fish story:

the kind that can pay off in chips

A man from the Fishery Council dialed us the other day. "Thought you might like to know," he said, "that one WOR woman's service show offered some of our pamphlets on fish cookery—and were we swamped with requests! Almost 7,000! I tell you, every time we make an offer on WOR, we start worrying about how to handle all the mail. Never get such action elsewhere."

Made us feel all glowy, that compliment; made us sort of just want to say, "Gosh." But, on second thought, it's a rather routine occurrence here at WOR. For more than a quarter-century WOR's had an amazing ability for reaching more people and making more people reach for what advertisers have to sell than probably any other station in the United States.

And the cost? Why, sir, for the breathtaking sum of 1/12th of 1-cent per impact per week, one WOR advertiser told his message in 422,755 homes with radios.

Pretty amazing, isn't it? But it's the sort of thing that happens regularly at our place. Little wonder, when WOR is heard regularly by 34,057,161 people in 18 states.

Like some profitable proof? Just call or write...

wor

heard by the most people where the most people are
SINCLAIR Implement Company, occupying three store fronts, is one of the largest businesses in Martinsville, Illinois. W. T. Sinclair, a farmer all his life, founded it eleven years ago, now operates it in partnership with his son, Dale. Mr. Sinclair still owns two nearby farms, each operated by a daughter and son-in-law.

Dale, a recent graduate of the University of Illinois College of Agriculture, says his contacts there convinced him that WLS is the best farm station. He already knew it, for he says, “All the farm folks around here listen to WLS—especially at noon.”

Mr. Sinclair, interested in the Clark County Fair Board, for years has been instrumental in featuring WLS talent at the fair. Disappointed last year with someone else, he says for 1948 they’re going to get WLS National Barn Dance acts again: “They’re always a good drawing card.”

Martinsville has a population of 1,296; Clark County population is 18,812—with 72% rural. It’s a rich market: $141\frac{1}{2}$ million dollars effective buying income, $63\frac{1}{4}$ million gross farm income; $81\frac{3}{4}$ million dollars retail sales (1946). WLS is the leading radio station, according to BMB: 90% days, 85% nights. In 1946, listeners in the county’s 4,340 radio homes sent WLS 3,570 letters, an 82% response!

Just as Clark County is typical of rich Midwest America, the Sinclairs are typical of its merchants. They know their customers personally—know they are listening to and being influenced by WLS. We know these folks, too—meeting them personally at fairs and celebrations, learning what they want to hear from their radios. That’s why, for 24 years, WLS has been able to broadcast the information they need, the entertainment they want—making them loyal listeners. And on loyal listeners depend advertising results.
Theresa's Double the Tune-In outside of Salt Lake City

... and the Intermountain Network delivers 42.2% of this huge audience

The Winter, 1947 Hooper reveals that there are 28.3% of the sets in use between 8 a.m. and 12 noon in 13 Intermountain Network cities outside of Salt Lake City—or more than double the Salt Lake Tune-in. And, in these 13 cities, Intermountain Network stations deliver a 42.2% of the audience with a Hooperating of 11.9.

MORNING HOOPERATINGS
Monday thru Friday—Winter, 1947

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-In-Use</th>
<th>Rating</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.-12:00 N</td>
<td>28.3</td>
<td>11.9</td>
<td>42.2</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 a.m.-12:00 N</td>
<td>14.0</td>
<td>2.8</td>
<td>19.9</td>
</tr>
</tbody>
</table>

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

17 HOME TOWN MARKETS COMPRISI THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMA, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBAY, Billings
KRJS, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates
Under Construction
WITH AN EYE to TV future, CBS has quietly acquired about 3% of Madison Square Garden stock, and may buy more. Placing emphasis on sports, network understood to be interested in assuring Garden telecasts but not necessarily on exclusive basis. Amount unknown.

BROADCASTER PRESSURE for realignment of wire-line rate structure foreseen with imminence of AT&T rates for television use of coaxial cable (story, page 19). Feeling prevalent among some AM and FM operators that line rates should be reflected in relation to whatever charges are used for television, in logical ratio to communications space each displaces. They figure sizable reductions would result.

PROJECT of Rep. Kearns (R-Pa.) to have copyright law amended to legalize AFM royalties on commercial use of recorded music hasn’t chance of proverbial snowball, according to informed House leadership. There’s even doubt about hearing this session. Sentiment is strongly against reinstating AFM’s “welfare fund,” outlawed under Taft-Hartley Law, through legislative subterfuge.

LYDIA E. PINKHAM Medicine, Lynn, Mass., through Erwin Wasey & Co., New York, looking for live hill-billy programs.

ROUGHING-UP given NAB Standards of Practice at 9th District meeting in Chicago Thursday may augur trouble as document approaches final revision. Though opponents have been silent for weeks, Windy City session apparently indicates it’s only pre-storm calm.

MAIN code opposition at Chicago centered around commercial time limits and contest clauses. Anti-coders tried to rush through resolution before discussion started but were voted down 3-1 (story page 20).

FIRST INDICATIONS of broadcast support of pending White Bill (S.1333) developed last week with inquiries to Senate Interstate Commerce Committee from legislators who had been asked by stations about “status” of far-reaching measure. Letters, which fitted CBS position and originated with CBS affiliates, urged support, but with no further power to FCC beyond that in present law as to programs, implying opposition to proposed Section 326.

KAISER-FRAZER Corp., Willow Run, considering sponsorship of It’s a Great Town packaged by Martha Rountree. Program would feature different city each week.

CBS HAS MADE overtures to Los Angeles Times on possibility of newspaper station being network video outlet.

PROJECTED study of non-listening may be revived when NAB board meets next week, (Continued on page 80)

Upcoming
Feb. 16-17: Trans-Canada and Dominion networks conference with CBC, Toronto.
Feb. 18: FMA Region 4 meeting, Sheraton Hotel, Chicago.
Feb. 18: NAB Radio News Clinic, Hotel Charlotte, Charlotte, N. C.
Feb. 20-21: South Dakota Broadcaster’s Conference, U. of South Dakota, Vermillion, S. D.

Other Upcomings on page 85)

Bulletins
NAB District 9 members in Chicago Friday voted 24-0 in favor of code, answering question, “Are you in favor of Standards of Practice for the radio industry?” Vote was 16-15 on question, “Are you in favor of any limitations whatsoever in a Standards of Practice?” Attending stations were predominantly independent. Meeting was told by Hugh Felts, BMB president, that BMB hopes to announce lower fees at Los Angeles NAB convention provided 160 more stations subscribe. (See early District 9 story page 20.)

WAVE GETS TV GRANT
COMMERCIAL TELEVISION construction permit awarded Friday by FCC to WAVE Louisville, for Channel 5 (76-82 mc), power 16.6 kw visual, 10 kw aural, antenna 355 ft. Eighty-one CPs now outstanding. Both TV channels allocated Louisville now assigned; Channel 10 (192-198 mc) earlier given WHAS that city. WHAS had sought to modify its permit to request Channel 5, but withdrew voluntarily so that both parties Jan. 30 were removed from hearing on matter.

NAB to Ask Uniform Time Legislation
ELEVENTH-HOUR request to have Congress proclaim uniform time to be submitted by NAB this week, it was indicated Friday, with expectations of strong Congressional and general industry support.

NAB expected to ask Acting Chairman Charles W. Tobey (R-N. H.) of Senate Interstate & Foreign Commerce Committee to support legislation which would end radio’s semi-annual program moving day and relieve listeners of confusion. Financial loss to stations and networks also to be cited.

Pending Overton Bill (S-2041), now before committee, would proclaim uniform standard time for nation.

Business Briefly
TV CO-OP SHOW = WILF BROS., Philadelphia (appliance stores), on Feb. 16 to start Author Meets the Critics on WPTZ Philadelphia, Sun., 8-8:30 p.m. Show originates at WNBT New York, where it is sponsored by General Foods Corp., making it one of first TV co-op shows.

BELTONE CAMPAIGN = Radio to get appreciable share of $760,000 co-op campaign among dealers, and distributors of Beltone Hearing Aid Co., Chicago. Dealers to clear through Ruthrauff & Ryan, Chicago. Ad budget well above last year. Firm using 2,500 spots weekly in key markets.


NAB DEVICES PLAN TO FIND FM SET OWNERSHIP
METHOD of determining approximate FM set ownership in a city at slight cost developed by NAB and sent to membership. Plan utilizes coded postcard survey based on telephone book sample, asking listeners if receivers will receive FM signals.

Requested last summer by NAB FM Executive Committee, plan was tried in field and later approved by committee, according to letter sent stations by Arthur C. Stringer, director of FM Dept. Method worked out by Kenneth H. Baker, director of Research Dept. Understood Washington test showed 20,000 FM sets, close to estimates of one station’s research department. Detailed instructions on survey technique sent to NAB membership.

YANKEE-CBS TV PLAN
EXCHANGE of television programs between Yankee Network and CBS assured by temporary arrangement agreed to by parties at second meeting of Yankee Network Television Clinic held at Boston, according to Linus Travers, executive vice president and general manager of Yankee.
HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION
Represented by
ROBERT MEEKER ASSOCIATES
New York  San Francisco  Chicago  Los Angeles
All Over The Nation

PEPSI COLA

HITS THE SPOT*

In Memphis—WHHM Hits the Spot, So hit Memphis with spots on WHHM. Use the direct route in Memphis with the station that delivers

MORE LISTENERS PER DOLLAR IN MEMPHIS

That's the proud record of WHHM—the station that rings the register for local and national advertisers.

Agency after agency is awakening to the fact that the station in Memphis with the High Hoopers and the active audience is the one for sales results.

"Hit the Spot" of sales the WHHM way.

MEMPHIS, TENN.

Pott McDonald, General Manager


* With a "spot" of thanks to PEPSI COLA

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WINFIELD R. LEVI, Manager
Betty Beckman.

NEW YORK BUREAU

250 Park Ave., Zone 17, P.O. Box 9385

CHICAGO BUREAU

560 N. Michigan Ave., Zone 1, CENtral 4116

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, Hollywood 8181

TORONTO BUREAU

417 Harbour Commission Bldg. Eglinton 0776

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SUBSCRIPTION PRICE: 75c PER YEAR, 20c PER COPY

BROADCASTING • Telecasting
Columbia Broadcasting System's

MOST POWERFUL

GEORGIA STATION

WMAZ—MACON

Now 10,000 WATTS

RCA BTA-10F TRANSMITTER—E. F. JOHNSON PHASING

940 KC

MAJOR MARKET TRIO

National Representative:
THE KATZ AGENCY
monogram program releases sell to the sponsor because they sell for him at common-sense costs

MONOGRAM program releases are selected for showmanship that builds and holds audiences plus salesmanship that causes repeated sponsor renewals. MONOGRAM program releases are built for high ratings on the only practical rating basis: the sponsors' charts on sales volume and sales costs.

TRANSCRIBED PROGRAMS OF NETWORK CALIBER WITH BISP*

* PLANTATION HOUSE PARTY
Starring THE DUKE OF PADUCAH
260 QUARTER-HOUR PROGRAMS

* LULU BELLE AND SCOTTY
In BREAKFAST IN THE BLUE RIDGE
3 or 5 TIMES WEEKLY—26 WEEK MINIMUM

* THE EDDY ARNOLD SHOW
Starring AMERICA'S No. 1 FOLKSINGER
260 QUARTER-HOUR PROGRAMS

* HOSPITALITY TIME
Starring SNOOKY LANSON
156 QUARTER-HOUR PROGRAMS

monogram radio programs, inc.
Lowell E. Jackson, President
75 E. Wacker Drive, Chicago 1, Ill.

L. M. Crosthwait, Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.

MONOGRAM PROGRAM RELEASES ARE ADVERTISED TO PROSPECTIVE SPONSORS IN SALES LANGUAGE THAT MAKES SENSE TO SALESMEN

These Monogram ads translate local radio advertising into tangible selling action. They reach prospective sponsors through business and trade publications in your best potential trade classifications. National and local advertisers will read them in:

TIME - BUSINESS WEEK - FOOD FIELD REPORTER - DRUG TRADE NEWS - BREWERS' DIGEST - BAKERS' HELPER - NATIONAL BOTTLESTERS' GAZETTE - MERCHANTS TRADE JOURNAL - THE MILK DEALER - FEEDSTUFFS - SUPER SERVICE STATION.

ASK YOUR LOCAL STATION FOR AUDITIONS

Page 8 • February 16, 1948
WNEW HASN'T STopped MAKING RECORDS

More advertisers bought more time.... and reached more listeners on WNEW in 1947 than ever before!

more than ever... NEW YORK'S No. 1 BUY!

WNEW

ON THE AIR 24 HOURS A DAY

Represented by John Blair & Co.

February 16, 1948 • Page 9
WASHINGTON SENATORS BASEBALL GAMES available for SPONSORSHIP

Capture better than 40% of the listening audience April thru September...

Wire or telephone STATION

WWDC

NAtional 7203 or Contact your nearest FORJOE & CO. office for complete details

WASHINGTON

Feature of the Week

BRACE YOURSELF if you have occasion to telephone KDKA Pittsburgh, for you will not be suffering delusions but will actually be hearing the squeaky voice of Henry Aldrich, the nasal response of Fred Allen or greetings from a number of other famous NBC stars.

It is all part and parcel of a promotion stunt launched by the Westinghouse station three weeks ago to stimulate interest in its network programs.

First victim of KDKA’s mystic switchboard was a woman. With no reason to expect hoodooism she dialed Grant 4200 and to her utter amazement heard a familiar male voice telling her:

“KDKA . . . This is Archie, the manager, speaking. Be sure to hear my program tonight at nine. Now just a minute, please . . .”

The conventional, business-like voice of KDKA’s telephone operator was then heard saying:

“KDKA, may I help you?”

At times one is greeted by Mr. District Attorney. Salutations are also offered by Perry Como, Amos ’n’ Andy, Jimmy Durante, Bill Stern, Al Jolson, Ralph Edwards, Red Skelton, Frank Sinatra, Charlie McCarthy, Dr. I. Q., Milton Berle, Burns and Allen, Art Linkletter, and Garry Moore.

Success of the promotional scheme is clearly indicated by the flood of calls jamming the switchboard, KDKA reports.

The stunt was a brain child of KDKA’s promotion director, David Lewis, who started preparing plans last fall. Some 20 of NBC’s luminaries were asked to make a recording, patterned after the Archie script. Each recording, as it was received by the station, was transferred to an in-

On All Accounts

THE FIRST JOB of Thaddeus (Ted) Stephen Kelly, young timebuyer for Cecil & Presbrey, New York, was that of messenger for the shipping department of BBDO, New York. But shipping proved to be not a career but a destiny with Ted, for in less time than it takes to say Batten, Barton, Durstine and Osborn, he had joined the Army and shipped overseas for a three-year, four-battle-star hitch with the Pacific forces of the U. S. Army.

But even in the brief period before his entry into the Army Ted Kelly had established himself in the firm, and Induction Day found him leaving the organization as a high-

rated assistant to the timebuyer, Gertrude Scanlan.

With the war’s end, Ted returned to the Battle of 385 Madison Ave. in his former capacity as assistant timebuyer, but in a few months the retired Signal Corps sergeant had won his field promotion to the rank of Timebuyer, First Class in charge of a battery of accounts which included: The Reader’s Digest, Wildroot Hair Oil, Chrysler (DeSoto Division), Pencick Ford Inc., and Waitt and Bond (Blackstone Cigars).

His reputation preceding him, Ted Kelly moved to Cecil & Presbrey Jan. 12 as timebuyer for several accounts, including Philip Morris, Block Drug and Ronson Lighters.

Still only 24, Ted’s entire civilian life has been more or less wrapped up with the agency business and quite logically it was there that he found romance, too. On March 10, 1947, he married the former Ann Fisher, then secretary to Eleanor Scanlan of BBDO. The young couple have an apartment in Rockaway Park.

Mr. Kelly is a baseball and basketball fan. In fact, he plays basketball himself with a local team in New York City.
Another Nation-Wide FIRST for KXEL

KXEL's "Neighbors' News"

3 National FIRSTS Within One Year

"NEIGHBORS' NEWS"
6:15 to 6:30 a.m., Monday through Saturday. Features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.

"R.F.D.-1540"
12:45 p.m., daily except Sunday. Also features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.

"MUSIC for MODERNS"
A teen-age feature broadcast from 6:30 to 7:00 p.m. Thursdays. Sponsored by James Black Dry Goods Company.

50,000 WATTS KXEL 50,000 WATTS
JOSH HIGGINS BROADCASTING CO. • WATERLOO, IOWA
Represented by Avery-Knodel, Inc.

COVERING KXEL's "GREAT RURAL CITY."
Now that disc jockey shows have climbed into the big-time and won the regard of even the greatest advertising moguls, it seems fitting to point out that this type of attraction originated as "local programming". And that today as always, lots of stations still cater to enormous audiences with their own individual disc shows.

“The Mail Bag” aired by Station KXYZ, Houston, from 3:45 to 4:45 p.m. Mon. thru Fri., is a beautiful example. It consistently shows Hoopers between 6.0 and 7.0, and during one typical recent 30-day period also pulled mail from one hundred and fifteen “outside” towns in Texas and Louisiana!

If you want to capitalize on the high efficiency and low cost of Bull's-Eye Radio, Free & Peters can build a campaign of just such popular and proven programs for you, in one or all of the important markets at the right. Shall we start?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932
AGENCIES FOR CODE

TRENDS Poll Shows 87% Want Standards

Responsibility for maintaining standards should be vested in:
(See Table I on page 14.)

45% of the agency executives who believe there should be a code feel that responsibility for its maintenance should be vested in the ANA-A AAA-NAB jointly (the tripartite principle in effect for BMB)—twice as many as feel it should be NAB's sole responsibility. 12% would place responsibility on individual broadcasters; 7% on the FCC. Among the miscellaneous answers were various combinations of five major groups.

Should there be time limits on commercials? (See Chart III.) Only 5% of the panel believe that no time limit on commercials should be set. The overwhelming majority (94%) agree that there should be limitations.

Asked what limits should be set, those who agreed that there should be limitations proceeded to show considerable variety of opinion.

What time limits should there be on commercials? (See Table II on page 14.)

Agency respondents revealed that there was little consensus on what limitations should be set.

For 5-minute programs, daytime, major votes were cast for 1:00 and 1:15 minutes of commercial time, with 1:30 not far behind.

(Continued on page 14)

CHART I:
Should broadcasting stations and networks work under industry-wide standards of practice?

87% YES
12% NO
1% NO ANSWER

CHART II:
What group or groups should set the standards?

<table>
<thead>
<tr>
<th>Group</th>
<th>% of all who believe radio should operate under an industry-wide code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser-agency, broadcaster jointly</td>
<td>69</td>
</tr>
<tr>
<td>Broadcasting industry alone</td>
<td>34</td>
</tr>
<tr>
<td>Government-broadcaster-advertiser-agency jointly</td>
<td>4</td>
</tr>
<tr>
<td>Government-broadcaster</td>
<td>2</td>
</tr>
<tr>
<td>Government alone</td>
<td>0</td>
</tr>
<tr>
<td>No answer</td>
<td>1</td>
</tr>
</tbody>
</table>

CHART III:
Should there be a time limit on commercials?

94% YES
5% NO
1% NO ANSWER
Trends
(Continued from page 13)

hind, and less than 1:00, fourth. At night, the vote concentrated more at 1:00, followed by less than 1:00, with progressively fewer mentions for greater amounts of commercial time.

For 10-minute programs, daytime, 40% agreed on 2:00 minutes, with less than 2:00 second and 2:30 third. At night, 2:00 was favored by 41%, less than 2:00, 29%, and 2:30, 17%.

For 15-minute programs, daytime, 2:30 was favored over 3:00, and the same number who agreed on 3:00.

For 30-minute programs, daytime, the vote split almost evenly over the 3:00-4:00 range, with few on either end of that range. Similarly, at night, the choices were closer than for any other segment, and ranged in rank order from 3:00 to 4:00.

The second portion of the Trends survey on Code is scheduled to appear in a forthcoming issue.

TABLE II
What time limits should there be on commercials?

<table>
<thead>
<tr>
<th>% of all who believe</th>
<th>minutes of commercial</th>
<th>Daytime</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1:00</td>
<td>1:00</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>1:00</td>
<td>28</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td>26</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>1:30</td>
<td>19</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>More than 1:30</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10 minutes</td>
<td>20</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>40</td>
<td>41</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>21</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>8</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>More than 3:30</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>15 minutes</td>
<td>20</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>16</td>
<td>21</td>
<td></td>
</tr>
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<td>3:00</td>
<td>33</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>26</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>More than 3:30</td>
<td>16</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>7</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>30 minutes</td>
<td>30</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>9</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>22</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td>23</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>More than 4:00</td>
<td>26</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>9</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>60 minutes</td>
<td>30</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>16</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>33</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>19</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>14</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>More than 8:00</td>
<td>7</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>No answer</td>
<td>11</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>100</td>
<td>100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

and less than 2:30 and 3:30 followed in rank. 40% were of the opinion that 2:30 was right for nighttime quarter-hours, against 21% who were for less than 2:30.

WHAM-WHFM Million Dollar Home Opens

ROCHESTER Radio City, new million-dollar home of WHAM and WHFM (FM), Stromberg-Carlson stations in Rochester, N. Y., was opened to the public Feb. 14. Structure is 292 ft. wide and 150 ft. deep. The largest of its six studios, 42 x 46 ft., has an auditorium that can accommodate an audience of 400. Other features include 24 individual offices, four staff and public lounges, a deluxe clients' lounge, a sponsors' lounge, news rooms and transcription and music libraries. WHAM, operating with 50 kw on 1180 kc, was acquired by the Stromberg-Carlson Co. in 1927. WHFM operates on 98.9 mc (Channel 255).

THE CODE TREND .... An Editorial

ADVERTISING AGENCY executives, sometimes cast as bogey men under the bed during code discussions, reveal themselves as moderate and highly intelligent men who think very much the same way as the majority of the broadcasters in the accompanying BROADCASTING TRENDS poll.

The poll shows:
1. 81% of agency executives think there should be industry-wide standards.
2. A smaller, but still heavy majority—68%—think the standards should be drawn up jointly by broadcasters, advertisers and agencies.
3. 45% think the AAA, ANA and NAB should jointly administer the standards.
4. And, most significant, 94% believe a time limit on commercials is necessary, even though they find it nearly impossible to set a code. The average time limit proposed by agency executives is nearly the same as those proposed by the NAB board on Nov. 15.

The results are not too surprising when it is realized that the success of all agencies is inextricably dependent on the acceptance of radio as is that of the broadcasters themselves. The similarity of their conclusions to those of NAB indicates that those who have drawn up the code is a testimonial both to their own astute evaluation of the problem and the sincerity and acumen of the writers.

Comparing the time limits suggested by the agencies (Table 2) with the proposed time standards adopted by the NAB board one finds:

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>NAB Board</th>
<th>Agency</th>
<th>NAB Board</th>
<th>Agency</th>
<th>Day</th>
<th>Evening</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-minute</td>
<td>1:15 min.</td>
<td>1 min.</td>
<td>1 min.</td>
<td>1 min.</td>
<td>15 sec.</td>
<td>less Same</td>
<td></td>
</tr>
<tr>
<td>10-minute</td>
<td>2:10 min.</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10 sec.</td>
<td>less Same</td>
<td></td>
</tr>
<tr>
<td>15-minute</td>
<td>3</td>
<td>2:30</td>
<td>2:30</td>
<td>2:30</td>
<td>30 sec.</td>
<td>less Same</td>
<td></td>
</tr>
<tr>
<td>30-minute</td>
<td>4:15</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>15 sec.</td>
<td>less Same</td>
<td></td>
</tr>
<tr>
<td>60-minute</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>1 min.</td>
<td>less Same</td>
<td></td>
</tr>
</tbody>
</table>

While these do not take into consideration the various provisions for station-breaks or frequency of announcements, they do indicate the feeling of the majority of agency executives that the commercial provisions in the proposed NAB code are adequate. In fact, in every case where there is a difference the agencies have asked even less commercial time than is provided for in the code.

Probably most surprising of the recommendations is that the AAA and the NAB and the AAA not only join the broadcasters in desiring a part in writing the code but in administering it as well.

This agency reaction is a long stride in the right direction. Many advertisers— we think the majority of them—will go along. The responsibility for code compliance rests with the broadcaster but is dependent upon the cooperation, good will and team-work of the advertiser and his agency. Once that support is assured, the recalcitrant will think twice before attempting to evade any duly promulgated standards of practice.
Problem of Space Impends

By RUFUS CRATER

THE RUSH for television stations, particularly in the East but spreading steadily westward, poses for FCC and broadcasters a fundamental problem which they hadn't expected so soon.

The basic question: Where does television go from here?

That is the consensus, and it is spreading rapidly as broadcasters, established and potential, virtually fall over themselves to get into the field while there is still room.

For the moment, it is conceded that:

- Television's No. 1 problem today is the shortage of spectrum space.
- The only foreseeable solution lies above 400 mc, in the area set aside for television experimentation.
- FCC and television industry leaders have long insisted that television's ultimate home must be one that can begin to accommodate a nationwide competitive service--in the upper band, now lying between 480 and 890 mc.

It has been generally expected that several years would pass before commercial operations are undertaken in that band. To a great extent the same feeling still prevails. But the obviously underestimated demand for television channels has led authorities to revise their private time schedules with respect to the date when the "upstairs" band may be essential for commercial use. Some are wondering outspokenly whether it wouldn't be better to start now to consider the new channels for early operation in that band.

This feeling is becoming more prevalent despite the realization that a number of today's applicants apparently have failed to recognize the full financial demands of television and, unless they secure more capital, may have to drop out of the field.

Emphasizing the shortcomings of the present allocation--which the FCC recognized almost three years ago as "insufficient to make possible a truly nationwide and competitive television system"--a roundup last week showed that in 24 cities there are already more applications than channels.

In these 24 there are 37 channels available for assignment under the present allocation plan. For these 37 channels there are 83 applications. Ten of the 24 cities have no television stations, operating or authorized, and in at least eight of these ten the fight is for the only channel which the allocation plan provides. In two the allocations table shows no channels left. In Boston there are 10 applications but only two channels.

Assuming that Empire Coil Co. will be granted its petition to withdraw its applications for Boston, Waterbury, Buffalo, and Pittsburgh--in order to concentrate on its grant for Cleveland--and assuming also that WISH Indianapolis will be granted its request to reinstate its application--the situation last Thursday was as follows, with respect to cities where applications outnumbered availabilities:

- Akron
- Allentown, Pa.
- Atlanta
- Berkeley
- Buffalo
- Chicago
- Cleveland
- Dallas-Ft. Worth
- Detroit
- Fall River, Mass.
- Hartford, Conn.
- Houston
- Indianapolis
- Miami
- Philadelphia
- Pittsburgh
- Reading
- San Francisco
- Scranton-Wilkes Barre
- St. Louis
- Waterbury, Conn.
- Youngstown, Ohio

- Channels may be "squeezed in," or reassigned from other communities.

Unless there are enough drop-outs, hearings must be held in each of these cases. In addition, there are several communities where applications exactly equal the number of applications, so that one more bid in any city would precipitate a hearing. These include Springfield and Worcester, Mass., Bridgeport, Conn., Canton, Ohio, and Louisville, Ky., which have one channel and one application each; and Cincinnati where the situation now stands two for two.

430 Stations Provided

On the basis of 13 channels--the first of which may be lost by television through FCC's proposal to realign 44-50 mc to other services--the existing allocation scheme provides for approximately 430 stations in the top 140 markets.

Commission engineers have extended this plan by making specific channel allocations to lesser markets, carrying it down in some instances to cities of about 10,000 population. Thus the number of potential stations would be double (Continued on page 80)

Libel Bill Reported

LIBEL bill relieving broadcast stations from liability for defamatory statements made by candidates for public office or on their behalf was favorably reported last Monday by the Virginia Senate General Laws Committee. The bill previously had been approved by the House. Committee Delegate G. Edmund Massie, of Richmond, stated that under present conditions the right to censor addresses and therefore should not be held liable.

TV APPLICATIONS MOUNT

Board Will Get New Version

Originally the code had been scheduled to go into operation Feb. 1. This date was set by the board at Atlantic City after two convention sessions had been devoted to the subject. Industry opposition became so heated, however, that the commercial section of the code was eased in November and the enforcement date was dropped.

Though station reaction to the November version had been generally favorable, a network move developed for adoption of a separate code. This project has not been pushed by the networks, however.

The code timetable probably will develop this way:

- Further revision at Hot Springs next week.
- Submission of latest version to NAB membership in March.
- Debate at May 17 afternoon session during NAB convention in Los Angeles.
- Possible final approval by board at May 18 meeting.
- Enforcement date in late summer unless extensive revision is called for during convention.

Presentation of the standards to the industry and to the nation will be carefully planned because of adverse publicity before, during and after the Atlantic City convention. Cooperating will be the (Continued on page 81)

WAYNE COY, FCC chairman, as seen by KGW Portland's spaghetti and meatball artist, Basil Waverston. The drawing, gift of Arden X. Pangborn, business manager of The Oregonian, which owns KGW, and H. Quentin Cox, general manager of station, was presented to Chairman Coy at an informal dinner attended by members of the broadcasting committee of the National Advisory Council on Federal Reports, ex-colleagues of Mr. Coy from the Bureau of the Budget, and guests. Ben Strouse, vice president and general manager of WWDC Washington, succeeds Mr. Coy as chairman of the committee.

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Joint Group Plans

(See editorial, page 48)

INDUSTRY groups taking part in the united front campaign against AFM President James C. Petrillo last week settled down to a low- key battle against anticipated demands of the musicians' union.

Convinced that the two parties are far apart, the AFM has been slow to respond to the call for settlement. One indication of the divided front is to be found in the Hull-House group's statement that the AFM is not making a serious effort to settle the dispute.

The Hull-House group is made up of the AFM's executive board and the AFM's labor relations council. The group has been meeting with the AFM's national labor relations board to discuss the possibility of a settlement.

The Hull-House group has been working to organize a new union, the National Alliance of Musicians, to replace the AFM. The new union is expected to be more aggressive in its efforts to settle the dispute.

Fighting Back

The AFM has not been idle. It has been working to organize a new union, the National Alliance of Musicians, to replace the AFM. The new union is expected to be more aggressive in its efforts to settle the dispute.

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THE DISPUTE

The dispute between the Hull-House group and the AFM is expected to continue for some time. The Hull-House group is expected to continue its efforts to organize a new union, and the AFM is expected to continue its efforts to organize a new union, and the AFM is expected to continue its efforts to settle the dispute.

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'TIMES' FAX

IN 14 NEW YORK department stores, starting this morning (Feb. 16) and continuing for a month, facsimile newspapers are going out six daily editions of a four-page facsimile newspaper to give many New Yorkers their first look at postwar facsimile operation. The papers are produced by the New York Times and broadcast by the Times' FM station, WQXQ.

Each page is 8 1/2 by 11 inches, takes 3 1/2 minutes to transmit, and each edition is broadcast for a quarter-hour. Starting at 11:05:11:20 a.m. broadcasts are repeated hourly, with last presentation 4:05:4:20 p.m. Process goes on six days a week.

To carry out this ambitious schedule, the Times has set up facsimile headquarters in a double room on the tenth floor of the Times Bldg. in midtown New York. Here a special staff headed by Robert Simpson.

DuMont Head Says Firm Not for Sale

CATEGORICAL denial that Allen B. DuMont Laboratories or any part of firm's manufacturing or broadcasting setup is for sale was issued last week by the company's president, Dr. Allen B. DuMont.

"DuMont both the manufacture of television receivers and in television broadcasting," he stated. "We have been in television since the beginning and we emphatically intend to remain in television. The five divisions that comprise Allen B. DuMont Labs — cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters and the DuMont Television Network— are not for sale nor will be offered for sale."

The rumors that DuMont was on the block may have originated "on the premise that Paramount may have received offers for its stock holdings in DuMont," Dr. DuMont said [BROADCASTING, Feb. 9]. He added that these do not represent a controlling interest. Explaining that Paramount holds less than 3% of the DuMont Class A stock, which comprises 72% of the total issue, Class A stockholders elect the president, vice president and five directors, controlling the board and the executive direction of the company's affairs. B stockholders elect the secretary, treasurer, assistant treasurer, and three directors.

"The B stockholders can prevent but cannot compel action wherever stockholder action is necessary," Dr. DuMont concluded. "Any sale of Paramount over a B stock would not affect the measure of control now held by the A shareholders."

He confirmed the report of an agreement with the Crosley Corp. whereby Crosley will manufacture sets under DuMont patents, adding that the company has also extended licenses to other major video manufacturers.

Robert Simpson (1) of Times staff, editor of the facsimile edition, and Frank Lauden, make-up editor, on loan to Times from Newspaper Publishers Facsimile Service.

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Daily Transmissions To Run 30 Days

Robert Palmer, chief artist, and Frances Clark, copy production manager, both on loan to Times from NPFS.

Woodrow Wilson (1) of Times art department and Mr. Palmer working on shadow box makeup tables. Boxes are topped with transparent material lined so that makeup man pasting down copy can follow spacing exactly and produce neat copy for transmission.

