “one great technological development in the field of FM and television has been due to the Westinghouse experiments with Stratovision,” WRS said its engineers “predict that Stratovision, by the use of 14 planes, can network eight or nine different program services to nearly four-fifths of the population of the U.S."

The brief was signed by Fred W. Albertson of the law firm of Dow, Lohnes & Albertson, Washington counsel for Westinghouse stations.

No other briefs in the proceeding had been reported at FCC last Friday. It was reported that all parties—including CBBS and the Regional Broadcasters Committee, the principal adversaries—would wait until today, the deadline, to file.

The following companies have been presented with呼喊大了 the “Must Buy” prices for the 250-watters:

- Big Money Awaits Smart 250-Watter

- Big Money Awaits Smart 250-Watter

- Big Money Awaits Smart 250-Watter

- Big Money Awaits Smart 250-Watter

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- Big Money Awaits Smart 250-Watter
At Deadline...

7 AM OUTLETS AUTHORIZED, TWO GO TO DUMAS, TEX.

FOUR DATETIME, three fulltime AM stations authorized by FCC Friday. Dumas, Tex., population 21,017, received two of daytime authorizations.

WWEZ New Orleans, 1 kw daytime on 690 kc, granted increase to 5 kw fulltime, directional. KWBU Corpus Christi, Tex., received six-month extension of special service authorization for 50 kw daytime on 1030 kc.

NEW STATIONS AND OWNERSHIP:

Dumas, Tex.—North Plains Broadcasting Corp., 800 kc, 250 w, daytime. Principals: Lucien W. Spencer, manager; John W. Graham, president; and C. W. Seid, manager.


Prescott, Idaho—Voice of the Rockies Inc., 1340 kc, 250 w, unlimited. Principals: J. L. Peterson, in radio and electrical repair business; president; and owner one share; Al Borge, ex-sales manager KVNU Laramie, Wyo.; treasurer, 1 share.

Kalgoorlie, Australia—North Central Plains Broadcasting Corp., 1325 kc, 150 w, unlimited. Principals: J. R. Bateman, in engineering business; president, director, and general manager; and owner 34 shares; Don T. Miller, president and 40% owner Miller and Co.; publisher; Keith L. Duncan, managing editor; and W. W. Lewis, secretary.

Kalamazoo, Mich.—WWEZ New Orleans, 1 kw, 250 w, daytime. Principals: John E. Van Der Zwaan, president, trustee; and Vincent Andrews, CPA., treasurer.

Wenatchee, Wash.—Apple-Land Broadcasters Inc., 1240 kc, 250 w, unlimited. Principals: J. B. Hatfield, electrical contractor; radio engineer, president and 20%; Don T. Miller, president and 40% owner Miller and Co.; publisher; and W. E. Sales, editor and president, director, secretary 20%; William Thomas, advertising and business manager; and R. D. Thomas, president and treasurer 15%.

Lansing, Mich.—Gatehouse Broadcasting Co., 1250 kc, 150 w, unlimited, directional. Principals: W. A. Bowerman and G. A. Bowerman, principal stockholders and beneficial owners of one-ninth interest in the Kansas Trust Co., president and director; and owner 10 shares; W. W. Jones, president; C. W. L. Medlin, secretary; and C. W. G. Jones, manager.

FCC AUTHORIZATIONS EXCEED THOSE YEAR AGO

FCC ENTERED 1948 with 3,834 broadcast authorizations outstanding, 285 above figure for last fiscal year’s end on June 30, 1947, according to FCC tabulation Friday. During past six months AM authorizations increased 157, to 557 total. FMAs were up 92, to 1,010 total. TV stations increased, to 73 total, and experimental TVPs up 10 to 91. Remote pickups added seven for 590 total.

Commission stated more than 600,000 station and operator licenses and authorizations (all categories) were outstanding Dec. 31, an increase of some 8,600 stations and 54,000 operators since June 30. Commercial radio operators numbered 341,000 Dec. 31 as compared with previous 325,000. Amateur operators increased some 1,000 to 81,000 total.

