IT TAKES MORE THAN POWER (which we have!) to attract and hold an audience!

TAKE THESE 39 IOWA COUNTIES, FOR INSTANCE

IN RADIO as in everything else, skill, showmanship and know-how must be coupled with power.

Take the massive block of 39 Iowa counties at the right—nearly 40% of all counties in the State. It is "served" by dozens of stations. Yet the 1947 Iowa Radio Audience Survey shows that in those 39 counties, from 5:00 a.m. through 6:00 p.m., WHO's average percentage of listening is actually 62.2!

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

WHO for Iowa PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President • P. A. Loven, Resident Manager
FREE & PETERS, INC., National Representatives
In Detroit... it's

WWJ — The Detroit News

TOPS in TALENT... with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FIRST in PUBLIC SERVICE features for more than 27 years... tirelessly working in the public interest, constantly retaining community confidence.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers... adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

AM-FM

AM—1380 Kilocycles—2,000 Watts
FM—Channel 296.3/1 Megacycles

Associate Television Station WWJ-TV
The Yankee Network helps in launching

The Yankee Friend Ship

OF THE BOSTON CHAMBER OF COMMERCE

With a gigantic one-hour and forty-five minute air rally — 11:15 P.M. to 1:00 A.M. — January 2, The Yankee Network was instrumental in loading the Boston Chamber of Commerce sponsored Yankee Friend Ship with food, clothing and supplies (from tea bags to Ocean Spray Cranberry Sauce...from cigarettes to lumber) for the needy people of Scotland.

The clergy of all denominations participated in the rally, with Yankee's headline entertainers putting on a rousing Scotch program.

From all New England and as far as Newfoundland, Yankee’s good neighbors responded immediately to the appeal on behalf of their neighbors across the sea, flooding Yankee's switchboard with offers of food, clothing and household goods.

The extra cargo, received from this radio rally, carried with it the goodwill and friendship of the vast listening audience of The Yankee Network’s 23 home-town stations.

On January 7, when the Friend Ship sailed for Scotland, Yankee aired the sendoff, including interviews with Governor Robert F. Bradford of Massachusetts, and Michael T. Kelleher, president of the Boston Chamber of Commerce and leading promoter of the Yankee Friend Ship plan. . . . And then, on February 3 — in a special program featuring Sir Harry Lauder, Arthur Woodbury, Scotland’s Secretary of State, W. Nelson Bump of American Airlines, and Kelleher—Yankee broadcast the entire ceremonies, with on-the-spot commentary by Arthur Mann, Yankee-Mutual overseas correspondent, as the Yankee Friend Ship docked at Glasgow.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass. Represented Nationally by Edward Petry & Co., Inc.
Closed Circuit

NAB's Standards of Practice may emerge from board meeting this week with entire first section missing. Section covers general standards for all programs. In its place would be brief creed and preamble, should board accept proposal of its code subcommittee.

NBC PRELIMINARY feelers to affiliates propose TV option time segments on same basis as regular network: 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m., local time. Stations would get 30% of their TV network spot, whether film or coaxial, with network and stations splitting transmission costs.

NBC has commitments for network affiliation with more than 40 television applicants.

BY MARCH 1 FCC's new chief engineer should be on job. Absence of Comr. E. M. Webster, who returns this week from London safety conference, delayed naming of successor to George E. Sterling, who was elevated to Commissioner last month. New chief may be selected from among: Acting Chief Engineer John A. Willoughby, A. L. McIntosh, 33-year-old chief, Allocation Treaty Division; Assistant Chief Engineer Marion H. Woodward (Common Carrier Division); Curtis B. Plummer, Chief, Television Broadcast Division; and Col. Edwin L. White, Chief, Aviation Division. If fight develops, FCC may go outside Engineering Division for new chief.

MORE AND MORE thought is being given by FCC to technicians, possibly on temporary basis, in TV to alleviate congestion already evident [BROADCASTING, Feb. 16]. Telecasters in major markets don't like it but some apparently are becoming reconciled until "up-stairs" channels, above 400 mc, become workable. No applicants yet filed for sharing, and FCC probably won't act until specific proposal is advanced.

FORD MOTOR Co. and Wisconsin and Milwaukee Ford dealers will jointly sponsor Milwaukee Brewers' 77 home games over WTMJ-TV. Transaction, now in final stages, involves about $275,000 for video time and facilities alone. Figure does not cover announcers or construction costs for pickups.

NOV. 14-20 likely date for National Radio Week, right after election and before Thanksgiving holiday. NAB and RMA Joint Committee slated to confirm date at mid-March meeting in Washington. Surprising success of high school Voice of Democracy contest insures repetition of event on larger scale.

DON'T BE surprised if NAB shortly unveils plan to aid members in tapping rich new source of revenue. Underway for some time, program involves big business use of radio as public relations medium on community level. Possibilities for time sales in both local and national field will be worked out in detail with (Continued on page 90)

Upcoming

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.


Feb. 27-28: AWB 12th District meeting, Biltmore Hotel, Oklahoma City.


(Other Upcomings on page 81)

Bulletin

SALE of KFVD Los Angeles to Wesley I. Dunn for $395,000, subject to FCC approval, reported by Frank Burke Sr., who, with family, owns station (1020 kc, 5 kw, limited to KDKA Pittsburgh). Mr. Dunn heads KSFO San Francisco and KXK Seattle, has minority interest in KXLA Pasadena, and is licensee of KWID and KWIX, international short-wave stations in San Francisco. He also heads Universal Recorders and Universal Research Labs., Hollywood. Since Universal Recorders already has ample studio facilities in Hollywood, station may be moved there.

Bands Assigned for Intercity TV Relays

FIRST PROVISION for operation of intercity television relays by broadcasters was made by FCC Friday in allocations report specifying three bands to be used—temporarily and secondarily—for that purpose.

Bands are 1990-2110 mc; 6875-7125 mc; 12,700-13,300 mc. They were allocated "primary for television pickup and television STL purposes and secondarily for intercity television relaying purposes on a basis of non-interference to the primary service." Their use for relaying will be "purely temporary," until "such time as permanent common carrier facilities are generally available."

FCC reaffirmed its belief that "requirements for theatre television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use at this time." FCC voiced opinion, "from information now available to it, that a large part, if not all, of the functions required for theatre television should be handled by stations authorized to operate on frequencies allocated to the use of communications common carriers."

Commission also rejected Raytheon Mfg. Corp.'s proposal that 3700-3750 mc or 6500-6550 mc be allocated non-exclusively for FM studio-transmitter links.

Several television broadcasters have advocated allocations to permit private intercity video relaying, and retention of relaying and pickup systems operating between 1295-1430 mc. Two companies, General Electric and Philco, have systems in operation under experimental grants. GE is relaying programs from New York to Schenectady using 1800-mc area; Philco is operating New York to Philadelphia in 1900-mc band. FCC authorities said they will be required to shift to newly designated frequencies "in due time."

FCC said "amount of intercity television relaying that may be accomplished [under new regulations] will likely be upon the ingenuity and cooperation of the television industry in making the most effective use of frequency space available." It said that "to the extent there may be frequency time available for such non-common carrier intercity relaying on a basis of non-interference to pickup and STL service, the Commission intends to assure that an equitable apportionment of such frequency time will be made available to each of the television broadcasters desiring such service."

Report cautioned that "broadcasters who venture into the business of relaying television programs in these frequency bands should plan to amortize their investment at the earliest possible date."

Business Briefly


SEES MARKETS. Bristol-Myers, New York (Sal Hepatica) looking for availabilities in four or six major markets for 26-week campaign starting in March through Young & Rubicam, New York.

SPOT SERIES. Rosedale Knitting Co., Reading, Pa., through Duane Lyon Inc., New York, to use three parcel spots upon women's programs in 16 cities, for 13 weeks starting March 1.


BROADCASTING... at deadline
WSIX does the job

Sales results are usually the final proof of correct media selection. So it's natural that one leading packer would renew a strip of quarter-hour shows on WSIX, only if sales justified it. And one leading meat packer has used WSIX for effective coverage and sales in Nashville's 51-county retail trade area for over nine years. And dozens of other national, regional and local advertisers have been counting on WSIX year after year. That's proof enough that WSIX does the job!

5000 WATTS - 980 KC
AMERICAN

Coming Soon!
WSIX - FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
BOOK OF THE MONTH IN -Indianapolis

"Hooperatings"

- In Mr. Hooper's 1947 telephone contest—WFBM emerged unbeaten in any of the twelve monthly Station Listening Index reports.

In total rating time periods, WFBM led the other three network stations in Indianapolis by wide margins most of the time. That's month after month—season after season—winter, spring, summer and fall...a complete year!

Of course, Mr. Hooper polled only Indianapolis. But—if you'd dig for facts about the rest of the Central Indiana audience, you'd find—among reported Indianapolis stations—Broadcast Measurement Bureau gives WFBM the lion's share of that, too!

If you're after EARS—we think you'll get two on more heads in Central Indiana if you radio-advertise on WFBM.

PLUS FACTORS are low-cost-per-listener, intensive promotion, consistent merchandising and dependable performance.

WFBM is "First in Indiana"—any way you look at it!
MORE NETWORK PROGRAM HOURS THAN ANY OTHER STATION IN HAWAII!

And that's important because people listen to programs...not to stations! This means people listen to network programs for they are the finest productions. KULA leads the field in network hours in the Hawaiian market with a total of ninety-three outstanding, A.B.C. programs...a total of forty three and one-half hours weekly! Through quality programming KULA has gained listener confidence...a relationship that will sell your product quickly...economically.

KULA
10,000 WATTS • 690 KILOCYCLES • ABC AFFILIATE

PACIFIC FRONTIER BROADCASTING CO., LTD., HONOLULU, HAWAII

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
THE LISTENER WITH THREE EARS
What does “the best” in Radio mean to you?
Well... with which ear do you measure Radio: with a listener’s? an advertiser’s? a critic’s?
TO THE EAR OF A LISTENER the best in Radio is—simply enough—programs that please most.
TO THE EAR OF AN ADVERTISER it’s programs on the network reaching audiences at low cost.
TO THE EAR OF A CRITIC it means programs of the greatest public good.
It is with these three ears that America has judged Radio from the beginning.
And to all three... CBS CLEARLY IS THE MOST EFFECTIVE NETWORK IN RADIO TODAY.

In programs that please most...
The NEW YORK TIMES tells the story in ten words: “In original programming, CBS is far and away the leader...” Certainly, anyone looking for a better program finds the new CBS-produced popular programs like Arthur Godfrey’s Talent Scouts, My Friend Irma, Abe Burrows, Suspense, Studio One already in the record—with many more available from the CBS Program Department: largest in all Radio, acknowledgedly most successful.

In programs that deliver most...
The most comprehensive audience-measurements in Radio show that CBS delivers its large audiences to advertisers at LOWER costs than ANY other network. In the last full season of broadcasting, the other three networks averaged only 82% of CBS’ efficiency in the evening and 77% of CBS’ efficiency in the daytime in delivering audiences for each dollar of time AND talent costs. (Full details are available.)

In programs that serve most...
CBS leadership is found in the creative vigor of its Documentaries like “The Eagle’s Brood,” “CBS Is There,” “Fear Begins at Forty”... in the maturity and scope of its News broadcasts... in the complete range of its Public Affairs broadcasts.

Here CBS again, in making great Radio out of great subjects, is “far and away the leader”—just as CBS leads all networks in advertising efficiency.

COLUMBIA BROADCASTING SYSTEM
—where 99,000,000 people gather every week
THE MERGER of the managers of WING Dayton and WIZE Springfield, Ohio, will take place on Feb. 23. Application for license already has been filed by Ad Kearns, manager of WING. He made it official by posting a diamond ring with the manager of WIZE, Flo Dykstra, last Christmas Eve.

And to top the proposal offer, on the first of the year Mr. Kearns took over Miss Dykstra's job as manager of WIZE. He also retains management of WING. Miss Dykstra, however, in addition to taking over new duties as Mrs. Kearns as of Feb. 23 has been named national sales representative for both stations.

Now that Ad Kearns has taken over Flo Dykstra's office, a notable change has taken place in the interior of the office. A picture of Ad which was prominently displayed has disappeared and in its place there is an even larger picture of Flo.

On All Accounts

JOHN SCHNEIDER, account executive with the Kudner Agency, New York, has been described as a man who, if you give him an inch, will take a yard-stick. At any rate, it was his brilliant talent for measuring and analysis that turned his career into its present channel.

However, Mr. Schneider's early career gave little evidence of the direction it was to take later. When he was an undergraduate at Dartmouth he had occasion to measure was the distance between the kitchen and dining room of the local inn where he worked as a waiter. Upon graduation he took away, besides a pair of dishpan hands, a degree in sociology and numerous credits in journalism.

Obviously a diploma fitted him for other things than a job as a waiter, so he took a position as delivery boy in a grocery store after a brief wrestle with insurance. It was a large chain store and Mr. Schneider soon bucked his way to clerk and was gunning for a post in product merchandising when drama entered in the form of a drama critic—John Anderson, of the New York World Telegram, a friend of Mr. Schneider who introduced him to Arthur Kudner, then president of Erwin, Wasey & Co.

Mr. Kudner was looking for a bright young lad to formulate a comparative analysis survey for the Goodyear Tire & Rubber Co. The survey and Mr. Schneider proved so successful that when Mr. Kudner left Erwin, Wasey to organize his own agency in the fall of 1935, Mr. Schneider went along as assistant account executive on the National Distillers account.

His rapid rise may be gauged by the accounts he was quickly called upon to assist in handling. These included the Assn. of American Railroads, Litt Industries, Pan American Coffee, Fisher Body and many others.

With the start of the war Mr. Kudner loaned his young prodigy to the New York War Bond Drive with two other advertising men, he conducted the entire campaign. But in 1942 he forsook his blue serge for a herringbone twill as buck private in the U. S. Army. At his separation in 1946 he was captain and senior aide to Maj. Gen. John L. Homer, deputy commander of the Panama Canal Dept.

After the war Mr. Schneider returned to the agency and soon was named account executive on the Texas Co. account. The radio billing of that account is said to be over a million and a half a year. Advertiser is currently sponsoring the Tony Martin show on A.B.C. and the Gordon MacRae program on C.B.S. In addition to handling the radio advertising of the Texas Co., Mr. Schneider is account executive on Swank Inc.—men's accessories.

John Schneider, blue-eyed, blonde and husky 37-year-old bachelor, lives with his family at Bedford Park, N. Y. He is a member of the New York Athletic Club, where he indulges in handball and squash. He plays golf in the 90's' and is a theatre fan.
WISH MERCHANDISING BUILDS LISTENERS TO YOUR PROGRAM

This 8-point WISH merchandising program is complete. Built to build listeners for your programs, it is in operation 52 weeks each year and it works regularly for WISH time buyers for the full life of their contracts. That it has paid off for both station WISH and its clients is proved Hooperwise by the fact that our LOCAL ratings on ABC shows are consistently higher than national ratings on the same programs.

Regular brochure reports of what is being done continuously throughout the year to promote the program are sent regularly to the client or advertising agency to complete the WISH merchandising plan.

WISH Indianapolis

THE STATION THAT NEVER OUT-PROMISES BUT ALWAYS OUT-PERFORMS
He'll "buzz you", sure—

JOHN A. GRANDLAND!

After you've spent eight years in airline management work, handling every kind of emergency from ground loops to air-sick royalty... well, Bud, after that you can handle anything! So when John Grandland told us he wanted to get back into advertising, we grabbed him with a whoop and a holler.

Yes, because every day brings us our emergencies, too. Prospective radio advertisers who need complete station comparisons in perhaps a dozen cities—yesterday; agencies who must clear time on a big station list by tomorrow noon; customers who want to know what competition did today in every market we serve...

Emergencies are our dish because we have the men and the facilities to handle them. What can we do for you? Whatever it is, we'd like a chance to prove our competence, here in this group of pioneer station representatives.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932
2% BATTLE FLARES

LONG-RANGE radio-agency battle over the 2% cash discount, quiet for nearly a year, broke out again last week.

The fight was revived when American Assn. of Advertising Agencies, which last year conducted an intensive campaign throughout the industry for its 2% discount, charged that refusal of a majority of stations to grant it is "the principal danger spot in the advertising picture."

This loading of all blame for advertising ills on radio's shoulders brought quick reply from the industry.

Eugene S. Thomas, chairman of the NAB Sales Managers Executive Committee and sales manager of WOR New York, declared the situation doesn't warrant any such severe terms. The committee, along with the NAB board, has declined for many years to endorse the AAAA 2% discount plan.

"The SMEC carefully studied the AAAA proposal in January 1947," Mr. Thomas said. "After hearing an AAAA delegation for a half-day, the committee went into every angle of the situation. It failed to see any need for the discount and declined to grant the AAAA request that a favorable recommendation be made to the NAB board. The committee did not feel a 2% discount would be to the best interests of the broadcasting industry."

"The committee has received no communication from the AAAA that it desires to discuss further the matter of the 2% discount."

Frank E. Pellegrin, NAB Director of Broadcast Advertising, said the committee and board have felt that the relation of the agency to its client is their business, and not that of the station, referring to the AAAA argument that the agency needs the discount in collecting from the client.

He said the board definitely turned down the AAAA appeal.

Mr. Gamble

Mr. Thomas

Radio Snaps Back at 4A Charge

A GENERAL HEARING on stations' responsibility under the law on political broadcasts—Sec. 315 of the Communications Act—loomed last week as a likely development in FCC's widely challenged "Port Huron decision."

That course was proposed by the Commission by NAB as a substitute for the proposed decision in which FCC wrote its views on the vital political question while passing on the renewal application of WHLS Port Huron, Mich. [BROADCASTING, Feb. 2].

Under the NAB recommendation, filed Wednesday, WHLS would get the renewal anticipated in the proposed decision. But the grant would be issued by simple order rather than a decision containing findings and conclusions applicable to all broadcasters.

Libel Clarity asked

If FCC grants NAB's petition, it will face two major hearings on essentially programming questions which originated by issuance of so-called dia in favorable decisions. Already scheduled for March 1 is the hearing on the seven-year-old Mayflower decision, which forbade stations to editorialize. It did not appear likely that a general hearing on the principles of the Port Huron decision, if one is called, could be held before late spring. That it should come in time for a decision well in advance of the November elections was emphasized particularly by broadcasters who have professed consternation as a result of FCC's proposed decision.

The Mayflower hearing with some 60 witnesses already scheduled, will run March 1-5, inclusive, according to present Commission plans, and then will be recessed to resume probably on April 8 or 15. "Arrangements will be made to accommodate NAB witnesses thereafter," FCC said in explaining its inability to grant the NAB petition for continuance of the hearing from March 1 to April 15 [BROADCASTING].

NAB Seeks Hearing

(Continued on page 89)

February 23, 1948 • Page 13
CBS is beginning construction "immediately" of the "largest television studio plant in the United States—and I guess with American leadership in this field, that means in the world."

CBS President Frank Stanton announced last week to a gathering of some 75 reporters in the network's video studio quarters at 15 Vanderbilt Ave., New York. Move is a major step toward the CBS goal of building a nationwide video network, he said.

Total layout of studio and associated space will comprise more than 700,000 cubic feet, will cost CBS "several hundred thousand dollars" to construct, Mr. Stanton said, declining to make the estimate any more specific. Plans call for two master studios, each 88 by 53 feet with potential ceilings of 46 feet for flying scenery, props, etc. Each studio will have its own control room, to measure about 35 by 50 feet, "larger than most full television studios today," he added.

Space Involved

The new studio space will embrace that used by CBS up to last spring when the network discontinued all studio video shows to concentrate on "actuality" broadcasts of sports and special events from Madison Square Garden, Ebbets Field and other pickup points away from the studios. It will also include the offices of the network's video executive personnel which now fringe the studio space, which will be moved to other quarters. CBS hopes to begin televising programs from one of the new studios in April, while construction is still under way, Mr. Stanton said, adding studio programs of all types to its present "actuality" schedule and expanding its operating schedule from five to seven days a week by midsummer.

Describing the creation of a nationwide video network as the CBS

CONTROL ROOM (left picture) of one of the projected CBS television studios has tiered operating functions for optimum visual, audio and video supervision. Elevated and at the rear are "sponsors' seats" with full view of the studio floor, the operators and the "as broadcast" show on a large screen.

OTHER END (right picture) of the studio (looking toward the control room) completes artist's sketches of CBS video studio now under construction in Grand Central Terminal Bldg., New York, where network has 700,000 cubic feet of space under long term lease for studios and associated equipment, more under option if needed. First studio is expected to be usable by April, with all work completed by summer.

“primary television interest,” Mr. Stanton said: “The new CBS studio facilities are intended to increase the scope and variety of programs to be fed to its television affiliates so that those stations in communities with limited sources of television talent and program material may benefit from the vast entertainment, cultural and news resources of the New York area. We believe,” he continued, “that helping new stations to build their audiences more quickly will shorten their period of financial loss and television will thereby achieve a sound economic status more rapidly than would otherwise be possible.

“As broadcasters in both radio and television since their earliest days, we are fully aware that technical facilities alone will not produce interesting programs. It is Columbia's tradition to pioneer in programming, and we intend to maintain that creative leadership in television. Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs.”

Cost of Service

Commenting on the cost of this service, Mr. Stanton declared: “We mean to be tops in television and you can't do that with jelly beans. Expressing no doubt that it will be years before television will begin to pay its way, he said that every effort is being made to find new means of revenue to offset this additional expense. The recent expansion of Radio Sales operations to serve stations other than those owned and operated by CBS is one way, he said, adding that Columbia Recording Corp., a CBS subsidiary company, is also expected to increase its activities and profits. The recent transfer of Frank White, formerly CBS vice president and treasurer, to president of CRC is a step in this direction, Mr. Stanton said.

He described the new studio plans as combining the Hollywood "movie lot" principle with the advantages of a centralized location, adding that even if the future calls for "additional facilities outside the congested midtown area, we feel these Grand Central quarters will serve for such programs FRANK STANTON, CBS President, addressing the news conference in New York last Tuesday at which he outlined his network's plans to build the nation's largest video studios.

as can best be produced in the heart of the city.”

 Asked whether the new studio plans meant an end to any CBS interest in the Television City project for expansive suburban studios to be built as a joint undertaking by all New York video broadcasters, Mr. Stanton emphatically replied, "not at all." CBS is still very much interested in such a project he stated, but he pointed out that even if all the details were settled to everyone's satisfaction, which is not the case, it would take several years to develop such a property and get it ready for use. CBS would have to go ahead with its own studios for the time being in any case, he added, again stressing that "this plan does not stretch the other one at all."

CBS video network plans are limited to the eastern seaboard for the immediate future, Mr. Stanton said, with programs fed from WOBS-TV New York to WCIA-TV Philadelphia, WMAR-TV Baltimore, WMAL-TV Washington and WJAC-TV Boston. Last is the Yankee Network video station, due to take the air this spring, carrying CBS programs under a compensatory

(Continued on page 16)

WLWT, CROSLEY'S TV OUTLET, LISTS RATES

RATES of $250 an hour for week-day evening hours (6:30-11 p.m.) and all day Sunday and of $187.50 an hour for all other hours have been announced by WLWT, Crosley Broadcasting Corp. television station, which began commercial operation this month. For times shorter than an hour between 6:30 and 11 p.m. and on Sundays the rates are: one-half hour, $200; quarter hour, $150; ten minutes, $100; five minutes, $50, and one minute, $25.

During all other hours the rates for periods shorter than an hour are: one-half hour, $150; quarter hour, $112.50; ten minutes, $75; five minutes, $37.50, and one minute, $18.75.
A PREDICTION that television will be the largest growing industry in the country this year and that within five years it will be among the ten first American industries was delivered by Allen B. DuMont, president of Allen B. DuMont Laboratories, last week in an address before a luncheon session of American Television Society.

The economics of network television is the biggest problem now confronting the industry, Dr. DuMont stated, declaring that the technical problems of infrared video transmission have been solved, with either coaxial cable or radio relay providing satisfactory service. Whether AT&T's rates, to be announced April 1, will be as satisfactory as their technical service remains to be seen, he said. He cited the General Electric relay from York to Schenectady and the Philco New York-Philadelphia relay as examples of networks operated by television broadcasters themselves and predicted that this practice may spread if the AT&T rates are too high.

Where network program service is available a broadcaster can enter television at a cost of "well under $50,000," Dr. DuMont stated. He can start out with a DuMont "aeron" package, so called because it can be expanded as the needs of the broadcaster and his community require. This unit, including a 500-watt transmitter and slide and movie projector, needs only two operators and can be supported from the revenue from the commercial network programs, plus local advertising, on slides or film. By adding a double-camera chain for covering local sports and other events, the broadcaster with network programs can provide service without himself going into the expensive part of television, the production of studio shows, Dr. DuMont said.

Discussing video network economics from the point of view of broadcast operators, Dr. DuMont reported that in 1947 his organization lost roughly $1,000,000 on its broadcasting operations—WABD New York, WTTG Washington and network programs to those stations and sometimes to stations in Philadelphia and Baltimore with an occasional program feed to Schenectady. He added that the DuMont manufacturing divisions showed a profit of about $1,750,000 for the year, more than offsetting the loss on the broadcasting operations. He cited a growth in advertising revenue from $7,000 last June to $50,000 in December and said that the broadcasting operations may begin to break even in the latter part of 1948.

Dr. DuMont passed a question on whether video programs would ever be priced comparably with sound broadcasting shows to its technical director, Lewis Phillips, director of the DuMont network, who answered with a flat no. The greater impact of television on the viewer, he said, should make video advertising worth the extra cost to the advertiser.

Stating that reductions in video receiver prices had come from sacrificing screen size, selectivity or other qualities rather than from any real economies in manufacturing, Dr. DuMont warned the set makers against making price their sole guide. If the pictures received by the public are not satisfactory it is not going to be good for either the industry or the advertisers, he declared.

