OUTDOOR SPORTS Colorado is an outdoorsman's paradise the year 'round. Twelve months of the year, outdoor sports are visibly and traditionally a part of the Colorado scene. This winter, on a thousand sun-drenched, snow-deep slopes of the mighty Colorado Rockies, sportsmen may be seen enjoying the most thrilling skiing in America. In a few months, hunters, fishermen, golfers and others will take their places on Colorado's mountains, streams and lakes. Colorado's all-year sports and recreation program attracts more than a million out-of-state visitors annually who spend in excess of $200,000,000 with the state's hotels, restaurants, filling stations and retail stores.

KLZ SPORTS PROGRAMS The dominant interest of KLZ listeners in sports of all kinds, both outdoor and indoor, has been KLZ's cue to devote a great deal of time and thought to this area of listener interest. In addition to daily sportcasts of general coverage, KLZ has always carried on-the-spot broadcasts of major local sporting events: Games of the Denver University Pioneers, for instance, (right, above), and the crucial matches in Denver's first annual $10,000 Open Golf Tournament, (left, above). In all branches of sport, KLZ is very much in evidence and an important part of the Colorado scene.
Now! KRNT OUT-HOODERS all DES MOINES STATIONS

<table>
<thead>
<tr>
<th>TIME PERIODS</th>
<th>KRNT</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY 7:00-12:00 A.M.</td>
<td>43.2</td>
<td>8.0</td>
<td>19.1</td>
<td>25.3</td>
</tr>
<tr>
<td>MONDAY 12:00-6:00 P.M.</td>
<td>42.7</td>
<td>7.8</td>
<td>15.0</td>
<td>31.6</td>
</tr>
<tr>
<td>SUNDAY 7:00-12:00 A.M.</td>
<td>29.3</td>
<td>6.4</td>
<td>18.9</td>
<td>44.5</td>
</tr>
<tr>
<td>SUNDAY 12:00-6:00 P.M.</td>
<td>29.7</td>
<td>13.9</td>
<td>20.4</td>
<td>34.1</td>
</tr>
<tr>
<td>SATURDAY 7:00-12:00 A.M.</td>
<td>42.9</td>
<td>14.1</td>
<td>18.1</td>
<td>19.7</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>36.2</td>
<td>8.2</td>
<td>17.9</td>
<td>35.4</td>
</tr>
</tbody>
</table>

NOTE: KRNT is first, tab, in the latest CONLAN combined Morning, Afternoon, Evening percentages of audience!

FOR OBVIOUS REASONS, BUY KRNT...
The Highly Hooperated, Sales Results Premeditated, ABC Affiliated Station in Des Moines

Represented by the Katz Agency. Available with WNAX and WHIT as the Midwest Group.
Break open the New England market
with YANKEE IMPACT

The local acceptance of your product in New England is accomplished most effectively if you follow the road cleared by Yankee's 23 locally accepted home-town stations.

This closely-knit station network, with its variety of local, regional and coast-to-coast programs, reaches 89.4% of New England's radio homes — provides an exact sales pattern where consumer buying is concentrated.

The good neighbors in these city and suburban trading areas are loyal listeners who support local enterprise. It is this kind of cooperation that is made to order for distribution, sales and profits.

Yankee's solid impact and direct penetration opens the road to volume sales traffic in each market.

Acceptance is The Yankee Network's Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
FLASH—Margaret Truman will join National Assn. of Broadcasters as an honorary member. Following association’s convention in Washington Jan. 28-Feb. 1, President Ruth Crane extended invitation to President’s daughter, who displayed interest in its work. Announcement expected shortly from association.

SINCE President Truman’s reversal in stance, indicating appeal to New Deal elements, Washington observers now wouldn’t be surprised if he reappointed Left-Winger Clifford J. Durr in advance of June 30 expiration of his seven-year term. Chances of Senate confirmation, it is thought, are practically nil, but reappointment would make big hit with lefties, lots of educators, and CIO.

DEAL REPORTED in works whereby Stanley E. Hubbard will dispose of 49% interest in KSTP St. Paul, 50,000-watt, to Twin Cities syndicate for roughly $1,000,000 to be used to repay $850,000 loan from Avco Mfg. Corp. Avco subsidiary Crosley Broadcasting Corp. held option to acquire minority but dropped it several months ago, extending loan to April.

RUTHRAFF & RYAN, looking for video vehicle for Electric Auto-Lite Co., investigating midget auto races as logical tie-in for ads for spark plugs, batteries, ignition systems. Noise, short time of races and long intermissions are discouraging factors and no decision reached to date. Company sponsors Dick Haymes on CBS, seeks summer replacement.

WITH PROMOTION of Carleton D. Smith as manager of NBC television operations in New York, supervision of NBC Washington stations (WRC, WNBW(TV) and WRC-FM) will fall to William R. MeAndrew, assistant to Vice President F. M. Russell. Mr. MeAndrew, former news editor of Broadcasting, has directed news, special events and public affairs. Other staff promotions under consideration by Vice President Russell.

WITHIN FORTNIGHT CBS Radio Sales will announce national representation for another affiliated station and expects within year to bring total list, including network-owned outlets, of stations it represents to 14. Ultimate aim of 16 stations may be reached this year or at latest next year.

HORRENDOUS whispered stories that high power on clear channels would provide ideal “homing path” for guided missiles were discounted as greatly exaggerated last week in both Army Signal Corps and Air Forces quarters. Report was that Navy sources felt 750 kw output would provoke serious problem. FCC, however, hasn’t heard about them officially. Aeronautical beams and other high-frequency signals penetrating ionosphere are probably better carriers, it was pointed out, since such bombs, with radio-controlled warheads, penetrate upper stratosphere.

**Upcoming**

Feb. 9: NAB Employe-Employer Relations Committee, Mayflower Hotel, Washington.

Feb. 9-10: Atlantic region stations of Trans-Canada and Dominion networks meet with CBS, Hotel Brunswick, Moncton, N. B.


(Other Upcomings on page 77)

**Bullets**

DONAHUE & COE, New York, preparing transcribed spot announcements featuring Henry Morgan for Enterprise Productions, promoting movie company’s newest Morgan film. Spot campaign should start simultaneously with release of picture within couple of months.

SCHENLEY DISTILLERS, New York, planning eventual $1,000,000 TV campaign, March 1 starts 82-week contract on 11 TV stations. Two spots weekly, produced by Telefilms Inc., Hollywood, planned on each station. Agency, Blow Co.

CARL GEORGE V.P. AT WGAR

CARL GEORGE, assistant general manager of WGAR Cleveland since 1944, elevated to vice presidency of WGAR Broadcasting Co. Announcement was made by Vice President and General Manager John F. Patt upon his return from meeting with E.F. J. Richards stations (WGAR, WJR Detroit and KMPC Hollywood) at home of President Richards at Palm Springs. Mr. George joined WGAR as announcer in 1934 and served successively as program director (1940), director of operations (1942) and assistant general manager.

**Paramount May Sell Its TV Holdings**

DISCUSSION is heard in New York of imminent sale by Paramount of its 30% holdings in DuMont, covering both its manufacturing and its TV stations in New York and Washington as well as its CP in Pittsburgh. But there was nothing to indicate that preliminary conversational stage had been passed.

While Paramount’s 30% ownership is largest single block, Allen B. DuMont, president and pioneer TV inventor, controls DuMont operations and has majority of board. Paramount’s interest in exhibitor company’s applying for TV, which led to FCC inquiry call, believed responsible for reported activity.

Reports link both CBS and Avco Mfg. Corp. (which owns Crosley Broadcasting Corp.) with preliminary conversations on DuMont. CBS has New York TV outlet but no Washington station and none in other DuMont markets. It likewise has no radio manufacturing operations, whereas DuMont is important factor in TV set manufacturing.

Avco, which in addition to its ownership of WVL in Cincinnati and WINS New York operates Crosley manufacturing division, has wide experience in manufacture, merchandising and sales. Crosley holds CPs for TV stations in Cincinnati, Dayton and Columbus and has pending application for Indianapolis, planning roughly $1,600,000 plant investment in these stations. FCC limitation of five stations to single entity in TV would, of course, mean review of interests if either CBS or Avco completed deal with DuMont. Fact that Paramount’s 30% interest in DuMont is less than control might have some bearing; FCC has pending further bearing into Paramount ownership in several companies, including DuMont.

**Business Briefly**


NAME REPRESENTATIVE • Lorenzen & Thompson appointed to represent KOTA Rapid City, S. D., and KOLT Scottsbluff, Neb., both CBS stations.

MILLION DOLLAR VIDEO PROJECT PLANNED BY COWLES INTERESTS

COWLES BROADCASTING Co. and subsidiary interests have earmarked roughly $1,000,000 for television construction in three markets—Boston, Minneapolis and Des Moines—it was learned last week.

Supplementing Cowles’ applications for Channel 9 in Boston, Northwest Broadcasting Co., 100% subsidiary of Star Journal Co. of Minneapolis, last week filed (story page 93) for Channel 9 to serve Twin City area (31 kw video; 15 kw audio). Star Journal Co., controlled by Cowles, has no other broadcast interests in Twin Cities.

In Boston, where Cowles operates WCP, ABC outlet, 20 kw video and 10 kw audio is sought for Channel 9.

Application for Des Moines, where Cowles operates KRNT, expected to be filed within fortnight.

STROUSE SUCCEEDS COY!

BEN STROUSE, general manager of WWDC Washington and erstwhile competitor of FCC Chairman Wayne Coy who operated WINX Washington, was named last Friday to succeed Mr. Coy—but not as FCC chairman or even as WINX head. He takes over as chairman of broadcasting committee of Advisory Council on Federal Reports.
WHHM... the NUMBER ONE Hooperated Independent Station... in the nation!*

WHHM... the number ONE Hooperated independent station in the nation.

This is the finding of a C. E. Hooper, Inc. special retabulation of ALL independent stations in 25 Hooper cities where there are four network affiliates and one or more independent. WHHM was rated second in the nation in the morning... third in the nation in the afternoon and first in the nation in the evening.

In total rated time periods, WHHM ranked FIRST among all independent stations all over the nation in the 25 cities surveyed. For full details ask Forjoe & Company.

Hooper surveyed these 25 cities

<table>
<thead>
<tr>
<th>BOSTON</th>
<th>CINCINNATI</th>
<th>DALLAS</th>
<th>DENVER</th>
<th>DETROIT</th>
<th>Hartford</th>
<th>KANSAS CITY</th>
<th>LOS ANGELES</th>
<th>MEMPHIS</th>
<th>MINNEAPOLIS</th>
<th>ST. PAUL</th>
<th>NEW ORLEANS</th>
<th>NEW YORK CITY</th>
<th>PHILADELPHIA</th>
<th>PITTSBURGH</th>
<th>PORTLAND, OREG.</th>
<th>SALT LAKE CITY</th>
<th>SAN ANTONIO</th>
<th>SAN FRANCISCO- OAKLAND</th>
<th>SEATTLE</th>
<th>ST. LOUIS</th>
<th>WASHINGTON, D. C.</th>
</tr>
</thead>
</table>

* All Measurements based on October 1946 thru February 1947 interviewing except for New York City (January-February, 1947) and Minneapolis-St. Paul (October thru December, 1946). These are the latest available Hooper figures.
HOW’S YOUR EXECUTION AT SUNRISE (Ky.)?

You know without our telling you that you won’t make a killing at Sunrise (Ky.) or the likes, no matter how big an advertising job you do. Dawn, noon or dusk, it takes people to make business, and there just ain’t many people up at Sunrise!

Instead of scattering your shots, why not try WAVE? Our sights are aimed at just one big target — big as the entire balance of the State — the Louisville Trading Area. It’s Kentucky’s first market, and because of WAVE’s complete coverage of this area, we really mow ‘em down!

So don’t shoot your sales talk at Sunrise, soldier. Use WAVE as your weapon in Louisville, and watch your slug find its mark!

LOUISVILLE’S WAVE

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
Competition is keen in the drug field with many products trying to get a share of each drug dollar. And one leading product—almost a household word—has used quarter-hour shows on WSIX for more than five years. They count on WSIX to hold this dominant position in Nashville's 51-county retail trade area. If your problem is building volume, holding volume or developing a new market, WSIX can help do the job! Just call your nearest Katz representative for complete facts and figures.

5000 WATTS · 980 KC
AMERICAN

Coming Soon!
WSIX – FM
Represented Nationally By
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
FOR one of the nation's great television enterprises, officials of WGN Inc., owned by the Chicago Tribune, have selected station equipment by General Electric.

Heart of the system will be a powerful 5,000 watt G-E transmitter and special high-gain antenna with which WGN-TV will transmit programs in a wide radius to metropolitan Chicago and suburbs. Permanent station units—including studio and film camera channels and the famous G-E Master Control Desk—will give WGN-TV the most up-to-date television system on the air. This equipment is made at Electronics Park, G-E television headquarters.

Farsighted publishers and broadcasters who intend to step ahead of the field with this great new medium—and stay there—owe it to themselves to see the G-E line. General Electric manufactures equipment with an eye to your television future. With it you can go on the air today, secure in the knowledge that you are using the end products of careful, thorough electronic research and engineering.

Start right in Television. Plan, then build—with General Electric.

Assemble all the facts before making your decision. General Electric has maintained and operated a full-scale television station* for years just to have these facts to present to you now.

Would you like to hear them?

G-E representatives in principal cities are ready to help you. Call them, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.

*WRGB, Schenectady—the most powerful television station in the United States. In operation since 1939.
Master Control Desk — This piece of equipment is unique in the television industry—an exclusive G-E development. With it the operator selects from various program sources the material he wants to put on the air. Most important, the switching operation, including both audio and video, is handled by one man, and is smooth, continuous.

G-E Program Console — Audio and video directors sit here to supervise programs. Console is designed specifically for studio use.

G-E 5-kilowatt TV Transmitter — Incorporates all of General Electric's postwar features. Both aural and visual transmitters, covering all commercial TV channels, are combined into a compact unit only 16 feet long, 7 feet high. Finished in two-tone blue and trimmed in chrome.

Image Orthicon Studio Camera — This television camera—the lightest ever built for studio application—is operated with fingertip control. Mounted on a mobile dolly, it is easily maneuvered by one man. Camera turret contains three lenses of different focal lengths for varied applications. Three of these cameras will be used by station WGN-TV.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC
Feature of the Week

WRBL Columbus, Ga., rang up its third "man of the year" honor when Edward J. Hennessy, WRBL advertising-promotion director, was presented with the Columbus Junior Chamber of Commerce Distinguished Service Award for his outstanding civic work during 1947.

B. Ed. Johnson, WRBL salesman, won the award for his civic activities during 1946. The station's executive manager, Jim Woodruff Jr., was honored with the medal for 1942.

A secret committee of civic and religious leaders is appointed each year to investigate the nominees. Civic leadership, character and contribution by the individual to community advancement are the basis on which the awards are made.

Mr. Woodruff, this year's Columbus JCC president, has been the sparkplug of many outstanding civic enterprises. Mr. Johnson, former state senator, is vice president of the Columbus Merchants Assn.

And Mr. Hennessy is noted for his efforts as organizer and first chairman of the Peanut Bowl Inc.

The award to Mr. Hennessy makes three years out of the past six that WRBL has been so honored. In all, the three winners from the station participated in more than 70 civic enterprises.

On All Accounts

ANYONE conceivably can put radios on the railroads, but apparently it takes a man like Harry Wendell Frier to put railroads on the radio. Anyway, that is what Mr. Frier is doing to the annual extent of $125,000 for the New York Central System through his agency, Foote, Cone & Belding, New York.

Mr. Frier not only is a railroad account executive but has a firm railroad advertising background.

His career began immediately after graduation from the U. of Illinois, where, incidentally, he served as managing editor of the school newspaper, The Daily Illini. His first job was that of sales assistant with the General Outdoor Advertising Co., a job he forsok a short while later to join McCutcheon - Gerson, public relations firm. Here he handled publicity for the Olson Rug Co., Brunswick Records, and, most significantly, the Chicago and North Western Railway.

Railway problems intrigued him, and two and a half years later he left the publicity office to become assistant advertising manager of the railway. Mr. Frier remained at that post until an irresistible offer beckoned him to the J. Stirling Getchell Agency in Detroit as assistant account executive on the DeSoto Motor Car account. Subsequently he moved over to become assistant advertising manager of DeSoto itself, whereupon he was recalled to the Chicago and North Western Railway — this time as advertising manager and director of public relations.

It was about that time, November 1946, that Foote, Cone & Belding, New York, were casting about for a capable executive with an extensive knowledge of railroads to take over their New York Central System account. Handsome Harry Frier proved to be their man and he has been in charge of the account ever since.

As for his radio experience, Mr. Frier supervised the 400 Hour with Norman Ross on WMAQ Chicago. Show was sponsored by the North Western Railway. For two years during the war he was in charge of all war bond publicity for the State of Illinois. As for the New York Central Railway and radio, Mr. Frier insists the medium will have an important place in his plans and points to his present spot campaign of 18 live announcements a week on 20 stations in seven major-market cities [BROADCASTING, Feb. 24].

Mr. Frier is married and has a daughter, Leslie, 12 and a son, Bruce, 9. The Friers live in their own home in White Plains, N. Y., where Mr. Frier indulges in gardening and cures his golf, which he plays in the low 90's.
The Hartford-New Britain Metropolitan Area is not only Connecticut's Major Market ... it wins national top honors year after year. And for more than 25 years, WDRC has been Connecticut's First Station ... first in service with both AM and FM ... first as an advertising buy. You get all 3 on WDRC ... coverage, programs, rate.

BASIC CBS
5000 WATTS
NATIONAL REPRESENTATIVE
PAUL H. RAYMER CO.

WALTER HAASE
STATION MANAGER
WILLIAM MALO
COMMERCIAL MANAGER

1ST Connecticut leads all 48 states with $5,123 in net income per family.

1ST Connecticut leads all others with a Quality of Market Index of 128.

2ND Of the 200 U. S. Counties leading in population, Hartford County is second with $5,783 in net income per family.

2ND Connecticut is the second highest state in Drug Store Sales, with $125 per family.

3RD Of the 201 cities leading in population, the city of Hartford is third with $6,695 in net income per family.

3RD Connecticut is the third highest state in Retail Sales with $3,344 per family.
Who ever said you have to give away fabulous collections of merchandise, or to have couples married on steeple tops, etc., etc., to get an audience (and results) from radio? All over the nation, smart spot broadcasters prove every day that it just isn’t so!

Take Ernie Brevek’s 11 a.m. daily newscast on WDAY, Fargo, for instance. For two weeks, recently, Ernie asked his listeners for “Pennies for CARE”. He didn’t give anything away, but he collected $1651 in cold hard copper, from his listeners. And speaking of listeners—the average audience for WDAY’s several newscasts each day is 68,175 families—35.7% of all the homes in WDAY’s area!

Good spot programs are available in every one of the top-notch markets at the right—programs that already have an audience you’d be happy to capture. May we talk to you about some of them?
1947 NET SALES

ANOTHER RECORD radio year was registered in 1947, when net time sales amounted to $356,690,000, an increase of about $25,000,000 over 1946. This 7.5% increase continues an annual trend in the expanding broadcasting industry. These figures are taken from the 14th Annual Broadcasting Business Index published in the 1948 Yearbook Number, which is scheduled to be in the mails this week. The report on 1947 reflects America's current prosperity, and the increasing use of radio to advertise the products of that prosperity.

The 1948 Business Index documents some important new facts about the broadcasting industry:

That for the first time in radio's history, local time sales exceeded network time sales.

That spot sales, which enjoyed a great boom in the 1940-45 period, showed an 8.1% increase, but also gave further indication of a leveling off in the rate of increase over previous years.

That many of the newer stations are showing surprising strength in time sales, especially local time sales.

That television, with 19 operating stations, nosed out FM, with its 350 outlets, in time sales for 1947, although the figures here are hard to judge because returns were scattered.

These are a few of the more striking conclusions of the survey, based on a sampling of 25% of existing commercial stations. Time sales of the cross-section of stations polled also totalled 25% of broadcast revenues for the year. Yearbook editors believe it to be "the most complete survey yet presented." Broadcasting has compiled annual sales figures since the first Yearbook was issued in 1935, the margin of error averaging less than 2%.

The 7.5% increase over 1946 compares with a 6.8% increase in the previous year, indicating that radio took the second postwar year in good stride. Gross time sales are estimated at $560,600,000 as compared with a figure of $512,420,000 for 1946. Network gross billings were an estimated $191,300,000.

Local time sales, the outstanding 1947 category, gained 16.6% over the 1946 volume, while network time sales dropped 1.1%. Local sales exceeded network sales by about 2.8%—an estimated $103,300,000 superiority.

National and regional non-network time sales (national spot business) gained 8.1% over 1946, a slight decrease from the relative gain of 1946, which was 9.7%. However, this gain exceeds the increase of 1946 over 1945 which was only 7.1%.

Regional network sales remained steady, more so than in 1946, when they showed a 10.7% decrease from the 1945 figure. Regional sales increased in 1947 by 0.5%.

Bright Picture

This, in rough outline, is the broadcasting picture for the year just past. It is a bright picture, a profitable picture, and gives every indication of a repeat performance in 1948, with only slight indications that levelling off is in the cards. [See Broadcasting survey of radio executive opinion, Dec. 28, 1947.]

The steady ascendance of the local radio business to the point where it has exceeded network business is worthy of further examination. This growth is more impressive when the fact that local sales had already registered a 350% increase over 1939 is taken into consideration. While other time sales categories showed decreases or minor gains, local sales increased 16.6% in 1946 and 1947.

Factors listed in Broadcasting's Yearbook as being responsible for this trend are:
1) Expansion of general American prosperity, reaching into the smallest of radio markets.
2) Increase in the number of local markets available to the advertiser.
3) Addition of substantial numbers of stations in the older markets.
4) The increased use of radio.

(Continued on page 88)

FCC PROBE

By RUFUS CRATER & JOE STRICK

A ROUTINE Congressional hearing on FM last week turned into a potential prelude to full-scale investigation of the FCC, as agitation for a probe developed on two fronts on Capitol Hill.

Rep. Richard B. Wigglesworth (R-Mass.), chairman of the appropriations subcommittee which heard the Commission's budget requests, told the House flatly that "if the Committee on Foreign and Interstate Commerce is not in a position to conduct an investigation, it should be conducted without further delay by a select committee."

Chairman Charles A. Woverton (R-N.J.) of the commerce committee meanwhile pledged close scrutiny of charges leveled against the Commission during its committee's hearings Tuesday and Wednesday on the Lemke Bill (H.J. Res. 78), and indicated he would oppose any move to turn a full-scale investigation over to a select committee. A resolution to empower the commerce committee to investigate the FCC was introduced by Rep. Wolverton last year, but was never acted upon.

More Criticism

Additional criticism of the Commission—directed this time against three former chairmen—came on the House floor from Rep. John Taber (R-N.Y.), chairman of the Appropriations Committee. Saying he felt he should call the House's attention to a "situation which has developed" in the Commission, he declared that former Chairmen James Lawrence, Fly, Porter, and Charles R. Denny have set up law practices and "are appearing largely before the Commission, with which they are supposed to have great influence."

Rep. Taber said he feared that present Chairman Wayne Coy would "follow the lead" of his predecessors "and retire after a little to set up a lucrative practice before the FCC." Mr. Coy, not a lawyer, was defended by Rep. Albert Thomas (D-Tex.) who said the FCC head "made a good impression on me, and I think on most of the members of the committee."

Lemke Bill Hearing

The hearing on the Lemke Bill, which would give FM a portion of the 50-mc area in addition to the present 88,108 mc FM band, (Continued on page 14)
GOBBLEDYGOOK

FCC Critics

Amazed

FCC virtually required a complete inquiry. Chairman Wvolteron pleaded the urgency of legislation on the oil and gas situation in explaining failure to set a definite date for resumption.

The effects on the hearing on FCC's decision on its proposed reallocation of Television Channel No. 1 (44-50 mc) could not be foreseen immediately. Though the Commission's original proposal was to give the channel to special services, FM interests bid heavily for the band. FCC reportedly was close to action on the question when the Lemke Bill hearing was called.

FCC Comr. George E. Sterling, former chief engineer, and other Commission representatives were on hand throughout the session.

Dr. Armstrong, long the principal critic of FCC's 1945 decision to shift FM from the low band to the medium band, received much praise from Chairman Wolverton when he had finished. Dr. Wolverton said that it had been "one of the most interesting statements ever given before this committee," revealing the difficulties not in perfecting an invention but in putting the invention into general use when "blocked by views that have been proved to be wrong."

Some 17 of the commerce commission's 26 members attended at least portions of the two-day hearing.

Though all witnesses favored the Lemke measure, there were differences over the use to which the FM band should be put. By FM, Dr. Armstrong and Stromberg-Carlson, for example, said it should be used for relays and as a test bed to small communities, though Dr. Armstrong felt "the exact manner of its use" should "ultimately determined by conference between the Commission and the radio industry."

Zenith Radio Corp. insisted that the low band be used primarily for broadcasting. FM Assn. felt it should be allocated solely for wide-area relays.

Armstrong Reiterates Plea

Dr. Armstrong, renewing his insistence that FCC reallocated FM on the basis of erroneous information and against the greater weight of evidence, told the committee that "I can't practice engineering under such circumstances." He contended that the FCC's "rashness in the development of another invention myself" so long as the powers now delegated to the Commission are in existence.

The committee has been delegated to the Commission the power to be wrong," he declared. Later he said he felt the law should require FCC to abide by the weight of evidence in reaching its decisions.

When Rep. James I. Dohler (R-Iowa) expressed concern about his statement that he would develop no new inventions, he said he meant that in the future he wouldn't himself attempt to put any inventions into general use.

Dr. Armstrong reiterated his charge that FCC's 1945 allocations report had been altered to show that K. A. Norton, then an FCC engineer and now with the Bureau of Standards, had been able in a secret hearing to substantiate the theories carried by which FCC relied in its reallocation of FM. Actually, he said, the confidential report on the hearing—confidential for security reasons—had indicated

(Continued on page 58)
By J. FRANK BEATTY

FAST-BREAKING convention for top management delegates, with high-level policy matters dominating a two-day agenda, is planned when the NAB membership meets at the Biltmore Hotel, Los Angeles, May 17-18, just eight months after the 1947 meeting at Atlantic City.

The management convention heads a week-long series of business and entertainment events which will include an industry engineering conference May 20-21 [BROADCASTING, Feb. 2], the May 19 NAB golf tournament for the BROADCASTING Executives Club, and a five-day equipment exhibit.

First West Coast convention since 1940, the meeting also marks transition from late spring to autumn industry gatherings under NAB board policy adopted last May.

Adoption of a tentative two-day agenda is experimental. It is based on the theory that the industry has outgrown the pattern of past conventions, with station department heads and technical personnel taking part in specialized clinics as well as three or four-day programs. These clinics will be held next fall during area-district meetings.

Contracts were signed last week by NAB with the Biltmore and other Los Angeles hotels. They had been delayed by conflicts in Biltmore dates.

For the first time the convention will not include election of directors-at-large. Under new NAB by-laws these directors will be nominated and elected by mail ballots. Ernst & Ernst, the firm, will mail nominating ballots Feb. 16 for directors-at-large to represent large, medium, small, FM (A) and FM (B) stations.

Four Nominations Each

Four names will be selected as nominees for each of the two directorships among large, medium and small stations, with two nominees for each of the single directorships for FM groups. Should nominating ballots fail to produce the required number of nominees, NAB directors will add the necessary names.

In addition, member stations in even-numbered districts will nominate directors this year. Odd districts elect in odd years.

The directors-at-large will be elected by the member stations in each particular class instead of by all stations in the group. Certification forms for voting were sent to stations in January.

Nominating ballots must reach the accounting firm by March 2 to be eligible. Election ballots will be mailed to members March 15.

CONVENTION NAB to Limit L. A. Session to Management Topics

By J. FRANK BEATTY

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The management convention heads a week-long series of business and entertainment events which will include an industry engineering conference May 20-21 [BROADCASTING, Feb. 2], the May 19 NAB golf tournament for the BROADCASTING Executives Club, and a five-day equipment exhibit.

First West Coast convention since 1940, the meeting also marks transition from late spring to autumn industry gatherings under NAB board policy adopted last May.

Adoption of a tentative two-day agenda is experimental. It is based on the theory that the industry has outgrown the pattern of past conventions, with station department heads and technical personnel taking part in specialized clinics as well as three or four-day programs. These clinics will be held next fall during area-district meetings.

Contracts were signed last week by NAB with the Biltmore and other Los Angeles hotels. They had been delayed by conflicts in Biltmore dates.

For the first time the convention will not include election of directors-at-large. Under new NAB by-laws these directors will be nominated and elected by mail ballots. Ernst & Ernst, the firm, will mail nominating ballots Feb. 16 for directors-at-large to represent large, medium, small, FM (A) and FM (B) stations.

Four Nominations Each

Four names will be selected as nominees for each of the two directorships among large, medium and small stations, with two nominees for each of the single directorships for FM groups. Should nominating ballots fail to produce the required number of nominees, NAB directors will add the necessary names.

In addition, member stations in even-numbered districts will nominate directors this year. Odd districts elect in odd years.

The directors-at-large will be elected by the member stations in each particular class instead of by all stations in the group. Certification forms for voting were sent to stations in January.

Nominating ballots must reach the accounting firm by March 2 to be eligible. Election ballots will be mailed to members March 15.
INTRA-STORE TV

A DEPARTMENT store which aggressively uses intra-store television today can increase store traffic by as much as 30%, sales of video-intended merchandise by as much as 200% of normal, according to a report made last week by the Bureau of Retail Research of New York U.'s School of Retailing. The report is based on a survey for Allied Stores Corp. The extensive study, comprising some 5,000 consumer interviews, was conducted over a five-month period and covers results of the Allied RCA Television Caravan to 13 stores in as many cities.

In a nine-point summary of the value of intra-store television as a sales promotion medium, the report stated:

"1. A store can increase its store traffic by as much as 30% by the aggressive promotion of intra-store television, while television is still new to the public."

"2. Ten percent of this augmented store traffic will be made up of completely new customers (shoppers who do not patronize the store either regularly or occasionally)."

"3. Shoppers coming to the store will buy four out of every ten shoppers will buy merchandise when they come to see the television show. One quarter of these purchases were items they had not planned to buy.

"4. Merchandise suitable for televised sales promotion or demonstration should be moderately large, definite in outline, and should not depend on color, scent, or feeling for sale; it should have some inherent news or interest value.

Suitable Merchandising

"5. Merchandise suitable for television promotion will show marked sales increases—increases up to 200% of normal.

"6. Intra-store television on a regular and continuous basis will amplify the effect of interior display and demonstration, and will promote the sale of merchandise distant from the heavy traffic centers of the store.

"7. The shopper approves of intra-store television, she says it makes her shopping easier.

"8. The consumers want television—84% of those interviewed would like television receivers in their own homes, and say they will pay prices at which the industry may well be able to provide sets.

"9. While television is still new to the public, it attracts enough additional traffic to the shopping area to increase the sales opportunities of stores not showing television.

Of the 5,000 customers and shoppers questioned, 62% thought that intra-store television would make their shopping easier, but even more, 76.2% believed that shopping would be easier if they had video sets in their homes, as television would: (1) Tell them where they could buy what they wanted; (2) save them time and energy; (3) help them decide what to purchase; (4) show merchandise in use; (5) constitute a convenient advertising medium.

Current interest in home television sets, 84% said they wanted them and 45% expressed willingness to pay from $100 to $300 for a set, with only 10% expecting to get one for less than $100. Programs desired were music, drama, sports and variety, in that order.

The Allied RCA Television Caravan, utilizing nearly $100,000 worth of video equipment transported in six motor cars especially built for the tour, was on the road about six months, visiting more than 20 Allied stores and staging an intra-store video demonstration in each. Samuel H. Cuff, former manager of the DuMont television station in New York, WABD, headed the caravan operation.

St. Louis-Chicago Linked

By JOHN OSBON

MIDWEST CO-AX

By JOHN OSBON

Allied RCA Television network television appears a certainty by year's end, the Illinois Bell Telephone Co. indicated last Tuesday with an announcement of completion of its coaxial cable link between Chicago and St. Louis.

Extending 368 miles via Terre Haute, Ind., the link is a vertebrate of AT&T's "backbone" cable system currently being installed on a nationwide scale. Its development is regarded as of primary interest to NBC Central Division, which recently announced it was pointing for a Sept. 1 opening of WBNY Chicago and possible network program service by Jan. 1, through three midwest affiliates now in operation—KSD-TV St. Louis, WWJ-TV Detroit and WTMJ-TV Milwaukee. To that end, NBC had pushed ahead its TV plans a full four months.