R. D. Valentine, chief engineer, WQXR and WQXQ, putting copy on the scanner.


The Times' facsimile experiment is being operated under the supervision of a special three-man committee appointed by the paper's publisher, Arthur Hays Sulzberger.

Committee members are: Turner Catledge assistant managing editor; Orvil Dryfoos, assistant to the publisher; Ivan Veit, promotion director.

Technical phases of the Times' facsimile are being watched by the industry.
A NEW TYPE of metal lens for focusing radio waves in radio relay systems—one theoretically capable of handling 50 to 100 television channels or tens of thousands of simultaneous telephone messages—is under development at Bell Telephone Laboratories.

Engineers plan to use the new lens in a proposed radio relay system intended to link New York and Chicago. An experimental operation with a shorter but basically similar system between New York and Boston was recently initiated.

The new broad-band lens is being developed by Dr. Winston E. Kock of the laboratories technical staff and his associates, who also developed the earlier type being tested over the shorter distance.

Such lenses focus very short radio waves in the way an optical lens focuses light, permitting engineers to direct radio waves from one relay station to the next in a slender ray not unlike a searchlight beam.

Based on Light Theory

Operation of the new lenses is based on theories of light transmission through atomic and molecular structures. One new type resembles illustrations of a crystalline molecule in physics textbooks.

One such lens consists of an array of metallic spheres. Radio waves, passing through the lens, set up electric currents in the spheres which produce the same effect on the radio waves that molecular layers of glass or crystaline lenses produce on light waves.

The new lenses are built by scaling up the molecular lattice structure of a non-conductor, such as glass, and then substituting electrically conductive elements for the molecules. These elements are not necessarily sphere but may, instead, be small strips of conducting material, such as aluminum or copper foil.

Capacity of Lens

Earlier metallic lenses were constructed with rows of conducting plates and operate on wave-guide principles, speeding up radio waves passing through the lens. The wave is slowed down by the new type lens as in an ordinary glass lens, permitting a much wider band of wave lengths. One lens, for example, could be effective at all microwave lengths between a half inch and four inches. It could, theoretically, handle 50 to 100 television channels. Available techniques limit present lenses to only eight such programs in the relatively narrow wave length band between three and three and one-half inches.

Among the transmission advantages offered by the microwave regions, in which such lenses are used, are freedom from static and most man-made interference, according to Bell engineers. A major problem in developing such communications, however, has been that of transmitting and receiving the wave energy in the form of a narrow beam like a search light. The very short waves used in microwave communications, unlike commercial broadcasting waves, do not follow the earth's curvature but tend to veer off at the bottom into space. Consequently, they can only be transmitted and received as far as there is a clear, unobstructed, straight-line path, about 20 miles.

Communication over longer distances requires the use of relay stations so the ultimate distance is traversed by a series of intermediate transmissions. New York to Boston transmission is accomplished in eight jumps. To obtain short-range transmission with peak efficiency and minimum interference between successive relay stations, the wave energy must be focused into a narrow beam. This problem has been solved by the metal lenses which can focus radio waves into the sharpest beam of its kind ever produced, thus giving tremendous impetus to development of microwave communications, Bell officials say.

Size Deemed Impractical

It has been recognized that glass lenses could focus microwaves as they focus light waves, but such lenses would be so large and heavy as to be impractical for radio relay applications. Engineers claim glass lenses for the purpose might be 10 feet in diameter and weigh several tons.

The thought occurred to Dr. Kock that if the lattice structures, which are believed to constitute atoms and molecules, could focus light waves, a scaled-up version of such a structure would also focus electromagnetic or radio waves of correspondingly scaled-up wave lengths.

Since even the very short radio waves are 100,000 times longer than light waves, a scaling-up of the molecular model by that ratio produces a lens capable of focusing microwaves.

The advantage gained is that the individual elements can now be made very light in weight. This is because the radio waves induce currents on the surface of the metallic elements substituted for atoms in the scaled-up lens and thus the weight can be reduced by making these elements very light and thin. For very light structures, metallic foil discs are employed and held in place by layers of lightweight polystyrene foam. In theory, such a lens might be only one-thousandth the weight of a glass lens of equal size. Actually the new lenses are made heavier than this to insure greater strength, but are still far lighter than an equivalent glass lens, laboratory officials report.
'DODGERS' VIDEO

Lorillard, Ford Will Sponsor Games

P. LORILLARD & Co., New York, maker of Old Gold cigarettes, and Ford Motor Co., Dearborn, will co-sponsor telecasts of 77 home games of the Brooklyn Dodgers during the coming season on WCBS-TV New York. Two-thirds of the games will be sponsored by Lorillard, Ford, both companies sharing in the opening and closing announcements of the first game on April 23, between-inning commercials, and a chance to be awarded by the toss of a coin.

Signing of Lorillard-Ford sponsorship for the Dodgers WCBS-TV telecasts certifies that all three New York baseball teams will have their 1948 home games televised and that all telecasts will be sponsored. Liggett & Myers Tobacco Co., New York, will sponsor the New York Giants telecasts on WNBT for Chesterfield cigarettes [BROADCASTING, Jan. 26]; P. Ballentine & Sons, Newark, will sponsor the New York Yankees telecasts on WABD [BROADCASTING, Dec. 18]. This alone is ample testimony to the growth of television as an advertising medium since last summer, when the three stations began to telecast the home games of the three teams but only WCBS-TV sold theirs (to Ford and General Foods Corp. [AM]).

Commenting on Old Gold's' entry into television via the baseball route, Aldo James, Lorillard advertising director, said: "We've been broadcasting baseball play-by-play on radio quite successfully for some time. We plan to continue it. At the same time, we'd like to accommodate the steady-climbing audience reached by television, hence the expansion."

"I thought Red Barber, who with Connie Desmond will call the Dodgers' daily games on WIN New York for Old Golds, is sports director of CBS, he will not take part in the 900-seat stadium, a special commentary will be provided by Bob Edge, performing this chore for the third successive summer on WCBS-TV. The attitude of this sponsor, that separate announcers should be used for the sound and television broadcasts, differs from that of Chesterfield, who propose to have Mel Allen and Russ Hodges do the talking for both the telecasts on WABD and the sound broadcasts on WINS New York, and of Chesterfield, whose commentary on

TELEVISION CITY proposed for Chicago would overlook Illinois System tracks on lake front east of loop (Chicago's downtown business area) and neighborhood of Lake Shore Drive. Occupying 30-acre space would be a central television building said to provide ample studio space for all Chicago video broadcasters, a 70,000-seat stadium, hotels, palace and convention hall.

BROADCASTING -

THEATRICAL

AT&T Plans to File By April

RATES for television use of AT&T's coaxial cable between New York and Washington were in preparation by telephone company officials last week, after FCC on Thursday authorized commercial operation of the link, effective May 1.

At&T spokesmen said the rates probably would be filed about April 1, but did not indicate whether there would be any substantial departure from the tariffs proposed, but subsequently withdrawn, in June 1947 [BROADCASTING, June 9].

In view of the protests aroused by the original proposal—based on $40 per circuit mile per hour for eight consecutive hours a day— it was felt that the company would discuss the question with television operators and FCC authorities before reaching a final decision. It was thought the new rates might be somewhat lower.

The company meanwhile was asked by the Commission to confer with officials of the FM Assn. "in an effort to resolve the objections" filed by FCC against the proposed rates applicable to the furnishing of 15,000-cycle channels for FM program transmissions [BROADCASTING, Feb. 9]. FMA proposed several changes in the tariff schedule—slated to become effective Feb. 18—but opposed suspension of it 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."

Date for the AT&T-FMA conference was left to the participants and had not been set Friday.

FCC's action with respect to use of the coaxial cable by television was taken on the Commission's initiative, but followed by only a few weeks an FMA-AT&T meeting based on a petition in which the FM group charged the telephone company with discriminating against FM and in favor of television [BROADCASTING, Jan. 19].

In its order, FCC found that "the quality of transmission over [the New York-to-Washington cable] is satisfactory for commercial purposes and . . . commercial operation thereof is desirable in order to avoid discrimination and preference in favor of television broadcast." (Continued on page 28)

WATV NEWARK has set base rates of $450 an hour for video time between 7 and 11 p.m. and of $360 an hour between 3 and 7 p.m., according to the station's first rate card, effective March 1. The video fee schedule of WATV Newark, WATV, is nearing completion and expects to begin broadcasting test patterns this week. It will be the first television station in New Jersey.

Class A times—7-11 p.m. Rates are:

- One hour program once a week, $450; three a week, $1,202.50; six a week, $2,630. Half-hour program once a week, $350; three a week, $1,050; six a week, $2,100.

Quarter-hour program once a week, $350; three a week, $1,050; six a week, $2,100. Ten-minute program once a week, $180; three a week, $450; six a week, $900.

Class B times—3-7 p.m. Rates are:

- One hour program once a week, $360; three a week, $1,080; six a week, $2,160. Half-hour program once a week, $225; three a week, $775; six a week, $1,550. Quarter-hour program once a week, $225; three a week, $775; six a week, $1,550. Ten-minute program once a week, $180; three a week, $450; six a week, $900.

Discounts of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks will be allowed on the above rates.

One-minute announcements are priced at $80 in Class A time, $70 in Class B time. Twenty-second announcements are $60 in Class A time, $50 in Class B time. Discounts of 5% for 100-250 times, 10% for 251-500 times and 15% for 501 or more times will be allowed on announcements.

Rates, commissionable to recognized agencies, are guaranteed for six months from the station's official opening. In addition to the time charges, WATV has studio fees of $50 for the first hour, $25 for each additional hour or fraction, film studio fees of $25 per hour or fraction.

February 16, 1948 ▪ Page 19
A PROMOTIONAL campaign by WNOE, which C. E. Hooper Inc. claimed distorted Hooperatings in New Orleans, last week prompted the rating firm to cancel its fall-winter New Orleans city report and to withdraw permission for advertising, promotional, selling and publicity use of station listing indexes for that city.

The audience measurement firm notified subscribers that the action had been taken “in the light of continuation of the WNOE promotional campaign involving a cash award to anyone who responds to a telephone call saying ‘WNOE’ instead of ‘Hello’.”

The Hooper firm’s move prompted field after graduation from Princeton University, Mr. Wheeler accepted a job as page boy with NBC and moved through the ranks of sound effects and announcing divisions. As an NBC announcer during the war he is credited with going ashore in France on D-Day with Ernie Pyle, General Omar Bradley and two photographers. He returned after the war as assistant program director of WRC and was later named director of programming. His wife, Jane, is active in television and conducts her own show on WNEW Washington.

Mr. Cooper, also a native of Washington and a graduate of the Loomis Radio School in that city, on Jan. 26 rounded out his 20th year with WRC, which he joined as an operations supervisor. Prior to his service with WRC he was with the RCA Marine division at Norfolk, Va. He was acting chief engineer of WRC during the war.

James E. Gordon, vice president and general manager of WNOE, to issue a statement explaining the station’s position in the matter and declaring that station’s promotional programs do not interfere with the Hooper surveys in New Orleans.

Hooper Inc. asserted that percentage of respondents in New Orleans claiming to be listening to WNOE but unable to identify what program they were “hearing” nor would volunteer a general identification such as news, music, etc., the Hooper firm asserted. The 52% figure was registered in October and November.

The notice to subscribers said this is notification of our cancellation of the October 1947 through February 1948 (fall-winter) New Orleans city Hooperating report and the withdrawal of all program, advertising, presentation, publicity and other uses of Hooper station listing indexes which have been published monthly beginning with the September—October 1947 New Orleans index.”

It then explained that the WNOE “continuation” of its promotion had motivated the Hooper decision and quoted the figures on WNOE program identification.

The company said that “appropriate adjustment” would be made to the various accounts of New Orleans subscribers for the affected period.

The decision, by C. E. Hooper Inc. to take strong action in New Orleans recalled earlier statements by C. E. Hooper, president of the firm, inveighing against give-away promotions aimed at “buying listening.”

The statement by Mr. Gordon of WNOE said, in part:

“Since Mr. Hooper has withdrawn from New Orleans it is only fair that we should give our side of the story. Hooper came to New Orleans at the request of WNOE many years ago. On his first visit he was unsuccessful in selling other New Orleans stations this service and the cost was too much to be borne by WNOE. On a second visit, however, two other stations came in on the deal and Hooper began rating New Orleans, but now he refuses to take his tent because he claims that WNOE’s promotional programs are interfering with his surveys. This is not so in our opinion . . . .

Says Claim ‘Absurd’

“It is absurd for Hooper to assume that our high ratings are due to one promotion—the Don’t Say Hella program. WNOE is a leader in public service broadcasts. It gave away in 1947 714 hours of program time plus 4,985 mile trips free to matters of public interest.

“Hooper places us fourth in the evening which ratings have steadily dropped since last August. If these evening ratings are correct, then our morning rating of 34.8 is certainly correct. We are fourth in the evening, although promotional activities that Hooper objects to are in progress. We are second in the afternoon with 29.7 and are in second place on Sunday afternoon with 18.9 when no promotional programs are in progress. “Figures quoted are from the November—December 1947 New Orleans Hooper survey . . . .

WEATHER AGAIN STOPS WCAU-TV’S LAUNCHING

FOR THE THIRD TIME, bad weather has postponed the start of telecasting over WCAU-TV Philadelphia, The Philadelphia Bulletin video station, which was scheduled to begin operations today (Feb. 21). The new target date is Feb. 23—next Monday.

Decision to postpone the opening was made Wednesday morning when snow flurries caused iron workers to stop at the Philadelphia Saving Fund Bldg., where the WCAU-TV antenna is being erected, to come down. Snow and bitter cold had caused a previous postponement of station’s opening date.
Missed the turn!

That bridge carries the tracks of the Toledo, Peoria and Western R.R. over the Illinois River at Peoria.

That's no place for an auto!

It seems the driver missed a turn in the road, drove out over the bridge... and was finally towed out by a locomotive. The driver was lucky.

There's a lesson in this story for time buyers; that is, it's so easy to miss the turn when it comes to selecting stations. Many times there's no chance of rescue!

To get on and stay on a straight road down here in Baltimore radio... pick the station that delivers more listeners-per-dollar-spent than any other station in town. That would be W-I-T-H, of course. W-I-T-H is the successful independent that puts curves on a sales chart... all up!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Represented by Headley-Reed

February 16, 1948  •  Page 21
WSIX holds volume

5000 WATTS  980 KC
AMERICAN

Coming Soon!
WSIX - FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
Again... WHAM SETS THE PACE in WESTERN NEW YORK

With Rochester Radio City

Rochester and Western New York's outstanding station has done it again... another one of those pace-setting strides that keeps WHAM out in front.

This week... marks the opening of the new million dollar home of WHAM—WHFM... ROCHESTER RADIO CITY.

For more than 25 years the favorite visitor in the homes of this widespread area... WHAM now becomes the place to visit. Here, in these ultra-modern studios, among the finest in the country, the 3,000,000 listeners in WHAM's 43-county primary area see again the WHAM leadership they have learned to expect.

NOW, MORE THAN EVER BEFORE, WHEN THEY THINK OF RADIO... THEY THINK OF WHAM
A. Carman Smith, Head Of Coast Agency, Dies

A. CARMAN SMITH, 62, head of A. Carman Smith Inc., Los Angeles, died of a stroke at his home Feb. 6. Mr. Smith was born in Wyoming, Ont., Can., in 1884, and attended College Institute, Petrolia, Ont. For the past 42 years he had been associated with advertising agencies, forming his own agency last year following the dissolution of Smith & Drum, in which he was co-partner.

Mr. Smith was one of the founders and charter members of the Los Angeles Advertising Club, of which he was twice president; a former director of the Los Angeles Chamber of Commerce, and a member of the Rotary Club, Wilshire Country Club, Pentalitha Lodge and Al Malaikah Shrine. He is survived by his wife, Elizabeth Ann.

Burial services were held Feb. 9 at Los Angeles.

ASCAP

Authorization of a special committee to maintain the present status quo of the State of Washington's law governing ASCAP copyright controls, was voted Jan. 27 at a special meeting of the Washington State Assn. of Broadcasters, meeting in Seattle. The committee, which has been empowered to employ counsel if necessary, includes O. W. Fisher, president; KOMO Seattle, as chairman; Rogan Jones, president, KVOS Bellingham; Bruce Bartley, owner of KBRO Bremerton, and Harry Spence, president, KXRO Aberdeen.

The 38 broadcasters from all parts of the state who attended the meeting expressed concern over the implications of the recent State Supreme Court decision declaring that ASCAP had not complied with the law. If it then the stations pay ASCAP under present agreements, they fear that they may be violating the law in turn; while if they do not pay, there is a possibility that ASCAP will cancel the agreements and sue for infringement of contract.

An informal poll at the meeting last week indicated that while a few broadcasters are continuing the ASCAP payments, most are holding the funds in escrow until the issue is decided. The consensus of the group was that it's now ASCAP's move.

The broadcasters also took action to insure better radio coverage of the locally popular High School Basketball Tournament. It was decided to transmit to the

Monopoly

KBOL Boulder, Col., now has a 52-week contract for six 30-minute programs weekly for Brooks-Fauber Inc., local department store. Contract was signed by J. Herbert Hollister, store president. It was submitted for approval by Herb Hollister, station representative. And it was accepted at KBOL by Herb Hollister, KBOL president. A station president who also owns majority interest in a department store is a sure fire answer for retail contracts, KBOL finds.

Associated Students of the U. of Washington, the U. of W. Board of Regents, and the Washington State High School Athletic Assn., a request for space and "reasonable facilities" for the free broadcast of tournament games by such stations as request the right at least 15 days before the competition starts.

A committee consisting of Sol Haas, vice president, KIRO Seattle, as chairman, Henry Owen, manager of KING Seattle, and Rogan Jones of KVOS, was also appointed "to make a study of all kinds of insurance policies necessary for radio station operation."

Final action was creation of a committee to work with the Washington Public Opinion Laboratory, recently set up under the joint auspices of the U. of Washington and the State College of Washington. The Laboratory will conduct public opinion polls throughout the state on topics of current general interest. Named to the group were J. A. (Arch) Morton, manager, KJR Seattle, as chairman; Kennedy G. McArdle, general manager, KXX Seattle, and Arthur W. Lindley, general manager, WWB Walla Walla.

H. J. Quilliam, president, KTBI Tacoma, is president of the Washington State Assn. of Broadcasters, and Robert E. Priebe, general manager, KRSC Seattle, is secretary.

MCA Puts Foot Into TV Picture on West Coast

MUSIC CORPORATION of America put an obvious foot into the Los Angeles television picture as agent for the Bobby Riggs-Jack Kramer tennis matches Feb. 16-17 sponsored by Standard Oil of California and Ford Motors for a price of more than $1,200. KTLA Hollywood will carry the telecasts.

Cost of purchase caused split of price tab between two sponsors, with Ford having first night's matches and Standard Oil the second. J. Walter Thompson Co., Los Angeles, represented the former and BBDO the latter.
The new
RAYTHEON FM ANTENNA

Tops everything for

- **HIGHEST GAIN.** 2.15 for 10'6", single section compared with nearest competitive gain of 1.5 for 13' 6" section.
- **LOWEST COST.** Less than anything approaching its performance and features.
- **EASY TO INSTALL.** Shipped pre-tuned to your frequency — no field adjustments — only one, simple, coax feed connection.
- **PERFECT RADIATION.** New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- **NO ICING PROBLEM.** Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- **FULL POWER.** A single section will handle 10KW — available in single, double and four-section assemblies.
- **NO OBSOLESCENCE.** Add new sections for increased gain.
- **LOW WIND LOADING.** Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- **PLUS MANY OTHER IMPORTANT FEATURES**
  The new Raytheon Type RFW Antenna is your idea... built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available now! Get the whole story from your Raytheon representative today.

*RFW — A (88 — 97 MC) — single section 11'6".
RFW — B (97 — 108 MC) — single section 10'6".
LABOR PROBLEMS of stations and networks were discussed at first 1948 meeting of NAB Employe-Employer Relations Committee, held Feb. 9 at Mayflower Hotel, Washington. Taking part were (seated, 1 to r): O. L. (Ted) Taylor, KGNC Amarillo, Tex.; Michael R. Hanna, WHCU Ithaca, N. Y.; John Elmer, WCBM Baltimore, chairman; Richard P. Doherty, NAB; Leslie C. Johnson, WHBF Rock Island, Ill. Standing, 1 to r: David J. Farber, NAB; Charles C. Crutchfield, WBT Charlotte; Ernest de la Ossa, NBC; C. L. Thomas, KXOK St. Louis; Howard Hausman, CBS; W. A. Wilson, WOPI Bristol, Tenn.; Joseph McDonald, ABC; William Pabst, KPFC San Francisco; Thad Holt, WAPI Birmingham. Co-operative approach of all industry elements in the Industry Music Committee was approved by the committee, which adopted a resolution in which continued joint action was advocated.

Committee Praises Joint Music Action

NAB Group Urges Continuation Of Cooperative Campaign

UNITED approach to the overall industry music problem by broadcast groups, recorders and others must be maintained in working out a long-term solution, the NAB Employe-Employer Relations Committee declared last Monday after a one-day meeting at the Mayflower Hotel, Washington.

Under Chairman John Elmer, WCBM Baltimore, the committee went into all angles of the music situation and reviewed progress of negotiations. The "amity displayed and progress made" by both industry and union negotiators is a "significant forward step," in the committee's opinion. It attributed this progress largely to the co-ordinated efforts of all industry elements in the Industry Music Committee.

Many of the music labor problems have not been solved, but merely deferred, the committee noted in calling for continued unity by the industry. Only by this means, it was stated, can sound, long-term solutions of all phases of the music problem be worked out.

Other industry employment problems were taken up by the committee, including NAB proposals to the National Labor Relations Board for revision of its rules covering exemption of professional employees from overtime regulations.

Taking part in the committee's meeting were Richard P. Doherty, NAB Director of Employee-Employer Relations, and David J. Farber, his assistant. Committee members included liaison representatives from the networks. (See photo this page for list of those who attended meeting.)

WBRC to Consolidate Housing for FM and TV

VIDEO plans of WBRC Birmingham, Ala., have been announced, following receipt of a TV construction permit a fortnight ago [BROADCASTING, Feb. 9]. Station will operate on Channel 4, 66-72 mc. Licensee of the station, which will have 14.5 kw visual power and 7.7 kw sound transmission, is Birmingham Broadcasting Co. Inc.

The telecasting transmitter has been purchased and will be housed in the same building with the new WBRC-FM station now under construction atop Red Mountain, three miles from the heart of Birmingham, according to Eloise Smith Hanna, president and general manager of WBRC. Operation of WBRC-FM, with a power of 50 kw and effective radiated power of 546 kw, will probably commence early this summer.

New highs in audience ratings*
New highs in advertising results

* Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

One year under new ownership has added
67.7 per cent more daytime listeners and
greatly "upped" many nighttime standings
for Buffalo's first station.

Basic Columbia  WGR Broadcasting Corporation
550 RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives, Free & Peters, Inc.
NARRATED BY DAVID ROSS

AMERICA'S #1 BAND ON AMERICA'S #1 SHOW

MORE THAN A BAND, HERE'S A STAR-STUDDED HALF-HOUR OF MUSICAL SHOWMANSHIP AT ITS SENSATIONAL BEST. NOW OFFERED FOR LOCAL AND REGIONAL SPONSORSHIP.

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS
Sterling to Lead Radio Conference Dinner Meet

GEORGE E. STERLING, FCC commissioner, will be chairman of a dinner session to be held on the opening day of the Annual Radio Conference, U. of Oklahoma, Feb. 26-March 2, at Norman, Okla. Discussion topic for the dinner is "A Look at the International Picture."

One of the leading participants will be David Penn, who has served as diplomatic correspondent for the State Dept.'s "Voice of America" at major international conferences during the past two years. He was press relations assistant to Former Secretary of State Byrnes during the Peace Conference in the summer of 1946, and accompanied Secretary Marshall to Moscow early last year for talks on the German and Austrian treaties.

TAKING TIME OFF at conference of officials of the three G. A. Richards stations—WJR Detroit, WGAR Cleveland and KMPC Hollywood—at Beverly Hills Hotel, Beverly Hills, Calif. [Broadcasting, Feb. 2], is this group, caught in a jocular mood, they include (l to r): R. Morris Pierce, vice president in charge of engineering for WJR, WGAR and KMPC; Robert O. Reynolds, vice president and general manager of KMPC; Harry Wisner, assistant to Mr. Richards; Mr. Richards, president of the three stations; John Patt, vice president and general manager of WGAR; F. M. Thomas, secretary-treasurer of WJR and WGAR; and George Cushing, WJR news director.

IRE to Hold Symposium On Television Receivers

ALL-DAY symposium on television receivers will be held Feb. 28 under the auspices of the New York Section of the Institute of Radio Engineers. Meeting, to start at 10 a.m., will be held in the Engineering Societies Bldg., New York, and will be open to non-members of IRE.

Arthur Loughren, Hazeltine Electronics Corp., will direct the morning session, comprising the following speakers and subjects:
- Andrew Alford, consultant, "Television Receiving Antennas";
- Dr. Rehn, consultant, "Television Systems for Apartment Houses";
- L. Clark, RCA Victor Division, "Automatic Frequency Control of Television Sweep Circuits";

Murray Crosby of Paul Godley Co. will act as moderator of the afternoon session, at which speakers and their topics will be:
- Paul F. O'Holde, Aviso Mfg. Co., "Intermediate Frequencies for Television Receivers";
- S. W. Seely, RCA Labs, "IF Amplifiers for Inter-Carrier Systems of Sound Reception";
- A. S. Valdettaro, Sarnes, "Television Tuners";
- R. G. H. Kell and G. F. Crandall, RCA Labs, "Standardization of Transient Response of Television Transmitters and Receivers."

Disaster Guide

SPECIAL Red Cross disaster guide, designed to coordinate radio and Red Cross action in emergencies, was mailed fortight ago to all stations. The guide is in poster form and is to be hung in news and control rooms. In an accompanying letter NAB President Justin Miller endorses the guide as "a helpful device to achieve greater local public service." Three copies of the poster were sent each station.

AFRICA VIDEO JAUNT

Ziv Sends Oboler on 7-Month Tour to Get TV Material

FREDERIC W. ZIV Co., radio production firm, is going a long way off the beaten track to get material for a television series by underwater a seven-month African tour of Arch Oboler, one of the top-ranking radio dramatic writers.

Mr. Oboler, accompanied by a camera crew which is already in Africa, will spend most of his time in "out-of-the-way places in the Belgian Congo."

What he sees and hears, recorded on film for television and on tape for sound broadcasting, will be sent back to the U. S. for use by the Ziv organization, which has given him carte blanche in the selection and preparation of his material, he said.

The only specific instructions he received, Mr. Oboler, reported, were from John Sinn, manager of the company's New York office, who told him: "Arch, if you get eaten by a lion, be sure to make it at the end of a 13-week sequence."
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

To knock over a big market, you need the right weapon, too. And in the Bonanza Beeline, the right weapon is on-the-spot radio. That's because this part of California and Nevada is surrounded by mountains...natural barriers that block outside radio signals.

Yes, the five BEELINE stations belong on your California schedule. With all five you blanket the whole 2 Billion Dollar market...because the BEELINE stations are strategically located right in the five major selling centers.

Typical of such inside coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%! Check Raymer for more on all five.

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., National Representative

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It's a 21-jewel market located in a rich dairying and poultry-raising area... home of the Capper Hatchery (one of Iowa's largest, and a WMT client of long standing).

Though more than 100 miles distant, Elgin's No. 1 station is WMT. Though its population is only 600, Elgin typifies the hundreds of prosperous WMT towns that add up to an impressive total (within our 2.5 mv. line: 1,131,782 people!)

Folks in Eastern Iowa always know what time it is—it's WMT time, day and night. Ask the Katz man for details.

**AT&T LINES**

**Radio Service High On Planning**

ALTHOUGH the chief goals of the $35,000,000 construction program outlined for 1948 by the Long Lines Department of AT&T are "to provide facilities to meet the present demand for long distance service and to restore the speed of service to prewar levels as rapidly as possible," much of the year's program is for the installation of coaxial cable and radio relay circuits capable of carrying television programs as well as sound broadcasts or telephone conversations.

An article in the current issue of the departmental house organ, Long Lines, states that during 1948 "cable-laying trains will complete the placing of hundreds of miles of coaxial cable in projects already under way and start new ones. In addition, some coaxials will be equipped to provide new television circuits and construction will be under way on two new radio relay links—one between New York and Philadelphia and the other between New York and Chicago."

**Network Video**

Reporting specifically on the video network plans, the article continues: "When the microwave relay system between Boston and New York was opened and linked with the New York-Washington coaxial cable last November, the Long Lines experimental television network was lengthened to about 500 miles. During 1948, two additional television circuits will be provided over the coaxial lines between New York and Washington, and two between Washington and Richmond, thus extending the television network southward to the latter city.

"In addition, installation of equipment will be in progress to provide two television circuits over coaxial cables between Philadelphia and Chicago, and between Chicago and St. Louis. Television circuits between these cities are expected to be ready for service by early 1949."

"Long Lines also plans to provide television terminal equipment, including monitoring and operating facilities, at Richmond, Pittsburgh, Cleveland, Chicago, and St. Louis as well as New York, Philadelphia, Baltimore, and Washington—which already have some terminal equipment. When all these television circuits are ready for service and all of the terminal equipment has been completed, a program originating in any one of these cities might be carried to the other eight."

"Other projects included in the 1948 construction plans are the two new radio relay systems previously mentioned—the one between New York and Philadelphia and that between New York and Chicago. Construction on the New York-Philadelphia system has already begun and is expected to be completed early this summer. Work on the New York-Chicago system, which will incorporate improvements over the experimental radio relay link recently opened between New York and Boston, also will be under way this year. When completed, both systems can provide additional telephone channels or may be used for the transmission of television."
Remember this ad? Most people in the television business do because it told the story of how six budget programs for Max Rusoff, Inc., on WPTZ brought in $11,020 worth of direct sales.

The other day we discovered that there was a lot more to the story. Rusoff's continued their record keeping and from September 1st to December 31st, sixty-eight more people came into the store as a direct result of the television programs broadcast in August. Moreover, of these 68 prospective customers, thirty-one purchased merchandise to the tune of $13,485!

Instead of $11,020 in sales as a result of this test as originally reported, the figure actually was $24,505!

If nothing else, it proves that television must carry the sales impact of a short piece of lead pipe. It also proves that television can pay its own way right now as an advertising medium over WPTZ.

If television is on your agenda for 1948, you'll want to get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

PHILCO TELEVISION BROADCASTING CORP.
Communications are vital. Meeting the high standards of this field is our business—our only business. For coaxial transmission lines and related accessories that are service-tested and proven dependable, follow the leaders using CP equipment.