Asked about color television, Dr. DuMont said his views were much the same as a year ago when the subject was a matter of intense industry controversy: That no satisfactory system has been developed and that even if there were a satisfactory color system there is no place in the spectrum for it and the costs would make it economically impractical. The widely differing requirements of color transmission would force it into the very high frequencies, he said, whose characteristics are such that good reception would be limited to 15 or 18 miles in contrast to the 45-mile dependable service area around a video transmitter in the present frequency band.

(Continued on page 74)

**Video Set Output Reaches New High**

January Total of 30,001 Exceeds That of Any Previous Month

NEW HIGH record for production of television receivers was reached in January by member companies of the Radio Manufacturers Assn., representing more than 90% of the total output. The TV figure was 30,001, exceeding the December figure of 29,345, despite the fact that December included five work weeks against four in January.

Output of AM-FM receivers in January dropped to 138,015 from the December total of 191,974, according to RMA, but much of this difference was ascribed to the extra

(Continued on page 74)
All $300,000 Budget for Radio

By FLORENCE SMALL

AFTER 10 years of investigative advertising, the Piedmont Shirt Co. of Greenville, S. C. (Wings shirts), has dropped all other media to concentrate its $300,000-a-year advertising budget exclusively on radio. The firm becomes the first shirt manufacturer to undertake a network campaign.

In explaining consolidation of the entire appropriation on sponsorship of the William L. Shirer program, Sun., 1-118 p.m. on 270 MBS stations, Bernard Aron, sales manager of the shirt company, declared that “we are using radio to reach millions of people who otherwise would never have heard of us.”

Already indications of the potency of the medium have been manifested. In Washington, D. C., on Feb. 1, the local 25-second cut-in of the William Shirer broadcast announced the availability of Wings shirts at the Lansburgh Bros. store. The next day, Wings shirts at Lansburgh’s entirely sold out.

In Geneva, N. Y., a retail store, Casey & Son, wrote to the shirt manufacturer that “we think radio advertising is much more effective than magazines.” In New York the conservative Franklin Simon Store ran an ad in The New York Times on Feb. 15, touting its advertisement of Wings shirts with the Shirer broadcast and running a picture of the commentator and a drawing of the shirt, with a description of the latter and the program.

Retailer Tie-in Aim

The objectives of the manufacturer in retail merchandising is to stimulate the retailer to tie-in and cooperate. By using radio the Piedmont Shirt Co. first attracted national wide attention and followed it up with a merchandising plan for individual stores.

The kickoff of that merchandising campaign actually started prior to the sponsorship of the program, when the company sent its sales staff of 31 men to retailers across the country armed with a brochure that explained the “dynamic retail sales building program.” The brochure indoctrinated the retailers with a half dozen reasons why they could profit by Wings radio advertising: (1) Retailers are the largest users of radio, proving the power of this medium, (2) that the Wings program will sell the whole family at home—and at leisure, (3) that Wings radio ads will provide impact not found in any other form of advertising, (4) that the first shirt manufacturer to harness the power of national radio, (5) that consumer “impressions” will be ten any other shirt advertising, and (6) that consistent advertising pre-sells Wings shirts for retailers week after week.

With the innovation of its radio program, on Jan. 4, the shirt company supplied its retailers with window displays including broadcast tie-ins, mats for newspaper advertising with the Shirer show worked into the copy, and counter cards. In addition, the company instituted another brochure which included “suggested radio commercials” to be used by the local stores on their program. The same brochure advises retailers to “link your own local radio advertising with William L. Shirer, Post-to-coast on Mutual Network.”

Special Promotion

Another feature of the shirt manufacturer’s merchandising plan is its “radio flashes” sent in the form of a wire issued periodically to keep the retailers informed on specific Wings shirts and pajamas featured in radio commercials.

Retailer reaction to Piedmont Shirt Co.’s innovations in radio advertising has been great, Shepard Saltzman, president of the firm, revealed. In explaining the company’s stand on radio advertising he said: “We wanted to reach the people on an exclusive basis. We wanted consumers’ exclusive attention and in radio we have that; nothing else interferes.”

Cooperation

Mr. Aron, the sales manager, also pointed out that the company is receiving “merchandising cooperation from the station that you can’t get out of the newspapers.”

The radio program is handled through the firm’s agency, William H. Weintraub Co., New York, which has consistently recommended radio for men’s apparel clients. The agency handles such highly successful programs as Drew Pearson on ABC for Lee hats and Sherlock Holmes on MBS for Clipper Cloth Clothes. Harry Trenner, vice president in charge of radio for Wm. Weintraub Co.

WHY, MR. KERNER?

Hoffman Questions Petrolio Acquittal

REPRESENTATIVE CLARE HOFFMAN (R.-Mich.) asked the direct question—Why was there no conviction in the Petrolio-WAIF case?—when he met U. S. Attorney Otto Kerner, Jr. at a parole hearing in Chicago last Monday.

When Mr. Kerner, who recently prosecuted the AFM case, was on a charge of violating the Lea Act, appeared before a Congressional group investigating paroles, Rep. Hoffman seized the opportunity to inquire.

Why No Conviction?

"Why was there no conviction when Petrolio never denied attempting to force WAIF to hire needed musicians and stated deliberately that he had violated the law in order to make a test case?" Rep. Hoffman asked the presiding officer.

"We produced witnesses who said Petrolio told a labor convention that he intentionally violated the law. The case seemed to hinge on the fact that nobody at WAIF testified that three additional employees (which Petrolio demanded be hired) were not needed.

"We proved that the additional employees were not needed, but the judge (Federal Judge Walter J. La Buy) said we had failed to prove that Petrolio knew they were not needed.”

"Nobody ever could make a case against me, until the judge’s decision is correct," Rep. Hoffman rejoined.

He then asked Mr. Kerner why he had waived a jury trial in the Petrolio case and permitted it to be decided by Judge La Buy alone.

The prosecutor replied that it was his policy to waive jury trials and defendant requests such action. He added that he had "confidence in Judge La Buy’s integrity.”

Firm Will Test AFM’s Contracts

Standard Radio Is Using Two Orchestras in Case

AIMING to measure the contract strength of AFM insofar as it prevents the sale of business complying with his personal contracts, Standard Radio Transcriptions Inc., Hollywood, is readying a test court case.

To this end, firm has advised Ike Carpenter’s Orchestra and Mischa Novy’s string combination that each is obligated to a fixed number of recording sessions. Both have been advised that such action will cause the transcription firm expects fulfillment by the contract deadline of Feb. 25.

If compliance is lacking, an injunction will be sought to prevent further performances by the musical units concerned, according to Gerald King, SRTI president. Mr. King advised BROADCASTING that he is taking the move to determine the legal ground, if any. During the recent hearings of the Taft-Hartley committee in Washington, Mr. King felt that legislator were placing the responsibility upon management and was strongly of opinion that the firm’s action is an exploratory move which aims to test the strength intended by the Taft-Hartley act.

AFM Local 47 in Los Angeles contends that they (Standard) “haven’t got a leg to stand on.” Union feeling is that all the contract terms are in writing and once having been accepted must be complied with.
BUS RIDES TO MUSIC

VISIONS of a multi-million-dollar radio advertising industry, based on use of FM in transit vehicles, are appearing with the completion of preliminary plans by Transit Radio Inc. for installation of service in a half dozen important markets.

With Cincinnati busses and trolleys already successfully tested, steps were under way last week to broaden the service to include a number of other cities. In each instance, licensees of FM stations are collaborating in the Transit Radio Inc. project, developed largely by Hubert Taft J., president of the national organization and managing head of the Cincinnati Times-Star stations, WKRC and WCTS (FM).

At the call of Mr. Taft, a half dozen well-known station executives met in Cincinnati last Tuesday for indoctrination on projected operations, based on the Cincinnati experiment. Among those present were E. K. Jett, former FCC commissioner and now vice president of the Baltimore Sunpapers in charge of radio operations (WMAR-TV, WMAR-FM), W. M. O'Neil, WJW Cleveland; his brother Tom O'Neil, vice president Yankee Network; Jack Harris, KFRC Houston; Chet Thomas, KXOK St. Louis, and R. C. Crisler, executive vice president of Transit Radio.

It was reported that conversations are going forward in each of these cities with transit lines looking toward establishment of the FM service, which is particularly suited to transit operations because of static-free and noise-free reception. Arrangements with the transit companies involve payment by the station of a monthly fee for each vehicle, following the pattern of car card advertising. Separate programming by the FM stations would be entailed, with music predominating.

Mr. Taft has completed the Cincinnati negotiations, whereby bus and trolley riders will roll along between shop, office and home, enjoying the specialized program fare.

The Cincinnati service was assured early this month when the Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, and Transit Radio Inc. signed a contract, said to be the first of its kind in the nation, providing for the installation of FM receivers in public transit vehicles. The line which serves the Northern Kentucky-Cincinnati metropolitan area, operates approximately 150 vehicles.

Three-cornered negotiations between the Cincinnati Street Railway Co., principal transit operator for the metropolitan area, Transit Radio and Cincinnati Times-Star's WCTS (FM) were reported approaching the contract stage.

An actual test of FM equipment in Cincinnati vehicles was launched in November 1947 following formulation of an agreement between WCTS, the Cincinnati Street Railway Company and the Green Line. Three motor busses and one electric trolley bus were equipped, and test runs made. These tests are said to have proven that with the use of six or eight speakers and volume set at low level, music was pleasing without being noisy. Complete absence of any fading or electrical interferences throughout the metropolitan area was noted.

Returns from a formal survey conducted among 5,000 passengers revealed that 3,846 persons enjoyed music and news while riding, 115 did not. The balance of votes was attributed to erroneously marked ballots. Nineteen-point per cent said they would like to have the service regularly.

Mr. Taft explains that Transit Radio, a national organization, was formed last May to develop specially designed FM receiving systems for use in busses, trolley buses and street cars. He feels that the new audience available to radio through this innovation will be the basis for a new medium of advertising.

"We hope," Mr. Taft says, "to put FM immediately into a position of providing a mass service which is completely non-competitive with present radio, while at the same time promoting FM as an overall broadcast service. We believe that if we can assure that will hear FM every day on public vehicles, they will be more likely to seek it as a home entertainment."

Limited installations using Transit Radio equipment have been made in Evansville, Ind., Wilkes Barre, Pa., Houston and Savannah. Further demonstrations of FM receivers have been scheduled for Baltimore and Washington.

Capital Transit Co. officials in the nation's capital are said to be considering adoption of the plan.

FIVE-YEAR contract granting Transit Radio and WCTS Cincinnati rights to broadcast FM programs to public vehicles of the Cincinnati, Newport and Covington Railway Co. is concluded. Completing negotiations were: P. G. Vondersmith, president of the transit company (seated, r), Hubert Taft Jr. (seated, l), president of Transit Radio and managing director of WKRC-WCTS, and (standing, 1 to r) — R. C. Crisler, executive vice president, Transit Radio; Stephens L. Blakely, secretary and general counsel of transit firm and David L. Ringo, firm's manager.

BROADCASTING • Telecasting
**TIME LAW**

PASSAGE of legislation to insure uniform time within the time zones, eliminating the semi-annual juggling of programs by networks, was favored Friday by NAB President Just'n Miller in a letter to Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate & Foreign Commerce Committee.

The thirteenth-chance statement on behalf of relief from the time change mix-up [BROADCASTING, Feb. 16] was made because of pendency before the Committee of the Overton Bill (S-2041) which would proclaim uniform standard time.

Judge Miller wrote that broadcasting operators and listeners are among those who suffer most acutely from the semi-annual time switching.

The statement came as networks continued work on plans to use transcription techniques for extensive adapting of schedules to the time changes in states and cities. These methods, Judge Miller wrote, will be expensive. He pointed to the difficulty of anticipating how successful or permanent they will be.

Broadcasters are "almost unanimously" in favor of legislation which would prevent the semi-annual changes by requiring observance of uniform time, he told Senator Tobey.

Miller's Views

They are divided "practically half and half" on the question whether such legislation should require uniform observance of standard time, or of daylight saving time, he added. He explained the division "corresponds, pretty closely, with the location of their stations in rural or urban areas." Judge Miller said it was his personal opinion "that most broadcasters would be happy to see the take positions contrary to that of the people whom they serve in each community, in the process of solution."

"Because the sources of almost all network programs—now carried on approximately one-half, i.e., 1,000, U.S. radio stations—are in cities and states which annually change to daylight saving time in the spring and return to standard time in the fall, these nationwide network programs are, of necessity, originated on daylight time."

"This year, for the first time, the four nationwide networks will make an effort to solve the problem with the cooperation of their stations. Plans to permit recording and delayed broadcast of network programs, in whole or in part, have been proposed. To the extent that this effort succeeds, the confusion will be eliminated. However, the proposed solution will be an expensive one and it is difficult to question resolved either way, provided they were not required to say, either how successful or how permanent it may be."

"If you, or your committee, can devise a legislative method of insuring uniform time within the respective time zones, the broadcasters, advertising agencies, their listeners, and many others adversely affected by the present semi-annual time changes will, I am sure, be very grateful."

With only about two months remaining before the usual time switch, chances for early legislation were not considered too favorable. In addition to the Overton Bill a bill has been introduced in the House by Rep. Joseph O'Hara (R-Minn.)

For more than two decades NAB districts, along with boards and conventions, have called for uniform time on a national basis but their efforts have been unsuccessful. Attempts at railroads, shipping lines, airlines and other business interests to obtain uniform daylight time also have failed.

**GOOD WILL**

COMMUNITY service, and incidentally the development of good will in the locality, are fostered by Portsmouth Steel Corp., broadcasting a nightly program on WPAY Portsmouth, Ohio.

The idea grew out of an open house held in August 1946 by the then new company, which previously had been a unit of Wheeling Steel. Bought by Henry Kaiser and Cyrus Eaton, it was felt that the public should meet the new ownership and management, as well as the employees and officials of the community's largest industry.

WPAY promoted the open house by sending its "Good Neighbor Mike" through the plant. The result was a turnout of 5,000 persons.

Steel Firm Builds It by Using Radio

at an "open house." The company estimated 90% of the visitors had heard about the event via WPAY.

Last September Portsmouth Steel asked WPAY to repeat the performance on a commercial basis, buying 16-minute programs and 32 announcements. Attendance increased to 12,000, with an advertising cost of two cents per visitor. Thousands of others heard the ceremonies over WPAY as the company management called attention to achievements during the year.

When the Community Chest Drive approached, the company and its union chose radio as the primary medium.

A program developed between President Elmer A. Schwartz and other officials of the company and station officials, including Manager Gerald F. Boyd and Rusty Marshall, news and sports editor. A few days after the campaign Mr. Schwartz and Vice President Harold J. Ruttenberg discussed the idea of a company broadcast on WPAY. They wanted a program that would maintain a

(Continued on page 85)

**Rominees for Ad Award May Be Women in Radio**

WOMEN in the radio field are eligible for nomination for the annual advertising award to women to be presented at the Advertising Federation of America convention June 13-16 in Cincinnati.

The woman of the year will be selected from written nominations submitted between March 1 and April 15 to the Council on Women's Advertising Clubs, Advertising Federation of America, 330 W. 42nd St., New York.
FM Executive Says That AM Is 'Deteriorating'

BY BILL THOMPSON

RESOLUTIONS urging manufacturers to include the FM band in all radio sets, asking FCC to consider engineering standards for multiplexing FM and AM, and urging the need for measuring FM audiences were unanimously adopted at the first meeting of FMA Region 3 Wednesday in Chicago.

Marion Claire, manager of WGNB Chicago, was elected chairman of the region, which comprises Illinois, Wisconsin, Iowa, Michigan, and northern Indiana. The meeting, held in the Sheraton Hotel, was FMA's third regionalclave. Members of Region 1 met previously in Albany, N. Y., and Region 2 in Cincinnati.

Wheeler Named Secretary

Ed Wheeler of WEAV Evanston, Ill., was named regional secretary of the association. Wheeler is a vice chairman: Edward F. Baughn, WPAG-FM Ann Arbor (for Michigan); Donald L. Dobson, WBNB Beloit (for Wisconsin); George Arnold Jr., WTAD-FM Quincy (Illinois); and Ed Breen, KFMY Fort Dodge (for Iowa).

Two hundred delegates to the meeting, many of them from outside the region, cheered as Joseph H. Elliott, vice president of the Home Instrument Division of RCA-Victor declared "We think FM's a winner."

"We have a big stack of blue chips on FM. No one can accuse us of holding up set production," he said. "During the first nine months of 1947 our AM-FM table models constituted 25% of the industry's production of FM receivers."

Trembling duplication of network AM programs "a great stimulus" to manufacture of FM sets, Mr. Elliott revealed. RCA-Victor is producing FM equipment capable in price to AM. He urged station owners to "team up" with dealers.

"They are the men on the firing line," he said. "Help them all you can."

Delegates had another chance to hear when Thomas F. McNulty, president of WMCP Baltimore, waved a clipping from a New York paper showing that of 68 radio features recently listed as "desirable entertainment," 60 were duplicated on FM.

"Keep your stations on the air as long as possible throughout the day," he urged. "Show listeners the difference between AM's confused, tangled system and FM's better way of broadcasting. Match AM hour-for-hour, then the public will know we're here to stay."

How to "keep out of the red" in a town of 12,000 population was described by Guy Parnsworth, manager of WSRK (FM) Shelbyville, Ind. Calling his FM operation a "civic project," Mr. Parnsworth said WSRK has started to attract accounts even though less than a dozen prospects have been contacted. He recommended "lots of local color, names and home talent" in programming.

Research Resolution

A suggestion by Fred Weber, manager of WDSU-FM New Orleans, that "Mr. Hoover should measure FM audiences just to show how fast we're growing" led to adoption of the resolution that FMA's directors "undertake a program of cooperation with various research organizations."

Other resolutions called on the directors to "work with RMA in preventing inferior receivers to be distributed for FM, recommend that networks be urged to utilize wire line facilities with a minimum of 8,000 cycles so that true fidelity can be enjoyed by all listeners," suggested that all broadcasting should be invited to join in an effort to obtain "fair, just, and equitable rates for use of wire line circuits," and called on the directors to name a committee of five members to study FMA's by-laws with a view to recommending necessary amendments to be considered at the association's convenion in Chicago next September.

Spurred by Mr. Elliott's news that RCA-Victor is planning FM sets to compare in price with AM receivers, the resolutions committee also proposed that FMA urge "all manufacturers" to expand production—"particularly of good low-cost table model sets, to meet the crying need for these products."

This was unanimously approved.

Part of the resolution requesting FCC to study the multiplexing of (Continued on page 88)

ATTENDING FM Assn.'s Region 3 meeting Febr. 18 at Sheraton Hotel, Chicago, a group of speakers gathers around FMA President Everett L. Dillard (front row, center), who looks over agenda. L to r: Ed Wheeler, president and general manager, WEAW Evanston, Ill.; William E. Ware, general manager, WMFX Council Bluffs, Iowa; Marion Claire, director, WGNB Chicago; Joseph B. Elliott, vice president, Home Instrument Div., RCA-Victor; Mr. Dillard; Thomas F. McNulty, president, WMCP Baltimore; J. N. (Bill) Bailey, FMA executive director; David S. Ballou, vice president, FM Reps Inc., and E. J. Hodel, FMA secretary.

Region 3 Wants FM in All Sets

FM STATUS

IN PRELIMINARY addresses, Everett L. Dillard, FMA president, and Bill Bailey, executive director of the association, cited these facts to illustrate how FM is growing—

- Increase from 136 to 412 in the number of stations during the past year.
- FM service already available to 60,000,000 listeners.
- "About a dozen" regional networks in the making.
- Amount expended in FM broadcasting facilities totals $100,000,000.
- More than 1,175,000 receivers incorporating FM were built last year.
- Mr. Bailey also made these predictions:
  - One-thousand FM stations will be on the air by Jan. 1.
  - FM will reach 117,000,000 listeners, or 20% of the U. S. population by that time.
  - Business in 1948 will run $500,000,000.

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WIRL

ABC’s WIRL IS ON THE AIR!

A BILLION DOLLAR SALES SPOT IN CENTRAL ILLINOIS

1st IN FACILITY...
the first fulltime 5000 watt day and night station in Central Illinois. WIRL is the basic ABC outlet in the Peoria area.

2nd RICHEST MARKET...
Peoria is the second largest and second richest city in Illinois—center of an industrial and farm area with annual income of over a billion dollars.

4th RICHEST STATE...
The WIRL market does a big share of the buying that makes Illinois the fourth ranking state in retail sales.

WIRL

THE AVERY-KNODL MEN WILL BE DELIGHTED TO GIVE YOU THE FULL STORY.

ABC network • 1290 K.C. • 5000 watts (day and night)

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UNESCO REPORT

Methods to Implement Plan Discussed

REPORT of the U. S. delegation on last winter’s UNESCO session in Mexico City and methods of carrying out the program proposed in that report were discussed last Tuesday and Wednesday at a meeting of the U. S. National Commission on UNESCO in Washington.

In his account, William Benton, chairman of the American delegation and former Asst. Secretary of State, cited the progress UNESCO was making. He admitted that there were elements of “suspicion and misunderstanding” and that there were those who regarded proposals for the use of mass media and the unobstructed flow of information as a “threat to the dominance of their own cultures in their own lands.”

Yet in the end, said the U. S. chairman, the conference unanimously agreed to intensify efforts to remove obstacles to communication and to promote through “dynamic program” the use of press, radio, and films to fulfill UNESCO’s purposes.

Speaking of next year’s “modest” budget, Mr. Benton said the organization will spend less than $8,000,000, about 40% of which the U. S. will contribute.

Provision was made for a radio program committee, a council for educational broadcasting and a production unit. It was agreed that UNESCO would cooperate in any world network set up by UN, or, failing that, would reconsider the possibility of setting up its own network.

A meeting is tentatively planned for later this year of a radio program committee selected from some 12 countries, including the U. S.

At Wednesday’s session, Mr. Benton brought up the old feud between educators and proponents of an intensified propaganda program and accused educators of pretending that propaganda was absent from the scholar exchange program.

In answer to the argument that the informational and educational programs be separated, Mr. Benton said the educational activities, as sponsored by governments, “not only are designed for the same purpose as the information activities but in many ways it is inevitable that their procedures are often more questionable than those in the informational field.”

This, he explained, was because they’re “hidden rather than out in the open for all to listen to, or to see and police each day.” The information program, he added, would be necessary even if “the Pacific opened up and swallowed Russia and every Communist party tomorrow morning.”

Duron Paint Assn. Starts Campaign

DURON PAINT Assn., Chicago, which is planning to branch out to 25 independent paint manufacturers over the country within the next 12 months, will launch its largest selling campaign in history to include regional use of radio and other media.

While trade copy is expected to precede actual use of radio, preliminary discs of a musical show, packaged by Don Ward, Chicago producer, currently are in the production stage for testing in several regional markets, according to Myron S. Lewis, vice president of Davis-Fisher-Kayne, Chicago agency for the association.

With national distribution and approximately $40,000,000 in combined annual volume, national advertising in both trade journals and consumer magazines will be used.

CITATIONS for “contributing immeasurably to the success of the U. S. Navy recruiting program” are awarded to (l to r) Dave Driscoll, director of news and special events at Mutual’s New York outlet, WOR; Jack Paige, MBS director of special events, and A. A. Schechter, vice president in charge of news, special events and press of the network, by Capt. A. R. Mack, Chief of Staff to the commanding officer of Third Naval District, Rear Admiral Monroe Kelly.
"Montaldo's of Richmond"

Vivid ... alive ... interesting ... clever ... that's Lillian Montaldo, creator of the Montaldo's shops known importantly to women in a number of American cities.

She is a constant source of inspiration to those whose creative talents have played a major role in achieving for the American woman the distinction of being the best-dressed in the world.

... And that describes Montaldo's of Richmond a dream of a shop ... very French in its appointments ... very choice in the clothes it offers to Virginia women. And what station does Lillian Montaldo choose to cover Richmond? Listen:

Montaldo's has just renewed Agnes Moyler Jones in "What's Going On Around Town"—over WLEE, of course!

W-L-E-E

Mutual ... in Richmond

TOM TINSLEY, President
IRVIN G. ABELOFF, Gen. Mgr.

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MOST MODERN BROADCAST FACILITY INTRODUCED

This week in Washington State, KOMO, NBC affiliate for Seattle and the Puget Sound county, opened the doors of its new studios to greet press, trade, and public. Visitors found the most completely functional radio facilities ever built.

Conceived more than three years ago by O. W. Fisher, long-time president and general manager of the station, and built by the Austin Company, the NEW KOMO embodies every known artistic and technical development for the production of radio programs and high fidelity reproduction of sound.

Not surprising to advertising-wise was the new KOMO installation. They had watched KOMO lead all competitive stations for more than 20 years, observed its high audience ratings, programming know-how, alertness to public service opportunities. Based upon past performance they expected KOMO to point the way to radio progress for the area.

Said Fisher at week's end, "We are gratified at the reception of our new studios, but expect to make an even further contribution to radio, when we start operation of our new 50,000 watt RCA transmitter, most advanced installation of its kind, now in the test stage."


STUDIO G provides stage and audience for local dramatic group; is also equipped for cooking school, audience participation broadcasts.
STUDIO B from Sponsor's booth. For realistic reproduction, B, like C and G, combines polycylindrical construction and splayed perforated Transite.

THE PACIFIC NORTHWEST SYMPHONY rehearses in main floor Studio C, one of three engineered for musical broadcasts at the new KOMO.

SPONSOR'S AUDITION ROOM. Acoustics, furnishings, subdued colors, encourage concentrated attention on program audition, without distraction.

DOWN OPERATIONS CORRIDOR to KOMO's nerve center. Operations Control. Building brings "working radio" out where public can see it.