Informed TV sources in Chicago have reached these conclusions on the heels of Illinois Bell's announcement:

- NBC will utilize in its proposed network the new coaxial cable link rather than microwave radio relay, a decision which, until recently, had not been made public, with regard to the Midwest TV network plans.
- NBC will employ the co-ax to inaugurate a regional exchange of network program service between WBNY Chicago and KSDK-TV St. Louis late this year or early in 1949.
- While informed of the development, L. E. Showerman, vice president in charge of NBC Central Division, told BROADCASTING:
  "If our plans come off as scheduled—if WBNY begins operation by Sept. 1 and our other midwest AM affiliates join us in our proposed TV network—we will probably use the coaxial cable link as the means most readily available."

(In the midwest region only one radio relay link—WBKB's Chicago-South Bend hookup—exists at present.)

While installation of the Chicago-St. Louis link is heralded as an important forerunner of midwest TV transmission, it does not signify immediate video network service, Mr. Showerman and telephone company officials pointed out. A considerable amount of additional equipment and special engineering is needed before the cable can transmit TV programs between two cities. Mr. Bell predicted, however, that completion for TV purposes is probable by late 1948.

Chicago-St. Louis hook-up entails some 65 circuits, with expectation of about 90 by the end of 1948. A proposed coaxial cable link running directly between Chicago and St. Louis is still on the drawing board for the next few years, it is understood.

Illinois Bell also revealed the substance of a "television progress report," submitted to Hale Nelson, vice president of IBTC in Chicago, by K. T. Rood, of the Long Lines Department in New York. With respect to the company's coaxial cable projects in the Chicago and New York, he predicted equipment for television transmission will be completed early in 1949, opening the way for video network service.

Mr. Rood's report also alluded to construction of relay towers between Chicago and New York. Project is slated for completion in 1949 [BROADCASTING Dec. 15]. Such a route also would provide for "branching facilities to such major cities as Pittsburgh and Cleveland," AT&T last December had promised TBA in New York.

Relay chain will consist of tower

(Continued on page 87)

STANDARD van-type delivery truck is used by WWJ-TV Detroit for transporting remote control equipment and as a portable control booth. No cables connect the remote transmitter to the main one in the Penobscot Bldg. tower. Instead, the parabolic antenna, mounted atop the "broom dish" (atop this truck) telecasts the signals to the tower where they are picked up and rebroadcast. If no electricity is available on the spot, a gasoline generator tows on a trailer, provides the power.
GE Making Transmitters
For Coast TV Stations

TELEVISION transmitters for ABC stations in San Francisco and Los Angeles will be made at General Electric's plant in Syracuse. N. Y., by G. Priest, manager of GE's transmitter division at Electronics Park, announced Tuesday.

Mr. Priest said both transmitters will be of 5-kw capacity. Plans for transmitter and studio installation will be announced later.

At Yankee Network Television Clinic's first meeting (t-r): Mr. DiDonato, Mr. Travers, Mr. Poppele and Thomas F. O'Neill, vice president of the network.

Western Union

By Bruce Robertson

PLANS of the Western Union Telegraph Co. to enter the video network facilities field make good news for television broadcasters who are eagerly waiting for network program service as well as for those who are attempting to organize networks for television.

And the good news is made better by WU's plan to start off its video service with a two-way microwave relay picture service between New York and Philadelphia. This service is expected to be operating in advance of the national political conventions to be held in the Quaker City in June and July, provided, of course, that the required license is granted.

Western Union television relay is a natural outgrowth of the company's activities in the radio relaying of telegraph messages, for which towers spaced 30 to 50 miles apart already have been erected and equipped in a triangular system extending from New York to Washington via Philadelphia, from Washington to Pittsburgh, and from Pittsburgh back to New York, plus a second New York-Philadelphia circuit.

Utilizing a 150-kw carrier system capable of providing 576 television channels operating in each direction, the radio beam telegraph network is being used experimentally between New York and Philadelphia. It handled most of the telegraph service between those cities during the blizzard along the eastern seaboard which damaged some of the WU wire lines. Experimental telegraph service via the radio beam relay will be established shortly between New York and Washington, and just as soon as equipment adjustments are made, the two connecting circuits to Pittsburgh will be completed.

Early TV Interest

Col. Julian Z. Millar, WU radio research engineer, told Broadcasting that his company's interest in television dates back to 1944, when wartime developments made possible the use of microwave carrier systems. In the summer of 1945, he said, RCA's patent license agreement with WU was broadened to include sound, broadcasting and television program relaying as well as telegraphy. In addition to the RCA licenses, which also include rights under General Electric, Westinghouse and Sperry Gyroscope, and under AT&T patents for certain purposes, WU is licensed by Prof. E. H. Armstrong for the use of FM in public service communications.

For more than two years, while erecting and testing its first radio beam telegraph relay circuits, WU studied the problems of video relaying and prodded manufacturers for the necessary commercial equipment, Col. Millar said. There were many technical problems to be solved and the task was not an easy one, he added. But by last fall WU could see its way clear to do the video relaying job on a firm technical basis, using a new heterodyne klystron tube developed by Sperry, in connection with Philco equipment.

Such video beaming apparatus, operating in the 6000-mc band, is now being installed in WU towers along the New York-Philadelphia route, Col. Millar reported, to provide two-way intercity service for television pictures. The accompanying sound signals, he said, will initially be transmitted by other means, probably a regular telephone sound network wire hookup.

Eventually, Col. Millar explained, the sound as well as the video signals will be radio-relayed. One attractive future possibility would be to transmit several sound channels over a single radio beam especially designed for the purpose. At present, however, WU prefers to concentrate on delivering a reliable picture signal.

Signal Possibilities

The equipment now being installed, he stated, can transmit video signals through intercity circuits with a 4 db signal-to-noise ratio which, allowing for a 9 db interconnection loss in transcontinental transmission, would deliver pictures on the Pacific Coast with a 36 db signal-to-noise ratio, which would be completely satisfactory to the viewer.

The WU picture relaying system is unique, he said, in that each leg is reversible, so that it can be used in either direction. The reversing process is at present done manually, requiring some 10 or 12 minutes, but research engineers are now working on the development of a motor-driven microwave wave guide switch which would provide an automatic instantaneous reversal.

Present video network service in and out of Philadelphia includes Philco's radio relay circuit to or from New York and AT&T's coaxial cable which provides two-way New York-Washington service.

(Continued on page 86)
**POLITICS**

**Broadcasters May Ask Libel Protection**

A BELIEF was mounting last week that bonded protection or insurance against libel suits will be required many newspapers as a condition on the sale of political time if the prescientive views contained in FCC's Port Huron ruling ([Broadcasting, Feb. 2]) are allowed to stand.

This was one of the first potential trends seen in the early reaction of station owners and radio attorneys after studying the introduction of the political section of the Communications Act (Sec. 315) as handed down by a 4-to-2 vote of the Commission in a proposed decision to grant renewal to WHLS Port Huron.

But many broadcasters said their first impulse on reading the majority's views—that a station may not censor political scripts for libel but won't be held accountable for damages in event of suit—was to reject all political broadcasting, even though national elections are around the corner.

**Institute Policy**

There were reports that some broadcasters already have instituted such a policy, even notifying Congressmen they will discontinue the use of the Congressmen's transcribed "reports to the home district," for fear of political implications.

FCC's ruling appeared to have drawn almost unanimous opposition of broadcasters, radio attorneys, and the Congressmen who publicly voiced any view on it.

NAB President Justin Miller said he was "100% in accord with the separate opinion of Comr. (Robert F.) Jones." (In his opinion, Mr. Jones roughly criticised the majority's interpretations, labeled them "dicta," and charged that FCC had no right to issue them.)

One Congressman said if he were general counsel for a network he would be hard put to advise against the use of any political broadcasts. Chairman Charles A. Wolverton (R-N.J.) of the House Interstate & Foreign Commerce Committee said he felt FCC's action contained "implications" which would bear consideration by his committee.

But observers felt—and FCC authorities did not deny—that stations which rejected all political speeches might "find themselves in a situation" so far as the Commission is concerned. It was pointed out, that FCC gives a nutrily bone as protection for the licensees in event of suit, before permitting (Continued on page 92)

**ABC STOCK Limited Offering To Affiliates**

ABC is preparing a stock registration statement to be filed with the Securities & Exchange Commission before the end of the month, looking toward approval of a limited stock offering to affiliated stations ([Broadcasting, Feb. 2]). It was learned last week in New York.

The precise amount of stock contemplated in the proposed registration was not known, but it was understood to be less than the roughly $15,000,000 worth of stock considered as a public offering by the network some time ago. ABC withdrew its application to the SEC for approval of the public issue to "await more favorable market conditions," a spokesman said at that time.

Although SEC approval of the proposed new registration could hardly be expected this or next month, it was known that ABC intended to discuss the stock offering, on a tentative basis, with its affiliates at meetings scheduled to begin Feb. 16.

The Feb. 16 meeting of Southern affiliates in Atlanta will be attended by Mark Woods, ABC president, who is expected to outline the network's plan to offer stock to its member stations.

Mr. Woods is also to appear at subsequent meetings in other cities throughout the country and to bear similar messages to them.

Although ABC was refraining from public comment on its new stock proposal, it was believed that the network was seeking capital to finance expansion, particularly in television.

**O'Dea, Bess Group Dickers For WOV**

10% Interest in WNEW New York Would Go to Bulova

A NEW EFFORT to clean up radio's last "duopoly" case through sale of WOV New York to Richard A. Bess, veteran broadcaster and part owner of WOV and WNEW New York; Herman Bess, sales director of WMCA New York; and Harry S. Reichenstein, New York broadcasting executive and city television station chief, was in negotiation last Friday with Arde Bulova, New York watch manufacturer and partner of his brother-in-law, Col. Harry D. Henshell.

The new transaction is understood to entail a cash consideration of $300,000 plus the 10% interest in WNEW for which Mr. O'Dea, in WNEW, Mr. O'Dea would relinquish his ownership of 20% of the Class B stock and 50% of the Class A stock he holds in WOV, in the event the WOVE for one-third of the common stock and all of the preferred stock in a new partnership controlling WOV to be known as Great International Co. He also would be retained in an executive capacity for approximately $15,000 per year.

**Litiiton Held Up Sale**

Now the controlling owner of WNEW as well as WOV, Mr. Bulova has made several efforts to dispose of the station, but until recently has been unable to complete any transaction because of pending litigation. The U. S. Supreme Court last fall refused to disturb the FCC decision denying renewal of WMCA New York.

Mr. Bulova then acquired one-third of the common stock in the new WOV corporation, with Mr. Wallenstein holding a similar one-third interest. The new company would acquire the 80% Class B stockholdings and 50% the Class A stockholdings of Messrs. Bulova and Henshell for the $200,000 figure plus the 10% WNEW interest. The Wodaam Corp., now licensee of WOV, has roughly $150,000 in liquid assets. Mr. O'Dea originally was the owner of WODA in Paterson, N. J., which was merged with other station interests acquired by Mr. Bulova to establish the fulltime 60,000-watt WNEW. It is felt that the agreement that Mr. O'Dea procured the minority interests in WOV and WNEW and held executive status on WNEW at $15,000 yearly.

Mr. Bulova, a radio sales executive, was vice president in charge of sales of WNEW for nearly a decade, having joined WMCA within the last year.

WOVE is owned 51% by Mr. Bulova; 29% by Milton F. Biow, head of the Biow Co., advertising agency; 10% by Mr. O'Dea, and 10% by Vincent Dailey, New York.

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**Murphy Sells KSO; Price Near $450,000**

KSO DES MOINES, CBS affiliate on 1460 kc with 5 kw fulltime, has been sold by Kingsley H. Murphy, sole owner, to Tri-State-Meredith Broadcasting Co., for approximately $450,000 it was disclosed last week. Deal is subject to FCC approval.

Purchaser is a new firm, owned equally by Tri-State Theatre Corp. and Meredith Publishing Co. Tri-State, headed by A. H. Blank, pioneer movie and theater operators in Des Moines, holds Better Homes and Gardens and Successful Farming. Mr. Murphy was understood to be relinquishing his radio holdings to devote fulltime to his other interests in the Twin Cities newspaper field.

Application for Commission consent to the transaction is to be filed Feb. 16. KSO-FM, included in the sale, is due to begin operation shortly.

Tri-State-Meredith Broadcast. (Continued on page 85)
AFTER all is said and done, people select their radio stations very much as they select their other entertainment—by the merit of the material offered.

The ring of eighteen Iowa counties shown at the right is served by many stations which would logically have better listenership than WHO, if geography and signal strength alone were considered. Yet according to the 1947 Iowa Radio Audience Survey, WHO's average percentage of listenership in those 18 counties, from 5:00 a.m. through 6:00 p.m., is 58.5!

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

PREMIUMS PAY OFF

BY MARY ZURHORST

THERE is a picture of Thomas E. Dewey hanging on the wall in Duane Jones' office. "That's the only account we ever had that we couldn't use a box top on," says Mr. Jones. "If we could have, he might be in the White House today."

If the industry's biggest premium agency could have spent out flower seeds to promote Mr. Dewey, undoubtedly Duane Jones not only would have gotten him into the White House in 1944, but would also have known two months in advance how many votes he would pull in each county of the 48 states, and could have prorated the cost of each voter at the rate of 87c.

Duane Jones does business arithmetically, not aesthetically. It is a hard-hitting, cold cash agency that operates with a financial slide rule as accurate as a Wall Street ticker tape.

"Had to pull the Victory Sword lapel pin the sixth day. If the offer had run the usual ten days we would have run out of pins. We know by the first day within 5% of what the total will pull. Average return for one client is 300,- 000 per show."

That is a three-second sample of a Duane Jones conversation. He sits behind his desk at 70 Lexington Ave., New York, and fires facts and figures in a machine gun monotone that would drive a court stenographer psychopathic trying to keep up with him.

The Ability to Sell

He fast-talks like a man who has his clients and their customers in the palm of his steady hand. And he has. Had he lived in the Middle Ages he could unquestionably have settled the discussion of how many angels can roost on the point of a pin—and would have sold each angel a can of Bab-O.

Ralph Smith, executive vice president and board member.

Duane Jones, president of the New York agency.

believe in firing a successful salesman.

Four times a year with the regularity of the seasons, the company offers premiums for a Bab-O label and a small sum "to cover cost of mail and handling." If 400,000 listeners respond, Duane Jones knows—and accurately—that 200,000 are old customers, 200,000 new. A few months later, when their research department checks on these families, they find that half, or 100,000, have become new, permanent and dependable Bab-O users. Thus they will join the "steadies" that form the nucleus for the next premium offer. And so on ad infinitum.

Mathematical Conclusions

Figuring each customer as using a can of Bab-O about every two weeks, she will use a case of 24 cans a year. With each premium campaign, the average return is about $8 per customer. Each new customer costs 16c. A steady customer costs 32c a year. Thus, says Mr. Jones, the agency deals not on theoretical measurements of advertising, but in the simple arithmetic of getting new customers at a profit.

This "checkable advertising" is the basis of the Duane Jones Agency. The premium is merely the "frosting on the cake," the closing on the sale, explains Ralph Smith, executive vice president and member of the board.

With commodity items like Bab-O, the agency prefers concentration rather than mere wide-spread circulation. "We would rather have a million listeners and have them do what we say than have twelve million listeners who are merely entertained," Mr. Smith says.

Bugs Through Hummerts

Back ing up the proposition, Mr. Smith adds that in the package field in which Duane Jones deals, "the best way to create good will is to get people to use the product. When they use it and like it, they are customers—and create the kind of goodwill with banks and money on—that is, actual sales."

The Jones Co. buys its network daytime serials—five in all—all-exclusively through the Hummerts. Average cost per show is estimated as under $2,500 weekly for talent. For $800,000 a year the agency can put on a daily coast-to-coast network program.

"We use the high cost shows too," Mr. Jones quickly points out. "We go in and around them with our small shows and cash in on their audience and time."

He disregards the value of ratings. "Never found the slightest correlation between Hoopers and box tops. One thing Hooper doesn't reflect is audience affection."

Program effectiveness is judged at Duane Jones by varying premium offers, the cost per inquiry or response. "This system is most valuable with our fast turnover commodity items, comprising 60% to 70% of our business," explains Mr. Jones.

David Harum has been the "old war horse" for pioneering premiums. "We pioneered flower seeds—which we offer every year—income tax books, Christmas cards, the 10c off deal," is Mr. Jones' proud boast. The "10c off deal" is

(Continued on page 91)

ANNUAL billing of $14,000,000 to its 31 satisfied accounts attests to the radio know-how of this New York agency. A combination of good salesmanship, listener awareness and a calculating slide rule mushroomed the Duane Jones organization to its present position in less than a decade. Just how $8,000,000, the yearly share to radio, is applied is told herewith. The story represents another success for sponsors and agencies in the radio medium.
STALLED

This Seattle, Washington storm can't begin to compare with the 1947 New York storm ... but it shows how things can get fouled up.

It doesn't take much to upset a smooth-running schedule in certain situations, whether it's buses or sales.

When sales stall in the City of Baltimore, smart buyers put W-I-T-H, the big plough, to work in this 6th largest city.

These are the time specialists who have to make every dollar count. And they know that when they buy W-I-T-H, they're getting more listeners-per-dollar-spent than any other station in Baltimore.

W-I-T-H, the successful independent, puts sales back on regular schedules. A lot of smart advertisers will tell you that.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented by Headley-Reed
February 9, 1948
TEXT of pertinent portions of FCC’s opinion on the use of programs of horse-racing information [BROADCASTING, Feb. 2] is printed below. The opinion was handed down in granting renewal of license to WWDC Washington. Comr. Paul A. Walker concurred in the renewal, though contending that horse-racing programs are not in the public interest. Comr. Robert F. Jones also concurred in the renewal, but felt that FCC should not have concerned itself with “the particular program” after having determined that it was not in violation of law.

It must be recognized at the outset that dissemination in interstate commerce of information concerning horse-racing, such as prices paid, is not in itself an unlawful activity under existing federal law. Thus, such information is carried by newspapers which are transmitted in the mails. It must therefore be clearly recognized that the problems presented by programs devoted to the dissemination of horseracing information are essentially those presented by any type of program service which appears to be of definitely limited appeal, of interest to a small segment of the total possible listening audience in the community.

Thus, as to such program service it must be asked: What is the nature of the interest served by the particular type of program service? What is the place of that interest in the life of the community? What are the affirmative values to be realized by the satisfaction of that interest? What are the possible detrimental effects of the satisfaction of that interest? What other interests are excluded and to what extent, by the particular specialized program service?

These are not questions to be resolved in terms of the private moral judgments or esthetics and other values of either individual licensees or the men who compose the Commission. They must rather be resolved in terms of that open-minded, well-informed, judgment, sensitive to all aspects of the life of the community, without which the criterion of the public interest must become a meaningless cipher, utterly devoid of the power to give guidance and to make radio broadcasting an effective contribution to the life of the nation, as Congress intended it to be.

It is undeniable that some individuals are intensely interested in watching the spectacle of horseracing as a sport; others find that interest intensified by the placing of a wager; others who have never or rarely observed the spectacle itself nevertheless participate in the wagering and therefore maintain a lively and immediate interest in the news of the race results; and there are yet others who maintain a dispassionate interest in such news, in much the same fashion as many who are not themselves participants, follow the quotations of the stock and commodity exchanges. These are varieties of interests which, in general, dissemination of information concerning horseracing satisfies.

Not all of these interests possess the same legal status in the various communities and states of our nation. Thus, in some states, horseracing itself is illegal; in others, while racing is not, any wagering is illegal; and in others wagering is permitted only at certain times and under certain conditions.

Using dollars in this sales dividend market.

There’s a direct over-all way to reach this heavy food-consuming market, and that’s over the air with WTAG, Worcester, the one radio station in Central New England with complete coverage and high Hoopers month in and month out, year ’round.

Central New England pays $117,602,000 Food Bill

When the noon-time and day-end whistles blow in Central New England’s 1119 diversified industries, it’s time to eat. And this great industrial income group eats well. Families spent an average of $844 in food purchases in 1946 — 43% above the national per family average, and 9% greater than the State average. Shrewd food manufacturers have steadily invested their

NEW DIRECTOR of CBS’ Washington news bureau, Theodore Koop (r), confers with Davidson Taylor, network’s vice president in charge of public affairs, during a get-acquainted visit which Mr. Koop made to the CBS New York headquarters recently.

43% ABOVE AVERAGE

BROADCASTING Telecasting
1. THE BLANC HOUSE, New Orleans. One of the famed picturesque homes of the Deep South.

2. INTERNATIONAL HARVESTER PLANT planned for New Orleans. Another Southern industry, another reason why this area continues to forge ahead — exceeding the national average in increased income, increased buying power, and general prosperity.

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

The Greatest-SELLING Power in the South’s Greatest City

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
COVERING MAINE’S MAJOR MARKETS

...center of Maine’s richest retail trading area! In 1946 average per family income over $5,000 ... retail sales topped $93,000,000 ... wholesale sales over $150,000,000.

...center of Maine’s second marketing area! In 1946 per capita income $1,200... retail sales estimated at $65,000,000 ... wholesale sales over $49,400,000.

THE COMBINATION FOR COMPLETE COVERAGE OF MAINE

Together WGAN and WGUY...

Serve an estimated 198,110 of Maine’s 206,600 radio families ... Reach a market with 85% of the State’s total retail buying power ... Cover 14 of Maine’s 16 counties!

KROC ‘FORD THEATRE’ PROMOTION RATED 1ST
KROC Rochester, Minn., was unanimously chosen winner of the Ford Theatre promotion contest Jan. 26 by the five radio trade paper editors acting as judges. Contest was conducted by Kenyon & Eckhardt, Ford agency, for the best station promotion of the NBC Sunday afternoon hour-long program during its 13 weeks on the air. Station will receive a 1948 Ford for its efforts.

The KROC promotion of the program, prepared under direction of Walter Bruzek, promotion manager, was based on the theme that the Ford Theatre is “the key to better listening” and all of the newspaper ads, handbills, window displays, restaurant place mats and napkins and other printed material bore the key campaign symbol. High point of the campaign was a “lost key” contest, with the person finding the key that unlocked the door to the KROC Ford Theatre exhibit winning a trip to New York for two.

Entries were received from 85 of the 161 NBC stations carrying the program, according to William Chalmers, account executive on the Ford account, who handled the contact details. Finalists in addition to KROC were: KRRC Houston, WLW Cincinnati, WIS Columbia, S. C., WAZL Hazelton, Pa., KDFY Salt Lake City, KOA Denver, KVVO Tulsa, KDKA Pittsburgh and KYW Philadelphia.

Amortization Plan Seen as Radio Aid
Business Investments Deductible From Taxes Under Pending Bill
BROADCASTERS would receive a five-year amortization for capital investment under terms of a bill now pending before the Senate Finance Committee.

Written by Sen. Homer E. Capehart and Rep. Robert A. Grant, both Indiana Republicans, the measure would amend the Internal Revenue Code so as to make (business) investments deductible from taxes over a five-year period.

Speaking of the amortization which was in effect during the war, the legislators pointed out that “in that short period more than six and one-half billions of dollars were invested in production facilities which meant the difference between victory and defeat.” Applying the analogy to the present, they added, “We believe the same result from this bill will mean the difference between inflation and possible collapse of the free enterprise system.”

Most of the benefits radio would receive are believed to be in AM and FM construction and expansion, since television, as a new industry, already is granted amortization by the Treasury Dept.

NETWORK BOXSCORE

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<tr>
<th>SPONSOR</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>TIME</th>
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<tr>
<td>Forsyth</td>
<td>Metropolitan</td>
<td>ABC</td>
<td>4:30-5 p.m.</td>
<td>Warwick &amp; Legler</td>
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<td>MS:</td>
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<td>Garden Gate</td>
<td>CBS</td>
<td>10:10-11 a.m.</td>
<td>McManus, John &amp; Adams</td>
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<td>Ford Dealers</td>
<td>MBS</td>
<td>9:30-10 p.m.</td>
<td>J. Walter Thompson</td>
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<td>WDNazefenna</td>
<td>MBS</td>
<td>7:30-7:45 p.m.</td>
<td>Lambert &amp; Feasley</td>
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<td>Show</td>
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<td>Henry Morgan</td>
<td>CBS</td>
<td>7:30-8 p.m.</td>
<td>William &amp; Williams</td>
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<td>Anson Brothers</td>
<td>ABC</td>
<td>10:30-11 p.m.</td>
<td>Kudner Agency</td>
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<td>Texas Co.</td>
<td>ABC</td>
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January Additions

WGAN

CBS IN PORTLAND — 5000 Watts

WGUY

ABC IN BANGOR — 250 Watts

National Representatives
PAUL H. RAYMER CO.
TIME BUYERS ARE PEOPLE, TOO!

HARRY R. BURTON
Pacific Northwest Manager
McCann-Erickson Inc.

We should tell you about KGW and the Oregon Market, Harry Burton! As local manager of the agency which represents Pacific Power & Light, you could tell readers of this ad that use of electricity in Oregon and Washington homes is the highest in the nation and the average price for this service is the lowest in the nation. That's one reason why radio set ownership in the KGW Market is among the highest in the nation. More than 90% of the farms in the area are electrified and the electro-metallurgical and electro-chemical industries find here the cheapest power in the United States. We think you'd also agree, Harry, that the power of KGW to move merchandise is unsurpassed. We'll be seeing you Mr. Burton!
ANOTHER ROUND in the complicated New Jersey-Philadelphia-Allentown case, portions of it dating back to 1940, was completed before the FCC last Monday as the Commission en banc heard oral argument on its "proposed and supplemental decision and proposed order of modification of license" in the proceeding.

The proposal [Broadcasting, Oct. 31, 1947]:

1. Deny license-renewal application of WCAM Camden unless the city-owned station gives no further effect to a time-share contract with Mack Radio Sales Co. If this condition is met and WCAM can make certain technical and financial showings, its license (320 kc, 500 w, sharing with WTNJ Trenton and WCAP Asbury Park) would be modified for use of 1310 kc fulltime with 250 w.

2. Deny renewal to WTNJ (3210 kc, 500 w, sharing with WCAM and WCAP).

"Until the deletion of the station" its temporary license would be modified to 1300 kc, 250 w, day only.

3. Grant renewal to WCAP (1310 kc, 500 w, sharing with WTNJ and WCAM) and modify its license to specify 1310 kc with 250 w fulltime.

4. Grant the application of Ranulf Compton, radio commentator, for a new Camden station on 800 kc with 1 kw, day only. Mutually exclusive applications of WHAT Philadelphia and Camden Broadcasting Corp. would be denied.

5. Modify WHAT's license (1340 kc, 100 w, sharing with WTEL Philadelphia) to specify 1340 kc with 250 w fulltime.

6. Modify WTEL's license (1340 kc, 100 w, sharing with WHAT) to specify 1350 kc with 250 w, day only.

7. Grant application of Valley Broadcasting Corp. for new Allentown (Pa.) station on 190 kc (conditioned on use of 500 w instead of requested 1 kw, and on acceptance of responsibility for preventing transmitter inter-modulation with WCAP Allentown).

Arthur Schroeder, attorney for Mr. Compton, urged that the Commission sever and decide immediately the application of his client, that of WHAT for 800 kc, and those of Camden Broadcasting and Valley Broadcasting for new stations, without waiting for determination of the other cases. He insisted that FCC's proposed decision properly anticipated a grant to Mr. Compton.

F. W. Seward, counsel for WTEL, opposed a grant to WCAM, objected to "shunting WTEL off to daytime operation," and asked that WTEL be given full time on its present 1340 kc. William C. Klopovits, representing WHAT, responded that only WTEL was opposing the proposed allocations among the New Jersey-Philadelphia stations; insisted that every station, including WTEL, would get more time under the plan, and requested that the WHAT and WTEL cases be severed and decided separately.

Dwight Rohrer, for Valley Broadcasting, agreed to the proposal that Valley's application and those involving 800 kc be decided independently of the others. Charles F. Duvall, representing WCAP, asked that the proposed decision be made "promptly."

Elmer Pratt, attorney for WTNJ, argued against the proposal to deny the station's renewal application, telling the Commission that in 24 years of operation WTNJ had received no complaint with respect to its technical operation or its service. In answer to FCC's proposed finding that Franklin J. Wolfs, vice president, treasurer and general manager, "has engaged in conduct which detracts his inability to satisfactorily administer a license," Mr. Pratt insisted that "nothing has been shown which detracts from Mr. Wolfs' qualifications."

Paul M. Segal, representing Camden Broadcasting, said FCC's proposed findings with respect to his client were "venomous," and attacked the Commission's conclusion that Mr. Compton should be preferred over Camden Broadcasting. He accused FCC of inconsistency in its decisions, pointing out that Camden Broadcasting was found not qualified because of the "attitude" exhibited by Aaron Heine, its sole stockholder, "toward the programs broadcast over station WCAM by Mack Radio Sales Co.," which Mr. Heine also owns. Yet, Mr. Segal noted, FCC proposed conditionally to grant renewal and expand the operating hours of WCAM, which had the contract with Mack Radio.

WNBG Rates

REPORTING the new rate schedule for WNBG New York, effective April 1, Broadcasting, Feb. 2 listed the rates correctly but inadvertently labeled them as a reduction from the current rate schedule. Actually, the program facilities charges remain the same; the transmitter charges are up 50% from the current rates, which went into effect Jan. 1 for a 13-week period.

**Unbeatable Combination**

**CBS WGST**

**ATLANTA**

Georgia's 2nd Station in Family Coverage

According to Broadcast Measurement Bureau

**Virtually** every visitor to Columbia Square in Hollywood has read the sizable plaque at the flagship which advises that CBS stands on the site of the first motion picture studio. Yet the recent sweeps' question of network's Double or Nothing was "What building stood on the site of the first motion picture studio?" and none could answer— even for $516.
what the deuce is dudley doing up a tree?

DUDLEY's up a tree.

Seems that he had a lot of ideas that simply didn't make sense. For instance: he thought that all men with mustaches were wicked; that fresh air caused colds; that radio commercials were sort of useless. Ever since WOR began explaining the facts of life, Dudley has been up a tree. He doesn't know what to believe any more.

dudley! come down here
while WOR tells you a few things:

Radio commercials teach your wife how to do her housework in less time.

Radio commercials introduce your wife to wonderful low-cost foods; help her whittle down food bills.

Radio commercials offer your wife pamphlets that can help keep the children from catching colds.

now dudley,
when you are having a hilarious time listening to WOR’s Billy Rose, Parkyakarkas, Jim Backus ... and funny men like Benny and Allen ... did you ever stop to think that some Business man was footing the bill? Yes, sir, he foots the bill to give you all that and other radio fare—FREE.

And when you're listening to famous newsmen like WOR's William Shirer and Fulton Lewis and Gabriel Heatter ... and others like Mr. Winchell and Mr. Kaltenborn ... did it ever occur to you that some Business man was laying out the cash? Yes, he pays for the talent and the time, so you can get all these news reports FREE.

and all the business man
asks for in return—a paltry few minutes of your time. Just 3 minutes out of a whole half hour of free entertainment and education, for a radio commercial. Just a few minutes to tell you about his product and his service. Mighty little to ask, isn't it?

shucks, dudley! come down off that tree.

WOR mutual one of America's great stations
On these pages WOR reprints two advertisements from a series now running in the Herald Tribune in New York.

WOR has long felt that the much-maligned commercial has its points; that, deliberately or not, it has contributed—and is contributing—to a better understanding of the advertiser, his product or service and the kind of life lived here in the United States.

WOR feels that what has been said about the “bad” radio commercial,
can be said about the "bad" ad and the "bad" poster and the offensive window display or mailing piece.

So, WOR has attempted to tell the public and the business man a few nice and true things about the commercial, without throwing any big stones at anybody. It is just fact, as we see it.

If any station would like to copy these WOR ads and run them itself, it can do so. For they were written for the industry as much as they were written for WOR.
how Mr. Dover discovered long pants

Mr. Dover had been wearing mental knee pants for too long. You see, he thought it was chi-chi to rib radio commercials. Funny thing is this: Without even knowing how it happened—Mr. Dover had, within one paltry week...

- discovered a newspaper that gave him a lot of the answers he'd been groping for,
- found out that he could buy a new car without waiting six months for it,
- had his mind set at ease because he was reminded to adjust his insurance to adequately cover today's new values,
- was served a soup at dinner that made him simply shower Mrs. Dover with kisses.

why did all these fine things happen to Mr. Dover?

Because he (and his wife) had been listening to some WOR radio commercials.

Imagine!

Today, Mr. Dover is a new man; he's graduated to "longies." Because at last, he realizes how helpful radio commercials can be.

what are radio commercials?

Radio commercials are the means by which American Business informs YOU of what it is doing for you. Yes, FOR you. For if you did not need, like and buy what Business has to sell you... Business would soon be out of... Business.