Sold by RCA and GENERAL ELECTRIC. Distributed nationally thru 98 service stations of GRAYBAR ELECTRIC COMPANY and distributed internationally by WESTREX CORPORATION.
...with installation-proved SEAL-O-FLANGE®
Coaxial Transmission Lines for
AM,FM and Television

WABO—New York, N. Y.
WACE—Waco, Texas
WAHM—Anderson, S. C.
WAJE—Marguerion, W. Va.
WAKR—Akron, Ohio
WAGT—Ashland, Ohio
WBGE—Atlanta, Ga.
WBNC—Buffalo, N. Y.
WBSC—Salisbury, Md.
WBRE—Wilkes Barre, Pa.
WBTM—Danville, Va.
WCKB—Springfield, Ill.
WCCL—Carbondale, Ill.
WCOA—Pensacola, Fla.
WCOM—Parkerburg, W. Va.
WCRO—Johnstown, Pa.
WCSC—Charleston, S. C.
WCDS—Cincinnati, Ohio
WDAF—Kansas City, Mo.
WDEF—Chatanooga, Tenn.
WDPF—Panama City, Fla.
WDRD—Durham, N. C.
WDOD—Chatanooga, Tenn.
WEB—Duluth, Minn.
WEBB—Buffalo, N. Y.
WEEX—Easton, Pa.
WEVS—Parma, Ohio
WFAM—Dallas, Texas
WFAN—Alliance, Ohio
WFAX—Fort Wayne, N. Y.
WFLL—Fayetteville, N. C.
WFME—Taunton, Mass.
WFRO—Fremit, Ohio
WGAL—Lancaster, Pa.
WGGG—Gainesville, Fla.
WGBC—Miami, Fla.
WGNI—Wilmington, N. C.
WGP—Baltimore, Md.
WGYN—New York, N. Y.
WHAM—Rochester, N. Y.
WHBC—Canton, Ohio
WHCU—Ithaca, N. Y.
WHDK—Boston, Mass.
WHDC—Rochester, N. Y.
WHK—Cleveland, Ohio
WHMM—Amsteln, Ala.
WHF—High Point, N. C.
WHY—Ypsilanti, Mich.
WHYN—Holyoke, Mass.
WIBA—Madison, Wis.
WIBW—Topeka, Kans.
WIBX—Utica, N. Y.
WIX—Washington, D. C.
WITH—Baltimore, Md.
WJAS—Pittsburgh, Pa.
WJBK—Detroit, Mich.
WJDX—Jackson, Miss.
WJER—Hagerstown, Md.
WJHP—Jacksonville, Fla.
WJMC—Rice Lake, Wis.
WJNO—W. Palm Beach, Fla.
WJSC—Altoona, Pa.
WJW—Cleveland, Ohio
WKAT—La Crosse, Wis.
WKCR—Oklahoma City, Okla.
WLAW—Lawrence, Mass.
WLBZ—Bangor, Me.
WMAI—Washington, D. C.
WMAZ—Macon, Ga.
WMKR—Jacksonville, Fla.
WMNY—Watertown, N. Y.
WNAO—Topeka, Kan.
WNBR—Binghamton, N. Y.
WNDR—Syracuse, N. Y.
WNYE—Brooklyn, N. Y.
WONS—Hartford, Conn.
WOR—New York, N. Y.
WOW—New York, N. Y.
WOW—Omaha, Neb.
WPGR—Pittsburgh, Pa.
WQAM—Miami, Fla.
WQXQ—New York, N. Y.
WRNB—Richmond, Va.
WRRE—Washington, D. C.
WVRA—Richmond, Va.
WSAN—Allentown, Pa.
WSB—Atlanta, Ga.
WSFA—Montgomery, Ala.
WSM—Jackson, Miss.
WSPA—Spokane, Wash.
WSPD—Toledo, Ohio
WTAG—Warrenton, Mass.
WTAR—Norfolk, Va.
WTIC—Hartford, Conn.
WTJW—Milwaukee, Wis.
WTOC—Savannah, Ga.
WTOP—Washington, D. C.
WWNC—Asheville, N. C.
WWNY—Rochester, N. Y.
WWPB—Miami, Fla.
WALB—Alexandria, La.
KARM—San Bernardino, Calif.
KARV—Mesa, Ariz.
KBM—Westmoreland, Calif.
KBO—Sun Beradino, Calif.
KCMC—Texas Carlsbad, Texas
KDNA—Tucson, Ariz.
KCRA—Sacramento, Calif.
KCVR—Lodi, Calif.
KDR—Denton, Texas
KDSH—Boise, Idaho
KLR—Anchorage, Alaska
KMOD—Las Vegas, Nevada
KFAC—Los Angeles, Calif.
KFAM—St. Cloud, Minn.
KFD—Amarillo, Texas
KFDF—Wichita Falls, Texas
KFDM—Beaumont, Texas
KFMB—San Diego, Calif.
KFRE—Fresno, Calif.
KFSN—Ft. Smith, Ark.
KFZ—Boise, Idaho
KGO—Spokane, Wash.
KGFN—Gross Valley, Calif.
KGB—Tyler, Texas
KGO—San Francisco, Calif.
KIEM—Eureka, Calif.
KIM—Hutchinson, Kansas
KOX—Wichita, Kans.
KJCA—Dallas, Texas
KJBS—San Francisco, Calif.
KMB—Kansas City, Mo.
KMOX—St. Louis, Mo.
KNDX—Grand Forks, N. D.
KQCS—Ontario, Calif.
KQCA—Oklahoma City, Okla.
KOIN—Portland, Oregon
KQDV—Provo, Utah
KQVL—W. Los Angeles, Calif.
KPRC—Houston, Texas
KPU—Palm Beach, Wash.
KSB—Alsina, Calif.
KRB—Charlottesville, Va.
KRE—Bakersfield, Calif.
KRG—Odessa, Texas
KRKD—Dallas, Texas
KROC—Rochester, Minn.
KSD—St. Louis, Mo.
KSDN—Aberdeen, S. D.
KSEI—Paradise, Idaho
KSJO—San Jose, Calif.
KSP—St. Paul, Minn.
KTEM—Temple, Texas
KYTV—Tyler Falls, Idaho
KTON—Oklahoma City, Okla.
KYTV—Yakima, Wash.
KVV—Redding, Calif.
KVVC—Ventura, Calif.
KIMA—Elliottsburg, Wash.
KEW—Weiser, Idaho
KEX—Burbank, Calif.
KWAE—Reno, Nevada
Herbuveaux Heads Midwest NBC TV
Radio Veteran Takes Over New Post in Central Division

JULES HERBUVEAUX, program manager of NBC's Central Division since 1939, was named director of television of the network's Midwest region last Monday.

In announcing the appointment of Mr. Herbuveaux, who has been in radio for 26 years, I. E. Showerman, manager of the division, predicted Chicago will have 50,000 video receivers by fall. WNBY, NBC's Chicago television station, is scheduled to take the air Sept. 1.

"We expect network television, before the end of the year, to help us materially," Mr. Showerman said. "The Chicago-St. Louis coaxial cable already is in [Broadcasting, Feb. 9], and Chicago will be linked with Milwaukee and Detroit before long. We will jump into the swim with a fairly substantial rate."

Mr. Showerman explained that the rate would be "somewhere in-between" the $500-an-hour figure WBKB, the Balaban & Katz station, plans to put into effect next month and the $1,000-hourly rate WBKB expects to charge in 1949 [Broadcasting, Feb. 2].

Radio Pioneer

The Central Division's new television director has been identified with radio from the days when a receiver was a crystal set and a pair of headphones. In 1922 he conducted the first orchestra ever to play over KLYW, then in Chicago. A year later he was musical director of WTAS, broadcasting over one of radio's first remote pickups—between Chicago and Elgin, Ill.

Mr. Herbuveaux also was first musical director of WJJD Chicago.

When NBC's first program from the International Livestock Show was presented in 1927, he was the conductor. The program was fore-runner to NBC's National Farm and Home Hour. In 1931, Mr. Herbuveaux became musical director of the network's Central Division, three years later he was named production director, two years later assistant production manager, and in 1939 production manager.

During World War II, Mr. Herbuveaux programmed numerous broadcasts for the Navy and was cited by Vice Admiral Louis Denfield, wartime chief of naval personnel at the U. S. Naval Air Station, Glenview, Ill.

Mr. Herbuveaux disclosed that for some months NBC in Chicago has been hiring producers with experience in visual shows in anticipation of television. Six out of a staff of eight have produced shows for visual audiences, mostly in "little theatres," he said.

DOUBLE EXPOSURE

New Idea in Retail Programs—Makes Hit on WDLA

THE PROGRAM with "double exposure" is what they call the musical Weona Hour on WDLA Memphis. As the program goes over the air it is also beamed directly to shoppers in the 140 Weona stores of Memphis and Shelby County. Series will run a year—and it stated last month—a full hour in the morning and another in the afternoon, 10 a.m. and 3 p.m., Monday through Saturday.

The series is sponsored by the Weona Food Stores Inc. with manufacturers and distributors as co-sponsors. Programming and production are under Bill Trotter and Ernest Cummings, of Cummings Advertising Co. Frank J. Keegan, director of the School of Radio Broadcasting of Memphis, is master of ceremonies.

"There will be more than 600 full hours at least a year," says Frank A. Gaia, president of the food stores. "Many features of audience participation will be used which will embrace both the air listeners and the store shoppers, and in some instances, at the same time, which is something new in radio programming. One of the first big prizes will be free groceries for one year, for a family of four persons, which carries a value of $1,750."

This style of radio reception at the point of sale has been copyrighted by Mr. Trotter and the Cummings Advertising Co. to inaugurate the same type of program in other cities.

PROGRAMS presented by remote control from studio built in display windows of Delta County Independent, Delta, Col. newspaper, are featured daily by KFKJ Grand Junction, Col., bringing local news to listeners of Grand Junction, 40 miles from Delta.
"Gordon Fitzgerald speaking. You are listening to '570 Matinee',* a transcribed and recorded hour, featuring 'no jazz, no jive, no hillbilly'—just pretty good music." This was the modest beginning of a WBAP experiment in good music.

Here are a few examples of the landslide of fan support that have followed this unusual program's premier 10 months ago:

1. A newspaper ad featuring "570 Matinee" placed and paid for by a fan without WBAP's knowledge.
2. A chain letter promoting listener interest in "570 Matinee" was started by another.
3. One fan canvassed hands for listeners of the program during a church social.
4. Still another had a school principal call about getting the program on the school public address system.
5. Numerous civic clubs have requested Fitzgerald as a speaker, plus a sample transcription of his show.
6. Hundreds of letters thanking Fitzgerald for a restful, hour of good music and requesting that the program be longer.

This kind of support is no accident. It comes from an established audience of 507,230** families. It comes from alert programming. It comes from lasting production. WBAP-570 can do the job for you in the rich Ft. Worth-Dallas market area.

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**Source: BMB Families Daytime Audience

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ABC  
570 Kc  5,000 watts

NBC  
820 Kc  50,000 watts

WBAP  
THE STAR-TELEGRAM STATION  1922

Lone Star Chain  Texas Quality Network


FREE & PETERS, INC. National Representatives
BROADCASTERS GUILD ANNOUNCES 1st SHOW
FIRST program to be made available to member stations of the Broadcasters Guild in more than 60 markets starting week of March 14 will be Michael Shayne, according to James Parks, Hollywood vice president of the Guild.
This organization, which was announced in May, is headed by Donald Dwight Davis, president of WHB Kansas City [BROADCASTING, May 19].
Coincident with the announcement of the starting program Mr. Parks advised BROADCASTING that negotiations are underway for a transcribed dramatic series featuring Joseph Cotten.
If successfully negotiated this will be the Guild's next program, according to Mr. Parks. It is to be produced in partnership with Stu Ludlum, sometime head of radio for McCann-Erickson, New York and Daniel O'Shea, movie executive.

FM RADAR SIGNAL
Use Suggested by Capt. Eddy For Chicago's "L"

PLANS for use of an FM radar signal on Chicago's elevated system have been submitted to the city's Transit Authority committee by Capt. William C. Eddy.
The WKBK Chicago director has been working closely with CTA engineers, who conceived the idea, and experts from RCA laboratories where the idea has been worked out. Installation of system would save about $6,000,000 of the reported $10,000,000 necessary for a signal setup.
Actual distance between trains is computed by the method.

TV Extension Requests Are Set for Hearings
TWO REQUESTS for extension of television station completion dates have been designated for hearing by FCC. Stations concerned are Raytheon Mfg. Co.'s WRTB Wal-tham, Mass., and King-Trendle Broadcasting Corp.'s WDLT Detroit, companion of AM station WXYZ.
In both designations the Commission indicated it wished to inquire whether permittees have been "diligent" in pursuit of station construction.

CKVL VERDUN, Que., Montreal suburban station, with exception of one afternoon program, has switched to all-French programs during daytime. Decision to delete English-language programs was made by owner Jack Tietolman, following surveys which showed that CKVL has a larger French audience than English.

WELCOME IN
414,700 RADIO HOMES

At 5000 watts, WSBT is now reaching the largest audience in its 26-year history. BMB shows 414,700 radio homes in WSBT's new primary area, which covers 26 northern Indiana and 6 southern Michigan counties. And this is primary coverage only!
Listeners old and new welcome WSBT in their homes as a trusted friend. People like this station, listen to it faithfully, write to it frequently. These are lister-loyalty facts which WSBT advertisers know from experience.

WSBT
SOUTHBEND
5000 WATTS
960 KILOCYCLES
COLUMBIA NETWORK

March 30 Ad Symposium Slated for Brand Names
A SYMPOSIUM on how to make the advertising dollar most effective is tentatively planned for the second annual Brand Names Day, to be held March 30 in New York. H. Ford Perine, merchandising director of Life magazine, is planned for the program chairman, with the following on his committee: Jack Denove, assistant to the president, BBDO, New York; George W. Potis, director of sales promotion of Remington-Rand Inc., New York; Maurice Meremy of Baldwin & Meremy, New York; John K. West, director of public relations, Radio Corp. of America, New York, and Russell Ziegler, director of public relations, Cluett, Peabody & Co. Inc., New York.

NBC Gets Two Packages For East-of-Denver Use
TRANSCRIPTION sale of Aunt Mary and Dr. Paul east of Denver is now underway by NBC Radio Recording Division, following recent purchase of package rights from C. & F. Radio Productions Inc. Network, which has acquired complete rights to two programs in addition to recording of all past broadcasts of the strips, currently airs them live in west under sponsorship of Safeway Stores. Effective Feb. 15, Safeway dropped the programs and Albers Milling Co., Seattle, took over Aunt Mary, 3:30-3:45 p.m. (EST). Sponsorship of Dr. Paul is not yet known.

WXWK SET TO BEGIN WITH TOP OFFICIALS
FCC has approved the change of call letters from WRWR to WXWK Albany, scheduled to commence broadcasting in the near future. Licensed to Champaign Valley Broadcasting Corp., the station will operate on 850 kc, 10 kw full time. According to Stephen F. Rintoul, president, the call letters stand for 10 (roman numeral X) kilowatts (kw). The station's FM affiliate, WXWK-FM, operating with 1 kw, is expected to be on the air in the latter part of this month.
Mr. Rintoul has been with World Broadcasting System, the Katz Agency in New York, and was sole owner of WSRR Stamford, Conn., until his resignation to become WXWK president. Vice presidents include: Trell W. Yocum, former executive vice president of Compton Advertising and Young & Rubicam, New York; Edward S. Rooney, president of the First Trust Co., Albany; and B. Jermain Savage, chairman of board of First Trust Co.
Carlos Franco, secretary of WXWK, is media director of Young & Rubicam. General manager is Harold H. Meyer, former general manager of WSUN St. Petersburg, Fla.; KYA San Francisco, and WSRN.

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE
YOU just can't beat beam power tubes for efficiency. Their low drive requirements mean less space taken up by the driving stages, and a substantial saving in power. Builders and operators of mobile-radio and other communications equipment know this; they choose beam power tubes for a clear, reliable signal with minimum drain on the battery or other source of transmitter supply.

General Electric offers a complete line of beam power (and other) tubes designed to meet the full range of power outputs and frequencies in communications work. If you are a designer or builder of apparatus, G-E tube engineers stand ready to work closely with you in selecting the right tubes for circuits on your drawing-boards.

If you are an operator of police, taxi-cab, or ambulance radio equipment—of a ship-to-shore, airport, or other communications system—same-day, often same-hour replacement service on tubes is available from your nearby G-E tube distributor or dealer.


### Ratings (ICAS) for typical operation, Class C plate-modulated

<table>
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<th>Type</th>
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<th>Plate current</th>
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</tbody>
</table>
FARM PROMOTER

Radio Man to Head Oklahoma Agricultural Council

FURTHER RECOGNITION of radio's importance as a farm merchandising medium is evidenced by the election of a radio man as president of the Oklahoma Agricultural Advisory Council.

Sam Schneider, chief of the farm department of KYOO Tulsa, was named at a meeting in Oklahoma City two weeks ago to head the council, composed of four Oklahoma non-governmental agricultural organizations. The council analyzes requirements of the state's agriculture and formulates recommendations for its improvement and promotion.

Chief duties of Mr. Schneider will be the production of state agricultural events and programs and the overall promotion of Oklahoma farming products. The council president also represents agricultural interests in the Oklahoma Writers Assn.

Large-Scale Video Use Begun by VA

FIRST large-scale use of television by a governmental agency has been started by Veterans Administration. Following its successful use of a transcribed series on 1,400 stations, VA will send video stations weekly inserts carrying a message to veterans.

Charles E. Dillon, VA Director of Radio and Television, said the broadcast campaign acquainting veterans with their rights and means of obtaining them had cut the mail load from 250,000 to 100,000 letters a week.

VA already has produced five 16-minute sound film shorts for TV stations. They range from one to three minutes and use a cartoon technique to deliver their messages. Prints will be distributed from the 15 VA branch offices. Cost of production has been kept within budgetary limits by use of laboratory facilities at the Dept. of Agriculture, which has been experimenting with live television programming.

William W. Brander of VA, is cartoonist for the films, with one insert drawn by George Baker, creator of Sad Sack. Hernaldo Silva, Mr. Dillon's assistant, is producing the series, with Ben Rogers as narrator.

No music is used on the films, though VA employs music with AFM permission on its transcribed series, titled Here's to Veterans.

WJOI, IN OPERATION AT JAMESTOWN, N. Y.

WJOI Jamestown N. Y. commenced broadcasting Jan. 26 with 1 kw daytime on 1470 kc.

The regional independent is owned and operated by Air Waves, Inc. Officers are Robert L. Blaek, president; Mrs. Stella Mae Layman, vice president, and Harold E. Layman, secretary-treasurer and general manager. Studios and offices are located at 415 West Fourth St., transmitter in Bosti, N. Y.

Staff appointments include: Arthur J. Bass, formerly with WOR WNYC and WPAR New York, program director; Miss Mary O. Sampson, formerly with WHCU WJIR both at Ithaca, N. Y., director of women's programs and head of continuity department; Bill Kirby, who started his career at WSG and WEND Elmira, N. Y., chief of announcing staff; Ray Miller, previously an announcer in Marine Corps at KTOH Hawaii, announcer; Norman Burdick, formerly on sales staff of WJTN Jamestown, commercial department; David E. Berg, formerly with Young & Rubicam, New York, commercial department; Wilbert L. Gladd, formerly manager at WJJ and WJE (FM) Springfield, Ohio, and Lennard E. Johnson, Navy veteran who served as aviation electronics technicians mate, engineering department.

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*

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**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

**50,000 WATTS • CLEAR CHANNEL**

**CBS AFFILIATE**

Represented Nationally by The Katz Agency, Inc.
By JAMES MONTAGNES

TOP OFFICIALS of Canadian Broadcasting Corp. are hard at work on technical problems of starting television in Canada, according to A. D. Dunton, CBC chairman. No decision has been reached as to when Canada will have its first television station, but there is a possibility that something may be done this year. Technical difficulties and cost factor are main problems, Mr. Dunton explained.

An engineering conference, sponsored by the Radio Branch, Dept. of Transport, was held recently at Ottawa to outline specifications for television station applicants. No Canadian stations have as yet applied for video permits, though some years ago a number had shown an interest.

Canada is behind the United States in development of FM stations, and FM receivers are not yet on the market in great numbers, while less than a dozen FM transmitters are in operation across the country, Mr. Dunton said. Canadian broadcasters who might have applied for TV stations, now are in the process of building FM stations and increasing power of AM stations, he added. No television equipment of any kind is being made in Canada, although Canada had big radar and television tube plants during the war.

Effect of Ban

With complete ban on importation of receivers from anywhere because of the Canadian dollar shortage, Mr. Dunton said it is not likely that any video receivers will be available to Canada for $100,000, Lifted, and with no TV stations in Canada, Canadian manufacturers have no immediate plans to build TV receivers.

Discussing television fortnight ago, before the Toronto Advertising and Sales Club, Mr. Dunton stated that “in thinking of television you come smack up against rugged Canadian facts and conditions. They were there in sound radio and moulded the kind of system we had to have if we wanted real Canadian broadcasting at all. With television the troubles are multiplied many times over. . . . Television costs all along the line are far higher than for sound broadcasting. That makes it right away more difficult for us with our smaller national income and our scattered population centers."

“It is quite possible to envisage television in one or two large Canadian centers with connection by coaxial cable or ultra-shortwave radio links to American networks. But if television is to mean anything worth while for this country there must be a Canadian de-

CANADIAN TV

Slowed by Technical Problems, Cost

Development primarily on a Canadian basis.”

CBC is keeping in close touch with video developments. Its engineers and representatives and executives attend, American TV conferences and visit television stations and production centers. Last summer CBC sent two top men to Great Britain to study developments there. Until recommendations of the Parliamentary Radio Committee reversed the policy, CBC had not allowed private interests to enter the television field. Result is that interests which had shown an interest in TV have been discouraged and CBC lacked the money to start TV.

So Canadians will not likely see television as a nationwide development for some time, and if and stations are built or licensed this year, they will be in Montreal or Toronto only. With no equipment available in Canada, and U. S. dollars for capital expenditures hard to obtain, TV stations in Canada are a 1949 possibility only, provided CBC announces its entry into the field this year and some private interests in eastern Canada apply for licenses.

CBC Board to Meet

CBC BOARD OF GOVERNORS meets at Ottawa March 16-18 to discuss reports on Trans-Canada Dominion and French network meetings held across Canada by CBC top executives with stations during February. They will also hear applications for new AM and FM stations and for power increase to 50 kw by CKLW Windsor-Detroit. Details on purchase by CBC of 15 kw CKY by Wilby, for $500,000 recently and opening of 50 kw stations CBX Edmonton, CBW Winnipeg and CJBC Toronto, on July 1 will also be discussed by board members.

Problem of Sales

CAB’S Chief Topic

Canadian Broadcasters Convene

At Quebec March 8 to 11

SALES PROBLEMS will be main feature of 14th annual convention of Canadian Assn. of Broadcasters at Chateau Frontenac, Quebec, March 8-11. Public relations and forthcoming North American Re- gional Convention meeting also will be discussed.

Tentative agenda calls for rate structure panel discussion at opening session, followed by reports on problems such as price limitations, give-aways, agency franchise, and statistics for advertisers. Luncheon on opening day will be addressed by R. A. Hack bush, representing Canadian Radio Manufacturers Assn., who will discuss FM and television problems and probable audience growth.

Afternoon of March 8 will be devoted to annual meeting of Bureau of Broadcast Measurement, which will be addressed by Horace N. Stewart and John Churchill of Broadcast Measurement Bureau, New York.

Tuesday morning session will be devoted to sales relations, including transcription regulations, censorship, free time policy, news services, joint committees and plans for Parliamentary Radio Committee business session, changes in constitution, and report on music copyright fees will feature afternoon meeting. CAB hopes to have a Canadian cabinet minister as guest speaker Tuesday evening, March 9.

Wednesday morning session will include election of officers, discussion of CAB policy regarding the August meeting of NARBA at Montreal, and a report on the music union situation. During the afternoon CAB will see a ski jumping exhibition at Lac Beaupre.

Standing committees will be appointed Thursday morning, the business left over from previous meetings will be finished. The new CAB board will meet at luncheon to appoint a president and board chairman.

While not on the agenda, one of the major pieces of business expected at the business session is appointment of a successor to Harry S. Dawson, retiring manager of CAB. Mr. Dawson is returning to engineering work with a Canadian equipment manufacturer.

Off Air 1-3/4 Hours

KJBS San Francisco on Jan. 30 was put off the air for an hour and 45 minutes through a short circuit, when a $500,000 fire destroyed KJBS’s Automotive Service, which joins the station. Water was from three to six inches deep on the ground floor, where studios and offices are housed. There was no damage to the station from fire.
THE Shiawassee Story

BY WGN OF CHICAGO

American Indians really had a way of saying things... SHISHIGNMENINKING, for example, was their way of saying “place of the soft maples.” The name SHISHIGNMENINKING, however, being a little rough on the average vocabulary, was subsequently modified to a mere SHIAWASSEE, which then made it feasible to use as a suitable area name. Thus was Shiawassee County, in the good state of Michigan, born.

And what is our interest in this particular county, over 200 miles from Chicago... well, to be perfectly honest, we’re proud to be the only Chicago station that covers the 41,000 or so folks in Shiawassee County, and we cover them at over the 30% level both day and nite... proud, yes, but not particularly amazed since we have exclusive Chicago radio coverage in several other Michigan counties as well.

From an advertiser’s standpoint the interesting thing about all this is the terrific “extra” circulation obtainable for his message only over WGN.

*Authority: Broadcast Measurement Bureau

A Clear Channel Station... WGN
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 533 SW Oak St., Portland 4
A LETTER from Justin Miller, NAB president, has been mailed to every American radio station requesting its participation in the American Heritage Foundation’s “Good Citizenship” campaign.

In explaining the campaign, which is part of the national observance of 1948 as a “Year of Rededication” by all Americans to their heritage of freedom, Mr. Miller said: “It calls for total participation by all Americans in the democratic way of life. Every broadcaster, no matter what his political persuasion, can join in this program with a sense of true accomplishment.”

Stations also are receiving letters from William B. Lewis, vice-president of Kenyon & Eckhardt, New York, national radio chairman of the foundation, who outlined the material available during the campaign. It will be supplied by the Foundation and the Advertising Council.

CBS Hollywood has announced sale of “The Argyle Album” to Bronol Productions as result of network’s policy to sell library of scripts acquired over 20 year period. Album” was originally presented on “Suspense” series and was written by Cyril Endfield. Movie station is scheduled to start production late this month.

Mr. Jordan, Mr. Drake

succeed Mr. Jordan at WRR. Mr. Jordan who has been with WRR 20 years, will continue his sponsored broadcasts of Southwest Conference football events. Mr. Drake joined WRR in 1932, left in 1935 to go into advertising agency business and returned to WRR in 1939 as commercial manager.

Mr. Jordan Mr. Drake

under construction at Dumas, Tex. Prior to war, Mr. Kritzer was with Mutual and was managing station in operations in April.

ACROSS FROM PAGE 42

Mr. Sauter

has worked for the committee in a liaison capacity on national campaign since 1936. He is now a director of camp shows for Veterans Hospitals and is also Deputy Commissioner of Commerce for New York City.

The new chairman has had a big part in providing entertainment for servicemen and veterans. During the war, he served as executive director of the United Theatrical War Service, Inc., the entertainment industry division of the War Finance Committee for New York State and the American Red Cross in New York. He was also a director of USO Camp Shows Inc.

MILWAUKEE POLL

‘Family Theatre’ Tops ‘Radio-Television’ as Favorite

PROGRAM, Family Theatre, was given a six-to-one edge as 1948’s favorite program over last year’s winner, Radio Theatre, in the Milwaukee Journal’s 18th annual radio poll, announced this month.

Fibber McGee and Molly maintained their 1947 rating as the listeners’ favorite comedians, and Bing Crosby still rates tops among male singers, but Jo Stafford edged out Dinah Shore to become leading woman vocalist.

Fred Waring Show repeated as the most popular daytime program, Bob Heis, Milwaukee favorite, topped announcers for the second straight year, and Walter Winchell again won first prize as the most popular news commentator. In the favorite newcomer category, not included on last year’s ballot, Jack Paar, protege of Jack Benny, edged out Danny Thomas and Al Jolson in that order.

Red Skelton polled more votes than Bob Hope, who placed second among comedians in 1947, and Perry Como repeated in No. 2 position among male singers. Arthur Godfrey, ninth among daytimers last year, moved into second place, and Paul Skinner again proved Walter Winchell’s hottest competition.
PROMOTING consumer acceptance for your show and your product with thousands of “direct-to-listener” mailing pieces every month.

PROMOTING dealer acceptance of your show and your product with personal calls, direct mailing pieces and newspaper ads every month — plus thousands of window cards and window displays.

PROMOTING jobber acceptance of your product and your show through constant personal contact plus generous air promotion announcements and regular newspaper ads.

IT'S THE EXTRA PROMOTION YOU GET FROM KMAC AND KISS THAT MAKES US THE BEST BUY! SEE PEARSON!

KMAC 1240 A.M. ON YOUR DIAL
KISS 99.5 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
Children Listen Despite Parental Objection

Evidence that wild horses, let alone despairing parents, can't pull adolescents from their radio sets when favorite mystery programs are on the air was produced in an unsettling report issued last week in New York.

A survey conducted among teenagers by the Metropolitan Youth Survey Co., for Benton & Bowles, New York, found the youngsters unanimous in saying that if their parents objected to their listening to mystery shows, they listened anyway. This attitude, which traditionalists might regard as bordering on the rebellious, was one of several turned up in the survey, which was conducted on behalf of the agency's House of Mystery program (MBS, Sundays 4:45-5:30 p.m.).

The study learned that surprisingly few parents (6.5%) objected to their children's tuning to crime shows, but their objections apparently are disregarded.

The most appealing elements in mystery programs, according to the adolescents, are the ages of 14 and 18 interviewed in the study, are, in order: Suspense, adventure, blood and thunder, and helpful information.

Of young styppers interviewed, 88.5% said they listened to mysteries and 11.5% said they did not. Listeners, asked about their favorite programs of this kind, named House of Mystery as their 12th choice, a statistic which Benton & Bowles released in a fit of unbridled honesty.

Now on the Air!

KTRÉ
LUFKIN, TEXAS

Market Facts Primary Coverage

Based on 0.5 MW, KTRÉ will serve 95,500 Citizens...
6360 total families.
22,400 Radio Families.
$101,030,000.00 1946 Income.
$76,929,000.00 1946 bond.
$52,609,000.00 1946 retail.
33,901 1945 auto registrations.

Aerial Signs KDON Signals Provide Path For Incoming Planes

Life-saving qualities are contained in broadcasts by KDON Monterey, Calif., which has been approved by the Civil Aeronautics Administration to provide a danger-free path for planes to travel in to the airport.

Listeners recognize the identification signals only as highpitched notes causing minor and momentary broadcastfaith. However, it is a welcome sound to Southwest Airline pilots. Using the radio compass, pilots approach KDON's transmitter on Monterey's Municipal Wind, circle over the bay, turn in on a predetermined course on to the station's 1240 kc beam, which they ride in on for a perfect approach to the airfield.

Captain R. C. Cook, ground operations officer for the airline routed between Medford, Ore., and Los Angeles, describes the plan as "revolutionary. The air navigation plan, station officials say, was planned by Reed Pollock, KDON manager, George Ross, commercial manager and airline officers.

Hat Foundation's '48 Ad Campaign Goes to FC & B

Hat Research Foundation, New York, has appointed Foote, Cone & Belding, effective Feb. 1, to handle its 1948 advertising campaign. Grey Advertising Agency Inc., also New York, formerly handled the account.

A week's seasonal campaign started last week in 22 leading markets, on a total of 83 stations. A minimum of 24 15 and 20-second spots is scheduled for each station, publicizing the "Scoop," a new-style hat for men. Cyrus Nathan is account executive.
"Always giving something extra!"

*Just ask your Raymer representative*
"Out, damned SPC"

Lady Macbeth needed more than all the "perfumes of Arabia" to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don’t know. Moreover, they believe it to be something it isn’t.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots"—announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. For all practical
purposes "national non-network" — a clumsy, awkward and negative phrase known only to insiders—is just as useless.

Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much further and faster might it grow! From the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopers.

With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

_Inc. * Radio Advertising_

_CHICAGO * LOS ANGELES * SAN FRANCISCO_
Editorial

Not Forever Amber

ALL IS tranquil on the music front. It has been heard and felt since James Caesar Petrillo made his grandiose appearance before the House Labor Committee and "captive-rated" on FM duplication and secondary boycott.

What goes behind the musical Iron Curtain? The Executive Council of the American Federation of Labor met in Miami a few days ago in annual super-strategy conclave. Mr. Petrillo was there, as were the heads of other major unions — IBEW, AFRA and the others.

The Industry Music Committee met in New York last week preparatory to resumption of negotiations with Mr. Petrillo in March. Undetermined are such issues as music for television, pay scales for union musicians, permanent settlement of FM duplication and AFM unionization of platter-turners.

Basic in all discussions has been the Taft-Hartley Bill repudiation of the welfare fund principle. Mr. Petrillo's overweening wish is to get that money, by whatever name it is called. Amend the Copyright Act of 1929 to cover royalties for recordings, but amend it to get the money for the AFM. Thus, Jimmy really wants to ASCAP-ize his AFM.

We can only surmise what happened in the supreme AFL councils. But we base it on something more than scuttlebutt.

Here's the Miami drift: All recordings without labels (in addition to that legend "Not for broadcast use"). An IBEW engineer, or AFRA announcer wouldn't handle a transcription or record unless the station is persona grata with AFM. If a station didn't pay a royalty on each record rendition, the recording might not be touched by other union members. If AFM platter-turners were not hired, the "goods" might not be handled.

The Allied Printing Trades follow a similar practice and nonunion plates are not handled, plated copy must be reset by hand, then thrown in the helbox.

At the Industry Music Committee session, broadcasters stood resolutely against a performance fee for AFM. Recording companies, which capitulated in 1942 to Petrillo demands, aren't so determined. Their state is different. They get it back on the record sales.

AFM's willingness (and we mean Jimmy's) to lift the FM ban on duplication certainly doesn't mean that he applauds complete duplication. It probably means that he wants, because radio would then present to him on a silver platter his most potent argument—that no musicians are being hired for FM. With Petrillo gusto, he would beat to the heavens that radio is trying to kill his union.

FM will put its best foot forward by presenting different program services. At this late date static-free reception and full frequency response isn't enough. New programming is a factor, if audience is to be attracted.

There's a stiletto up the AFM sleeve. Those who don't think so just haven't read the record. The slightest break in radio's solid front can be disastrous. We hope the record firms, with all in radio, will view the music situation as an amber light likely to turn red any minute.

Log-Rolling

SOUND and fury aplenty has been expended since the Miami Herald and Daily News started charging for publishing program logs.

That we have contributed our bit to the uproar we would be the first to admit. Our editorial stand was and is that "selling program log listings is tantamount to placing a tag on legitimate news."

Those editorials aroused comment. One was by Editor Robert U. Brown, of Editor and Publisher. Editor Brown devoted considerable space to one editorial—probably about as much as it would take to print three program logs. Then Mr. Brown's paper ran an article by Lee Hills, able managing editor of the Miami Herald. His article denies newspapers are "penalizing" radio but admits there "is no question about the public interest in radio news."