KOMO'S NEW 50,000 WATT TRANSMITTER building and three 500 foot antennas, located on Vashon Island, 15 miles southwest of Seattle.

MASTER CONTROL ROOM, center of technical operations. It handles switching functions of six studios. Operator can see into three studios.

NBC FOR SEATTLE-TACOMA AND THE PUGET SOUND COUNTRY—KOMO
A WESTERN RADIO conference, sponsored by networks and local
stations and educators in the nine
Western states, will be held in the
Marines Memorial Building, San
Francisco, March 20 and 21.

Keynote of the two-day conclave
will be: "Development of the
Responsible Use of Public Interest
Broadcasting."

James Day, public service direc-
tor, NBC, San Francisco, is act-
ing chairman and John Crabbe, di-
rector of radio, College of the
Manager, Johnson Advertising
Agency; John M. Wolfe, partner, John M.
Wolfe Co.; F. P. Barnes, General Elec-
tric Co., and Tom Foster, radio editor,
Shopping News.

Broadcasters to Confer
With Educators

Pacific, conference program chair-
man.

Delegates of the Parent-Teacher
Association, American Associa-
tion of University Women and
other state and civic organizations,
are serving as members of the
arrangements committee.

Speakers from the broadcasting
industry and educational field will
discuss radio as a medium of com-
munication of education and time
will be given to general discussion.
The Western Section, Assn. for
Education by Radio, will hold its
annual meeting and election of of-
ficers during the conference.

Open house will be held by San
Francisco stations.

S. D. BROADCASTERS
HOLD 2-DAY SESSION

IMPROVED TRAINING for ra-
dio students was the object of the
first South Dakota Broadcasters' con-
ference called Feb. 20-21 by
Irving R. Merrill, director of
KUSD, official station of the
U. of South Dakota.

Broadcasters were asked for
suggestions on realigning the uni-
versity radio training to conform
with standards of commercial
broadcasting. Speech, radio and
dramatic art were scheduled for
discussion the first day. The second
day's session dealt with the NAB
code and commercial broadcasting
problems.

Featured speaker at the con-
ference was John F. Meagher,
general manager of KYSM Man-
kato, Minn., who discussed
"Small Station Operation During
1948" in a banquet address Feb.
20. That evening broadcasters were
guests of the university at the
U. of South Dakota-South Dakota
State basketball game.

2-STATE BROADCASTER
MEET AT NEW ORLEANS

JOINT MEETING of the Louisi-
aana Assn. of Broadcasters and the
Mississippi Broadcasters Assn. is
to be held Feb. 27-28 at the Inter-
national House, New Orleans.

The Louisiana group will be
host, and enter-
tainment is being
arranged by a
committee com-
piled of seven New
Orleans stations:
Fred Weber
WDSU; Harold
Wheelahan,
WSMB; Howard
Summerville, WWL; Stanley Ray,
WJMK; Charles C. Carlson,
WJWB; Henry Wehrman, WTPS,
and Joseph Oswald, WVEZ.

Reservations to date indicate the
meeting will be well attended by
broadcasters from both states, ac-
cording to James E. Gordon, presi-
dent of the Louisiana group. The
networks and NAB also have been
invited to send representatives, Mr.
Gordon said.

City College Conference
Scheduled for April 14

FOURTH ANNUAL radio and
business conference sponsored by the
Evening and Extension Divi-
sion, City College School of Busi-
ness, New York, is scheduled for
April 14; it was announced last
week.

Winners of radio awards will be
honored at a luncheon in Hotel
Biltmore, after which a panel ses-
tion is planned. The evening meet-
ing will be held in the college,
under the direction of Joseph C.
Beal, public relations director of
the host group.
Looking for an unusual Morning Program in the Cleveland Market?

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

In the popular whodunit tradition... producer and announcer do a daily comedy strip called Trick Dacey.

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

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

WJW
850 KC
5000 Watts

BROADCASTING • Telecasting
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**BUFFALO HOOPER**

A SPECIAL SURVEY of “second set listening” in Buffalo, N. Y., has revealed that the C. E. Hoooper Inc. coincidental telephone method somewhat understates true listening, it was learned last week.

The survey, conducted by the Hoooper firm in Buffalo, indicated, however, that the difference in figures obtained by the regular questioning and those obtained in the expanded interviewing prevailed were from 5 to 6 p.m. and from 6 to 7 p.m. when children’s shows are on the air, Mr. Hoooper said.

Sets-in-use figures hour-by-hour are shown as follows, with figures obtained by the ordinary questioning under the column headed “regular” and those by the expanded questioning under “extra.”

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<th>EXTRA</th>
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Mr. Hoooper explained that the Buffalo survey was conducted as part of the general preparation for the publication of U. S. Hoooperatings [Broadcasting, Feb. 9] but by no means represented the final figures which the U. S. Hoooperatings would eventually turn up.

**SAN FRANCISCO**’s new mayor, Judge Elmer E. Robinson (r), receives an album of recordings of his inaugural ceremonies from Philip G. Lasky, general manager of KSFO San Francisco. KSFO broadcast the inauguration from rotunda of San Francisco City Hall. Ceremonies were transcibed and the mayor’s recording dubbed off from station’s transmissions.

**Ferry in New Firm**

ROBERT R. FERRY, executive vice president of Ridgeway, Ferry & Yocum, has disposed of his interest in the agency and has joined LaRoche & Ellis, Inc., New York, in an executive capacity. During the war Mr. Ferry served as assistant director of the Office of War Information in charge of domestic operations and as a consultant to the War Shipping Administration. Previously he was associated with Geyer, Cornell and Newell and Young & Rubicam, serving in both as account executive and in creative capacities.

**STOP ORDER ON FIGHT BROADCAST IS DENIED**

JUDGE Frank J. Murray of the Superior Court in Boston on Feb. 16 denied an injunction sought by Al (Red) Priest of Cambridge which would have prevented the broadcast by WLAW Lawrence of a ten-round bout at Boston Garden between Mr. Priest and Charlie Fusari of Irvington, N. J. The judge ruled that WLAW could broadcast the Feb. 16 bout as scheduled.

In petitioning for the injunction, Mr. Priest, and his manager, Johnny Buckley, contended that when they signed for the match with Mr. Fusari they were unaware of the contract the promoter, The Callahan Athletic Club, had with WLAW, and further contended the broadcasting resulted in personal enrichment of the defendant.

Judge Murray’s action on the petition came after Attorney James A. Donovan, appearing for WLAW, said that no money was paid to the promoter for the privilege of broadcasting the bout. Counsel stated that the cancellation of the program would have hurt the station’s efforts to increase its listening audience. Mr. Priest and his manager were allowed 20 days in which to file further pleas.
WCON'S 7-WAY PROMOTION PLAN

1. OUR OWN NEWSPAPER — THE ATLANTA CONSTITUTION — Editorial Promotion is heavy and consistent and Display Advertising is continuous.

2. OUR OWN AIR — Intelligent planning and consistent plugging feature promotion programs over WCON's own air.

3. BILLBOARDS — Nine permanent boards located on main arterial highways. Boards are equipped with reflectors to do a day and night job.

4. WCON NEWS PICTURES — 200 attractive display pieces featuring news and WCON promotion. 100 in Atlanta — 100 in trading territory.

5. WCON CONTEST — An outstanding audience participation contest will be announced shortly.

6. SPECIAL EVENTS PROMOTION — WCON personalities, presented on a continuing basis, before social, civic and school groups with entertainment and informational features.

7. TRANSITADS — Car cards are employed each month; a full showing, reaching approximately 300,000 commuters daily.

The Way To Get Results In Atlanta!

Every effort is made by WCON personnel to cooperate fully with national and local advertisers — to secure top return on every advertising dollar spent on this station. We are the heirs of eighty years prestige and goodwill established by The Atlanta Constitution. We strive to deserve it — to carry over this valuable asset to advertisers who use our station. We believe WCON will produce best results in Atlanta and Georgia — try us!

THE ATLANTA CONSTITUTION STATION
5000 Watts

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1903, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

National Representatives HEADLEY-REED COMPANY

WCON
ATLANTA

THE ATLANTA CONSTITUTION STATION
5000 Watts 550 KG

Affiliated
American Broadcasting Company

February 23, 1948 • Page 27
WHAT'S THE DIRT ON POTATO HILL (Ky.)?

There's plenty of hills in Kentucky, scattered all over the State. Plenty of little towns like Potato Hill, too — but all of them, piled together, wouldn't make a very sizable mound. Or have much buying power, either!

Most Kentucky buyers live in the Louisville Trading Area. They even buy more "spuds" (yams, Irish — and yes, the mentholated ones) than all the balance of the State! Or anything else you've got to sell — unless, of course, you're selling exclusively to farmers. When you advertise on WAVE, you really cover the Louisville Trading Area, and at moderate cost.

It's business we want to dig up for you — not potatoes. So give us a try. You'll find that with the audience WAVE brings you, your sales are practically in the bin!

4A's Examinations Planned for April

ANY PERSON not now employed by an advertising agency will be eligible for the second annual examination of the American Assn. of Advertising Agencies, April 17-24.

Established to test entrants for specific types of work in the industry, the examination will be held in at least 10 cities. While no candidate is guaranteed a job, the AAAA pointed out that distribution of the examination records to agencies, advertisers, publishers, radio stations and other employers in advertising should result in an increased number of job interviews and may bring newcomers into the industry.

Cities offering tests last year were Boston, Cleveland, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, Portland, Ore., and Seattle. The AAAA said that regional councils and chapters will probably sponsor the examinations in additional cities this year.

The fee for candidates taking the test is $15.

Ford Will Be Cardinals' Games Telecast Sponsor

FORD MOTOR CO. and Ford dealers of St. Louis have contracted to sponsor telecasts of the St. Louis Cardinals' baseball games from Sportsman's Park this year.

An agreement to teletcast the games for the second year was announced Feb. 12 by Robert E. Hannegan, president of the Cardinal organization, and KSD-TV.

Mr. Hannegan, former Postmaster General of the United States, confirmed arrangements in a letter to the St. Louis Post Dispatch television station. Present plans call for a considerable increase in the number of baseball games from the 34 made last year, but the exact schedule is indefinite. Arrangements for television coverage of the St. Louis Browns' games, which were also teletcast by KSD-TV last season, have not been completed.

Deadline for AER Script Contest Set for March 30

THE NATIONAL Radio Script Contest, sponsored by the Assn. for Education by Radio, closes March 30. Scripts are already arriving from all parts of the U.S., according to Sherman P. Lawton, U. of Oklahoma, chairman of the AER contest.

Prizes totaling over $800 are being offered by Alpha Epsilon Phi, Dierks Divers Inc., General Electric, NAB, Encyclopedia Britannica Inc., Newark News and Oklahoma City Oklahoman and Times. Any student in an accredited college of broadcasting in the U.S. is eligible. Contest rules may be obtained from Dr. Lawton.

CHARLIE MCCARTHY IS FIRST IN CANADA

NINE OF TEN first evening network shows heard in Canada in January were American originations, according to program rating issued by Elliott-Haynes Ltd., Toronto. First was Charlie McCarthy with rating of 39.1, followed by Fred Allen, 37.7; Radio Theatre, 36; Fibber McGee & Molly, 33.6; Amos 'n' Andy, 27.5; Mjstic Hall, 24.2; NHL Hockey (Canadian program) 22.4; Meet Cortis Archer, 21.6; Ozzy & Harriet, 21.6 and Album of Familiar Music, 20.7.

Daytime English language programs for January were led by The Happy Gang (Canadian program) 17.2; Ma Perkins 16.9; Pepper Young's Family 16.9; Claire Wallace (Canadian program) 16.7; and Big Sister 16.5.

French language evening programs for January were led by Un Homme et Ses Poches 41; Radio Canadas 36.7; Ralluement du Rire 35.8; Metropole 34.8; and Enchantant dans le Vivre 32.8. Most popular daytime French language programs were Jeunesse Dorée 27.7; Rue Principale 27.5; Tante Lucie 21.9; Les Joyeux Troubadours 19.7; and Grande Soeur 19.6.

Show in Rhyme

KASPER-GORDON, Inc. of Boston, Mass., is offering a new half-hour musical variety transcribed program, The Spice of Life, written completely in rhyme. Distribution of the show will be limited to one sponsor in each town. Cast of the program includes Virginia Hauer and Dave Ballantine, singers; "Men of Melody", novelty quartette, Al Navarro, saxophone and clarinet player; Lee Daniels, pianist; Eddie Kasper, m.c. and Sammy Eisen and his band.

Proof Positive

WHEN WTTR, DuMont's Washington TV station, wanted to find a garage for its two mobile units it found to the best medium available for advertising — television, of course. WTTR scheduled a spot five times daily during the Feb. 2-8 period. The spot was a picture of all sides of the mobile unit truck, with a girl's voice speaking for the truck in the first person, describing its plight, and that of "a buddy of mine, named 'S ub u r b a n.'" By Feb. 8 WTTR had a lease which provided exactly the facilities required. And real estate brokers had been working on the need for several months.

LOUISVILLE'S WAVE

5000 WATTS - 970 KC

FREE & PETERS, INC.
Above is the Gates BF-3A, 3-kilowatt FM transmitter. The 500 watt cabinet on the left is a complete transmitter and can be used alone if desired and the 3-kilowatt amplifier added later.

Have you ever been in an ice storm, when the power lines are dragged to the ground and poles snap off like matchsticks under tons of ice load,—huge trees are stripped of branches?—And then in restoring power to your radio station an accident happens and many times the proper voltage comes into your transmitter and burns out the main power transformer?

This happened to one of our customers out in Kansas. He sure was in trouble but he knew he could depend on Gates.

A few hours later the Gates Sales Manager with the transformer was on the road to a half-way meeting point and next morning the station was back on the air,—at least a day sooner than if usual forms of transportation had been used.

Sales Managers don't generally do this. But when one of our customers is in trouble we will do anything possible to give the necessary service. It’s one of the unseen things you get when you buy Gates.

Gates Radio Company
Quincy—Illinois

This Year is G-Year ----
The Swing's to GATES ---- in '48
A movement is underway in Chicago among video personnel in agency, network, station and other related fields to found an independent organization designed to further civic welfare of television, it was learned last week.

The proposed organization would be comparable to the American Television Society in New York, after which it would be patterned, but would operate without affiliation to ATS, it was indicated. Objectives would be generally similar to those of ATS but amenable to the particular needs and demands of members of the Chicago counterpart. Chapter also would serve as a kind of coordinating group for civic TV activities, as well as endeavor to promote Chicago as a television center.

Two meetings already have taken place, according to Fran Harris, video director of Rahrnau & Ryan, one of the prime supporters of the movement. Another is scheduled for this week, with prospect of between 50 and 60 interested parties attending. Discussions will center chiefly around specific objectives, a proposed charter and possible steps looking toward election of officers. Name for the organization also remains to be chosen.

Those attending one or both of previous meetings included Fred Kilian, ABC; Jules Herbevesa, NBC; Ross Littig, J. Walter Thompson Co.; George Rich, Ollan Advertising Co.; Art Holland, Malcom-Howard Agency; Arden Rodner and Norman Lindoulk, Television Advertising Productions; Ronald Werrenrath, Don Meier, and Don E. Dowd, Commonwealth Edison Co.; Gibson Franks, Electric Club, and others.

Present movement reportedly grew out of two separate groups whose purposes in establishing such an organization were basically similar. Originally spearheading the other group, plans of which were in the discussion stage, were Mr. Rodner and James Stinton, newly-appointed general manager of ABC, it was disclosed.

Thanks to JCP

"BAN LIFTED ON FM" was the headline of full-page newspaper ads recently placed by Gross Distributors Inc., exclusive Stromberg-Carlson distributor in New York, New Jersey, Connecticut and Western Massachusetts. The ads appeared in New York Herald Tribune Feb. 6 and New York Times Feb. 3. The firm exhausted its supply of 2000 circulars on the "Story of FM" as a result of the promotion.

Chicago Plans Group Similar to ATS

Chas. Stuart Sells His Radio Holdings

Brother Succeeds to Presidency Of Firm Owning 3 Stations

Chas. Stuart  Jas. Stuart

SALE of his stock interest in Stuart Investment Co., holding company for KOIL, Omaha, KFOR Lincoln and WDGY Minneapolis and other properties, to the company, was announced last week by Charles T. Stuart, president of the investment company and of the radio properties. Simultaneously, Mr. Stuart announced his resignation as president and the elevation of his brother, James Stuart, from vice president and secretary to president.

Following the transaction, which entailed 49% of the parent company's stock, and which gives James Stuart 90% ownership, the latter announced that the operating companies would remain intact. Melvin Drake, vice president and director of WDGY, who is resident in Minneapolis, will continue in that capacity along with his directorships in the Omaha and Lincoln stations. W. J. Newens, manager of KOIL, was elevated to a vice presidency and directorship, as was Harry Peck at KFOR.

Plans Not Announced

Charles Stuart has not announced future plans but is expected to return to business in the Middle West. He has been president of the Stuart operations since 1939, succeeding his father, the late Charles Stuart. James Stuart served as a captain in the infantry in the European theatre of operations in World War II and returned to the Stuart organization in 1946, assuming a vice presidency.

The Stuart business was established in 1880 by the grandfather of Charles and James, James Stuart. Properties in addition to the stations include substantial real estate holdings and an insurance agency.

In the transaction, Charles Stuart retained his stock interests in the First National Bank of Lincoln and in the Lincoln Telephone and Telegraph Co., as well as substantial real estate holdings.

KXLL to Join NBC

K X L L MISSOULA, Mont. will join NBC Feb. 29 as the network's 169th affiliate. The station will operate unlimited time with a 250-watt 1450 kc.

ATLANTA

Georgia's 2nd Station in Family Coverage

According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Three Beauties of the Deep South

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

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

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

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

WWL NEW ORLEANS A DEPARTMENT OF LOYOLA UNIVERSITY

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

50,000 WATTS - CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
VIDEO DEVICE
Used in Checking Alignment,
As RCA Development

A NEW DEVICE to check the
linearity and speed the precise
alignment of television picture
tube circuits has been announced
by the RCA Test and Measuring
Equipment Section.
The mechanism, called the RCA
Grating Generator (Type WA-3A),
is said to be the first commercial
instrument of this type. It is
designed to provide both TV set
manufacturers and TV broadcasters
with a means for determining
the correct linearity alignment of
deflection circuits for receiver
picture tubes and camera pickup
tubes.
The generator produces on the
picture tube a pattern, consisting of
crossed horizontal and vertical
tubes, similar to a lattice or grating.

This television test pattern is pro-
duced by the RCA Grating Gen-
erator. Equal spacing of the hori-
1zontal and vertical lines as shown, indicates correct alignment. Im-
proper alignment would result in
crowding or spreading of the bars.
The horizontal bars are used for
checking vertical alignment, and
the vertical bars for checking hori-
zontal alignment. Equal spacing be-
tween bars indicates perfect linear-
ity.

Bank on KFH to carry your
sales message to folks who
能 buy and “silver plate”
your profit statement. We’ve
been putting products on top
in this rich market for 25
years. Ask any Petry office.

Atlantic Region Problem
Concerns CBC Conference

PROGRAMS, commercials and in-
ternal operating problems of the
Trans-Canada and Dominion net-
works were discussed by stations
and Canadian Broadcasting Corp.
management at Hotel Brunswick,
Moncton, N. B. Feb. 9 and 10. No
decisions were arrived at, but ses-
sions were round-table meetings
so air difficulties of individual
network stations and problems of the
CBC in supplying the Atlantic
region stations except for CBH
Halifax, and CBA Sackville, which
are CBC-owned, all stations on
networks in Atlantic region are
independently owned.

Attending the meetings were: Maj.
Wm. Borrett, CHNS Halifax; Charles
McDougall, CJCB Sydney, N. S.; Mal-
coon Nell and Austin Moore, CFNB
Fredericton, N. B.; George Gormeill,
CHSJ St. John; Laurie Smith, CJLS
Lethbridge; CHBC Campbell River; Norm Botterill, CFBC
St. John; Fred Lysy, CRCW Moncton;
Bob Laroc, CFCY Charlottetown;
Ralph Ricketts and Clyde Nunn, CJFX
Antigonish, N. S. Representing CBC
were A. D. Dunton, chairman, Ottawa;
George Young, stations relations, To-
ton; Austin Welt, commercial man-
age, Toronto; Bud Gils, Dominion
network supervisor, Toronto; Harry
Bedford, Trans-Canada network super-
visor, Toronto; W. E. S. Brigg, Mar-
times region representative, Halifax;
S. R. Kennedy, CBH Halifax; and H. M.
Smith, regional engineer, CBA Sack-
villle.

CBC Board Meeting
In Ottawa March 19

APPLICATIONS FOR four new
AM stations and one new FM sta-
tion were scheduled for hearing
at 58th meeting of the Canadian
Broadcasting Corp. board of gov-
ernors at Ottawa, March 19-20.
Louis Rahey has applied for 1 kw
station on 750 kc at Sydney, N. S.;
L. W. Flett has applied for 250
watts on 1340 kc at Newcastle,
N. B.; and B. Allen Heeney has
applied for 250 watts on 1240 kc
at Geraldton, Ont., and Department
of National Defence has asked for
100 watt station at Dawson, Yuk.
New FM application is by W. C. Moorhouse for 250 watts at
Chilliwack, B. C.

CHGB St. Anne de la Pocatiere,
Que., has applied for 250 watt
shortwave broadcasting station. A
number of stations have applied
for emergency transmitter licenses,
including CFOS Owen Sound,
CKBI Prince Albert, and CJLS
Yarmouth. Transfer of control of
licensee has been requested by
CJIB Vernon, B. C., with original
owners selling out. Other stations
have applied for share transfers
and change in company name.

Agencies Network

SOUTHWEST members of Affili-
ated Advertising Agencies Net-
work held a two-day regional meet-
ing in Fort Worth Feb. 14 and 15.
W. J. Brockson, of Gebhart and
Brockson, Inc., Chicago, national
director of AANA, attended. The
host member agency was Advertising
Business Agency, Fort Worth.
FATTENED BY A LISTENER TO WNAX
(Karl Hoffman, Ida Grove, Iowa)

FED A PRODUCT ADVERTISED ON WNAX
(Cudahy's All Purpose Mineral Feed)

SOLD AT A MARKET ADVERTISED ON WNAX
(Sioux City Central Public Market)

Unusual, yes, but it illustrates clearly the cash Big Aggie farmers are making. (Mr. Hoffman grossed $6,003.85 on this one sale alone.) Farmers in this richest agricultural region in the world are making money—a lot of it.

Write us or see Katz for details on a WNAX program that will tap this "fat" market for your product.

WNAX is available with KRNT & WMT in the Midwest States Group. Ask the Katz Agency for rates.

A Cowles Station
WNAX
SIoux City - Yankton AFFILIATED WITH THE AMERICAN BROADCASTING CO.

FAT STEERS
Bring $41.65

On December 31, 1947, Karl Hoffman, Ida Grove, Iowa, brought 15 fat yearling steers to the Sioux City Market which sold to the Cudahy Packing Company for $41.65 per hundredweight, an all-time high. Mr. Hoffman is an outstanding feeder, having won grand championship honors at every major livestock show in the United States for the past six years. Mr. Hoffman is a WNAX listener, as are many thousands of successful farmers in Big Aggie Land.
WJBW CONFLICT

A QUESTION of the effect of the Louisiana property law on FCC's disposition of the pending WJBW New Orleans conflict was raised last Tuesday in oral argument before the Commission en banc.

FCC has proposed to deny Charles C. Carlson's application for renewal of the WJBW license and to grant the application of his divorced wife, Mrs. Louise C. Carlson, for a new 250-w station on WJBW's 1230-ke frequency [Broadcasting, Dec. 15].

Harry Hill, New Orleans attorney for Mr. Carlson, told FCC during oral argument that even with this disposition Mr. Carlson would still have a half interest in the WJBW property under the state's community property laws, and that the Commission would be powerless to prevent it.

Claims Share

Even if Mrs. Carlson should set up an entirely new station, as she proposes, Mr. Hill said, her former husband would be entitled to a share of the net profit through Louisiana law's recognition of such intangibles as "good will" and "a going concern."

Vincent B. Welch, Washington attorney representing Mrs. Carlson, denied the Louisiana statutes would lead to such a result. He quoted a law partner of Mr. Hill as testifying, during the hearing in 1946, that Mrs. Carlson was "in no sense a partner" of her former husband at that time.

Mr. Hill maintained that Mrs. Carlson had offered Mr. Carlson a "severement." Mr. Welch countered that the offer had come from Mr. Carlson and had been rejected by Mrs. Carlson on his (Mr. Welch's) advice.

FCC's proposed denial of license renewal was based largely on technical violations. Mr. Hill insisted that the public was "more than satisfied" with WJBW's operation under Mr. Carlson, who has been licensee for almost 22 years, and that complaints have come "only from employees of this Commission and from the divorced wife of Mr. Carlson."

He said that wartime conditions were responsible for Mr. Carlson's failure to meet standards in many instances, that he "did everything in his power" to abide by FCC's rules, and that to revoke a license after 20 years would be, under these circumstances, like "meting out the death sentence for stealing a loaf of bread or a spool of thread."

Mr. Welch noted that more than 100 separate citations had been issued against WJBW and contended that there had been violations both before and since the war. He claimed WJBW's 1943 payroll totaled $3,300. After the station employed a "good engineer," he said, Mr. Carlson ordered him off the property at gunpoint. To Mr. Hill's plea that Mr. Carlson is not an engineer, Mr. Welch contended the record shows him as chief engineer and that part of his salary is for that position.

WXKW Plans to Take Air About March 1 at Albany

WXKW Albany, N. Y., owned by the Champlain Valley Broadcast- ing Corp., plans to go on the air about March 1, the station management has announced. It will be a 10-kw fulltime ABC outlet operating on 850 kc. Studios occupy the fifth floor of Albany's First Trust Co. Building.