Radio commercials are advertisements... heard instead of read.

And advertisements are as much a part of American life today as the movies or the radio.

The next time you hear a radio commercial, really listen to it. Nine chances out of ten, you'll find that it HELPS you... with your work, your family, your health, your leisure.

WOR BELIEVES that American radio (sponsored by American Business as it is) brings you, the listener... the greatest collection of talent possible.

One of America's Great Stations

WOR BELIEVES that the radio commercial is, as a whole, a sound, helpful, highly skillful way of acquainting you with the news in and the news of the business world.

WOR REMINDS the critics, that for every radio commercial that nags the ear... there are twenty that soothe, refresh and inform. WOR points out that not every printed advertisement is a tone poem, either.
Awards by NCCJ
Are Made to Radio
Three Networks, Six Stations
Among Those Honored
NETWORKS, stations, manufacturers and radio personalities, were honored last week at the National Conference of Christians and Jews announced its fourth annual radio awards. They were cited for "Contributions to understanding and respect among the American people."

Winners were: CBS for "The Liberty Road Series" of the CBS School of the Air; MBS for "Fury of Man" starring Paul Lukas on the series Exploring the Unknown: ABC and the Goodyear Tire and Rubber Co. for "The Good Samaritan" in The Greatest Story Ever Told; and the Institute for Democratic Education for the transcribed series Lest We Forget—The American Dream.

Stations winning awards were: WNEW New York, Ted Cott, Hy Zaret and Lou Singer for Little Songs on Big Subjects; WQXR New York and Dorothy Gordon for The New York Times Forum; WCCO Minneapolis-St. Paul for the series Neither Free Nor Equal.

WXY Oklahoma City for the series Credited, Color and Cooperation; KSFO San Francisco for consistent attention to intergroup relations and WBBM Chicago for the series "America's Choice." ABC and the Schubert Candy Division of the Universal Match Corp. were given a special award for "The Case of the Nick-Mad Puppets," in the audience. The company's program director, Thomas Hunter, was awarded a recognition trophy.

FAN MAIL for the new WHAV Haverhill, Mass., is examined by station executives and staff members. Seated is John T. Russ, general manager, and standing (l. to r.) are Roland Dubois, announcer; Whit Clark, program director; Jim Toohy, continuity editor. WHAV, a 250-watt full-time outlet on 1490 kc is owned by the Haverhill Gazette Co. and took the air in early December 1947.

TRAINING

PROJECT to foster down-to-earth training in radio salesmanship at colleges and universities was set in motion last week as part of a general NAB effort to strengthen radio courses at institutions of higher learning.

Need of a recognized textbook on radio selling and installation of courses on the subject were discussed at a meeting of the NAB Educational Standards Committee, held Feb. 3-4 at NAB offices in Washington.

Plans for the training project will be submitted to the NAB board at its Feb. 24-26 meeting in Hot Springs, Va., based on the committee's recommendations. The idea has been developing for some years. It is understood the committee will be augmented by addition of two members active in broadcast advertising. Names suggested are Wilton Gunzendorfer, KROW Oakland, Calif., and George Brett, The Katz Agency. Mr. Brett is an advisory member of the Sales Managers Executive Committee.

Aim of Project
Goal of the training project is development of a program that will bring to the college market a high-caliber personnel to the industry from colleges and universities.

The committee discussed need for clinics providing refresher courses for in-service personnel. These clinics would cover all phases of station operation.

Progress of the NAB-Council on Radio Journalism campaign to certify approved college journalism courses was reviewed by Arthur C. Stringer, NAB Director of Special Services.

Attending the two-day meeting were these committee members:
Chairman Ralph W. Hardy, KSL, Salt Lake City; Judith C. Wailer, NBC Chicago; Dr. Willis Dunbar, WKEO Kala-mazu; F. C. Sowell, WLAC Nashville; Armand Hunter, WFTL Philadelphia; Hazel Kenyon Market, WTOP Washing- ton; Prof. Ben Hennecke, U. of Tulsa. Attending as guests were: R. Russell Porter, U. of Denver; Thomas D. Rahn, KSL, and Dr. Kenneth Hart-lett, U. of Syracuse.

College Courses Talked at NAB

STUDENTS who attended the NAB DIST. 14 MEETING SET FOR MARCH 22-23 TWO-DAY meeting of NAB District 14 (Col., Idaho, Utah, Wyo., Mont., S. D. in part) will be held March 22-23 at the Brown-Palace Hotel, Denver, on call of Hugh B. Terry, KLZ Denver, NAB district director. NAB President Justin Miller has been invited to attend.

Emphasis will be placed on small market station problems under coordination of William C. Grove, KBPC Cheyenne, Wyo., and Rex Howell, KFXJ Grand Junction, Colo., district representatives on the small market and sales managers committees.

Reports will be given on the transcription situation by a spokesman for one of the transcription companies. Carl Haverlin, BMI, and Ed Yocum, KGHL Billings, Mont., and a member of the Music Advisory Committee, will discuss the music problem. Hugh Felts, BMB president, will speak.

Active discussion of the NAB Standards of Practice is expected, since members are expected by that time to have copies of the revised draft slated for adoption at the NAB board meeting Feb. 24-26. District members were active in post-convention discussion of the standards.

Mr. Terry explained that the two-day session was called at the request of district members and that it does not supplant the regular district meeting to be held under NAB's new system of autumn area-district meetings.

Gore Pub. Co. Buys WFTL for $150,000
APPLICATION for transfer of all stock in WFTL Ft. Lauderdale, Fla., to Gore Publishing Co., publishing the Ft. Lauderdale Daily News, has been filed with FCC. Sale price is $150,000, less one-half net revenue between Jan. 1 and settlement date.

WFTL is owned by four stockholders, Mr. and Mrs. Carl Haverlin, treasurer, and Evelyn M. Dyer, owners of WAIT Chicago, each 87 1/2 shares; Congressman Dwight L. Rogers (D-Fla.), president, 37 1/2 shares; Mr. Haverlin, vice president and general manager, 37 1/2 shares.

Handling negotiations were Mr. Martin for WFTL and R. H. Gore, president, for the publishing firm, which is a subsidiary of R. H. Gore Co., 209 S. LaSalle St., Chicago, insurance brokers.

Gore Publishing Co. has a construction permit for an FM station, WGOR, soon to go into operation on an interim basis. The present WFTL staff will be retained and Mr. Martin continues as vice president and general manager of WFTL as well as WGOR. Mr. Martin said he plans to apply for a station elsewhere in Florida.

WFTL is claimed to be the only commercial station housed entirely on a boat. It went on the air Sept. 16, 1946. Upon approval of the ownership transfer WFTL will be merged with WGOR in a new downtown Ft. Lauderdale building to be known as Radio Center.

The boat will be used as a transmitter site for WFTL and WGOR, with a 285-ft. tower to be constructed nearby.

Sale of Two Canadian Outlets Is Announced

CKY WINNIPEG and CKX Brandon, have been sold by the Manitoba Government Telephone Service, following submission of bids, it was announced at Winnipeg by Municipal Commissioner W. Morton.

CKY, 15-kw station, has been sold to the Canadian Broadcasting Corp. for $200,000, and will be replaced by CBW on July 1, new 50-kw CBC station, CBC obtaining studio and facilities of CKY in exchange. No arrangement has been made as to what will be done with CKY transmitter, which has been in service for more than ten years. CKX is owned by a Brandon syndicate headed by J. C. Craig for $65,000. Mr. Craig heads group of war veterans, who are expected to incorporate as Western Canada Broadcasters Ltd. Both stations will continue for the time being to be represented by Horace N. Stovin & Co. in Canada, and Adam Young Inc., in United States.

Both stations have been sold to represent members of an organization which has been made in agreements for present staffs to continue at both stations.

BROADCASTING • Telecasting

February 9, 1948 • Page 31
The revolutionary new 10-KW
FM transmitter —
that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run

Reason No. 1... It Uses Smaller, Less-Expensive Tubes.
Because Grounded-Grid circuits are used throughout... in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

Reason No. 2... It Uses Fewer Tubes.
Because "Direct-FM" circuits are used in the exciter... and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

Reason No. 3... It Takes Less Power.
Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, the power consumption of the BTF-10B is only 22.5 kilowatts.

Reason No. 4... It Requires Fewer Spares.
Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total number of tube types required is only 14. This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims:

- **New York 20, New York**
  36 W. 49th Street,
  Telephone: Columbus 3-1800
- **Cleveland 15, Ohio**
  718 Keith Building,
  Telephone: Cherry 3430
- **Chicago 1, Illinois**
  866 N. Lake Shore Drive,
  Telephone: Delaware 0700
- **Atlanta 3, Georgia**
  152 Citizens & Southern Bank Bldg.,
  Telephone: Walnut 5946
- **Washington 6, D. C.**
  1625 K. Street, NW,
  Telephone: District 1360
- **Los Angeles 14, California**
  621 S. Hope Street,
  Telephone: Manual 1103
- **San Francisco 3, California**
  1355 Market Street,
  Telephone: Hemlock 8-300

**Broadcast Equipment**

**Radio Corporation of America**

**Engineering Products Department, Camden, N.J.**

In Canada: RCA Victor Company Limited, Montreal
GAINES IS APPOINTED
ASSISTANT TO KOPF

APPOINTMENT of James M. Gaines, director of NBC's owned-and-operated stations, as assistant to Harry C. Kopf, the network's administrative vice president in charge of sales and station relations was announced last week.

Mr. Gaines will continue in the former post and will assist Mr. Kopf "in various operating activities concerned with sound broadcasting," NBC said. He has been with the network since 1942, when he joined NBC's stations department. Mr. Gaines also continues as general manager of WNBC New York, a post he took in 1946.

LILIENTHAL
AEC Head Stresses Duty to Enlighten

BROADCASTING must devote its facilities to spread of knowledge on atomic energy, since use of this energy for vast destruction can be prevented only by understanding of the atomic world, David E. Lilienthal, Chairman, U. S. Atomic Energy Commission, told the Radio Executives Club at a luncheon Thursday in the Hotel Roosevelt, New York.

Though referring to broadcasting's power to influence public thought and praising its "magnificent performance" during the war, he chided the industry for not giving proper attention to the problem, and warned that public understanding of atomic energy "involves your own security, your own profits, your own future."

The AEC is encouraging voluntary efforts by media to encourage dissemination of news relating to atomic energy, Chairman Lilienthal said. American Society of Newspaper Editors and American Textbook Publishers Institute have named committees to cooperate with the Commission.

Referring to radio's power to influence people, he said, "You of radio can give a great and perhaps decisive impetus" to the effort to create public understanding.

"For me to discuss people and what people think is important before a radio industry audience," he said. "For people are your business, you who own and manage the radio industry, you who get in the revenue and direct the programs and analyze the news and do all the other things that have persuaded the families of this country to put in their homes more radio sets by far than there are in all the rest of the world put together.

"Radio has been used and is being used to develop and strengthen freedom, and all that is good and humane and creative. But radio was also used to inflame the minds and poison the hearts of the German people, and thereby to crush European civilization."

Chairman Lilienthal said the "build-up" after broadcasts had told mankind that a single bomb had destroyed an entire city, had created public horror in a period when there was not adequate time between discovery and application.

"The radio is a medium so new, so persuasive, so potentially helpful in this crisis," the Chairman continued, "that it is nothing less than providential that it should be ready at this hour. Here is this great instrument, manned by a corps of talent capable not only of entertaining and stimulating but of finding ways as yet undiscovered, but discoverable, of inspiring man's interest and aiding his comprehension of knowledge that holds our common destiny."

He suggested that broadcasters are trustees of a natural resource — frequencies — making it all the more reasonable in the public mind to expect and to demand that they play an important role in stimulating interest in the subject of atomic energy and promoting its use for beneficial and humane purposes.

No Power, No Glory
KEEPING the saddest log in the recent history of radio fell to the lot of Johnny Wray, operator-anouncer for KWIL Albany, Ore., one recent blue Monday. He was busy enough as it was, making notations in the log, announcing and performing operator duties at the same time, but what really irritated him was the fact that within two hours he failed 11 times. Writing down the 11th failure in his log, the weary Mr. Wray added, "With all them 'current' events, I should have been a news-caster."

EVEN CLOUD IN KANSAS HAS A SILVER LINING

Wallets... as well as clouds... are lined with silver in Kansas and KFH can bring some of the silver your way.

We've had 25 shining years in this rich KFH area, let us make it a big, shiny year, for you, too.

KPG Bellingham, Wash. Joins Don Lee Network
KPG Bellingham, Wash., has joined the Don Lee Network, bringing the number of stations comprising that network to 44. The new station will begin operations about March 1, according to Frank Cil- lernent, its commercial manager. It will operate with 1 kw on 1170 kc.

Mrs. Jessica Longston is principal owner of KPG, Vicki Zaser is executive vice president and general manager and Mrs. Ella Poin- dexter program director.
THE BALTIMORE SUN
Baltimore, Maryland

announces the appointment of

THE KATZ AGENCY, INC.
as the exclusive national representative of its

Television Station, WMAR-TV
From this package come the finest recordings in the world

Presto
GREEN LABEL DISCS

ALSO AVAILABLE—
Presto Brown Label discs. They're one-side perfect... with a flaw on the other side you probably couldn't find. Perfect for one-side recordings, reference recordings and tests, and at greatly reduced cost.

FREE! Presto will send you free of charge a complete bibliography of all technical and engineering articles on disc recording published since 1921. Send us a post card.
Hope, Margaret

APPEALS to Tennessee press.

and right the action held

Mr. Sowell as

Selecting material from 69 country weeklies, Mr. Sowell presents it in friendly, interesting fashion, and the editors of the newspapers have shown their appreciation by devoting more than 200 stories to his program in 1946.

Mr. Sowell has been in broadcasting 18 years, but has not for-

Mr. Sowell as he studies the papers.

gotten the early training in backyard over-the-fence news he got while serving on a country newspaper. Harking back to this experience, he found radio sadly lacking in this kind of news coverage, and turned back to the small town papers. It was then that the inspiration for What’s Happening was born.

Because of this program, Mr. Sowell was one of the principal guest speakers at the annual dinner of the Tennessee Press Association held in January. To Mr. Sowell the invitation meant that he was right in his hunch that radio and the press can be the best of friends and lose nothing by so doing. It was a gain for WLAC and for the Tennessee press.

Crane is Ratified As AWB President

Dorothy Lewis Announces NAB Resignation at D. C. Meet

RUTH CRANE, women’s commentator of WMAL and WMAL-TV Washington, who has been acting head of the Assn. of Women Broadcasters, was ratified as president on Feb. 1, to serve out the two-year term which concludes in the spring of 1949. The action was taken during the annual business session of the AWB, which concluded the group’s Washington convention Jan. 30-Feb. 1. Miss Crane had been AWB first vice president until the resignation of Frances Farmer Wilder as president last August.

Gertrude Grover, of WHCU Ithaca, N. Y., was appointed first vice president to complete the term of office originally filled by Miss Crane.

Dorothy Lewis, NAB coordinator of listener activity, and AWB second vice president, announced her resignation from NAB position. “The decision of the NAB board of directors to close the New York office makes it advisable, because of personal reasons,” Mrs. Lewis said, “for me to terminate my long association of nine years with NAB.”

Her future plans were not announced, though she plans to continue working with listener groups throughout the country. It is understood Mrs. Lewis may join the United Nations in a radio capacity [Closed Circuit, Feb. 2].

Active AWB members voted to support the NAB in its effort to develop a plan which would continue to make good music available to the public. Expressing belief that radio should be as free as the press, the women broadcasters went on record as opposing all government moves leading to control or censorship of radio.

Following the advice of A. D. Willard Jr., NAB executive vice president, for closer cooperation between AWB and NAB, the AWB appointed a committee to act as liaison between the two.

The committee includes: Miss Crane; Miss Grover; Eleanor Hansen, WHK Cleveland; Nell Daugherty, WSTC Stamford, Conn.; Norma Richards, WQPD Toledo; Violet Short, KTTA San Antonio; Ann Holden, KOIO San Francisco; Vernice Irwin, KVI Tacoma, Wash.; Nancy Grey, WTMJ Milwaukee, and Linnea Nelson, J. Walter Thompson Co., New York, to represent associate members.

The sixth annual AWB convention will be held in Chicago, with no date set as yet.

Group Co-op

THE CBS SHOW, It Pays to Be Ignorant, Fri., 10-10:30 p.m., broadcast the last time for Philip Morris on Feb. 6, will return to the network Feb. 28 as a Saturday night co-op show, 10-11 p.m. Philip Morris replaces the program with Call for Music, Friday night at 10, featuring Dinah Shore and Harry James.
MARCH OF/DIMES

BROADCASTERS from coast to coast once again put the full support of radio—AM, FM and television—behind the annual March of Dimes campaign of the National Foundation for Infantile Paralysis. Reports from stations indicate that this year their efforts on behalf of the drive have been even more intense than those of past years. Many stations tried new ideas to bring the fight against polio more forcibly to the attention of their listeners.

The local stations' contributions supplemented that of all the major networks.

Here are a few examples of how radio aided in the drive.

"Sure, Mike" was Seattle's resounding answer to appeals over KJR that city featuring 33-year-old Mike Cox, a polio victim. KJR cut a series of open-ended transcriptions in which Mike was interviewed by members of its staff, and the transcriptions were broadcast on various stations by Radio Aid Day on which the KJR studios. In addition, Bob Ferris of KJR news staff picked up Mike after school day each to interview men and women in all walks of life. Transcribed on a wire-recorder, the interviews were broadcast on KJR's This Is It show each evening at 9:45.

Another Seattle station, KXA, "adopted" a March of Dimes booth in front of the Bigelow Bldg., where its studios are located. Listeners who could not come to the booth personally were asked to send their dimes to Dick Keppinger of KXA staff, who conducts a 12:05-1 p.m. show.

WLAD set up a "Wishing Well" in the downtown section and invited residents to make their March of Dimes donation and then take in a "radio giảm" in the city.

Many stations were aided by special programming. WLAD also carried quarter-hour and five-minute programs, as well as spot announcements, in support of the drive, the station reported.

WLAD-FM also devoted generous time to the project, inviting listeners to request their favorite musical selections and have them played over the air. The rate is $5.00 for five minutes of air time. Money was turned over to March of Dimes.

In Cleveland, WJW, WDIV, WEWS, WCPO, WPWO, and WCAU, together, broadcast a 1½-hour "radioathon" in support of the March of Dimes.

Posters, buttons, key chains, new and used items were offered to listeners wanting pledges. The station reported its entire staff was recruited to answer phone calls from listeners wanting to make pledges.

At WJR Cleveland Dick Hatton, producer of Man With the Hat, broadcast "radio-athon" program conducted daily in front of independent drug store. Each day gave away shiny dime to listeners as pledge. The pledge was $1 per week.

Radio News from stations indicate reports from stations indicate.

"The local stations' contributions supplemented that of all the major networks."

Again Radio Supports National Drive

THE FULL impact of combined AM, FM and television promotion really aided in the success of the March of Dimes campaign. Stations across the country threw their weight behind the drive with special programs, booths for contributions, benefit performances, stunts, and big-name performers. The compilation of reports from individual stations is presented here.

POSTER BOY for the 1948 March of Dimes, three-year-old Terry Tullos, receives a toy tamb from Art Lamb, disc m.c. at WEAM Arlington, Va. WEAM gave one of the toys to each person contributing $1 or more to the National Foundation for Infantile Paralysis.

Since WEAM is located in metropolitan area of Washington, D. C., which is saturated with citizens from all 48 states, station also made arrangements for 15-second transcriptions from state governors calling upon constituents to join the March of Dimes in the name of his state.

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ARCTIC OUTFIT provided by the Quartermaster Corps puts Richard Hickox, WLAW Lawrence, Mass., disc jockey, in shape for a hardy assignment in the annual campaign of the National Foundation for Infantile Paralysis. Zero temperatures didn't discourage the announcer when he volunteered to man the heated "Mile of Dimes" street booth in Lawrence for two weeks, 1-5 p.m. Helping him into the rig are Kathleen Walsh (1) and Kathleen McDonal.
SPIN'EM YOURSELF—THEY'RE TOPS!

4 mighty transcribed shows from Cowan!

TOP AUDIENCE PULLER!

the full-hour

Tommy DORSEY DISC JOCKEY SHOW

#1 gets the lion's share of listeners in Boston, Cincinnati, Charleston, Philadelphia, New York, Chicago. Where else? You name it! GREATEST GUEST STAR LIST EVER!

TOP WESTERN FAVORITE!

RED RYDER

#1 rounds up more listeners per station than any other Western! Hooper says so! MOST PROMOTABLE HALF-HOUR SERIES EVER!

TOP STARS!

Arthur Treacher Brenda Marshall
Jan Ford Harry Von Zell

the SMITHS of Hollywood

ran up a Hooper of 15.2 on Cincinnati's WLW (nearest program pulls 7.3). Outdraws Crosby (13.5) Fanny Brice (12.5) Jimmy Durante (14.4). SPARKLING ALL-STAR COMEDY HALF-HOURS!

TOP CHILLER!

MURDER AT MIDNIGHT

is knocking 'em dead—top in its time slot San Diego, Los Angeles, and New York, to name a few! 52 TERRIFIC HALF-HOURS

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK
485 Madison Avenue, New York 22, N. Y. • Plaza 9-3700

CHICAGO
8 So. Michigan Avenue, Chicago 3, III. • Randolph 2022

HOLLYWOOD
6331 Hollywood Blvd., Hollywood 28, Cal. • Hillside 5337

More transcribed hits from Cowan:

• DAVID STREET SONG SHOP
• THEATRE OF FAMOUS RADIO PLAYERS
• BARBER SHOP HARMONIES
• JOE McCARTHY SPEAKS

February 9, 1948 • Page 39
Open Mike

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

WIL-FM, as an example, is on Channel 24. Easy that's easier than telling our listeners we're at 97.3 megacycles. But it would still be EASIER if we told them we were at . . . 27 on the dial. (Slice the 21).

Have the new FM dials all numbered from 0 to 100 and the stations would fit in beautifully with the last digits of their channel publicized ONLY.

Mel Rampe
Publicity Director
WIL & WIL-FM St. Louis

WPAG Program Chief Sends Us an 'Orchid'

EDITOR, BROADCASTING:

Just as I note to let you know that each weekly issue of BROADCASTING is received by our entire staff with open arms. As far as we are concerned, it wasn't necessary to move those two pages. "I Wonder—Positions Wanted," closer to the middle of the magazine, because each page was being thoroughly scanned and digested as it was.

Congratulations on a "swell" publication that's a decided service to the entire industry. Seems that the "power" still remains true, as BROADCASTING, a "printed" medium serving a "spoken" medium, will readily attest.

Del Hester
Program Director
WPAG Ann Arbor, Mich.

Right to Editorialize Called Threat to Radio

EDITOR, BROADCASTING:

Have you and the 90% of broadcasters who want editorial freedom over the air, notification of Sec. 326 of the White Bill, "a radio as free as the press," given sufficient thought to this proposition: If the majority of broadcasters, either in the Mayflower hearings or in their attacks on Sec. 326, succeed in establishing the principle that the First Amendment applies to broadcast speech, they will be laying themselves open to loss of the prerogative of exclusivity which they now enjoy.

That principle once established, any Tom, Dick or Harry—or a Drew Pearson—may file for a license to broadcast in New York on the same frequency and with the same power as WBZ, WCBM, WJZ or WJW. If the Commission turns him down because that frequency is preempted, he may appeal to the Courts, invoking his right to the safeguards of the First Amendment. For the guarantee of the Bill of Rights do not apply to

(Continued on page 77)
A. You locate a lovely lady with $1,000,000,000 yearly to spend: Miss Ft Worth-Dallas Area.

B. Hire two industrious and attentive escorts... Stations KFJZ (Ft Worth) and WRR (Dallas)... to drive away all competition.

C. CONCENTRATE and hammer home YOUR sales talk at all hours, day and night from as many approaches as possible... TWO stations for a single price, either simultaneous or separate schedules!

KFJZ - WRR AREA (100-Mile Radii)
- Population: 1,898,300
- Buying Income: $1,900,148,000.00
- Bank Deposits: $1,904,769,000.00
- Retail Sales: $1,239,913,000.00
- Wholesale Sales: $1,662,055,000.00
- Auto Registrations: 498,255
- Radio Families: 410,033

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

BROADCASTING • Telecasting

February 9, 1948 • Page 41
ANNOUNCERS NEEDED BY WNYC, WNYC-FM

TEN OR TWELVE announcing jobs will be open on the staff of the New York Municipal Broadcasting System, which operates WNYC New York and WNYC-FM, according to an announcement by Seymour Siegal, director.

Applications, which must be made through the Municipal Civil Service Commission, are being accepted from Feb. 3 through Feb. 21. Blankets are obtainable from the Commission at 299 Broadway, New York. Salary scales range from $2,400 to $3,000 annuily, with possibility of promotion to "Announcer Grade 2" at $3,200-$4,200, Mr. Siegal said.

Requirements include a high school diploma plus two years of recent fulltime announcing experience, or a college degree plus six months’ announcing experience, "or a satisfactory equivalent." Applicants must be male residents of New York State and U.S. citizens. Veterans will be given preference, Mr. Siegal said. He explained that the New York City stations have been operating up to now with announcers under provisional appointment.

GF Summer Replacement Set by Benton & Bowles

ONE of the earliest summer replacements was set last Tuesday at Benton & Bowles, New York, for its General Foods, New York, (Maxwell House Coffee) Burns and Allen show on NBC when the agency signed Leonard Sillman’s "New Faces," a Broadway revue which has been produced at varied times between 1905 and 1943, as the summer successor.

The radio show will be similar to the Broadway version as a showcase for new talent with Mr. Sillman signing the contract for $12.5 million in monies. Program is to take over the 8:30—9:00 p.m. period, Thursdays on NBC about June 3.

The reason for the early summer decision, it is understood, is that the show had been contemplated as a possible co-op show by CBS and the agency decided quickly to sign it up instead, as a summer replacement. Show will be produced by the B&B’s own writers and producers.

Pa. Ad Clinic

ADVERTISING clinic will be held Feb. 19-20 by the Pennsylvania Savings & Loan League at the Penn-Harris Hotel, Harrisburg, with specialists in various media taking part. Representing radio will be Hugh M. Higgins, NAB Sales Promotion Director. He will take part in the Radio Clinic at 10:30 a.m. Feb. 19. The clinic is an experiment by the League, according to Paul C. Applegate, executive director. The clinic can’t be held, due to the limited to 50 for the first day but open to additional members on the second day.
We stepped into Television early...

lucky for us... 
useful for you!

A year ago television was pretty small potatoes. Throughout greater New York, fewer than 15,000 television sets were in operation. The hours each week when television was on the air were few. And only a handful of advertisers showed an active interest in the new medium.

One year ago—on February 11, 1947—Radio Sales looked beyond the present size of television, saw its inevitable growth, added a new facet to its services. We were officially appointed national representative for WCBS-TV, Columbia’s television station in New York. Our men set to work with television just as they work with spot radio.

It was well that we were fore-handed. In one short year television has grown by leaps and bounds. The number of television sets in the New York area has multiplied by eight—from 15,000 to about 120,000. WCBS-TV has substantially increased its air hours. And advertisers’ interest has heightened sharply.

Today’s greater and ever-growing interest on the part of advertisers points a clear course for Radio Sales. It’s the course we anticipated a year ago. Here it is, briefly:

The advertisers who turn to us for help in solving their spot radio problems will logically expect the same calibre of service in television. We can give that service only by applying to television the same principles we use with radio stations: full knowledge of stations, markets and programs; careful study of all available research.

Radio Sales has worked closely with television during its most spectacular year of growth. Our men have studied—and are studying—its special techniques, its programs, its audiences and its problems. Out of that study (and with our early start as background) comes the “know-how” to give television advertisers the same complete service that our spot radio clients have learned to expect from us.

Radio Sales

Radio Stations Representative...CBS
ERIC SEVAREID, chief news correspondent for CBS Washington, has protested to Time the treatment of an interview with him, printed in the Jan. 26 issue.

"Out of a two-hour conversation with your reporter in which I tried to give an honest estimate of what is fine and what is bad about radio journalism you have chosen to print four sentences," Mr. Sevareid wrote Time. "These warped sentences have rather cruelly misrepresented my views and have done injury to my position vis a vis my profession and my colleagues in radio . . ."

Time printed the telegram in its issue of Feb. 9.

Substantiating Mr. Sevareid's stand, Davidson Taylor, CBS vice president, also wrote Time last week, saying in part, "Our confidence in him extends not only to his reportorial ability but also to the respect he has for his job."

Going on record with the Radio Correspondents Assn., through a letter to Bill Henry, president, and CBS correspondent, Mr. Sevareid discussed the "distortion of what I said," and added, "Quite obviously anyone in the business who felt about it the way the Time article would indicate I felt about it ought to be thrown out of it or ought to have the honesty to get out of it himself . . ."
LOOKING FOR "PILEDRIVER" RATINGS in a rich Midwest market-area? Or in the city of Fort Wayne itself? Take a look at WOWO!

Mr. Hooper did. So did Mr. Conlan. A recent Hooper survey, covering a tri-state area, gives WOWO a top-ranking 18.6 at noon, a way-ahead 12.1 at 6:15 PM, and a walloping 9.2 at 10:00 PM.

As for the Conlan survey, made in November in Fort Wayne proper, the chart tells the story.

Astounding? Not for WOWO, the most powerful station in Indiana and one of the most popular institutions in the great Midwest. If you want proof that WOWO's high ratings are matched by mighty sales results, listen to the man from NBC Spot Sales!

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Overall Share of Audience (Conlan Survey)

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOWO</td>
<td>53.3</td>
<td>38.7</td>
<td>40.7</td>
</tr>
<tr>
<td>Station B</td>
<td>17.5</td>
<td>32.5</td>
<td>37.2</td>
</tr>
<tr>
<td>Station C</td>
<td>13.8</td>
<td>11.2</td>
<td>37.2</td>
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<tr>
<td>Station D</td>
<td>7.3</td>
<td>5.8</td>
<td>8.2</td>
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<tr>
<td>Station E</td>
<td>4.9</td>
<td>5.6</td>
<td>7.6</td>
</tr>
<tr>
<td>Station F</td>
<td>*</td>
<td>1.8</td>
<td>1.5</td>
</tr>
<tr>
<td>Other</td>
<td>3.2</td>
<td>4.4</td>
<td>4.3</td>
</tr>
</tbody>
</table>

*Not transmitting

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WOWO

The ABC Affiliate in Fort Wayne

WESTINGHOUSE RADIO STATIONS, Inc

KYW - KDKA - KEX - WBZ - WBZA - WOWO

National Representatives, NBC Spot Sales—Except for KEX - For KEX, Free & Peters
Preakness Exclusive TV Coverage Rights to CBS

CBS WAS GRANTED exclusive television and aural radio rights to The Preakness, a spring turf event at Pimlico (Maryland), for 1948 and the succeeding years, as the network announced last week.

The Preakness, scheduled for May 15, when it will make its debut on television, is one of three CBS turf exclusives. The Kentucky Derby, carried by the network since 1930, has been renewed for an "extended period," with exclusive aural broadcast and television rights [BROADCASTING, Jan. 26], and The Belmont was contracted in 1948.

B & W Sports TV

BROWN & WILLIAMSON Tobacco Corp., Louisville, on Feb. 6 started a five-minute sports review on the NBC television network, to be telecast Fridays, 6:25-6:30 p.m., immediately preceding the boxing telecasts sponsored by Gillette Safety Razor Co. The five-minute sports report, placed by BBDO, New York, for Kolls, began on the NBC network via the hookup of WNBW New York, WRGB Schenectady, WPTZ Philadelphia and WNBW Washington, with WBAL-TV and WDAM-TV Boston to be added as soon as those stations go on the air. It is expected that they will be in operation in the near future.

TO PROMOTE interest of ABC Hollywood key personnel in video, Don Searle, network's Western Div. vice president, recently announced plans to enable each department head to obtain a set as a present. According to Mr. Searle, network will stand initial cost of installation and individuals may pay off the expense in 24 months with no carrying charges or down payment.

Mr. Proudfoot

FRANK R. PROUDFOOT, former sales manager of WERC Erie, Pa., has joined WJAC Johnstown, Pa. as sales director, going to W.B.A.P. Cleveland in 1931 as sales representative. Prior to joining WERC, Mr. Proudfoot was advertising and purchasing agent for Motel. It is expected that they will be in operation in the near future.

Mr. Proudfoot

W. L. (Bill) ROWLAND, formerly with sales department of WQWQ Selama, Ala., has joined WSYE Cuyahoga, Va., in similar capacity.