One of the most articulate comments since then was from Sydney H. Eiges, vice president of NBC in charge of news. He said:

"... difficult as it is, the problem is capable of mutually beneficial solution and not by the method propounded by Mr. Hills... If he (the editor) believes radio log listings are news in the commonly accepted definition of the word he should print it and not be so shortsighted. To attempt a partial subsidization of what we in radio consider first-rate news, which is what the Miami newspapers are attempting, will eventually bring economic forces to play upon the free exercise of editorial judgments and impair the editor's essential freedom. What looks so glitteringly attractive to Mr. Hills today may some day become the chain which binds the hand that wields the editor's blue pencil."

"Who is to say where the practice shall stop?"

While charging for station logs is by no means common, it has been recently attempted in one or two new cities. In Spartanburg, S. C., the papers suddenly stopped printing logs. Walter J. Brown, president of WORD, and veteran Washington newspaper, called the publisher. He was told there would be a charge for logs. Manager Brown refused to pay and pointed out that newspapers, as well as radio stations, have an obligation to the public and that the publication of program schedules renders a service to the reader which he has a right to expect.

What will be the next step? Some stations, abhorring a quarrel, may pay under protest. Others may publish their programs in magazine form and sell advertising to pay the expense. In Britain, as Mr. Eiges pointed out, the Radio Times which carries BBC programs, is a highly successful advertising medium. Some station papers already operating in this country saw department successful.

Another very real possibility is offered by facsimile, a radio medium. FCC hearings on commercial Fax allocations are set. Stations will be able to offer by facsimile the electronic newspaper of the future, with logs embargoed on page 1!

Necessity has always mothered invention. In Chicago, in spite of the ITU strike, all six papers for 12 weeks have published, and haven't missed an edition or a feature (including radio logs). Can there be any doubt about the same ingenuity latent in a broadcasting art that in 25 years has vaulted to front rank against what was initially potent newspaper opposition?

Our Respects To—

ARTHUR FREDERICK HARRE

WHEN THE Class of 1923 at Chicago's Hyde Park high school marched down the aisle for commencement, a couple of 6-foot-2 lads brought up the rear. One was barrel-chested Richard Howell, greatest swimming star in Hyde Park's history. The other was Arthur Harre, range end on the school's football team.

Dick Howell went to Northwestern U. and won many Big Ten and Olympic honors. Art Harre went to U. of Chicago, but, after winning radio's number one, forsook the gridiron to work toward a degree in philosophy. Maybe this was because Chicago already was starting to de-emphasize football, but Mr. Harre has no regrets. Today, he is general manager of WJJD, Marshall Field's live wire 50-kw Chicago independent.

Arthur Frederick Harre, unlike most radio men, has a warm spot in his heart for the newspapers. One reason is because his boss is a big-time publisher (Chicago Sun and Times). Another is because he got his start in radio by answering an ad in a Chicago daily.

After working part-time during college in the marketing, statistical, and survey departments of the W. D. Boyce Publishing Co., he became a full-time employee after graduation, travelling throughout the United States gathering economic, recreational, and domestic data on small town and rural community life. From 1931 to 1933, he was western advertising manager for Boyce.

In 1933, he joined WAAF Chicago as a salesman (the want ad, remember!), and four years later was promoted to commercial manager. In addition to supervising sales activities, he developed programs and program schedules; obtained a news service and developed a news department for the station; wrote continuity for sustaining and commercial programs; supervised the production of programs; and hired all staff personnel.

He resigned from WAAF in 1941 to become local commercial manager of WIND Chicago, and after six months became commercial manager of WIND's sister station, WJJD. He was named general manager of WJJD in July 1944, when the station was purchased by Mr. Field, and shortly after when the publisher bought WSAI Cincinnati, Art Harre was chosen to supervise transfer of the station from Crosley Square to its present Cincinnati

(Continued on page 50)
Dear Jon...
34,441 times!

Boy! Do They Love Me!

Count 'em! 34,441 letters during 1947 addressed to Jon Farmer or his programs.

Women! Men! Girls! Boys! They all love Jon! By the hundreds come letters from all over the 112 counties* reached by WAGA. And 34,441 means listeners are getting what it takes to make them come back for more. Yep, that's Jon, alright.

And that's every man and woman at WAGA... that's why advertisers get results when they beam their messages via WAGA to these 112 counties* where 64% of Georgia's radio homes and 61% of its buying power are concentrated.

Let Avery-Knode1 tell you more.

*BMB Coverage: 50% to 100%, 36 counties - 25%
to 50%; 39 counties - 10% to 25%, 37 counties
Respects
(Continued from page 48)

location on Fourth Street. For six months, he managed both WJJD and WSAI by commuting between Chicago and Cincinnati.

Morale is tops at WJJD because of Mr. Harre's "open door" policy. "Anyone can come in the 'front office' and bat the breeze," he says. As a result, he knows his associates intimately and is sure "no one needs a straw boss."

"Everyone at WJJD has a sense of responsibility. We have no need for double-checking here," he points out.

Youthful, well groomed and with a disarming smile, Art Harre might have broken into broadcasting through the talent door. At 14, he gave a piano recital in Chicago's famous Orchestra Hall. In high school, he dabbled in theatricals as well as athletics.

"I was the tallest Chinaman the Mikado ever had," he recalls. (Val Sherman, WBBM Chicago's program director, played the title role.)

Mr. Harre married the former Wilhelmina Alberta Meyer, a classmate at Hyde Park. Despite the fact Mrs. Harre's grandfather invented one of the first all-metal plows to be manufactured by the old Deering Harvester Co., none of the younger generation takes to the soil "except in a Victory Garden way."

One of Mr. Harre's big interests last fall was to watch the progress of 16-year-old Art Jr., on the gridiron. Playing fullback for the Harvard School for Boys, young Art made Chicago's all-city high school team. He was elected captain of the 1948 Harvard eleven. Two other sons, Richard, 11, and James, 7, attend Kenwood Grammar School on Chicago's South Side.

For recreation, Art Sr., "fools with motor boats" at the Jackson Park Yacht Club, does a lot of sailing on Ralph Atlass' yacht "WIND" (named for the station founded by Mr. Atlass), and plays badminton at the Chicago Athletic Association. He also belongs to the South Shore Country Club. Professionally, he is a member and former treasurer of the Chicago Radio Management Club and is affiliated with the New York Radio Executives Club.

While at U. of Chicago, he participated in interfraternity activities as a member of Delta Tau Delta.

WJYY Syracuse, N. Y., has set aside Thursdays and Fridays as Education Days when more than 100 state schools are to bring groups to studios for conducted tour and lecture.

MILK FIRM IN PHILLY ENTERS SPORTS RADIO AMBITIOUS ENTRY into sports radio has been made by Supplee-Wills-Jones Milk Co., Philadelphia, which will sponsor play-by-play broadcasts of American and National League baseball games this year at Philadelphia's Shibe Park in a joint undertaking with the Atlantic Refining Co.

Sponsorship of the milk company's "Amer- ics" and Philip's "Stamps" games will mark the first time they have had a local sponsor. Atlantic's co-sponsor of these games in recent years has been the National Leagues Division of General Mills. Arrangements for Supplee to team up with Atlantic were made by N. W. Ayer and Son Inc., advertising representative of both companies.

The baseball broadcasts, originating from WIBG Philadelphia, will be carried over a network of stations at Atlantic: Pennsylvania, Delaware and New Jersey. Handling the play-by-play description will be Byron Saam, who has been with the station for a year and a half for the ten years. He will be assisted by Chuck Thompson, with whom he worked during the 1947 season.

Supplee and Atlantic will split the approximately 160 games to be played at Shibe Park during the coming season, with each sponsoring about 80 contests.

Wm. Jenkins of Ferris Co. Dies at New York Home WILLIAM H. JENKINS, executive vice president of the Earle Ferris Co., Inc., New York, public relations firm, died of a heart ailment at his home in New York City last Wednesday. Mr. Jenkins, who was 56, had been associated with the Earle Ferris Co. for the past year. Prior to that he was director of publicity for Young & Rubham for 16 years. While there he established the Industrial Relations Bureau. Before that he was manager of the publicity department of N. W. Ayer & Son in Philadelphia.

Surviving are his wife, Dorothy Liberton, who is an executive with the Kudner Agency, and a son, William H. Jenkins Jr.

MEASURE RADIO NOISE
6-Months African Expedition Elaborately Equipped

THE HALLCRAFTERS Co., Chicago radio equipment manufacturer, is sponsor of an expedition into Africa, which will undertake, among other things, measurement of radio noise throughout the entire communications spectrum from sea level to heights of 15,000 feet in the Ruwenzari range of mountains.

Equipment, costing $280,000, includes air conditioned trailers (with electrified screens that will kill mosquitoes and other insects), and mobile photographic and scientific laboratories. Motor generators supply electric power not only for camp equipment but for shortwave transmission of radio signals so that communication can be maintained daily with the Hallcrafters shortwave station, W9CGC, in Chicago.

Moon and midnight noise measurements will be made in the Mountains of the Moon area for six months.
YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .
YOU'LL NEED WKZO-WJEF TO REACH WESTERN MICHIGAN!

The quickest, most effective and most economical way to get your message to the people of Western Michigan is through WKZO-WJEF. First, because local reception is really unsatisfactory for outside stations, due to the wall of fading that surrounds this part of the State; second, because this CBS combination is by far the most popular of any of the thirty stations to which the people of Western Michigan ever listen!

One glance at the Spring, 1947 Hooper Report will convince you. It shows, for instance, that from 12 noon to 6 p.m. WKZO-WJEF’s Share of Audience is 6.7% or more higher than all the stations of any other network, combined!

Would you like to see the Hooper Report? We’ll be glad to send you one, if you’ll write us. Or just ask Avery-Knodel, Inc.

*Michael Pecora walked one mile in 6 min. 27.1/5 sec. in New York City, Feb. 22, 1932.
BRANHAM
IN MOBILE
SERVICE

MEAN
NEW
standard
succeeded
receivers, who
took over Mr.
Nathanson's post as New York editor.

NATHANSON, editor in New York office of Radio-Reports Inc., pro-
gram monitoring service, has been ap-
pointed manager of firm's Detroit branch. CARL A. HIRSCHFELD,
former monitor, has been transferred to Rockford, Ill., as head of that
office. Mr. Nathanson's assistant is
J. J. FITZSTEPHENS, New York monitor, who is famed as an actor
and lawyer. Mr. Fitzstephens will
also be at New York.

ALLIED BRIKO Corp., Chicago, has an-
ounced publication of its new 1943
172-page catalog covering “everything
in radios and electronics.” Catalog may
be obtained without charge from the
firm at 83 W. Jackson Blvd., Chicago.

EMERSON RADIO AND PHONOGRAPHS
Corp., New York, has announced new
low-priced tabled model video tinted
10-inch screen. Price listed is $269.95
plus $5 installation at discretion of
dealer. Catalog is ready.

WILLIAM J. MORLOCK, former mana-
ger of distributed products engineering
section of RCA, Camden, N. J., has been
appointed division engineer of Special Div., New York office, 132 N. 4th
St., Syracuse, N. Y. IRVIN R. WEIR, who has been with RCA since 1919, has been
named named designer engineer of GE Transmis-
sion Sales Co. Promotions in GE's Receiver
Div. include DONALD W. PUGSLEY, former section leader for television rec-
eivers, who has been named engineer with responsibility for technical design
of video receivers; W. F. SHOF-
STEIN, former designer engineer of
pointed assistant division engineer; and
C. R. MINER, former section leader
for magnetic tape and Musaphonic receiv-
ers, now designing engineer for technical design of Musaphonic,品牌形象
portable, contract and export receivers.
Both Mr. Pugsley and Mr. Miner have
offices in Electronics Park, Syracuse: Mr. Pugsley is located at GE Plant in
Bridgeport, Conn.

LEW LANDERS, veteran movie director,
has been signed by Jerry Fair-
banks Productions, Hollywood. Mr. Landers, with
short film, “Public Prosecutor” video series which
is scheduled to resume shooting end of
February.

COMMAND RADIO PRODUCTIONS, Holly-
wood, has launched “The Mickey Mouse Adventure,” featuring Elliot Lewis,
Baron Yarbrough and Daffy Duck. The Package is being handled by Polan-
radio, Inc., 2446 N. Western.

H. H. JOHNSON, movie, radio and mag-
azine writer, has joined Jerry Fair-
banks Productions, Hollywood, as staff
scenarioist.

CLIFFORD H. HARRISON, former as-
signed to executive position of National Asn. of Mfrs., and member of
short film staff of HAM for 15 years,
has become a partner in Selvage &
Harrington, Inc., 100 E. 42nd St., New
York, N. Y., with offices in New York, Chicago and Washington.

RICHARD G. CHRISTMAN, assistant
manager of mercantile sales for United
airlines, has been promoted to man-
ger of commercial, radio, theatrical,
and entertainment sales division in New York. Mr. Christman has been
United's contact man for radio, television and motion picture and their
agents seeking air transportation.

SOUTHERN CALIFORNIA RADIO & Ap-
pliances Assn. has honored ten-de-
years service H. J. MADDEN of
Pacific Auditorium, Los Angeles, Smith,
Bryan, Los Angeles, who handle radio and general advertising and
Jim Bishop & Assocs., that city,
will handle publicity.

ROBERT LAWRENCE, former assistant
studio manager for RKO-Pathe, New
York, has joined Jerry Fairbanks Produc-
tions, Hollywood, as East Coast production manager, primarily con-
cerned with television film.

HARRY JACOBS PRODUCTIONS, Holl-
lywood, has closed its offices with shift to New York at 136 W. 58th St.
LAMPE heads Spot Special, separate unit of Mr. Jacobs operations at same
address.

SCHOOL OF RADIO TECHNIQUE, New
York and Chicago, has opened Pacific
Coast School in Ruidoso, N. M., 6926 Melrose Ave., Hollywood.

FUNKIN BAIR, former director of radio
news and public relations, has been
appointed manager of RKO Radio
producer, and

JOHN HOLLY, former managing director of
radio in Los Angeles, has been named
manager of Los Angeles office of
General Electric Co., 830 W. 5th St., Los Angeles.

HENRY DONOVAN TELEVISION PRO-
DUCTIONS, Hollywood, has started initial weekly program “The Lively Lady” on KTLA. Hollywood.

ROBERT CLARK, Jr., New York manager,
Mr. Hauser board of advisors are:
RUSSEL JENNY, producer; CHARLIE MAUER, BRUCE SMITH, former
EUGENE H. KING, of WOR New.

HENDRY TELEVISION PRODUCTIONS,
Hollywood, has launched “The Lady,” featuring Gerrie Larson, woman mag-
1000, where the

JACK RICHARDSON has resigned as production manager of Standard Ra-
dio Transcription Services Inc., Holl-

RCA VICTOR, Camden, N. J., has launched new disc jockey service for
some 85 independent stations through-
out U. S. which, previously, was serv-
iced directly by RCA Victor independent distributors. Under direction of FRANK O'NEILL, special promotions are
being featured each week in special
previews in advance of general release, in form of 16-inch, double-sided black
viny records. Non-breakable samples
are supplemented by dopes cards con-
taining background data on recorded artists and locations.

JIMMY WAKELY, western singer, has
placed new transcribed 15-minute pro-
gram, “Jimmy Wakely Show,” on market.
Program series comprises 39 open-
ended transcriptions.

TELEMETRO RECORD Co. of America, Los Angeles, Feb. 1 issued cash dividend of $5 per share to stockholders of record
as of Jan. 25, 1943, according to IRVIN R. WEIR, president.

MAYFAIR TRANSCRIPTION Co., Holl-
lywood, announces eight more stations have been added to its master list of
“Mickey Mouse” programs, which are as follows: WBOK Baton Rouge; WRAV Wilkes, Pa.; WMBF Florence, S. C.; WRDO Everett, Van., Wash.; and WOLF Syrac.

Turntable

Page 25 • February 16, 1948
WHBF Leads ALL Stations, Day and Night, in Quad-Cities!

(November - December Hooper)

| (Weekdays)       | WHBF | Station "B" | Station "C" | Station "D"
|------------------|------|-------------|-------------|-------------
| Mornings         | 53.5 | 21.6        | 6.3         | 3.0         |
| Afternoons       | 37.3 | 18.8        | 13.4        | 9.5         |
| Evenings         | 31.6 | 29.4        | 10.1        | 11.6        |
| Sunday Afternoons| 28.8 | 17.6        | 14.6        | 7.5         |

Located 180 miles from Chicago — 250 miles from St. Louis — 320 miles from Omaha — 346 miles from Minneapolis. No outside station adequately covers the Quad-Cities.

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
BLAKE TABOR, chief announcer at KBGM Belling- ton, resigned. Mr. Tabor also will retain his position as chief announcer. Mr. Bellington is joining a station in Michigan, N. C., as program director.

ANNE ROSS, formerly with WTMJ and WTMJ-FM Milwaukee for seven years, has been appointed head of women's department at WMAG, new full-time station under construction at Mil- waukee. She will continue on background of act- ing, directing and teaching. Miss Ross will be featured on half-hour daily program of music and music on WMAG. Miss Ross studied at Irvine Studio of Theatre in New York before going to London, where she attended Central School of Speech and Theatre. Returning to U. S., she appeared in summer stock and later became head of speech department at Mendenhall College, Chicago.

DICK NELSON, formerly with KSTP Minneapolis-St. Paul, has joined an- nouncing staff of WPEN Philadelphia.

Revere Replacement REVERE CAMERA Co., which recently renewed for 52 weeks its weekly 8:30:16 p.m. (EST) segment on Mutual (BROADCASTING), will sponsor a variety show, The Revere All-Star Review, beginning March 11. Cast will include Marion Hutton, Andy Russell, the Fied Pipers and Ray Sinatra's 12-piece orchestra. New program replaces the Jan Augur Show, which the Chicago firm has sponsored on MBS for the past year. announcers are McClure, Williams and Cleary, Chicago.

KATE CLINCHES OUR COVERAGE CLAIMS! Kate Smith (bless her big heart!) helps prove that KQV's new daytime signal has big muscles too! When Kate made a calendar offer on her Mutual show at 12 noon recently, we were flooded with replies from 373 nearby communities! That's the tailored, waste-proof coverage you're looking for in the rich Pittsburgh industrial market.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION Basic Mutual Network Nati. Reps. WEED & Co.

Page 54 • February 16, 1948

Production

COP M.C.

SLEUTH TURNED MUSICIAN when Los Angeles patrolman Larry Cassidy invaded the air- waves recently (Feb. 2) with his "Disco Raiders" on KPVD Los Angeles. The fulltime policeman is featured conducting a part- time five-week half-hour pro- gram of western music on the Los Angeles station.

KEYN SWEENEY, assistant general manager of CBS Housewives Protective League unit, headed by FLETCHER WILEY, has resigned without disclosing future plans.

DON FISHER, formerly with WGO, Fort Wayne, has joined announcing staff of WOWO. He previously was with WBOY Decatur, Ill., WBOY Rockford and WBBM Chicago. JAMES NEWMAN also has joined WOWO announc- ing staff.

IRVING SMITH, announcer and fea- tured newsreader at WEKU Reading, Pa., resigned Feb. 13 to become program director and chief announcer of WXIC, new station to begin operations soon in Doylestown, Pa.

WILLIAM TRAVIS, graduate of Na- tional Academy of Broadcasting, Wash- ington, D.C., has joined announcing staff of WTXU Wilmington, Del.

TOM MAHONEY, formerly of CBS when Los Angeles station depart- ment, has been transferred to WCSS- TV New York. He will be in production staff of "Missus Goes A-Shopping".

JOHNNY MERCER has been signed for "The Flit quiz-Harry James Show" (Philip Morris) which started Feb. 13, according to officials of Blue Co., Hollywood agency handling ac-
count. Under agreement terms, Mr. Mercer will continue on program after four weeks' commitment period if it does not conflict with his recording, stage or film activities.

EDDIE CHASE, disc m.c. of "Make Re- views Balloon" on KPVD Los Angeles, ismorning daily 8-11 a.m. program period is now occupied by the same program, sponsored by Mutual Network Natl. Reps. WEED & Co.

DICK TAYLOR, formerly of WABB Chicago, has joined announcing staff of WABD Los Angeles.

TOM KAMANN, announcer at WOFF, Willcox, Ariz., has been named program director of KUOM Mason City, Iowa.

BARTON WILSON has joined announc- ing staff of KXTL, San Angelo, Tex.

ED HERLIHY, m.c. of "Honeymoon in New York" on NBC is the father of a boy Anthony, born Feb. 4, in New York City. Mr. Herlihy sent set of five cigars to radio editors throughout the country celebrating the event.

MICHAEL RANDOLPH, former radio disk jockey with WTPB Charleston, W. Va., was named program director of WJJO Mason City, Iowa.

PATRICK, former chief an- nouncer and sports director WLCX Los Angeles, has joined WBD, Los Angeles, has been named program director of KUOM Mason City, Iowa.

JACK ENE, announcer at KWBW Buf- falo, has become program director of WGBF Cleveland.

LITTLE GEORGE THOMAS, whose 8' 4" frame is the smallest on announc- ing staff of WCAU Philadelphia, has to have plenty of ambition to reach the attitude of his co-workers, 6' 7" Harry Fleetwood (l) and 6' 9" Bill Hart (r), two of the tallest men in the radio business. WCAU'S eight-man announcing staff averages 6' 7", be- lieved to be among the country's tallest announcers.

DICK TAYLOR, formerly of WABB Chicago, has joined announcing staff of KUOM Mason City, Iowa.

JACK BENNY, star of his own NBC show, will serve as m.c. of Photoplay (Gold Key) variety show at Beverly Hills (Calif.) Hotel.

DAN MACLELLAN, sound man of NBC Hollywood, has been named pro- ducers. He replaces BRUCE KAMANN, resigned.

CRAN CHAMBERLAIN, assistant direc- tor, NBC's "Love Nest" program, is the father of a baby born Feb. 17.

BO SHANNON, announcer-m.c. has started new two programs on the Los Angeles stations—Today's Best Band (twice weekly on KJL) and "Voice of the Nation" three times weekly on KMPC.

PAUL SHIELDS and ERNEST FORD, former program director and chief an- nouncer, respectively, of KEXF San Bernardo, have joined KOH Reno, Nev.

CHARLES REZNIKOV has joined WPRM Nashville, Tenn., as announcer, was graduate of National Academy of Broadcasting, Washington.

HAL MOORE, disc m.c. at WCAU Philadelphia, is the author of an article in current American Home Magazine on de
terest for children from hard candies. His article is titled, "Springing Up On You".

TOM McGovern, former announcer with KXST Big Spring, Tex., has joined announcing staff of KXII El Paso, Tex.

RICHARD STEPHENSON and MARTHA BUI BUI have joined KERD as continuity writers.

FRANK TOAL and MICHAEL DED- SICHER, both graduates of National Academy of Broadcasting, Washington, have joined announcing staff of KHKD Kansas City, Fort HARRISONBURG, Va.

ROBERT HUSON, CBS director of education, is scheduled to leave New York Feb. 25 for two-week "talent search" in St. Louis, Los Angeles, Ga., as music-production direc-

BROADCASTING © Telecasting

FIVE PHOENIX stations cooperated to provide listeners with on-the-spot broad- casting and up-to-date information on the results of the Phoenix Open Golf Tournament, sponsored by the Thunderbirds, special events group of Phoenix Chamber of Commerce. Picture in action are 1 (l to r): Paul Hughes, KTAR; Bob Morris, KPHO; Ed de Forrest, KRUX; Lew Lowry, KOOL; and Ed Janney, KOF.
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Make Each Record a

“Personal Appearance”!

—with precision control of recording quality

Listen critically: Your station is on the air. There’s your announcer’s voice... the opening music... the song... the chatter. Is it a ‘live’ or a ‘recorded’ program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled ‘live’ performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is ‘WOW’-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead—which is standard equipment on the Unit 523 Studio Recorder—has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address:

88-06 Van Wyck Blvd., Jamaica 1, N. Y.

Fairchild CAMERA
AND Instrument CORPORATION
Agencies

Alfred Rooney, most recently executive vice president and general manager of Daniel B. Minor Co., Los Angeles, and before that with Poole, Cone & Belding in executive capacity, has joined Lennen & Mitchell, as vice president in charge of its West Coast office in Beverly Hills. Mr. Rooney will supervise agency's complete West Coast operation. Mann Holiner, first vice president, continues in charge of all agency's radio activities.

Nick Keely, formerly with CBS and MBS as program sales manager in Los Angeles, has been appointed account executive with N. W. Ayer & Son for 15 years, has been appointed radio and television chief for Sam Jaffe Agency. He assumed his new position in Hollywood Feb. 13 and will maintain offices both in Hollywood and New York.

John C. Gourlie, for 17 years with J. Walter Thompson Co., Detroit and New York, is now publicity director of St. Georges & Keyes, New York.

Richard A. Holdeman, former sales manager and buyer for Los Angeles division of Atlantic & Pacific Tea Co., has joined Rubicam, Hollywood, as merchandising supervisor. He will be concerned with the merchandising activities of Hunt Foods Inc. and Ruby's Div. of General Foods Corp. accounts.

Charles H. Furey has been appointed television director with Furey, Inc., New York. He formerly was radio director at Los Durstine Inc. and also was with Bermingham, Castleton & Pierce Inc., both New York agencies.

Thomas H. Moore Jr. has been appointed head of radio and television department and member of planning committee at Crown & Co., Los Angeles, for six years, and previously to that was in radio department at J. Walter Thompson Co., New York, for seven years.

Rodney Erickson, radio executive with Poole, Cone & Belding, New York, effective March 15 joins Young & Rubicam, New York, and will take charge of the "We The People" program. He succeeds Lester Gottlieb who has joined Foote, Cone & Belding (Foote, Cone & Belding, Feb. 9). Ted Adams will continue to direct the program.

Whitney Hartschorne, with Erwin, Wasey & Co., for three years, has been transferred from New York to Los Angeles office. He will serve as traffic manager, same position he held in New York. Robert Walker, a member of traffic department, has assumed Mr. Hartschorne's duties in New York.

Claire Burch and Milicent Wallman have joined publicity department of Lester Wolff Inc., New York. Miss Burch formerly was with Reuben-Donnelly, and Miss Wallman was freelance writer.

George M. Burch Jr., formerly with McCann Erickson and NBC, New York, has joined Federal Adv., New York, as assistant radio director. He succeeds Ben Potts who has resigned to manage a poultry business.

Lewis Titterton, radio director of Compton Adv., New York, is in Hollywood for three conferences with Floyd Holmer, head of agency's Hollywood office.


Joseph A. Horgan, account manager at O. S. Tyson & Co., New York, has assumed duties of Samuel J. McCar- ron Jr. in charge of WSB, Atlanta. Station is recuperating from a recent illness. Mr. McCarren is taking a three months leave for rest.

Charles E. Ballard and Charles All B. H. All have been named to E. M. Freytag Assoc., New York, in charge of WOR Media (Walter O. B. Wood, Feb. 10), also is secretary. Mr. Ballard, formerly was appointed treasurer of the organization.

Young & Rubicam has moved its New York move to larger quarters. New address is Edificio Jalisco at 111 Madison Ave.

L. Donald Gilmore, former advertising manager of Dennison Mfg. Co., Framingham, Mass., has joined Hagedor&Browning Inc., Boston, as service manager.

Ted Levy Adv., Denver, has moved its Los Angeles offices to 741 N. Grand Ave. Mr. Levy, formerly of Hill & Knowlton, also has assumed duties of Samuel J. McCarren Jr. in charge of WSB, Atlanta. Station is recuperating from a recent illness. Mr. McCarren is taking a three months leave for rest.

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Charles E. Ballard and Charles All B. H. All have been named to E. M. Freytag Assoc., New York, in charge of WOR Media (Walter O. B. Wood, Feb. 10), also is secretary. Mr. Ballard, formerly was appointed treasurer of the organization.

Young & Rubicam has moved its New York move to larger quarters. New address is Edificio Jalisco at 111 Madison Ave.

L. Donald Gilmore, former advertising manager of Dennison Mfg. Co., Framingham, Mass., has joined Hagedor&Browning Inc., Boston, as service manager.

Ted Levy Adv., Denver, has moved its Los Angeles offices to 741 N. Grand Ave. Mr. Levy, formerly of Hill & Knowlton, also has assumed duties of Samuel J. McCarren Jr. in charge of WSB, Atlanta. Station is recuperating from a recent illness. Mr. McCarren is taking a three months leave for rest.
I'M WORTH A COOL

Three Billion

in effective buying income

You're face to face right now with one of the two and a half million people who live in the area covered by WGAR's 50,000 watts power.

Proud? Sure they are. And why not? Their effective buying income is more than *three billion dollars*! They are alive to what's going on, active in their reactions, quick to do something about it.

Your advertising message will bring rich returns when it reaches this audience . . . an audience earning enough and yearning enough to want the things you are selling . . . an audience most economically and effectively covered by WGAR, the station which reaches 40% of Ohio's buying power.

50,000 WATTS
BASIC CBS
CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION in Cleveland . . . in Akron . . . in Canton

Represented Nationally by EDWARD PETRY & COMPANY
When 1948 brings important events...

Get long-period coverage with a "MAGNETONE" Magnetic Recorder

To cover the news-making events of '48, or to develop special programs for rebroadcast, the "MAGNETONE" is unequalled. This highly professional magnetic recorder has been especially designed for quick, accurate and controlled recording and playback.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire re-used any desired number of times.

"Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in 1/2, 1, 2 and 3 hour periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Outstanding characteristics of the Model BX-303 "MAGNETONE" are its fast rewinding, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction. See and hear the "MAGNETONE" . . . compare it with any magnetic recorder in America.

Write today for complete specifications.

THE BRUSH DEVELOPMENT COMPANY

Magnetone

GOO DS PROGRAM to special give-away offer made only on television, has been reported by WTMJ-TV Milwaukee. Gimbel's Department Store offered sample lipsticks and pad of lipstick stickers to any person asking for them at store's cosmetic counter next day. Offer was made on WTMJ-TV's "Gimbel's Views the News" program, 8:15-8:30 p.m. Store reports that 306 persons asked for the give-away the following day. According to recent survey by Cramer-Kasselt Adv., Milwaukee, there are some 1,000 sets in the area.

ONE OF LARGEST blocks of time sold in the area of WPAR Parkersburg, W. Va. resulted from this meeting. A. L. Geire (seated), president of Gimbel Baking Co. of Parkersburg, contracts with WPAR for sponsorship of four newscasts daily, seven days a week, and one 15-minute newscast. Smiling approvals are (I to r): Sherman Groll, WPAR program direc- tor; Frances Finkle, account executive; and George H. Clinton, station's vice president and general manager.

NATIONAL BISCUIT Co., New York (Nabisco Shredded Wheat), has re- newed for 39 weeks "Breakfast With Bill" on full Yankee Network, Mon., Wed., Fri. 8:15-8:30 a.m. Agency: Mc- Cann-Erickson, New York.

DR. HISS FOOT CLINIC, Los Angeles, currently carrying its weekly half-hour "Clinic Forum" on four southern California stations. Feb. 7 started the program on KFWB Los Angeles. Contract is for 23 weeks. Agency: Honig-Cooper Co., that city.

BENJAMIN MOORE & Co., Toronto (paints), has started weekly decorating talks on CBCL Hamilton, CBRA Bar- taw, and CBGB Toronto, for 13 weeks. Agency: St. Georges & Keyes, New York.

CANADIAN CANNERS Ltd., Hamilton (canned foods) has started February spot announce campaign in major Canadian markets. Agency: F. H. M. McFarlane & Co., Toronto.

HUFFMAN RADIO Corp., Los Angeles (radio, radio-phonographs), has appointed Dan B. Miner Co., that city, to handle its export advertising. Agency: Hoshin-Cooper Co., that city.

MAN JR. is account executive.

GENERAL ELECTRIC SUPPLY Corp. has appointed R. G. Goodman and White, Los Angeles, to handle advertising in 150 metropolitan areas. Aural radio and television spots will be used.

FRED RHILICK is account executive.

ENNSI MOTORS, Milwaukee dealer of used cars, has signed with WTMJ-TV Milwaukee for sponsorship of "Sports- man" video program, Sun. 8:00-8:45 p.m., started Feb. 15. Contract is for 13 weeks. Ennis will use films for all commercials.

GEORGE WESTON Ltd., Toronto (biscuits), has started twice-daily, five times weekly one-minute announce- ments on number of Canadian stations; Agency: Alford R. Pouyntz Adv., Toronto.


RICHARD J. ROBINSON, former advertising manager of Phillips-Jones Corp., New York, is now assistant advertis- ing manager for Beaver Watch Co., New York.

COLGATE-PALMOLIVE-Peet of Can- ada, Toronto, has started spot announce campaign daily on number of Canadian stations. Agency: Harry E. Foster Agencies, Toronto.
Yes, they're making a hit... these seven prominent independent stations. They're conducting their own private campaign and demonstrating the impact of radio performances in making song hits. And they're doing it with a record!