Stephen R. Rintoul is president of the licensee and Harold H. Meyer is general manager of the station. Arthur Schoenfuss is chief engineer.

Most recent appointment to the WXKW staff is that of Gren Rand, former assistant manager of WOKO Albany, as sales manager. Mr. Rand, before becoming WOKO assistant manager, had been an announce and education director of WOKO and WABY Albany.

KAKE Wichita, Kan., has received certificate of appreciation from War Dept. officials for station's presentation of Air Force program, "Flight Into the Past."

CHECKING EQUIPMENT as KRAM Las Vegas, Nev., took the air in January are (1 to r): Truman B. Hinkle, station general manager; Roy Rockstrom, chief engineer; John Scales, engineer for Weldon & Carr, equipment firm, and Edward J. Jansen, president of Boulder City Broadcasting Corp., licensee. Station is a 1-kw daytimer on 920 kc.

Page 34 • February 23, 1948
You know the statistics—you know that the farm families in WDAY's fabulous Red River Valley have more money to spend this year than ever before—on luxuries as well as necessities.

But do you know WDAY's hold on those rich farm people? Do you know, for instance, that one Fargo store recently sold $6,500 worth of $125 oil heaters from one 100-word announcement on WDAY?

Ask your local representative about radio—and WDAY—in the Red River Valley. He knows!
Open Mike

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

Tennessee Ad Firm Praises Efficiency

EDITOR, Broadcasting:

Broadcasting has become one of our most reliable information services.

It would seem you render efficient service far beyond worth of annual subscription.

The news makeup appears improved. Captions are easy to spot. Better order to FCC reports would be our only constructive comment, and guess the time factor prevents this.

Win. Pence
Pence & Co. Advertising & Public Relations
Johnson City, Tenn.

World Audience Need Held Vital

EDITOR, Broadcasting:

Congratulations on your recent editorial “Are There Ears to Hear?” Our country needs desperately, a mass audience in the rest

(Continued on page 88)

WBOW WCHS WMBD Given Contest Plaques

FOR THEIR SKILL in promoting the daytime serial, Linda’s First Love, WBOW Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques by the Ralph H. Jones advertising agency. Winning station promotion personnel handling the campaign received RCA portable radios. The promotion took place last fall in connection with the 60th anniversary of the Kroger Co., sponsor of the program.

Four additional stations receiving honorable mention certificates were: WLYN Cincinnatti; WBNS Columbus, Ohio; WOOD Grand Rapids, Mich.; WOWO Ft. Wayne.

The five-week station promotion contest was planned by the agency to intensify the big advertising campaign launched by Kroger.

St. Louis U. Video Plea Not Non-Commercial

EDITOR, Broadcasting:

In reading your story on Page 93, issue of February 3 of Broadcasting where reference is made to St. Louis U. filing TV application, you have erroneously listed application as non-commercial.

This is very much in error as our application for CP is definitely for a commercial television station. In fact, in the same issue of the magazine on Page 79, under FCC actions, our application is listed as commercial.

Nick Pagliara
General Manager
WEW St. Louis

Agency Head Offers ‘CARE’ Gift Idea

EDITOR, Broadcasting:

Here’s an idea that might be worth passing on to other advertising agencies via the pages of Broadcasting.

Every year at Christmas we pull our hair out here at Lindsay Advertising wondering what we can give our good customers and trade friends that they can use and appreciate and yet won’t seem like a bribe. This year we hit on an excellent solution and sent each of them a letter saying that a CARE package had been sent by the agency in their name.

Merrill K. Lindsay
Lindsay Advertising
New Haven, Conn.

St. Louis U. Video Plea

EDITOR, Broadcasting:

To reach the profitable market in Utah (and in most other western states, for that matter) you don’t need to cover every square mile, many of which are quite lonely. Most Utahns are concentrated within the rich 9-county oval centered at Salt Lake City.

Here’s the breakdown in percentages:

<table>
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<th>In KDYL 9-County Oval</th>
<th>In the Remainder of Utah</th>
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<tr>
<td>Population</td>
<td>78.67%</td>
<td>21.33%</td>
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<tr>
<td>Retail Sales</td>
<td>84.25%</td>
<td>15.75%</td>
</tr>
<tr>
<td>Buying Income</td>
<td>86.62%</td>
<td>13.38%</td>
</tr>
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</table>

The significant point is that throughout this populous 9-county area KDYL is the popular station.

Here’s Where the People Are

To reach the profitable market in Utah (and in most other western states, for that matter) you don’t need to cover every square mile, many of which are quite lonely. Most Utahns are concentrated within the rich 9-county oval centered at Salt Lake City.

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The significant point is that throughout this populous 9-county area KDYL is the popular station.

STATION AWARD cocktail party at which plaques were given included this group gathered around a certificate (l to r): Kathryn M. Hardig, radio timebuyer, Ralph Jones Agency; Stan Barnett, WOOD manager; Lenore Litt, WOOD promotion director; James M. Nelson, agency vice president and Kroger account executive; Helen Kennedy, assistant advertising director of the Kroger Co.
WMT has the BIG audience out front when the curtain rises on The Lux Radio Theater

Another CBS Hooper-rated "First" keeps WMT delivering more important listeners at less cost

When it's Lux Radio Theater time in WMTland, top hats are scarce in the first-night audience. The prosperous theater-goers till the rich farmland and operate Eastern Iowa's humming industries. Though far from top hats and Hollywood, they're near the top of the income brackets. And WMT keeps them informed, amused, and entertained. Tell your sales story to this important market* on Eastern Iowa's important, economical station. The Katz Agency man has complete details.

*1,131,782 persons within WMT's 2.5 MV line.
FCC last week rejected Virginia Broadcasting Corp.'s efforts to get a non-hearing grant for a new 250-w station on 1240 kc at Roanoke or to upset the 610-ke, 1-kw grant issued five months ago to WSLS Roanoke.

The Commission also refused to modify the interference conditions imposed on WLVA Lynchburg's grant for 590 kc with 1 kw, describing the Lynchburg station's arguments as being "without merit in that they presume that the Commission will not exercise its licensing function in a manner designed to serve the public interest, convenience, and necessity."

Virginia Broadcasting and WSLS originally competed for the 610-ke assignment. WSLS won, but in the proposed decision FCC suggested that it would give Virginia Broadcasting the 1540-ke spot vacated by WSLS. Then another applicant, WROV Roanoke, filed for 1240 kc. FCC's final decision then denied Virginia Broadcasting's 610-ke bid but left the way open for the firm to compete for 1240 kc [BROADCASTING, Sept. 15, 1947].

Virginia Petition
Virginia Broadcasting contended, in a petition filed Oct. 1, for reconsideration or rehearing, that it had not been in a position to oppose the proposed decision, since it stood to win 1240 kc, and that actually it seemed obvious from the wording of the proposed decision that the company had received a grant for that frequency.

FCC replied, in its opinion and order last Monday, that WROV's application for 1240 kc had made it impossible to carry out the original proposal to grant that frequency to Virginia Broadcasting without comparative consideration of the two applications. Further, the Commission insisted, the proposed decision was clearly a proposal, "not final action."

Virginia Broadcasting is owned largely by Roanoke business and professional men with Carleton D. Smith, manager of NBC television, owning 15% interest. Randolph G. Whittle, Roanoke attorney, is president and owns 22½%.

WLVA Case
In the WLVA case, which was part of the proceeding involving WSLS, Virginia Broadcasting, and other applicants for 590 and 610 kc, the Lynchburg station objected to FCC's requirement that it take its 590-ke grant subject to any interference that may be received in event of grants of pending applications of WARM Scrant on and WBAX Wilkes-Barre. WLVA claimed the language was so broad that it could result in ruinous interference and conditions harmful to public interest.

FCC, dismissing the arguments as being "without merit," noted that it had refused WARM's plea for comparative consideration with WLVA. The conditions involved, FCC said, were designed to permit "such minor interference as may be imposed" without making a competitive hearing necessary.

PHILLY OUT-OF-TOWN LISTING PLAN ENDED
PHILADELPHIA Broadcasters Listing Service terminated its service Feb. 17.

The listing service, operated for the past 11 months by Si Shaltz, head of Adelphia Assoc., Philadelphia publicity firm, had fed to 15 daily newspapers in a 60-mile radius the broadcast schedules of Philadelphia's KYW, WCAU, WFIL and WIP. In addition, the service also wrote a radio column for the Wilmington (Del.) Star. This, too, was discontinued.

According to Mr. Shaltz, withdrawal of WFIL and WIP meant that the service could not continue. These stations felt that the service, operated on a daily basis without charge to the newspapers, had outlived its usefulness.
Exhaustive Telephone Survey* (14,083 telephone calls) reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City." At the hub of this "rural metropolis" is Waterloo and Black Hawk County, where over $100,000,000 in manufactured goods is produced annually.


**DAY TIME LISTENING**
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>38.7</td>
<td>30.4</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>20.8</td>
<td>32.0</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>16.8</td>
<td>13.3</td>
</tr>
<tr>
<td>Others (Over 18 stations)</td>
<td>23.7</td>
<td>24.3</td>
</tr>
</tbody>
</table>

**NIGHT TIME LISTENING**
Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

<table>
<thead>
<tr>
<th>Station</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.1</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>36.6</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>20.7</td>
</tr>
<tr>
<td>Others</td>
<td>10.6</td>
</tr>
</tbody>
</table>

**TOTAL OF ENTIRE SURVEY**

<table>
<thead>
<tr>
<th>Station</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>32.9</td>
</tr>
<tr>
<td>Station A (Des Moines 50,000 Watt NBC outlet)</td>
<td>31.5</td>
</tr>
<tr>
<td>Station B (Cedar Rapids 5,000 Watt CBS outlet)</td>
<td>17.1</td>
</tr>
<tr>
<td>Others</td>
<td>18.5</td>
</tr>
</tbody>
</table>

In the 8 counties tested, KXEL listening ran as high as 3.3 TIMES THE LISTENING AUDIENCE OF ANY OTHER STATION.

In prosperous Chickasaw County KXEL dominated with 52.4% of the morning listening homes, 37.2% of the afternoon listening homes, 30.6% of the evening listening homes.

KXEL's superb programming not only wins a new and ever-increasing listening audience, but also LEADS ALL RADIO STATIONS IN NATIONAL FARM SERVICE PROGRAM AWARDS WITHIN THE LAST TWELVE MONTHS.

These are just a few of the facts contained in the Conlon Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knode representative.
Million-Dollar Studios
Dedicated This Week

KOMO SEATTLE, NBC affiliate, this week will formally open new studios, which engineering experts and veteran broadcasters have called the most modern and functional in the Pacific Northwest.

Representing an investment in excess of $1,000,000, the new facilities at Fourth Avenue and Denny Way will be launched Wednesday with an international formal opening and dedication, to which Washington's Governor, Mon C. Wallgren, Seattle's Mayor, William F. Devlin, and officials of other cities in Washington and British Columbia have been invited. Over 1000 have been invited to the weekend festivities, which were scheduled to start yesterday (Sunday, Feb. 22) with a preview for KOMO employees and their families.

Planned for more than three years, the newly completed studios reflect the engineering ideas of O. W. Fisher, KOMO president and general manager. The building was designed in collaboration with the station's engineers, headed by F. J. Brott, chief engineer, and was erected by the Austin Co.

Sanctum Sanctorum
Perhaps the most spectacular innovation is the "thinking room." Isolated from operational, administrative and public traffic lanes, the "thinking room" is intended for creative writers, producer-directors and other creative workers.

United Press regional headquarters staff is located in two offices on the main floor. The station's own news-gathering and editing operations supplant dispatches from the wire.

Isolation of sound was a special problem since the building is located on a major traffic artery. To achieve 100 decibels of sound isolation, it was necessary to begin with the reinforced concrete outer wall of the building, and to filter out the sounds with air pockets, fiber glass, cork and plastic block in addition to the latest type of studio wall sound-proofing.

Each studio unit, including the control booths, is installed on the "room within room" principle. Air-conditioning filters the air, but it controls the humidity to achieve maximum acoustic consistency.

Major items in KOMO's new studio equipment were custom built by RCA to the station's specifications, including the five booth control consoles and the master control console, coordinating and interlocking the several studio controls.

Each of the five control booths is equipped with RCA turntables.

(Continued on page 42)

FCC Cuts Renewal Data Requirements
May 1 Group Only Told to Omit Commercial Continuity Data

RECOGNIZING that "various problems have arisen," FCC last week told stations whose licenses expire May 1 that they may disregard the new renewal forms' request for data on "commercial continuity."
The "various problems" were not officially enumerated, but were understood to center on the fact that stations heretofore have not had to report on "commercial continuity and apparently do not have adequate records on the subject. Also, it was pointed out, the term has never been formally defined and has been given divergent interpretations by broadcasters.

The question arises in the newly adopted renewal application form No. 303, in Paragraph 3(a) of Part I, Section IV, where stations are told to show the number of 15-minute periods in which none, one, two, three, four, or five "spot announcements or commercial continuity" were carried. FCC's order last week told stations to disregard the reference to commercial continuity and to answer the question only insofar as it concerns spot announcements.

Dont't Apply to All
The Commission made plain that the waiver applies only to the approximately 190 stations whose licenses expire May 1 and who consequently must file renewal applications by March 1. There was no indication whether the waiver might be continued for stations whose terms expire at the next renewal date, Aug. 1.

"Commercial continuity" apparently was intended to mean the number of commercial messages carried within a sponsored program, as distinguished from spot announcements. It was felt that neither networks nor stations had adequate records, since such information has not heretofore been called for.

The requirement reportedly was inserted by FCC into the final version of the new application forms after the industry advisory committee and the Budget Bureau representatives, who counselled with the Commission in revising the forms, had completed their work. Wayne Coy, now FCC chairman, was head of the advisory group which assisted in the reorganization of the forms.

VPIX (TV) in New York Adds Four to Its Staff

WPIX New York adds four to its staff: William Sloat, formerly technical consultant for WEW and WEW-FM St. Louis and previously a member of the CBS television department, has joined the engineering staff of WPIX New York, now under construction. John Merry, for the past six years transmitter and studio engineer for KXOK and KXOK-FM St. Louis, also has joined the engineering department of the New York Daily News television station.

Rudolf Bretz, ex-CBS film editor, and Alice Cooke, former executive assistant to Paul B. Movrey, ABC, director of television, have joined WPIX as assistant manager of news and special events, and coordinator of programs, respectively.

Robert L. Coe, WPIX manager, said last week that surveys for the installation of steel for the transmitter and 307-ft. tower are under way. First segment of steel for the prefabricated tower was scheduled for Feb. 21. Opening date is approximately June 15.

WJOB Hammond to Build New Studios for AM, FM

SOUTH SHORE Broadcasting Corp., operating WJOB, 250-w full-time outlet on 1230 kc at Hammond, Ind., plans to erect new studios and offices to house WJOB's AM facilities and its new 20-kw FM transmitter.

Plans were announced earlier this month as the corporation completed a reorganization following purchase of the interest of O. E. Richardson, former WJOB manager. The new 400-ft. steel tower will be northern Indiana's tallest structure, according to WJOB. Construction of the new plant is expected to be completed by year-end.

Direction of WJOB's affairs, it was announced, is now in the hands of Robert C. Adair, manager.
Omaha, the HUB of the Middle West, is the BIGGEST butter producer in the U. S. Pictured above is a section of the C. A. Swanson and Sons butter churn room, the BIGGEST in the world! Butter making is a BIG industry, in a BIG community, covered by the BIG station KFAB. For the BEST coverage and the BIGGEST results in this BIG market, use the BIG station, KFAB.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
KOMO

(Continued from page 42)

which there are fifteen in all.
KOMO's Home Economics Department, whose director, Katherine Wise, broadcasts each morning, Monday through Friday, will have its own test kitchen.
The station's new 50-kw transmitter, located 15 miles southwest of Seattle on Vashon Island, stands at an elevation of 300 feet with vertical radiators 500 feet high.

When KOMO goes to 50 kw, a development expected in the near future, the station's radiated signal will be increased tenfold.

Other plans for the future include installation of television facilities, as well as FM which has already been authorized by the FCC. Installation of FM equipment in the master control room has been completed, O. W. Fisher revealed last week, and an FM tower and antenna have been ordered, to be erected north of the studio building.

Owned since Dec. 31, 1926, by Fisher's Blind Station, KOMO joined NBC as a network affiliate April 5, 1927. The station remained in its original studios in the basement of the Cobb Building until July, 1933, when it moved to the Skinner Building studios, which it occupied until completion of the present facilities at Fourth Avenue and Denny Way. The Fisher interests, active in Fisher Flouring Mills Company, also owned KJR Seattle until an FCC decision resulted in sale of KJR to Marshall Field in the fall of 1946.

Fisher, president and general manager

Staff Setup

Present officers and department heads of KOMO include: O. W. Fisher, president and general manager; D. R. Fisher, vice-president and treasurer; R. D. McCarnack, assistant to the president; Ray Baker, commercial manager; Richard E. Green, manager, national sales and sales service, public relations and station promotion; B. I. Fisher, operations director; W. W. Warren, program manager; F. J. Brett, chief engineer, and S. D. Bennett, development engineer. Directors of the corporation are D. R. Fisher, O. D. Fisher and O. W. Fisher.

SBA Dinner

SPORTS Broadcasters Assn. will hold its annual dinner Feb. 24, with Harold E. Hoffman, former governor of New Jersey, as toastmaster and James A. Farley and New York's Mayor William O'Dwyer among the speakers. A 12-inch DuMont television set will be given as a prize at the dinner.

L. ROGERS, program manager of WVLK, has been appointed acting managing director. Rogers joined WVLK last August, going from WIXY Washington.

ROBERT E. RIVES has been appointed general manager of KROD Odesa, Tex. A. A. Fisher, jr., New York vice president in charge of news, promotion and publicity, is in Hollywood for 12 days to talk over programming.

HUGH ROWLANDS, former member of Continental Staff of NBC Central Div., Chicago, has been appointed manager of WMTT Murfreesboro, Tenn.

JAMES L. STIRTON, newly-appointed general manager of ABC Central Div., has been named vice chairman of Red Cross drive for stations-and-representatives committee. He has appointed HAROLD SMITH, WMAQ Chicago sales promotion manager, and KARL BUTCHER, ABC promotion manager, as co-chairs.

JOHN J. GILLIN, president and general manager of WOW Omaha, underwent surgery for removal of his gall bladder last Tuesday at a Joseph's Hospital, Omaha. He was stricken ten days earlier and was reported convalescing.

BLACKBURN HAMILTON Co., station broker, will open Dallas office to serve Southwest, Firm has Washington and San Francisco offices.

ARTHUR H. HAYES, general manager of WCBS New York, is the author of an article, "The Place of the Audience in Radio," in February issue of Catholic Mind. Article is reprint of recent address by Mr. Hayes delivered before the present front of the Press.

MAURICE MITCHELL, manager of WTOP Washington, has been appointed chairman of radio division of 1946 Red Cross campaign in Washington.

TED DEALEY, president of WFAA Dallas and TOM GROUCH, president of KRDL that city, have been named members of birch-organized Dallas Symphony Orchestra Board.

WILLY GIENENDORF, WROK Oak-land general manager, is conducting a 12-week course in "Radio Advertising and Selling" at the Extension Div. of U. of California, Berkeley.

FLOYD HARR, KEN San Jose general manager, has been appointed to public utility committee of Chamber of Commerce, that city.

IVAR H. PETERSON, attorney, has returned to the NAB legal office in Wash-ington following an appendectomy.

HOBART STEPHENSON, owner and manager of WCNT Centralia, III., has received a certificate of merit and life-time membership in local Jaycees for outstanding service to community of Centralia.

WALTER HAASE, manager of WDRC Hartford, has been appointed publicity chairman of fund drive of the Hartford Rehabilitation Workshop.

Lingle Manager of New P & G Overseas Division

PROCTER & GAMBLE Co., Cincinnati, has created a new overseas division, with W. L. Lingle Jr., as manager. Harold H. Staff is director of marketing, and Morton P. Woodward director of manufacture. The new division will be responsible for all phases of the operations of the company's foreign subsidiaries and the marketing operations outside of the U. S., except for the operations of the P&G Trading Co. and the Hawaiian and Alaskan operations of the P&G Distributing Co.

Additional personnel changes announced by P&G include the appointment of J. H. Taylor as director of industrial relations.
TO SERVE ADVERTISERS WELL, radio stations must be ever on the alert for improvement in programming, in promotion, and in engineering. At this moment, Westinghouse stations are in the midst of a program of engineering advances which will even increase Westinghouse acceptance, by more people, in more places, than ever before. Noted here are a few projects either completed or in progress—projects in the forefront of broadcasting technology, in its several phases.

**WBZ**
**BOSTON**
Scheduled for early opening, Boston's new Radio and Television Center—ultra-modern studios for production of WBZ's AM, FM, and Television programs. Also, a new 650-foot tower for new television and improved FM transmission.

**KYW**
**PHILADELPHIA**
A new antenna system soon to be in operation—substantially increasing KYW's standard-band coverage of the nation's third market. Also, atop a tall downtown Philadelphia building, a new 245-foot FM tower, with new transmitter equipment throughout.

**WOWO**
**FORT WAYNE**
New FM antenna on WOWO's 450-foot tower and new FM transmitter equipment throughout. New Diesel system for emergency standby power, enabling the station to serve the public even when severe storms interrupt city power supply.

**KDKA**
**PITTSBURGH**
New, base-insulated, 500-foot FM tower at one of Pittsburgh's highest points—with provisions for Television antenna and for emergency use in transmitting standard AM broadcasts. At the KDKA studios, new Scully disc recording apparatus.

**KEX**
**PORTLAND, ORE.**
Scheduled for April 4, a power increase from 5 kw to 50 kw—offering advertisers coverage of all of populated Oregon and much of Washington. New, up-to-the-minute Westinghouse 50-HC1 transmitter with directional antenna system. Also new, an FM tower reaching skyward from lofty Healy Heights, near Portland's population center.

**WBZA**
**SPRINGFIELD**
Currently planning entirely new FM installation, replacing present station—to furnish FM coverage to Western Massachusetts and to parts of New York, New Hampshire, Vermont, and Connecticut.
Potency of Video
As Ad Medium Told

Phillips of DuMont Calls It 'Greatest Mover of Goods'

"AS AN ADVERTISING medium, television promises to be the greatest mover of goods ever," Lawrence Phillips, director of the DuMont Television Network, said last week in an address to the Advertising Women of New York.

Tracing the growth of video advertising from the "handful of advertisers" who "were the only or less experimental use of the medium" a year ago to the 181 major advertisers who last month were "making regular use of commercial television facilities—both network and local," Mr. Phillips predicted "increased commercial activity, more and better programs" in the year ahead.

"It is only a matter of time before— if you're not already involved in it—television will begin to be a large factor in your own business lives," he said. "I think you will find television an exciting challenge to your imaginations, to your skill and ingenuity in the adaption of your proven sales techniques to the requirements of this new advertising medium. And in television—in this single medium which offers all the plus factors you've used so successfully in the past—the visual appeal of your advertising, the oral appeal of radio, the graphic immediacy of the daily newspaper and the additional factors of animation and demonstration of your products, ideas and services—you'll find opportunities of expression never available before."

"I hope you all are television conscious," he continued, "and that you'll all be actively engaged in television before very long. I believe that television—like radio—will get its greatest impact, as radio did not many years ago, by the addition of your varied skills and creative imaginations, both in programming and planning, to our own efforts."

John R. Schmunk, formerly in sales department of WOAR Cleveland for three years, has been appointed advertising-sales manager for combined stations of NBC and WEDG Cleveland. Prior to joining WOAR, Mr. Schmunk had been in advertising department of Cleveland Press and Cleveland News.

Tom Carey, formerly a partner and account executive with Burke Advertising Adams Agency, Montclair, N. J., has joined WABC New York as an account executive. He previously was with international division of NBC as news editor and program director of English hour shortwave broadcasts.

Irving Waugh, who has been with WSM Nashville since 1941, has been appointed commercial manager of that station. He previously was with WTM Cleveland, WGO Norfolk, and WDBN Boston.

During war, Mr. Waugh was WSM's Pacific correspondent, covering the Far East. As WSM advertising manager, he succeeded Winson (Red) Duzin, resigned.

Mr. Waugh, formerly with Wichita Eagle, has joined sales department at KARK, and has been appointed advertising-sales manager for combined stations of NBC and WEDG Cleveland. Alan L. Torbet, formerly with VAN, Vancouver, B. C., has been appointed commercial manager of KALF Portland.

Mr. Torbet previously was with COOS Bay (Ore.) Times and KOOG Coos Bay for eight years, first as advertising and commercial manager and later as general manager.


McGehee & O'Mara, Chicago and New York, has been appointed national representative of KREX St. Joseph, Mo., N. Fletcher Turner, formerly with WCBJ New York sales department, has joined New York sales of Mr. Turner's sales services at WCBJ will be taken over by Henry Unter-Meyer, who has been with station since 1927 and director of sales, features and public service since 1946.

Richard Wilcox has been appointed to sales staff of Ksbr Chicago. He replaces David Morris, who resigned to become manager of KPRK Houston.

Arthur Poppenburg, former assistant sales manager with Taylor-Howe-Snowden, has joined WMCA New York, as account executive.

TV commercials

New System of visual presentation, applicable to television commercials, was demonstrated for the trade press in New York last week. Designed by firm of Hite-Demroth Inc., New York, presentation consists of fabric-covered blackboard, upon which demography. "SOUTH'S PRIMARY" $283,685,000

This Big Mob of people, estimated at 2,500,000, for the three-day period....