CFOX WOODSTOCK, Ont., has appointed W. CONWAY WRIGHT, Jr., as exclusive representative in Toronto and Montreal.

REYNOLD R. KRAFT, commercial sales manager of NBC television; GEORGE MKOVIC, commercial sales manager of CBS television and JAMES CADDI- GAN, program manager of daytime television, make up the sixth annual awards committee of American Television Society, which in June will honor outstanding contributions to the video art during the 1947-48 season.

K. CLAUDE BARRERE, New York program sales representative, has been appointed eastern representative for HLa Radio Caribe, Santiago, D. B. This firm also has been re-appointed as U. S. and Canadian representative for HLPF-HLPUC, La Voz de America, Armenia, Colombia.

FREDERICK A. CURRAN has been appointed comptroller of WHL and WINA (FM) Memphis, Tenn. He joined the station last July.

AL GILMAN, former WKKW Pasadena account executive, has joined KQW San Francisco, in similar capacity. BILL TRADER replaces Mr. Gilman at KKWW.

LLOYD WESTMORELAND, promotion manager of CBS, has been appointed sales manager.

MARTIN L. POLLACK, has been appointed manager of New York offices of WMBW, which specializes in representing FM stations. Mr. Pollack, whose appointment is effective immediately, has been sales representative during past year for WGBH-FM, a National Network affiliate in Boston.

Mr. Pollack

Mr. Clark

Mr. Clark

BROADCASTING • Telecasting
they keep coming back for more

and KXOK performance keeps Food Advertisers "coming back for more"

KXOK is "one sweet cookie" that hits the spot with Food Advertisers who have a husky appetite for satisfying sales results... sales results in the big KXOK family circle* in the greater St. Louis market. Many food processors have tried... proved... and renewed on KXOK, advertising hundreds of food products. Yes, indeed... KXOK "proved performance" keeps 'em comin' back for more.

KXOK
ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME

*115 daytime counties, 98 nighttime counties according to BMB.
At WBAL, we maintain that there are no shortcuts to quality. That it takes fine performance to create a loyal and responsive radio audience.

That's why you'll find WBAL's local programs of a size and quality unexcelled by any radio station—anywhere. That's why you'll find every WBAL production rehearsed and polished to pin-point perfection.

Day in and day out—we keep our standards hitched to the stars. Whether it's a musical show, a dramatic performance, a comedy program, or a public service feature—we make certain it's programming of the very highest calibre.

We operate on the premise that big audiences can be built without hip-hip-hurray and telephone call "rewards for listening." We maintain that radio commercials must be in good taste and not too wordy. We strive for a radio audience that tunes us in because they like what we send out.

Don't get the idea that WBAL wears a "high hat" and "striped pants." We aim for mass appeal. And we think we've made that appeal through high standards and high quality.

**WBAL—50,000 WATTS—NBC AFFILIATE**

"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

Represented Nationally by Edward Petry & Co., Inc.
FOR...WBAL

• MARKET
Baltimore, America's sixth city, the States of Maryland and Delaware and parts of Pennsylvania, Virginia and West Virginia. There are more than 900,000 radio families (more than 3,600,000 people) in this area.

• 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 this month on Channel 11.
Political Mischief

BY STUDIED effort, the FCC has catapulted itself into a political campaign issue in a Presidential year by sticking its snout into political broadcasts. In deciding, after two-and-one-half years of pendency, a simple license renewal case that it could have skipped as it has done hundreds of others, the four-man majority hurled defiance at the pending states, the Congress, the Supreme Court, and even the Supreme Court. The mischief wrought by the Blue Book and the Mayflower decision of unpleasant memory, may pale in contrast to that which will be engendered through the Commission's attempt to define licensee responsibility under the political section (315) of the Communications Act [Broadcasting, Feb. 2, Feb. 9].

Irrespective of legality or propriety, one would expect a desire on the part of a Government agency to provide guidance. Not the Port Huron action. Its contribution is confusion, coercion, fear and stark amazement.

The majority (Durr and Sterling) nipped up with three basic conclusions which are neither law nor rule, but which nevertheless will govern radio, if they stand. These dicta are: (1) you can't censor political broadcasts; (2) political broadcasters want to cancel contracts for political time because of the script submitted, even though the series hasn't started; (3) because you can't censor, the courts won't hold you responsible for libel or slander.

Thereby, the FCC majority says, the states and the Supreme Court to the contrary, the broadcasting will have to carry that which any wild-eyed fanatic wants to spout, whether it's obscene, libelous or subversive. Once the station opens its microphone to one candidate, it is open sesame to all others.

Thus, the licensee, charged by law and the FCC's own rules with final and undeniable responsibility under pain of revocation, must delegate every shred of responsibility when political broadcasts are involved.

It is understandable that the first reaction is to rule out political broadcasts altogether. The risk seems too great and the "waiver" of liability too slim. But don't take that too lightly, either. The networks rely upon radio as the prime campaigning medium. And how long would it be before an FCC majority would conclude that it is contrary to public interest not to carry politics? Commissioner Durr, who spearheaded the Port Huron decision and the Blue Book, and who believes Communists can't be denied facilities, says so at almost every FCC meeting.

The majority has been stamped again by Mr. Durr. It's the first time for Mease, Coy and Sterling, who have just gotten their bureaucratic feet wet. It's another case of judicial law-making by an administrative agency, as Mr. Robert J. Jones so forcefully brings out in his dissent, in part concurred in by Comr. and former General Counsel Rosell H. Hyde.

Certainly a waiver of licensee responsibility for political broadcasts has not yet been decreed, although the pending White Bill would afford that protection. The courts haven't yet upheld it. The majority cited a Western Union case in which the Supreme Court abandoned the responsibility for libel in a telegram. Western Union is a common carrier. Broadcast stations are not. A telegram is delivered only to the addressee. A libelous broadcast goes to all.

Churchy of hope emerges. In using the device of a proposed decision—obviously occasioned by the vigor of Comr. Jones' opposition—the FCC left the door open for possible legal redress and litigation. Time will tell when the decision will be made. But there are hints that the 

The next step is up to the NAB. The simple issue is whether the guarantees of state and civil rights are worth the Constitution they're written on. Licensees cannot court possible FCC reprisals, even though the FCC's new members might not condone such tactics.

Aggressive and swift action is demanded—before electioneering gets under way this summer. The Port Huron decision is potentially worse than the Mayflower Decision and the Blue Book because if it goes by default it is another link in the chain that could shuttle radio with common carrier status.

Business Index

RADIO HUNG up another record last year with total net sales of $356,690,000, as shown by our 14th Annual Business Index, prepared for the 1946 Broadcasting Yearbook, and summarized in this issue.

Radio's year-to-year upward trend in itself isn't too significant, for that is the history of the medium that, by compressing generations of development into years, has become an indispensable part of the American living standard. Only television bids to beat its pace.

Of real moment is the distribution of the radio dollar. For the first time local time sales exceeded network sales. The simplest and undelegable responsibility of the national networks is the sum total the nation gets for the purchase of radio time because of the network's national handling. The result is that the networks are getting a larger slice of the complete pie.

More stations, of all types, meant more salesmen, more sales promotion, and more customers. Most of the new customers were on the local level because only a few of the new outlets became affiliated with networks.

The research-minded radio will find many significant guideposts in the analysis of last year's volume. While radio's gross take has been higher, operating overhead has increased. That is true of all industry and all media. The upturn is real, but there is talk of rough weather ahead.

Whether there is or isn't it behooves all in radio to look to expense control while times are good. Reduction of expense is toughest when the trend is upward.

Trimming expenses doesn't mean cutting program or sales overhead. Programs are radio's raw material. Without programs the salesmen can't operate; without sales and promotions, the programs can't be sold.

Quick-checks indicate that during the war years, staffs in radio-connected fields increased roughly 20%. Turnover was swift. It took more hands to do the job. "Optional" items charged largely to excess profits taxes became permanent. Luxuries were indulged in.

Now staffs are better-trained. Better men do certain jobs, and properly are earning better salaries.

If any rule-of-thumb is to be applied, it seems to be to get expenses under what they were a year ago, but to do it without disturbing program and sales activities. Keep productive people creating and selling people selling. Keep sales promotion going because competition within the media and with other media has increased.

The even weather may never come, but it's prudent management to reef your sails, but don't impair your sales-worthiness.

CHARLES PARKER HAMMOND

A FACT to which some of the most important executives in network radio will admit, if encouraged at gunpoint or by Chinese water torture, is that their hidden pasts contain dark periods when they were newspapermen.

One whose present tailoring (impeccable) and establishments (a lavish office, a country home in Chappaquiddick N. Y.) are more than a passementerie for years of youthful indiscretion in the city room is Charles Parker Hammond, one of NBC's youngest (38) and newest vice presidents. Mr. Hammond has more to hide than others. He has been not only a working newspaperman but also a publisher.

Mr. Hammond was publisher of, variously, The Chronicle, The Democrat and The Republican. A variety of associations that could hardly have been managed by a ruddy mind. Mr. Hammond's achievements in political oscillation are none the less remarkable in view of the fact that he was engaged in these enterprises when he was between the ages of 12 and 15.

The Chronicle, The Democrat and The Republican were different names for the same paper, a weekly mimeographed journal which Mr. Hammond wrote, edited, composed and circulated in the immediate neighborhood of his Forest Hills, L. I., home. It is a matter of grave embarrassment for Mr. Hammond, since his elevation as a power in NBC to recall that as a newspaper publisher he shunned advertising as one would the plague, hewing to the steadfast policy that the appearance of commercial messages might inhibit editorial freedom.

Mr. Hammond abandoned publication of The Chronicle, its name at that moment, when called to higher duty and wider circulation as editor of the Newtown High School, Elmhurst, L. I., magazine and newspaper. By that time such a thick solution of printer's ink ran in his veins that he was unable to recover a normal blood count until 20 years later when he joined NBC.

Meanwhile, he graduated from Cornell U. where he was senior editor of the Cornell Daily Sun, did a short turn on the old New York World and a three-year stint with the New York Post. He quit the Post in 1934 to become assistant foreign editor of the Literary Digest, fleeing from that tooter publication in time to avoid its suicidal conversion in predicting Landon would defeat Roosevelt. He found a comfortable haven after the (Continued on page 52)

BROADCASTING • Telecasting
A love of fine music is no passing fancy. It is intense, devout, ever-growing... makes the music lover a special kind of radio listener... a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ... to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience... selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ... the stations distinguished for good music and the news bulletins of The New York Times.
NEW HANDBOOK AIDS RADIO NEWS EDITORS


As THE AUTHOR points out, this handbook, although written primarily for advanced students in the radio division of Northwestern's Medill School, is intended as a guide for editors and writers in the preparation and production of news programs. Mr. Mosse is assistant professor of journalism at Northwestern, and a former NBC Chicago new editor and writer.

The handbook is thorough and specific, even to the point of illustrating how teletype machine ribbons and paper rolls should be replaced.

Among the topics it treats are the following: Preparation and measuring of copy, re-writing, interpretation, summary style, bulletin or dateline style, leads and sentences, words and phrases, quotations, inept language, abbreviation, punctuation, syllabizing of news, transitions, weather, sports scores, wire copy before and after being re-written, news bulletins, radio news editing marks, commercial programs, localizing wire copy, instructions to reporters, wire recordings, delivery, pronunciation, news policy, legal laws, newsroom don'ts, glossary of radio terms, newsroom references and sample scripts.

SMEAR CAMPAIGNS

Stefan Blasts Commentators

"SMEAR BLITZ" attacks on public officials by some commentators and columnists are condemned in an article by Rep. Karl Stefan (R-Neb.), former WBOF Omaha, Neb. commentator, which was introduced into the Congressional Record Jan. 27 by Rep. A. L. Miller (R-Mich.).

"It is to the last lending of national radio networks that they have requested the appearance of Members of Congress on public service programs, often to answer poorly informed attacks on their integrity," Rep. Stefan declared in the article, which originally was carried in a magazine published by the U. of Nebraska Press. "In addition to speaking over the major radio chains, Members make numerous recordings of speeches to be sent home for use over local stations."

Rep. Stefan declared that "your national legislators have nothing to fear as long as the American press and radio retain their present standards of fairness and efficiency. . . ."

The article, titled "Glass House Tenant," dealt with various types of criticism to which congressmen are subjected. Without mentioning names, it opened with an apparent reference to the unsuccessful opposition led by Drew Pearson, commentator-columnist, to the appointment of then-Rep. Robert F. Jones (R-Ohio) to membership on the FCC.

Respects

(Continued from page 50)

Digest turmoil as assistant promotion manager of the advertising bureau of the American Newspaper Publishers Assn., where he remained until his appointment in 1943 as assistant to the director of advertising and promotion.

Less than a year after joining NBC he became director of advertising and promotion. Mr. Hammond had arrived at a fortuitous time. Encouraged perhaps by the remarkably vigorous promotion efforts of its rival network, NBC was undertaking vast expansion of its advertising and promotion activities.

It was under Mr. Hammond's guidance that the network's promotion came of age. Among the numerous promotional triumphs to which NBC may lay claim since Mr. Hammond's accession to leadership of that department was the first cancellation of sponsored time to broadcast network promotional programs.

Mr. Hammond's main dicta in running his department have been that NBC will not only NBC but all radio as an advertising medium, and to humanize his network.

It was Mr. Hammond who was largely responsible for initiating the inter-network promotion campaign now under preparation (see story elsewhere this issue).

Last October he was elected a vice president of the network and appointed as assistant to Frank E. Mullen, executive vice president.

Despite his attentiveness to duties at NBC in the past five years, a spectacular brief period in which he has risen to a vice presidency, Mr. Hammond has found time to indulge in private pastimes. He used to own a boat and still sails occasionally although, since moving to Manhattan, he has been inconveniently distant from sailing waters. He raises springer spaniels. He wishes he had time to write, for he still harbors notions left over from his pre-NBC days.

He is married and the father of two daughters, Mary Louise, 6, and Deborah, 3. His affiliations include Phi Psi fraternity and Book and Bowl Club.

Occasionally now Mr. Hammond, a restless man, surfaces above the inter-office memos, the departmental reports and the other papers that engulf his desk, and peers into a window to a restoring look at the world outside his office, re-membering, The publisher's job on the Chronicle-Democrat-Republican was a close

ANOTHER WINNER

for WLAC

Charlie Wells

While it isn't unusual for one of WLAC's blue ribbon clients to write a letter of appreciation for "service well done", the receipt of such a letter still gives us a feeling of warmth, deep inside.

Here's the latest of the many fine testimonials of WLAC's sales power.

"You will no doubt be as happy as I to hear that our company has won the award as 'Sterling Distributor of the Year' in the first annual contest sponsored by your advertiser—the Sterling Brewers of Evansville.

"I was just notified of this award and I want you to be one of the first to hear about it. I attribute a lot of the consumer acceptance that Sterling has received to the very fine radio program which your station has been broadcasting. This has made it possible for my company to achieve the very substantial percentage of increase in Sterling sales."

(signed)

Cordially yours,

Charlie Wells, President

WELLS BEER COMPANY

*2 1/2 years from the start of the "Sterling Dance Hour" Sterling Beer sales had moved from 3rd to 1st place in the Nashville territory!

WLAC

50,000 Watts

Represented by

Paul H. Raymer Co.
**Western Electric**

- **QUALITY COUNTS**

**WGHF and WMGM NOW 10 KW FM**

They've had their power and their faces *lifted!*

Here's how...

WMGM and WGHF first went on the air with Western Electric 1 KW FM transmitters—WMGM in 1942 on the old frequency band, WGHF in 1946 on the new band.

With the change in FM frequencies, WMGM's transmitter was converted to the higher band and modernized to make it equal in every respect to the later model installed at WGHF.

Now both these 1 KWs—housed in new "TRANSVIEW" design cabinets—serve as drivers for the latest 10 KW amplifiers.

These modernized transmitters are equal in every respect to 10 KWs coming off the line today.

Working with broadcasters to keep their equipment up to the latest standards has long been a custom with Western Electric. That's worth remembering when you are ready to buy. For details on Western Electric's full line of AM and FM equipment, call your Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N.Y.
Mr. Hurd has been account executive with Erwin Wasey & Co. New York, since 1934, has been named a vice president of the agency.

JOSEPHINE NEVINS has joined Kay Austrias & Assoc. New York, as copy chief and publicity director. She has served as a writer, editor, and copy chief with various advertising agencies in New York City for 22 years. She has been elected vice president. She will continue to direct activities of art department in New York division.

ARTHUR A. PORTER, account executive at Leo Burnett Co., Chicago, has been appointed director of media. He will be in charge of the agency. Mr. Porter joined Burnett Co. as director of research in 1945, after having been associated for ten years with Dr. George Gallup's American Institute of Public Opinion.

JOHN D. HYMES has announced his resignation as radio and television account manager of The Show Co., New York, effective Feb. 9. Mr. Hymes has been with the agency since 1943 and was former account manager of CBS WNEW New York, Lord & Thomas, and Foot, Cone & Belding. He has yet to announce his future plans.

Mr. Hymes, with McCann-Erickson, New York, as freelance radio script writer, has joined agency as director of radio copy.

ANNE BARNARD, former director of women's division of National Safety Council, has joined public relations and publicity department of Walter Werck, Inc., New York. She will have charge of women's activities and agency's group of accounts in consumer packaged products field.

MILTON SAMUEL, West Coast publicity director of Young & Rubicam, Hollywood, is on three-week trip through West Coast cities contacting newspapers and stations.

ED MERRILL, former radio business manager of Young & Rubicam, Hollywood, Feb. 9 joins the agency's San Francisco office as account executive.

JANE HOEN has joined Wilhelm-Laughton-Wilson Assoc., Dallas, as copy writer.

FREDERICK E. WESTER has joined Joseph F. Schneider, Inc., New York, as account executive. He formerly was account executive with BBDO, New York, and recently was New York direct sales representative for WIBO Philadelphia.

LESTER G. BARROW, formerly with Fuller & Smith & Ross, New York, is now account executive for Robert W. Orr & Assoc., New York.

THEODORE W. GOLDING, formerly an officer of Funt-Golding Inc., New York, has joined D. Wadley & Assoc., New York, as account executive.

JAMES T. KELLY, former account executive with C. Wendel Muench & Co., Chicago, has joined Oelrich Adv., Chicago, in similar capacity.

WAYNE TISS, vice president and associate radio director of Bow Co., Hollywood, arrives in New York Feb. 9 for three weeks conferences.


NOREEN BLAKE, copywriter and time buyer for Adolph Benuad & Assoc., Hollywood, has resigned effective Feb. 27.

MISS BLAKE will be married March 14 to John DeGarter.

WALTON R. GARBNER, former account executive at Decora Inc., Chicago, has joined Christiansen Adv., Chicago, in similar capacity.

JACK C. WALSH, formerly with McKim Adv., has been named radio-movie manager of Montreal office of James Fisher Co., has joined Schneider, Cardon Ltd., Montreal.

CLEMENT W. COOK has been appointed to the office of J. J. Gibbons Ltd. He formerly was sales director of branch office, as well as advertising manager advertising of course at McGill U.

MEL MOHR, formerly with S. L. Fleis, publisher's representative, New York, has joined Gunn-Mears Adv., New York, as radio director.

W. T. KILDUFF, former local sales representative for WSAI Cincinnati, has established Kilduff & Co., agency specializing in local radio and television.

J. F. E. G. LUTHER, Jr., formerly with WSBW Cincinnati, Mr. Kilduff has been with WSAI for two years, prior to becoming sales manager of WSAI, he was a member of board of governors of Cincinnati.

FLORENTINE URBAN has joined creative staff of Detroit-Jicking-Dow & Conkey, Detroit. She will serve as account executive on several of agency's radio accounts.

Ad Club Invites Jett

FORMER FCC Comm. E. K. Jett, now vice president and radio director of the Baltimore Sunpapers, discussed Radio: Past, Present and Future, as an address at the 40th annual banquet of the Advertising Club of Baltimore, held Feb. 7 at the Emperor Hotel in Balti more. More than 700 persons attended the affair, including city and state officials. Governor Preston Lane presented a certificate and plaque from the club to Milton Berle, com edienne, as "the outstanding radio personality of 1947." Large "Plunder Boxes" containing nationally advertised products were given to members and guests.

TELEVISION survey and workshop course is being offered by Extension Division of U. of California, Los Angeles, starting Feb. 16.
Impressive progress—in public service, in programming, in facilities and in audience—marks the year 1947 as the best in WBT's history.

Here are some of the Things We’re Happy About—

The Recognition of Our Public Service. 1947 brought to full stature WBT's Traffic Safety Campaign (praised by the National Safety Council); produced the round-the-clock campaign for Charlotte's Negro YM-YWCA (cited by Sponsor as an example to the nation's broadcasters); saw an even larger contribution of radio time to constructive community projects.

The Expansion and Improvement of Our Facilities. The inauguration of WBT-FM, the operation of WBT's Shelby satellite, and the filing for television rounded out a year of unprecedented technical progress.

The Audience Delivered on Our Network Programs. In 1947, alert programming by Columbia and coordinated station-network promotion enabled WBT to return to CBS far larger than average audiences for network programs.*

The Expansion and Improvement of Our Local Shows. Aggressive, station-minded representation by Radio Sales and fullest cooperation by CBS enabled WBT to broadcast more live, local programs in 1947 than in any previous year.

The Response of Our Audience. 1947 brought conclusive proof of WBT's hold on its audience—a 59.6% share of audience (average weekly),* 2 1/2 times the share of the next most popular station, 1 1/2 times the COMBINED share of all other stations in Charlotte.

The Praise of Our Advertisers. "This agency bills about $400,000 worth of direct mail radio each year and your record is the finest we have ever had." So writes a 1947 advertiser. Yes, we’re happy about 1947—and we’re just as happy about the opportunity 1948 affords us to serve our advertisers and our community of 3,500,000 Carolina listeners—even better than in 1947.

* C. E. Hooper, Charlotte Summary Report, Oct.-Nov., 1947
TERMED a “telescopied” history of Prof. Edwin H. Armstrong, an article on the inventor of FM is presented in the February issue of Fortune under title, “Armstrong of Radio.” The Columbia U. professor of electrical engineering is described as “that inevitable rarity—an inventor who has made a fortune.”

Citing as Dr. Armstrong’s four basic discoveries the regenerative circuit, the superheterodyne, the super-regenerative circuit and FM, the article states these important discoveries “qualify Armstrong for the dual titles of the greatest American inventor since Edison and the most important of all radio inventors, including Marconi.” It continues that these discoveries also “have made him the most controversial figure in radio” and that the controversy “revolves around FM.”

Fortune reported that to settle the FM patent controversies Dr. Armstrong “is currently preparing to take his case to court—a test case whose outcome will be awaited with burning interest by the entire radio industry.”

The article traces the experiences of the inventor from his early inquisitive experiments during high school days in Yonkers through his efforts at Columbia U. to his later years of professional work. His investigations in behalf of the Allies in World War I, patent problems with Dr. Lee De Forest and subsequent “break” with RCA are outlined in some detail by the story. A painting by Stephen Green of Prof. Armstrong in his laboratory accompanies the article as a full-page color reproduction.

**Promotion Kit**

**Promotional Kit**, including radio scripts, radio news releases and a handbook on retail promotion, has been issued by the National Wallpaper Wholesaler’s Association to promote March as National Wallpaper Month. Kit is obtainable from all retailers and wholesalers as a complete promotional guide in the drive to “beautify the American home.”

**Transcription Carrying Case**

A "must" for every "huckster"! Sturdily constructed from genuine top grain cowhide. Zipper travels full length of one side and across the top. Holds up to fifteen 16" records without crowding. Round leather handles for strength and comfort. Send check with order, or will ship C.O.D.

BUFFALO RECORDING COMPANY
277 Delaware Ave., Buffalo 2, N. Y.

**BBM Adds 15**

FIFTEEN MORE stations have joined Bureau of Broadcast Measurement, Toronto, bringing total to 82 Canadian station members, more than two-thirds all commercial broad CAB board of directors, including 219.

New members are: C J F X Antigonish, CHEF Granby, CICH Halifax, CKCR Kitchener, CKRS

**Independent Radio Tribune CAB Goal**

Report on Broadcasters’ Stand Tabled by Planning Group

MAJORITY of independent Canadian broadcasters, members of Canadian Assn. of Broadcasters, present in New York for the CAB’s tabling of its goals at a January meeting of CAB board at Toronto.

The board has decided to study ways of asking the forthcoming Parliamentary Radio Committee, expected to submit its report to March, to recommend a Parliamentary-appointed regulatory body before which CAB member stations and Canadian Broadcasting Corporation stations can appear on equal status.

Such a body would replace present CBC board of governors as only body before which independent stations could go for power increases, changes in frequency, applications for new stations, changes in station ownership, changes in regulations, and other matters.

**Plans Promotion**

CAB plans to publicize its appeal for an independent radio tribunal this year as much as last year, when Parliamentary Radio Committee recommended public hearings before CBC board of governors, power increases to maximum of Havana Treaty for independent Canadian stations, and licensing of television stations to CBC and other applicants.

In addition to discussion plans for Parliamentary Radio Committee, CAB board meeting dealt with rate structure, held talks with station representatives on sales methods, and considered agenda for forthcoming CAB annual meeting at Chateau Frontenac, Quebec, March 8-11.

Meeting was under chairman-ship of Harry Sedgwick, CFRB Toronto, chairman of CAB board.

**REL Studio - Transmitter FM Link 'Package' Ready**

**Seega Heavlin**, former man-

ager of Mutual Broadcast, has been appointed director of visual publicity for Carl Byer & Assoc., New York. He will direct Byer’s public relations activities in fields of television, motion pictures and still pictures. Mr. Heavlin has been in Newarel and Press, London, England, and has won several awards for his work. M. D. P. FISHER have established new monthly publication, "Music-O-G," distributed in Greater Washington, D. C. Magazine seeks to be played on "good music" radio programs and local musical events. Music-O-G address is Box 6707, Washington, D. C.

**Charles C. Cowley,** vice president in charge of sales operations of Musak Corp., New York, has been named executive vice president. Mr. Cowley has been with Musak three years.

**James F. Cosgrove** has joined Federal Telephone and Radio Corp., Clifton, N. J. as district representative for broadcast equipment in New York City. Formerly with General Electric Co., formerly was with Cosgrove-Rheinhardt Co., manufacturers' representative, to which he established. B F LAMOSES, formerly with RCA, has been joined Federal as district representative for broadcast equipment. He will work out of Chicago office.

**Janet Widmer**, manager of Chicago equipment is still left to make a two-month trip to Hollywood to open the equipment office to staff members of buyers and dealers in radio time to acquaint them in detail with the equipment obtained, on how they can be best used. During Miss Widmer's absence, her father, COLCORD, assistant manager, will head Chicago office.

**Paul S. Ellison,** director of public relations for Sylvia Electric Products Inc., has been elected a member of the board of directors of Advertising Research Foundation.

**A. E. Lewis,** formerly of Exclusive Radio Features Co., Toronto, has opened his own organization at 219 Church St., Toronto. Telephone Righ 4360. Firm is handling number of recorded programs from U. S., including Universal Radio features and Hal Wilson Productions of Hollywood, and Harry S. Goodman Productions, New York.

REL is ready to provide an FM link "package" to suit your needs of 940 to 960-mc FM studio-to-transmitter link equipment. This is the result of a program of stuido-to-transmitter link design, accelerated by demands by broadcasters for equipment capable of operating in the band allotted by the FCC for this purpose, the announcement said.

The equipment consists of a transmitter, receiver, monitor, transmitting and receiving antennas with their supporting structures and a supply of transmission lines, delivery fore contemplated on a quantity basis within the next few months, REL said.

Jonguiere, CFPL London, CFFA Ottawa, CFBC St. John, CKSB St. Boniface, CHLT Sherbrooke, CJS Sorel, CJF S Stratford, CKCL Lenoir, CWSH Winnipeg, and CJLS Yarmouth. Annual meeting of BBM will be March 9 at Chateau Frontenac, Que.
Yes, when the antenna current meter reads zero it means you’re off the air,—and being off the air means trouble,—somewhere. Usually the trouble is quickly found—but you need a part,—a very important one—that you don’t have on hand.

If you are a Gates customer the answer is quickly found—wire or call and the much needed component is on the way,—by the quickest means. And if you are like many of our customers the telephone call or wire is not sent during business hours,—and the shipment doesn’t leave during business hours either,—it leaves in the middle of the night,—early in the morning, or almost any time.

We’re not asking for business like this but when you deal with Gates we think you deserve it. For Broadcasting is our business,—and if you buy Gates equipment,—or want to see what Gates service is like—just call on us when your Meter Falls To Zero.

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The transmitter shown above is the BF-3A three kilowatt FM transmitter,—one of a series of units in the Gates line that comprises models of 250 watts power thru 10 kilowatts. Complete information is yours for the asking—on this and our complete line of AM and FM broadcasting equipment.

BRANCHES:
Western Sales Office, 574 Wacker Drive, Chicago, Illinois.
222 East 10th St., Tulsa, Okla., 744 Baltimore, Waterline, Iowa.
Canadian Sales, Canadian Marconi Co., Montreal.

Gates Radio Company
Quincy---Illinois
This Year is G-Year ----
The Swing's to GATES ---- in '48
I. Previously

Harvey G. Garrison, active in summer stock theater companies in New England and New York, has been appointed assistant in production department of the New York-based Army Air Forces veteran, who has

Jules Herbeuvaux, program manager of NBC's Chicago affiliate, has been named one of radio's new committees chairmen for Chicago celebration of American Century of Christian Bro. Plans contain religious and civic observances May 25, respectively.

CARLO De ANGELO, radio director for past 18 years, has turned over director as in new comedy program being offered by Bruce Chapman Co., New York. Show, titled "Mr. Fatchy," is written by MR. EVANS and is built around a barber shop.

CON MAFFIT, planelot on CBS "G. E. House Party," is father of a boy, Michael, born Jan. 27.

WILLIAM SPIER, producer of CBS "Call-Buzz/Ant" and "Respons," programs, and June Havoc, screen actress, were married Jan. 25.

JACKSON WEAVER, freelance radio actor-announcer, is now m.c. of "Stars in the Night," a weekly show for "Stars in the Night," a weekly show for WJZ, Baltimore, and Wduit, Dunwoody, station.

LARRY SHIELDS, formerly with WBAC-TV, New York, has joined station as promotion director, WJZ, New York.

NORAH ADAMSON, recording and television star who now resides at West Palm Beach, Florida, has been appointed film librarian for the television, which expects to begin telecasting in the spring. Miss Adamson, who has had 17 years radio experience, joined WBZ in May as director of its new recordings and film department.

Ralph Hermann, well known as arranger for NBC, handling the "Robert Merrill Show" and others, has joined NBC. Mr. Hermann has been pianist of NBC staff, with Paul White and others, with WTMJ Milwaukee.

Mr. Hermann has joined the announcing staff of WJZ, New York, in similar capacity.

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FLIGHT over the North Pole Jan. 22 with U. S. Air Force weather experts was a long-to-be-remembered adventure for Alvin O. Bramstedt, general manager of Midsummer Sun Broadcasting Co. (KFAR Fairbanks and KENI Anchorage, Alaska). Mr. Bramstedt, who fed a shortwave description of the trip to NBC in San Francisco from Fairbanks, was quoted by the Fairbanks Daily News-Miner as saying the Pole “is no place for a homestead.”

Expecting to see a mass of white with towering icebergs, Mr. Bramstedt said that instead the Pole looked like a great delta—actually the polar cap—and what appeared as rivers was open water formed by the cracking and shifting of the ice under pressure from tide and wind.

Mr. Bramstedt made the trip in a B-29, whose crew described the journey as a routine flight to observe polar weather. The pilot, Lieut. Russell Mackey, of San Francisco, had made the run to the pole from Fairbanks seven times. The big plane arrived over the Pole about 8:10 p.m. on a moonlight night, Mr. Bramstedt said. As for the temperature—40 below outside the B-29, flying at a height of 10,000 feet, but a comfortable 30 below inside the pressurized cabin.

Price to Address First Of New School Sessions

BYRON PRICE, assistant secretary general of United Nations, is slated to make the opening address in a series on “Freedom of the Press: At Home and Abroad, In Print, Radio and Film,” on Feb. 11, at the New School, 66 West 12th St., New York.

Other speakers in the series, scheduled to continue for 15 weeks, are:

- Dr. Lyman Bryson, CBS counselor on public addresses, Cohen, assistant secretary general in charge of public information; Robert Baun, ABC vice president; Morris L. Ernst, member of the president’s committee on civil rights; Comm. Clifford Dunn, FCC; George Cornwall, managing editor, New York Times; Leonard Levy, American Civil Liberties Union and Llewellen柴, assistant director Commission on Freedom of the Press.