JINS PETRY AS TV HEAD

JOSE E. DONATO, named as Edward G. Robinson, head of television activities effective Jan. 15. He has been with Doherty, Clifford & Shenfield Adv., where he did much of Borden’s and Bristol-Myers television experimentation. Mr. di Donato previously spent two years with Compton Adv. and is widely regarded as one of the early development of Sonovox. Shows under his direction at DC&SB included Shorty and Vitalis Sports Almanac on WCBS-TV, Bristol-Myers’ Party Line on WNBTV and numerous film shorts.

GENEVA GROUP NAMED


RA-BEST FEATURES FORMED

RA-BEST FEATURES Inc., program packaging agency, announced in New York Friday. Company’s officers are Larry Elliott, veteran announcer; and S. James Andrews, one-time vice president of Lennen & Mitchell, executive vice president; Bernard Silver, attorney; Robert Andrews, CPA, treasurer. Ra-Best to develop new ideas and new programs.

N. J.-PA. CASE DATE SET

ORAL ARGUMENT set by FCC for Feb. 2 in complex and long-pending New Jersey-Pennsylvania case involving renewal, new-station or modification applications of eight existing or proposed stations. Applicants: WTNJ Tren

BAN on radio and daily newspaper reporters at guberatorial news conferences lifted in case of radio Friday by Gov. James E. Fols
mom, Philadelphia governor, imposed ban Tuesday when newspaper allegedly violated release date of local radio speech.

RMA LISTS ORDERS FOR BROADCAST TRANSMITTERS

RMA MANUFACTURERS of broadcast-transmitting equipment had orders for $124,452,000 in transmitting and studio equipment and delivered $2,193,565 during first six months 1947, RMA reported.

Breakdown of transmitter figures shows $3,325,570 FM orders, $2,402,788 AM orders and deliveries of $1,920,635 and $2,319,066 respectively. RMA shipment of FM radio equipment orders $2,395,044, deliveries $2,205,382, antena equipment, AM and FM orders $1,597,543, deliveries $433,767; television equipment orders $1,862,140, deliveries $1,354,633.

FCC LICENSE RENEWALS

LICENSE renewals to Feb. 1, 1951, granted by FCC Friday to following stations: KLEM La Grande, Ore.; KSRV Ontario, Ore.; WAOV Vincennes, Ind.; WDAD Indiana, Pa.; WGPC Albany, Ga.; WHFC Cleco, Ill.; WBMW Jackson, Miss.; WRIA Ludington, Mich.; WLAB Athens, Tenn.; WTBO Cumberland, Md.; WWNR Beckley, W. Va., WALT Atlanta, Ga., and WSGC Elberton, Ga., were granted license renewal to Aug. 1, 1950.

WABJ SALE APPROVED

ASSIGNMENT of license of WABJ Adrian, Mich. (250 w, day, 1500 kc), from Adrian Broadcasting Co. to James Gerity Jr. approved by FCC. Consideration: $625,000. Mr. Gerity president FM radio board, Gerity-Michigan Inc. The Casting Co. Adrian Broadcasting is co-partnership of Gail D. Griner and Alton J. Cooper, Comr. Rosel H. Hyde voted for hearing.

HOOPER PLANS TV STUDY

C. E. HOOPER Inc. will shortly begin check television audiences and rating video programs as it now does AM broadcasting. Service will be started in New York, where industry sources have made list of 10,000 television families, and extended to other television cities, using coincidental and diary plans.

RMA SERVICING PLAN

RMA Service Committee late Friday in Chicago drafted plan to eliminate abuses in radio servicing business (Story Jan. 26). Under plan to be submitted to directors Jan. 21 RMA would work through such groups as new Associated Radio Servicemen of New York.

Closed Circuit

(Continued from page 4)
KMBC, KMBC's 5,000-watt daytime affiliate station for rural Kansas at 550 Kc, was born December 7—full grown, complete with audience. In just 7 days, listeners in 208 counties in 7 states had been heard from. That's quick proof of a big audience. Quick proof of listener acceptance for KFRM's programming by KMBC of Kansas City. A study of the accompanying map, which superimposes KFRM's estimated half-millivolt contours on its first week's mail map, shows how the youngest member of the KMBC-KFRM team has hit the jackpot for listeners and advertisers alike.
September in Atlantic City...NAB takes
the wraps off a new Broadcasting Code
of Standards. Months of committee work
and writing had gone into it...months of
discussion and argument followed.