February 17, 1948

Nationals

2.5 MV/M

100,000 PERSONS

$179,469.00 in Retail Sales

$283,685.00 in Buying Income

We Lead Day and Night

in This Big Tri-City Market

Write for our BMB DATA FOLDER

WSJS

AN AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC

AFFILIATE National Representative
HEADLEY-REED COMPANY

FOR MORE LISTENERS PER DOLLAR IN NEW ENGLAND'S 3rd LARGEST CITY it's

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr. Inc. and Kettell-Carter

BROADCASTING • Telecasting

Page 44 • February 23, 1948
88% of the families in this 5-Port Area listen regularly to KPRC

And here's 100 million dollars plus extra spending money your client probably doesn't even know exists. In addition to the vast wealth of the great Southwest, you put your client in touch with a 100 million dollar plus bonus. That's what the transient officers and sailors of Houston-docked ships alone spend in the market each year, according to port officials. These transients do not show up in population figures. But that 100 million dollars plus certainly does show up in purchasing power.

Obviously your best radio buy in this opulent market is KPRC, the one station that blankets all five ports...the one station that talks to well over three-fourths of all the families, in this area regularly.

Yet KPRC is not the most expensive station, KPRC costs much less per listener.

First in listeners, second in price is a winning combination. For availabilities call Petry or write us. We'll act fast.

KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TGN, Jack Harris, General Manager
### HOOPER STATION LISTENING INDEX

**City Zone**

Total Coincidental Calls—This Period 16,251

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<thead>
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<tbody>
<tr>
<td>WEEKDAY MORNING</td>
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<tr>
<td>Mon. thru Fri. 8:00 A.M.—12:00 Noon</td>
<td>19.9</td>
<td>18.3</td>
<td>6.7</td>
<td>6.9</td>
<td>19.0</td>
<td>2.4</td>
<td>17.1</td>
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<tr>
<td>WEEKDAY AFTERNOON</td>
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<tr>
<td>Mon. thru Fri. 12:00 Noon—6:00 P.M.</td>
<td>24.0</td>
<td>16.3</td>
<td>7.2</td>
<td>2.0</td>
<td>10.3</td>
<td>2.5</td>
<td>20.4</td>
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<tr>
<td>Sun. thru Sat. 6:00 P.M.—10:30 P.M.</td>
<td>35.2</td>
<td>11.7</td>
<td>5.4</td>
<td>2.5</td>
<td>11.2</td>
<td>23.1</td>
<td>43.8</td>
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<td>SUNDAY AFTERNOON</td>
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<td>12:00 Noon—6:00 P.M.</td>
<td>25.7</td>
<td>18.5</td>
<td>12.9</td>
<td>7.8</td>
<td>13.8</td>
<td>2.7</td>
<td>11.3</td>
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<tr>
<td>SATURDAY DAYTIME</td>
<td></td>
<td></td>
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<tr>
<td>8:00 A.M.—6:00 P.M.</td>
<td>18.6</td>
<td>22.4</td>
<td>9.2</td>
<td>6.1</td>
<td>13.3</td>
<td>3.2</td>
<td>20.4</td>
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<td>TOTAL* RATED TIME PERIODS</td>
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The Hooper “STATION LISTENING INDEX” is computed from the total station mentions secured coincidentally by asking persons found to be listening to the radio. Excluded from this base (“Total Mention”) are those who are “Not Home,” those who are “Not Listening” and those who, although they may have been listening to the radio are unable to identify the station to which they are listening. Base for “Sets-in-use” computation is “Total Homes Called.”

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day.

The Code of Practice governing the use of “CONTINUING MEASUREMENT OF RADIO LISTENING” applies to this “STATION LISTENING INDEX”.

Authority: C. E. HOOPER, Inc.
January Hooper share of audience ratings show WAGA leading two Atlanta network stations, morning, afternoon and night... first in the field on Saturday—and leading three network stations on Sunday afternoon! Call Avery-Knodeel for the complete story on Atlanta’s best buy!

Atlanta’s
WAGA
5000 WATTS • 590 KILOCYCLES

NATIONAL REPRESENTATIVE – AVERY-KNODEL, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA
Editorial

Life Can Be Horrible

LAST WEEK, as it must to all men, death came to the pages of Life magazine, seeing eye of the Lucempiere. Life, which in its fre- netic time has printed such graphic pictures as a thousands human skulls stacked neatly in a Chinese field, discovered to its sudden horror there was murder on the air.

Commissioned by Luce's Life to draw his impressions of Sunday evening crime programs was Charles Tidams, famed for his unsettling cartoons of twisted minds. Said Life, recollecting at the thought:

"U.S. radio, which, to the despair of many parents, churches, and civic groups, has at least 80 programs of horror and bloodcurdling adventure at its listeners every week, really masses its guns on Sunday. Into five hours on that evening three networks have packed nine mystery stories. Total carnage for the night: at least a dozen violent deaths with the victims being stabbed, blown and thrown out of windows, plus one exceptionally measly suicide."

The Adams drawing illustrated this violence. Let Luce's Life open its myopic eye. Murder flourishes no more virulently on the air than elsewhere. The popularity of crime stories in literature, the undeniable fact in publishing circles. Was bush-browed, balding Henry Luce deprived, in his dimming youth, of the capers of Nick Carter or the horrors of Edgar Allen Poe? Or are his frus- trated network ambitions spawning his tirades?

Well known to Life and its worldly side-kick, Time, is the public's bemusement by crime and violence, else would both explain their assiduous recruitment of newswriters? In this ease of the commentary on radio mystery shows, the facts of Life are not the whole story.

Mardi Gras Gremlins

IT'S HARD TO KNOW what, exactly, is going on in New Orleans these days, except that apparently a mardi gras green fog is going to answer the habits of its citizenry has taken place. C. E. Hooper says that people down there say "WNOE" instead of "hello" (Broad- casters, Feb. 16), a linguistic metamorphosis which, Mr. Hooper has been encouraged by the promise of material reward.

The aspect of this phenomenon which impresses us most is that WNOE has aroused public interest by offering such modest prizes—a dollar here and a dollar there. It seems in- credible, in this time of free Cadillacs and airplanes, that listeners can still muster an interest in anything less than Fort Knox.

The give-away show which depends upon exploitation of the nation's inevitable urge to grab a fast buck is reaching proportions which must be described as unreal. It must, by its nature, bankrupt itself; for prizes, like narcotics, must be bigger and bigger to keep addicts off the street.

More and more talent and money in radio are being diverted toward the development of give-away shows, which means less of both are engaged in creating the programs which made America run—or run the world.

Give-aways, like undulating fevers, come and go. Now the trend is up because of the rating wars brought on by increased station competition. But the broadcaster learns that artificial stimulants soon demand themselves. Movie thea- tres gave up bank night years ago.

Tough or Timid NARBA

LAST WEEK Canada dispatched formal invitations for the next NARBA to be held in Montreal beginning Aug. 2 and to run about three months. The fate of AM broadcasting on this continent will be determined.

At almost every past NARBA the United States has yielded to international suasion. Channels have been bartered and deterioration of engineering standards agreed to with receptive curtailment of good service to our listeners. Current demands of our neighbor nations, notably in the south, are in the usual vein. Little Cuba, surfeted with facilities, helplessly seeks a dozen additional high-power (1-B) assignments. Mexico would re-shuffle allocations to snag more clear channels and would swap a couple of high ones for more low frequencies. They say we have FM to fall back on, but they do nothing about FM themselves. Or television.

Interwoven in NARBA is the settlement of the hoary clear channel issue, now in the FCC boom. It is generally agreed, irrespec- tive of NARBA deliberations, that here is a vexatious problem—whether clear channels are retained in whole or in part; whether there should be power greater than 50,000 w—that these channels should be dished to the folks of other nations. The FCC should leave no loopholes through which other na- tions can wheedle more of our present facilities.

That is because we now have fewer stand- ard facilities in relation to population and demand than any of the other nations on the continent.

We have yielded in the past, not because of technical considerations, but by dint of diplomatic pressures and State Dept. intru- sions. That was notoriously so two years ago when we handed to Cuba a king's ransom in channels because of whispered talk about our imports of Cuban sugar being at stake.

The President soon will name our NARBA delegation. It should be the strongest poss- ible team. We should like to see FCC Chair- man Coy and Comrs. Hyde and Sterling on it; the latter two because of their experience in NARBA deliberations. This ex- amination should be strongly backed by industry advisors.

More than that, we should like to see as the delegation head one of important stature in our American diplomacy—one who can deal with heads of government, and not merely with the communications ministries.

Such a man as, for example, Ambassador R. Henry Norweb, our envoy to Cuba. He headed the 1947-48 NARBA delegation to NARBA—the most successful to date. He is a radio ham. He has the confidence of the Latin nations. He deals at the top diplo- matic echelon.

There's talk that the U.S.S.R. won't sign the International conventions of the Atlantic City conferences of last summer. That would have no direct bearing on NARBA, though the former will be felt throughout the communications world. And it would affect international shortwave allocations.

That is all the more reason why we should have a strong delegation at NARBA.

Why NAB must become international in scope and make its scene wherever our private communications are threatened to be impinged upon, ever so lightly.

We hope the State Dept. and the FCC will urge recommend that a diplomat of the caliber of Mr. Norweb (or one recruited from private industry) be named to head our inter- American and international communications delegations. This time we must be resolute. There's little potentially more important to national welfare than communications.

FRANK ALEXANDER PITTMAN

SNOW was falling steadily as Frank Pitt- man, traveling salesman, was motoring from Asheville to Nashville on New Year's day 1936. The futility of it all was re- solved for him by his car radio when Don Wil- son, speaking from the site of the annual Rose Bowl game, described the warmth and bright- ness of the California day.

Repeatedly, he had to stop and remove the ice which was hampering the wind-shield wiper. Accepting such climatic discomfort when it was possible to enjoy sun in California seemed ridiculous. And California became his objective.

Though it was climate alone which brought Frank Pittman to California, it was radio which kept him there. And a combination of the two have provided Needham, Louis & Broby with its Hollywood vice president. In addition to producing NBC's Fibber McGee & Molly, he oversees The Great Gildersleeve on the same network.

Opportunity always has a figurative gate of entry but for Mr. Pittman this gate has a very literal connotation. His first job in radio was as gate-man at the NBC Hollywood artists entrance. That was in March 1937.

Six months later, he was shifted to the sound effects department. While serving up the sound, he worked an audition for a program which was to be called The Great Gildersleeve. When it became a program reality he continued to work at it. In 1941 he became its network pro- ducer. In addition he worked on such other programs as those of Durante-Moore and Red Skelton.

When Ceci Underwood, then head of Need- ham, Louis & Broby, was casting about for an agency producer of The Great Gildersleeve, Frank Pittman was a logical candidate. That was February 1944.

Little more than a year later when Mr. Underwood left the agency, Mr. Pittman took over production reins on Fibber McGee & Molly as well. For the next eight months, he continued to produce the two programs. In October 1945, when help was needed he yielded the production reins on Gildersleeve to Fran Van Hartselveldt.

But Frank Pittman still keeps a proud eye on "Gildy" because of his constant association with it from audition record on. In addition to his production duties, he has served Need- ham, Louis & Broby as Hollywood vice presi-

(Continued on page 50)
all stars come to
WJJD Chicago...for
"The Old Gold Variety Show"

this is only a sample of the many stars who have appeared on
"The Old Gold Variety Show"
with
Bob Elson and Ernie Simon
11 A.M. MONDAY THRU FRIDAY... ON
WJJD
CHICAGO
50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL
dent since October 1946.

He was born in Jackson, Miss., Nov. 23, 1914. All told, he attended nine public schools in such cities as Gulfport, Biloxi, Pass Christian, New Orleans, and Atlanta before the family settled in Greensboro, N. C. in 1929. Football was a starring sport for him, earning All-State honors for the Greensboro High School half-back in '29 and '30.

This athletic prowess made him an attractive prospect for the U. of North Carolina where he enrolled in the fall of '31. He had barely matriculated when it struck him that if football was the only reason he was attending college, he might just as well forget it. And he withdrew before the first semester was even concluded.

He joined the Paramount-Public Theaters chain as an assistant manager in November 1931. Starting in Greensboro, he also served the chain in Durham and Burlington as theater manager as well, being resigning in 1933. At this point, he decided to join his father as a traveling salesman.

Then on New Year's Day he started out on the snow road which was to lead him to California. Although he had made up his mind on Jan. 1, 1936, it took him until June to clear up his business.

Arriving in Los Angeles on the evening of July 4, 1936, he had reached his goal. Having had previous movie theatre experience, that seemed like the logical type of job to seek and he held several such jobs. In February 1937, the lure of the South Seas got him.

Ryan James, scientific writer and novelist, was readying for a year's cruise to film the islands and write. Having had considerable sailing experience on the Gulf Coast, Frank Pittman, as on a member of the crew. Three shake-down cruises had been made when illness in Mr. James' family ultimately caused postponement of the trip.

One of the crew members gave Mr. Pittman a letter of recommendation to a friend at Paramount Pictures. But he couldn't get past NBC and inquired about a job. Thus he entered radio, instead of a movie career.

When Helen Germaine Lewis came to Hollywood on Columbia Concerts business in summer of 1938, she met Frank Pittman. Small talk uncovered the fact that she had also lived in North Carolina as a Duke University student. And the small talk became big talk when the wedding followed on Aug. 1, 1940. The Pittmans are at home in suburban Brentwood with Germaine, 5.

Most men have their basic beliefs and Mr. Pittman is no exception. Briefly stated, it's "Be serious about work without taking it seriously."

When the hours arrive for "not taking it seriously" it's flying and he has logged more than 200 hours.

Respects
(Continued from page 18)
WSYR's Ed Donaldson discusses the National Retail Dry Goods Association award to Chappells "Curtain Time" with President Donald E. Chappell, right. Vice-President Charles A. Chappell, standing, looks on. Donaldson writes, produces and narrates award-winning "Curtain Time."

**N.R.D.G.A. Gives Big Hand to WSYR's 'Curtain Time'**

A NATIONAL FIRST AWARD for distinctive merit in the family program class goes to WSYR-created "Curtain Time," sponsored by Chappells, Syracuse department store.

Here's a good example of WSYR'S belief that it takes good local shows as well as good network shows to keep an audience alert to your message.

**WSYR has raised the curtain on a big 1948...**

*get your product into the act.*

**WSYR**

570 kc—5000 watts—NBC Affiliate in Central New York

Headley-Reed, National Representatives

**SHIP IS EARNED ● LEADERSHIP IS EARNED ● LEADER**

Broadcasting • Telescasting

February 23, 1948 • Page 51
OLD-FASHIONED scavenger hunt has been adapted for television as theme show, "Did You Find It?" telecast weekly on WTTG Washington, District of Columbia station, under direction of George's Radio and Television Offices. Contestants and studio audience are stumped by clues, drawn from a proposal of Government's bureau or agencies. Contestants and studio audience are stumped by clues, drawn from a proposal of Federal Government's bureau or agencies. In cooperation with Federal Recreation Commission of Federal Personnel Council, viewer-participation feature also is included in program. Home viewers are invited to create commercial copy for sponsor, with winning commercial chosen each week for performance as part of daytime commercial feature Motorola television receivers. Each week's winning commercials table Motorola's radio, and grand winner at end of 13 weeks will be awarded Motorola's table model television receiver. "Did You Find It?" has been produced by Julie Henderson and directed by Roger M. Coeles. Agency is Robert S. Winfield, Washington.

WHJK Musical Features

DESIGNED to please all music lovers, viewing WHJK's "Musical Features" once a week, will be awardee of Motorola's table model television receiver. Another new musical feature at WHJK is "Musical Mailbox," early morning a.m. highlight of show is two-way musical request feature. Listeners are invited to "deposit" requests at "Music Mailbox" and Nicholas, host, who mortgages his own car to settle debts, will select requests and phone in return. Bogus requests, which are also played on show when received.

Newspapers of the Air

TO SERVE smaller communities throughout nation, WHNC has started series of "Newspapers of the Air." Presented in 15 minutes, newspapers by weekly newspaper quarters, hour each quarter is devoted to town, with community paper providing all news and reviews of credit for material. In return, WHNC is given advertising space in the program.

Audition for Actors in "Fools" and "Gone"

AUDITION gimmick to sell used cars for Kalamazoo Auto Mart is new feature of local television show used by WJBK. WJBK, owned by Aerocraft, is 7:30-8:30 p.m. with transcribed and recorded programs. "Fools" produced local talent, with electrical appliances awarded prizes. Best woman costumed in audience, was designated as "Now-Em-Down Champ," by program. Prizes from several radio stations, who offers prizes and tickets of admission included these regularly scheduled movie.

City Of Chicago's "Free" Shows

When "Gong, Going, Gone"-"free" show is aired by WHBC-FM, Chicago, initials are pronounced "Whack-A-Block," which is to be followed by "Good Going." Though it is being shown at the Chicago Stadium, it is a musical program or a television show, which is not to be confused with the "Gong, Going, Gone" show at the St. Louis Auditorium.

Hollywood Bowl has been added to the program list, which is to be followed by "Good Going." Though it is being shown at the Chicago Stadium, it is a musical program or a television show, which is not to be confused with the "Gong, Going, Gone" show at the St. Louis Auditorium.
Why is the Western Electric 25B the most popular speech input console in broadcasting?

To date, more than 225 FM, AM and TV Stations have installed the 25B. Here are reasons for such popularity:

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**General Advantages**

1. It provides highest quality studio control for AM and FM at their best.
2. It's versatile... handles two studios... has two main channels for simultaneous operation.
3. It's easy to operate, because all controls are functionally located.
4. It's a complete unit with its own table... attractive, sturdy, well designed... and it's moderately priced.

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**Technical Advantages**

1. It covers complete FM frequency range. Has exceptionally low distortion and high signal-to-noise ratio.
2. It is easy and economical to install... plug-in cables carry all external leads to wall boxes.
3. It's designed for complete accessibility... see how it opens up to expose all components.
4. It includes... 7-position mixer; line and microphone transfer keys; dual volume indicators; separate built-in tube check meter; regulated power supply; and many other important features.

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**What about deliveries?** 25B's are being produced in large quantities. You can get delivery immediately. See your Graybar Broadcast Representative about it.

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**Western Electric**

-Quality Counts-

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Page 54 • February 23, 1948

The Hooper service was described [Broadcasting, Feb. 9].

Service, giving a predictable nationwide rating for all network programs regardless of their size and in at least four of the five geographic zones, as well as city, town and rural ratings for each such program, will be available for inside use only except in dealings with other subscribers to this service. Advertisers who subscribe to program Hooperatings can get one copy of the full report on each program; agencies whose clients with network programs are all subscribers to program Hooperatings can get a copy without charge; networks can get two copies at rates which were not disclosed.

The report to be issued April 30, will be limited to programs of national radio advertisers which were subscribers to program Hooperatings as of January 1948. This report will be available on the basis of a one-time fee for complete reports, except that a copy of this limited report will be given without charge to advertiser subscribers and to any agency with one or more network-using clients as subscribers.

Free Time for Red Cross Planned by N. Y. Outlets

PLANS are being made to have every program on every New York station on March 1 include a "commercial" for the American Red Cross, for another day during March in which all of the city's broadcast stations will divide their time every station break to the same organization, and for a pooled video show from a veterans hospital to aid the same cause.

Plans were discussed last week during a luncheon meeting of New York AM, FM and video broadcasters called together by James Sauter, president of Air Features and radio chairman of the Red Cross 1948 Fund of Greater New York. Thomas L. Ryan, president of Pedlar & Ryan and chairman of the New York Red Cross drive; James M. Cecil, president of Cecil & Presbyre and vice chairman of the city campaign, and Mr. Sauter outlined the aims of the 1948 campaign and distributed kits for use by broadcasters.

ABC Hollywood "Breakfast Club" drew 149,075 persons to 270 performances in 134 broadcasting and personal appearances, according to ABC audience survey.

BROADCASTING • Telecasting
Have you an advertiser with a "hard and fast policy"?

Like Harper's client, for instance:

He sold livestock feed, wanted to reach more farm families. He upped his radio budget, told Harper to find an early-morning program. "But," he added, "I have a hard and fast policy. I won't buy anything before 6:30 in the morning." One station offered news at a quarter of seven. Another — represented by Radio Sales — proposed a farm program at 6 A.M.

Harper studied the early-morning audience analysis submitted by Mr. Holmes of Radio Sales. It showed the Radio Sales station with almost twice as many farm listeners at 6 A.M. as the other station could offer at a quarter of seven. Harper put the facts before his client. The hard and fast policy went by the board.

When Radio Sales shows you an audience, you see far more than an inside-the-city rating figure and some data on sets-in-use. Often (like Mr. Harper) you will see the special values of inexpensive early morning or late evening time periods. Or data on audience composition, audience flow from program to program, listening habits throughout rural and village areas may point the way to a more profitable audience. This is information to make your radio dollars more efficient...in any or all of the wealthy markets served by Radio Sales stations.
COLORFUL valentines featuring its female announcer, "Boston Blackie," were distributed to the trade by Fred. E. Cohen of Cohen's American (New York). The valentine carried cut-out drawing of station manager who had recently opened revealed same manager laughing happily and accompanied verse read: "Mr. Station Manager, sad as can be, because has been a dear of 3,000. He said "Boston Blackie" and worried no more, ha ha ha, and thanks to a heart- warming effort, N. Y. citizens are being given "Blackie" hoping drawings in various color forms, but a price is asked.

Count "Brides"

CONTESTANTS are asked to count number of times word "bride" is used in promos of "Bride and Groom" program to qualify for $1,000 grand prize and valuable cash prizes to be awarded in listener contest which closes March 5. Letters in 25 words or less telling why listener likes "Bride and Groom" and who accompanies each entry. Program is heard Mon.-Fri. 2:30 p.m. in places gives away more than $10,000 in cash and merchandise to participants each week. This is first listener contest to be sponsored by program.

WDNC Bird

PLASTIC candle-holder in shape of a bird is gimmick insert in latest promotion card, WDNC Dur- ham, N. C., has announced its change in frequency and increase in power. Card asks one to collect all additional cards sent during station past several weeks. Small reward is promised to those sending in reading: "We're singing like a [bird]."

PROMOTION for "Radio Dollar Days" was held, exclusivity was濯 make use on all types of merchandise. Tape of "Radio Dollar Days," sponsored station manager, stated, "atmosphere was like doing business as usual and there were some things we're going to have our new ones, which was very pleasing.\\n\\n\
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G-E VARIABLE RELUCTANCE PICKUP
NOW WITH DIAMOND STYLUS!
Virtually banishes Needle Scratch, Needle Talk, and Distortion! Rides lightly in the grooves, responding only to lateral motion. Rugged mechanically ... built to stand abuse ... practically unaffected by temperature or humidity. Available with the long-wearing Diamond Stylus with either of 2 Stylus radii—2.5 & 3 mil. (G-E Sapphire Stylus pickups are all 3 mil). Net to broadcasters...$29.63.

G-E TRANSCRIPTION TONE ARM
Especially adapted for use with the G-E Pickup. Newly designed in strong, feather-light magnesium, this low mass tone arm is easily mounted on a standard turntable. Offered now by General Electric at an economical price to broadcasters..........................$35.00.

G-E TRANSCRIPTION EQUALIZER
For use with your present unequalized pre-amplifier. This equalizer is expertly engineered to complement present record and transcription frequency characteristics when used with the G-E Pickup mounted in the G-E Tone Arm. Extra magnetic shielding reduces hum pickup. Price net to broadcasters..........................$45.00.

USE THIS CONVENIENT COUPON
TO ORDER THIS G-E AUDIO
EQUIPMENT TODAY!
If you want further information, consult your nearest General Electric transmitter representative, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.
LEADER IN RADIO, ELECTRONICS AND TELEVISION

GENERAL ELECTRIC

February 23, 1948 • Page 57
February 16 Decisions...

BY COMMISSION EN BANC

Va. Bestg., Corp., Roanoke, Va. - Adopted opinion and order denying petition for rehearing or reconsideration directed against it by the Commission's decision of Sept. 3, 1947, denying its application for new station on 615 kc., or in the alternative, grant to it of the frequency 1490 kc. to Roanoke, Va.

WLWA Lynbrook, Va. - Adopted opinion and order denying petition for mod. of Commission's final decision in that decision imposes a condition on the Lynbrook grant to the effect that that grant is subject to any interference reported from events of granting of the pending applications of other WAMB Scranton, or WBAE Wilkes-Barre, and granted mod. CP to identify frequency of 990 kc, change of time, and trans. and tran. location, and for approval of DA.

WLAD Danbury, Conn. - Granted consent to transfer of control of Berk. Conn., etc. Berk. Corp., permits of AM station WLAD and WLAD-FM, through sale of 23.9% of the voting stock of the permittee corporation for a total consideration of $30,000.

KVNI Coeur d'Alene, Idaho, and KNEW Spokane, Wash. - Granted consent to transfer of control of Coeur d'Alene Bestg., Corp., to type newspapers, Inc., to Buri C. Magadone and Harry Benke Jr., conditions.

KCBC Des Moines, Iowa. - Granted assignment of license for AM station KCBC from Iowa City, Iowa, to Capital City Bestg. Co., for $132,788 plus certain liabilities and obligations (Comrs. Hyde and Durr for hearing).

Texas Star Bestg., Co., Harlingen, Tex. - Granted petition for new station on 1530 kc. with 50 kw. un, except for time between local nutzen at Cincinnati, Ohio and Sacramento, Calif., DA-DFN provided petitioner agrees to satisfy all legitimate complaints of blanket interference occurring within the 250 mc. contour, and subject to approval of site of new trans. site and antenna system by CAA.

WCKY Cincinnati, Ohio - Adopted an order dismissing as moot petition re-questing the Commission designate for hearing the above application of Texas Star Bestg. Co.

Bisney Inez Jr., Grenada, Miss. - Granted an order granting petition to waive Sec. 1263 of the rules to permit filing of an application for CP for new station to operate on 1460 kc 500 w. D.