Price to Address First Of New School Sessions

别人在场的场合，尤其是民选的官员，必须尊重在场的所有人。如果缺乏对在场者的尊重，可能会导致不尊重行为，甚至违法行为。
Sponsors

Foremost
FIRST VIDEO sale has been con-
tacted by KQV Pittsburgh be-
fore the station even has a tele-
vision license. Foresighted owner of local radio station J. A. Barboza wrote Manager James Murray that he was interested in buying television time on KQV at such time as station was ready to operate video. "We have been studying the possibilities of using television to show our
wallpapers in natural colors as
they would look in room settings,
brought to women right in their
homes," Mr. Baskind wrote. "You
may consider this an order for
a three or five-five weekly tele-
vision broadcast. . . . KQV is one of five applicants for the three available video channels in Pittsburgh.

MARTA CIGAR Co., New York and McSherrystown, Pa., has appointed Roy S. Dunrite, New York to handle its advertising.

YAMI YOGURT PRODUCTS Inc., Los Angeles (milk culture), has started par-
ticipation on following programs:
Twice weekly for 28 weeks on "Norma Young" on KHK Hollywood, as of Jan. 28; twice weekly for 13 weeks on "Cope's Alarm, Clock Club" on KJHS, started Feb. 1; William Keeter & Co. Hollywood.

HUDSON-Ross, Chicago record and music manufacturer, has announced its "Jupiter Jamboree," full-hour video show across the board on WKBH Chi-

Sponsors Mobilize
In Unity Campaign

Ad Council's "United America" Project Pledged Support

ABOUT 180 network and national spot advertisers plus local sponsors will participate in "United America." The Advertising Council's campaign to combat racial and reli-
gious intolerance, it was announced at a news conference in New York last week.

The public-service campaign, of-
officially launched at the meeting, will have an unlimited duration. The Council's existing initiatives, said, "considers United America the big-
guest campaign in its history."

The estimated circulation gained for the campaign in 1947 in radio—
the only media exploited prior to the National News Co.—stood more than 800,000,000 listener-impress-
ings. A listener-impression is one message heard once by one listener, with figures based on keepers.

Radio will repeat its participa-
tion, through the Radio Allocation Plan, whereby the network and national advertisers carry messages during private announcements. In addition "adver-
tising kits," including spots and sta-
tistics for use on the air, will be mailed to service groups all over the country. Eventually, cam-
paign leaders said, transcriptions and other spot material will be sent stations for use by the sta-
tion or local advertisers as public service announcements.

The original kits will be fol-
lowed every few months with addi-
tional material.

Lee Bristol, vice president of Bristol Myers Co., New York, chairman of the "United America" committee, and Edward Ready of the Council, account executive on the campaign, explained the program at the news meeting.

FIVE WCCB New York personalitics, in-
cluding Arthur Godfrey, general
manager, and Henry Untermyer, public relations director, were cited for "efforts of the station and individual performers in promoting Navy Week and Navy recruiting." Special citations were given by Detolite Secretary James For-
est, Arthur Godfrey, Margaret Arden and Bill Leonard were the other recipi-

Sponsors

Commercials Create Good
Will, Says Karol of CBS

RADIO COMMERCIALS create good will in addition to direct sales for the advertiser, John J. Karol, CBS sales manager, told members of the Public Utilities Advertising Assn. last week.

Mr. Karol, speaking before the group's New England regional con-
fereence in Boston, attributed the ability to create good will to the fact that the advertiser himself supplies the editorial content. Good will, he said, comes from his hold on his audience,aided in addi-
tion to that of the medium.

MESSAGES advising American public to use a particular sale will go to radio advertisers and the four national networks participating in the Council's nationwide emergency in-
formation campaign, it was announced last week.

Act today — write, wire or phone for complete de-
tails. No obligation. Phone 4-0180

A MERICAN TOBACCO Co., New York, has appointed M. H. Haskell Co., New York, to handle its advertising for Herbert Tareyan Cigarettes. Brand has not been advertised in some time. One of its last radio programs was "Song of Music" on WQXR, New York. Advertising plans have not been announced.

CHRISTIAN REFORM CHURCH has ex-
panded "Back to God Hour" on MBS from 71 stations to full network, Sun. 10-10:30 a.m. Agency; Evans Assoc., Chi-

SERVICE OPTICAL Co., Des Moines, has started extensive campaign on KIOA and KWMX, both for the two local stores. Future plans call for ex-
estension of campaign to other stations in Iowa. Agency; Mencough, Martin & Seymou, Des Moines. CY NEWMAN is

AmERICAN RADIO PUBLICATIONS, Inc.
721 W. Washington St., Peoria 2, Illinois

EYE APPEAL as well as LISTENER INTEREST
FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal... cement listener support.

No Cost to you... no cost to your listeners. The American plan gives a complete distribution of thousands of albums throughout your broadcast area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our per-
sonnel has had almost 10 years

Page 60 • February 9, 1948
Tetrodes?  Triodes?

Consider the facts!

All REL FM Broadcast Transmitters employ Tetrode Power Amplifiers exclusively through 10 kw. for a very simple reason of utmost concern to the broadcaster. The combination of highest power gain per stage, lowest first and operating costs, and stability is the best and cheapest insurance against obsolescence. Further, the basic internal anode design employed in these modern tetrodes is proved and seasoned over a period of more than ten years. Only such attributes have the proper staying power to accompany, the Armstrong Phase Shift principle of Frequency Modulation. This choice is one important part of a plan for the future of FM Broadcasting.

The whole thing is a matter of arithmetic and common sense. Add up the costs yourself. FEWER DOLLARS—MORE WATTS—NOW AND NEXT YEAR.

RADIO ENGINEERING LABS • Inc
LONG ISLAND CITY 1, NEW YORK

DESIGNERS & MANUFACTURERS OF FM EQUIPMENT... ...EXCLUSIVELY!
FARM SURVEY Shows Listeners Rely on Radio

FARMERS in the three-state listing area of WCAU Philadelphia lean heavily on farm broadcasts to keep them informed on farm matters, a two-year continuing survey made by Amos Kirby, WCAU farm director, reveals.

Results of the study, just announced, show that of the more than 2,900 selected farm owners and operators polled at various fairs and other rural events in the WCAU area (Pennsylvania, New Jersey, Delaware) 93% replied “yes” to the question, “Do you depend on farm broadcasts to keep you informed on farm information?”

Further proof of the farmers’ dependence on radio as an information medium was seen in the fact that 81% of the group polled by WCAU said that farm broadcasts gave them all the information they need.

WCAU also undertook to determine what farmers like best on farm programs, and in reply to the question, “What is most important on a farm radio program?” the following were ranked in the order named: (1) Weather; (2) Price information; (3) General farm news; (4) Crop information, and (5) livestock information.

Music, long a topic for debate among farm radio producers, also was brought into the survey. Farmers were asked, “Do you like music as part of a farm radio program?” and 95% of them answered “yes.”

Tastes of the farmers as to type of music appeared to be as varied as those of city dwellers. Popular music ranked first (44%), and other types of music as follows:

NEW YORKER ADDS TV
100 Room Sets Make Hostelry
Best Video-Equipped

THE HOTEL New Yorker, New York, last week announced it will install--by May 1--100 complete television sets, including AM and FM reception, in single and double rooms and suites.

The New Yorker is the second hotel in the nation to make such an installation (the Roosevelt, also in New York, has 40 sets in operation).

The 100 sets, each with 10-inch screens, will be connected to a control board on the 41st floor.

The daily fee charged guests for use of the sets will be $3.00, Mr. Andrews said. Estimated to cost approximately $160,000, the installation is part of the hotel’s current $2,000,000 rehabilitation program. Sets are manufactured by Hotelvision Inc., New York.

WCAU, New York FM station, announced it will air a 60-minute musical program Friday nights for the hotel.

AMOS KIRBY, WCAU farm director and conductor of station’s “Rural Digest” program, who made the survey of farmers’ listening.

Semis - classical, 25%; religious, 23%, and classical, 8%. None asked for hill-billy music, although a few of those requesting popular tunes disclosed that they enjoyed an occasional touch of mountain music, WCAU reported.

This week, Mr. Kirby, who has conducted WCAU’s daily Rural Digest for two years, found that the opinions he had formed about farm programs through constant mixing with farm people tallied closely with the survey.

Mr. Kirby believes that the average successful farmer is successful because he knows his business and consequently doesn’t need a farm editor to tell him how and what to plant. He places heavy stress on weather, and treats all agricultural events as big news. He is a strong booster of the county agents and preaches that farmers should consult them when seeking information on farm problems. He makes it a practice of answering all requests for information through the mail rather than on his program.

Akerberg for White

HERBERT V. AKERBERG, CBS vice president in charge of station relations, has replaced Frank K. White on the Broadcast Music Inc. board of directors, BMI disclosed last week. Mr. White’s resignation was announced after the first joint meeting of the BMI board and the board of BMI Canada. He was forced to leave the BMI board because of the press of additional duties connected with his new post as president of the Columbia Recording Corp., Mr. White said. The BMI board passed a resolution thanking him for his concerted efforts on behalf of BMI and his many services to the radio industry.

Canadian Group Offers Improvements for Radio

A LONG LIST of good points and complaints against Canadian commercial broadcasting resulted from a Canada-wide survey made recently by the Imperial Daughters of the Empire. Leading suggestions for betterment of Canadian radio included:

Cut commercial announcement time in favor of new recorded music in preference to second-rate live talent; eliminate horror stories, mysteries and crime programs or reserve them for late evening; broadcast more good comedians (but good musicians should not try to be comedians); divorce news and news commentaries; discontinue serials; use more stories with Canadian background; develop programs to stimulate interest in hobbies; set aside one evening a week as family night.

They Say...

“JAMES C. PETRILLO, president of the American Federation of Musicians, has shown good judgment in withdrawing his arbitrary ban on duplication of standard musical broadcasts over FM stations. It is hardly a coincidence that his decision to back down... came almost on the eve of the expiration... of his union’s contracts with the radio networks. Representative industry spokesmen had testified at recent hearings at the Capitol that they were awaiting this deadline before undertaking a showdown with Mr. Petrillo over the FM ban... FM listeners will be enthusiastic over the agreement, for it means that the finest music may now be broadcast simultaneously on standard and FM channels. Television remains, for the time being, on Mr. Petrillo’s blacklist, however, with the absurd result that music of ice breaks or other low radio performances must be shut off from the television public...”

From editorial in The Evening Star, Washington, D. C.

“THE REMOVAL of the union’s (AFM’s) arbitrary ban on the development of the FM industry rights... a long time never should have occurred in the first place. FM radio is well entitled to the prosperous future which lies ahead of it... Although Petrillo’s latest action must be accepted with some reserve. His ban on the employment of musicians in television still stands and a new contract with the networks is to be negotiated. The future will tell whether Mr. Petrillo is beginning to understand that collective bargaining involves the art of giving as well as taking.”

From editorial in The New York Times

WLCR Torrington, Conn. has been commended by Connecticut State Grange for its efforts in promoting that regularly scheduled Grange program in the state. County Grange programs are heard Sun. 2:05 p.m. under direction of Sherman K. Ivie, state executive committee.

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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

*1000W Night

Represented by THE KATZ AGENCY, INC.
JOE herein, formerly with CBS in New York, has been appointed motion picture manager of KSTP Minneapolis-St. Paul. Mr. Joe has been in radio since he was eight years old. He joined WBKB du- ring his college days. He later joined the station as an announce- sable manager and publicity as- sistant, respectively. Miss White transferred from program department.

JOE COOK, formerly with KDAL Du- luth, has been appointed sales pro- motion manager of KSTP Minneapolis-St. Paul. Mr. Cook has been in radio since he was eight years old. He joined WBKB during his college days. He later joined the station as an announce- sable manager and publicity as- sistant, respectively. Miss White transferred from program department.

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January 30 Decisions

DOCKET CASE ACTIONS
(By the Commission)

License Renewal
Announced proposed decision looking toward grant of petition of Port Huron Broadcasting Co. for reconsideration of Commission action designating for hearing its application for renewal of license of WHLS Port Huron, Mich., and to issue regular renewal of license. (Commission Hyde and Jonne concurring separately; Comm'r Webster not participating.)

BY COMMISSION EN BANC

License Renewal


WWDC Washington, D. C.—Granted renewal of license for regular period, and adopted opinion and order dismissing petition for declaratory ruling.

WFLA Tampa, Fla.—Granted renewal of license for period ending May 1, 1950.

KLZC Bismarck, Minn.—Granted renewal of license for period ending Aug. 1, 1950 (*).

KGER Long Beach, Calif.—Granted renewal of license for period ending Nov. 1, 1950.

License Extension
WHLS Port Huron, Mich.—Present license extended for two months, until June 1, 1951.

WKEU Griffin, Ga.—Same.

licenses for following stations were extended for five months, until period ending June 1, pending receipt of information regarding stock discrepancies: KNRT Palestine, Tex.; WHSC Hartville, S. D.; WJMS Ironwood, Mich.; WNVA Norwalk, N. Y.

licenses for following stations were extended for five months, until period ending June 1, pending receipt of renewal applications: KQEB Lakes Cruises, N. M. M.; WTPF Poterville, Calif.; WQNS Murfreesboro, Tenn.

License Renewal
Following stations were granted renewal of licenses for regular period: KIRX Kirkville, Mo.; KSIB Woodward, Okla.; KESP Atoka, N. M.; WCCP Farmington, N. Mex.; WCCP Savannah, Ga.; WCUJ Columbus, Miss.; WPUN huntingdale, Ala.; WUGT Bangor, Me.

KBNE Boulder City, Nev.—Granted renewal of license, and license deleted as of Jan. 31 (1450 ke 250 w unr.)

February 2 Decisions

BY THE COMMISSION

Issued notice that hearing will be held March 15 before Commission en banc to consider promulgation of rules and transmission standards concerning facsimile broadcasting. Appearance notices and briefs due March 1.

(*) Comm. Durr for hearing.

JOE MAJORS
BROADCASTING • Telecasting

February 9, 1948 • Page 6

ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant in the country...
silver nitrate processing—genuine Vinylite brand plastic pressings.
Program managers and producers can rely on us for exceptionally fast service.

THIS YEAR send your master acetates to ALLIED

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107

(Continued on page 68)
FCC Actions
(Continued from page 65)

Decisions Cont.

Hearing Designated
A. Frank Katzentine, Miami Beach; Isle of Dreams Bostg. Corp.; The Fort
Indians, Inc. and Miami Beach, Fla.—Reinstated Katzentine ap-
plication for TV CP for station W3XWT at Miami Beach; and Miami
TV station and designated it along with applications by Isle of
Dreams Bostg. Corp., The Fort Indians, Inc. and Miami Beach, Fla.
for consolidated hearing because number of applications exceed available
frequencies at Miami.

Vindicate Printing Co. and WRBK Bostg. Corp.; Youngster, Inc. —Adopted
order designating mutually ex-
clusive applications of Vindicate and WRBK Bostg. Corp. for new
commercial television stations for consolidated hearing.

Hartford Times Inc., Hartford, Conn.—Adopted order designating applica-
tion of Hartford Times for new
commercial television station for hearing in proceeding resulting from others
pursuing applications for channel
allocation to Hartford-New Britain metropolitan district, hearing to begin
Feb. 16, at Hartford.

Columbia Bostg. Inc., System Inc., Mathe-
son Radio Inc., E. Anthony & Bond Inc., and Yanke Network Inc., Boston,
and Charles S. Webb Bostg. Co., Providence, R. I.—Adopted order consolidating
applications for commercial television stations in Boston area in hearing pro-
cessing involving New England Televi-
sion Inc., Empire Coll Co. Inc., Bos-
ton Independent Television Co., Campion Television Co., and
English Television Inc. and Massachu-
setts Broadcasting Corp., and further
consolidated with the Washington March 1 hearing.

WJW Inc. and Cleveland Bostg. Corp., Cleveland, Ohio—Adopted order dis-
puting for hearing applications of WJW Inc. and Cleveland Bostg. Corp. in
consolidated hearing affecting television applications involving Cleveland.
Further consolidated with the March
1 Washington hearing.

In Colorado, Clinton Television, T. A. Belo Corp. and Variety Bostg. Inc., Dallas, Tex.—Adopted
order designating television applica-
tion of Clinton Television Inc. for
consolidated proceeding and further consolidated this proceeding with March
1 Washington hearing.

Television Productions Inc., Don Lee Bostg. System and S. H. Patterson, San-
Francisco, and KROW Inc., Oakland,
California—Adopted order granting petitions of Television Productions Inc. to rein-
state applications for television station and designated it with other applications
in San Francisco area for consolidated
hearing. Further hearing set for March
1 Washington proceeding.

Baystream Mfg. Co., Watham, Mass.—Designated for hearing application for extended-
licensed station completion date for
TV station WBTB.

K. Chandler Bostg. Corp., Detroit, Michigan—Designated for hearing applica-
tion of 1460 kc TV station completion date for TV station WDTI.

License Renewal

Licensees for following commercial TV
stations were renewed for period ending
Feb. 15, 1948: WIBW Chillicothe, WKBW
New York; WABB New York; WBOB
Schenectady; WNBX New York; WKBW
Buffalo; WOR New York; WINS New York;
WWRD New York; WORC Providence.

License Expiration

Orders for following television stations
were renewed for period ending Feb.
15, 1948: WQXMK Waukegan; WWHO
Des Moines; WADK Indianapolis; WFLY
Brooklyn; WATE Knoxville; WJW Young-
stown; WJJW Erie; WJZ Newark; WOR
Princeton; WBCR Chicago; WBOB
Worcester; WCCO Minneapolis; WIND
Indianapolis; WKEF Columbus; WJIM
Fort Wayne; WPTW Des Moines; WQAM
Des Moines; WSMN Detroit; WJZ Chicago;
WTOO Pittsburgh; WNEW New York;
WOR New York; WORC Providence.

FRMERS

FARMERS

Ncrtstor

FARMERS

prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and ad-
joining states.

WIBW, The Voice of Kansas in TOPEKA

FARMERS

FARMERS
RECEIVING TUBE SALES 199,533,827 LAST YEAR
SALE of radio receiving tubes by member companies in 1947 totaled 199,533,827. Radio Manufacturers Assn. announced last week, slightly below the 205,271,74 tubes sold in 1946. December output totaled 16,511,408 tubes.

Breaking down the 1947 total, RMA found that 131,586,468 tubes were sold for new sets, 43,530,058 for replacements, 23,184,172 for export and 833,129 to government agencies. Of December's total, 11,693,163 were sold for new sets, 3,063,947 for replacements, 1,671,220 for export and 63,075 for government agencies.

Special Events Listed
COMPILED of special days, weeks and other events in 1948 was issued last week by the Dept. of Commerce as a guide to businessmen in coordinating advertising and other promotional plans. Information was compiled from data furnished by trade associations and civic groups. The compilations had been suspended during the war. No mention is made of National Radio Week, since date has not yet been set. The publication is titled "Special Days, Weeks and Months in 1948." It may be obtained from Dept. of Commerce, Washington 25, D. C., or field offices, for 10 cents a copy.

Maximum FM Operation Suggested by Godofsky
A PROPOSAL that FM stations be required to operate the daily minimum hours that AM stations must operate has been offered to FCC by Elia L Godofsky, owner of WHLI and WHNY (FM) Hempstead, L. I.

Mr. Godofsky sent the suggestion to FCC Chairman Wayne Coy, saying he felt the change would encourage FM development. FM stations now must operate at least six hours daily (at least three between 6 a.m. and 6 p.m., and at least three between 6 p.m. and midnight). AM stations must operate at least two-thirds of the hours they are authorized to operate between 6 a.m. and 6 p.m., and at least two-thirds of the time they are authorized to operate between 6 p.m. and midnight (except Sundays).

Permission for Freedom Train Recordings Given
SPECIAL PERMISSION has been granted by James C. Petrillo to Martha Tilton and Dick Haymes, singers, to record four original operettas based on an historical document on The Freedom Train for use on the train. This is the first relaxation of Petrillo's aerial recording ban.

Operatic recordings will be played over public address systems at the train's exhibitions.

OLYMPIC COVERAGE
Swiss Facilities Readied
FOR USE

WHEN the trumpets announced the grand opening of the Winter Olympic Games Jan. 30 at St. Moritz, listeners all over the world were able to hear them, as well as the full coverage of sporting events to follow, through Feb. 5. Over 30 broadcasts were heard from the Olympics. Broadcasters from 16 countries were on hand with over 60 reporters and a dozen technicians. In addition, there were 14 reporters and 47 engineers and technicians representing Swiss radio.

The Swiss Broadcasting Corp. made its facilities available to the radio men covering the games. There were 208 short and medium-wave transmitters in use for European coverage, while the U. S. and Canada used 610 transmitters.

Lines for remote from the scenes of the different competitions were installed, along with special telephone lines, plus additional communication facilities, such as the Swiss Air Lines of Zurich and Coire allowing 390 lines for press and radio reporters.

One of the large St. Moritz hotels was transformed into "Radio Hotel" as headquarters for the broadcasters and athletic teams. Studios, technical and recording facilities were located in "Radio Hotel."
Institute PANEL formation broadcasts originate, members call was titled weekly RADIO MAGAZINE of honor sponsored 1.

In Boston, drawing by WNNX, special stations of Lowell Institute Cooperative Broadcasting Council, Presidents of the six institutions which make up the Lowell Institute discussed program made by the group.

Radio magazine of the air is general format new program originated WTAG Worcester, planned, written, dramatized and produced by members of WTAG Radio Club. Program presents news and features of interest to teenagers, musical numbers by talented club members, and discussions of prominent people. In addition to "Inside Out," WTAG Radio Club also airs "Local News" from WTAC, titled "Youth Has Its Say."

Food Report
Report on distribution of 1,200 cases of orange juice, which were presented to the Friendship Train last November by the second largest wholesaler, was aired recently on WJLS Beeley.

Scouts’ Anniversary

Luncheon Interviews
Interview program titled "Luncheon Feet," was heard during week in Pittsburgh. Each noon WPLO tape recorded interview with prominent restaurant where interviews are recorded with half-hour dinners.

Amateur Dramas
"In Conjunction" is an open country's airlines, WSM Nashville, is featuring series of five interviews, shows titled "Mike Fright." Basic theme is show is a presentation of aviation celebrities who are flown to Nashville by airplane. The interviews on role they are playing in the aviation show. Shows are 8 minutes, 20 p.m., includes visits from Hollywood airplane journeymen and many other "flying" guests.

University Feature
History, development, personalities of problems of Canadian universities, was presented with cursive script and presented in Trans-Canada network show. "Varsity Show." Students and faculty take part in program, which features different university across Canada. Shows are aired at 5 p.m. Eastern Time, also are part of the half hour show.

WJSL Farm Forum
Fifth ANNUAL WATTS Farm Forum will be held March 23 with Sen. Robert F. Wagner, Jr., chairman of Atomic Energy Commission, as principal speaker. Senator is expected to discuss "Atomic Energy and Agriculture." Arrangements are being made to broadcast the Forum in promotion of amateur dramatic and writing work. In addition, station will donate copies for best performers. Prize will be awarded to best male and female performers. Group auditions best during next 11 broadcasts will repeat winning play on noon show.

"Courtesy Car"
Car equipment with mobile telephone is main feature of new program, "Stop the Courtesy Car," heard over radio station sponsored by Peeky Flick Inc., Cleveland Ford agency.

Civic Forum
ATTENTION to keep the public informed, "Stop the Courtesy Car," made by the KPOO Long Beach, Calif. department of public affairs in conjunction with Governmental Affairs Committee of Long Beach Junior Chamber of Commerce, is being held every evening. Civic forum program "J. C. Town Meeting," which started Jan. 29, prominent speakers are featured.

EVERY MORNING rural news is featured for 15 minutes on CHAB Moose Jaw, Sask. CHAB is operated by a respondent who goes throughout the rural area.

Aub District to Meet
AWB's 12th District will hold a two-day convention on Feb. 26-27 at Oklahoma City's Biltmore Hotel, according to an announcement by Julie Bennett of KOMA Oklahoma City, chairman. This will be the first meeting of the 12th District, which comprises Oklahoma and Kansas, and about 75 women are expected.

Three sessions of the meeting will merge with the U. of Oklahoma Radio Conference being held simultaneously.

In Atlanta It’s WCON
THE ATLANTA CONSTITUTION STATION

WCON
5000 WATTS • 530 KC

Page 68 • February 9, 1948
You mail coupon we send record
describing and demonstrating the amazing new Capitol Transcription Library that helps you sell station time

— for example... KFOR LINCOLN, NEBRASKA GOT THE CAPITOL LIBRARY...

RESULT: TWO NEW SPONSORS FOR CAPITOL PROGRAMS

Happily, KFOR reports—"...we have sold commercially a Jan Garber Show, a Hal Derwin Show and have been using the Library continuously." Yes, KFOR and more than 300 other stations are profiting with Capitol Transcription's big-name programs. They're building great new audiences, signing up revenue-producing sponsors. No wonder! Capitol's Service provides real "name" attractions—exclusive recordings of top names in entertainment today. Peggy Lee, King Cole Trio, Stan Kenton, Johnny Mercer, King Sisters, Duke Ellington, Skitch Henderson, Tex Ritter, Merle Travis, Gene Krupa, Alvino Rey and many others.

New material for 25 programs (35 hours) a week. Library of 3000 selections with more added regularly. Fully detailed easy-to-use format catalogue. And Capitol's Service is flexible, with musical interludes for commercials, voice tracks of the stars for that "live" effect.

Mail coupon now and hear first-hand the facts about this brilliantly recorded Vinylite Library.
WINFIELD SCOTT MCGAHREN
CONSULTING Radio Engineers
TELEVISION SPECIALISTS
410 W. Main Street, Portland 11, Oregon
Washington 5, D. C.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7203

WHDF Houghton, Mich.—License to cover CP as mod., which authorized install, new vertical ant., change in trans., and studio locations and authority to determine operating power by direct measurement of ant. power. Modification of CP
WMBB Joplin, Mo.—Mod. CP as mod., which authorized changes in ant. and install FM ant and change type trans. for extension of completion date. AM—1400 kc

Lemoyne College, Memphis, Tenn.—CP new standard station (1500 kc 250 w) unilateral. Contingent upon WHEG being granted change of facilities. Modification of CP

KCOH Houston, Tex.—Mod. CP as mod., which authorized new standard station (750 kc 50 w) for new call letters and full simulcasting by WHEG from Lee Segall Bldg. Co. to Call of Houston Inc. APPLICATION DISMISSED

Modification of CP

KWAK Scotts Valley, Calif.—CP as mod., which authorized new standard station, to make changes in trans equipment and change frequency from 1260 to 1230 kc. Dismissed Jan. 27.

ACCEPTED FOR FILING

Transfer of Control

KSDO San Diego, Calif.—Involuntary transfer of control from Copley to James S. Copley & The First National Bank of Chicago as executors for The Estate of Ira C. Copley, etc. Modification of CP

KCTR Delano, Calif.—License to change name CP—58—250 kc—Pacific States to CP—1130—1400 kc

KSGO Minot, N. D.—Grant CP as mod., which authorized new standard station (950 kc 1 kw) for new call letters and new simulcast from CP—1240 to CP—950 for extension of completion date. Transfer of Control

WNBW Auburn, Ind.—Involuntary transfer of control from ira C. Copley to James S. Copley & The First National Bank of Chicago as executors for The Estate of Ira C. Copley, etc. Modification of CP

KWAK Scotts Valley, Calif.—Mod. CP as mod., which authorized new standard station, to make changes in trans equipment and change frequency from 1260 to 1230 kc. Dismissed Jan. 27.

ACCEPTED FOR FILING

Transfer of Control
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices National Press Building
Offices and Laboratories 1329 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 National Press Bldg. Dl. 1208
Washington, D. C.

PAUL GODLEY CO.
Lbrb. Great Notch, N. J.
Little Falls 6-1000

GEORGE C. DAVIS
501-316 Munsey Bldg. — District 8636
Washington 4, D. C.

INTERNATIONAL BLDG. Dl. 1919
WASHINGTON, D. C.
PORTER BLDG. LO. 8231
KANSAS CITY, MO.

RING & CLARK
51 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
902 NATIONAL PRESS BLDG., NA. 2827
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6519-6518

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. MCINTOSH
710 14th St., N.W.—Metropolitan 4427
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. Republic 2984

HAROLD B. ROTHROCK
GEORGE B. BAIERY
ASSOCIATE
1909 EYE ST., N. W.
NATIONAL 0106
WASHINGTON, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

GARO W. RAY
901 BROAD STREET PHONE 8-2055
BRIDGEPORT, CONNECTICUT

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adams 3711

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. ML 4151
Dallas, Texas
1728 Wood St. Riverside 3611

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. Atwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 77TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

GILLE BROS.
1138 LILLIAN WAY GLADSTONE 8770
HOLLYWOOD, CALIFORNIA

A. E. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS JUSTIN 8-6108

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1729 K ST., N.W. REPUBLIC 1001
WASHINGTON, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

WILLIAM L. FOSS, INC.
Formerly Colton & Foos, Inc.
927 19TH ST., N.W. REPUBLIC 3863
WASHINGTON, D. C.

JOHN C. HUTCHESON
1100 W. ABBAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algonia Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

ANDERSON & MERRYMAN
New York City New Orleans
81 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
E-1480

GUY C. HUTCHESON
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

A. E. BITTLE
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. SE 6646
Washington, D. C.

BROADCASTING • Telecasting

February 9, 1948 • Page 71
SALES ENGINEERING

- Your Opportunity For The Future

- Several Positions Open For Energetic Men
  - Here is your chance to do the kind of work you like, be associated with a major manufacturer in the broadcast equipment field and make a good income at the same time.

Experience in the radio broadcasting field and enough technical knowledge to make intelligent equipment recommendations is essential.

Positions are open in Midwest and Southeast. Would prefer men living or willing to live in Cleveland, Cincinnati, Ft. Wayne or Atlanta areas, although this is not mandatory. Necessary to have good car as travel is extensive.

In reply give age, past positions, business experience, education, marital status.

Reply care of BOX 626, BROADCASTING

DISC JOCKEY

To take over high-rated, established shows. Proven past record, pleasing personality, knowledge of popular music required. No applications will be entertained from topflight men. Outstanding middleweight, regional station. Tell complete story first letter.

Box 566, BROADCASTING

WANTED

Operator for transmitter or control room in a Michigan network station. Good pay and working conditions. Must have a car. QST, history, experience and picture in first letter.

Box 605 BROADCASTING

Help Wanted

Help Wanted (Cont'd)

Salesman - Young man, experienced in selling WTEN call on WMDD for 3 years. Has $125 per month visibility, $100 per immission. Non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Blvd., Washington, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

BROADCASTING

SALES ENGINEERING

- Your Opportunity For The Future

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.
For sale—A voice; seven years radio. To production station that will know how best to use a talent voice and sports. Box 59, BROADCASTING.

Situations Wanted (Cont’d)

Program director—Immediate 110 years experience, studio, recording and production. Excellent record, finest references. Twilight announcer, em- cees, ad-lib and news, currently with a large network show in Hollywood. Want to return to station operations. Box 427, BROADCASTING.

Situations Wanted (Cont’d)

Regional network daytime station in home city desires experienced engineer. Familiarity with new FCC Ticket. Good pay and good living conditions for right man. Reply Box 555, BROADCASTING.

Network station in small southern city desires combination engineer with FCC Ticket. Good pay and good living conditions for right man. Reply Box 555, BROADCASTING.

Situations Wanted (Cont’d)

Program director—Immediately available. 15 years experience in all phases of studio work. Specialist engineer, responsible family man. Good salary to man of experience and ability! BOX 600, BROADCASTING.

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

Program director—110 years studio, recording and production. Excellent record, finest references. Twilight announcer, em- cees, ad-lib and news, currently with a large network show in Hollywood. Want to return to station operations. Box 427, BROADCASTING.
ANNOUNCER-PROGRAM DIRECTOR.

EXPERIENCED in radio sales, salary or commission. Location of job has no effect on sales ability or ambition. Will travel anywhere in the United States or Canada. Excellent prospects. Will work weekends. Refers to Wiliam. Box 529, BROADCASTING.

SALES. Calls on customers, sells their products. Can be terminated by phone. Box 529, BROADCASTING.

SALES. Calls on farmers who grow oats. Must use car and be willing to travel widely. Box 529, BROADCASTING.

SALES. Calls on merchants. Must have at least 3 years experience selling. Must write. Box 529, BROADCASTING.

SALES. Calls on farmers who grow corn. Must travel widely. Box 529, BROADCASTING.

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SALES. Calls on farmers who grow corn. Must travel widely. Box 529, BROADCASTING.
FCC Actions
(Continued from page 70)

Applications Cont.: 

TV—130-186 mc 

Crosley Best, Corp., Indianapolis— 
CP new television station on Channel 11, 180-186 mc, ERP vats. 30 mc, kw, ant. 250 ft.