Working as a team, these seven broadcasters selected a song popular in 1940—a song that hadn't been performed to any great extent for more than seven years. The song: "THERE I GO"—by Hy Zaret and Irving Weiser—Recorded for RCA Victor by Vaughn Monroe.

WNEW, New York conceived this idea of proving radio's effectiveness in making popular song hits thru independent stations' programs. Five to ten performances of this Vaughn Monroe record each day, for a period of several weeks, by each of these seven indies, brought about these

RESULTS

1 Dealer demands for the record convinced RCA Victor that "THERE I GO" should be re-pressed and re-issued.
2 Within three weeks more than 100,000 records were sold in the market areas of these seven stations.
3 Growing public demand is evidenced by more and more performances in juke boxes.
4 Name artists are filling numerous requests with performances of the song on their network shows.

BMI, original publishers of "THERE I GO," extends to WPEN, WJJD, WSCR, WWSW, WHDH, WWDC and to WNEW its appreciation and thanks for demonstrating THAT RADIO CAN WORK FOR RADIO

MELLIN MUSIC TAKES OVER "THERE I GO"

With the revived interest in "THERE I GO," publisher Bobby Mellin, an affiliate of BMI, has taken over the song to exploit it nationally.
T. HARRISON MOONEY, former sales promotion man with Dunn & Bradstreet Inc., has joined WPEN Philadelphia, in beginning of expansion of the outlet's advertising, promotion and merchandising activities. Mr. Mooney, who will work under WILLIAM B. CASKEY, WPEN's general manager and director of advertising and promotion, will specialize in development of ads and brochures on WPEN programs and personalities. He also will work with Mr. Caskey on other phases of WPEN promotion and advertising activities.

IMOGNE STANLEY, former feature writer in State Dept. Office of Inter-American affairs, motion picture scripter, and New York Daily News reporter, has joined WOAI San Antonio, as publicity director, replacing YO-LANDE LEAGUE, resigned.

RAY STARR, announcer and record m.o. at KAYX Waterloo, Iowa, has been appointed to newly-created position of director of publicity.

WNOO Daisy
WHITE DAIRES are being distributed to the trade by WNOO Raleigh, N. C., as teaser campaign for story "To Come." Single, white daisy in celophane package has attacked card reading: "The story on WNOO-Radio Raleigh is coming! Get it all—it's a daisy!" Card is signed by Dudley Tichenor, general and commercial manager.

WBBO Brochure
SOUVENIR brochure has been prepared for prospective members by WBBO, under the direction of Don Beattie, and distributed to 500 CHOIR members, churches, and local civic groups. The brochure is being used as a good-will campaign in the community. It contains information on the station and other information of interest to local church leaders.

Advance Bulletins
AS ADDITIONAL promotion for pro- posees, a weekly advance bulletin, called "WBBO Five," is distributed by WSBM, to 100 local stations. The bulletin is a brief, readable news item designed to increase awareness of WBBO's program plan and activities. It provides information on special events, promotions, and station news.

WBOC Promotions
PROMOTIONAL displays have been prepared by WBOC for distribution to local merchants. The displays include coupons,门窗 stickers, and leaflets for various products, such as cameras, electronics, and groceries. The displays are intended to increase sales and promote the station as a vehicle for advertising.

Katz Report
FOUR-PAGE summary of women's par- ticipation in radio, Katz girls, women repre- sented stations has been prepared and is being distributed by Katz engineers as material to help timebuyers. Summary gives a quick glance at the facts behind the facts—of the work the Katz girls are doing. The report includes information on the station's format, talent, scheduling, advertising, promotion, and merchandising activities, and rates on the Katz represented stations.

First Milestone
BIRTHDAY announcements have been sent out by WSBM(FM) Fraternity, II., on occasion of its first anniversary. Two-fold sheet announces "It's Our Birthday! WSBM(FM) Fraternity, II., has been established for one year serving the North Shore and Metropolitan Chicago." Accomplishments of station are listed in statements under heading, "A Year of Prog- ress." Backsheet features a front page of ad's outlining the future plans of the station.

KFJM 'Smile Song'
TITLE of hit song, "Oh, What A Beau- tiful Day" from Broadway musical, "Oklahoma," is used as catch-line on promotion for product licensed by KFMJ Tulsa, Okla., Light-blue folder, headed "Oh, What A Beautiful Day." The folder contains a copy of "Monday Morning's Smile" for the benefit of the "Monday Morning's Smile." The folder also includes an offer to receive a sheet music copy of "What A Beautiful Day." The song's lyrics are printed on the inside of the folder.

SEBAC Valentine
"TRYING to pick on all to give your station for Valentine's Day? SEBAC advertising, with its effective ad- dition of "SEBAC Music" by suggesting to listeners that they make a gift to their favorite station," is featured in a promotion for SEBAC's transcribed library—program service. The promotion also includes a complete package for the heart of your program- ming man. The promotion is designed to feature a special offer on front of bulletin holding Valentine cards, with space for the name of the special person for whom the card is given. Promotional materials and current selected publications are presented in four-page issue.

SEBAC Good News
"CORKING Good News" is announced by WDOL Duluth, N. C., with its change of frequency and increased power. Continuing its series of promotion cards, station has distributed a "Good News" postcard, which includes a small cork card, "Let's talk about Good News every day!" The card is printed in red, with a white background. The message is "Let's talk about Good News every day!" and includes a small cork card, "Let's talk about Good News every day!"

Summary of Values
SPECIAL issues of "KBBS" are being distributed by MFR. The 50-page report covers "summary of values" for the year 1950. The report includes a list of values for various products, such as radios, electronics, and groceries. It also includes information on the station's format, talent, scheduling, advertising, promotion, and merchandising activities, and rates on the station represented stations.

MFR Summary
SOME 500 copies of "KBBS" for 1947 of Outstanding Broadcast in the Pub- lic Interest, have been distributed by MFR. The 50-page report includes a summary of the broadcast, with discussion of the station's format, talent, scheduling, advertising, promotion, and merchandising activities, and rates on the station represented stations.

Travelers' Contest
"TRAVELERS' Contest" has been designed to entertain listeners and enable them to share in the program. Prizes have been awarded by ABC's "Welcome Travelers" show. Recent awards include trips to various destinations, such as the Orient, Europe, and the United States. The contest rules are simple and easy to follow, and the prizes are abundant.

"Never" Threatened
TWICE-WEEKLY bulletin of telecasting plans is being published by WTMJ-TV Milwaukee, and distributed as a video set of sales and distributors. Titled "Milwaukee Televising," the bulletin was issued Jan. 29. Latest bulletin, dated Feb. 25, outlines the station's program plans and policies to be followed in its operation.

Special Issue
TO CELEBRATE advent of KNOS Ban- cford, Calif., the station airs the San Francisco Daily Sentinel, offering the station its Jan. 31 issue to development and future plans of the station. Headlined "Knos Is on the Air," newspaper contains articles and information about the station, program plans and poli- cies to be followed in its operation.

Teen-Age Club
TEEN-AGE club in Columbus, Ind., has started radio course for its members under the direction of WOC(FM) Columbus as instructors. Idea for course came from the station's advertising department, which saw a need for such a course. The course in all phases of radio work is being taught by local radio personalities.
For Truly Fine Recording and Reproduction

Professional Recordists Use — Professional Recordists Recommend —

Audiopoints

The newly expanded line of Audiopoints now covers the full range of recording and playback needs. There are Audiopoints that fully meet the requirements of the most exacting professional recordists. There are also Audiopoints which these engineers unhesitatingly recommend to the non-professional and the general public.

Recording Audiopoints


Sapphire #201. A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14. List price $5.25.

Stellite #34. Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced. List price $1.75.

Diamond-Lapped Steel #30. Most practical stylus for home recordists when “first cost” is important. Being diamond-lapped, it cuts a quiet, shiny groove. List price 3 for $1.00.

Playback Audiopoints

Sapphire #113. Materials, workmanship and design make this playback point the finest made for original recordings and vinyl transcriptions. For years the outstanding choice of professional recordists. List price $6.50.

“Red Circle” Sapphire #103. With straight dural shank and fine polished jewel point. Excellent for original recordings, vinyl pressings and phonograph records. List price $2.00.

“Red Circle” Sapphire #303. Bent dural shank sapphire needle that is tops for phonograph records. For the first time a phonograph needle with a resharpens feature. List price $2.00.

Steel Transcription Needle #151. The ideal all-purpose transcription needle for original recordings, vinyl pressings and phonograph records. Quality performance is assured since each point undergoes a shadowgraph test. List price 20 for 25¢.

Write for new dealer discounts and our folder “Audiopoints.”

Audiopoints are a product of the manufacturers of Audiodiscs.

Audio Devices, Inc., 444 Madison Ave., New York 22, N.Y.
Shallcross
ATTENUATORS

BRIDGED 'T' ATTENUATOR
Type 410-481
10 steps, 4 db/step. Linear attenuation with detent. 2½" diameter, 2¾" depth.

BRIDGED 'T' ATTENUATOR
Type 420-282
20 steps, 2 db/step. Linear attenuation with off position and detent. 2½" diameter, 2¾" depth.

POTENTIOMETER
Type C720-2A3
30 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1 ¾" diame- ter, 1 ¾" depth.

Shallcross variable attenuators have proved their remarkable quietness and serviceability in dozens of applica- tions for leading users in all parts of the world. Such important details as the use of spring-tempered silver alloy wiper arms, silver alloy collector rings and contacts, non-inductive pres- sion resistors, and sturdy, substantial mounting plates have made possible the high standard of perform- ance associated with Shallcross.

Standard types include ladder and bridged T mixer controls, bridged T and straight T master gain controls and V.U. meter multipliers, wire- wound and composition poten- tiometers for grid control. Cuing attenu- ators, and fixed pots, both composition and wirewound, in all circuit configurations are also available.

WRITE FOR CATALOG AND ATTENUATOR SPECIFICATION SHEET
SHALLCROSS MANUFACTURING COMPANY
Department 6-28, Collingdale, Pa.

A SURE-FIRE METHOD of se- curing the lion's share of an ad- vertising campaign budget for ra- dio promotion is to draft it your- self, according to a formula suc- cessfully followed by WLOW Nor- folk, Va., officials during a brief ex- cursion into the agency field.

Sol Halpern, owner of the H.E.P. Food Store in Norfolk, asked offi- cials at WLOW, 1-kw independ- ent station, last month if they would assume responsibility for preparation of a two-week cam- paign designed to switch his ret- ular retail grocery store to a lim- ited subscription establishment operating as a co-op. Under the plan, the radio station was to be commissioned for the preparation of all copy for newspapers, radio programs, circulars, posters, and for the distribution of the printed matter. Yes, and it was given allocation authority for radio and newspaper space. WLOW ac- cepted, laid its plans and com- menced the campaign.

The station, given a free hand in spending the $1,500 budget for all media, allocated $800 for time on two stations, $350 for newspaper space, $100 for printing and distributing throw-aways and $115 for display signs in its efforts to secure the desired number of sub- scribers.

WLOW carried two programs...
Who, Me a "Firebug"?

- if you design or build an apartment that turns into a blazing firetrap
- if you let faulty heating or cooking equipment breed fiery death
- if you fail to enforce the fire laws
- if your smoking habits let loose a holocaust... then plead guilty.

29,000 fires kill nearly 1000 human beings every month! It is a national disaster!

Don't be an unwitting firebug!... You needn't.

You can help stop fires—if you start now!

Support the Nationwide Program... Your President's Conference on Fire Prevention has found a crying need for passage and enforcement of modern fire prevention building codes. It is now working with state and local officials to meet this need.

Work with Your Community... If the program is to succeed, your community must back it up. Promote fire prevention through your schools, your clubs and other organizations. Let your authorities and builders know you want fire laws that really protect you—buildings that are safe.

Reduce Fire Hazards at Home... But nowhere is cooperation more essential than in the home. Follow these simple rules and you'll stop 3 out of 4 fires before they start:

1. Be careful with matches and smoking.
2. Use only wiring and appliances bearing the Underwriters' Laboratories seal.
3. Avoid misuse of flammable liquids.
4. Repair faulty heating and cooking equipment promptly.

Take this Action Now—We spend more than two-thirds of our lives in buildings. Let's make them fire-safe. The report on "Building Construction, Operation, and Protection" shows how. Interested local authorities and citizens are invited to send for a copy. Address: The President's Conference on Fire Prevention, Washington, D. C.

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of the President's Conference on Fire Prevention.

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

THE WHITE HOUSE

"Let us make our buildings strong against fire, in order that they will serve us well... else we lose our lives, as well as the labor of our lives."

February 16, 1948 • Page 63
February 6 Decisions

BY COMMISSIONER EN BANC

WJPA Washington, Pa.— Granted renewal of license for period ending Feb. 1, 1951.

Acquisition of Control

KVVC Ventura County, Calif.—Granted voluntary acquisition of control of Ojai Broadcasting Co. by William H. Haupt and Marion Louise Haupt, present minority stockholders, by purchase of certain stock from James Harris and S. H. Frowin for $18,000.

AM—1570 kc

Houston County Broadcasting Co., Crockett, Tex.—Granted CP new station 1750 kc 250 w d; engineering cond.

Abolishment AM STA's

Proposed to change rules so as to abolish special temp. authorizations for standard stations, effective April 15. STA's developed when AM stations were only broadcasting broadcast media and few daytime or limited time stations were in existence. Today growing numbers of authorizations for operation in hours is having detrimental effect on regular nighttime broadcast service in many areas. Some requests are so recurring as to constitute series of broadcasts beyond hours for which stations are licensed. Commission sees no further need for such STA's in view of "opportunities" for full-time FM operation, especially cond. for one or stations concerned have FM authorizations. Commission expects to follow Sec. 1224 of its rules accordingly. Written comments from persons who believe this proposal will be opposed will be received on or before Feb. 20.

BY THE COMMISSION

Waiver Granted

WRGK Inc, LaGrange, Ill.—Granted six monthly license renewals for permission to operate station 1570 kc 500 w d; regular AM tower.

FM—CGS Vacated

Dairylands Bcstg. Coop., Inc., Wis.—Granted for Class A stations at these points.

Petition Denied


Petition Dismissed

UAM-CIO Bestg. Corp. of Ill., Chicago—Dismissed petition requesting reconsideration of Class B FM channel assignments to petitioner and others made in Commission's order of June 14, 1947, re CPs for Class B stations in Chicago.

FM CPs Granted

Commission granted CPs for three Class A and 15 Class B FM stations. CPs for Class A and seven Class B stations. See story BROADCASTING, Feb. 9, page 94.

T.V.—828 mc

Stromberg-Carlson Co., Rochester, N.Y.—Granted CP new station 204-210 mc (Channel 6), vis. power 16.8 kw, sqrt. 17.8 kw; ant. 645 ft.

T.V.—204-210 mc

Clark Assoc. Inc., Binghamton, N.Y.—Granted CP new station 204-210 mc (Channel 12), vis. power 12 kw, sqrt. 8.5 kw; ant. 855 ft.

Hearing Designated


February 10 Decisions

BY THE SECRETARY

KGCJ Mandan, N. D.—Licensed for increase in D power to 1 kw and new name to WJJW.

KFPI Wichita Falls, Tex.—Granted license for new station 990 kc D DA-7 (5 kw LS unl).

KSLO Opolouau, La.—Licensed for new station 1490 kc 250 w unl.

KIND Independence, Kan.—Granted license for new station 1019 kc 250 w D.

WKHF Pontiac, Mich.—Granted CP for AM 1900 kc. for aux. purposes with power of 1 kw DA-N.

WHEB Inc., Portland, Ore.—Granted new CP for D FM 545 kc and for approval of ant. and studio location.

KFMB San Diego, Calif.—Granted CP to install new CP and make changes to station.

KHT Lampasas, Tex.—Granted CP for AM 1790 kc; for approval of ant., trans. and studio location.

KWMJ Maxfield, Nebr.—Denied CP application for FM 107.9 mc.

WVFB Providence, R. I.—Licensed CP for AM 1490 kc 1 kw DA unl; and specify ant.

WQXQ New York, Fd.—Licensed new CP for AM 1660 kc.

WVKK Versailles, Ky.—Granted license for new station 1070 kc 1 kw DA unl; and specify studio location.

WDJO Essex, Md.—Granted license for AM station 1060 kc 1 kw.

WRH Rock Hill, S. C.—Licensed for new CP.

WHTB Talladega, Ala.—Licensed CP to install new trans. and general ground and ant. location.

KWLA Longview, Wash.—Licensed CP for new FM station Channel 280 (100.5 mc).

WOPX Oswego, N. Y.—Licensed CP for new FM station Channel 262 (100.5 mc).

KENO-FM Las Vegas, Nev.—Licensed for new FM station; Channel 280 (100.5 mc).

WTRF-FM Belleaire, Ohio—Licensed for new FM station Channel 262 (100.5 mc).

WNAB Bridgeport, Conn.—Granted vo. CP to install of Class B license for FM station to WNAB Inc.

Following were granted mod. CPs for extension of channel assignments as shown: WBBF, St. Louis, Mo., to Channel 11; WCRX, Detroit, Mich., to Channel 10; WRAL, Raleigh, N. C., to Channel 12; WABC, New York, to Channel 5; WRGB, Schenectady, N. Y., to Channel 9; and WZB, Baltimore, Md., to Channel 14.

KQVR No. Harlingen, Tex.—Granted CP to change to Class A type; and make changes in ant. system.

KSTP Inc., St. Paul, Minn.—Granted CP to change name to KSTP.

Following were granted mod. CPs for extension of channel assignments as shown: WPBS-FM Green River, Ky., to WOCH-FM High Point, N. C., to 2-29-48; WJOM-FM Mobile, Ala., to 5-1-48; KSOO-FM Des Moines, Ia., to 9-21-48; WORL-FM Harrisburg, Pa., to 10-14-48; WFEC-FM Houston, Tex., to 3-1-48; WJIC-FM Greenfield, Mass., to 5-1-48; WBBF-FM Hampton, Mich., to 4-27-48; KBLACK, Los Angeles, to 3-1-48; KTOV-FM Oklahoma City, to 12-21-48; KZYX-FM Houston, Tex., to 5-1-48; WBBF-FM Greensboro, N. C., to 5-1-48; WMQV-FM Mobile, Ala., to 5-1-48; KSOO-FM Des Moines, Ia., to 5-1-48; WLKJ-AM Shreveport, La., to 8-28-48; WMMJ-FM Peoria, Ill., to 3-1-48; KVL-GM Tulsa, Okla., to 3-1-48.

KXKK-AM Safford, Ariz.—Licensed to use old main trans. for aux. purposes with power of 1 kw.

WJCK-FM Detroit, Mich.—Granted CP which authorized new FM to change from Channel 11 to 990 kc.

Following were granted mod. CPs for extension of channel assignments as shown: WBBF, St. Louis, Mo., to Channel 11; WPIS-FM Portland, Ore., to 5-15-48; WMMJ-FM Peoria, Ill., to 3-1-48; KUTL-FM Tulsa, Okla., to 3-1-48.

January 1948 Yearbook Now in the Mail

The new 1948 Broadcasting Yearbook Number is now in the mail. All regular subscribers to Broadcasting Magazine will receive this 622-page volume as part of their subscription. Your copy should reach you within a matter of days.

YEARLY SUBSCRIPTION

52 WEEKLY ISSUES AND YEARBOOK—$7.00

(Continued on page 88)
The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools. Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33 1/3 r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation, the clarity and quality of tone—the handsome, sturdily built case, are but a few of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.

**Specifications and Features**

- **Weight:** 24 lbs. complete.
- **Case:** Attractive, sturdy, light, 5 ply Weldwood case. Brown outside; cherry red inside. Finished in fine grain water repellent fabric with non-rust brass fittings.
- **Size:** 16½" x 16½" x 8½".
- **Speaker:** Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.
- **Equalizer:** Correct equalization network for shellac, NAB standard, orthoacoustic and flat recordings. (EXTRA—one special position for low level recordings.)
- **Pick-up:** Latest model true tangent Anodized transcription pick-up with permanent sapphire nylon shank stylus.
- **Motor:** Dual speed 33 1/3 and 78 r.p.m. with improved heavy duty motor sealed in oil, operating on either AC or DC current.
- **Controls:** Separate tone, equalizer and volume controls.
- **Price:** $140. Net F.O.B. New York.

**Charles Michelson Inc.**

**Pioneers in Radio Transcriptions Since 1934**

67 West 44th Street, N.Y. 18 • Phone Murray Hill 2-3376
FCC Actions
(Continued from page 61)

Decisions Cont.
Jeroma-Fer Radio Corp. and Cagus
Berg, Inc., Cagus, F. R. - Granted
joint petition for continuance of
consolidated hearing on applications
for CPs; continued before FCC on Feb. 27.

Capitol Bev, Co. and WWZ Inc.,
Trenton, N. J. - Granted joint petition
for continuance of consolidated hearing
on applications for CPs; continued
hearing March 1.

The Yankee Network Inc., Hartford,
WNP, WNCR, WNDR, WRGB, WCTC,
Referrer to full Commission petition
regarding complaints, without prejudice
of its application for CP.

Northern Virginia Bev, Inc., Arling-
ton, Va. - Granted petition for leave
to amend application to request Class A
FM facilities in lieu of Class B FM
facilities; accepted said amendment;
move application from hearing docket.

Hanover Best, Co. Inc., Hanover, Pa.
and Cavalier Best, Corp., Hagerstown,
Md. - Refunded hearing in part as it
requests leave to amend application to
specify 1300 k. w. at piercing of 1450
ke 250 w. un.; accepted said amendment;
removed application of Hanover
and of Cavalier Best, Corp. from hear-
ing docket. Petition for leave to
amend application is refiled onto
new docket.

Roxboro Best, Co., Roxboro, N. C.
- Declined without prejudice pursuant
to Sec. 325 (c) Commission's rules and
subject to right of reinstatement
provided therein, application for CP.

WJW Cleveland - Granted petition
for leave to intervene in proceeding on
application for license to Station
Van Wert Best, Corp., Van Wert, Ohio.

Erie Bev, Inc., Cleveland - Granted
petition in part as it requests leave
to amend application for CP to
revise DA proposed; accepted said
amendment; denied petition insofar as
it requests enlargement of lease,
without prejudice to subsequent filing
by author of a single, specific plan
of operation at Erie, Pa. or elsewhere.
Commissioner, with petitioner's proposed
operation might permit simultaneous
operation on 1290 ke at Erie and Cleve-
dland, in accordance with petitioner's request
for amendment of lease. Determina-
tion of whether said specific proposal
for operation on 1290 ke should be
adopted.

Marmat Radio Co., Bakersfield, Calif.
- Granted petition for leave to amend
application for CP to specify 970 ke 5
watts at 1 kw 1 kw dB and accepted
said amendment.

ACURATE, RELIABLE
STOP WATCHES
by CLEBAR
For unflawed accuracy in timing, you can
rely on Clebar stop watch timers. They have
proved their dependability in leading
studios, laboratories and colleges.

CLEBAR TIMERS MEET THE REQUIREMENTS
OF THE NATIONAL BUREAU OF STANDARDS
STOP WATCH PRECISION TEST

KXOA Sacramento, Calif. - Granted
petition for waiver of Sec. 1388D of
Commission rules and leave to inter-
vene in proceeding to petition, California
applications in Dockets 1821 and 1822.

Northern Virginia Bev, Inc., Arling-
ton, Va. - Granted petition for leave
to amend application to request Class A
FM facilities in lieu of Class B FM
facilities; accepted said amendment;
move application from hearing docket.

WQAM Miami, Fla. - License to cover
CP granted pending application for
authority to install and, and mount FM
transmitter on top antenna to determine
operating power by direct measurement.

Modification of CP
WCAO Camden, NJ. - CP for
which authorized changes in Class A, inst.
new tower and mount FM ant. on top of
antenna to extend licensed area.

FNWA Raleigh, N. C. - CP as mod.
for which authorized changes in Class A,
install tower, and DA-CN, change trans.
and in trans. and change trans. in
station for extension of completion date.

Transfer of Control
WEAM Arlington, Va. - Voluntary
transfer of control of license corpora-
tion to Asa C. Smith, D.C.

WBFX -FM Kansas City, Mo. - Tele-
casting license to cover CP granted
continuing license to cover CP.

WIFN Fort Wayne, Ind. - CP as mod.
for which authorized changes in Class A,
install tower, and DA-CN, increase power
in trans. and change trans. and
change trans. in station for extension of
completion date.

Northwestern Theological Seminary &
Bible Training School, Minneapolis
- Granted petition for leave to amend
applications for CPs to show election
of Rev. William Graham as president
and director in place of Dr. W. B. Riley,
deceased, resignation of R. H. Prince
from board of directors and election of
Francis C. Lawton therefor, and add bio-
graphical information with respect thereto;
accepted said amendment.

The Civic Bev, Inc., Cleveland;
Granted petition in part as it requests leave
to amend application for CP to
revise DA proposed; accepted said
amendment; denied petition insofar as
it requests enlargement of lease,
without prejudice to subsequent filing
by author of a single, specific plan
of operation at Erie, Pa. or elsewhere.
Commissioner, with petitioner's proposed
operation might permit simultaneous
operation on 1290 ke at Erie and Cleve-
dland, in accordance with petitioner's request
for amendment of lease. Determina-
tion of whether said specific proposal
for operation on 1290 ke should be
adopted.

KXOA Sacramento, Calif. - Granted
petition for waiver of Sec. 1388D of
Commission rules and leave to inter-
vene in proceeding to petition, California
applications in Dockets 1821 and 1822.

February 10 Applications
ACCEPTED FOR FILING
Assignment of License
KRLN San Antonio, Tex. - Voluntary
assignment of license from Royal George
Bostin, to Royal George Bostin, Inc.

FM-82.3 Me.
Fairmont Best, Co., Fairmount, W. Va.
- CP (Class B) to be operated on Channel
222, 92.3 mc., ERP of 1 kw. w. a. height above
average terrain 250 ft.

Fall River Herald Publishing Co., Fall
River, Mass. - CP for new commer-
cial television station to be operated
on Channel 18, 180-186 mc., ERP of
1 kw. w. a. height above average terrain
220 ft.

Modification of CP
WGBH Boston, Mass. - Refund
petition for reconsideration of CP,
for which authorized changes in Class A,
install new tower and mount FM ant. on
top of antenna to extend licensed area.

WNAO, Raleigh, N. C. - CP as mod.
for which authorized changes in Class A,
install tower, and DA-CN, change trans.
and in trans. and change trans. in
station for extension of completion date.

WVKM Arecibo, P. R. - CP as mod.
for which authorized changes in Class A,
install tower, and DA-CN, change trans.
and in trans. and change trans. in
station for extension of completion date.

License for CP
WLFR Clinton, Ala. - License to
cover CP, as modified, which authorized
new CP station and station to determine
operating power by direct measurement.

Modification of CP
KYOS Merced, Calif. - CP which
authorized changes in Class A, install
new tower and mount FM ant. on top of
antenna to extend licensed area.

Radiod Modist Co., Modesto, Calif.
- CP as mod., which authorized changes in
Class A, install new tower, and DA-CN,
install new tower and mount FM ant. on
top of antenna to extend licensed area.

KYOS Merced, Calif. - CP which
authorized changes in Class A, install
new tower and mount FM ant. on top of
antenna to extend licensed area.

KGAR Garden City, Kan. - License to
cover CP, as modified, which authorized
new standard station.

FM-83 mc.
KVOX Clearfield, Utah. - CP as mod.,
which authorized changes in Class A,
install new tower and mount FM ant. on
AM tower, for extension of completion date.

AM-1340 kc
WQOC Albany, Ga. - CP as mod.,
which authorized new standard station
and vertical, and change station, loca-
tion, for extension of completion date.

KOSST Savannah, Ga. - CP as mod.,
which authorized changes in Class A,
install new tower, and DA-CN, install new
trans., and DA-CN, install FM ant. on top
AM tower, and in vertical, and change station,
location, for extension of completion date.

KGAR Garden City, Kan. - License to
cover CP, as mod., which authorized
new standard station.

FM-83 mc.
KVOX Clearfield, Utah. - CP as mod.,
which authorized changes in Class A,
install new tower and mount FM ant. on
AM tower, for extension of completion date.

KVOX Clearfield, Utah. - CP as mod.,
which authorized changes in Class A,
install new tower and mount FM ant. on
AM tower, for extension of completion date.
Simple New Solderless Couplings

Maintain Constant 51.5 Ohm Impedance

ANDREW Flanged COAXIAL TRANSMISSION LINE FOR FM-TV

Offering the dual advantage of easy, solderless assembly and a constant impedance of 51.5 ohms, this new ANDREW FM-TV line is available in four diameters. Each line fully meets official RMA standards. It also is recommended for AM installations of 5 Kw or over.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections are easily bolted together. A circular synthetic rubber "O" gasket effectively seals the line. Flux corrosion and pressure leaks are avoided. A bullet-shaped device positively connects inner conductors.

Close tolerances are maintained on characteristic impedance in both line and fittings, assuring an essentially "flat" transmission line system.

Mechanically and electrically better than previous types, this new line has steatite insulators of exceptionally low loss factor. Both inner and outer conductors of all four sizes are of copper having very high conductivity.

Flanged 45 and 90 degree elbow sections, and a complete line of accessories and fittings available.

Better be safe, than sorry. Avoid costly post-installation line changes. Get complete technical data, and engineering advice, from ANDREW now.
Audiencode participation program, "Surprise Package," has been started on WADI Atlantic City under sponsorship of 30 local merchants who have organized group known as Uptown Shopping Assn. Each merchant contributes gift or service under "give-away" ranging from article of ladies' wear to experts who open or empty savings account with starting deposit. Tickets to broadcast, which originated in local hall seating 1000 persons, are distributed through sponsors' stores. Johnny Mack and Bernie Rubin of WIMD conduct show with format that avoids quiz presentation. Participants are called guests instead of contestants. All presents are given at random during show. Hardest thing guests have to do in order to receive prizes is to give 30-second dissertation on subject such as "Should Husbands Be Givenate?" or "How Long Is a Honeymoon?"

Service Directory

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U. S. RECORDING CO.
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Reproducer Repairing Service
All Makes—Specialists 98 & 98
Now—48 Hour Service
Broad Cast Service Co.
334 Arcade Blg., St. Louis 1, Mo.

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

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Washington 5, D. C.

George P. Adair
Radio Engineering Consultants
1935 M Street, N.W.
Executive 1380
Washington 6, D. C.

Lee E. Baker
Consulting Radio Engineer
Fritz Bauer, Associate
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Springfield, Missouri

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1814 Apeco Tower Phone T-7382
Oklahoma City, Oklahoma

Radio Towers
Ground Systems & FM Antennas
Erected, Painted & Serviced
Advance Radio Tower Construction Co.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

Archers Taylor Consulting Radio Engineer
Box 1479
Missoula, Montana
Phone $561

Station reports very enthusiastic response to series.

Trans-Atlantic Meeting

FOR THE SECOND TIME in ten months KYW Philadelphia and the British Broadcasting Corporation will again sponsor a Trans-Atlantic "Juniors Town Meeting of the Air" on Feb. 18. Six secondary school students from Philadelphia and London will discuss topic, "Can Food Win the Peace?" Moderator of Philadelphia end of the program will be Dr. Alexander J. Stoddard, superintendent of the Philadelphia Public Schools. In London, H. Rooney Pelletier, BBC news editor, will represent British students. Now in its twelfth year, the program is being sponsored by the steering committee composed of representatives of public, private and parochial school systems.

"Gold Nugget Baby"

MATERNITY was the recent semi-anual Southern Pacific interview when KXOB Stockton, Cal. specially planned events were tracked down brand new father of San Joaquin County's "Gold Nugget Baby." The ceremony of providing a baby just where on the anniversery the first bird was to occur to commemorate the Centennial, the special press crew included by Newsmat Bert Win and Chief Engineer Walter Bergel labored through five hours of "false alarms," before finally winning rewarded at Mason Hospital, Los. Record was made of interview between Mr. Win and the father and mother aired on KXOB "Open House" show.

For the Boys

RECORD REQUESTS from disabled veterans in Las Vegas, Nevada, hospital rates have been filed with the station on new program, "Something for the Boys," on WOTF. On Wed., Feb. 17, and Fri., 11:45-12 noon, Plans are being considered to record requests on tape recorder at various hospitals and feature them as "For the Boys.

Furniture Exposition

FULL-HOUR on-the-spot broadcast from WTVK's Furniture Exposition at High Point, N.C., will be fed to various radio and television Network by WHPE High Point. Feature of broadcast was AMVETS Coronation Hall, including crowning of Occasion was observance of women who were selected from 21 entrants. Steve Placich, WTVK director of broadcast, says Lawrence, special events man, announced the show. Additional, included in speech by State Senator George T. Fenn, and interviews of several of Wisconsin's top men and women bowlers. Following 14 weeks of deliberations, bowlers engage in exhibition match.