WLTK DeKalb, Ill. - Granted license for new station to operate on 1380 kc 500 w D.

WADZ Alhambra, N. C. - Granted consent to assignment of license of station WBZB from Alhambra Bestg. Co. to Radio Station WABZ Inc. for $22,650.

Hearing Designated


Petition Denied

WJWB New Orleans, La. - Denied petition to postpone oral argument scheduled for February 17.

ACTIONS ON MOTIONS

By The Commission

Petition Denied

National Association of Broadcasts. - Denied petition to postpone hearing on editorializing by broadcast licensees, scheduled to start Feb. 17, for WTVN and WPXO, Mar. 1, to April 15. In view of arrangements for appearance by many others, was not convenient to postpone hearing, so it will proceed as scheduled and arrangements will be made to accommodate members witnesses therefor.

Petition Granted

KWK St. Louis, Mo. - Granted petition for continuance of hearing from Feb. 23 to March 11.

Texas Gulf Coast Bestg., Co., Corpus Christi, Tex. - Granted petition to discontinue without prejudice its application. Further ordered that application of KBVS, AIP, as mod. be removed from hearing docket.

KWTO Springfield, Mo. - Granted petition for continuance of hearing from Feb. 27 to March 31, on its application, and for extension of time of Feb. 28, in which to file an answer to petition for reconsideration filed by WSPX agreement for nonbroadening of WJKL's application.

February 16 Applications

ACCEPTED FOR FILING

WMAZ Macon, Ga. - License to cover CP, as mod., which authorized increase in power apply and mod. new location, point of trans. and authority to determine operating power by request modified at location of present site of main trans., to be operated on power of 5 kw. for auxiliary purposes only, employing DA.

KRLC Lewiston, Idaho - License to cover CP, as mod., which authorized change of antenna of station, change frequency, increase power, install new trans. and DA-AN change and trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDWS Champaign, Ill. - Mod. CP, as mod., which authorized installation of new vertical ant. mounting of FM ant. on top of AM tower and change in trans. location, to change type of trans. and for extension of completion date.

AM-1300 kc

WENJ Youngstown, Ohio - Authority to determine operating power by direct measurement of ant. power.

AM-1310 kc

WLBO Stevens Point, Wis. - Authority to determine operating power by direct measurement of ant. power.

KARM-FM Fresno, Calif. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

AM-1230 kc

KKLR Lostin, Idaho - License to cover CP, as mod., which authorized new FM station.

WLL Stevens Point, Wis. - License to cover CP, as mod., which authorized new FM station.

WLD-FM Danbury, Conn. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

WAMS-FM Wilmington, Del. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMRF-FM Elkins Park, Pa. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMF North Adams, Mass. - Mod. CP, as mod., which authorized new FM station for extension of completion date. Site, EIRP to 2 kw., makes changes in ant. system and changes commencement and completion dates.

WJRM Detroit, Mich. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFMB-FM Allentown, Pa. - Mod. CP, as mod., which authorized new FM station.

KFWB-FM Wilkes-Barre, Pa. - License to cover CP, as mod., which authorized new FM station.

KYFM San Antonio, Tex. - Mod. CP, as mod., which authorized new FM station for extension of completion date.

BROADCASTING • Telecasting

TV-210-216 mc

Voice of America Inc., Birmingham, Ala. - CP for new commercial television station to be operated on Channel 13, 210-216 mc., ERP of 36.8 kw, un, not stated.

General Bestg., Co., Atlanta, Ga. - CP for new commercial television station to be operated on Channel 13, 210-216 mc., ERP of 36.8 kw, un, not stated.

TV-54-60 mc

The KCKN Co., Kansas City, Mo. - CP for new commercial television station to be operated on Channel 2, 54-60 mc., ERP of 15.4 kw, 7.7 kw.

TV-192-198 mc


WFTL Fort Lauderdale, Fla. - Voluntary transfer of control of licensee corp. by WFTL, Dyer, Evelyn, Edward W. Rogers and Reginald B. Martin to Gore Pub. Co.

Modification of CP

WVIM Vicksburg, Miss. - Mod. CP, as mod., which authorized change in frequency of station, location of new trans. and DA-AN and change in trans. location and extension of completion date.

WEVAR Buffalo, N. Y. - Mod. CP, as mod., which authorized change in frequency of station, extension of completion date.

WSAR Fall River, Mass. - Mod. CP, as mod., which authorized change in frequency, increase power, install new trans., to new site, make change in trans. location for extension of completion date.

WNRC Norton, N. C. - Mod. CP, which authorized new standard station to change type of trans. and to discontinue approval of trans. AMENDED to make changes in ant. and change trans. location.

Assignment of License

WSBS Cleveland Heights, Ohio - Voluntary assignment of license from Samuel N. Segue, to WBSD, Inc.

KVET Austin, Texas - Voluntary acquis. of control of licensee corp. from N.H. Connell, to John B. Connolly, Jr.

AM-1150 kc

WISN Milwaukee, Wis. - CP to make changes in trans. equipment.

WZID Columbus, Ohio - License to cover CP, as mod., which authorized new FM station.

WNWY-FM Watertown, N. Y. - License to cover CP, as mod., which authorized new FM station.

Remote Pickup

Monroe Bestg., Inc., Rochester, N. Y. - License to cover CP, as mod., which authorized new trans. to operate on 152-162 mc. 20 w and hours of operation in accordance with Sec. 1460, emission special for FM, and CP for any new remote pickup station on 152-162 mc. 15 w.

TV-204-210 mc

Crosley Bestg., Corp., Indianapolis, Ind. - CP for new commercial television station to be operated on Channel 8, 180-186 mc., ERP of 22 kw, 25.4 kw un. AMENDED to change Chan- nel 51, new position 187, 187 to 196 mc, to increase ERP from 50.1 kw to 25.4 kw and to make changes in ant. system.

License for CP

WBXY Manhattan, Kan. - License to cover CP, which authorized retransmit- tation of CP.
Dempsey Was There

AMONG the dignitaries who attended the annual Radio Correspondents' Banquet in Washington Feb. 7 was John J. Dempsey, former Democratic Congressman from New Mexico and former governor of his state, who came all the way from Palm Springs, Calif., to attend the affair. Mr. Dempsey has a special interest in the organization for it was he who sponsored House Resolution 167 during the 70th Congress which authorized the establishment of a separate galery for radio correspondents. The resolution was approved April 29, 1939 and the galery was opened a month later. To show its appreciation, association designated Mr. Dempsey an associate member. He is the father of Wm. J. Dempsey, former FCC general counsel, now practicing in Washington.

Procedure Act in which he requested immediate consideration of his pending motion to strike (which was treated as a motion to reconsider) petition for rehearing filed by Hub City Bestg. Co.; denied motion to strike by George Arthur Smith on June 2, 1947 to strike petition of Hub City Bestg. Co. filed May 26, 1947 for rehearing or other relief directed against petition for rehearing filed by George Arthur Smith. Decision of Commission dated May 8, 1947. Further order that, upon consideration of this petition, if filed by Hub City Bestg. Co. on Jan. 23 and Jan. 24, 1945, respectively, or if, as a result of the following George Arthur Smith filed Jan. 13, 1948, seeking to have made petition of Hub City Bestg. Co. filed Jan. 23, 1948, respectively, order of Jan. 23, 1948, denying said petition of George Arthur Smith filed Jan. 13, 1948, is affirmed. Further order that petition of George Arthur Smith filed June 2, 1948, for rehearing or other relief directed against petition for rehearing filed by George Arthur Smith for continuance of hearing in this matter be denied. Further order that petition for rehearing filed by George Arthur Smith filed Feb. 12, 1948, for continuance of hearing in this matter be denied.

Order Granted

Announced granting of petition of Radio Valley Bestg. Co. to reconsider action designating for hearing application for mod. C.P. requesting operation of WILP, Peoria, Ill., with 5 kw N.

It's been PROVEN

Your WAZL advertising dollars will result in direct sales in your Avail. earnings of this rich Anthracite and Industrial region of Pennsylvania totals $25,000,000 per year.

That's a lot of money - and it's all spent in WAZL's coverage area. Contact WAZL or our National Representatives.

Affiliated with NBC - MBS

Robert Miller Associates
521 Fifth Ave., New York City

The Voice of Pennsylvania's Highest City

Established 1922 - Hatfield, Pa.
Only $1,375 Buys the 76-B4

The Features

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.

Now sold! Over 1,000 consolettes of the 74-B series
NOTHING like the 76-B4 Consolette to keep studio programs and rehearsals in motion. Because there’s nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting... for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here’s where you use it

- For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For single-studio operation... using four microphones, one announce booth microphone, and one control-room microphone.
- For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B4, the consolette that’s backed by more than 20 years of broadcast engineering experience in the field—call your RCA Broadcast Sales Engineer. Or write Dept. 19-BB.

NOW . . . Switching Systems for RCA Consolettes

Type BCS-1A—Handles the output of as many as five control consoles. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type BCS-2A—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).
notable newsmen in the country... and has been named chief announcer at WBBM Chicago, the nation's largest radio station.

Gerald White has been named managing director of WBBM Chicago, replacing Mr. Eichorn as director of WBBM operations. Mr. White has been with WBBM for 20 years and has served as assistant to Mr. Eichorn in various capacities.

Bill Griffin, former producer-director at WNEW New York, has been named program manager of WBBM-FM, N.Y. A 42-year-old Columbia Broadcasting System executive, Mr. Griffin has been with CBS since 1931.

Lyle Hallock, veteran program manager and script writer for Irwin Shaw's Televising Workshop, New York, has joined production staff of WBW Washington, D.C. He was with WBW for 10 years before joining WBBM.

M. L. Becker, former chief announcer of WBZ Boston, has been appointed assistant director of operations at WBBM Chicago. Mr. Becker was with WBZ for 18 years before joining WBBM.

Jack Eckert, program director of WABC New York, has been appointed program manager of WBBM Chicago. Mr. Eckert was with WABC for 14 years before joining WBBM.

Jocelyn L. Lander, former program director of WGN Chicago, has been appointed program manager of WBBM Chicago. Ms. Lander was with WGN for 13 years before joining WBBM.

Raymond R. Colon, former program director of WLS Chicago, has been appointed program manager of WBBM Chicago. Mr. Colon was with WLS for 15 years before joining WBBM.

Edward J. T. Warshauer, former chief announcer of WBBM Chicago, has been appointed assistant director of operations at WBBM Chicago. Mr. Warshauer was with WBBM for 14 years before joining WBBM.
Government Stand On Lobby Act Told

Only a Few Hired as Lobbyists, Register, Kaufman Says

POSITION of the government on the Lobbying Act of 1946 was presented last week to the Senate Committee on Expenditures in the Executive Departments by Irving R. Kaufman, special assistant to the Attorney General.

Mr. Kaufman, who was appointed last fall by Attorney General Tom Clark to make a survey of the operation of the law to determine its effectiveness, told the committee that only "a small number" of organizations and persons employed to influence legislation had filed statements as required under the act.

Some persons, he said, have not complied on advice of counsel, contending that their "principal purpose" is not to influence legislation. On the other hand, according to Mr. Kaufman, the government feels that the phrase "principal purpose" means any purpose which is not merely incidental to the activities of the person in question. "Any other interpretation," he added, "would make the act meaningless and ineffective and would clearly defeat the expressed intention of the Congress."

His interpretation, contended Mr. Kaufman, was amply substantiated by the legislative history of the act and by decisional law. He added, however, that the act has not been tested and that if the courts did choose to construe it in such a way as to make it ineffective, then the Justice Dept. would make specific recommendations to strengthen the law.

Thus far, four radio figures have registered under the Act. [Broadcasting, Feb. 16] and others are expected to follow suit shortly if the courts uphold the government position.

Agency Appoints Cheney

L. A. Office Co-Manager

APPOINTMENT of Howard L. Cheney as co-manager of the Los Angeles office of Leo Burnett Co., Inc., and expansion of its West Coast offices have been announced by the agency's Chicago office.

Mr. Cheney had been serving as assistant to the president of MacMillan Petroleum Corp. since 1944. Previously he was associated with Lord & Thomas (Foot & Cone & Belding) until 1942 when he became advertising director for Lockheed Aircraft Corp. Mr. Cheney will direct West Coast activities as co-manager with Owen B. Smith, former account executive at the Chicago office.

Purpose behind expansion of West Coast branch is to coordinate services to Burnett coast accounts, according to the announcement. Agency, which handles 24 national accounts, services Globe Mills and the coast division of Aitchon, Topinka and Santa Fe railway system through its California offices.

RADIO PARK is the name attached by the community to landscaped site of WBOC Salisbury, Md., recently completed under $158,000 expansion program. Building contains five studios, music library, reception room, business and executive offices and a complete engineering department.

FAX COMMENT

TWO METROPOLITAN newspapers commenting editorially on facsimile experiments of *The New York Times* placed heavy emphasis on explanations that the news-disseminating system is only new or revolutionary from the standpoint of distribution—not publishing.

The editorials revolve around an experiment which began Feb. 16 involving the transmission from WQXR-FM, the Times FM station, of a four-page facsimile edition of the Times to receiving sets in 14 New York City department stores.

"What we should like to emphasize here," said the Times Feb. 17 in commenting on its own enterprise, "is that this new edition is 'new' only in the sense that it is a new means of transmission—just as the airplane is a new means of transmission. The same organization that is needed to make possible the first copy of the regular edition each morning would have to be in being to make possible a facsimile of the regular edition."

To reinforce its contention, the Times cited the number of its employees associated with the editorial department, whose services also would be needed to make the facsimile edition possible. The editorial writer did not touch upon production staffs.

Distribution Factor

The Washington Post, however, treated the production aspects in its editorial columns Feb. 17, but also pointed out that facsimile "is not a revolutionary method of publishing a newspaper" but "is simply a revolutionary method of distributing a newspaper."

According to the Post, "the elaborate, painstaking and expensive process of gathering news, writing it, editing it, setting it in type and arranging for publication all remain unchanged by facsimile. The new technique would, however, eliminate a number of exceedingly costly and cumbersome steps in getting the finished product to the reader. Stereotyping would be unnecessary; rotary presses could be forgotten; there would be no need for mail trucks or delivery boys."

The cost of operating a conventional newspaper plant, the Post declared in summing up production aspects, "could be cut almost in half." This might, the editorial said, "have the tone effect of making it economically possible for many new newspaper enterprises to be started, thus augmenting competition in a field where monopoly control is peculiarly dangerous."

The Post is owner of WINX and WINX-FM Washington.

Sidestepping predictions on the time when facsimile might reach full blossom, *The New York Times* pointed out the technical problems being encountered in the new field.

"But our new facsimile," said the Times, "is at least a portent of things to come. How important a portent we leave to the future."

Distribution Only New Angle, Papers Say

ALL FROM MONTANA!

... and let's add to that ever-growing list, which the Treasure-State fostered

Rose Ellen Mudd—National Winner "I Speak for Democracy" Contest, recipient of $500 college scholarship.


also:

Judge Justin Miller, Pres., NAB

George Montgomery, movie actor

C kence Street, Union Now

Gary Cooper, movie actor

Myra Loy, movie actress

SMART PEOPLE! IT'S ALSO SMART TO USE

BROADCASTING • Telecasting

RANKIN HEADS U.S. GROUP TO GENEVA

5-Power High Frequency Planning Committee to Meet March 22

FORNEY A. RANKIN, assistant chief of the State Dept.'s International Broadcasting Division, will head the American delegation to the five-power High Frequency Broadcasting Planning Committee which meets March 22 at Geneva. Curtis B. Plummer, chief of the FCC's Television Broadcast Division, Engineering Dept., will be vice chairman.

The committee was vested by the Atlantic City Telecommunications Conference with the task of impartially allocating a limited number of assigned channels to all nations of the world, whose total requests exceed 1,500 high-frequency broadcast stations. Nations on the five-power committee are United States, Mexico, India, USSR and United Kingdom.

At the delegation's final meeting, held Tuesday morning at the State Dept., plans for U. S. participation in the Geneva meeting were discussed. Several members of the committee plan to leave March 20 on the Queen Elizabeth.

Members of the American delegation besides Mr. Rankin are: E. A. Chester, Howard W. Haynes, NBS; Charles E. Denny, NBC (tentative); Royal V. Howard, NAB (tentative); Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.; Fred M. Trimmer, Roger Legge, Vivian Cartwright, International Broadcast Division, State Dept.; George E. Hughes, Associated Broadcasters; James P. Vealich, RCA; Col. A. G. Simason, Army; A. Krug, USC radio consultant; and P. O. Rose, assistant chief, PCG Television Broadcast Division.
Realistic Audition

ABC's Tommy Bartlett pulled a fast one on Ralph Edwards when he invited Ray Winkler, former announcer at KHGI Little Rock, to appear on a recent Welcome Travelers show. Visiting Chicago to audition for network announcing, Mr. Winkler was given the chores of broadcasting an imaginary bout between Louis and Wolcott. During his description the audience broke into applause and finally laughter. Turning around, he found himself staring at the world's heavyweight champion—also a guest on the program.

Westinghouse Radio Div. Will Step Up Output 50 %

HAVING set a new production record of more than 500,000 receiving sets in 1947, with factory billing of $22,500,000, Westinghouse Home Radio Division plans to step up output 50 %, according to F. N. Sloan, division manager.

December output alone was 70,000 sets, a new record, according to Mr. Sloan. The Westinghouse line will be enlarged to include models in price brackets not now served. New line of television receivers is being presented in various cities, with other models under development. Production will start soon on a new low-priced AM-FM table model in plastic cabinet and a new console combination.

Mr. Sloan predicted dealers will continue to have low inventories, distributors' orders taxing even the increased manufacturing quotas now in effect.

TRUSCON STEEL COMPANY

The scientific design, quality materials and skilled workmanship that were put into KIMO's Truscon Radio Tower enable it to serve its midwest audience with maximum efficiency.

Truscon experience encompasses every modern radio tower need. There are hundreds of Truscon Radio Towers in America and foreign lands, and each tower exactly meets specific requirements. The knowledge gained from such a wide diversity of installations assures you highly competent engineering service.

Truscon Radio Towers are available in guayed or self-supporting types, either tapered or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

Manufacturers of a Complete Line of Self-Supporting Radio Towers... Uniform Cross-Section Guyed Radio Towers... Copper Mesh Ground Screen... Steel Building Products.

KIMO USES A TRUSCON SELF-SUPPORTING TOWER 187 FT. HIGH

TRUSCON STEEL COMPANY

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Rodney Duane Chipp, for past two years radio facilities engineer of ABC, has joined DuMont television network as assistant engineer. Mr. Chipp has been active in radio since 1928, serving with RCA Institutes and Massachusetts Institute of Technology, and as control engineer of WRAV Laconia, N. H., before joining NBC in 1933 as control engineer. He transferred to NBC television group in 1938. During the war Mr. Chipp saw active duty with Navy as radio officer, later served as control engineer.

MOTOROLA Inc., Chicago, has developed High-Q band pass filter (cavity resonator type) designed to suppress interference and give "precision channel selectivity" without cutting within and sacrificing high signal to noise ratio. Development of cavity brings principles of Motorola's recently released "precision amplifiers" receiver system into RP carrier system frequency of 152-300 kilocycles. Resonator is designed to permit two transmitters to operate from single antennas when channels are separated by one megacycle or more. When used with receivers, it eliminates interference of high signal intensity from nearby stations.

RUSSELL BECKER and JAMES MITCHELL have joined engineering staff of KXOK St. Louis.

Veikk West has been appointed chief engineer of WOHF (FM) New York. Mr. West has been with station since it was formed two years ago and was named to the new position when construction of new, higher power facility was commenced. WOHF was scheduled to return to air with new power Feb. 22.

Carl E. Schrichte, formerly with WPVI Providence and CBS New York, has joined WCAU Philadelphia, as aural radio technician. Daniel L. Falzani, formerly with RCA Victor, and William Morris also have joined WCAU as video studio technicians.

Robert N. Blair, chief engineer of WOAT Duee, N. T., is the father of a boy, Robert Newton Jr.

Coloma or Bust

ONLY through the perseverance of Frank Torchia, engineer at KLX Oakland, Calif., was station able to broadcast some of the proceedings of the 100th anniversary of discovery of gold at Coloma, Calif. Mr. Torchia started out for the site via private auto to do voice recording job. The car broke down. He took a bus to Sacramento where he borrowed another auto. Near Coloma traffic was tied up in knots. The faithful engineer loaded down with 75 pounds of equipment, walked three miles to the celebration, got his recording, hitchhiked back to the car, and made it back to KLX in time to present a rebroadcast.

WLEY (FM) Elmwood Park To Take the Air Soon

NEW FM OUTLET in Elmwood Park, N. J., WLEY, expects to begin operations within the next few weeks, according to Paul H. Prokes, chief engineer. Owned by the Elmwood Park Broadcasting Corp., which is composed of local business people, WLEY will operate on 107.1 mc (Channel 280), with ERP of 320 w and antenna height of 240 feet.

Mr. Prokes has handled the complete installation of the station which is using General Electric equipment.

Staff members of the new outlet include Rose Jones, Harry Medlin, Robert Brans and Mark Antonio.
let these great stars
SELL TIME
for you!

They (and 40 more) all yours on Capitol’s INEXPENSIVE Transcription Service. New, flexible, live-sounding!

Here’s sponsor-appeal plus! Capitol features these vivid personalities in sparkling programs, fresh and spontaneous. You get voice tracks. Your local announcers “chat” with the featured stars. Background music gives your commercials that part-of-the-show effect.

Capitol’s library contains 3000 selections, with 50 added monthly. Variety unlimited! Every week material for 27 shows (35 hours).

Capitol’s detailed format book gives instant information on all programs, numbers, artists, record-times, etc. Easy-file metal cabinets and cross indexes. And Capitol’s service is flexible. Put together any type program—for any audience or sponsor. In jig time. And—entire library Vinylite recorded.

Cost is low. Investigate!

FREE! Write for full details and free demonstration record today. Send name, address, station and position on station letterhead. Address: Capitol, Sunset & Vine, Hollywood 28, California.
Henry Tobias, former television producer of "Hal Horton Show," New York, and before that on WGY Schenectady production staff, has joined Larry Pinley Transcriptions Inc., Hollywood, as vice president in charge of television production. He replaces Clen-ton Stanley, resigned, whose plans are as yet unannounced. Assisting Mr. Tobias is Florence Green, former television casting director at CBS New York, who replaces Olga Courtney. Joe Landis has joined firm to head all live commercial productions.

Jerry Devine, writer-director of ABC "This Is Your FBI" series, has opened new Hollywood offices in Guaranty Bldg., 601 Hollywood Blvd., under name of Jerry Devine Productions. Mr. Devine and staff formerly occupied offices with Warwick & Legier Inc., that city.

Irvin Atkins, member of John Gueld Radio Productions, Hollywood, has been named television director for Admiral Radio Corp., on West Coast. He will continue with Gueld organization, but will oversee Admiral's video programs which are to get underway within four months.

Lewis Gordon, assistant to vice president in charge of sales of Sylvania Electric Products, New York, has been appointed director of company's International Sales Div. He replaces Walter A. Coogan, resigned.

Harry C. Charbot has been appointed assistant sales manager in charge of equipment and sales promotion for Zenith Radio Distributing Corp., Chicago. Mr. Charbot has been with firm for 20 years.

William C. Simms, account executive of Mark Larkin, New York public relations firm, is the father of a girl, Jerry Elisabeth, born Feb. 12.

Radio Inc., New York, maker of coin-operated radio receivers for hotels, etc., has introduced "Radiovision," a projection receiver featuring variable sized picture capable of expansion to theatre screen dimensions. System, including projection unit, specially designed screen and control unit, which is separate from projector and can be located wherever operator desires, is priced at $2600 complete, this price also covering a year's service. Installation is extra.

Morton Radio Productions Inc., Chicago production firm, has expanded into new and larger quarters at 300 N. Michigan Ave. Through its president, Mory Jacobson, firm also has announced availability of its latest package show, "The Hometowners," featuring the NBC quintet of that name. Series comprises 16 episodes.

Charles von Loewenfeldt, former public relations and advertising director, Palace Hotel, San Francisco, has opened his own public relations offices.

Majestic Radio and Television Corp., Engle, Ill., has been granted right to organize under the Federal bankruptcy laws. Company's petition, showing that assets of more than $5,000,000 were "considerably greater" than liabilities, was approved by Federal Judge John J. Sullivan in Chicago.

Green Assoc., Chicago production firm, has announced following additions to its list of stations carrying 52-week "Leech of Notre Dame" series: KGBM Honolulu, KATL Houston, WHLS Port Huron, Mich., WELD Columbus, KFBS Great Falls, Mont.

Gadwriters Institute is devoting its separate channel to writing for television, with speakers to include Hubert Brit, producer-director of "Play Room" and other video shows: Charlie Sherman, stage writer; and others. Group meets Wednesday evenings at Main Studios, New York.

World Video Inc., New York, has signed eight French fashion houses for filming of series of fashion showings for television use. American commentary will be sound-tracked into film for use by U.S. video stations.

Zenith Radio Corp., Chicago, has announced new console receiver, "Georgian," which includes firm's Cobra tone arm, intermix changer, two-band Armstrong FM and standard broadcast reception.

Don W. Sharpe has dissolved talent partnership with Chuck Koren, with latter joining Music Corp. of America, Hollywood, working under Mickey Rockford. Mr. Sharpe will continue to maintain offices at 242 North Canon Drive, Beverly Hills, Calif.

Myrt Vail has contracted with Larry Pinley Transcriptions, Hollywood, to supply scripts for seven years. Deal calls for 2000 additional scripts as well as portraying role of "Myrt" in the series known as "Myrt & Marge."


GEO. E. Morden has been appointed manager of sales division for radio tubes by Canadian Marconi Co., Montreal. He formerly was with sales department of broadcast station equipment.