TV—169-204 mc 

Louis G. Baltimore, Williers-Barre, Pa.—CP new television station on Channel 11, 180-204 mc, power aur. 3 mc, kw, vis. (peak) and unil. 

WTVY Richmond, Va.—Mod. CP as mod. which authorized new commercial television station for completion date.

KRCU-TV, Wash.—Same.

Federal Telecommunication WXJTA, Inc. Area New York—Mod. CP which authorized new experimental television relay station WXJTA, for extension of completion date. 

License for CP 

KXLR Little Rock, Ark.—License to cover CP as mod. which authorized new commercial television station for completion date.

KMYC Marysville, Calif.—License to cover CP as mod. which authorized new commercial television station for completion date.

WBXR Staten Island, N. Y.—License to cover CP as mod. which authorized new commercial television station for completion date.

AM—470 kc 

WFLL Tampa, Fla.—License to retransmit CP as mod., which authorized changes in transmitter equipment, installation new vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc 

WMGA New Orleans, La.—Authority to determine operating power by direct measurement of ant. power.

WKRY Richmond, Ind.—License to cover CP, install new trans. 

WXLT Pitt., Minn.—License to cover CP as mod. which authorized new standard station.

AM—1580 kc 

Snowden Radio Enterprises, Winfield, Kan.—CP new standard station 1580 kc.

Modification of CP 

WEXL Royal Oak, Mich.—Mod. CP which authorized installation new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WMFR High Point, N. C.—Mod. CP as mod. which authorized make changes in vertical ant., and install FM ant., for extension of completion date.

AM—1260 kc 

The Plains Best, Co., Inc., Guyson, Okla.—New standard station 1260 kc 1 kw D.

License for CP 

WISL Shafter, Calif.—License to cover CP as mod. which authorized new standard station and change studio location and authorized to determine operating power by direct measurement of ant. power.

WBRI, Kansasville, Tenn.—License to cover CP as mod. which authorized new standard station and change studio location and determine operating power by direct measurement of ant. power.

WJ Holmes, Inc., Abilene, Tex.—Mod. CP which authorized new standard station, for approval of ant. and transmitters change and trans. change, location.

Modification of CP 

Citizen's Best, Co., Inc., Abilene, Tex.—Mod. CP which authorized new standard station, for approval of ant. and transmitters change and change trans. change location and studio.

WRCX Goose Creek, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP 

KLEE Houston, Tex.—License to cover CP as mod. which authorized new standard station and change studio location.

AM—1240 kc 

Good Neighbor Best, Co., San Antonio, Tex.—CP new standard station 1240 kc 250 w unil. (continuing on KMAC change in facilities).

License for CP 

WKOW Madison, Wis.—License to cover CP as mod. which authorized new standard station and to apply for on location and authority to determine operating power by direct measurement of ant. power.

Modification of CP 

WISC Madison, Wis.—Mod. CP which authorized new standard station, for extension of completion date.

AM—710 kc 

KFBC Cheyenne, Wyo.—CP change frequency from 1460 to 710 kc, increase power from 250 w to 3 kw N 19 kw D. install new trans. and DA-ON and change trans. location.

TV—192-198 mc 

The Yankee Network Inc. Bridgeport, Conn.—CP new commercial television station on Channel 10, 192-198 mc, with ERP of vis. 38.25 mc and aur. 19.125 kw, unil.

TV—198-204 mc 

Board of Regents, University System of Georgia for and on behalf of Georgia School of Technology, Atlanta, Ga.—CP new commercial television station on Channel 11, 198-204 mc with ERP of vis. 23.58 mc and aur. 12.5 kw and unil.

TV—76-82 mc 

Independent Best, Co., Des Moines, Iowa—CP new commercial television station on Channel 7, 76-82 mc, ERP vis. 18 kw aural. 9 kw, increased to designate studio and transmitter location.

TV—82-88 mc 

Picture Waves Inc., Columbus, O.—CP new commercial television station on Channel 8, 82-88 mc, ERP vis. 18 kw aural. 9 kw, AMEND to designate studio and transmitter.

TV—192-198 mc 

Community Best, Co.—Toledo, O.—CP new commercial television station on Channel 12, 192-198 mc with ERP of vis. 24.5 kw and aur. 12.25 kw unil.

APPLICATION RETURNED 

Modification of CP 

WEBI WEBI Inc., Portsmouth, N. H. Mod. CP which authorized new ST station WEBI, to change power from 10 w to 5 w and to change type trans. RETURNED Jan. 28.

License Renewal 

Experimental television relay broadcast applications for renewal of license filed by Television Production Co., Los Angeles, for WXJTA WXJTA.

KROE Las Cruces, N. M.—License renewal AM station.

TENDERED FOR FILING 

FM—1087 mc 

Elmer Lawrence Doner and Norbert Bernard Demke, partnership d/b/a the Doner Co., Ste. Genevieve, Mo.—CP new FM station on 1087 mc, ERP 20 kw.

Assignment of License 

KRISRN Caney City, Tex.—Consent to assignment of license to Royal Gorge Best, Inc.

Modification of CP 

WIVY Jacksonville, Fla.—Mod. CP to change trans. location increase power from 250 w to 5 kw.

License for CP 

SH The Plains Best, Co., Inc., Guyson, Okla.—New standard station 1490 kc 200 w unil.

AM—1260 kc 

WBAC Cleveland, Ohio—CP change frequency from 1290 to 1260 kc, 250 w unil.

AM—1370 kc 

William Glenn Thomas d/b/a Altnahara Best, Co., Jesup, Ga.—CP new standard station 1370 kc 1 kw D.

Modification of CP 

WMVI Marquette, Mich.—Mod. CP to change hours from D to unil., frequency from 970 to 1270 kc, power from 1 kw D to 500 w N 1 kw D and install DA-N.

AM—1400 kc 

Sandhills Best, Corp., Alliance, Neb.—New standard station 1400 kc 250 w unil.

Transfer of Control 

WHIT New Bern, N. C.—Consent to involuntary transfer of stock in licensee (Continued on page 78)
CBC Board Okays Power Boost to 50 kw For CKAC, Acts on Other Applications

By JAMES MONTAGNES

RECOMMENDATION that a power increase to 50 kw be granted to a second independent Canadian station has been made by Canadian Broadcasting Corp. board of governors. Favorable action on the application of CKAC Montreal for such a boost was taken by the board at Ottawa Jan. 23.

In a statement released Jan. 26 the board said it "is of the opinion that the power increase proposed should result in CKAC regaining coverage lost by reason of power decreases in other countries having priority of use of the channel (780 kc), and increasing signal intensities, particularly in the city of Montreal, where interference has gradually been increasing over a period of years."

There was no recommendation, however, for a temporary power increase by CKAC from present 5 kw to 10 kw. As a 50 kw station CKAC will continue to operate on 730 kc with directional antenna.

This power boost, and that of CFRB Toronto, to 50 kw, are reversals of earlier CBC stand to limit power to independent stations to 1 kw unless they were operating with more than this when CBC took control in Canada in Nov. 1935. The reversal, it was explained, is due to action of last year's Parliamentary Radio Committee, which recommended power increases to limit of Havana Treaty. Independent Canadian stations have asked for this for years before various Parliamentary radio committees.

In addition to power boost for CKAC, the CBC board recommended a new AM station at Summerside, P.E.I., with 250 w on 1240 kc, for Charlottetown, and pointed out that present station at Summerside, CHGS, 100 w on 1480 kc, would relinquish its license on March 31. New AM station also was recommended for Haileybury, Ont., with 1 kw on 910 kc. Applicant is T. A. Donough, who also won CBC board approval for a 900-w FM station at Haileybury.

C. A. Pollock of Kitchener, Ont., was recommended for a 10-kw FM station. This represented first CBC board approval for FM operation by a non-owner of an AM station.

License to operate an FM station was refused to Moncton Publishers Ltd., Moncton, N. B., on grounds that CKCW Moncton is establishing FM station there.

Dept. of National Defense was recommended for 100-w station at Churchill, Manitoba (west coast of Hudson Bay) to give service to military personnel in this isolated area.

CHNS-FM was allowed a change in frequency from 92.3 mc to 96.1 mc. CFPL London, Ont., was granted FM license with 444 kw; CHUM Toronto, FM license with 9.2 kw; CIAD Montréal, FM license with 602 kw, and CFOS Owen Sound, FM license with 340 w.

CKRM Regina was granted permission to increase emergency transmitter power from 100 w to 1 kw. Emergency transmitter licenses were granted to CFCO Chatam, CHAB Moose Jaw and CFNB Fredericton.

CBC REPORTS $27,000 LOSS FOR FISCAL YEAR

A LOSS of $27,261 was reported for the fiscal year 1946-47 by Canadian Broadcasting Corp. in its annual report filed by Revenue Minister J. J. McCann in Parliament on Jan. 26. Despite increased revenue from license fees and commercial programs, CBC sustained loss.

Financial statement for period April 1, 1946, to March 31, 1947, shows revenues of $5,865,028, and expenditures of $5,890,289. Revenues were up $132,556 for license fees to $3,905,840, and up $116,017 on commercial broadcasting to $1,979,655. During the year "a substantial volume of business was refused" to keep "a reasonable balance between commercial and non-commercial programs."

RATINGITIS' AFFlicting RADIO, DUNTON AVERS

TOO MUCH VALUE is being placed on ratings, not enough people listening, there are not enough new program ideas, and there is no immediate prospect for a slump in commercial broadcasting. These were highlights of a talk by A. D. Dunton, chairman of CBC board of governors, before the Advertising and Sales Club of Toronto Jan. 27 on "What's Ahead in Radio."

"Radio is suffering right now from an over-devotion to old program formulae. It comes in good part from too slavish worship of ratings," Mr. Dunton told the advertising executives. "Ratingitis too often brings radio people back to an old idea that they are sure will get a fair percentage in listings. It . . . also tends to bring about too great concentration on one part of the public," he added.

Mr. Dunton believes one of radio's worries should be the people who do not listen. The new tower was placed in operation during the past year "for early broadcasting."

Regarding radio advertising, Mr. Dunton said: "I don't see private commercial broadcasting heading for a slide. But I feel there is some place for caution in thinking about expansion and multiplication of operations and facilities."

KEX Plans on Increasing Power to 50 kw in April

OREGON'S first 50,000-w operation is nearing completion, as KEX Portland has erected its third and final 460-foot Blaw-Knox tower, which with transmitter equipment, will increase the station's power to 50 kw.

KEX's increase from 5 kw to 50 kw is scheduled for early April, according to C. S. Young, manager of the Portland Westinghouse station.
any special class of citizens, broadcasters or otherwise, to all citizens—140,000,000 tons. Dicks and Harrys who have not been fortunate enough to wring a license out of FCC, as well as to the two or three thousand who have.

And what is true of these key network outlets is true of every station in the country. The end result: A return to the anarchy of the airwaves of 1926, denunciation of all our international radio agreements, and two or three thousand broadcasters exchanging their best Sunday pants for a well-pressed barrel.

Edward J. Heffron
Media Director
National Conference of Christians and Jews, New York

P. S. The only argument against this proposition that I can conceive is the unanimous holding of the Courts as expressed by the Supreme Court in NBC v. US—'The right of free speech does not include the right to use the facilities of radio without a license.' But this is in itself a holding that the First Amendment does not apply to broadcast speech, and is predicated on Commission action based on that principle, in execution of a Congressional mandate based on that principle (or at least so understood by the Commission and the Courts, and earlier courts—though now denied—by the broadcasters). The Courts do not make laws, they only construe them. Change the thing construed and of course you change the construction. Change the basic philosophy of the Communications Act by establishing freedom to editorialize one-sidedly, or by emasculating regulation in the public interest, convenience or necessity, and you cut away the statutory basis of the aforesaid judicial decisions.

Hence those who now enjoy FCC license benefits will have no grounds for hoping that the courts will continue to protect their interests.

LISTENING IN N.Y.
About Third Highest Now Than
Early in War, Says Pulse

THE AVERAGE listening in New York since the end of the war is about a third higher than in the early war years, according to The Pulse Inc., which reports the following average quarter-hour sets-in-use from 6 a.m. to midnight during the entire week in the New York area:

<table>
<thead>
<tr>
<th>Year</th>
<th>Sets-in-use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>17.9</td>
</tr>
<tr>
<td>1943</td>
<td>20.2</td>
</tr>
<tr>
<td>1944</td>
<td>21.7</td>
</tr>
<tr>
<td>1945</td>
<td>23.3</td>
</tr>
<tr>
<td>1946</td>
<td>24.1</td>
</tr>
<tr>
<td>1947</td>
<td>24.0</td>
</tr>
</tbody>
</table>

"It is too soon to predict whether listening will level off on the high 1946 and 1947 plateau," The Pulse states, "but it is unlikely that it will drop to the low levels of the early war years unless serious intrusions are made by television and other competitive entertainment."

SECOND STUDY BY BMB
HAS 590 SUBSCRIBERS
SUBSCRIPTIONS to Broadcast Measurement Bureau's second survey nationwide measurement of station and network audiences totaled 590 as of Feb. 1, BMB announced last week. Fifteen stations subscribed during January.

Hugh Feltis, BMB president, pointed out that while total subscriptions are still below the total for BMB's first survey, only 18 subscribers had been signed by Feb. 1, 1945. He predicted that if the present trend continues subscriptions for the forthcoming survey will far outweigh those for survey No. 1.


In Utah—
- more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the popular station.

National Representative:
John Blair & Co.
FCC Actions
(Continued from page 75)
Applications Cont.:  
Corporation from Philip Howard, deceased, to Louis N. Howard and Ellis H. Howard.
Assignment of License
WNEI San Juan, P. R.—Consent to assignment of license of WINS-AM and pending application for remote power to Station WPLR, Bridgeport, Conn.
Transfer of Control
Assignment of License
WTIP Charleston, W. Va.—Consent to assignment of license of WTIP to Chemical City Bests, Co. Corp.
February 4 Decisions . . .
BY THE SECRETARY
WKJU Mobile, Ala.—Granted mod. CP for approval of new station and change studio location.
WLOU Louisville, Ky.—Granted mod. CP for approval of new station and change studio location.
WLW Cincinnati, Ohio.—Granted mod. CP for approval of new station.
WLIR Mobile, Ala.—Granted mod. CP for approval of new station.
WVEP Athens, Ga.—Consent to assignment of license of WVEP to WGBY, Inc.
WAKM Mobile, Ala.—Granted mod. CP for renewal of license.
WRB Rochester, N. Y.—Granted mod. CP for renewal of license.
WBMF San antonio, Tex.—Granted mod. CP to extend completion date of 12-15-48.
WBBH San antonio, Tex.—Consent to assignment of license of WBBH to ABC Broadcasting Co., Inc.
WTIP Charleston, W. Va.—Consent to assignment of license of WTIP to Chemical City Bests, Co. Corp.

Radio's Thrilling Half-Hour Transcribed Detective Show

"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!

IN NEW ORLEANS
(March-Dec., April, 1946-47)
Consistently beats all competition on stations from coast-to-coast!

WRITE

Hollywood
New York * Chicago

Page 78 * February 9, 1948

TRACTOR-PLOW purchased recently by WYNY-AM Holyoke, Mass., is shown taking Charles Tamm, station's transmitter engineer, to his job at the transmitter house atop Mt. Tom where WYNY-AM shares space with two other Massachusetts FM stations, WMAS-FM Springfield and WAGE-FM Chicopee. Mr. Tamm turned this to his great advantage in transportation following the heavy snowstorms in New England.

CP; further ordered that application of WAVE Inc. be removed from hearing docket.

Northwestern Theological Seminary and Bible Training School, Minneapolis—Granted petition to continue hearing on applications; hearing continued to Feb. 25.

Hargreaves, S. Bowden, Camden, S. C.—Granted leave to amend application to request 1,500 kW, D, D, and amendment and removal from hearing docket.

Northwest Public Services, Kelso, Wash.—Granted application to accept full capital stock in proceeding in Docket 8666.

West Coast Broadcasting, Co., Oakland, Calif.—Action on petition for license to serve as a station on 160 kHz, and approval of station.

Centennial Valley Bests, Co., Inglewood, Calif.—Granted leave to amend application to add supplemental technical data; accepted and amendment.

School of Radio Arts, Beverly Hills, Calif.—Granted leave to amend application to add supplemental technical data; accepted and amendment.

Whittier Bests, Assoc., Whittier, Calif.—Denied petition for leave to amend application to add exhibits of copies of seven letters, submitted

NBC IN THE PACIFIC SINCE 1931

More than a
Quarter Century of
Continuous
Broadcasting Service
Affiliated with THE HONOLULU ADVERTISER - Represented by THE KATZ AGENCY, INC.
simultaneously with petition, addressed to Commission by persons endorsing said application. Further ordered that original and/or copies of letters tendered with its petition which have been herefore received by Commission shall be associated with application in Docket 8720.

The Fairfield Bstg. Co., Waterbury, Conn.—Granted petition for leave to amend its application to specify revised engineering information; accepted said amendment.

San Gabriel Valley Bstg. Co., Covina, Calif.—Granted petition to dis- miss without prejudice its petition; dismissed without prejudice to re- statement pursuant to provisions of Section 1.365(c) of Commission rules.

Santa Monica Bstg. Co. for Santa Monica, Calif.—Granted petition to dis- miss without prejudice its application.

California Bstg. Co., Santa Monica, Calif.—Granted petition for leave to amend its application to request Class B FM frequency (Channel 230, 83.3 mc) for antenna facility, and granted said amendment and removed application from hearing docket.


Niagara Bstg. System, Niagara Falls, N. Y.—Denied petition for leave to amend its application, enlarge area and consolidate with hearing for Dockets 6323 EKB and 6325.

Cumberland Pub. Co., Pikesville, Ky.—Granted petition for leave to amend its application to relocate extension on Channel 31, 192 kw, 197 kv D in lieu of 1240 kw, 250 w D; accepted said amendment to specify revised engineering information from hearing docket.


KTRY Visalia, and KFRE-Fresno—Granted petition for continuance of hearing on applications; continued hearing.

The Four States Bstg. Co. Inc., Hagerstown, Md.—Granted petition for continuance of hearing on application; continued hearing.

KTSW Emporia, Kan.—Granted in part petition for continuance of hearing on proceeding on order to show cause; continued hearing to March 24.

Frequency Bestg. System Inc., Shreveport, La.—Granted petition for continuance of hearing on application; continued to April 1.

Rhythms Bestg. Corp., Minden, La.—Granted petition for continuance of hearing on application; continued to April 2

February 4 Applications

ACCEP TED FOR FILING

KERN Bakersfield, Calif.—Authority to determine new station's powers by direct measurement of ant. power.

License for CP

KVEE San Jose, Calif.—License to cover CP, as mod., which authorized new station and change studio location and authority to determine operating power by direct measurement of ant. power.

WJG Fort Wayne, Ind.—License to cover CP, as mod., which authorized new standard station and specify studio and location; and authority to determine operating power by direct measurement of ant. power.

WCTC Fort Wayne, Ind.—License to cover CP, as mod., which authorized new standard station and specify location; and authority to determine operating power by direct measurement of ant. power.

WNYB Kenmore, N. Y.—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:

WITA San Juan, P. R.—License to cover CP, as mod., which authorized new standard station.

WHAW Weston, W. Va.—License to cover CP, as mod., which authorized new standard station.

Volume 19, No. 7

February 21, 1948

NEVER RIGHT

USUALLY the Canadian Broadcasting Corp. gets rapped over the knuckles by opposition political parties for allegedly favoring the federal government too much in its newcasts. But at the Winnipeg convention of the Liberal-Progressive Assn. of Manitoba, President J. R. Rowel stated that CBC is "a diabolical and persistent offender," broadcasting news "hostile to the government at Ottawa." He accused the CBC newsway broadcasting and the broadcasting facilities of "countless instances of slanting news."

License Renewal

Application for renewal of experimental television broadcast license filed by State U. of Iowa, Iowa City, for WIXU.

TENDERED FOR FILING

Assignment of CP

KNGS San Francisco, Calif.—Consortium to assignment of CP to Stanley S. Beaulieu and Samuel M. Beaulieu db/o KNGS Pub. Co.

AM-1340 kc

Antelope Broadcasting Co., Lancaster, Calif.—CP new standard station 1340 kc 250 w.

Transfer of Control

WFTL Fort Lauderdale, Fla.—Consent to transfer of control from Gene T. Dyer, Evelyn M. Dyer, Dwight L. Rogers and Reginald B. Martin to Gore Pub. Co.

KTSW Emporia, Kan.—Consent to transfer of control from J. J. Roweske, Ike Newton, J. J. Kowalski and J. Nels- son Rupar to J. J. Kowalski, John P. Harris, Sidney P. Harris, Betty Lee Dietler, Barbara A. McDonald and Wend- ell Elliott.

Modification of CP

WTHY Fort Huron, Mich.—Mod. CP to change hours from D to unil., frequency from 1380 to 1380 kc, power from 1 kw D to 1 kw unil. and install DA-DN.

AM-430 kc

KOH Reno, Nev.—Application to mod. DA system, using 5 kw on 600 kc unil., and DA-N.

AM-1490 kc


TV-204-210 mc

The Valley Bestg. Co., Steubenville, Ohio—CP new standard television station on Channel 12, 204-210 mc, ERP Vis. 21.1 kw unil. 13.5 kw ERP.

Modification of CP

WAIR-TV Providence, R. I.—Mod. CP in change location, ERP to 39 kw vis. 15 kw, change type trans., and make changes in ant.

(Continued on page 80)

LOOK

WHAT HAPPENED TO

Coca-Cola

*Wequote:‘WJW did what we think is a truly amazing job. In the four weeks of our Christmas air-activity, WJW pulled more than 22,000 letters!’

If you want results comparable to these... look to CLEVELAND’S CHIEF STATION in the great Cleveland market.

Coca-Cola
A HAPPy SPONSOR

BROADCASTING • Telecasting

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FCC Actions

Applications Cont.: APPLICATION RETURNED

Modification of CP
KVOX Moorhead, Minn.—Mod. CP as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of commencement and completion dates. RETURNED Feb. 2, incomplete.

February 5 Decisions... BY COMMISSION EN BANC

FM Conditional Grant
Chambersburg Bestg. Co. Inc., Chambersburg, Pa.—Authorized conditional grant for Class A station; proposed Channel 240 (155.3 mc). Subject to review and approval of engineering details.

Designated Hearing
Radio Station WAIT Chicago: Metropolitan Radio Corp. of Chicago; Lake Shore Bestg. Co., Evanston, Ill., and Lewis College of Science & Technology, Chicago.—Designated for consolidated hearing applications for Class B FM stations in Chicago area.

Name Changed

Whittier (500 kw, 1240 kc), Whittier, Calif. —Dismissed without prejudice application for Class A station.

February 5 Applications ACCESS FOR FILING

AM—1790 kw
D. K. Kingsley, Los Angeles.—CP new standard station 500 kw. AM, 1959-53, to associate 620 kw to 250 w D. AM. AMENDED to change frequency 680 to 900 kw, power from 100 W D to 250 W D; and to specify trans. location.

Modification of CP
WIVY Jacksonville, Fla.—Mod. CP with approval of new standard station to change power from 250 w to 1 kw, change type trans., and for extension of commencement and completion dates.

Altema Bestg. Co., Jesup, Ga.—CP new standard station 1270 kc 1 kw D.

Modification of CP
WTPS Bestg. Corp., Mod. CP as mod. which authorized new standard station to change hours from D to 24 hours and to install DA-N, for extension of completion date. AMENDED to make changes in Buffalo, New York.

AM—620 kc
KAMQ Marquette, Mich.—Mod. CP as mod. which authorized new standard station to change frequency 1270 to 1240 kc, change hours from D to 24 hours, power from 1 kw to 5 kw N, install DA-N and change studio and transmitter location and extend commencement and completion dates.

License for CP
KEZV Grand Rapids, Mich.—License to cover CP as mod. which authorized new standard station and specify studio location.

Assignment of License
WCUJ Columbus, Miss.—Voluntary assignment of license from Lester Williams to WCUJ Inc.

AM—1420 kc
Sandhill's Bestg. Corp., Alliance, Nebr.—CP new standard station 1400 kw 250 w D. Transfer of Control

WHIT New Bern, N. C.—Voluntary transfer of control of license corporation from Philip Howard, deceased, to Louis H. Howard and H. Howard.

AM—730 kc
Okhio-Michigan Bestg. Corp., Toledo, Ohio.—CP new standard station 5 kw D-AM. AMENDED to change frequency from 890 to 730 kc, from 5 kw to 250 w D. AMEND to change type trans. and trans. location.

Modification of CP
Frank F. Smith Jr., Beaver Falls, Pa.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. trans. location.

WEMB San Juan, P. R.—Mod. CP as mod. which authorized new standard station, to change frequency from 1220 to 1170 kc, increase power from 3 kw to 10 kw and install DA-N. AMENDED to change type trans. and trans. location.

AM—1240 kc
WBAC Cleveland, Tenn.—CP change frequency 1400 to 1240 kc and to make changes in trans. and trans. location.

AM—1490 kc
Shell Bestg. Co., Center, Texas.—CP new standard station 1400 kw 600 w. Modification of CP

KXIT Dalhart, Tex.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to apply for studio location.

Apples-Land Bestg. Inc., Watenshie, Wash.—Mod. CP which authorized new standard station, for approval of ant., change location and to apply for studio and studio location.

WHIS Bluefield, W. Va.—Mod. CP as mod. which authorized increase in power, install new trans. and DA-N, to change type trans.

WMAG-FM Chicago.—Mod. CP as mod. which authorized new FM station to change ant. height above ground, to 610 ft.; make changes in ant. and change license and completion date.

License for CP
WJEJ-FM Hagerstown, Md.—License to cover CP as mod. which authorized new FM station.

AM—181-182 mc
Northwest Bestg. Co., Minneapolis.—CP new commercial television station Channel 1, 186-182 mc. ERP via. 31 kw. aur. 15.3 kw w and trans., and installation of CP.

February 9 Applications ACCESS FOR FILING

Assignment of CP
WXNJ Somerset County, N. J.—Consent to assignment of CP of FM station to WWSR Inc.

WRXS and WRSR—FM Cleveland Heights, Ohio—Consent to assignment of CP of standard and FM stations to WRXS Inc.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,555 licensed, 419 construction permits, 267 applications in hearing; FM—95 licensed, 226 conditional grants, 738 CPs (of which 309 are under special or temporary authority) 61 applications pending, 52 applications in hearing; television—seven licensed, 78 CPs (of which 17 under special or temporary authority), 105 applications pending of which 61 are in hearing.

Min.—CP 1240 kc 250 w unlit.


AM—Hearing

Charles Withur Lamar Jr., Morgan City, La.—CP 1550 kc 50 kw unlit.

AM—Hearing


A. W. resident: WHA Madison, Wisc.

AM—Hearing


WSWZ Inc., Trenton, N. J.—CP 1260 kc 50 kw unlit.

AM—Further Hearing


WPUS Muskegon, Mich.—CP 1490 kc 250 w unlit.

February 9—10 Applications ACCESS FOR FILING

AM—1240 kc


WABC Buffalo, N. Y.—CP 1230 kc 250 w unlit.


KRDB Los Angeles, Calif.—CP 1200 kc 100 w unlit.

CO-OP—FCC


ERLE—AM

WJKW—FM Syracuse, N. Y.—CP 1230 kc 250 w unlit.

AM—Further Hearing

Public Interest Bestg. Co., Madera, Calif.—CP 1230 kc 250 w unlit.

San Joaquin Bestg. Co., Fresno, Calif.—CP 1230 kc 250 w unlit.

KRDU Dinuba, Calif.—CP 1240 kc 250 w unlit.

Intervenor: KWSG Sacramento, Calif., to be held in Post Office Bldg. at Madera on Feb. 10; at City Hall, Fresno, Feb. 11; and at City Court Office at Dinuba, Feb. 12, 10 a.m.

AM—Further Hearing

Granite City Bestg. Co., St. Cloud, Minn.—CP 1230 kc 250 w unlit.
CRIME SHOWS EFFECT CAN BE GOOD—HOOVER

CRITICS of radio crime programs were told this week by FBI Director J. Edgar Hoover that the programs "can be a potent aid in fighting juvenile delinquency" if restrained presentation is practiced.

In a statement prepared for the United Press and issued Feb. 2, the nation's number 1 G-Man said that "considerable sentiment" had been expressed that crime programs should be taken off the air because by "the power of suggestion, they appeal to youngster in lawlessness.

Juvenile delinquency, the FBI chief pointed out, existed before radio programs "and it is fallacious to attribute one to the other merely because they now are co-existent."

Mr. Hoover said "a harmful effect on receptive young minds" may result from improperly and unintelligently prepared presentations.

"However," Director Hoover continued, "broadcasting should not be discarded as a potent preventive weapon against crime just because some writers and producers fail to give their programs proper thought and careful treatment."

No Date Set
NO DATE has been set yet for the voluntary censorship meeting planned by Defense Secretary James Forrestal [Broadcasting, Jan. 26], Capt. Robert Berry, assistant to the Secretary, said last Thursday. "There will probably be no meeting for three or four weeks," said Capt. Berry. "The Secretary is suggesting the plan because he feels it is his duty to afford information media the opportunity to have a guidance agency. It is no more than that," he added. "And if the representatives of the information media—radio, newspapers, newsreels—do not want a voluntary censorship agency, the plan will be abandoned. We are merely offering the service."

AM GRANTS

TWO NEW daytime only stations and improved assignments for three existing outlets were granted last week by FCC. Consent also was granted for deletion of two daytime operations.

El Reno Broadcasting Co., El Reno, Okla., was granted daytime license on 1580 kc while Gifford Phillips, owner KGHF, Col., was awarded 1 kw daytime on 1430 kc at Denver.

KFLW Klamath Falls, Ore., was granted change from 1450 kc to 1240 kc, contingent upon KFJJ that city moving to 1150 kc. KFLW is assigned 250 w fulltime, WKJB Bayaguses, P. R., was authorized to switch from 250 w to 1340 kc to 1 kw on 710 kc, directional fulltime, and WPPA Pottsville, Pa., was granted power boost from 500 to 1 kw on 1360 kc.

KAWM Topeka, Kan., owned by KAW Broadcasting Inc., was granted request to delete its construction permit for 600 w daytime on 1560 kc and WPRF Utica, N. Y., owned by Richard H. Balch, gave up permit for 250 w daytime on 900 kc.

KAWM, granted February 1947, stated after receipt of its grant, regional outlet KJAY was approved, move of regional WREN from Lawrence to Topeka was granted and fulltime outlet KTJP was authorized. New regional WIBW has been operating there since 1924. Topeka population is about 68,000. KAWM principals: E. H. Hatcher, president; Charles S. Parker and L. E. Fisk, each 22%, and P. L. Thatcher, 13%.

Gave Up CP
Mr. Balch gave up his daytime CP to become president of U. T. K. Corp., new firm which has application pending for 250 w fulltime on 1250 kc in Utica. He is reimbursed for his WPRF investment. New firm includes: Mr. Balch, Charles S. Donnelly, Utica postmaster, vice president; Hobart L. Morris, attorney, treasurer; Robert Trent Jones, secretary, and Joseph A. and Michael R. Hana, directors. Each has subscribed to 50 shares. The Hansas formerly composed Hanna Broadcasting Co., seeking same assignment. Request is consolidated in hearing with those of Utica Observer-Dispatch Inc. and Utica Broadcasting Co.

El Reno Broadcasting is a partnership composed of C. C. Woodson, one-quarter owner of KNOW Austin and WACO Waco, Tex.; J. T. Carlisle, fertilizers manufacturer, and Ross K. Prescott, attorney, who has 20% interest in new daytime outlet at Taylor, Tex., and one-eighth interest in Notor County Broadcasting Co., applicant at Brazosport, Tex.

The WPPA grant is subject to such interference as may be received from WWBZ Wineland, N. J., should it be granted switch from daytime to fulltime operation of 1 kw on 1360 kc. Both requests had been in comparatively hearing concerning possible mutual interference. As this was found to be negligible, both parties petitioned for removal from hearing and grant. WPPA was granted but WWBZ was denied and continues in hearing until settlement of certain technical questions.

WKBW Renews ABC
WKBW BUFFALO, N. Y., has renewed its affiliation contract with ABC for two years effective next June 1, it was announced last week. WKBW, owned by the Buffalfo Broadcasting Corp., operates with 50 kw on 1520 kc.

SCAAA Again Elects Fenwick to Presidency
DAVID FENWICK, executive vice president and radio director of Dunn-Fenwick & Co., Los Angeles, was re-elected president of the Southern California Advertising Agencies Assn. Inc., at a meeting held Feb. 2 in Los Angeles.