Gardening Tips

OP PArticular interest to those who gardened "whether in the window-box of a Manhattan apartment or in a sprawling acre of Pennsylvania," is a new series "Gardening With Gambling," to start Feb. 31 on New York station WGBH, who will conduct show, will offer advice in a new program on gardening procedure, what to plant and when to plant. Network will air program, on "Dixie Jazz," boxing, will be presented with well known personality who will carry the program.

Gambling, will open mail-bag and accept requests..."How can I grow a leaf clover," and such. Recorded music will be played during program and will feature songs with references to gardening weather, and outdoors. "Gardening With Gambling" will be heard on WOR Sat., 9:30-10:15 am.

Editors' Options

LOCAL, state and national news topics will be the features to editors of radio network shows this season, "The Editor Surveys the Scene," reprinted in Radio News, Remarks. Additional, editors of Hooster country daily and semi-weekly newspapers and of regulars of "Country Topics," program, are being scheduled. Different editor is guest of program each week, his given his views on current subjects.

Rexx's Realm

DESIGNED for listeners between the ages of 10 and 15, new series "Rexx's Realm" has been heard on WKBW station for Buffalo, as Saturday morning feature. Jo Ann Brooks, 13 years old, is featured. Rexx's Realm is a "tell-all" Audition for each. Group of professional advisors, covering classical and pop music, selecting and announcing, serve as judges: Before broadcast each week, advisors will review and talk with participants. Anyone rated as possessing performance by judges are awarded week's engagement with WKBW. Show is written and produced by Sidney Andorn.

Wire-Recorded interviews made at local transportation terminals constitute part of new series. One of them is "The Lucky Traveler." heard over WQAR Cleveland. In this case "Do you want to get into radio," are picked from written applications to appear. A furniture queen was selected from 21 entrants. Steve Placich, WTVK director of broadcast, says Lawrence, special events man, announced the show. Additional, included in speech by State Senator George T. Fenn, and interviews of several of Wisconsin's top men and women bowlers.

Advance Radio Tower Construction Co.
4614 S. Compton Ave. Adams 3-4197
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Radio towers, AM and FM, erected, painted and serviced for coast to coast.
Towers for sale; immediate delivery.
Write, wire or phone 5953
John Green
Mid-South Tower Co.
Southern Plains, N. C.

Five Pound Request

USUAL custom for listeners of each show is to "Mail Right Special" on WWSW Pittsburgh, is to send in request on best-cafe Win Brown's Apartment M. C. of show, recently received so many requests that a second layer was taken in, papered and a third layer was taken in, papered and a fourth layer was taken in, papered and a fifth layer was taken in, papered. The "Beat the Weatherman Contest" is extended to listeners on program that title heard over WJBK-FM Detroit, daily at 8:45 a.m. Clay Dopp, who conducts the "Beat the Weatherman," open show by giving official weather report, as of 8 a.m., after which he asks listeners who predicts the exact temperature for 3 p.m. Three telephone numbers, furnished by the em-}
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BROADCASTING • Telecasting
February 16, 1946 • Page 69
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 broadcasting 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 open are 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

TWO OPPORTUNITIES

1 * Copywriter
   1 * Salesman

WPOR, Portland, Me., is Portland's fastest growing station and we need a copywriter and a local salesman. Candidates should be young, energetic, in training, marketing minded, ambitious and anxious to live in vacationland.

Our most recent new salesman increased his earnings to $200 weekly in five months.

Write me what you're worth and prove it. Please don't write unless you can be interviewed in New York City or New England.

Murray Carpenter
WPOR, Portland, Me.

Salesman wanted for 250 watt station in the midwest market. Drawing account against commission. Send full details, experience, references to Box 700, BROADCASTING.

Help Wanted

COMPLETE PERSONNEL

for new 500 watt station
in New England.

Good salaries.
All replies confidential.

Write

BOX 673, BROADCASTING

Help Wanted

WANTED-Chief announcer who can do some programming, write commercial copy, know traffic, sales, and station operation. Eccentricity, good taste and beautiful eastern accent. $30,000 per year. Reply to Box 513, BROADCASTING.

WANTED—Manager—300 watt station. Opportunity for advance-
ment. Send full details, experience, references to Box 613, BROADCASTING.

WANTED—Position for 250 watt station. Opportunity for advance-
ment. Send full details, experience, references to Box 513, BROADCASTING.

WANTED—Engineer. Applications should be submitted in writing to Box 684, BROADCASTING.

WANTED—Engineer, KVBF, Santa Fe New Mexico. Prefer experienced engineers. Send complete background details, references, experience, availability.

WANTED—Engineer. KVOC, Lebanon, Penna. Send background details, experience, references, air experience, availability.

WANTED—Salesman or engineer—station manager wanted. Must be an experienced writer whose copy gets results. A sure opportunity for advancement. Send complete background details, references, experience, availability.

WANTED—Engineer-KVOC, Lebanon, Penna. Prefer experienced engineer. Send complete background details, references, experience, availability.

WANTED—Engineer. KVOC, Lebanon, Penna. Prefer experienced engineer. Send complete background details, references, experience, availability.

COPIERWRITER WANTED IMMEDIATELY. Prefer girl with experience who can turn out good ad copy. Send full details, references, samples. Box 86, BROADCASTING.

HELP WANTED—announcer, with ad talent. Send full details, references, experience, availability.

HELP WANTED—announcer, with ad talent. Send full details, references, experience, availability.

Help Wanted

HELP WANTED—extensive experience in traffic and sales.

Excellent opportunity for specialized engineer. Send full details, references, experience, availability.

SEND 500 watt station. Opportunity for advancement. Send full details, references, experience, availability.

HELP WANTED—announcer for you ad station. Send full details, references, experience, availability.

SEND 500 watt station. Opportunity for advancement. Send full details, references, experience, availability.

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SEND 500 watt station. Opportunity for advancement. Send full details, references, experience, availability.

SEND 500 watt station. Opportunity for advancement. Send full details, references, experience, availability.
Commercial manager, available. 15 years experience—all phases. Excellent sales record. Top references. Stable family man. Write or wire Box 671, BROADCASTING.

Situations Wanted (Cont'd)

First class engineer, 6 years experience, will guarantee steady, thorough experience control room and studio facilities. Excellent references, college, jobs. Will work anywhere. Box 697, BROADCASTING.

Combination man, now employed in Programming—will handle conditions or my employer, just furloughed. Excellent experience in engineer's position in small aggressive station. 12 years broadcasting experience. Salary $750 per week. Must return to southeast. Box 665, BROADCASTING.

Available—Excellent radio programmer, well versed in all phases of programming. Ideal for city station facing a promotion. Excellent experience in all phases of programming. City station, top market. Box 639, BROADCASTING.

Experienced announcer—one with excellent experience desires permanent position as 4030, 2nd call. Will do work in good market. Box 642, BROADCASTING.

Engineer—32 years old, married, two children—desires chief engineer or chief assistant to community station. Experienced in recording, network repair, installation and maintenance on equipment to 5 kw and directional antennas. Employed. Box 644, BROADCASTING.

Program director—announcer—disc jockey—manager. Excellent experience in all phases of radio. Must be able to handle both. Will return to "hot" market. Must have 5 plus talent. Box 645, BROADCASTING.

Engineer—25 years experience, excellent references available immediately. Box 646, BROADCASTING.

Hit song-writer, music director and arranger, solo pianist (popular and country, 27 years experience). Also experienced in song writing and programming spot with responsible station management. One of my hit songs is now in your store. Will work for a known record label. Your proposition should contain a definite and verifiable "name" value of above qualifications. Box 647, BROADCASTING.


Successful salesman—Qualified national sales manager, Top Markets. 15 years experience. Box 649, BROADCASTING.

Salaries $750, Box 650, BROADCASTING.


Engineer. Flights. Would welcome opportunity to return and see commercial. 25 years experience on WQAM, Los Angeles. Will work in any area. Will work with FM technical director—Develop your CP to commercial. Box 652, BROADCASTING.

AM & FM. Excellent experience. 7 years experience. 6 years experience with Westcoast FM. 3 with pioneer FM outlet. Box 654, BROADCASTING.

Experienced announcer—salesman—salesman, capable newspaper man. Employed. Box 655, BROADCASTING.

Announcer—married. One year experience, Chicago. Will work out of east. Box 656, BROADCASTING.

Experienced announcer and newspaper sales, program, business management, 5 years, Top New York agencies, station and network seeking management position within radio station out of New York. Will consider 36% reduction in present salary for start in right spot. Box 659, BROADCASTING.

Program director. Fifteen years experience—programming, production, writing, announcing. Will work out of west. Will consider location in west. Company network affiliation. Box 660, BROADCASTING.

40% discount. Money isn’t everything! Bring your engineering or business executive with you. You may have. Good sales, program, business management experience. Prefer Top New York agencies, station and network seeking management position within radio station out of New York. Will consider 36% reduction in present salary for start in right spot. Box 663, BROADCASTING.

Situations Wanted (Cont'd)

First class engineer, 6 years experience, will guarantee steady, thorough experience control room and studio facilities. Excellent references, college, jobs. Will work anywhere. Box 697, BROADCASTING.

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Successful salesman—Qualified national sales manager, Top Markets. 15 years experience. Box 649, BROADCASTING.

Salaries $750, Box 650, BROADCASTING.


Engineer. Flights. Would welcome opportunity to return and see commercial. 25 years experience on WQAM, Los Angeles. Will work in any area. Will work with FM technical director—Develop your CP to commercial. Box 652, BROADCASTING.

AM & FM. Excellent experience. 7 years experience. 6 years experience with Westcoast FM. 3 with pioneer FM outlet. Box 654, BROADCASTING.

Experienced announcer—salesman—salesman, capable newspaper man. Employed. Box 655, BROADCASTING.

Announcer—married. One year experience, Chicago. Will work out of east. Box 656, BROADCASTING.

Experienced announcer and newspaper sales, program, business management, 5 years, Top New York agencies, station and network seeking management position within radio station out of New York. Will consider 36% reduction in present salary for start in right spot. Box 659, BROADCASTING.
PARAMOUNT OFFERING TV FILMS TO OTHERS

PARAMOUNT pictures is offering advertisers off-the-screen sight-and-sound film recordings of their New York television programs for use in other markets, utilizing the process developed by the motion picture company and demonstrated at the TBA annual meeting last December. [Broadcasting, Dec. 15.]

Tentative rate is 20 cents a foot of 35 mm film, which would bring the cost of filming a 15-minute program up to $275. These film recordings of the original live shows were to be used on 10 other stations, the price would be $27 per station, plus the cost of the 35 mm to 16 mm prints which can be made at the regular commercial rates.

Service is for the present restricted to New York, as Paramount has only its experimental unit, but eventual expansion into a nationwide service is contemplated if it proves successful in New York.

WEFM BACK TO NORMAL SANS BBC INTERFERENCE

WEFM Chicago, Zenith Radio Corp.'s FM station, Feb. 1 resumed its normal operating schedule which was shifted last Nov. 29 to avoid interference with the initial Broadcasting Corp.'s television station.

Schedule changes originally was requested was pending approval of the FCC by Condr. E. F. Dorough, Zenith president, and reply to a BBC cable which did not clear that WEFM's signal (on 45.1 mc) was heard at a strength of 200 mv. Station's original 9:30 a.m. to 10 p.m. broadcasting was suspended last fall. New situation is not likely to occur again for another 11 years, it is said.

BROADCASTING

BIRTHDAY INTERVIEW
110-Year-Old Woman Featured
On WAZL Broadcast

MOUNTAIN hazards and engineering obstacles faced WAZL, Haslet, Pa., in obtaining an interview with a woman on her 110th birthday. In sub-zero weather, an expedition showed its way up Stonerusher Hill through an 18-inch snow and recorded a program that led to wide publicity including an NBC News of the World insert.

Since the centenarian's retreat had no electric power, a gas-driven generator was used to drive the weights and recorders. Sponsors of WAZL's Spinning Wheel provided gifts for the birthday interview. Mrs. Mary O'Neill, the centenarian, enjoyed the affair and talked easily, WAZL reported.

Because the generator's frequency differed from WAZL's line current, it was operated from the station roof in playing back the wire recorder for a wax recording. In charge were Elwood Tito, chief engineer, and Stanley Weinger, assistant. Vic Diehn, manager; George Martin, sales representative, Paul Brown, announcer, and Margot Fortuna, woman's program director, handled the program end.

E. K. JETT ADDRESSES BALTIMORE AD CLUB

"I VENTURE the guess that 25 million FM receivers will be in use within five years," E. K. Jett, vice president in charge of radio of the Baltimore Sunpapers, told members of the Advertising Club of Baltimore attending their 40th annual banquet, held Feb. 7, at the Hotel Emerson.

Mr. Jett was formerly a member of the FCC. If I were planning an aural broadcast service for myself," he added, "I would certainly want both AM and FM as the best insurance for the future."

"How . . . can television be a profitable business," he asked, "There are at least two answers: First, television must look to the advertising man for chief means of support. And with both so much at stake, the advertising costs will be higher. Secondly, there will be relatively few television stations to support, with limitations on number of stations, however, which will be governed by available spectrum space, and not by governmental controls on competition."

YNV Managua (La voz de Nicaragua) last week became first Nicaraguan station to transmit in stereo with standard 4-kw broadcast band, according to announcement of American Broadcasting Co. station's U.S. representative. Type is B-100, and it is transmitted simultaneously with 4-kw standard and 1-kw shortwave.
KTSW's Principals Petition on Order

Insists That Intention Was Not To Deceive FCC

THE OWNERS of KTSW Emporia, Kansas, have petitioned FCC to dismiss the pending show-case order involving their acquisition of control [Broadcasting, Jan. 5], and filed simultaneously an application covering the transfer in question.

The petition concedes that a transfer of control did occur on July 15, 1946 without an application for Commission consent. But it insists there was never any intention to deceive the Commission and that actually when FCC granted KTSW its regular renewal last July the Commission already had "full knowledge of the facts set forth as its premises for issuing" the subsequent show-case order.

FCC's order grew out of an application filed last July for transfer of the combined 74% interests of R. J. Laubengayer and Sidney F. and John P. Harris to Gervais F. and Robert B. Reed for $40,042 [Broadcasting, July 21]. The order conceded that the various purchases of KTSW stock by Messrs. Laubengayer and Harris had been appropriately reported to FCC but pointed out that no transfer application had ever been filed.

KTSW's petition to dismiss the proceeding alleged that "it now would appear from looking at the entire transaction in retrospect in the light of the present interpretation of the history of the Commission, that an application for the Commission's consent . . . should have been filed." But, it was pointed out, the purchases were made at various times and "at no time did [Messrs. Laubengayer and Harris] have any preconceived plan or intent to acquire control of KTSW." Instead, the petition noted, they bought stock only because of their joint interest in KTOP Inc., a Topeka firm whose application was contingent upon a grant to KTSW to change frequency. (The KTOP application was also denied.)

"If an error has been committed," said the petition, filed by John F. Carr of the Washington law firm of Dow, Lohnes & Albertson, "it has been one of judgment on the part of the counsel for the parties. This counsel assumes full responsibility for all errors of omission or commission that part. The records . . . will show that the counsel for the parties at that time was Dow, Lohnes & Albertson."

The transfer of application in question in the show-case order, as filed simultaneously with the petition, is for FCC consent to transfer of control to Messrs. Laubengayer and Harris and others from J. J. Hovorka, Ike Newton, J. J. Kowalski and J. Nelson Rupard. Asking waiver of the Avero open-bidding rule, the petition noted that the pending sales to Messrs. Reed would result in a $3,750 profit, but said this difference is "so insignificant as to warrant a waiver of the requirement for further advertising." The petition noted also that the proposed transfer to the Reeds had been properly advertised but that no competitive bids had been received.

Messrs. Laubengayer and Harris also are associated in ownership of KSAL Salina, Kansas, and with other associates have an application pending for acquisition of KFBI Wichita for $350,000. KTSW operates on 1400 ke with 250 w. KFBI is on 1070 ke with 10 kw day and 1 kw night.

COMEDY SHOWS

"THERE'S no doubt about it, radio comedy programs are cleaning up."

That was the conviction recently expressed at St. Joseph's of Indiana, tabulation headquarters of the Radio Acceptance Poll, which has completed its 14th week of operation. According to the last two weekly reports, "college students of all creeds think that back-alley barbarisms and double-meaning jests are on the way out."

For the third time in the past four weeks, all comedy programs monitored were generally "acceptable" or better from a good taste viewpoint; none was "barely acceptable" or "offensive." Reports revealed the opinions of 446 college student listeners across the nation after they had watched shows during the weeks beginning Jan. 4 and 11.

Topping the lists again were Fibber McGee & Molly, whose "highly acceptable" rating won them that distinction for the 13th time in 14 weeks. Red Skelton and Fred Allen also ranked in that classification (for Jan. 4 and 11 respectively).

Cumulative ratings, based on 9700 program ballots and 35,948 individual performer votes covering 14 weeks, indicate rankings in this order: (Programs) Fibber & Molly, Burns & Allen, Jack Benny, Red Skelton and Jimmy Durante. (Individual Performers) — Molly, Harry Wilcox, Fibber, Mr. Wimple and Dennis Day.

Three individual performers — Vera Vague, Lou Costello and Lulu McConnell — received "barely acceptable" ratings for the week of Jan. 11-17. RAP headquarters listed students score-card comments as:

Vera is just a little too immodest . . . too bad that Hope — who has done much for radio and the boys overseas — must tell off-color jokes . . . characters lead Costello into many low . . .

Cumulatively both Vera Vague and Bob Hope held "barely acceptable" positions.

all these
plus 150 more

now subscribe to
FCC RULES
& AMENDMENT
SERVICE

Radio stations of 250 watts and colossi of 50,000 watts alike find this service a "must" in keeping abreast of the rules and regulations governing commercial broadcasting. Amendments as they occur are rushed to subscribers. Newcomers include the FMA, WGY, WOCY, WJR, and a host of other stations, engineers, attorneys, etc.

We will be glad to furnish more information — or take care of your subscription immediately.

BROADCAST SERVICE BUREAU
1424 K St., N. W., Washington, D. C. No. 7808

all these

plus 150 more

now subscribe to
FCC RULES
& AMENDMENT
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BROADCAST SERVICE BUREAU
1424 K St., N. W., Washington, D. C. No. 7808
Why the Mid-South is Convinced

Year after year, WMC has given the Mid-South radio audience the kind of listening pleasure it like. This is policy of "personalized" programing and top NBC and local shows that has created a large and faithful audience for the leading station in Memphis and the Mid-South.

FIRST IN MEMPHIS year after year ACCORDING TO HOOPER

WMC

"the station most people listen to most"

MEMPHIS • 790 kc •
5000 WATTS DAY & NIGHT

the first FM station in Memphis and the Mid-South

WMCF

WMC with television coming soon

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

National Representatives:
THE BRANHAM CO.

INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS OF SALES POWER

L.B. Wilson

s-ly

Page 74 • February 16, 1948

Feature of Week (Continued from page 10)

dividual strip of magnetic tape.

Then T. C. Kenney and J. E. Baudino, chief engineer and station manager, respectively, busied themselves devising plans to complete the operation. A tape recorder was set up and the switchboard and synchronized for automatic and continuous operation.

The machine then was connected to the switchboard. When a switch was thrown the operator presses a button to bring the caller a greeting from one of NBC's stars, before responding with the customary salutation.

FCC Actions (Continued from page 86)

Applications Cont.: Others in increase power, change type trans. and changes in DA-N to make changes in CP.

AM—1499 kc

AM—710 kc
WMC, Muskogee, Okla.—Mod. CP which authorized new FM station for extension of completion date.

AM—1200 kc
WERC, Erie, Pa.—CP install new vmtion, which was mounted on top of AM tower and change loc.

License for CP

WCCC, Charleston, S. C.—License to cover CP, as mod., which authorized increase power, install new trans. and DA-N change in pow power, location, mount FM ant. on No. 2 tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KIRO, Seattle, Wash.—Mod. CP, as mod., which authorized new standard and kw for completion of date.

AM—790 kc
WMC Memphis, Tenn.—CP make changes in DA and to mount television and 16 kw AM tower.

AM—1400 kc
Community Best Co., Corpus Christi, Tex.—CP new standard station 1460 kc 186 w un. AMENDED to change power from 100 w to 250 w.

Modification of CP

KINT Kingsville, Tex.—Mod. CP which authorized new standard sta tion, for approval of ant trans. and to specify studio loca tion.

KWTW Wichita Falls, Texas.—Mod. CP, as mod., which authorized increase power, change DA-N and to mount FM ant. for completion of date.

AM—1450 kc
WLMF Suffolk, Va.—Authority to determine operating power by direct measurement of ant. power.

AM—1530 kc
Lake States Best Co., Milwaukee—CP new standard station 1520 kc 5 kw DA un. AMENDED to change officers, directors and status.

Modification of CP

KMYC-FM Maryville, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVME Merced, Calif.—Same.

KGMG Los Angeles.—Mod. CP which authorized new FM station for extension of completion date.

KGUI San Francisco.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WDAK-FM Columbus, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WSYO-FM Decatur, Ill.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM—595.3 mc
KBOA-FM Kempe, Mo.—Mod. CP new FM station (Class A) on Channel 221, 92.1 mc ERP of 10 kw to 25 kw change of class of station from A to B frequency from Channel 121 to 221 kw to 8 kw change FM. ERP from 306 w to 66 kw and make changes in ant.

Modification of CP

WTOA Oxford, Mo.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KXK-FM Muskogee, Okla.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

KAKC-FM Tulsa, Okla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGST-FM New Castle, Pa.—Same.

KYY-FM Philadelphia.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—1057 mc
San Antonio Bapt. Assn., San Antonio, Tex.—CP new FM station (Class B) on 92.3 to 107.5 mc. ERP of 20 kw AMENDED to change frequency to Channel 269, 105.7 mc.

Modification of CP

WWMG Memphis, Tenn.—Mod. CP which authorized new FM station for extension of completion date, change frequency 92.1 to 103.9 mc and ERP of 2500 w. AMENDED to change frequency to Channel 300, 105.9 mc.

FM—107.9 mc
Buckner Orphans Home, Dallas, Texas.—CP new FM station (Class B) on 92.1 to 103.9 mc and ERP of 2500 w. AMENDED to change frequency to Channel 300, 105.9 mc.

The Southwestern Baptist Theologi cal Seminary, Fort Worth, Texas.—CP new station (Class B) on 92.1 to 107.9 mc and ERP of 2900 w. AMENDED to change frequency to Channel 300, 105.9 mc.

FM—1210 mc
The Fairfield Best Co., Waterbury, Conn.—CP new station (Class A) on Channel 12, 204-210 mc. ERP of 1 kw and sur. 27 kw un. AMENDED to change ERP from sur. 27 kw to 14.7 kw.

The Valley Best Co., Steubenville, Ohio.—CP new commercial television station on Channel 12, 204-210 mc. ERP of 1 kw and sur. 11 kw un. AMENDED to change ERP from sur. 27 kw to 14.7 kw.

License Renewal

KTPF Porterville, Calif.—License renewal.

DEVELOPMENTAL DELETED
WJJD Inc., Chicago.—Deleted development station WYJJD on Feb. 5.

AUTHORIZATION CANCELLED

AM—1270 kc
WSL Eastern Shore Best Co., Preston, Md.—1370 kc 1 kw D.

PETITION FOR REINSTATEMENT

AM—1499 kc
Clerence J. McCredie and Bernice M. McCredie, a partnership), Wenscheke, Wash.—CP new standard station 1690 kc 250 w un. AMENDED Feb. 4.

AM—1250 kc
WDSU New Orleans, La.—CP to make changes in DA and mount FM ant. on top of No. 2 AM tower. Dismissed Feb. 5.

APPLICATIONS RETURNED

AM—1340 kc
WBQQ Augusta, Ga.—CP to change trans and studio location from Sand Bar Perry Road, near Augusta, Ga., to 515 Jefferson Davis Ave., Augusta. Returned Feb. 5, 1946.

License to cover

WATO Oak Ridge, Tenn.—License to cover CP, as mod., which authorized new station and authority to determine operating power by direct measurement of ant. power. Returned Feb. 9, 1946.

-Triangle Publications, Inc., York, Pa.—CP for new commercial television station to be operated on Channel 8, 180 kw for a period of time not to exceed 14 kw. Returned Feb. 6, 1946.

TENDERED FOR FILING

Fort Morgan Best Co., Fort Morgan, Colo.—CP for new standard station to be operated on 1250 kc, power of 500 w.

WWNL Newport, Ky.—Mod. CP to change frequency and power of WWNL-D, using power of 1 kw D-DN.

Assignment of License

WBMS and WTTT Boston, Mass.—Consent to change employing of AM and CP of FM station WTTT to WBMS, Inc., a Delaware Corp., Robert C. Hodgkins, Northampton, Mass.—CP for new standard station to be operated on 1350 kc, 550 w D.

AM—1590 kc
KATL Houston, Tex.—CP to change employing of DA-DA to 1590 kc, power of 25 kw and install new trans.

WISN Milwaukee, Wis.—CP to modify FM station, using 1550 kc, 5 kw un. DA-DN.

Modification of CP

WATV Newark, N. J.—CP to make changes in ant. and increase ERP from 1 kw to 8 kw.

WNYX New York, N. Y.—CP for new commercial television station to be operated on Channel 12, 210-216 mc. ERP of 32 kw, sur. 16 kw.
TV-186-192 mc

WSCC Inc., Charlotte, N. C.—CP for new commercial television station to be operated on Channel 6, 186-192 mc, ERP of via AM 690 mc, 12.8 kw.

TV-76.82 mc

Texas Beasts, Houston, Tex.—CP for new commercial television station to be operated on Channel 7, 76.82 mc, ERP of 17.4 kw, surf. 8.7 kw.

AS—460 kw

Robert Delph, W. J. McCollum and J. T. Price Jr. d/b/a The Longmont-Longview Broadcasting Co., Longview, Tex.—CP new standard station 690 kc 1 kw D.

Acquisition of Control

WILX North Wilkesboro, N. C.—Acquisition of control by Disney Ridge through purchase of stock of Halley Haye and Carrie Haye.

Relinquishment of Control


Assignment of License

KBBO-Burrell, Wash.—Pending to assignment of license to Bruce Bartley d/b/a Bremerton Broadcast Co. due to death of P. L. Fruit.

FM—89.8 mc

Thomas H. Todd, Bertram Bank, La- mar Branscomb and Jeff Colman d/b/a Tuscaloosa Best Co., Tuscaloosa, Ala.—CP new FM station, Channel 255, 89.8 mc.

FM—223.2 mc

Fairmont Best Co., Fairmont, W. Va.—CP new FM station, Channel 222, 92.5 mc, ERP 14,500 w.

FM—92.3 mc

WBRY Inc., Appleton, Wis.—CP new FM station, Channel 222, 92.3 mc.

Modification of CP

WRTB, Waltham, Mass.—Mod. CP to change aur. power from 30.7 kw to 28.8 kw, change type trans. equipment and make changes in ant. system.

TV—64-98 kw

WMIN Best Co., St, Paul, Minn.—CP new commercial television station on Channel 2, St. Paul, Minn., 64-98 kw.

TV—188-204 mc

Maumee Valley Best Co., Toledo, Ohio—CP new commercial television station on Channel 11, 186-204 mc, ERP via AM 17.6 kw, surf. 8.5 kw.

TV—180-186 mc


Susquehanna Best Co., York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP via AM 0.77 kw, surf. 0.38 kw.

February 11 Applications...

11 Applications for Broadcasting License

License for CP

KCHS, Tulare, Calif.—License to cover CP which authorized change during transmission.

WTOE, Terrington, Conn.—License to cover CP, as mod., which authorized new standard station and change studio location.

WGGG, Gainesville, Fla.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

Radio Athens Inc., Athens, Ga.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

License for CP

WBIV, Pekin Ill.—License to cover CP, as mod., which authorized increase in power, install new trans. and change location.

Modification of CP

WBIC, Indianapolis, Ind.—Mod. CP, as mod., which authorized increase in power, install new trans., make changes in DA and location, for extension of completion date.

License for CP

KWDM, Des Moines, Iowa—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

License for CP

WTPS, New Orleans, La.—License to cover CP, as mod., which authorized new standard station.

AM—1450 kc

WJBM, Jackson, Mich.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KWOS, Jefferson City, Mo.—License to cover CP which authorized changes in vertical and ant. and trans. on top of AM tower.

Modification of CP

KRTN, Raton, N. Mex.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

License for CP

WPAQ, Mount Airy, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of power.

WCOL, Columbus, Ohio—License to cover CP, as mod., which authorized install FM ant. on AM tower.

Modification of CP

WVAM, Altoona, Pa.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1280 kc

Hanover, Pa.—CP new standard station 1280 kc 250 w unil. AMENDED to change frequency from 1450 to 1280 kc.

License for CP

WEWB, San Juan, P. R.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

KELO, Sioux Falls, S. D.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-N and change trans. and studio locations, for extension of completion date.

License for CP

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

KUOA, FSM, Springs, Ark.—License to cover CP, as mod., which authorized new FM station.

FM—Unassigned

School of Radio Arts, Beverly Hills, Calif.—CP new FM station (Class A) frequency to be assigned. AMENDED to change type trans., change trans. site, ERP from 200.4 w to 1000 w, and make changes in ant. system.

Modification of CP

KOMB, Los Angeles—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVOS, Santa Ana, Calif.—Same.

WBBM, Chicago, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WMEF, Atlanta, Ga.—Same.

WQAA, Cedar town, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WBHF, Rock Island, III.—Same.

WCNV, Conninville, Ind.—Same.

WTRC, Easton, Md.—Same.

KBSF, Kansas City, Kan.—Mod. CP which authorized new FM station, for extension of completion date.

WBCN, Cambridge, Mass.—Same.

KKMV, Kansas City, N. J.—Same.

WXY-FM, Oklahoma City, Okla.—Mod. CP which authorized new FM station, for extension of completion date.

KLUP-FM, Galveston, Tex.—Mod. CP which authorized new FM station, for extension of completion date.

FM—197.3 mc

Wayland Baptist College, Plainview, Tex.—CP new FM station (Class B) on 197.3 mc, ERP 280 w, which authorized change to frequency on Channel 297, 273 mc.

Transfer of Control


License for CP

General Electric Co., Syracuse, N. Y.—License to cover CP which authorized new developmental station WIXXO.

(Continued on page 78)
The Texas Rangers transcriptions of western songs have what it takes! They build audiences...They build sales...
The price is right — scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

WIRE OR WRITE FOR COMPLETE DETAILS.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL KANSAS CITY 6, MO.

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in "THE ATLANTA CONSTITUTION STATION WCON.

Fun AT L. A.

Committee Planning Convention Events arranged by Harry Mainish, KFBE Hollywood, chairman of the Entertainment Committee. In addition special entertainment will be provided for women under direction of Ethel Bell Mack, SCBA executive secretary and head of women's activities for the convention.

SCBA committee chairmen will meet Feb. 16 to develop the entertainment program. Scheduled to take part are Mr. Mainish, entertainment; Lawrence W. McDowell, KFOX Long Beach, transportation; Robert O. Reynolds, KMPC Hollywood, accommodations; Thelma Kirchner, KGFI Hollywood, finance; Pat Campbell, Don Lee, complaints; Jennings Pierce, NBC, publicity; Miss Mack.

IT'S NO SECRET... Time Buyers with vision have discovered that delivers more listeners per dollar in the third largest city in New England.

WORCESTER
MASSACHUSETTS

Represented By:
Adam J. Young Jr., Inc. and Kettell-Carter
EXECUTIVES of KNEW Spokane, Wash., and KVNI Coeur d'Alene, Idaho, Mutual-Don Lee affiliates, and a representative of the George P. Hollinger Co., Chicago, examine a contract under which the Hollinger Co. firm became national sales representative for the stations, effective Feb. 1. Seated, l to r: Knox La Reau, from the Hollinger Co. office in San Francisco; Harry Lantry, KNEW general manager; Burf C. Hagadone, president of KNEW and KVNI. Standing: Paul Crain (l) and William Rhodes, program director and sales manager, respectively, for KNEW.

FCC Reiterates Its Stand On Engineering Evidence

FCC reiterated last week that engineering evidence in broadcast hearings must be presented in Washington even though non-technical testimony is taken in the field, but provided that in certain circumstances no strictly engineering session may be necessary in simpler cases.

Reserving the right to request additional technical data and testimony if that appears necessary, the Commission said in a public notice Thursday:

"In those proceedings held both in Washington and in the field involving less complex engineering problems, such as competitive problems in the same community for Class 4 operations which appear to involve no engineering conflicts except with each other, the engineering data contained in the applications may be incorpored into the record upon stipulation of counsel for the applicants and the acquiescence of counsel for the Commission and the hearing officer. Accordingly, where it appears that a record in such a case is complete, the hearing officer may at his discretion close the record in order to avoid the need for reconvening the parties. . . ."

WIRE AND TAPE DEVICES TO BE STANDARDIZED

STEPS to bring about interchangeability of equipment used in wire and tape recording were taken Wednesday at a meeting of a sub-committee of the American Standards Assn., held at the Hotel Cleveland, Cleveland.