WITH Owner Is Named Wired Music Distributor MARYLAND Broadcasting System Inc., owner of WITH Baltimore, has been appointed World Music Service distributor for the Baltimore area, and will begin operation of the service March 1, A. J. Kendrick, vice president and general manager of World Broadcasting System Inc., announced.

Operations of WBS Inc., a subsidiary of Decca Records Inc., have been franchised to distributors in 40 cities of U.S. and Canada, who will furnish special transcribed programs, via telephone lines, to industrial plants, stores, restaurants and other establishments.

Tom Tinsley, president of Maryland Broadcasting System Inc., is preparing an aggressive sale campaign to introduce the service in Baltimore, according to WBS Inc.

Harry M. Overstreet

Harry M. Overstreet, 53, a vice president of Brook, Smith, French & Dorrance Inc., New York, of which he was a staff member for 24 years, died in New York on Feb. 12. He joined the research department of the agency in 1953.
We've just pulled open the latest Hooper study conducted in Charlotte. And discovered WBT has even more listeners than we expected.

Day and seven days a week, WBT averages more listeners than the combined total of all other stations heard in Charlotte! A whopping 59.6% of the listening audience! Two and one-half times as many listeners as the next most popular station!

And that's only a preface to the big story. Ninety-six per cent of WBT's 3,500,000 listeners live outside of Charlotte...in 94 other Carolina counties where WBT gathers an even greater share of the audience.

We're more popular than we expected in the Carolinas. If your product is less popular in this part of the country than you had hoped, give us or Radio Sales a call. We'll show you how to top your fondest expectations.

C. E. Hooper October-November, 1947
Sales Management 1946 population estimate for WBT's 50-100% Daytime Audience Area (excluding Charlotte).

The Jefferson Standard Broadcasting Company
A subsidiary of the Jefferson Standard Life Insurance Company
Represented by Radio Sales
Radio Stations Representative...CBS
The profitable operation of your FM station is the first interest of Westinghouse.

Because a Westinghouse station was the world's first ... because Westinghouse operates its own FM stations ... because Westinghouse builds both FM transmitters and home receivers ... because we believe in the future of FM and, more important, in its immediate possibilities ... because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a new FM promotion plan—the first real one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program ... it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse
PLANTS IN 25 CITIES...OFFICES EVERYWHERE

Electronics at Work

from studio...to station...to home

See the 10 KW FM transmitter at our exhibit in booths 62-69, Main floor, at the I.R.E. Conference, New York, March 22-25.
REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

a new promotion package to help you gain listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station. It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

- Newspaper advertisements
- Window displays
- Consumer booklets
- Programming aids
- Newspaper publicity
- Demonstrations and movies
- Radio spots
- Contests
- Car and window cards
- Studio party guide
- Dealer support
- Timing helps
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
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<td>844 NATIONAL PRESS BLDG., D. 1300 Washington, D. C.</td>
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<td>LABR. GREAT NORTHERN, N. J. LITTLE FALLS 6-1000</td>
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<td>RING &amp; CLARK</td>
<td>111 Years Experience in Radio Engineering 900 BROAD STREET Recommended 4-2000</td>
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<td>A Complete Consulting Service 1900 EYE ST., N. W. NATIONAL 0196 Washington, D. C.</td>
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<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8218 Washington, D. C.</td>
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<td>GARO W. RAY</td>
<td>591 BROAD STREET PHONE 5-3051 BRIDGEPORT, CONNECTICUT</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 524 E. 7TH ST. TRIANGLE 4400 Chicago, Ill.</td>
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<td>1605 CONNECTICUT AVE., N.W. Washington, D. C. 4116</td>
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<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
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<td>CHAMBERS &amp; GARRISON</td>
<td>1519 CONNECTICUT AVENUE WASHINGTON 6, D. C. Michigan 2361</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1700 K ST., N.W. REPUBLIC 1151 Washington, D. C.</td>
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<td>WORTHINGTON C. LENT</td>
<td>CONSULTING ENGINEERS WASHINGTON, D. C. 1200 18th St., N. W. Room 1210 DISTRICT 4127</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W. Washington, D. C. ADams 3711</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans 88 W. 42nd St. American Bldg. Longacre 3-8228 Lake Charles, La. 6-1480</td>
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<td>Guy C. Hutcheson</td>
<td>1100 W. ABRAM ST. PHONE 1218 Arlington, Texas</td>
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<td>NATHAN WILLIAMS</td>
<td>3208 14th St., N. W. Washington 10, D. C. ADams 7299</td>
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<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 622 Madison Avenue TOLEDO 4, OHIO</td>
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<td>Merl Saxon</td>
<td>3524 South Henderson Telephone 4-5460 Fort Worth, Texas</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>CONSULTING R2ADIO ENGINEER Specializing in Antenna Problems 1011 New Hampshire Ave. 82 6646 Washington, D. C.</td>
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WANT A JOB?
A progressive independent radio station is looking for an experienced announcer to keep the business available in one of the east's major markets. Excellent pay is offered. Send resume, along with $100 mailing fee, to the address below. Available immediately.

Managing
General manager wanted by businessman entering broadcasting field southern California. Opportunity for profit sharing. Send resume to Box 706, BROADCASTING.

Commercial manager for progressive Florida station. Network affiliate, 5000 watts AM, 10,000 wats FM growing city 100,000 population. Give full details. Send first letter as to salary requirements, age, experience, references. Box 704, BROADCASTING.

Help Wanted
Managerial

General manager wanted by businessman entering broadcasting field southern California. Opportunity for profit sharing. Send full details required. Box 706, BROADCASTING.

Commercial manager for progressive Florida station. Network affiliate, 5000 watts AM, 10,000 wats FM growing city 100,000 population. Give full details. Send first letter as to salary requirements, age, experience, references. Box 704, BROADCASTING.

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Help Wanted
Managerial

General manager wanted by businessman entering broadcasting field southern California. Opportunity for profit sharing. Send full details required. Box 706, BROADCASTING.
THEATRE VIDEO

For Sale (Cont'd)

For sale—Two brand-new RCA 73-B recorders. Never used, $1,350.00 each. Box 748, BROADCASTING.


For sale: RCA control console (78-BI) 56 ohm line output to a pickup amplifier (84-BI), 36-B panel; four stage pentodes. Will make a good 500-watt, 1000-cw, 500-wb transmitter. Box 799, BROADCASTING.

For sale—179-foot self-supporting Truccon tower with lighting system. Excellent condition. Write or wire WHAF, Houghton, Michigan.

For sale—Two Western Electric 109-A pickup assemblies consisting of: Universal reproducer, arm and filter assembly, enclosed. Good condition, usable but need repairing. Make offer; will consign if not in good condition. Contact Jim Bohl, 312 Ashwood, Waukesha, Wisconsin.

For sale—New RCA MI-475-5-O Universal pickup kit complete in original carton, $105.00, shipped C.C.O. to first taker. WBEZ, Chillicothe, Ohio.

For sale—Presto type C-6 recorder. 8 ohm output. In carrying case. A-1 condition, $450. Box 617, BROADCASTING.

For sale—186-foot self-supporting Intercontinental tower with lighting system. Excellent condition. Write or wire WMIL, Milwaukee, Wisconsin.

Wanted to Buy

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Interested in purchase of CP or going station in any section of the country. Reasonable figure. Prefer 250 watts unlimited. Box 702, BROADCASTING.

WANTED—Station or city in southern California. Box 808, BROADCASTING.

Wanted to buy—One used 250 watt AM transmitter. Send details and price to WNER, Macon, Georgia.

Miscellaneous

Attention new Stations—We offer a convenient (PPC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency measurement and high quality quartz crystals for broadcast and other communication applications. Literature available. "Over a decade of satisfaction and fast service," Eastern Electronic Company, Temple, Texas. Phone 3501.

Management of progressive station wishes to advise others in applying for a monopoly Televising Channel in eastern three hundred million dollar market. Box 739, BROADCASTING.

Network-quality programs, five a week for as little as $20 a month. Writers-program-service, Suite 1411, S. Laflaffe Street, Chicago.

Wanted immediately—Announcers, combination announcer-engineers. Send transcription, full details preferred to Eastern Radio Artists Bureau, P. O. Box 1277, Atlanta, Georgia.

ACCOUNTANT–OFFICE MANAGER for NEW YORK TELEVISION FRM Experienced in radio, advertising or publishing field. Give full particulars. Box 770, BROADCASTING.

STATION OR COMMERCIAL MANAGER AVAILABLE Immediately available for the management of a television station. 10 years background running stations in midwest and southeastern states. Excellent recommendations with P.M.R. and F.C.C. Excellent references. Go Clubhouse. Box 771, BROADCASTING.

MUTUAL understanding on movie house video by television station and theatre owners is the aim of a meeting between representatives of each group on Feb. 24 in Los Angeles. According to J. H. Nicholson, chairman of the television committee of the Southern California Theatre Owners Assn.

This was set at a meeting of the SCTOA television committee Feb. 17. At that meeting, it was decided that two prime features of any code covering theatre video should: first, provide a prescriptive index of rates where television is shown and, second, film bills should remain unchanged, utilizing television as a supplementary feature on any given bill.

Although no official explanation was offered, it is understood that the two points made are intended to pacify television management as well as motion picture distributors. By including television fare in a theatre, without hiking admission prices, it is believed little claim can be made of the fact that direct profit prevails. By insuring a continuation of film fare on a status quo basis, distributors are relieved from the anxiety that this need to lose revenue as result of video's direct competition in theatre program schedules.

Concerned in the exercise by Mr. Nicholson, in behalf of SCTOA, springs from recognition that video is a box office threat. But not knowing the full future implication it is likewise considered unwise to damage relations with film distributors.

Further concrete plans for television relay call for sale to Los Angeles area theatres of film of telecasts made simultaneously. As starter, Mr. Nicholson reports that 10 theatres will be selected for service. This is considered likely to start by end of March on regular service basis, when events justify.

Subsequently the aim is to add another 10 within the ultimate service peak of 50 houses. The latter figure is considered the maximum number of houses which may be served sat.
CANADA RADIO HOMES

By JAMES MONTAGNE

PERCENTAGE OF RADIO homes in Canada has jumped from 78.4 to 90.7 according to the latest tabulation of radio homes for 1948, just compiled by the Bureau of Broadcast Measurement, Toronto. Survey shows that on Jan. 1, 1948, there were 2,870,370 radio homes in Canada out of a total of 5,185,320 households. The last previous census, for 1944 and issued in 1946, showed 2,214,290 radio homes in total of 2,823,380 households in the Dominion.

By provinces Ontario leads in number of radio homes and households. Figures in brackets are last previous percentage of radio homes. The 1948 figures show Ontario having 1,056,840 radio homes, 93.4% of all households in the province (83.9% last survey). Quebec has 999,740 radio homes, 89.4% (76.6%); British Columbia has 294,880 radio homes, 91.5% (84.8%); Alberta has 202,260 radio homes, 91.5% (81%); Saskatchewan has 200,350 radio homes, 86.4% (76.6%); Manitoba has 115,540 radio homes, 89.8% (75.6%); Nova Scotia has 127,970 radio homes, 86.7% (73.7%); New Brunswick has 90,650 radio homes, 81.3% (68%); Prince Edward Island has 17,420 radio homes, 80.5% (62.5%).

Latest Information

The radio homes figures in the current BBM report have been based on the latest available information. The data have been compiled by counties, census sub-divisions, cities and towns of 10,000 population or over by 1941 census, and all other urban centers having one or more broadcasting stations. The population estimates have been based on the last census, ration book counts, natural increases, rural migration, etc., and projected to 1948. The household estimates have been based on estimates of the number of persons per household for each county and census division based on the Dominion Bureau of Statistics census reports.

The radio homes estimates have been based on census data and estimates of radio homes reported by the sampling unit, central research and development division of the Dominion Bureau of Statistics for August 1947.

In Canada as a whole about 93% of urban households have radio homes while only about 84% of rural households are similarly equipped. Although slightly over 90% of Canadian homes are estimated to have radios, only about 50% have telephones.

Probably highest percentage of radio homes is in Galt, Ont., where percentage is 98.1, followed by Hamilton, Ont., with 97.6%. By major cities Toronto’s percentage of radio homes is 97, Montreal 94.6% (some separate municipalities surrounded by the Montreal metropolitan area have higher ratios, Westmount 98.3%, Outremont 98.2%, Verdun and Lachine each 97.3%); Winnipeg 97.5%, Vancouver 94.4%, Calgary 96.9%, Edmonton 95.7%, Victoria 92.3%, St. John 93.2%, Fredericton 93.5%, Halifax 96%, Ottawa 90%, Windsor 96%, London 97.1%, Charlottetown 91.7%, Quebec City 96.1%, Regina 96.2%, and Saskatoon 96.5%.

Compilation of the 1948 BBM figures was done by H. F. Chevrier of the coverage statistics department of Canadian Broadcasting Corp., Toronto, and Ted Rutter, research specialist of H. N. Stowin & Co., station representatives, Toronto.
FCC Actions (Continued from page 70)

Applications Cont.: 

Assignment of CP

WSRS-FM Cleveland Heights, Ohio—Voluntary assignment of CP from Samuel E. Sague, West Cleveland Inc.

Modification of CP

WGPA-FM Bethlehem, Pa.—Mod. CP, as mod., which authorized new FM station, to change call sign from WPUP to WPUE.

Modification of License

WCAU-FM Philadelphia—Mod. license to change name from Philadelphia Record Co. to WCAU Inc.

Modification of CP

WHAT-FM Philadelphia—Mod. CP, as mod., which authorized new FM station, to extend license for extension of completion date.

Modification of License

WCAU-FM Philadelphia—Mod. license to change name from Philadelphia Record Co. to WCAU Inc.

 Modification of CP

KOMO-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station, to extend license for extension of completion date.

Modification of License

WPLM-FM Huntington, W. Va.—Mod. CP, as mod., which authorized new FM station, to change call sign from WPUP to WPLM.

Modification of CP

WACU-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station, to change call sign from WACU to WACU.

Modification of License

KTRH Bestg. Co., Houston, Texas—Mod. CP, as mod., which authorized new non-commercial television station, to change call sign from WACU to WACU.

License for CP

National Bestg. Co., Inc., Washington, D. C.—License to cover CP which authorized new non-commercial radio station, AM, 100.0 mc, ERP 20 kw.

Modification of CP

National Bestg. Co., Inc., Denver, Colo.—Mod. CP, as mod., which authorized construction of new non-commercial radio station on Channel 101, 101.5 mc, ERP 7 kw.

Modification of License


Modification of CP

National Bestg. Co., Inc., San Francisco—Mod. CP, as mod., which authorized new non-commercial television station.

License for CP

National Bestg. Co., Inc., Chicago—License to cover CP which authorized new non-commercial radio station, AM, 100.0 mc, ERP 50 kw.

Modification of CP

National Bestg. Co., Inc., Cleveland—License to cover CP which authorized new non-commercial radio station, AM, 530 mc, ERP 10 kw.

Modification of CP

Remote Pickup

Leonard A. Venti, Grand Rapids, Mich.—CP for reinstatement of CP which authorized new remote pickup station, Wbote, frequency 156.75 mc, 50 kw.

Modification of CP

KYOS Merced, Calif.—Mod. CP, as mod., which authorized changes in vertical ant. and mount FM ant. on top of AM tower, to make changes in vertical ant.

BALLOON BLOWING is not a usual part of the day's routine for Kay Fisher (1) and Bill Wallace of the John E. Pearson Co., station representative, but the photographer caught them doing a good job of it when they visited Wire Indiana recently. Station reports that the two were "tricked" into performing on WIRE'S Spring Party and that Kay carried off honors as best balloon-blower.

AM—1350 kc


Modification of CP

WWNL Newport, Ky.—Mod. CP, as mod., which authorized new standard station, to change frequency from 1110 to 760 kc, install DA-D and change trans. location.

AM—1690 kc


Transfer of Control

ILINK Wilkesboro, N. C.—Voluntary transfer of control from W. W. Sawyers to David S. B. Campbell.

Modification of CP

KUBE Oklahoma City, Okla.—CP increase in power, 1 kw D to 1 kw D and install DA-D to W3FPL, AMENDE to change frequency from 890 to 890 kc.

AM—1480 kc

KLIM La Grande, Ore.—CP new install trans.

AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 1560 to 600 kc, increase 1 kw D to 1 kw D, change hours from D to D, install DA-D (DA-J) and change trans. location, AMENDE to make changes in D.

Modification of CP

WVRA Orangeburg, S. C.—Mod. CP which authorized new standard station, to change call sign, approval of ant. and trans. location and specificity studio location.

Relinquishment of Control

KCOH Houston, Texas—Voluntary relinquishment of CP, which authorized new non-commercial educational radio station by sale of 25% of stock by William L. Smith to E. C. Hughes and Ed. F. Hoffman.

Modification of CP

WFAX Falls Church, Va.—Mod. CP, as mod., which authorized new standard station, to extend license for extension of commencement and completion date.

AM—1350 kc

WPVU Pulaski, Va.—CP install new trans.

Modification of CP

KWRE Kennewick, Wash.—Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

AM—1200 kc

New WONC-FM New London, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

Paul Brake, Miami, Fla.—Same.

WSRK Shelbyville, Ind.—Same.

KRCU-FM Sioux City, Iowa.—Same.

WWET-FM Brockton, Mass.—Same.

FM—94.7 mc

Eebets-McKeer Exhibition Co., Inc., Chicago, Ill.—CP new FM station on Channel 209, 89.7 mc, ERP 12 kw, and antenna height above average terrain 460 ft.

Modification of CP

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

TV—188—92 mc

Cowles Bestg. Co., Des Moines, Iowa—New non-commercial educational FM station on Channel 9, 188-92 mc, ERP 25.5 kw, and antenna height above average terrain 460 ft.

AM—970 kc

DePauw U., Greencastle, Ind.—CP new non-commercial educational FM station on Channel 8, 970 mc, ERP 10 kw, and antenna height above average terrain 460 ft.

PETITION TO REINSTATE

AM—970 kc

Station KCBZ Cleveland Heights, Ohio—CP new standard station 1030 kc D DA-N, AMENDE to change frequency from 1030 to 970 kc and hours from D to D.

BROADCASTING • Telecasting
**APPLICATION DISMISSED**

FM-47,100 kc
Buffalo Best., Corp., Buffalo, N. Y.
CP new FM station on 67,100 kc.

**CERTIFIED FOR FILING**

Assignment of License
KSO and KSO-FM Des Moines, Iowa
Counsel to assignment of 900 kc AM and CP of KSO-FM to Tri-State Merchants, Inc.
AM-1400 kc
WHD Biddeford, Maine—CP new standard station 1400 kc 250 w unli.

Huntington-Montauk Best., Inc., Huntington, N. Y.—CP new standard station 1700 kc 10 kw in.

KPGU Bellmamine, Wash.—CP to mod. presentations on TV-186-192 mc.

**FCC BOX SCORE**

FCC BOX SCORE of actions as of last Thursday stands as follows:
Standard stations—15 new licenses, 291 construction permits, 275 applications in pending file, 351 applications in hearing; FM—99 licensed, 19 conditional grants, 722 CPs (of which 309 are on air under special temporary authority) 52 applications pending, 60 applications in hearing, 127 applications pending of which 59 are in hearing.

**TV-186-192 mc**

Thomas Patrick Inc., St. Louis—CP new commercial television station on Channel 9, 188-190 mc, ERP 4.28 kw, aur. 15.8 mc.

Atlantic City World Inc., Atlantic City, N. J.—CP new commercial television station on Channel 9, 186-190 mc, ERP 1 kw, aur. 500 w.

**WIEC Inc., Rochester, N. Y.—CP new commercial television station on Channel 2, 120-126 mc, ERP 12 kw, aur. 11.2 kw.


**AM-1190 kc**

David M. Segal, 10th/24 Cotton Belt Best., Co., Greenville, Miss.—CP new standard station 1190 kc 1 kw D.

WVOL Lackawanna, N. Y.—Mod. license to move studio location from Lackawanna College to SUNY.

WPFB Middletown, Ohio—Mod. license to change hours of operation from 9 to 1 unil. and power from 1 kw D to 100 w. N 1 D.

**AM-1600 kc**

Otto H. Lenzsner, d/b/a as Cushig Best., Co., Cushing, Okla.—CP new standard station 1600 kc 1 kw.

Lamar County Best., Co., partnership composed of Cecil Hardy, Charles L. Cali,Meri Saxon, O. E. Smith and J. T. Smith, Paris, Tex.—CP new standard station 1520 kc 1 kw D.

**TV-1230 mc**

Kenneth D. Juhlin & Mary J. Juhlin, Long Beach, Wash.—CP new standard station 1230 kc 250 w unli. (Contingent on KAST change in frequency).

San Diego Best., Co., San Diego Calif.—CP new commercial television station on Channel 10, 185-193 mc, ERP 36 kw, aur. 7 kw.

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 64-66 mc, ERP 15 kw, aur. 7.3 kw.

**Modification of CP**

Maison Blanche Co., New Orleans, la.—CP, new TV station to change type equipment and to make ant. changes, change ERP 15 kw to 14.5 kw, aur. from 7.2 kw to 7.8 kw.

**FCC Box Score**

**February 19 Decisions**

DOCKET CASE ACTIONS

**By the Commission**

Petition Granted

Announced memorandum opinion and order granting petition of Beloit Bcstg. Inc. demanding separation consideration of petitions for rehearing by Beloit Bestg. Co. and Village Bestg. Co. directed against grant of June 14, 1947, to Beloit Bcstg. Inc. for new station, Beloit, Wis. 15 kw. FURTHER ORDERED that petitions for reconsideration of this grant filed by Beloit Bestg. Co. and Village Bestg. Co. be denied.

**By the Commission**

Announced order denying that part of petition for joint hearing and reconsideration of Edwin Mead which requests hearing on record in proceeding involving Mead’s application for new station Model, Ill. for purposes of receiving engineering evidence re AM service available to Madison, Wis. FURTHER ORDERED that petition of Beloit Bestg. Inc. and Village Bestg. Co. and Edwin Mead be granted to extent that they request further argument in these proceedings and that FOC decision of June 12, 1947, in Docket 6962 et al and 6963 et al be set aside and vacated; further ordered that oral argument be held before Commission en banc on March 12. Comm. Hyde and Jones dissenting in part.

February 13 Decisions

BY COMMISSION EN BANC

FM Authorizations

 Granted Class A, Class B, Class C and Class D FM CPs; five Class A and four Class B in lieu previous conditions. Given three requests to delete Class B grants. Class B allocation plans changed made in five cities (See BROADCASTING, Feb. 16, and story this issue).

WAVE Inc., Louisville, Ky.—Granted new CP new commercial television station on Channel 5, 76-82 mc, vis. power 18.6 kw, aur. 335 ft.

KNBH Los Angeles.—Granted mod. CP for extension of completion date to Aug. 20. (Comm. Jones for hearing).

WTVF Richmond, Va.—Granted new CP for extension of completion date to Sept. 3.

KLAC-TV Los Angeles—Granted mod. CP for extension of completion date to Aug. 1, (Comm. Jones for hearing).

WJZ-TV New York.—Granted new CP for extension of completion date to July 25.


Designated for Hearing

American-Harper-T autos., Inc., and Beloit, Conn.—Designated for hearing application for new station in New York metropolitan area. Application for proceeding with other applications for the same purpose to be held at two days of the month of Jan. 15.

KWSH San Francisco—Designated for hearing application for time of complete construction of station KFRM.

KRSC-TV Seattle, Wash.—Designated for hearing application for time of complete construction.

DOCKET CASE ACTIONS

(Continued from page 78)
NEWEST SPONSOR for ABC’s co-op show, Mr. President, is signed up for six western stations. The sponsor, Hudson Sales & Service, is represented by George Irwin (seated), co-owner of the Irwin-McHugh Advertising Agency in Hollywood. Completing the sales picture are (l. to r.): Paul Langford, agency account executive: Clyde Scott, general manager of KECA Los Angeles; Matt Barr, KECA sales representative, who handles the account.

Sequel to WGAY Story Is Published by ‘Post’

A SEQUEL to the Saturday Evening Post article of Jan. 25, 1947, “You, Too, Can Own A Radio Station,” by Joseph Scott, manager of WGAY Silver Spring, Md., was published in the Feb. 21 issue of the same magazine.

“A radio—What A Business!”, also authored by Mr. Brechner, describes the troubles encountered by the author and John Kluge, WGAY president, during their first year of operation. The painful difficulties attending preparation for operation were colorfully outlined in the original article.

“After one year,” Mr. Brechner moans in the latest article, “John and I have learned that operating a radio station is an art, a business, a science, a public service and a massive headache.” Reciting the title of his original story, “You, Too, Can Own A Radio Station.” Mr. Brechner adds that the joke is “Can you operate a radio station successfully?”

SPECIAL OBSERVANCE MARKS WEAT OPENING

THE FORMAL OPENING of WEAT Lake Worth, Fla., on Feb. 14 was marked by observance of WEAT Day through official proclamation of the mayor and city commission.

C.L. Menser, owner of WEAT and former NBC vice president, sponsored the first Annual Gulf Stream Water Carnival at the pool of the Municipal Casino, building that houses studios of the new NBC affiliate. The ornate Chinese junk of “Before It Or Not II,” Robert Ripley was brought to Lake Worth and moored at docks near the studio building as an added attraction. Mr. and Mrs. Menser were hosts to some 76 civic leaders of the Palm Beach area at a dinner that evening at the South Ocean Club.

WEAT is a 100-watt fulltime outlet on 1490 kc. Licensee is Lake Worth Broadcasting Corp.

ABC Program Dept. Makes 3 Promotions

THREE appointments in the ABC program department were announced last week by Charles C. Barry, vice president in charge of programs and television. All changes are effective immediately.