Elected at same time to positions of vice president and secretary-treasurer, respectively, were Jack B. Kiefer, head of J. B. Kiefer Adv., and Howard Ehrlich, vice president in charge of Pacific Coast operations, Abbott & Kimball Co., both Los Angeles.

Permanent headquarters for the organization which now boasts 67 active members will be established Feb. 16 in the Van Nuys Building, Los Angeles, it was announced at the meeting. Telephone number will be Trinity 8481. Lydia Hammer, formerly office manager for McGraw-Hill International Corp., Los Angeles, will be executive secretary in charge of office.

WROM writes: "We want a Califone for each salesman"

Dean Covington
Manager
WROM, Rome, Georgia

"We are so much more than pleased with our Califone Model 6-A that we wish to purchase more to give each of our salesmen an opportunity to use the Califone."

by Dean Covington
Manager

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

Compare these 12 Features:
• Excellent professional fidelity.
• Less than 10 lbs. weight—easy to carry.
• Plays up to 17¾" transcriptions and standard records.
• Plays 33 1/3 rpm and 78 rpm.
• Finest quality transcription crystal pickup—Astoria "400 Master."
• ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pickup arm.
• Wide range amplifier.
• Change Tone Control.
• Wow-free turntable—completely silent.
• Sturdy, handsome construction.
• Guaranteed 50 days—against defects in mechanism—factory service available thereafter.

MODEL 6-A
• Low-Cost

$41.25

NET
F.O.B. FACTORY
To Radio Stations, Advertising Agencies and Recording Studios.
LIST PRICE—$46.50

More than 350 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

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1947 Net Sales
(Continued from page 18)
dio by advertisers with small
budgets.
Spot Sales
The spot sales trend is interesting,
in that it definitely seems to
have reached the end of a peri-
od of phenomenal growth, and has
leveled out to a steady annual
increase. Spot sales figures showed
annual increases of as high as
24.6% in 1944, and have shown
 increases since 1934. However,
the rate has fallen off since the
1944 peak.
New Stations
One hundred fifty new stations
reporting showed average income
for 1947 of $58,026 per station,
a remarkably high average for the
first year's operations. Many
of these stations did not have a
full year of operation to make up
this total.
Only 30 of the 150 new stations
reported any time sales in 1946,
which indicated that many of
them did not begin to sell time
until early in 1947. Even so, of
these 30 reporting stations, the
average revenue for 1946 was $317-
166.
Local business accounted for
about 89.6% of the time of sales of
these new stations. This is to be
expected, and follows the general
pattern of time of sales in newly
established stations.
Dollar volume of local time sales
indicates, also, that local radio
stations are pressing other media
for the local advertising dollar, and
will be able to compete on a more
equal footing in 1948.
Revenue by Class of Station
Of the total 1947 radio revenues,
local stations, as a group, showed
the greatest gain in relative per-
centages for the year. With the ex-
ception of the clear-channel sta-
tions in cities of 50,000-250,000,
which showed an increase of
12.9% over 1946, the local class
was the strongest gainer, with a
6% higher increase than the re-
gional or clear channel stations.
Local station revenues haveshown
a 182.2% increase from 1937 to
1946, while regionals showed an
86.9% increase in the same period,
and clear channels showed a 45.5%
 gain. With current figures which
show that local stations are still the
strongest gainers, it is evident that the
advertising dollar is being spread
even more evenly among the vari-
ous classes of stations.
Regional and clear channel
stations gained about 10% in spot ad-
tvertising, while clear channels gained
6.5% in this type of advertising.
National and regional network
sales fell off among regional and
local stations, and gained a slight
2.4% on the clear channel outlets.
Revenues of all classes of sta-
tions reflect the percentage de-
cline in national and regional net-
work time sales.
Newspaper advertising increased
16.3% according to an 11-month
report on 1947 from Media Records.
The 1946 gain was 24.5%. Lead-
ing increases were in automotive
advertising, 64.0% and general
display advertising, 18.8% gain.
Classified advertising, a leading
 gainer in 1946, with a 32.3% in-
crease, increased only 12.5% in
1947.
FM and TV Start
FM and television made com-
mercial beginnings in 1947. The
volume of business was relatively
small, and reports were only con-
cclusive enough to give indications
of trends, although it is estimated
that TV station revenues were
slightly over $500,000, while FM
sales were below that figure.
Within product groups, no sig-
nificant changes were apparent.
The big four industry group ad-
terisers: Drugs and toilet goods;
food and food consumables; laundry
soaps and household supplies; and
cigars, cigarettes and tobacco
again led the field in advertising
volume. Of these four, only drugs
and toilet goods showed a de-
crease in relative position within
industry classifications, and reg-
istered an estimated $6,000,000
 drop in actual dollars spent for
advertising in 1947. This figure
represents an 11% decrease from
the 1946 figure.
Food and food beverage adver-
tising gained about 8.9% over
1946 figures. Household supplies
and laundry soap advertising re-
mained high, with an estimated
$3,000,000 gain in 1947. This is
a 16.8% increase over 1946. To-
bacco advertising increased 13.6% 
over last year's figure, spending
an estimated $18,000,000 for radio
in 1947.
Together these four advertisers
accounted for 75.8% of network
time sales. Total dollar volume in
the four groups was approximately
$41,262,000.
Of the major advertising groups,
alcoholic beverages showed the
greatest drop in 1947—a decrease
of 23% from 1946. Passenger car
advertising dropped most, regis-
tering a decline of 55% from 1946.
Truck, and tire and tube advertis-
ing volume held steady through
1947.

E. S. LEE IS NOMINATED FOR AIEE PRESIDENCY

EVERETT S. LEE, engineer of
General Electric's general engi-
neering and consulting laboratory,
Schenectady, N. Y., has been nomi-
nated for the presidency of the
American Institute of Electrical
Engineers by the nominating com-
mittee of that group.
Mr. Lee's nomination, it was
understood, is considered tanta-
mount to election, since he was un-
opposed. Under the AIEE consti-
tution, however, independent nomi-
ninees may be proposed later to be
voted upon by the full membership
this spring. The post becomes va-
tant Aug. 1.

The following were nominated
for institute vice presidents:

Northeastern district—Victor Siegfried,
chief research engineer, Electrical Cable
Works, American Steel & Wire Co.,
Schenectady, New York City.

John L. Callahan, research section head,
BU Laboratories Division, Boston, Mass.

Grait Lakes district—Ira G. Terry, works
engineer, General Electric, Fort Wayne,
Ind.; Southwest district—George N.
Pangree, transformer specialist, General
Electric, Dallas, Tex.; Northwest district—
Richard McKay, assistant general man-
ger, Washington Water Power Co.,
Spokane, Wash.

For director—Clarence W. Pick, dis-
trict manager, apparatus dept., Gen-
eral Electric, Cleveland; Morris D. Hoos-
ven, electrical engineer, electric engi-
neering dept., Public Service Electric
& Gas Co., Newark, N. J.; F. O. McMil-
an, head, electrical engineering dept.,
Oregon State College, Corvallis, Ore.

For treasurer—W. L. Stichter, profes-
sor emeritus of electrical engineering,
Columbia U., New York.

Lent & Poast Dissolved; Lent Opens Own Office

DISSOLUTION of the firm of
Lent and Poast in Washington,
D. C., and the removal of Worthing-
ton C. Lent's offices to the
Ring Bldg., 1200
Eighteenth St.,
N. W., in the Cana-
descent, has been announced
by Mr. Lent.
Mr. Lent said he plans to con-
tinue the general practice of
consulting engineering
and that he will specialize in
cases coming before the FCC.
Phone number of his office is Dis-
trict 4127. Mr. Poast's plans were
not announced. He is understood
to be in Atlanta at present.

Army's Overseas Ruling Hit by Davidson Taylor

RULING by the Army that
 corresponds may leave overseas
theatres for not more than 30 days
without re-accreditation was criti-
cized last week by David-
son Taylor, CBS vice president
in charge of public affairs, who
declared that the edict places
"... too great a limitation on the
mobility and security of our chief
 correspondence in the far east
(Bill Costello) who must have
the transmission facilities
available, and those are in Japan.
He must be able to spend time
outside the MacArthur command
as the problems of news organiza-
tion and news coverage demand."

In a CBS broadcast from Tokyo
Feb. 4 Mr. Costello said the con-
sensus of Tokyo correspondents
was that the War Department's
new ruling is "utterly unwork-
able" and "constitutes, in effect,
a form of censorship."

THE ABC
STATION FOR
YOUNGSTOWN
IS YOUR BEST BUY
FOR OHIO'S 3rd MARKET
ASK
HEADLEY REED
YOUNGSTOWN, O. H.
COMING SOON 5000 WATTS

Page 82 • February 9, 1948
FCC Probe
(Continued from page 14)
that Mr. Norton in effect admitted error.

Rep. Wolverton observed that the
inventor's statement was "star-
tling," and assured Dr. Armstrong
that the committee would not al-
low it to be passed over. To a
question by Rep. Orin Hatch
(D-Ark.), Dr. Armstrong said he
did not know whether the altera-
tion was made on the initiative of
the Army or FCC.

The FM pioneer said he had
called FCC's attention to the change
in the report and that the FCC
general counsel, whose name he
didn't remember, had tried to
keep him from getting his state-
ment into the record. He added
that this occurred during Chair-
man Porter's tenure.

He noted that Mr. Norton had
recently admitted he was mistaken.

Dr. Armstrong renewed his
claims that RCA in particular had
sought to retard FM and, in 1935,
"commenced a course of conduct
by which it succeeded in putting
FM and television in competition,
when there should have been no
competition, and using the
promise of television to block the
development of FM and the alloca-
tion of suitable channels to FM."

He claimed RCA had "full infor-
mation" on its and its own FM
tests but failed to mention FM in
FCC's June 1936 hearings on allo-
locations above 30 mc for which the
Commission gave television
"the major part" of the 40-120 mc
area and allotted five channels to
FM. At the January 1940 hear-
ings, which resulted in more space
for FM, he said it was brought
out that RCA had had in its pos-
session at the time of the June
1936 hearing a report by its oldest
engineers which supported the
claims he had made for the FM sys-
tem.

He said the so-called "single
market plan," which he attributed
to "a former vice-president" of
CBS, led FCC to cut the power of
high-power mountain-top
stations and thus limit or erase their
usefulness as direct relays.

As the FCC shouldn't allocate
the whole spectrum, not just a
portion as proposed by the
Lemke measure, he replied half
jokingly that "Congress might
done a better job," and added
that he'd rather take his chances
with the legislators.

When Rep. Clarence F. Lea
(D-Calif.), former chairman of the
committee, asked whether the pres-
ent Commissioner's attitude toward
FM differed from the former Com-
misions, Dr. Armstrong replied
affirmatively. He said the old one
was "aggravated to end low-band
broadcasting, while the new one
has at least been giving "sympa-
thetic hearing."

The inventor said FCC gave
him a "hostile reception" when he
sought an experimental FM license
in 1935-36, and that the "one ad-
verse public comment" after he
revealed FM's technical details
came from Andrew D. Ring, then
FCC assistant chief engineer and
now a private consultant. He said
Mr. Ring called FM a "visionary
development" and utterly imprac-
tical.

Lemke in Background

Rep. William Lemke (R-N.D.),
sponsor of the measure, took no
part in the proceeding beyond open-
ing and closing statements in
which he reviewed charges made
against FCC with respect to the
FM band shift and declared that
the testimony showed the need
for Congress to take action when
an agency "gets stubborn and sets
against the public good."

J. E. Brown, assistant vice presi-
dent of Zenith, told the commit-
tee that "the move of FM from the
50 to 100-mc band was a body
blow." Engineering and produc-
tion problems in the manufacture
of FM sets for the 100-mc band
are profound, and FM receivers
even now have not appeared in
large volume on the market, he
said.

He insisted that the low band
should be used primarily for FM
broadcasting.

Rep. Harris Ellsworth (R-Ore.)
indicated he found it difficult to
reconcile Mr. Brown's views of
heavy public demand for FM sets
in view of his testimony that FM
receivers represented only about
7% of 1947 set production. Mr.
Brown replied that "some lines are
not moving so well."

He estimated 10% FM produc-
tion would include FM.

Congressman Ellsworth charged
that the major networks are
"drunk with power." He suggested
that if they would examine their
Hooperatings "they would find
that many small stations are
out-pulling them." He expressed
the view that it required "a hearty
man" to venture into the FM field,
and that the variety of programs
might be restricted by formation of
FM networks.

Lee McCanne, vice president and
general manager of WAAA
(Rochester), said FM "has suffered
nine body blows." He listed: (1)
RCA decision to forego FM de-
velopment in 1936; (2) FCC's "un-
willingly or lack of foresight" to
assign enough channels to FM;
(3) interruption of progress by
the war; (4) reallocation of the
band; (5) the "casting aside of
market plan;" (6) FCC threats to
"crack down" on manufacturers
producing two-band sets; (7)
American Federation of Musici-
ans' recently lifted ban on FM
duplication and (8) its now-
relaxed prohibition against music
on FM networks; (9) lack of ade-
quate high-quality telephone cir-
uits for relay purposes.

McCanne Recommendations

Mr. McCanne offered these rec-
ommendations: continue low band,
or at least a portion of it for
relay purposes; preserve the fre-
quency used by Dr. Armstrong;
continue single-market plan in
high band only; create used sales
market for prewar sets; promote
stability by extending FM license
term to two or three years; draw
strings tighter on number of AM
stations; offer clear channels in AM
where FM cannot reach; provide
stability and eliminate uncertainty
in television field by stretching
license periods and setting dead
line for decision on policy matters
such as color video and allocations.

C. M. Jansky Jr., Washington
radio engineering consultant, re-
outed the history and activities of
Panel 5 of the Radio Technical
Planning Board, which he headed
while it prepared recommendations
to FCC with respect to FM al-
locations. He said the panel ma-
jority's recommendations were
ignored by the Commission in de-
ference to those of Mr. Norton.

Dr. Harlan T. Stetson, Need-
ham, Mass. sunspot expert, said
the hand shift was authorized on
insufficient evidence and was "en-
tirely unjustified."

Paul A. deMars, consulting en-
gineer and former vice president
and technical director of Yankee
Network, traced his part in the
study and development of high-fre-
cuency band uses and concluded
that "because FCC relied for all
practical purposes on the testi-
money of one witness, Mr. R. A.
Norton, and rejected the testimony
of myself and others who built the
FM art prior to the war, FM was
dealt a crippling blow."

"Mr. Norton," he said, "has
since been discredited and, by his
own admission, made false predi-
cions based on unsound assump-
tions."

He cited the advantages of the
50 mc band and said it was neces-
sary for the establishment of a
relay network.

Everett L. Dillard, head of Con-
tinental FM Network and owner
(Continued on page 88)
March of Dimes

(Continued from page 88)

his orchestra, who left LaGuardia Field, New York, that day on a "Flight for Dimes" which was to take them to Philadelphia, Balti- more, Washington, Charleston, W Va., Cincinnati, Indianapolis and other cities. The band leader and radio personality made the tour on behalf of the March of Dimes at his own expense, the National Foundation for Infantile Paralysis reports.

WWL New Orleans arranged for Terry to appear on several of its programs during his two-day visit to the Louisiana metropolis Feb. 1-4.

Terry appeared on television Jan. 29 when he visited Bob Emory and his Small Fry Club on DuMont Television, 6:15-6:45 p.m. DuMont stations WABD New York and WTTG Washington also carried spot announcements for the March of Dimes. Pledges totaling nearly $3,000 were collected Feb. 1 on WABD telecast emceed by the station's sportscaster, Dennis James, and featuring a number of sports celebrities.

Another television appearance was made by Terry on KSD-TV St. Louis, the Post-Dispatch video station. Terry was interviewed by Bob Severin, KSD-TV producer, after visiting the polio ward of St. Louis County Hospital. The "Parade of Pennies," ju- venile version of the March of Dimes, was heard over MBS Jan. 24 from 2:20-3:00 p.m. and was also covered by NBC Television. Show originated from Kingsbridge Armory, New York City, climaxing in a hour-and-a-half program for more than 20,000 children.

New York City's annual March of Dimes Fashion Show at the Waldorf-Astoria Jan. 27 was tele- cast by WCBS-Television New York. Show is presented by the New York Dress Institute.

Paul Hodges, who conducts a strength interview program for tele- vision station WEWS Cleveland, devoted his half-hour show to the March of Dimes for two weeks.

Among reports received from FM stations of their efforts to help make the 1948 March of Dimes campaign a success was one from WNDR-FM Syracuse, N. Y., which said it cancelled all of its regular programs Jan. 18 to present a single public service show, Tribute to the March of Dimes. "For seven and a half hours," says WNDR- FM, "we presented news- man interest stories about March of Dimes, dramatic shows, interviews with local officials of the National Foundation, and musical tributes High allows a girl with six-year-old girl who had re- covered from polio."

An Indiana FM station, WCSI-FM Columbus, planned to set aside its entire Saturday evening Band-stand show, 9:30 p.m.-1 a.m., to promote telephone pledges to the March of Dimes. Station also carried an interview breaks urging listeners to contribute.

In Pennsylvania FM station WPMZ Allentown gave all of its time on the air during week of Jan. 24-30 to the Dimes drive. All sponsors were urged to relinquish their air time for the week, and WPMZ then re-sold the time to the sponsors with money going March of Dimes. Station's regular salesmen and other staff members rounded up other sponsors to aid in the Dimes campaign.

WGYN's Promotion

WGYN (AM) New York helped promote the Dimes drive through its 6 p.m. Candlelight Cafe pro- gram conducted by Maurice C. Dreier.

At least other reports received from AM stations concerning their activities in connection with the Dimes drive was one from KVVO Tulsa, which said that it had de- voted its entire Saturday night Western Dance Parade show (11:15 p.m.-1 a.m.) to the project. Leaders of three local western dance bands which perform a round- robin on the program, asked lis- teners to call KVVO and make their pledges. Station reported that mem- bers of its staff stayed well into the early morning hours to accept the flood of pledges.

From WIRE Indianapolis, which also tried a midnight promotion for the March of Dimes, came a story familiar to that of KVVO, "Everyone looked pretty bedrag- gled this morning (Jan. 29), but very happy," said the WIRE an- nouncement. "You see... last night announcers, staff musicians, new- casters....just about everyone donated his services (from 11 p.m.- 1:30 a.m.) to entertain listeners for the March of Dimes. By the end of the session, WIRE was ready to give the Dimes campaign over $1,107.00 in pledges brought in by our listeners."

At another Indianapolis station, WISH, two disc m.c.'s staged a fan mail battle which brought in pledges amounting to $1,545.00. WISH reported. Fans were asked to phone in their "ballots" for either Bill Faulkner or Bob Bruner by making a contribution to the Dimes drive.

Contributor Stricken

KOIN Portland, Ore, used its early morning request musical pro- gram, KOIN Klock, to help pro- mote the campaign in its area. The story of a 13-year-old lad who made a small contribution through the KOIN Klock and then himself was stricken with polio was featured in a feature article in the Jan. 22 issue of Portland's Oregon Journal.

WQQW Washington engaged one of the large meeting rooms of Hotel Statler and brought in guest enter- tainers for a special broadcast of its Saturday morning Children's Hour Jan. 31 for the benefit of the infantile paralysis fund. Adults paid a dollar and children a dime to attend the show, conducted by Carl Green of WQQW, with all proceeds going into the fund.

"Wishing Well" Show

WVET Rochester, N. Y., re- ported that each afternoon during the Dimes drive its engineers and announcers taped-recorded the voices of individuals gathered around March of Dimes wishing wells and collection boxes in specialty and department stores, and recordings were broadcast later each day. Station also aired spot announcements, as well as interviews from the Rochester campaign headquarters in Seneca Hotel, to aid in the drive.

The KBTM Jonesboro, Ark., Dimes promotion was centered around station's 1230 Club disc show for the period beginning Jan. 15 and ending Jan. 30. Ted Har- dirn, station program director, who conducts the show, "charged" his listeners a dime for each request they mailed in. "The gratifying thing about the project," said KBTM, "is the fact that more listeners sent in quarters and dol- lars than dimes."

WMAS and WMAS-FM Spring- field, Mass., conducted March of Dimes broadcasts from the lobby of the Youth Centre on Spring- field's Main St. The shows were in charge of Turner Cooke, program director.

WLW Lawrence, Mass., whose drive in behalf of the battle against polio was in charge of Arthur Flynn, commentator, reported that it had an unusual guest on one of its Dimes broadcasts, a "mike"-shy Secretary of State, who was reluctant to bark about contributions made by the organization he represented.

Limerick Contest

Another Massachusetts station, WTAG Worcester, conducted a March of Dimes limerick contest. Entrants were required to send in a contribution to the Dimes drive with each completed limerick. Win- ners received free tickets to a double-headers basketball game.

A different contest idea was used by WNAE Warren, Pa., to aid the Dimes campaign. Station pitted two of its disc m.c.'s and their programs against each other. One of the programs, Kane Parade, is dis- torted to WNAE listeners in Kane, the other, Please Play, to Warren listeners. Competitive spirit between the two cities was used to promote March of Dimes contributions, with a contribution of at least a dime required for each number requested on either program. WNAE reported that Kane was the winner, contributing...
$2,091.98, while Warren listeners gave $1,738.00.

In Miami Beach, Fla., WMRR on Jan. 23 presented an hour-and-a-half program from the Clover Club, with Del Moore, who conducts station's Breakfast on the Air, as m.c. WMRR reported that the show, which featured Gracie Barrie, Joe Adams (From Gags to Riches) and other stars, brought in contributions totaling more than $1,000.

WINX Washington reported that its morning man, Jacky Strong, collected more than 15,000 dimes from listeners in a two-weeks' March of Dimes effort. In addition to requiring dimes for all records requested, Mr. Strong made six transmissions promoting the drive which were played on station each day and sent some 500 letters to organizations in the Washington area pointing out the urgency of the fight against infantile paralysis.

WNHC New Haven, Conn., used the idea of a radio auction to raise funds to aid in the fight. Listeners bid on merchandise items obtained from New Haven business concerns. The items were placed on the "radio auction block" through two WNHC programs, one conducted by Lewis Doolittle, program director, and the other by Ruth Doolittle, women's commentator. Listeners put bids by phoning station, and volunteer workers from March of Dimes headquarters answered their calls. WNHC reported that $1,000 was raised.

Also in Connecticut WTIC Hartford, reporting on Mile O' Dimes drive conducted in conjunction with the city's morning newspaper, Hartford Courant, said the five-mile goal had been passed by Jan. 31. Director of the drive was Bernard Mullins, station's public relations manager.

Earlier reports from Los Angeles cited the work of stations in that area on behalf of the March of Dimes [Broadcasting, Jan. 26].

Secretary James Porrazza, on behalf of U. S. Navy, has awarded WCAC Plant-W "for service rendered to the United States Naval Reserve in the Fox Valley." Captain J. L. Kaufman, Commandant Fourth Naval District, made the presentation to Dr. Leon Levy, president and general manager of WCAC.

FAX HEARING

FACSIMILE INTERESTS last week were undertaking comprehensive presentations for the hearing called by FCC for March 15 to consider rules and standards for commercial facsimile operations, with indications that a demonstration of the service and some "startling" testimony on color would be included.

If they are successful in convincing the Commission that commercial operation is feasible and would not "hurt" the industry, particularly FM, and "if there's a great deal of unanimity" among the facsimile interests, FCC authorities said, then there's a good chance that the medium will be in commercial operation before the year is out.

The Radio Technical Planning Board's facsimile panel already has submitted proposed transmission standards, and FCC noted that Alden Products Co., Finch Telecommunications Inc., Radio Inventions Inc. and Faximile Inc. have asked that these be put into effect "with some urgency," and that FCC promulgate rules for this service.

"The standards proposed would provide for the use of both 8.2-inch and 4.1-inch width recorders at the same linear rate of 106 lines per inch," FCC said. "It is desirable that the Commission be fully informed as to the status of facsimile broadcasting, and more particularly as to the [issue an- nounced for the hearing] prior to reaching a determination that transmission standards should be promulgated for this service."

Alden, Finch and Radio Inventions have conferred on plans for their presentations to the Commission and were reported to be generally in accord. They feel that the question of the 8.2 and/or 4.1-inch recorder width, over which there has been some controversy, is for the public ultimately to decide but, with exception of Alden, they prefer 8.2 inches.

Finch reportedly was planning to demonstrate facsimile operations during the hearing and was said to be preparing "startling" testimony on color transmissions.

Facsimile broadcasting has been permitted in the FM band under certain conditions—the air and a number not used for FM transmissions—and additional frequencies have been allocated to the service in the 470-500 mc range.

Meanwhile, use of facsimile by FM stations, possibly on a large scale, was indicated in a letter submitted last Thursday to the FCC by FM Assn. in which proposed AT&T rates for network lines were protested.

The letter, sent by FMA General Counsel Leonard H. Marks, said that with the use of 15,000-cycle circuits "it now becomes possible to duplex both the aural program and facsimile simultaneously over the same circuit." FMA contended, restrictions imposed by AT&T in its proposed tariffs would block such service.

FMA's Contentions

FMA claimed that AT&T's proposed tariff for the FM group asked Commission inquiry into lack of circuits for FM networks, specify that facilities proposed to be furnished in connection with message toll or private-line telephone service may neither be connected with program transmission channels nor be connected directly or indirectly with broadcasting equipment at radio stations.

FMA was told that FMA "does not desire that the proposed tariffs be suspended since it is vital that 15,000-cycle service be made available immediately to determine whether or not such circuits are practical and not in the experimental stage at this time."

Persons wishing to participate in the facsimile hearing were given until March 1 to notify the Commission. Those who have shown otherwise that they will attend include John V. L. Hogan, head of Radio Inventions and of WQXR and WQXQ (FM) New York; Elliott Crookes, also of Radio Inventions; W. G. H. Finch, head of Finch Telecommunications and licensor of WGGH (FM) New York, and Dr. Laverne Philpitts, Finch Telecommunications engineer.

Meanwhile, FMA's letter to FCC regarding AT&T's proposed tariffs for network facilities suggested several changes in the announced rates. These included:

1. Definition in the tariffs of the maximum deviations of frequency response from the accepted reference frequency of 1,000 cycles, which reference frequency normally is taken as zero db level for FM audio measurement purposes. Otherwise a reference to 50 to 15,000 cycle service, as outlined by the AT&T, is meaningless: "insofar as standards of operation are concerned," the FMA alleged.

2. Requirement that the proposed

KSO

(Continued from page 18)

An establishment has issued two classes of common stock. All of the Class A common is held by Meredith Pub. Co. entitled to elect the vice president and secretary. Tri-States holds all the Class B common, electing the president, treasurer and general manager. Tri-States' general manager, G. E. Hartman, would become executive manager of KSO, it was indicated, with all of the station's present staff being retained.

Tri-States Theatres Corp. itself also has two classes of common stock with Mr. Blank, its president, and members of his family holding all of the Class A stock. His son, Myron Blank, is secretary. The Class A stock elects the president, secretary and general manager. The Class B issue is owned by Paramount Pictures Inc., electing the treasurer and vice president. Tri-States' articles of incorporation exclude Paramount from any management rights, excepting voting in dissolution of firm or disposal of a theatre.

Principals of Meredith Publishing include Fred Cohen, president; E. T. Meredith Jr., vice president and treasurer; and R. G. Wright, controller, and Edna E. Meredith, secretary. The Meredith family holds control of the firm.

The magazine publisher has evidenced a general interest in television and reportedly has surveyed that field. No application for facilities has yet been filed.

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FOR MORE LISTENERS PER DOLLAR

IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WNEB

Worcester

Massachusetts

Represented By

Adam J. Young Jr., Inc. and Kettell-Carter

Broadcasting  Telecasting

PIONEERING IN KANSAS CITY

SINCE 1942

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

O. R. WRIGHT

SALES MGR.

PORTER BLDG., K. C., MO.

E. L. DILLARD, GEN. MGR.

February 9, 1948  Page 83
ice via Philadelphia and Baltimore. From New York the GE relay connects New York with Schenectady and AT&T's new radio relay with Boston, which will have a television station operating long before convention time. AT&T also plans to open another video circuit in its New York-Washington cable, traveling southwest. NBC is also installing a temporary relay system, for use until video facilities are furnished by the common carriers over the route, to connect Philadelphia and Washington, using WU towers for supporting S-T equipment through the courtesy of that company.

With NBC, CBS and DuMont all offering network video service and with ABC and MBS, among others, preparing to enter this field, the addition of the WU facilities will not be enough to enable each network to cover the political conventions on its own, but it should alleviate the pressure enough to make the pooled arrangement more workable and to provide improved video convention coverage for televíewers along the East Coast. As to future extensions of the radio beam network for telegraph and television relaying, WU is making studies but not commitments, Col. Millar said. The latter, he explained, will not be made until the New York-Washington-Pittsburgh circuits have been operated long enough for the company to acquire data on costs of installation and maintenance sufficient to determine the economic feasibility of further extensions of the radio relay system. The technical feasibility, he said, has already been established.

**FIRST PRIZE** in the National Radio Week contest, sponsored by AWB, is presented by Bond Geddes (1), RMA executive vice president, to Iris Haverstick (r), Canton, Ohio, high school teacher for her letter on "What Is My Favorite Radio Program and Why." Aiding in the presentation of the RCA radio-phonograph combination, which took place Jan. 30, at the AWB Washington convention, are Herbert F. Guevin Jr., RCA Victor Division advertising staff; Dorothy Lewis (center), AWB vice president; and Esther Mullin, of WGR Cleveland, who received the winning letter. Favorite program was CBS Is There.

**TELECASTERS TO HEAR 'VIDEO CITY' DETAILS**

*AT A MEETING to be held tomorrow (Feb. 10) in Chicago, representatives of the Walter Butler Co. of St. Paul will attempt to sell Chicago's video broadcasters on the idea of discarding their present studio and antenna locations and agreeing to take space in a "Television City" which the Butler organization proposes to erect on Chicago's lake front [Broadcasting, Jan. 26].

The $50,000,000 project, comprising a sports palace and convention hall, and an outdoor stadium as well as the central building and television tower, would be erected on the air rights of the Illinois Central System, above the tracks to the north of Grant Park from Randolph St. to the Chicago River. The proposed plot would have an area of about 30 acres.

The Walter Butler Co. started with mining interests in Minnesota. Today it is headed by Robert Butler, U. S. Ambassador to Australia.

**FCC Probe (Continued from page 82)**

of WASH (FM) Washington and KOZY (FM) Kansas City, said that "large scale FM networking the band by associating the 4-50 mc band." Describing difficulties encountered in trying to obtain common carrier facilities, Mr. Billard said the need is for "exclusive frequency assignments for FM relay stations, whose power and frequencies are allocated for the purpose of providing maximum relay benefits to the most stations."

"FM relay," he concluded, "offers an inexpensive, efficient, and the most practical system of distributing such programs. With the authorization of low band FM relay stations, nation-wide FM networks with full fidelity will become a reality."

J. N. (Bill) Bailey, FMA executive director, testified that the FMA membership overwhelmingly voted to ask FCC "to assign [FM] the band by associating the 4-50 mc for wide-area relay purposes only."

"As a member of the Resolutions Committee," Mr. Bailey hastened to add, "I can tell you that the word "two-band" has in very deliberate. The Resolutions Committee had no desire at all to encourage a return to two-band FM operation."

Need for FM on 50 mc

The final witness was another Zenith executive, Col. John R. Howard, who told the committee that "there is a definite need -- for FM broadcasting on 50 mc. Such stations have approximately three times the coverage of the others and must be looked to in outlying areas. This is simple economics."

In a written statement filed with the committee, Raymond F. Kohn, president of WPMX (FM) Allentown, Pa., described his own experiences with the bands in question and concluded, "We need these bands, and they are only possible through the retaining of key low-band stations."

**MORE Advertisers USE ROIL THAN ANY OTHER RADIO STATION IN OMAHA & Council Bluffs**

BASIC ABC 5000 WATTS Represented By EDWARD PETRY CO., INC.

Page 86 • February 9, 1948
A THIRD Hooper audience measurement, a U. S. Hooperating, will be added this spring to the program and city Hooperatings. C. E. Hooper, president of the audience measurement organization, announced at a news conference last week.

Stressing the fact that this new measurement in no sense replaces the other ratings as a means for comparing programs under uniform conditions, Mr. Hooper said that what it does add to the present knowledge about radio audiences is a national audience figure. The network program reports, he said, give ratings; sets-in-use; shares of audience; composition of audience; sponsor identification; trends by types, seasons, years, days, hours and networks; geographical differences; effect of preceding, following and competing programs; minute-by-minute audience trends; sales effectiveness; occupational analyses. The city program reports give comparable information about local listening, comparing program and station audiences, local versus remote listening, etc. for the country's 94 largest cities.