K. Neal McNaughten, NAB assistant director, Engineering Dept., represented the broadcast association. Among those represented in the standarization project are Society of Motion Picture Engineers, Radio Manufacturers Assn. and the Navy. The subcommittee is attempting to bring about uniformity in parts used in wire and tape devices. If standardization is not attained as a result of the Wednesday session the subcommittee expects to hold further meetings.

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STEPS to bring about interchangeability of equipment used in wire and tape recording were taken Wednesday at a meeting of a sub-committee of the American Standards Assn., held at the Hotel Cleveland, Cleveland.

K. Neal McNaughten, NAB assistant director, Engineering Dept., represented the broadcast association. Among those represented in the standarization project are Society of Motion Picture Engineers, Radio Manufacturers Assn. and the Navy. The subcommittee is attempting to bring about uniformity in parts used in wire and tape devices. If standardization is not attained as a result of the Wednesday session the subcommittee expects to hold further meetings.

EIGHTEEN WEEK course in television, "Fundamentals in Television," will be offered by Extension Division of University of California, Los Angeles, starting Feb. 19.
HALF-MILLION dollars' worth of television equipment will be supplied by RCA to the Crosley Broadcasting Corp. for video installations in Columbus and Dayton, Ohio, under terms of contracts negotiated in Cincinnati this month by (1 to r) James H. Keachie, manager, Engineers Product Sales, RCA, and James D. Shouse, president, R. J. Rockwell, vice president in charge of engineering, and Elmer J. Boos, vice president and treasurer, respectively, of Crosley. WLWT, Crosley's Cincinnati video station, and the proposed installations in Columbus and Dayton represent an investment of approximately $1,000,000 [BROADCASTING, Feb. 9]. Crosley also has a television application pending for Indianapolis.

CHICAGO TRIB HITS RADIO
Newspaper With Heavy Radio Interests Calls
Network and Stations 'Tools' [BROADCASTING]

CHICAGO Daily Tribune, which owns WGN Chicago, a 50-kw clear channel MBS outlet, plus about 10% of the stock in the Mutual Broadcasting System, lashed out last Monday at radio in general and the networks in particular, as "tools of propaganda."

The basis for this particular whipping was an experience of Rep. Max Schwabe (R-Mo.) which the editorial describes. Mr. Schwabe, according to the Tribune, set out recently to find out why the great majority of radio speakers supported the Marshall Plan when the majority of listeners with whom the congressman was acquainted were against it.

His inquiry was started, the paper said, after a purported poll of Mr. Schwabe's district found the voters three to one against it, and six to one against it if it meant rationing and price controls. On checking the networks, the Missouri Republican reportedly was advised that they (the networks) presented both sides of any controversial matter which they carried. But by making his own check, Mr. Schwabe reportedly found that debate "was loaded six to one in favor of the Marshall Plan."

"This is nothing new," asserted the Tribune, "it has been going on since the inception of the New Deal." The editorial then went on to explain that "every radio station, because of the arbitrary power of the FCC to put it out of business, is subject to political pressure." "The networks," it added, "are most vulnerable to bureaucratic blackmail."

The Tribune's recommendation is to grant permanent titles to individual stations, revocable only upon proof of abuse. "This," according to the paper, "would free the stations from intimidation designed to make them follow the line of the party in power." This would help correct such "abuses" as Mr. Schwabe uncovered, said the editorial, but it would not wholly solve the problem.

The further suggestion is then made that after freeing the stations from FCC blackmail, they should be encouraged to originate a large share of their programs and "thus reduce the networks to their proper status of service agencies for stations, instead of being dictators of the industry." Thus, said the paper, "maintained, the radio and the public would benefit."

Winding up on a final note of warning, the Tribune declared, "To allow four networks, all with headquarters in New York, to originate and dominate about 90% of all the radio discussion of political policy is a dangerous thing for the nation."
### Nielsen Radio Index Top Programs

**FOR THE WEEK OF JAN. 4-10, 1948**

**RANK OF TOP PROGRAMS**

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Station</th>
<th>Type</th>
<th>Network</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Type E-1</td>
<td>Evening</td>
<td>Once-A-Wk., 15-60 Min.</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>Lux Theatr</td>
<td>87.7</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Lux Theatr</td>
<td>87.7</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>Type E-2</td>
<td>Evening</td>
<td>5:30-6:00</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>Type D-1</td>
<td>Day</td>
<td>Sat. or Sun. 5-60 Min.</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>The Raytheon, Dallas</td>
<td>85.4</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>The Raytheon, Dallas</td>
<td>85.4</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>Type D-2</td>
<td>Day</td>
<td>2 to 5-A.Wk., 15-60 Min.</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>Type D-3</td>
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<td>2 to 5-A.Wk., 15-60 Min.</td>
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<td></td>
<td>1</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
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</table>

**TOTAL AUDIENCE**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
<th>Rank</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Theatre</td>
<td>9</td>
<td>The Raytheon, Dallas</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Lux Theatre</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>2</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
</tr>
<tr>
<td>3</td>
<td>The Raytheon, Dallas</td>
<td>85.4</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>The Raytheon, Dallas</td>
<td>85.4</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>The Raytheon, Dallas</td>
</tr>
<tr>
<td>4</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Raytheon</td>
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**AVERAGE AUDIENCE**

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<tr>
<th>Rank</th>
<th>Station</th>
<th>Rank</th>
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<th>Program</th>
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<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Theatre</td>
<td>9</td>
<td>The Raytheon, Dallas</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Lux Theatre</td>
</tr>
<tr>
<td>2</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Telefilms Inc., Hollywood; Brown,vision</td>
<td>86.6</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>3</td>
<td>The Raytheon, Dallas</td>
<td>85.4</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
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<td>85.4</td>
<td>Daily, 10:00-10:30</td>
</tr>
<tr>
<td>4</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
<td>1</td>
<td>Raytheon</td>
<td>84.1</td>
<td>Daily, 10:00-10:30</td>
</tr>
</tbody>
</table>

**KEY TO SYMBOLS**

- (NR) Not ranked in "Top Programs" in preceding report.

### Listeners Get Choice

**MIDWEST RADIO audiences had choice of AM, FM, and TV on same program Tuesday night when WGN Chicago, WEAW Evanston (III), and WBBK Chicago used simultaneously the Illinois Republican Day Dinner from the Stevens Hotel. Senator Edward Martin (R-Ill.) was the principal speaker. Twelve downstate Illinois stations rebroadcast WGN's program.**

### Fire-Gutted WANN Gets Re-Equipped in 10 Days

**EFFORTS of the U. S. Navy and the Raytheon Manufacturing Co. put WANN Annapolis, Md., back in operation within 51 hours after it had been completely demolished by fire—believed to be one of the shortest re-equipping jobs on record.**

Sunday morning, Feb. 1, the transmitter building of WANN burned to the ground as a result of a fire caused by a defective electric heater. Station Manager Morris Blum telephoned news of the disaster to Henry Geist, Raytheon regional sales engineer. The Raytheon plant at Waltham, Mass., was opened by 9 that morning to assemble equipment, and by afternoon a 1-kw station, inclusive of all components, was in operation. True to tradition, the U. S. Navy answered a call to duty, and the Naval Academy at Annapolis lent mobile unit to transport the equipment.

From the time of the unit's arrival until Tuesday morning telephone company crews and electricians installed the new equipment, and at 9:30 a.m. WANN resumed normal operations.

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**in Atlanta**

**WBCE BGE FM**

**ATLANTA'S LEADING INDEPENDENT**

<table>
<thead>
<tr>
<th>FIRST</th>
<th>ONLY</th>
<th>Locally owned station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Locally operated station</td>
</tr>
<tr>
<td>24 hour station</td>
<td></td>
<td>Full Time FM Station</td>
</tr>
</tbody>
</table>

**MGBC TO TELECAST**

| GEORGIAN TERRACE HOTEL • ATLANTA, GEORGIA **GENERAL BROADCASTING COMPANY** | **BROADCASTING • Telecasting** |

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or even triple the number provided in the major-market allocation plan—though in actual operation it's not expected that there will be any demand for facilities in many of the smaller cities because of video's high cost.

This smaller-city allocation plan was drawn up primarily to assist FCC's engineering staff in meeting inquiries about availabilities in communities not covered in the major-market plan. It has not been released and probably won't be until the Commission has decided the Channel 1 question.

If Channel 1 is deleted from television, there must be some revisions in both the original and the secondary allocations plans to make up for the loss. Though FCC officials say that few cities will lose availability even if Channel 1 is taken away, admittedly many stations would be faced with greater coverage limitations.

Many industry leaders regard the pending Toledo situation as a test case on the possibility of "squeezing" additional channels into areas where the master plan makes inadequate provision. In Toledo, where the only allocated channel has already been assigned, four applications are pending along with a plan for moving one channel from Flint to Toledo and substituting another channel at Flint.

Its advocates say this proposal would work without creating objectionable interference and suggest that the same sort of juggling could make additional channels available in other areas. Similar shifts have been made occasionally in FM.

Other potential solutions—or partial solutions—have been advanced. One would involve the use of directional antennas. But it was pointed out that this is largely an unknown quantity in television, and that FCC authorities have insisted that they do not undertake extensive use of directionals in either television or FM.

Time-Sharing Plan

Another plan is time-sharing, which might help satisfy the demand for channels and at the same time soften the financial blow that would come from a reduction in allocation. FCC's rules permit sharing, but thus far there has been no indication that any applicant wants to take advantage of it. The closest approach was in Philadelphia, where WIBG and the Philadelphia Daily News, both desirous of getting into the field, joined forces and applied as a single entity.

Television Broadcasters Assn. and independent video interests have emphasized to FCC that television needs at least three more channels immediately. Authorities, however, feel that there is little chance of getting more space below 400 mc.

The 4-me band starting at 216 mc, where the television allocation ends, is assigned to government services, 220-225 mc is an amateur band, and the rest up to 400 mc is assigned almost solidly to government. Though industry spokesmen have insisted repeatedly that efforts should be made to pry away some of government's space, there have been no indications that this would be accomplished.

Meanwhile, more and more applicants—particularly in cities where there aren't enough channels to go around—are beginning to eye the 480-890 mc area with greater seriousness, taking the position that television will be vital to their future success but realizing that their chances are severely handicapped by existing allocations.

They point out that the upper band would accommodate 68 channels of the present 6-me width—five times the existing 13, which may soon be reduced to 12.

Commission 'Concerned' The Commission itself is described as "concerned" over the inequity of supply and demand, but is not expected of its own accord to originate any proposal so drastic a nature. As the opening of the upper band. That, FCC authorities feel, is a movement which would have to start with the industry. Since CBS's ill-fated petition for commercial color a year ago, no one has indicated any actual plan to raise the question of the upper band again at any early date.

A petition for commercial monochrome operation in the 480-890 mc area would confront the Commission with one of its toughest allocations questions. A foremost consideration probably would be the color video itself—would the advent of color be precluded or im-peded by use of the band for black-and-white, or could a plan be devised to accommodate monochrome and yet leave the way clear for eventual transition to color when it comes?

It has been suggested that the 480-890 mc region might be divided into channels of a width arbitrarily chosen as the maximum which color television will require—say 16 mc, the width anticipated by CBS. Under this suggestion, monochrome assignments—which take four mc bands—might be put in the middle of the 16-me channels, thus allowing for conversion to color in the future.

Authorities pointed out that such a plan involves a number of assumptions which, unless they prove to be correct, would jeopardize orderly transition to color. For instance, the scheme could be thrown out of kilter unless color's ultimate band width was correctly anticipated. A waste of frequencies could result, unless a complete reshuffling were made.

Basic Problems Aside from any specific plan, use of the 480-890 mc band presents basic problems with respect to both transmitters and receivers. High-power transmitters are not available for that area; as late as a year ago no large transmitter had been built that would operate in the upper part of the band. And the cost of receivers might easily be prohibitive in the early stages.

It was problems of this type that FCC referred when it urged, both in its 1946 allocations report and in its color-television decision last year, that there be continuous experimentation with television in the higher band. In the allocations report it said:

The importance of an adequate program of experimentation in this portion of the spectrum cannot be overemphasized, for it is parasitic from the allocations which the Commission is making for television below 300 mc. That, in the present state of the art there is a reasonable portion of the spectrum is necessary for the experimental nationwide and competitive television system.

NBC "Truth or Consequences" show will originate from New York Feb. 21, following Feb. 14 broadcast from Daven-port, Iowa.
New Code
(Continued from page 15)
Public Relations Executive Committee as well as the Program Executive Committee which originally undertook the code project.
NAB President Justin Miller and others active in the standards have consistently maintained that the undertaking is a long-range, legislative project. Even when it goes into operation, frequent revising and interpreting are anticipated in line with industry and national developments.
When the board meets at Hot Springs Tuesday of next week each member will have a copy of the new and old standards, with parallel provisions on facing pages for easy comparison. The new paragraphs were worked out by the board's special code committee in cooperation with Harold Fair and Ben Miller, director and assistant director, respectively, of the Program Dept.
Final decision on the code is up to the board members and is a part of By-Laws. The board, however, has been tapping industry sentiment to keep abreast of station thought, apparently in the belief that an unpopular code, followed by most of the industry, would be worse than no code at all. That explains the plan to give the membership another chance to discuss its provisions at open convention sessions.
International broadcast problems will occupy much of the board's time at its Hot Springs meeting. These issues have become so important that the board's special International Advisory Committee devoted three days to them at a meeting held early last week in Washington. Creation of a new International Dept. within NAB has been proposed.
Attempts by Mexico and Cuba to acquire additional facilities in the broadcast bands are causing growing concern. At the NARBA engineering meeting held last November in Havana the two countries submitted demands for more clear channels. Decision is up to the third NARBA meeting to be held next August in Canada. The NAB board likely will decide if the association is to be represented at the High-Frequency Broadcast Planning Group in Geneva, March 22-May 22. The Provisional Frequency Board is now functioning at Geneva. President Miller was host Tuesday at a dinner for the U. S. delegation to Geneva.
Copyright problems have assumed greater importance from the international angle, with widespread pressure for automatic copyrights on the part of many nations. Copyright also is important from the domestic angle as time approaches for renewal of ASCAP contracts, expiring next year, with Rep. Kearns (R-Pa), planning to introduce in a few days a bill amending the 1969 copyright law to permit assessment of fees against broadcast stations for the performance of phonograph records.
The music situation is quiet during the early part of the 60-day AFM truce, but will become acute when network-AFM negotiations are resumed March 1. The NAB board will be given a review of music developments along with a report on the cooperative industry Music Committee project.

Problems on Agenda
Legislative and regulatory problems will be studied by the board. Main legislative interest centers around the Kearsney plan, the pending White Bill (S-1335) to amend the Communications Act and the Communists Bill (HR 127) which would give FM part of the 50 mc band.
Effect of the recent WHLS Port Huron, Mich. decision of the FCC against broadcast station for political broadcasts, will be discussed. Also on the agenda is the pending March 1 hearing by the FCC on the 1941 Mayflower decision. NAB last week asked postponement of the hearing (see story page 89).
Association budget problems will get their usual attention. The Finance Committee is to meet a day ahead of the board. An annual budget of $735,000 was adopted for the year at the November board meeting, compared to about $700,000 in 1947. Current running expenses are understood to be close to budget limitations.

The board will have a chance to study effect of the increased dues schedule adopted in November. About a dozen stations are said to have resigned with adoption of the new rates, but some of these were caused by a new rule preventing owners of more than one station from enjoying the rate applying to the smallest unit in the group.
Reports will be received by the board from standing committees, most of which have held meetings since the first of the year. Among projects to be considered is the proposed industry promotion campaign to be built around a motion picture. Three of the four major networks already are proceeding with production of such a film, but should the board lend its support the project will be enlarged [BROADCASTING, Feb. 9]. The Sales Managers Executive Committee has approved the idea [BROADCASTING, Jan. 12].

Orchids for Sowell
LATEST reaction to What's Happening, weekly hometown news program presented by WLAC Nashville's Manager F. C. Sowell [BROADCASTING, Feb. 9], is a highly complimentary editorial in the Lawrenceburg (Tenn.) Democrat - Union which lauds Mr. Sowell for his cooperation, rather than competition, with the newspapers of Tennessee. The paper then advises those readers who have not heard the program to "tune in on WLAC each Sunday morning at 9 a.m. just as you are finishing dressing for Sunday School, and you will find a bit of wit, wisdom and information that will give you a real boost."

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Among purely organizational matters is the plan for election of new directors by mail ballot, as provided in the new By-Laws adopted last year [BROADCASTING, Feb. 9]. Nominating ballots are to be mailed early this week by Ernst & Ernst, accountants.

Directors will be nominated by even-numbered districts, with 109 member representatives certified in District 2, 237 in District 4, 139 in District 6, 83 in District 8, 103 in District 10, 88 in District 12, 72 in District 14 and 85 in District 16.

Directors-at-large will be nominated as follows: 72 member representatives certified for large stations; 563 for medium; 625 for small; 57 for Class A FM; 580 for Class B FM.

Membership is at an alltime rec-
RADIO COMES TO OAK RIDGE

OAK RIDGE, Tenn., fabulous home of atom bomb ingredients, has had no unemployed, and no radio station up until now.

The lack of unemployment will continue; when an Oak Ridge resident quits work, he is removed from the reservation.

But the lack of a radio station was remedied Feb. 1 when a new station—WATO—took the air in the nation's newest city. Even so, this home of 36,000 (of whom 21,000 are gainfully employed) still has no daily newspaper.

Call letters WATO for the new 250-w fulltime outlet on 1490 kc were adopted a few weeks ago after the Atomic Energy Commission objected to the original WBOM. The Commission objects to any sort of explosive reference to a vast project that is expected to provide the developmental facilities and basic materials for an entirely new source of peace time energy.

The germ of an Oak Ridge radio enterprise developed in the active mind of Frank E. Pellegrin, shortly after he returned to his prewar post at the NAB as director of Broadcast Advertising in September 1945, and shortly after two atom bombs were detonated over Japanese cities. (Mr. Pellegrin leaves NAB March 1 to head a new daytimer in St. Louis.)

Receives Grant

With Homer Gruenter, Washington businessman and friend, he applied to the FCC Jan. 23, 1946 for an Oak Ridge grant. He got it without hearing with the prewar, approved on April 3, with Mr. Gruenter turning over his interest to Carlin French, former owner of WTMV E. St. Louis and now radio director of Lorenz & Thompson, station representative.

There was nothing to do but get the equipment, set it up, arrange studio facilities and book big shots for the debut.

Marshall H. Pengra, general manager of KRNR Roseburg, Ore., was induced to leave his 12-year post to manage the Oak Ridge enterprise.

One sultry day early last September Mr. Pengra arrived at the closely-guarded Oak Ridge gate, armed with his CP, and after cursory routines simplified by advance preparation was escorted to a prepared room in the Guest House. Before he could open his suitcase, the phone rang and he was invited to a conference with officials of Roane-Anderson Co. (subsidiary of Turner Construction Co., New York), the project concessionaires.

“We didn’t invite you,” he was courteously informed by officials, who didn’t seem too much impressed but were willing to go along with the project for a while.

Then he encountered the first of a series of details that no person unfamiliar with the requirements of an atom factory could conceive. The Instruments Branch, of course, would have to be cleared. That took 30 days, giving Mr. Pengra a chance to go back to Roseburg for his family.

Suppose the Branch would decide it didn’t like 1490-ke radia-

tions! After all it wouldn’t allow an electric light or water meter on the reservation.

Finally the critical report:

“Therefore, considerations as to possible high fields set up around resonators as well as standard expected fields and the importance considered and tests indicated that no radiation detection instruments, using the present methods shielding and grounding techniques, would give erroneous results at distances greater than one mile from medium powered standard broadcast transmitter.”

That paragraph from the Instruments Branch report meant that the first barrier had been passed, and that negotiations could proceed. They did—slowly, carefully and formally. Dozens of studio sites were proposed, but were unsuited to station requirements or in conflict with the long-range plan for expansion of Oak Ridge.

After many weeks, while Mr. Pengra successfully warded off a dozen onslaughters by an army of ulcers, a studio site was found in the Municipal Market building. However, the transmitter MUST be located in the studio and the only acceptable site for the tower was 1,100 feet away.

That problem turned out to be a pushover. Lynne C. Smey, engineering consultant, harking back to early radio days, proposed a bare copper wire lead from a studio to a 150-foot tower. When Oak Ridge moves, it moves swiftly and mightily. Within hours a crew was cutting a wide swath right through the heart of the city, nipping off huge trees at the roots and tossing them aside.

Station Underway

Official routine, whose complexities Oak Ridge officials can easily justify, reared its head many times every day, but WATO was set up at last. A Raytheon transmitter was installed with Wincharger tower. The staff was “hired,” United Press and Standard transcription contracts were signed, with Lorenz & Thompson as representative.

Staff members include: Arthur Metzler, formerly of WOR New York and WROL Knoxville, program director; Harry Weaver, formerly WMRS, sale manager; John Fleet, formerly WXGI Richmond, chief engineer; announcers Ted Lehman, David Jacobs, Ther- on Atkins, all of Oak Ridge; Tho- ona McCartney, traffic manager.

Oak Ridge is a young community—only about four years old—but it has settled down to somewhat normal civic life, though folks still don’t go around talking about the latest styles in atoms. It is alive with scientific and technical residents—25 of them have first class operator’s tickets, and there are a lot of hams. Curiously, there have never been any restrictions on hams.

Town Statistics

The area consists of 69,000 acres overall, and is fenced in; all residents live within four miles of the WATO antenna; practically everybody works and the average income is about $3,600; conductivity is poor so outside radio reception is described by Mr. Pengra as inconsistent; every house has every modern improvement.

The 160 retail establishments did a 1945 business of around $20,000,000, which doesn’t include government—performed services such as delivery of fuel, servicing of utilities and refuse collection. A period of permanent expansion is underway, according to the Atomic Energy Commission, with a new 500-family apartment in construction and 400 permanent brick houses. How far that expansion will go cannot be predicted, but officials hint that atomic energy may be used for everything from treatment of human ailments to powering of battleships.

The project is operating 24 hours a day, seven days a week, processing 1-2-35 for atomic energy. The details are a bit hazy—in fact, they aren’t even nebulous to those who fill important roles in the process. But they’re important, and the community is growing. The Atomic Energy Commission is considering long-term concession agreements for business enterprises. WATO, like everything else, is a concession. Living behind gates and lacking a daily paper, the people have been looking forward to their own radio station.

In a transcribed address at the

WISCONSIN's newest and MOST POWERFUL RADIO STATION

WKOWS

AFILIATED M. B. S.

Represented by HEADLEY-REED COMPANY

BROADCASTING • Telecasting

Page 82 • February 16, 1948
CONFERENCEs by the dozen with Oak Ridge officials were necessary to get the first radio station under way in the atomic energy center. Front row (1 to r): WATO Manager Pengra and J. C. Franklin, manager, office of Oak Ridge operations. Standing, R. W. Cook, deputy manager of office; C. O. Robinson, chief, public information office; L. R. Maeneal, project manager, Roane-Anderson Co.; L. Z. Dolan, Oak Ridge city manager. (See story page 82.)

RESUMPTION OF LEMKE BILL HEARING DELAYED FCC's "congressional situation" remained static last week as the House Interstate & Foreign Commerce Committee, which had heard from Lemke Bill proponents Feb. 3-4 (BROADCASTING, Feb. 9), continued to spend full time on oil and gas shortage problems.

When the hearings are resumed FCC will lead the opposition to the bill, which calls for a return to FM of the 44-50 mc band. Conr. George Sterling, who sat as an observer throughout the proponents' testimony, will probably lead the presentation of the FCC case. Meanwhile, Rep. Richard B. Wigglesworth (R-Mass.), chairman of the appropriations subcommittee which handled FCC's budget, indicated that he would not press his request for an investigation of FCC until the House Commerce Committee had opportunity to act.

BILL GOODWIN, comedian, has been set to feature in new CBS-built program based upon the "Alexander Botta" series.

WATSON New 5,000 watt transmitter is now in operation. Complete coverage in Northwest Florida. ONLY NBC station in Northwest Florida! Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

WOW Will Teach Ad Personnel TV
Agency and Store Advertising Staffs Invited to School

DETERMINED to reap the fullest possible harvest from advertising budgets, WOW Omaha is cultivating video fields even before its TV affiliate commences operation by acquainting advertising personnel in the area with television through a special training school. John J. Gillin Jr., president and general manager of WOW-TV, in letters to local advertising agency executives and top advertising personnel in the Omaha area, offered to "share our television knowledge" through an intensive training school for professional men and women.

WOW Inc., was recently granted a CP on Channel 6 and plans to be transmitting by the end of the year. The station staff has been studying television since the close of the war.

Sessions will be held for the staffs of local agencies and members of special retail store "television committees" on March 12, 19 and 26. At Creighton University auditorium. The first session is designed to bring those attending up to date on television activities and future plans of WOW-TV. Charts, movies and mimeographed study sheets will be provided by the station. The training school during the second and third session will deal with equipment, its uses and limitations and terminology. Projected plans call for individual instruction for representatives of leading retail outlets and agencies and development of a series of actual programs for clients on an experimental basis.

PUBLIC SERVICE Award has been presented to EMOX St. Louis by Greater St. Louis Salvation Army in recognition of station's stimulation and sponsorship of "Tree of Lights" project for Salvation Army's Christmas campaign.

CONSTRUCTION of new building for KROD El Paso's new 5,000 w transmitter is underway.

THE TELEVISION RACE IS ON!!!

Television is going places, and Central Schools is going places with it! So, if you are in need of first phone men with advanced training in Television, write, wire, or call Ralph Hinkel, HA5582, Kansas City, Missouri. We should be pleased to send you an illustrated prospectus telling you about the training advantages our men have had.

WOW SALE CONTRACTS SIGNED IN NEW YORK

Sale of WOW New York to Herman Bess, Richard E. O’Dea, and Harry E. Reichenbach (BROADCASTING, Feb. 9) was consummated last week, subject to FCC approval. Contracts were signed in the offices of Harold S. LaPoint, in charge of Bulova radio interests.

The new transaction is understood to entail a cash consideration of $300,000 plus 10% interest of Mr. O’Dea in WNEW New York. Mr. O’Dea is believed to have relinquished his ownership of 20% of the Class B stock and 50% of the Class A stock he held in WOW, plus the 10% interest in WNEW for one-third of the common stock and all of the preferred stock in a new corporation controlling WOW to be known as General Broadcasting Co. He also would, under reported terms, be retained in an executive capacity for approximately $15,000 per year.

Mr. Bess, formerly sales director of WMCA New York, severed his connection with that station effective Feb. 15 to become president of WOW. Nathan Straus, WMCA president, said he accepted Mr. Bess' resignation "with real regret." The latter's successor as WMCA sales director has not yet been named.
PROGRESS of radio courses and school broadcasting was discussed Feb. 3-4 at meeting of NAB Educational Standards Committee in Washington. Taking part were (1 to r): Dr. Kenneth Bartlett, U. of Syracuse, Syracuse, N. Y.; E. Russell Porter, U. of Denver, Denver; Dr. Willis Dunbar, WKZO Kalamazoo, Mich.; Hazel Kenyon Markel, WTOP Washington; Ralph W. Hardy, KSL Salt Lake City, chairman; Armand Hunter, WFIL Philadelphia; Judith C. Waller, NBC Chicago; F. C. Sowell, WFLI Nashville; Thomas D. Rishworth, U. of Texas, Austin; C. E. Arney Jr., NAB. Plans for a training project will be submitted to the NAB board, meeting Feb. 24-26.

**WBAL HEARING**

By LARRY CHRISTOPHER

WRITTEN INTERROGATORY deposition of William Randolph Hearst was ordered last Friday by FCC Comr. Rosel H. Hyde after hearing argument by counsel for Hearst's WBAL Baltimore and Drew Pearson and Robert S. Allen's Public Service Radio Corp. The former sought to refile the Commission's hearing of the WBAL license renewal application and its own competitive request and reconvene in California about the first of March to examine Mr. Hearst.

Presiding Comr. Hyde indicated a fortnight ago he would consider either open or interrogatory deposition if Public Service insisted on Mr. Hearst's testimony [BROADCASTING, Feb. 9].

Comr. Hyde also ruled Friday that he would hear further proof by Public Service Radio in behalf of its new financial plan which he had ruled out earlier in the week. The additional evidence would be reviewed by the Commission as it considered the full record, the Commissioner indicated, but he still would not receive the plan except as an offer only.

Sought Reconsideration

The new qualification came as Public Service sought reconsideration of the ruling—which also had denied a surprise motion by WBAL to dismiss the Public Service application because of the new financing—or alternately to strike allegedly similar WBAL evidence. The further proof by Public Service will consist of re-examination of Messrs. Pearson and Allen as to their financial abilities to meet new, additional stock subscriptions. The date has not been set.

Refusal witnesses in behalf of WBAL are to be heard in Baltimore today (Feb. 16). Engineering testimony is to be taken in about a week.

Last week's earlier session, held Tuesday with Mr. Pearson on the witness stand, was highlighted by WBAL's motion to dismiss its competitor's application. WBAL claimed Public Service improperly sought to better its financial position with doubled stock subscriptions and a greater bank loan commitment.

Tuesday's session opened with production by WBAL of the full version of the Hearst organization voting trust agreement for inspection by Pearson-Allen counsel. The order for its production had been issued at the previous session upon insistence of Public Service.

Mr. Pearson, vice president, treasurer and 35 1/2% owner of Public Service Radio, testified that "Radio on the average in the United States has been for profit and for entertainment, to the exclusion or perhaps neglect of education" and "moral uplift." He indicated his proposed station would reverse this situation.

Pearson's Experience

In his testimony concluding the direct presentation by Public Service, Mr. Pearson predicted his interest in the potentials of radio by relating his early experience with the chahtaquis or summer out-of-doors assemblies which had some entertainment but emphasized education and moral leadership.

Mr. Pearson stated he has wanted to get a small town station for years but that it was Col. Allen's desire rather to operate a big-town outlet and "do it in a big way." Mr. Pearson indicated he has thought that in a radio station "there might be a chance or an opportunity to see what you could do to a community, build it up, and help make up for the fact that the churches have slid backward, unfortunately, in recent years."

He continued: "The schools are having a hard time keeping up with the tremendous advance of technical and industrial life, and perhaps we can supply through radio what they have lacked to some extent in those other mediums of influence in American life."

The commentator-columnist testified that Baltimore was "gradually decided" as the place "to do the job." He said Washington was ruled out as not a typical American community whereas the people of Baltimore have roots there. Asked why Public Service had filed for WBAL's facilities, Mr. Pearson replied it had been decided to do the job right or not at all and that power was needed.

In his opinion WBAL was not doing the job, "so we were just audacious enough to think we could do a better job." He said about six to eight months intervened from the time of decision to time of filing for WBAL's assignment.

Mr. Pearson testified that in seeking Baltimoreans who would be willing to go in on the venture he found many who were, "to put it mildly, worried about the fact that they had to live with the News-Post," Hearst's Baltimore daily paper. Not able to enlist any active participants at that time, Mr. Pearson said he and Col. Allen decided to "break the ice" and file alone.

He continued that after filing it wasn't hard to get backers as they knew somebody was going to have the guts to buck WBAL, and we didn't have any trouble after that."

Mr. Pearson's financial statement, introduced as an exhibit, showed that as of Nov. 1, 1947, he claimed a net worth of $214,292.50.

Program Plans

The witness outlined in detail his proposed University of the Air program series, a venture in adult education which would feature lectures by outstanding educators and be heard week nights during a prime period. Part of the period would be lecture with remainder audience participation. Mr. Pearson stated he hoped college or high school credits could be obtained for persons regularly present in the studio audience or listening. Sup-
plemmental textbooks are proposed.

In the participation portion of this program, Mr. Pearson stated, the professor would quiz the class and the program might have prizes. "But this can't cheapen it a little," he added.

The new financial exhibits for Public Service Radio, which brought motion for dismissal of the Pearson-Allen application by William J. Dempsey, WBAI counsel, constituted a pro-forma balance sheet for the firm as of Feb. 2, 1945, and the exchange of letters concerning commitment of a loan by the Maryland Trust Co. of Baltimore. The pro-forma balance showed $49,400 in capital stock issued and subscriptions for an additional $200,600. Two notations at the bottom acknowledged that arrangements for a loan had been made and that additional stock subscriptions of $250,000 existed. The letter exchange showed the Maryland Trust Co. would loan $400,000 instead of the $250,000 originally committed.

Mr. Pearson said that additional subscriptions had been proposed at the stockholders' meeting held last November or December in view of possible price increases.

Financial Issues

WBAI, in moving for dismissal of its competitor's application held that financial qualifications were a hearing issue, that the new exhibits were at variance with the original application and exhibits introduced by Public Service on Jan. 26, that the changes were substantial and had been known for some time and that no attempt had been made to drive the FCC of the change. The Hearst station maintained that the issues may not be modified after a hearing starts and that it was prepared on the basis of present evidence to show that Public Service was not financially qualified to operate the proposed station.

Public Service, by counsel, Marcus Cohn, argued that it was being truthful, that the change was the usual thing to do, that the new subscriptions and loans were a plan.