It is discouraging that most of the at-
tention has been on commercials—their length
and numbers. Not much on fundamentals
—the industry's responsibility for giving
people programs which entertain, enlighten
and inspire—a program structure beyond
criticism from professional "do-gooders"
and listeners alike.

Perhaps there is something which comes
before a Code. Maybe we need to realize
that there are practices in broadcasting
which should be corrected, Code or no—
maybe we need a "Ten Commandments" of
broadcasting to reflect our deep-down
desire to be worthy of our trust.

Only then, I think, will we be really
ready for a Code—and ready to live up to a
Code, in the conviction that that's the only
way we can achieve our goal of better radio.

We at Mutual want a Code. Meantime
we'll do what we've always done: our level
best to improve the programs on our air.

* * *

Early in 1947, Mutual ran two advertise-
tments discussing the (then) rising cost
of advertising. We made the statement that,
of the four national networks, Mutual
offered the biggest value for the advertiser's
money—the lowest cost per 1000 radio
homes covered.

Costs of distribution and advertising
have continued to go up, but we have con-
sistently been working to keep our cost per
1000 homes down. (We are not in sympa-
thy with the idea of getting rates up to
"what the traffic will bear" and profits up
out of line. We want costs low.)

As a result, Mutual continues to deliver
coverage to the advertisers at the lowest
cost. Taking our coverage as of November
1, 1947 (as calculated by our "Listenabil-
ity" method) here's the picture: Daytime
Grade I coverage, 28,712,652; Time cost,
based on 5 daytime quarter-hours, per
weekly for 52 weeks, $14,298.00; Cost per
1000 radio homes, 50 cents; Number of
radio homes per dollar, 2,008.

Now for some independent statistics on
Mutual's low cost in action. Nielsen (Novem-
ber 2-8, 1947) listing the 20 most effective
evening once-a-week programs, based on
listening homes per dollar (talent costs
added), includes four Mutual programs...-
ranking 3rd, 8th, 18th and 20th. A Mutual
program ranks 2nd in the classification,
evening 2- to- 5 a week; and another ranks
3rd in the weekend daytime group.

* * *

I've heard more discussion on the sub-
ject of Coverage and Audience measure-
ments in the past three or four months than
in any like period in many a long year.
We ourselves, I'll admit, have published three
or four advertisements on our "Listenabil-
ity" measurement. Well, why not? We're
proud of the method, because we honestly
believe (and advertisers and agencies have
told us) that it provides something the
industry needs and can use; also we think
"Listenability" gives a truer picture of
physical coverage not only for Mutual but
the other networks as well.

The gist of "Listenability" is that
Mutual's Daytime Grade I coverage as of
November 1, 1947 was 28,712,652 radio
homes. And here are two examples of what
that coverage can mean to advertisers.

1. With the Gillette-sponsored World
Series, 1947, we scored the highest rating
ever hit by a daytime commercial show—
57.6 (Crossley) for the game of Sunday,
October 5. We also chalked up a new high
in the average rating for the Series—36.7.

 Applying these ratings to our daytime cov-
erage—72.2% of all homes in the U.S.
heard at least one game; and 35.5% of
these families heard all seven games.

2. Our program "Heart's Desire" came
up with something too. There's a little
Church in Grand Junction, Colorado, built
by funds raised by the congregation. But
there was no bell—the money didn't reach
that far. So, an appeal for pennies was made
on "Heart's Desire"—and in a short time
224,581 pennies were received. What's
more—contributions came in from every
county in every State of the Union.

* * *

Said a friend of mine at lunch the other
day, "There's at least a little of the compet-
itive spirit in everyone." I say "Amen" and
I say it's a good thing. But I also believe the
expression of that spirit often needs curb-
ing, lest it go overboard.

From the beginning and for a long time,
the various elements in broadcasting right-
fully curbed the competitive spirit and
joined in selling advertising first, radio
second, and their own media third. That
was good and that was mature thinking.
Now I detect a veering away from this—a
growing tendency to go a step beyond sell-
ing one's own medium—and to knock the
other fellow's. I think that's young and
immature—and while radio is still young
(26 years) it can't possibly be that imma-
ture. And what's more that sort of selling
doesn't really sell anything—not one's
medium, nor the industry one belongs to.

Let's sell broadcasting—let's prove to the
advertiser that radio is an effective and
 economical medium. Let's get the horse-
power of the competitive spirit into the
right harness—for the good of the industry.