To Provide Breakdown

The national audience data the new reports will provide include U. S. ratings broken down into ratings for city, town and rural listeners; U. S. listening homes; cost per thousand listeners; frequency of listening; duplication between programs; turnover of listeners; flow of audience; occupations of listeners; income index.

Method of securing the country-wide data comprises the use of both coincidental telephone and diary surveys. To determine the relationship between the coincidental and diary ratings data from diaries sent to telephone homes in the major cities and correlated with data from the telephone surveys in those cities and this factor applied to the results of diaries sent to a cross-section of all U. S. radio homes to give a U. S. Hooperating. The relationship of the 94-city coincidental rating (a) to the diary rating in telephone homes in those cities (b), Mr. Hooper said, is the same as that of the U. S. Hooperating (x) to the diary rating in a cross-section of U. S. radio homes (c). The U. S. rating can be found by this formula.

\[
\frac{X}{A} = \frac{B}{C}
\]

Assume a coincidental average rating of 10, a diary average rating of telephone homes in the same cities of 11, a cross-section diary of 17.6, approximately apply the formula, and the U. S. rating is seen to be 16. Mr. Hooper cited as an example:

\[
10 = \frac{X}{11}
\]

Result \(X = 16.0\).

By applying this percentage to the number of radio homes in the country, and determining the being used in the BMB study which is now in the works, a figure of the number of radio homes in which a program was actually heard can be determined, Mr. Hooper said. Such projections will be made in his national reports, he stated, for all network programs broadcast by 100 stations or more, located in at least four of the five geographical regions into which the country has been divided for the Hooper sectional reports.

First Survey Underway

First national survey is now under way and the first Hooper report on U. S. listening during January and February 1948 will be published about the end of April, Mr. Hooper said. In addition to the more than 1,500,000 telephone calls that Hooper will make during the two months, diaries are being sent to a cross section of the country's homes at the rate of 600 homes a week, or 4800 in all. Three diaries are sent to each home with instructions to keep separate records for all sets in the home, or the three most important ones if there are more than three. While the inclusion of records of listening to more than one program in a single home at the same time might appear to add an inflationary factor to his results, Mr. Hooper explained that it actually does not do so as the accepted definition of a radio home is the same as the formula of a cross-section of U. S. radio homes.

...
By LARRY CHRISTOPHER

FURTHER hearing before FCC last week of the WBAL Baltimore license renewal plea and competitive claim to the Hearst station's facilities by Drew Pearson and Robert S. Allen's Public Service Radio Corp. was highlighted by rulings of Presiding Comr. Rosel H. Hyde which:

1. Favored inclusion of testimony by William Randolph Hearst through either open or interrogatory deposition.

2. Ordered production of heretofore undisclosed full voting trust agreement of the Hearst organization.

Comr. Hyde stated he would not be disposed to issue a subpoena for Mr. Hearst's personal appearance in Washington for testimony in light of the fact such a trip might have upon the health of the 85-year-old founder of the Hearst newspaper-radio interests. He further noted that several WBAL witnesses already have stated for the record that Mr. Hearst's participation in the operation of the station was "extremely limited."

Comr. Hyde said he would be inclined to grant a formal request for examination of Mr. Hearst, by either the open or interrogatory procedure of deposition, should Public Service counsel so insist. The latter took the offer into consideration. It is expected that Public Service on Tuesday (Feb. 10) will argue for open deposition proceedings at Mr. Hearst's home in San Simeon, Calif., while WBAL will hold that written interrogation, with objections approved by Comr. Hyde, would be sufficient.

Public Service has pressed for Mr. Hearst's appearance since the very beginning of the hearing, but this request has been repeatedly deferred until sufficient evidence was in the record to support a decision.

In ordering that the full voting trust agreement of the Hearst organization be offered tomorrow for the record, Comr. Hyde stated he considered the document relative to the applicant's qualifications in such a competitive proceeding and expressed surprise that WBAL should not wish to enter the pact. With Service's Radio proposed for its presentation, WBAL took the position that relevant portions of the trust agreement already are in the record, that it pertains to Hearst transmission and in addition to radio and if made public would give unwarranted advantages to Hearst newspaper competitors. Commissionsman, following inspection of the agreement, indicated it was of usual form and provided for continuity of management.

On the only day of hearing last week, Tuesday, testimony was received from Samuel Hoffberger, vice president of Public Service Radio, and Paul E. Brown, advertising manager and copy writer of Azrael Adv., Baltimore agency. The preceding Friday (Jan. 30) Elizabeth H. Downs, Joseph P. Healy and Charles P. McCormick, other Public Service principals, were examined.

Pearson to Testify

Mr. Pearson, who with Col. Allen first formed Public Service, is to be heard at the further hearing testifying he was testified [BROADCASTING, Feb. 2].

Conclusion of the case, except for the engineering testimony, is expected this week. One other witness in addition to Mr. Pearson is possible. The hearing began last Nov. 3. No date has been set for the engineering presentation.

Mr. Hoffberger, Baltimore attorney, testified he first had met Mr. Pearson, following a telephone call from the columnist, in the summer of 1946. He said he later met Col. Allen and that a number of meetings were held before he committed himself to participation in the new firm. Mr. Hoffberger stated he had not committed himself at the time the application was filed in September 1946. The attorney said he had no criticism of WBAL, but if the Commission were planning to deny that station's renewal and issue the facilities to a substitute applicant, he naturally would be interested in such a "nonprofit venture" in community service.

Similar views earlier had been expressed by Mr. Healy, chairman of the board, and Mr. McCormick, secretary of Public Service Radio. Mr. Healy is member of the executive committee of the Maryland Trust Co. and Central Savings Bank, both of Baltimore, while Mr. McCormick is president and board chairman of McCormick & Co. Inc., Baltimore, splices and extracts firm. Mr. Dow, Public Service vice president, housewife, has been active in club and civic affairs.

Mr. Brown, who appeared under subpoena, testified concerning attempts about a year ago to place advertisements for Public Service Radio in the two Baltimore papers. The first ad, which enlarged upon the statement that FCC "has condemned William Randolph Hearst's management of WBAL" and solicited public support of its application, was prepared in rough form by Mr. Pearson, he said.

It was refused by the Baltimore News-Post, Hearst paper, on the grounds that it was an "attack upon Mr. Hearst," the witness stated. Additional during the summer Sun refused the ad because it was an attack upon a competitor. Likewise the subsequent revised and modified version of the ad was declined, Mr. Brown said, because it concerned a controversial issue.

FURTHER hearing for tomorrow (Feb. 10) will consist of oral argument by attorneys for both sides, followed by a formal review of the evidentiary record. In making his final decision, concerns will be of the public interest, convenience and necessity, and if this station is found to be in the public interest, its revisal will be subject to review by the FCC for its public utility.

WBAL RULING: Use of Hearst Testimony Favored

FIRST TIME SALES contract for WHO-FM Des Moines calls for 260 spot announcements for Mid-Continent Distributing Corp. Contract was negotiated through Son de Rigger Advertising Agency Inc. Shown completing arrangements are: George J. Mewhort (seated), general manager of Mid-Continent; Paul A. Loyet (center), vice president of Central Broadcasting Co., WHO and WHO-FM licensee, and Ernie Sanders, WHO-FM program director.

RESEARCH FIRM OPENS; CBS ONE OF CLIENTS

CBS and LIFE magazine will be initial clients of Cornelius Du Bois & Co., new market and opinion research firm which opened in New York last week. Details of the studies have not been revealed.

The company, located at 551 5th Ave., will specialize in audience and market surveys of the various media and will study advertising effectiveness through a "new type of measurement of consumer brand attitudes, and brand awareness and use." Cornelius Du Bois, for the past 10 years director of market research at LIFE magazine, heads the organization. He is president of the Market Research Council. Charles P. Woods, vice president and treasurer, was formerly general sales manager of the marketing and research division of Dun & Bradstreet. Louise Payne McCarty, vice president, was with the LIFE research staff for four years, and previously was director of reader research for Hearst Magazines.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.
FM License Policy Clarified by FCC

Additional Time May Be Allowed But Standards Are Unchanged

CLARIFICATION of procedure in applications for license to cover new FM station construction was made by FCC last week in statement concerning Commission’s new application forms. Announcement was revision of prior notice of June 17, 1947 (BROADCASTING, June 23).

The Commission emphasized that standards are not being changed but that additional time where necessary to meet them would be considered. The revised procedure as issued by FCC follows:

License applications may not be filed until (1) construction has been completed in accordance with terms of the construction permit, and (2) equipment measurements have been completed (Section 3216 of the Commission Rule) of interference has been conducted with the equipment as described in Commission’s Notice (Public Notice of January 10, 1947, entitled “Interference From Broadcast Stations”). After the application for license has been filed showing that the station is in satisfactory operating condition, program tests may be conducted in accordance with Section 3217 of the rules.

License applications will not be granted unless an approved frequency and modulation monitor is installed. During equipment tests or interim operation, frequency measurement of the station’s transmissions should be made with a means of known accuracy and the monitor reading compared with the frequency thus measured. A commercial frequency measuring service may be available to the station, and the frequency of standard frequency transmissions of station WWV, may be used therefor. Suitable auxiliary equipment is required for such measurements is available. If not, the measurement of the frequency is feasible the application for license shall be held in abeyance in order that the measurement may be completed.

Mullen Leaves for Coast

To Confer on TV Plans

FRANK E. MULLEN, NBC executive vice president, left New York Friday on a three-week trip to the Pacific Coast to discuss NBC television plans with motion picture and television executives in Hollywood and San Francisco.

With O. B. Hanson, vice president and chief engineer, Mr. Mullen will inspect facilities of KNBH, NBC’s Hollywood video station, now under construction, and will confer with Sidney Stropts, president in charge of the network’s Western Division, and Harold J. Bock, West Coast video director.

Mr. Mullen, who is stopping at Palm Springs on his way to Hollywood, plans to return to New York by March 1 to resume conference with the American Federation of Musicians over new contracts covering AFM members on network programs.

Klas Near Completion; To Take Air by March 1

CONSTRUCTION is nearing completion on KLAS Las Vegas, Nev., new 250 w CBS affiliate which expects to take the air before March 1 on 1230 kc.

General Manager Richard E. Goebel announced the following staff appointments: Barney Fitspatrick, program director; Fred Stoye, formerly with KSDJ San Diego, sales manager; Edward Grover, chief engineer; and Cynthia Blood, director of women’s services. The new station’s area is being watched by station operators throughout northern California.

Don Lee Studios Nearing Completion in Hollywood

INSTALLATION of ten-ton giant master control panel in the new Hollywood Don Lee studios was started Feb. 2. Meanwhile, the two huge $2,600,000 pilot studios near completion.

Don Lee officials claim the largest sound stages ever built for radio, equipped to accommodate productions as elaborate as a 100-piece symphony orchestra playing for an audience of 350 people.

WHEELER REJECTS BID TO LEAD LABOR FORCES

BURTON K. WHEELER, former chairman of the Senate Interior and Foreign Commerce Committee, last week turned thumbs down on an AFL offer to lead its forces opposing the Taft-Hartley law.

The Montana Democrat told AFL President William Green in a telephone call Feb. 1 that pressure of his law-practice would not permit his acceptance of the position of director of the union’s Labor’s League for Political Education, a position carrying a salary of $20,000 a year. Mr. Wheeler announced Feb. 4 that he was “deeply honored” by the offer and declined it “with great reluctance.” He offered to serve, without compensation, as “an advisory consultant.”

Stockmar Is Given Promotion by NBC

PROMOTION of Edward Stockmar to an NBC Central Division account executive, replacing John McCormick, recently appointed manager of WTAM Cleveland, was announced last Wednesday by Paul McCluer, manager of the division’s network sales staff.

Mr. McCluer also announced reassignment of accounts and shifts in sales territories. Mr. Stockmar subsequently will handle accounts of the Pепadoe Co., J. Reynolds Tobacco Co., Toni Co., and Southern Cotton Oil Co.

Gene Hoge, assistant network sales manager in Chicago, and James McEdwards were assigned the General Mills and Procter & Gamble accounts, respectively. George Diedinger has taken over the St. Louis sales territory, replacing Mr. McEdwards, who was reassigned to the Cincinnati area.

Mr. Stockmar, who will continue temporarily as manager of the sales service department, is completing 20 years of sales experience this month with NBC. For the past five years he has been manager of the Central Division network sales service department. He joined NBC in 1928 and has held various positions in the program traffic and local sales traffic departments.

Don Lee studios under construction.

IN EASTERN NORTH CAROLINA

YOUR ABC’S ARE...

12-4 WRFF

Peoria, Ill.

BROADCASTING • Telecasting

February 9, 1948 • Page 89
WHITE BILL CHANGES OFFERED TO COMMITTEE

A PROPOSAL which would strengthen the program-review provisions of the White Bill (S-1333) to amend the Communications Act, was submitted to the Senate Interstate & Foreign Commerce Committee last week by a representative of the State Board of the Wisconsin Division of the American Assn. of University Women.

Miss Leslie Spence, chairman of radio listening of the Wisconsin Division, wrote Sen. Wallace H. White Jr., author of the bill and chairman of the commerce committee, which is considering the measure, that the State Board recommended inclusion of a sentence “similar in meaning to the following”:

Nothing in this act shall be under- standed or construed so as to impair the power, or lessen the duty, of the FCC, when renewing the license of a station, to consider the caliber and variety of programs already offered by that station.

“We know that such a provision is one of the things in the bill that have personally have insisted on. We want to strengthen your hand in this important phase of your work, by showing that we are with you,” Miss Spence declared. She said she also was writing to Rep. Charles A. Wvolterton (R-N.J.), chairman of the House Interstate & Foreign Commerce Committee, and to members of the Wisconsin delegation in Congress.

The suggested language conforms generally with the intent of the bill’s “preference” section (Sec. 328), which is now the main target of industry opposition to the revised bill.

Seven Renewed
ALL SEVEN of the licensed operating television stations listed in the proposed renewals from FCC for the period ending Feb. 1, 1949. Licenses of following were re- newed: WBBK Chicago, WCBS New York, WRGB Schenectady, WNBT New York, WNBW Washington and WPTZ Philadelphia.

LET’S HAVE LOCAL TIME HARMONY in all time zones all year ’round . . .

The Mosby Time Plan guarantees the affiliate the 3rd quarter out of each hour for local shows. Remaining ¼ of each hour belongs to the network. The Mosby Plan works regardless of hour, DST or time zones. Let’s try it.

The ART MOSBY STATIONS

KGVO
KANA-KGFM
5 KW DAY & 1 KW NITE
MISSOULA
ANACONDA BUTTIF
GREAT FALLS
MISSOULA
5 KW IN PROGRESS

BROADCASTING • Telecasting
Mr. Jones
(Continued from page 20)
the tie-in of 10c off on an unpackaged commodity like butter or eggs, with each purchase of an advertised slow-turnover packaged product.

A few years ago Duane Jones went to Indonesia and back with him ten tons of stone—appropriately Blarney Stone. He had the New jewelry company with which they do business make up charm bracelets containing a Blarney Stone chip, a four-leaf clover and a "lucky medallion."

In ten days over 300,000 customers (the old half of new ones, half old) sent in their Bab-O labels, plus 25c.

DUANE JONES is constantly on the women's side, with the latest trends, which he follows up with his premiums. When Madame Chiang Kai-shek's popularity was at its peak during her latest visit to this country, the agency secured permission from the Chinese Embassy to dedicate a chrysanthemum to her, and to the fight in China. So a Madame Chiang Kai-shek Chrysanthemum Plant was offered to everyone who would send in a Bab-O label, and, of course, a quarter.

"Riding the Trend"
The same idea of "riding the trend" was employed just after Normandy Day. The Eisenhower Victory Sword Pin. Response to this was so overwhelming that the offer was pulled after 6 days for lack of pins.

Before the war Duane Jones cornered the market on cheap Japanese cultured pearls, for a premium campaign offering the pearls set in a sterling silver bowknot pin. The deal was arranged in a phone call to a dealer in Japan. Pins were sold out in ten days—and, as usual, the pearls. Try to buy some today! All Jones' premiums are "self-liquidating," the 25c taking care of all costs. "We don't believe in giving away the horse to sell the saddle," says Mr. Smith.

Manhattan Soap Co. (Sweet-Heart Soap) sends out millions of premiums a year without losing a penny on the premium itself. It is the largest Jones account.

Sweet Heart Programs
Programs that Duane Jones now has on the networks for Sweet-Heart Bobap include: Kattie's Daughter, NBC serial, and Evelyn Winters and Rose of My Dreams, both on CBS.

The Mennen Co. (brushless shave cream, skin balm, shave cream, talcum) spends about 50% of its advertising in radio. It sponsors a five-minute platter show on 90 local outlets. Since Duane Jones took over the account three years ago, Mennen has risen from seventh to third place in consumer sales among shave creams. It's first, by a wide margin in the after-shave field.

Grove Labs (cold tablets, Fazoin) uses 95% radio in advertising cold tablets. Grove Quinine, one of the latest products, is now being advertised in all local and spot shows. Now Mennen's office, after five years, is spending heavy newspaper tie-in.

The agency handles its accounts on a sort of cooperative basis. A plans board, consisting of Mr. Jones, Mr. Smith, Fred Bell, Robert Hayes, and Joseph Scheidler, reviews the plans for each account as they are formulated.

Handling of Accounts
After a Duane Jones executive calls on a client and discusses the account, when the Jones executive makes out a call report which gives details of the meeting. He sends a copy of the call report to the client and to all who are involved in the work on the account—space, premiums, merchandising, production, art, research, publicity.

Top kick in the Radio Dept. is

In Chicago Realignment
THREE members of WGN-Chicago's public relations staff have been assigned to WGN-TV, the Tribune's television station, which has been airing test patterns since Feb. 1. Robert Hibbard, in charge of special features, has been named assistant manager of WGN-TV operations.

Marilyn Lassen, staff writer, has been placed in charge of WGN-TV publicity under WGN's public relations department. Esther Bronson, receptionist, will serve the television station in the same capacity. Mr. Hibbard has been at WGN since 1936, with the exception of a wartime period when he was an Army captain. He will be replaced by Winston D. Jolly, who was attached to the Armed Forces Radio Service in New Guinea and the Philippines during the war. Other two vacancies in the WGN public relations staff will be filled by Edythe Pearse, former radio director of the U.S. Army's Public Information, the Midwest, and Gloria Werkmeister, who has been a secretary in WGN's production department.

Marlowe, Howard Now with WPX (TV)
HARVEY MARLOWE, independent video producer, and Thomas E. Howard, formerly chief engineer of KSD, KSD-PM and KSD-TV St. Louis, have joined the staff of WPX New York, television station of the New York News, as program manager and chief engineer, respectively. Mr. Marlowe was executive program producer for ABC's television department before forming his own company, Marlowe Television Assoc. Mr. Howard, with more than five years service in communications, at WPX is renewing his association with Robert L. Coe, general manager, who was technical supervisor of the St. Louis Post-Dispatch radio stations before joining WPX.

In announcing the new WPX executives, Mr. Coe also revealed plans for the construction of two-studio video studios atop the ninety-story structure on the east side of the News Bldg. in midtown New York. One will measure 50 by 70 feet, the other 25 by 50 feet. Control rooms, a film studio, dressing rooms for video actors, as well as observation rooms and audience galleries, will also be included on the new floor. WPX offices are on the tenth floor of the News Bldg.

The antenna will be mounted upon a 260-foot tower atop the ninety-story News Bldg. Alexander Croset & Assoc. is architect and engineer on the project.

THE LONG ISLAND STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

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

WHNY (FM) 98.3 MC
In the Middle of the Dial

February 9, 1948 • Page 91
NEWS DISPUTE

BRIHL THOMPSON

A "BATTLE OF GIANTS" boom in Chicago and release of City News Bureau reports to radio stations.

When officials of WBKB Chicago, the Balaban & Katz television station, discovered that "! recent explosion was delayed nearly an hour because they were not immediately notified of the disaster, filed suit against several NBC. D. Isaac Gershman, general manager of the 5,8-year-old bureau which receives instant reports of Chicago spot news events, placed the application before CNB's board of directors, who ordered a "comprehensive survey of possible coverage for radio."

The bureau's board is composed of managing editors of Chicago's big dailies, Tribune, News, Sun & Times, and Herald-American, who own and operate the non-profit cooperative.

"This looks like a battle of giants," said a source close to Mr. Gershman. WGN, owned by Col. R. R. McCormick's Tribune, WJJD, owned by Marshall Field's Sun & Times, and WIND, partly owned by John S. Knight's News, now riêng CNB's reports to newspapers. But other Chicago stations—like WBKB—have no access to the service.

Mr. Gershman said his survey has been started by a staff of four reporters under the supervision of Arthur F. Kozelski, assistant city editor of CNB. Answers to these questions are being sought:

(1) What percentage of news emanating from Chicago stations is local news?

(2) What percentage of all programs are newscasts?

(3) How many news stories during the past year had TV or FM possibilities?

(4) What would it cost a station to subscribe to CNB by teletype?

CNS Board Receptive

An indication that CNB's board is receptive to WBKB's application was seen Friday when Mr. Gershman had lunch with Capt. William C. Eddy, director of the B & K station, for the second time in 10 days. During the past week, the bureau chief also discussed the WBKB proposal with Frank H. Schreiber, general manager of WGN, and officials of Western Union and the Illinois Bell Telephone Co.

CNB's law firm, Kirkland, Fleming, Green, Martin & Ellis, is in charge of the Justice Department suit. The company's legal department is scheduled to be the first witness at the hearing.

Mr. Willard's protest, which is similar to that filed by Mr. Petty, follows:

Neither the National Association of Broadcasters nor the registrar, directly or indirectly, solicits, collects or receives any money or other thing of value from, nor is the principal purpose of either to aid, in the accomplishment of the purposes of any legislation by the Congress of the United States or in influencing, directly or indirectly, the passage or defeat of any legislation by the Congress of the United States.

The registrar does not engage himself for pay or for any consideration for the purpose of attempting to influence the passage or defeat of any legislation by the Congress of the United States. Any activities of registrant relating to the passage or defeat of any legislation by the Congress of the United States are incidental to his activities and duties as Executive Vice President of the National Association of Broadcasters and to the purposes and activities of the Association.

Therefore, registrant believes, and has been advised by counsel, that the Federal Radio Law of 1946 is not applicable to him. However, he reserves to himself the right to make his own decisions of any matter brought up by his application.

In addition to Mr. Gershman, Charles Lowe, radio producer for the agency, will move to the West Coast in the same capacity. All other radio personnel will remain in the New York office.

Two members of the Chicago office of the firm also have been transferred to the New York City headquarters. They are J. S. Coerne, vice president of the Chicago office, assigned as account executive for Carnation Milk, and Russell H. Nagle, merchandising director.

Press also applied recently for CNB service. He emphasized, however, if UP were to be accepted, it would be prohibited from relaying CNB's local news to Chicago clients. The Associated Press has been a CNB subscriber for many years but this restriction has prevailed, he pointed out.

RELIGIOUS GROUP HITS SECTION OF NAB CODE

PROVISION of the NAB Standards of Practice opposing broadcast of controversial religious matter is criticized by the executive committee of the Religious Radio Assn., according to the Joint Religious Radio Committee. The executive group has recommended that religious leaders write the NAB to protest this provision.

Suggestion was made that in cases where there is doubt about controversial issues, station managers as advised of responsible religious leaders in the community rather than make arbitrary decisions.

Proposed changes in this portion of the NAB code will be taken up by the board of directors at its Feb. 24-26 meeting in Hot Springs, Va. Re-draft of the code has been prepared by a special board committee.

Merrifield at WWJ

JOHN F. MERRIFIELD, WWJ farm editor, will remain in that capacity to carry out the station's long-range plan for farm programming, it was learned last week. It had been previously announced that Mr. Merrifield would become farm editor of KFGO Fargo, N. D.
concluded that sales of new commercial
facsimile applications have been minimal, in part, because of the
high cost of equipment and the need for special transmitters. The
FCC has not issued any new
facsimile licenses for three years.

Chairman Lamb, speaking for the
FCC, said that the commission was
considering the establishment of a new
commercial license.

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At Deadline...

FCC GRANTS CPs FOR 18 FM STATIONS

CONSTRUCTION PERMITS granted Friday for FCC for three Class A and 15 Class B stations in four states. Class A permits are for Class A, conditionals granted vacated. New CPs:

KEVL (Big Bear Lake Besty Co.), Big Bear Lake, Calif., Class A, B, C. Freq. 100.2 mc; WKNB-FM Wenatchee, Wash., Class B, C, D (No. 297), 92.3 mc (No. 222), 25 kw, 330 ft.; WLLQ-FM Rome, Ga., Class B, C, D, E (No. 243), 90.1 mc, 3 kw, 125 ft.; WDBR-FM Savannah, Ga., Class B, C, D, E (No. 243), 13.5 kw, 300 ft. Boier, ltd., Class B, 96.1 mc (No. 251), 1.9 kw, 265 ft.; WOKZ-FM Alton, Ill., Class B, 95.3 mc (No. 260), 9 kw, 360 ft.; WRRK (Harry L. Crisp), Marion, Ill., Class A, 101.7 mc (No. 260), 1 kw, 190 ft.; WREN-FM Topka, Kan., Class B, 94.1 mc (No. 260), 1 kw, 500 ft.

Henderson Besty Co., Henderson, Ky., Class B, 92.5 mc (No. 258), 2 kw, 400 ft.; KRMF-FM Shreveport, La., Class B, 101.4 mc (No. 266), 23 kw, 260 ft.; WEED-FM Rock Hill, S.C., Class B, 95.8 mc (No. 221), 1 kw, 175 ft.; KSWO-FM Lawton, Okla., Class B, 90.3 mc (No. 243), 1 kw, 600 ft.; KDKF (Wichita Besty Co.), Wichita Falls, Tex., Class B, 106.3 mc (No. 293), 54 kw, 330 ft.; KPAC-FM Port Arthur, Tex., Class B, 101.5 mc (No. 264), 1 kw, 500 ft.; WHAF-FM Pittsburgh, Pa., Class B, 102.5 mc (No. 242), 46 kw, 650 ft.

Following CPs in lieu previous conditions:

WAFN-AM Franklin, Tenn., Class B, 105.5 mc (No. 229), 510 kw, 870 ft.; WARB-WF-PM Wilmingtorn, Del., Class B, 96.1 mc (No. 256), 2 kw, 250 ft.; WESW-AM (West Street Corp.), Wakefield, R.I., Class A, 100.1 mc (No. 261), 360 kw, 240 ft.; WXRT (Radio Station Corp.), Chicago, Class B, 98.5 mc (No. 270), 25 kw, 600 ft.; WIRE-FM Indianapolis, Ind., Class B, 95.1 mc (No. 257), 5 kw, 150 ft.; WSTP-FM Salisbury, N. C., Class B, 106.5 mc (No. 293), 1 kw, 75 ft.; WFXH-Tel-Press Corp.), Knox- ville, Tenn., Class B, 100.3 mc (No. 262), 3.6 kw, 770 ft.; KFDP (Wichita Besty Co.), Wichita Falls, Tex., Class B, 106.3 mc (No. 293), 54 kw, 330 ft.; WJAC-FM Pittsburgh, Pa., Class B, 101.5 mc (No. 264), 1 kw, 500 ft.

Dairyland Broadcasting Service Inc., operating WIGM Medford and WDLB-FM Marshfield, Wis., granted request to vacate Class A CGs for WRPO Wisconsin Rapids and WSTN Stevens Point. Did not wish to prove "a few of experience and observa-

Time Deals in Station Sales Opposed

RULES banning station-sale contracts which reserve the "right of first offer" on all "price," and laying down minimum standards for existing contracts proposed by FCC.

Commission also proposed to discontinue special temporary authorizations (STA's) for operation of AM stations at times not specified in licenses. Plan, applicable only in AM, would be effective April 15. It was attributed to (a) "degradation of nighttime service in many areas" as result of "extensive increase" in STA's issued to parttime stations for operation at AM under (b) need for AM, WPA-FM "no longer pressing" because fulltime FM channels are available "in most instances."

FCC announced that, effective March 15, applications may be amended (except for "mutually con-

At Deadline...
again this year...

hundreds of sick children think Santa is a Blonde

It's small wonder that hundreds of sick children in the WLW-WINS area become confused about Santa Claus.

For again this year, it was Ruth Lyons who visited their hospitals to preside over the gala Christmas party made possible by the loyalty, generosity and charity of her "Morning Matinee" listeners.

Even after four years, it's still a heart-warming thrill to witness the eager, whole-hearted response to Ruth's annual campaign to raise Christmas funds for the five Children's Hospitals in Cincinnati, Louisville, Indianapolis and New York.

Early in November, Ruth began her appeal for contributions to alleviate the pain and suffering of the small patients in those hospitals. She promised to send a colorful "Morning Matinee" calendar to each listener contributing $1.00 or more. Here's what happened:

Long before the calendars were off the press, contributions were rolling into Crosley Square—and they continued coming long into January. Thirty-five thousand calendars were distributed and nearly $40,000 was received—over $5,000 more than last year. And, as usual, every cent above the nominal cost of the calendars was used to provide the huge Christmas parties and much-needed equipment for the five hospitals.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility...one which we have dedicated our resources and efforts to fulfill.
The snow began falling before dawn the day after Christmas. At noon it was a driving storm and by sundown it had topped the fabulous "Blizzard of '88." Saturday, the city was digging itself out and talking about nothing else.

On Sunday, Mayor O'Dwyer of New York, who had flown back from sunny California, went on the air to report on the emergency facing the city. With just one statistic (Research by the Weather Bureau) the Mayor succeeded in giving a trip-hammer wallop to his picture of the magnitude of the shoveling job. He said, "Just think - 99,000,000 tons of snow fell in greater New York in twenty-four hours."

We can think of no more dramatic instance of research and statistics being so simple, so authoritative, so final, so completely convincing.

What about Research and Statistics in Radio? Let's take an example.

A network takes full pages and double spreads to say that "99,000,000 people gather every week at (our network)"—and what happens? Right away, questions about method, interpretation, validity and age of the statistics. Right away, an argument.

Why should this be? How has it come about that broadcasting research and statistics need only to be published to be suspected...to be fair game for attack? Doesn't the answer lie in this fact: that there have always been so many individual and different yardsticks in radio statistics that confusion was bound to arise...and that today we have a flood tide of that same confusion?

All we have to do is look with a business-like eye at the picture today—with a quick glimpse into the past—to realize that something constructive must be done about the situation. Let's try a review.

Let's take RATINGS. First we had CAB, then a little later Hooper entered the picture. Two methods, two different sets of results, two sets of costs to achieve one purpose. Then confusion, misapplication of statistics, and a tangle. Finally, CAB bowed out.

But look, Nielsen have in sight. So again, two methods, two sets of results which don't coincide, double cost. There is but little relationship between Nielsen's top 20 and Hooper's top 15. Of course there are reasons and explanations—but the ultimate customer of all this research (the Advertiser who wants to know what audience he is reaching) finds it very bewildering.

And we have no right to perplex and bewilder and burden our customers. We owe it to them to develop one method which will be easy to understand and to follow—one rating source which will have the authority of "99,000,000 tons of snow"—one measurement which will help them run their advertising with factual assurance and lowest possible cost for research.

Now let's look at COVERAGE. Ratings are fine as a measurement of programs. But we also need a measurement of facilities. By that I mean physical coverage of a station or a network: how many radio families can listen to a station or a network well enough and clearly enough to encourage regular listening. (How many actually tune in is a function of programming.)

The coverage picture has, if anything, been more confused than the rating picture. Without going into detail, we have had "a ring around the transmitter" and half-millivolt and mail-count and post-card surveys. Each station and each network had its own method and time buyers went nuts trying to make valid comparisons.

After considerable effort, the industry developed BMB. But many in the industry agree that BMB doesn't yet have the answer. We hope for better results from the next survey...results which will be up-to-date. Meanwhile, we were forced (because BMB only partially measured Mutual) to make public our Listenability method. And what that started?

Do I have any recommendations? I do and here they are.

1. We should have only one RATING SERVICE. I think Nielsen and Hooper should be merged.
2. We should have one industry-wide COVERAGE AUTHORITY. I think the various methods—including "Listenability"—should be used, each in its proper place, under the direction of a single organization responsible to the industry.
3. Research COSTS need to be cut all along the line; waste should be eliminated.

Advertisers and broadcasters should be asked to pay only once for RATINGS and broadcasters should have to pay only once for COVERAGE DATA.

Let's have less research for promotion—let's have better and more integrated research which business can use—quickly, accurately and with confidence that they are on the right track. We owe it to our advertisers and to ourselves to do this—and so help reduce the cost of advertising and distribution. And let's not lose any more time.