BOND DRIVE

Radio stations will be asked to participate in a peace-time Treasury Dept. "fight inflation" Security Loan Drive—comparable in scope to the war loan campaigns—it was announced last week by Truman and Secretary of the Treasurer Snyder solicited national support of the April 15 through June 30 effort.

The radio should raise a substantial share of the promotional load is seen in a report given Secretary Snyder on Tuesday that 2,017 stations are now ordering and supposedly using the weekly quarter-hour Treasury disc, "Guest Star Parade," modern version of the original Treasury Star Parade series. A Treasury spokesman indicated this represents 96-97% station saturation, highest attained at any time. The discs are sustaining.

Treasury stated that the drive will emphasize sales of Series B Bonds, "people's bond," which will be termed "Security Bonds" during the drive. No quota has been set to date. Secretary Snyder stated the purpose is to try to urge Americans to build greater security for themselves through greater savings" and to "relieve inflationary pressures.

The President at his Thursday news conference spoke considerably on the subject, holding that despite current commodity market drops the drive is necessary. He urged that the drive would stress and bring about family participation.

Nathan P. Colwell, radio chief of the Treasury's Savings Bond Division, left for Hollywood Thursday to line up top flight radio talent for participation in the campaign. A three-day conference March 18-20 at the Hotel Statler in Washington of radio, press, industry, labor and business representatives is set to decide sales goals and work out other final problems for the campaign. The first day's session, to be held by about 800 invited cross-section representatives, is expected to be addressed by the President and a number of high ranking "news" figures. Radio-press coverage of this event is under consideration.

The other days of the March session would be business meetings of state and regional workers. Four regional meetings of Treasury workers is slated late this month to prepare for the March session.

Jamie Mogelstein, Savings Bond Division president, told broadcasting last week that the Security Loan Drive would be generally approached on the local level through committees at this stratified level that broadcast promotion would center on local station activities. A radio announcement and information kit is in preparation and it is expected that allocations under the Advertising Council will stress the drive. He stated certain networks and stations presently are devoting programs to savings bond promotion.

A kickoff broadcast is planned as in past drives and it is probable that the President will speak and four-network facilities will be requested for the event as in the past.

The Savings Bond Division is directed by Vernon L. Clark, director of press, radio and advertising.

KENYON & ECKHARDT

SPEARheading THE PROGRESS OF FM

KENYON & ECKHARDT

Four Stations Order RCA

Television Transmitters

SALE of 5-kw television transmitters and associated equipment to WMC Memphis, WCON Atlantic, WAVE Louisville and WJAR Providence was announced last week by the RCA Engineering Products Dept.

Besides the video equipment, WAVE ordered a 10-kw FM transmitter while WMC will get a 50-kw FM unit and a triplexer which will permit the station to use its superturnstile antenna to transmit television while at the same time transmitting a separate FM program. WAVE will use a two-section pylon antenna for FM transmission, mounting its superturnstile on top of the pylon for additional height.

SIX TO STAFF

THREE COPYWRITERS, two sales promotion men and an account manager have joined Kenyon & Eckhardt, Inc. Personnel additions are all part of the agency's expansion due to the acquisition of the Lincoln-Mercury account [Broadcasting, Feb. 2].

Fred Schirheimer, former assistant promotion manager of The Indianapolis Star, Allen S. Tolchard, formerly in the BDDB Buffalo and Cleveland offices and T. F. MacManus formerly with Newhouse, John & Adams are the new copywriters. Mr. MacManus will be located in the agency's Detroit office; the others in New York.

Paul Baur, formerly with General Electric and J. Walter Thompson, and Douglas Keys, formerly with Sperry Gyroscope Co., have joined K&E as members of the sales promotion department in New York.

Frederick J. Roth who was account manager with McCann Erickson, New York, joins K&E in a similar capacity.

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TRANSMISSION of network programs on a high-fidelity 15,000-cycle AT&T line will be tested for a 30-day period by Continental Network (FM), according to Everett L. Dillard, president. Tests will mark the first time commercial use of such a leased line, he said.

The service will start Feb. 19 over a high-fidelity line from WASH Washington to W2XMN and W2XEA Alpine, N.J., pioneer FM stations operated by Prof. Edwin H. Armstrong. Twenty of the 27 Continental stations taking the network’s service by pickup of the Alpine broadcasts will carry the high-fidelity signals, according to Mr. Dillard.

Prof. Armstrong is paying for cost of leasing the experimental circuit, which will be operated 16 hours a day during the test period. The line will be checked for stability, noise, distortion, cross-talk and program fidelity.

First program to be networked over the high-fidelity line will be a special concert by the U.S. Air Forces Concert Orchestra. Program will be carried to the WASH studios and then to Chesapeake & Potomac Telephone Co. for transmission over AT&T lines.

Test of the circuit will mark the first time Continental has been able to network its service with more than 8000-cycle fidelity.

Mr. Dillard said that stations along the AT&T Washington-Alpine line would be able to pick up 15,000-cycle service, as well as those taking it direct from the Alpine FM broadcasts. Continental serves 12 Dixie Network stations in the Carolinas in addition to its 27 affiliates. Nearly 200 other FM stations are understood to desire affiliation with Continental.

WLAD and WCFG Join

Two new FM stations joined Continental last week — WLAD Danbury, Conn., and WCFG Beckley, W. Va. Lifting of the AFM ban on FM duplication Feb. 1 removed seven stations from Continental but five new ones have joined. The other three are WMCP Baltimore, WFMF New Bedford, Mass., and WKNB (FM) New Britain, Conn. [broadcasting, Feb. 9].

AT&T some years ago operated experimental 15,000-cycle transmissions between New York and Raleigh, N. C., to observe effects of wind-band telephonic service, according to Mr. Dillard.

MISSIONS between New York and

TELEVISION FILM

TELEVISION Film Coordinating Committee, at its first meeting Feb. 10, discussed proposals for (1) obtaining and coordinating all available information on film rental practices, distribution methods, clearance procedures, technical standards, film needs, etc., and (2) studying ways to keep film production costs in line with television’s present limited budgets.

Chester Kulesza of BBDO was named chairman of the committee at large; Melvin L. Gold, National Screen Service, will head the film companies’ sub-committee; Robert Paskow, WATV Newark, will be chairman of the station group. Subcommittees are to meet by Feb. 24 and to report back to the general committee on March 2. Subcommittee findings will be correlated by Thomas A. Wright, BBDO.

The following topics were referred to the film panel of the Third Television Institute to be held April 19 at the Hotel Commodore, New York.

- To poll the country’s video stations and film companies as to the desirability of a code to govern film rental policies.
- To study ways and means of “unfreezing” millions of out-of-circuit films, now kept off television channels.
- To consider desirability of creating a permanent organization representing the three great tele-cine interests... film companies, television stations and advertising agencies.
- To consider creation of a sub-committee to hear the complaints of TV stations and film companies, with a view to improving relations between them when necessary.
- To consider ways and means of improving video films and to recommend types of films most urgently desired by television stations.

INDUSTRIAL TELEVISION Inc., which has produced mainly large-screen direct-view video sets for barroom use, last week demonstrated a new device, the multivision viewer, a large-screen unit which may be operated in connection with a standard video set. The multivision viewer has the same cabinet and the same 15-inch tube as the ITI Essex receiver, but is priced at $645 as compared with $1,145 for the Essex.

Horace Atwood Jr., ITI president, said that the multivision viewer was created especially for the tavern owner who wanted television, bought a home-type receiver and then found it too small for his needs. By putting this set behind the bar and installing the multivision viewer at another strategic location, he can accommodate all his customers.

As many as three multivision viewers may be attached to the receiving set by the ITI adapter connections, Mr. Atwood said. All tuning and focusing is done at the original receiver, he added, giving the proprietor or employe control of all viewing screens with no worries about customer interference.

ITI also announced that installations of “guest television” sets for use in hotels, hospitals and other institutions would commence shortly in the New York area. In this system, all tuning is done in a central room, the guest getting his program selected by pushing a button which plugs his set into the correct channel.

The company, organized last year, has sold about 500 15-inch and 20-inch direct-view receivers to date, largely in northern New Jersey, according to Edwin Hinck, sales manager. ITI is producing about 150 15-inch sets a month, he said, will add 20-inch units as soon as tubes of that size are again available.

Philly Investment House Sponsoring TV Program

REYNOLDS & CO., Philadelphia investment house, has taken to television and is sponsoring Leaders of Industry on WPTZ Philadelphia Tuesdays, 8-8:15 p.m. Series was placed through Philip Klein, Philadelphia.

Clarence Tolan Jr., president of the Philadelphia Chamber of Commerce, led off last week; Walter D. Fuller, Curtis Publishing Co., president, will appear tomorrow (Feb. 17); John Stevenson, head of Penn Mutual Life Insurance Co., is next week’s interviewee. John A. Murphy, partner in Reynolds & Co., participates in each telecast.

Program is believed to be the only video show currently on the air sponsored by a member of the New York Stock Exchange, although Merrill Lynch, Pierce, Fenner & Beane, New York firm, last year sponsored a ticket-tape news series on WABD New York, as well as a telecast of a film depicting Stock Exchange operations.
FMA REGION 3

Meeting Wednesday in Chicago

By JOHN OSBON

PROGRAMMING: FM stations from a community viewpoint will be discussed Wednesday at the first meeting of Region 3, FM Assn., at the Sheraton Hotel, Chicago.

Since network musical programs became available to FM affiliates Feb. 1, the FM Assn. has received several complaints from members stating that if FM stations are permitted to broadcast programs on a local angle, they will be deprived of the privilege of programming FM stations for a local angle, said Bill Bailey, FMA executive director.

"Whether the FMA will take any steps depends upon the wishes of the membership," said Mr. Bailey. "So far, we have adopted a policy of waiting to see how the duplication of network programs works out."

Mr. Bailey said several FMA members have complained that their respective networks permit the broadcast of network programs on FM stations only if the FM outlet carries the same schedule as the AM affiliate.

Programming Problem

"In several instances FM broadcasters have built local-interest programs and in many cases have sold them," the FMA executive director said. "If they are to carry the full network schedules it would mean throwing out such community-interest programs as high school basketball games, forums and local choirs and glee clubs. On the other hand the FM broadcasters who are attempting to build good local-interest programs say they cannot do it if they are required to take all of the network schedule or nothing."

"One broadcaster told us it is a case of giving his listeners either all network programs or all local programs. He said he felt balanced programming could best be accomplished only if licensees are permitted to balance network programs with local-interest productions."

Several FM broadcasters from Iowa, Illinois, Wisconsin, Michigan, and Northern Indiana, comprising FMA Region 3, plan to air their views on duplication at the meeting Wednesday, Mr. Bailey stated.

"The FM Assn. took an active lead in obtaining network musical programs for FM stations and we are inclined to see how the duplication as offered by the networks develops before we make any comments officially," said Mr. Bailey.

Proposed FM stations will be discussed at a promotion meeting, which was to have been co-sponsored by set manufacturers and the FMA at Medinah Temple, Chicago, Wednesday night, was cancelled, Mr. Bailey said.

With an advance registration of 110—largest advance registration for any FMA regional meeting—Marion Claire, director of WGNB Chicago and temporary chairman of Region 3, predicted an attendance of 300 or more at Wednesday's meeting.

"I believe that 1948 will see radio's greatest expansion in a single year," said Mr. Claire. "I believe it will be due almost entirely to FM. Now that network musical programs may be broadcast by FM stations, interest in FM is increasing. Since we started carrying the Chicago Theatre of the Air and the Chicago Philharmonic orchestra on WGNB, we have received more than 150 additional requests for program schedules."

Permanent officers for Region 3 will be elected at the Wednesday meeting.

Advance registration included:
A to J
Albertson, Roy L., WBNY Buffalo; Arnold, George J., WTVI Quincy, Ill.
Ballou, David S., FM Reps Inc., New York; Barnes, Estelle, WBNY Rockford, Ill.
Braun, Marion, WGNB Chicago; Cahn, Girdwood, WGAZ Charleston, W. Va.; Condon, William B., WAGE Reception Agency, Chicago; Cooke, Forrest, WHBF-FM Rock Island, Ill.; Cooper, Maurice, WHBF-FM Rock Island.

By JOHN OSBON

PACIFIC TELEVISION TV CODE TO BE EVOLVED

LOS ANGELES Area theatre operators are meeting Feb. 17 to evolve a code of practices concerning the filming of video presentations for later presentation at their theatres, according to J. H. Nicholson, television committee chairman of the Southern California Theatre Owners Assn.

At that meeting, it is also planned to set a date for a meeting with station and advertiser-agency representatives. Such a later meeting would be concerned with discussion of a code and a demonstration of the latest results obtained in filming video fare directly from a television tube.

Mr. Nicholson, who has led the experimentation in this direction, advised Broadcasting that the obtainable quality has resulted in formation of a company to be known as Television Relay Co. It will sell the film to Los Angeles theatres, selected, according to Mr. Nicholson, in line with the uniform code to be adopted.

PEEKING!

DULUTH, MINN.—If this man shows up in your office some morning, don't give him the quick brush, take a peek at what he has.

It isn't the design of Otto Mattleck's twin-erol tubulator, it's a picture of the blanket with which KDAL's new 5000 watts, and sweet and low 610 frequency covers the north country market. (Quite a blanket!).

Otto's tubulator is very fragile and he may land in dry dock not your office; so contact Avery-Knodel Inc. and let them give you the facts on KDAL's selling power.
.initial construction and installation costs exceeding $2,900,000 were represented in 13 new television station applications reported by FCC last week.

The total would be pushed past the $3,100,000 mark with FCC approval of the petition filed meanwhile by CBS affiliates for reinstatement of the application it filed in 1944 and subsequently withdrew.

Nine of the 13 new applicants are AM broadcasters and six of the applications, aside from WISH's, are for cities in which there are more applications than available channels (see story page 15).

Boston Competition

Hottest fight is shaping up for Boston, where 20th Century-Fox New England Inc., wholly owned subsidiary of 20th Century-Fox Film Corp., became the 11th applicant for one of the two channels still open there.

The number of Boston applicants will be cut to 10 with approval of a pending petition of Empire Co. for withdrawal of its applications there and in Waterbury, Buffalo, and Pittsburgh. Empire Co.'s withdrawal was motivated by a desire to concentrate on construction of its newly authorized station at Cleveland.

AM stations for which television affiliates were sought in last week's applications were KFSD San Diego, KCNN Kansas City, Kats.: KTLH and KTRH Houston; WAPI Birmingham, WBGE Atlanta, WSOQ Charleston, WMIN St. Paul, and others. Other filings were for 20th Century-Fox, Boston; Television Broadcasting Co., San Diego; Maumee Valley Broadcasting Co., Toledo; and Kool Valley Broadcasting Co., New Orleans.

Installation estimates ranged from $53,308 for Telecasting at San Diego to $429,308 for 20th Century at Boston. AM's application, for which it asked to be reinstated, was for Channel 3 (66-72 mc) and would be the third where two channels are available. Construction costs were expected to approximate $200,000.

Facilities requested, estimated costs and revenues, and channel availabilities are as follows:

Radio Broadcasting Co. of San Diego—Seeking Channel 19 (192-198 mc) with 15.4 kw visual and 11.8 kw audio powers. Estimates: Installation $200,990; estimated costs, first year $60,000. Two channel estimates: two channels available, four applications pending.

Television Broadcasting Co., San Diego—Seeking Channel 19 (192-198 mc) with 15.4 kw visual and 11.8 kw audio powers. Estimates: Installation $200,990; estimated costs, first year $60,000. Two channel estimates: four channels available, four applications pending.

FCC installs

The coming of World Religion

10.

REVEALED RELIGION has pre- ceded, operating costs not included as great social advancement in the history of mankind.

As Religion has come, and what ap- pear to be differences and dis- parities in the Sacred Scriptures which record the successive revelations which men have been inspired.

At one time Religion has been considered as race, at another time as the individual, and in still another age as the collective conceptions of nations.

In the Bahai' teachings these differences are reconciled and completely explained by reference to the basic principle of progressive revelation.

Faith in the past has been a preparation for the new World Era in which Bahai is its Prophet. His message trans- forms religion into the spiritual and social fabric of the united world. There is no other foundation on which to build.

Bahai religions

13 Ask for TV

Total Cost Near 3 Million

KCKN Kansas City, Kats.: KTLH and KTRH Houston; WAPI Birmingham, WBGE Atlanta, WSOQ Charleston, WMIN St. Paul, and others. Other filings were for 20th Century-Fox, Boston; Television Broadcasting Co., San Diego; Maumee Valley Broadcasting Co., Toledo; and Kool Valley Broadcasting Co., New Orleans.

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Bahai religions
NAB to Study How Much Retailers Spend

BUDGET figures which for the first time will tell the story of how much money large retail stores spend on radio and newspaper advertising is going to be compiled by the NAB Dept. of Broadcast Advertising, working in cooperation with National Retail Dry Goods Assn.

Present "national average" figuring is based on estimated percentages for radio because they are computed from data covering both radio and non-radio advertising, according to NAB.

In collecting figures, NAB and NRDSA will send questionnaires to more than a hundred stores entered in the 1947 NRDSA Radio Program Contest for retailers.

Case histories telling how retail stores budget their advertising dollars also are being assembled by NAB. These case histories will show information on type of store; approximate breakdown of budget by medium; approximate percentage of newspaper-radio budget being spent in radio; and name and title of store person supplying budget information.

Encourage Planning

When the survey is complete NAB expects to have data which will encourage more retailers to plan their radio advertising on the basis of a job to be done for a given store. Supporting this technique is Walt Denver, radio and television director, Allied Stores Corp. Mr. Denver contends that planning is based on a determination of what radio can do for a particular store, and then to lay out a definite plan.

Lee Hart, NAB retail coordinator, will give a series of talks on radio advertising in English and Spanish speaking cities. Miss Hart will address the Advertising Club of Worcester, Mass., Feb. 18. The next day she will speak at a retail luncheon in Keene, N. H., hosted by WKNK, that city. In addition she has scheduled a Feb. 17 talk to advertising students at Babson Park. Participating in the Keene and Babson Park sessions will be Harold E. Fellows, WEET Boston, NAB District 1 director. They will conduct informal discussions on radio advertising.

In discussing Allied Stores' radio budget policies, Mr. Dennis said: "There are two concepts of budgeting to do a job. One is to plan the job to be done in the best possible manner and then appropriate what it takes to do it.

"The other concept is to plan the job and then to apply what money we have available to do the whole job. That's fine, but if not, then we must do as much of the job as we can.

Determine Effectiveness

"In applying radio advertising planning to Allied Stores, our thinking has been to determine what radio can do most effectively and to lay out a plan.

"It has been a general rule that all factors fall pretty well into line and we have been able to obtain the appropriations necessary to cover the various radio plans in the several stores for.

"And it is plain, of course, that we draw our radio plans fairly close to what we know we can ear and cannot afford. Sometimes a plan has been established which cannot be covered by the money then available, we achieve the most important segments of that plan first. As the building is proved, we take more of it."

"We have paid no attention whatsoever to so-called 'national averages' of expense of radio to newspapers or to overall, etc. In some stores our radio budget is nearly half the entire direct advertising budget. In other stores we use radio and non-radio. In one store the balance is 65 per cent radio, 35 per cent non-radio. In another store, the balance is 45 per cent radio, 55 per cent non-radio. As the building is proved, we take more of it."

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FCC ASKED TO PUT OFF MAYFLOWER HEARINGS

POSTPONEMENT of FCC hearing on the Mayflower decision limiting editorializing by stations was asked Thursday in a petition filed by the NAB. April 15 hearing was requested instead of the March 1 date as now scheduled. The FCC has indicated informally it is willing to consider petitions to defer the hearing.

NAB informed the Commission that several key witnesses will be unable to take part in the hearing if it is held starting March 1. Cited by the association are AFM negotiations resuming March 1; ASCAP negotiations, March 1; NAB participation in the Geneva and NARRA international allocations conferences.

The hearing is "of the greatest importance" to the FCC, the public and the broadcasting industry, the NAB petition contended. At the same time, however, NAB personnel will be devoting their time to the other negotiations, which cannot be deferred, and will be unable to attend or to prepare NAB's case. Signing the NAB petition were Justin Miller, president; Donald Petty, general counsel; Bryce Rea Jr. and Ivar Peterson, attorneys.

FCC first scheduled the Mayflower hearing to start Jan. 12. The hearing was deferred at NAB's request. Original call for the Jan. 12 hearing was issued in mid-September.

AudiencE METER

Potter Shows BMB Technicians

POTTER Radio Audience Meter was demonstrated before the BMB technical committee in New York last week by its maker, Jack Potter, head of the Potter Instrument Co., the Technical committee's evaluation of the device will be heard at the next BMB board meeting on Feb. 20, according to a Bureau official. The demonstration was repeated for the press later the same afternoon. Mr. Potter said that while his device produces basically the same information as the Nielsen meter he was not bearing down on the competitive angle. The Potter firm, he continued, is not interested in selling the radio research field but intends merely to produce the meters, or let other manufacturers produce them, since it holds the patents.

Operation of Meter

The Potter meter is housed in a metal box 6" x 12" x 5". It is connected to the home set by connecting a ground wire and sliding a metal plate under the radio. Thirty days of continuous record as to what radio stations are heard, how long, is imprinted electronically on standard 16 millimeter film. The Potter meter can be used with any superheterodyne receiver but is not for FM or television use, according to its maker. It is 99% accurate, Mr. Potter said, and can be adapted readily for multiple set installations in homes having more than one radio. In lots of 500 the meters cost about $80 each to produce, he said.

Mr. Potter has worked in the past on engineering matters with the Hooper and Crossley organizations, he said. C. E. Hooper inspected the Potter meter the week before the BMB demonstration, and was presumably the first radio researcher to see it in action. The latter demonstration was held "as a matter of course," a BMB official said, adding that the bureau is interested in all such devices.

Lighting Hits

LIGHTNING stymied video operations of KTLA Hollywood as well as W6XAO and K6B. E. L. Lightning struck KTLA antenna atop Mt. Wilson 15 times, destroying telephone and power lines. W6XAO suffered no loss although they lost $10,000 power transformers when hit. KTLA and W6XAO both returned to air next day, effecting a minimum of program cancellations.

Radio to Support Red Cross Drive

Truman's Broadcast to Open 1948 30-day Campaign

THE ENTIRE radio industry is gearing its activities to the 1948 Red Cross Fund Campaign, March 1-31. Active and successful nation-wide coverage, Red Cross National Headquarters in Washington announced today.

Practically every known type of aural attraction feature is contained in the campaign designed to carry the Red Cross story to more than 100,000,000 potential listeners. Cooperating with the organization are the Advertising Council, NAB, networks, local stations, AFM, AFRA, Radio Writer's Guild, Hollywood Coordinating Committee, BMI, ASCAP and SESAC.

Hundreds of top ranking radio stars, in cooperation with the Advertising Council, have agreed to do drive time and other Red Cross radio spots. K6XG has produced six 15-minute transcribed versions of outstanding currently popular network programs carrying the label "It's Red Cross Time;" a double-faced platter containing three 4½ minute dramatic skits and a group of 45 second station break announcements, all featuring Hollywood personalities, special announcements for use on domestic foreign language stations; live announcements, dramatic, musical, speech and music making stations, will be provided local stations by Red Cross chapters.

More than 1,000 stations have agreed to carry the quarter-hour discs, according to advance orders received from local chapters. Drama and spot announcements, mailed through the NAB, direct to both member and non-member stations, have been delivered to 1,623 AM stations and 337 FM outlets, making a total of 1,860 stations scheduled to carry the shorter programs and announcements.

The whole-hearted support of the four major networks has been registered and they will launch the March campaign by broadcasting President Truman's address which will herald the official opening of the annual Red Cross appeal at 11:10 a.m. (EST) Sunday, Feb. 29. The Chief Executive will be picked up direct from Key West, Fla., and introduced in Washington by Basil O'Connor, president of the American Red Cross. Again this year, "Red Cross Radio Day," will be observed Monday, March 1.
At Deadline...

NAB PETITION TO POSTPONE MAYFLOWER HEARING DENIED

DENIAL of NAB petition for postponement of FCC's March 1 "Mayflower" hearing on station's call letters (WSYR, Syracuse, N.Y.) was announced by Commission Friday. At same time FCC released list of 60 witnesses showing order in which they're to be heard. Several days, perhaps weeks, expected to be required for complete hearing.

FCC understood to feel it could not postpone start of hearings since participants have been notified of March 1 date, but reportedly is disposed to give NAB leeway in selecting time for its own presentation. Leader in fight for stations' right to editorialize, NAB had asked continuance because other pressing activities would prevent its completing preparation by March 1.

Order of appearances follows (requests for changes in time or order of testimony, and for addition of witnesses, should be directed to General Counsel Benedict P. Cotrone):

ABC: CBS: NBC: Yankee Network; Nathan Straus (WNMC New York); WOC (Des Moines, Iowa); Robert Mason (WMRN Marlon, Ohio); Chicago Tribune; (WRCU Ithaca); United Auto Workers, CIO; Voice of Freedom Committee; Communications Workers of America; Fred Garside; American Civil Liberties Union; Charles A. Slipsman; M. S. Novik; Theodore Fairbanks; American Indians, CIO; Morris L. Ernst; Farmers Union of America; American Federation of Radio Television and Allied Workers; Committee for Educational Radio by Girard Chester; Cooperative League, U.I.A.; American Assn. of Radio News Editors; American Council of Christian Churches; Advertiser's Federation; Council of Broadcasting Network Executives; Committee for Constitutional Government; Progress Committee; Council of State; Non-partisan Radio; Radio Writers Guild; American Federation of Radio Artists; Joint Religious Radio Committee; American Jewish Committee; Radio Directors Guild; National Assn. of Radio News Directors; Radio Television Advertiser's Engineers Union; National Assn. of Broadcast Engineers & Technicians; National Assn. of Educational Broadcasters; Assn. of Broadcasters & Guilds; American Federation of Musicians; American Assn. of Theatrical & Radio Press Agents.

POOL OF 4 TV CAMERAS TO BE USED AT CONVENTIONS

ONLY four cameras to be used in Philadelphia's Convention Hall instead of eight originally planned for video coverage of political conventions, it was decided last week in New York by national committee in charge.

Committee, headed by J. R. Poppele, Bamberger vice president, discussed reports of technical, traffic and finance subcommittees. Members discussed location of pool cameras and individual studios to be built by ABC, CBS and DuMont for exclusive programs when intercity connections are not in use for pooled telecasts, and similar matters.

MEXICAN OUTLETS MAY RETURN

DEATH of Mexican Interior Secretary Hector Perez Martinez early Friday may prompt early return to air by Mexican Government's XEDP and XEXA Mexico City, which have been closed since Feb. 1 pending reported reorganization of Interior Dept., according to Mexico City radio authorities. Delay in reorganization attributed to his illness. XEDP on 1060 kc with 80 kw; XEXA on 6175 kc with 100 w.

THREE A, NINE B PERMITS FOR FM STATIONS GRANTED

THREE Class A, nine Class B FM construction permits authorized by FCC Friday. Five Class A and four Class B CPs issued in lieu previous conditions. Commission also granted requests to delete three Class B authorizations. Has authorized (earlier granted) modified 14 for reinstatement.

Weatherman's forecast for Indianapolis, Ind. called for heavy rain on Sunday, high of 40 degrees, with cloud cover of 100 percent. Wind 15 mph.

NEW 250-W AM STATION ON 1340 KC FOR MURRAY, K Y.

FINAL DECISION issued by FCC Friday granting Murray Broadcasting Co.'s application for new full-time station on 1340 kc at Murray, Ky. FCC in December approved application by Broadcasting Co.'s application for same facilities at nearby Paris, Tenn.

FCC has applied grant applicant's request to reopen record, reformulating earlier ruling that comparison with non-conflicting applications for that area (since granted) would not be justified and that availability would not be damaged if Murray Broadcasting should not be considered. As in decision in March (9: copy sent), FCC felt Murray with no existing station was more completely satisfied, which has two.

Disadvantaged ownership by 11 local business and professional persons headed by George E. Gibbons, 55, will be expected in managing station. Mrs. Clara Griffin (50%) to be program manager. She will also head young girls in programming in their particular fields include William G. Liebig, 28, executive; and William F. Clapico, 15 (both of) and Mr. (WNYC, New York) is expected in management.

COWLES, WHB ASK TV

COWLES BROADCASTING Co. applied Friday at FCC for television Channel 9 (186-192 mc) at Des Moines. WHB Broadcasting Co. applied Channel 5 (76-82 mc) at Kansas City. Cowles newspaper-radio group through Northwest Broadcasting Co. earlier filed for Minneapolis [Broadcasting, Feb. 12]. Cowles asks power of 25.5 kw visual, 12.75 aural at Des Moines. Initial cost estimated at $300,000, with first year expenses $120,000. WHB asks 18 kw visual, 12 kw aural, with cost in 1949, $110,000; monthly operating cost, $10,000; revenue, $3,000.

WJWB PETITION DENIED

DENIAL issued Friday by FCC to petition of Charles C. Carlson, operator WJWB New Orleans, seeking to reopen record to show proposed changes he would make in technical operation of his station if Commission should renew WJWB license.

Closed Circuit

(Continued from page 1)

existing surveys dissecting in detail those who listen, those who don't listen, those who only listen to a portion of transmissions, those who listen for the entertainment value of the broadcast, those who listen for the information value, those who listen for the knowledge desired, however, on those who don't listen, and why. Study needed because total listening hasn't increased as fast as arrival of new stations.

THERE'S SOMETHING stewing in anti-trust circles of Dept. of Justice on diversion to private companies of war-developed radar and other electronic aids to navigation. Several companies may be asked to explain. Proceedings may pop within fortnight.

NAB DOESN'T intend to let FCC's widely opposed interpretations of law on political broadcasts pass unchallenged. Its first problem is how to oppose "dicta" enunciated in decision without jeopardizing or delaying renewal grant to WHLS Port Huron, station whose case FCC used as springboard for its dictatorial dissertation [Broadcasting, Feb. 2]. FCC authorities have hinted they would be receptive to move to get radio's views on record.

FCC besieged with inquiries and complaints from members of Congress since it unloaded WHLS Port Huron decision decreeing that political broadcasts may not be censored. Refusal of stations to sell or allocate time for campaigning may still stir reconsideration.

CBS RADIO SALES aiming at several stations including WVLW New Orleans, WCAU Philadelphia, KQW San Francisco, WPSN Pittsburgh, which would round out desired total of 15 stations.

APPOINTMENT of successor to Harry S. Dawson, retiring manager of Canadian Assn. of Broadcasters, will be left to incoming board.

MANY RADIO EYES cocked toward FCC on momentous clear channel case. It is thought FCC is taking up matter issue by issue in hope of decision in advance of May 1 deadline on proposals for upcoming NARBA conference. If FCC deviates sharply from proposals of either principal contention (clear-channel group for 20 station, 750 kw power; regular group (proposed for breakdowns of all channels) rearguard group, as decided by April 1. But it's premature to speculate.

ONE PRACTICE which Wayne Coy intends rooting out as FCC chairman is that of discussion of pending cases with Commissioners by parties in interest just in advance of Commission action. He feels position of Commissioners should be as sacrosanct as that of judges who would not think of talking with opposing parties in advance of trial.

DILLARD TO ADDRESS CLUB

EVERETT DILLARD, president of FM Assn., will discuss "Current Problems and Future Prospects of FM as an Advertising Medium" Feb. 19 at luncheon meeting of Radio Executives Club of New York at Hotel Roosevelt.

WING DAYTON GETS FM

GRANT OF WING Dayton's Class B FM application approved Friday, Feb. 13. Assignment of Channel 236 (95.1 mc), 19.5 kw effective radiated power, and antenna height 500 feet above average terrain.

NEW YORK TIMES FM station, formerly WQXR, now WQXR-FM conforming with AM affiliate, WQXR, returned to air Feb. 13 after shutdown to install new 10 kw transmitter.
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.
OKLAHOMA CITY CONTINUING CONSUMER PANEL

Reports issued quarterly on day-to-day purchases of 400 representative families in Metropolitan Oklahoma City covering 40 different food and drug classifications. Regular reports for each classification cover:

1. Brands Purchased
2. Number of Families Buying
3. Number of Units Purchased
4. Weight or Size of Units
5. Dollar Volume
6. Place of Purchase

In addition, special analyses making use of the complete biographical material and purchase records are possible. Full details on request.

Every time a food or drug item is purchased in Oklahoma City, a "detective" picks up the trail and shadows it constantly.

The 400 families composing the Oklahoma City Continuing Consumer Panel are the "detectives." They were chosen with such representativeness that they actually form a perfect miniature of Oklahoma City's quarter-million-person metropolitan area.

That's why today in Oklahoma City food and drug advertisers know exactly who is purchasing what, where they buy it, how often they buy, how much they buy and what they pay for it. Furthermore, they can, if they wish, secure almost any kind of special information concerning a product's behavior from the moment of purchase.

This kind of information is available to you now on a continuing basis. Send today for the Quarterly Report of the Oklahoma City Consumer Panel covering your product classification, together with particulars concerning the wealth of special product information obtainable from the day-by-day family purchase records.