Charles Harrell, former ABC staff announcer, was appointed eastern program manager; Morgan Ryan, former account executive for the network, was named manager of commercial program sales, and Helen Guy, former manager of the business office of ABC’s program department, was named manager of that department.

WWJ-TV Increase

RATES will be increased March 1 from $300 to $350 per hour on WWJ-TV, the Detroit News television station, according to Harry Betteridge, sales manager of WWJ, WWJ-FM and WWJ-TV. More than 30 hours of programming a week for Detroit’s 6,300 set owners is presented over WWJ-TV, operated on 65-72 mc, Channel 4.

Details on Latest FM Grants Given

CONSTRUCTION permits granted by FCC Feb. 12 for three Class A and nine Class B FM stations, announced in Broadcasting, Feb. 15, are given in detail herewith. At the same time FCC authorized five Class A and four Class B FM CPs in lieu of previous conditions.

The new permits:


KFWY Northwest Bstg. Co. Port Dodge, Iowa. Class B, 102.7 mc (No. 154), 7 kw, 310 ft.

KKNFM-FM KKNFM Inc. Shenandoah, Iowa. Class B, 100.3 mc (No. 271), 2 kw, 220 ft.

KINK The McPherson Bstg. Co. Inc. McPherson, Kansas. Class B, 103.3 mc (No. 17), 0.8 kw, 260 ft.


KWTM-FM Trent Bstg. Corp. Trenton, N. J. Class A, 100.1 mc (No. 261), 290 w, 220 ft.


KRRK-FM KRRK Inc. Westaco, Tex. Class B, 93.7 mc (No. 229), 49 kw, 360 ft.

KVMR Valley Evening Monitor Inc. McAllen, Tex. Class A, 100.9 mc (No. 266), 1 kw, 240 ft.

CPs in lieu previous conditions issued:

KAGH-FM Rose Bowl Broadcasters, Pasadena. Calif. Class A, 98.3 mc (No. 256), 350 w, minus 530 ft.

KFPVS-FM Oscar C. Hirsch, Cape Coral, Mo. Class B, 95.7 mc (No. 239), 20 kw, 235 ft.


WJRJ Lockport Union-Union Journal Inc. Lockport, N. Y. Class A, 99.3 mc (No. 257), 810 w, 270 ft.


WWAV Suburban Bstg. Inc., Chelot, Ohio. Class A, 96.7 mc (No. 244), 340 kw, 216 ft.


WABX Harold O. Bishop, Hartsburg, Pa. Class A, 100.9 mc (No. 261), 1 kw, minus 85 ft.

FCC Affirms Low-Power Station Hearings Policy

FCC last week reiterated its policy against holding hearings outside of Washington, D. C. on “applications which request broadcast facilities in excess of 250 w, unlimited time, or 1 kw power, daytime only.”

This policy, the Commission said, is required “for efficient use of the funds and personnel available to the Commission.” The statement came in an order denying the request of Corn Palace City Radio Corp. asking that the hearing on its application for 950 kw with 5 kw at Mitchell, S. D., and that of KWAT Watertown, S. D., for the same frequency with 1 kw, be held at Mitchell and Watertown rather than in Washington.
FIFTEEN PROGRAM HOOPERS—Feb. 15 Report

Program No. of Stations Sponsor Agency Hooper-ating Year Ago
Radio Theatre 152 Lever Bros. J. Walter Thompson 28.6
Jack Benny* 161 American Tobacco Foote, Cone & Belding 27.1
Peter Allen & Molly 128 Philip Morris Neameyer, Lyons & Bronby 26.9
Fred Allen 160 Ford Dealers of America J. Walter Thompson 26.3
Charlie McCarthy 143 Standard Brands W. Walter Thompson 26.3
Bob Hope 137 Procter & Gamble Foote, Cone & Belding 26.0
True or Consequences 137 Compton Adv. Compton Adv. 25.0
Amos 'n Andy 149 Lever Bros. Russell & Ryan 24.4
Walter Winchell* 220 Andrew Jergens Co. Robb. W. Orr & Assoc. 21.9
Red Skelton 160 B. & W. Tobacco Doherty, Clifford & Sheinfeld 20.9
Mr. District Attorney 134 Bristol-Meyers L. W. Ramsey 20.4
Bandwagon 159 F. W. Fitch
Andy Godfrey's Talent Scouts 145 Thos. J. Lipton Div.-Lever Young & Rubicam 20.3
Bing Crosby 242 Philco Products Hutchins Adv. 19.5
Duffy's Tavern 134 Bristol-Meyers Young & Rubicam 18.9

* Includes first and second broadcasts.

TOP TEN DAYTIME PROGRAM HOOPERS

Program No. of Stations Sponsor Agency Hooper-ating Year Ago
Ma Perkins (CBS) 80 Procter & Gamble Dancer-Fitzgerald-Sample 8.6
Our Girl Sunday 74 H.E. Woolworth Pharmacal Dancer-Fitzgerald-Sample 8.6
Stella Dallas 142 Sterling Drug Dancer-Fitzgerald-Sample 8.5
Arthur Godfrey 158 Liggett & Myers Newell-Emmett 8.3
Romanza of Helen Trent 77 Whitehall Pharmacal Dancer-Fitzgerald-Sample 8.3
Young Dr. Malone 77 Procter & Gamble Compton Adv. 8.0
When a Girl Marries 76 General Foods Benton & Bowles and Young & Rubicam 7.8
Aunt Jenny 56 Lever Bros. Ruthrauff & Ryan 8.2
Rosemary 64 Procter & Gamble Benton & Bowles 8.0
Grand Slam 47 Continental Baking Co. T. J. Tod Bates 7.9

EQ RATINGS

AN "ENTHUSIASM QUOTIENT" for 125 radio personalities, de-signed to indicate their popularity and a degree of promise to spon-sors has been measured by Audience Research Inc., New York. Re-sults were submitted to clients last week.

The study, which evaluated performers on the common basis of audience enthusiasm, embraced about 3,000 people in the U. S. survey, re-vealed that all, geographic sectors and types of communities in proportion with the population and corrected for set ownership by states. Non-telephone homes also were included in the personal-interview survey.

Purpose of Research

The end figure of the research, according to ARI, is an enthusiasm quotient for each radio personality tested. The EQ is a combination of two measurements: identification or familiarity, and audience enthusiasm.

The eight divisions studied were comedians, comedy teams, male singers, female singers, orchestras, fictitious characters, commentators and masters of ceremonies. In each category one or two veteran performers of known popularity were selected to serve as a pilot for comparison with the development of newer talent.

Although specific results have not been released, the following

Universal Sues

SUIT by Universal Recording Corp., Chicago, against Vitacoustic Records, Inc., has been filed in Superior Court. Universal charge it received $8,000 of an agreed $25,000 from Vitacoustic in a deal in volving the song hit, "Peg O'M Heart," as recorded by the Harry manics. Suit was filed to regain possession of 12 master pressing and to obtain a "complete account- ing of royalties," according to Bernard Chapin, vice president of Universal. Between 1 1/2 and 2 million copies reportedly have been made from the master.
NCAA Polling Its Members on Video

LETTERS have gone to members of the National Collegiate Athletic Assn. seeking their views on television, according to Al Masters, athletic director of Stanford U. and NCAA video committee chairman.

Members of the committee aiding Mr. Masters are to report back with the attitudes of their regional college conferences. Finally, when sufficient information is on hand, Mr. Masters advised BROADCASTING a report will be evolved, but he indicated that this would require two or three months.

Speaking for the Pacific Coast Conference, which he also serves as video committee chairman, Mr. Masters said that only the conference may decide in a body. He said no individual college has the authority to engage in contractual obligations. He characterized the FCC stand as watchful waiting.

At present the FCC stand only affects U. of Southern California and U. of California at Los Angeles, which would otherwise be in a position to deal with KTAL Hollywood, WXXO Hollywood, WLAC Hollywood, or any of the other five licenses which may be on the air by the start of the football season.

Other members of the NCAA video committee are: Asa Bushnell, Eastern College Athletic Conference commissioner; James Stewart, representing the Southwest Conference and Herbert Jones, Notre Dame U., and Theodore Payser, Northwestern U.

Sweezy Elected

ROBERT E. SWEZEY, MBS vice president and general manager, is the new chairman of the nominating committee of the New York Radio Executives Club. Other committee members are Warren Jennings, New York representative of WLW Cincinnati; M. B. Grabhorn, WJZ New York manager and head of ABC's owned and operated stations; Beth Breland, Kats Agency, and Frank M. Headley, Headley-Reed Co. Messrs. Jennings and Grabhorn are former RBC presidents.

WNAX Starting Farm Improvement Drive

AN AMBITIOUS farm improvement program has been announced by Chris Mack, farm director of WNAX Yankton, S. D., which will sponsor the contest. The program will be conducted over a three-year period, and is to cover every county in Iowa, Nebraska, North and South Dakota, and Minnesota. Yearly awards will be made to individual county winners in each state.

Midwestern agricultural observers report it is the first major program ever launched for improvement of the farmland as against improvement of croplands, livestock or poultry.

Mr. Mack and Robert R. Tinchler, WNAX vice president and general manager, laid the groundwork for the program last September and through a series of meetings with agricultural and educational leaders in the states concerned whipped the regulations into shape.

Cincinnati's T-Day Observed Feb. 15

T-DAY in Cincinnati, official birthday of WLWT, Crosley TV station, was observed Feb. 15 by telecasting a special video show and live excerpts from current or contemplated WLWT shows.

The show climaxl a week of commercial operations which began Feb. 9 when W8XCT, experimental station, changed its call letters and status. It was written by Alan Stern, produced by Charles J. Lammer and Chester Herman, and narrated by Newscaster Peter Grant. A special salute was extended WLWT by NAB's Trammell, NAB president, and Frank Mullen, vice president and general manager of NBC. Finale of the program featured an interview by Moderator Grant with James D. House, president of Crosley Broadcasting Corp., and Robert E. Dunville, Crosley vice president and general manager.

SENATE UNIT APPROVES BOOST IN FEDERAL PAY

PAY RAISES to at least $15,500 a year, and possibly to $18,500, would be back-pay to the seven FCC Commissioners along with members of other federal agencies under a recommendation voted by a Senate Civil Service subcommittee last Wednesday. FCC commissioners now get $10,000, which would be increased to $15,500 under the pending White Bill to revise the Communications Act (S-1535).

Under the Civil Service subcommittee's proposal, most government employees would get $1,000 a year raises, and heads of agencies who now receive top salaries of $10,000, $12,000, and $17,500, would get $15,500, $16,000, and $18,500. Congressional spokesmen interpreted this to mean that FCC members might get any one of the three latter figures.

The proposal—which must yet go to the full committee, the Senate and the House—combines bills by Sens. William Langer (N.D.), Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.). Sen. Baldwin issued a statement. However, reiterating that while he feels higher pay is necessary to keep top executives in government, he opposes flat $1,000 raises for all federal employees. He indicated that his opposition to this feature is strong enough to cause him to oppose the entire proposal of the subcommittee.

100,000 TV WORKERS BY END OF 1950 SEEN

PREDICTION that television employment will triple in the next three years to a total of 100,000 is made by J. R. Poppele, WOR New York vice president and president of Television Broadcasters Assn., Feb. 15 on the Mutual program, The Veteran Wants to Know.

"There are 30,000 people actually working in television now," Mr. Poppele said, "and an additional 70,000 will be needed before the end of 1950. TV's growth is going to increase by leaps and bounds from then on... By December 1950, 100,000 is a conservative estimate."

Upcoming

March 1: FCC hearing on right of stations to editorialize, FCC Bldg., Washington, D.C.

March 8-11: Canadians Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

March 16-18: CBC Board of Governors 5th meeting at Ottawa.

March 18-20: CBC Board of Governors meeting at Ottawa for public hearings.


March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.


FIRST WHERE THERE'S MOST!

WDJX

NBC AFFILIATE IN JACKSON

MISSISSIPPI

The value of crops harvested in Mississippi in 1947 was 34% higher than 1946 and the highest on record. The cotton crop alone was 50% greater than in 1946.

5000 - DAY 1000 - NIGHT

18 YEARS' LEADERSHIP

Represented Nationally

by

George P. Hollering Co.

February 23, 1948 • Page 81

NOW 10,000 WATTS

WMAZ

MACON

GEORGIA

CBS KATZ

BROADCASTING • TELECASTING
CONSENT was granted by FCC last week to transfers of five standard stations, including $225,000 sale of KCBC Des Moines. Other stations are WLAD Danbury, Conn.; KVNI Coeur d'Alene Idaho, and KNEW Spokane, Wash., and WABZ Albemarle, N. C. KCBC is sold by George O'Dea and associates to Capital City Broadcasting Co., headed by Myles H. Johns, senior partner and manager of WOSH Oaksho, Wis. KCCB is assigned 1 kw fulltime on 1390 kc.

Because of a serious operation Mr. O'Dea found it impossible to continue operation of the station, application stated. He is president and one-third owner of Capital City Broadcasting Co., licensee and assignor. His associates who also hold one-third interest each, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, could not continue operation alone it was said. Consideration is two part: $133,797.02 for interest of three sellers, and liquidation of a $91,202.08 debt due Mr. WABZ Inc. New firm includes Mr. Henke. The station, "including an opportunity to state any limitations which might be imposed upon him by law or otherwise as Mayor of Jackson." The Commission found "no merit in the contention that petitioner would be denied a full and fair hearing by not being permitted to show at this late date any intention he may have to resign from the office of Mayor.

FCC Grants Approval For 5 Transfers

DENYING that it lacks authority to interpret a low law, FCC last week refused to modify the issues it had set for its further hearing on three 1490-ke applications at Jackson, Mo.

The assertion came in an opinion and order rejecting a petition filed by Mayor George Arthur Smith of Jackson, who asked the FCC not to allow the city to bid to have it withdraw pending further hearing on the effect of a Tennessee law dealing with a mayor's outside activities (BROADCASTING, Feb. 5).

An Army Plane equipped with video cameras was scheduled to television Chicago from the air each afternoon for a week starting last Wednesday.

The project is in connection with the Signal Corps' exhibit at the World Hobby Exposition in the Chicago Coliseum. Images picked up by airborne cameras, are to cover a different area of Chicago each afternoon, are to be shown on receivers in the Coliseum. Voice communication between plane and exhibit also is planned.

Exposition officials say this is the first public demonstration of "television from the air," with which the Signal Corps has been experimenting for some time.

DIRECTING your directory, an ambition harbored by countless actors, is accomplished through amateur hypnosis by Richard Kolmar (1), who plays role of "Boston Blackie" under direction of his victim, Jeanne Harrison, radio director of Frederic W. Ziv Co. Ziv President John Sinn witnesses demonstration at annual dinner of Woman's Palya Club in New York Feb. 16.

Does have authority to consider the duties imposed by Tennessee law upon the Mayor of Jackson, Tenn., in connection with its licensing functions.

FCC Viewpoint

FCC said Mr. Smith had "full opportunity to present his plans" for the station, "including an opportunity to state any limitations which might be imposed upon him by law or otherwise as Mayor of Jackson." The Commission found "no merit in the contention that petitioner would be denied a full and fair hearing by not being permitted to show at this late date any intention he may have to resign from the office of Mayor..."
New 50-kw Outlet On 1530 kc Okayed

Licensee of KTHT Given Grant For Harlingen, Tex.

A NEW 50-kw “fulltime” station on the Clear Channel-1530 kc channel to be located at Harlingen, Tex., was authorized by FCC last week in a grant to Texas Star Broadcasting Co., licensee of KTHT Houston.

The Harlingen station will operate fulltime except for the three hours between local sunset at Cincinnati, and local dawn at Harlingen with 50 kw on the frequency, and Sacramento, Calif., where KFBK shares the channel with 10 kw and has a grant for 50 kw.

FCC authorities pointed out that WCKY does not begin directionalyzed operations at local sunset, but at sunset at KFBK.

Consequently, they explained, the three hours of silence by the Harlingen station will be necessary to avoid interference before WCKY employs its DA system. They said broken schedules for fulltime stations are “not entirely unusual.” The Texas operation, a class 2 station, will use directional antenna day and night.

Hoefheiz Has Interest

Texas Star Broadcasting, the Harlingen grantee and KTHT licensee, is owned by Roy Hoefheiz (75%) and W. N. Hooper (25%). The company also operates KOPY, FM affiliate of KTHF.

Meanwhile, the Commission reconsidered and granted without hearing the application of WIRL Peoria, Ill., for a boost in night-time power from 1 to 5 kw, on condition that its radiation toward WHIO Dayton between the azimuth angles of 92 and 106 degrees be limited to 30 millivolts per meter inverse of one mile. The action was taken with consent of WHIO, which late last year succeeded in getting WIRL’s original 1-kw fulltime grant set aside so far as nighttime operation was concerned. The Peoria outlet is on 1293 kc.

AM’S SET ASIDE

ANOTHER TURNBOUT in the complex and long-drawn Illinois-Wisconsin 1490-1490 kc cases was taken by FCC last week in an order setting aside its seven-month-old grants to Elgin Broadcasting Co. for Elgin Ill., and Radio Wisconsin Inc. for Madison.

The Commission called for another oral argument in the proceeding, which also includes 1490-1490 kc stations of Village Broadcasting Co., Oak Park, Ill.; Beloit Broadcasting Co., Beloit, Wis.; Vincent G. Cofey, Elgin, and Community Broadcasting Prop. detennin. Park, and Edwin Mead’s 1490-kc bid for Rockford, III. The new argument was set for March 12.

In what some of the participants claimed is a related case, the Commission refused meanwhile to vacate its grant to Beloit Broadcasters for 1-kw daytime use of 1380 kc at Beloit [BROADCASTING, June 23, 1947]. In so ratting its contention that applications are not mutually exclusive if they do not involve engineering conflicts.

Petitions Last July

The petitions on which FCC based its orders date back, in part, to last July. In vacating its decision in the 1480-1490 kc cases, FCC noted the delays and said:

While the Commission is deeply con-

cerned regarding the delays which have already occurred in these proceedings, the Commission is convinced that the continued consideration of the applications of the nation now before it requires the vacating of the final decision and prompt further oral arguments . . . followed by final decisions . . .

Comrs. Rosel H. Hyde and Robert F. Jones dissented from the decision to set aside the 1490-1490 kc decision, involving rival applications of Radio Wisconsin for Madison and Edwin Mead for Rockford. They concurred in the order held in the proceeding on the Elgin, Oak Park-Beloit 1490-1490 kc cases.

The decision which follows oral argument will be the fourth in the proceeding involving Elgin, Oak Park and Beloit. The Commission first proposed to grant Elgin Broadcasting an application, and denied those of its rivals. Following oral argument, FCC issued a supplemental proposed decision favoring Village Broadcasting (Oak Park) and Beloit Broadcasting (Beloit) over the others. The final decision, now set aside, effectuated the first proposed decision.

Participants were told to direct their March 12 oral arguments to the supplemental proposed decision, the findings of fact and conclusions of law contained in the final decisions, and to the various petitions subsequently filed. In addition to the points raised in the petitions, FCC’s decision to hold another argument was motivated by the “fact that only three of the four Commissioners who participated in the final decisions, less a majority, are the oral arguments addressed to the supplemental proposed decision . . . ."

The grants which were vacated were for the use of 1490 kc with 2 kw fulltime at Elgin by Elgin Broadcasting, and for 1480 kc with 1 kw fulltime (directionalized) at Madison by Radio Wisconsin.

Elgin Broadcasting is a partnership of Jerry C. Miller, auditor for Clayton Mark & Co., Evanston, Ill., and A. R. Hoover, WBH and Chicago transmitter engineer. Radio Wisconsin is headed by Dr. Milton Murray, superior and owned by a group including Harrington Haffer, former Congressman, Minnesota Tribune Co., and stockholders in Arrowhead Network of Madison, and several Wisconsin and Minnesota newspapers. Beloit Broadcasters, whose grant the Commission refused to upset, is owned in equal shares by William P. Taylor, senior editor of WLS Chicago, and Lloyd Burgin and Russell G. Salter, who own one-third each in WAUX Waukesha, Wis.

‘Elements of Radio’ Second Edition

‘ELEMENTS OF RADIO’ SECOND EDITION, by Abraham and William Marcus, Frederick Halsem Inc., New York, 152 pp. $4.50

DETERMED “The Standard Best Seller in Radio Instruction for Beginners,” Elements of Radio by Abraham and William Marcus emerges from Prentice-Hall as an expanded second edition. Claiming to have sold over a half-million copies in the past five years, the volume has been expanded with a simplified, practical and complete home study course in the fundamentals of radiotechnology. It is held to advance knowledge of physics or mathematics is required to understand the presentation.

The second edition of the book, edited by Ralph E. Horton, has been revised and expanded to inclued a new section on radar and television. A chapter on modern receivers also has been added. The “applied” form of subject organization is employed, informing the reader on the simple and concrete before taking up complex principles. In turn the simple crystal set receiver first is considered, advancing through the elements of tuning, detection and reproduction to the modern superheterodyne receiver. Question and problem sections and demonstration outlines are included along with 500 diagrams and pictures.

The authors have been teaching radio for 30 years and during the war prepared technical instruction books on radio equipment for the Navy at Halsem Electronics Corp.

Mr. George Kern
Bassel & Basley
New York City

Dear George:

Sure am busy as all get out, what with WCHS bringing world famous psychologist Dr. George W. Crane here last week and now HINT HINT coming here in March. We have so many radio fanatics here that we have to handle it. But it sure is a lot of fun listening to all the new bands and more listeners for us. . . . On more business in your opinion. . . . So should anybody ask you how do things are? . . . .

In Charleston West Virginia, you just tell em we’re the best around. . . . I’m the best around. . . . I’m the best around. . . .

Passed on with WCHS for some of the best soundin’ programs ever heard. . . . course, it’s on easy custom to form what with WCHS goes’kin’ 6000 watts at 88. . . . But we’re usually a hit with most people . . . ‘an more people are getting that WCHS habit all the time.

The first edition of the book was published early in the decade, the authors told Broadcasting.

‘Education of the Air’ For 1947 Is Published

EDUCATION OF THE AIR (17th Year) is published by Ohio University Press, Columbus, Ohio, 511 pp.

PROCEEDINGS of the Seventeenth Institute for Education By Radio, an annual international conference devoted to the exchange of techniques and experiences in educational broadcasting, is reviewed by Education of the Air.

The program is published annually by the Institute for Education By Radio of Ohio State U. at Columbus. J. Keith Tyler is director of the institute, which was composed by the Ohio State University Press and edited by O. Joe Olson.

Major chapter titles of the publication are: International Aspects of Radio, Radio Policy in America; Radio in Organized Education; Program Areas of Radio; Techniques, Problems and Research, and Exhibition of Recordings.

PRIZES worth total of $2,850 will be given on the occasion of the Whitewater Club’s ‘An Evening with the Whittier Club,’ ABC Mon.-Fri. 3:30-4:30 p.m. in contest aimed at soliciting contributions for American Council on Rheumatic Fever. Contest will run four weeks beginning March 1.

Mr. George Kern
Bassel & Basley
New York City

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CBS Video
(Continued from page 14)

rare arrangement. CBS has an application in for a video station of its own in Boston. When facilities for networking video programs to other parts of the country are available, CBS will expand its service, he said.

In answer to specific questions he denied rumors that CBS is planning to purchase either the Bamberger or the DuMont video facilities in Washington. "We have a temporary arrangement there and hope to work out a long range one," he stated.

Mr. Stanton confirmed broad-casting's report that CBS has acquired about 3% of the stock in Madison Square Garden [CLOSED CIRCUIT, Feb. 16], adding that the network has no plans for acquiring any more at this time. "We think sports will continue to be important to television and that Madison Square Garden is a good investment," he said, laughingly admitting that to the limited extent of its interest in the Garden, CBS would profit by the sale of the video rights to the boxing matches there to NBC.

Questions about the equipment for the new studios, Mr. Stanton said that the network "will use anybody's equipment that measures up to the standards set by

REPRESENTATIVES of eight civic organizations testified Monday at FCC's hearing on the WBAL Baltimore renewal application and the competitive request of Public Service Radio Corp. that the FCC had found the Hearst station's cooperation "satisfactory" to "excellent."

They said they had never been refused rate hikes by WBAL, that in certain instances they had been offered more time than they could use and that they had not criticized the station in talks with Public Service Radio representatives.

The witnesses were called by WBAL counsel in rebuttal to earlier testimony by Public Service asserting such organizations believed the station was not giving adequate public service. Most of Monday's witnesses represented groups who, Public Service had stated "have indicated their interest and desire" to be members of our own engineers," but added that the major part of the initial equipment had been ordered from RCA.

In answer to a question about CBS contracts with its video affiliates, Mr. Stanton said that details are still being worked out but that there would be announcements shortly. CBS has no immediate plans for making its studio programs on film for shipment to stations outside the reach of present video network facilities, he said, adding that this will probably come in due time.

CBS has made no hard and fast rule about who shall control the production of commercial television programs, he said in answer to another question, but will do whatever seems best in the case of each individual show. If an agency wants to produce a picture for CBS, the network will think the agency men capable of doing a good job "we'll let them do it."

As a color television, CBS is "still carrying on a modest amount of color research," Mr. Stanton said, but following the FCC's adverse decision to the CBS plea for "color now" last year, the network is now going "full speed ahead with black-and-white."

In New CBS Post

THOMAS D. CONNOLLY, CBS director of program promotion since 1940, is swapping that job for a post as assistant manager of program sales, the network announced last week. Earlier CBS had indicated Mr. Connolly was leaving the network altogether [BROADCASTING, Feb. 16]. His departure from the program sales department was made "as a further step in our expansion plans for the sale of CBS package shows," according to Wm. C. Gittlinger, the network's vice president in charge of sales.

WBAL HEARING

No Criticism by Civic Groups

programs were listed by the FCC Blue Book as part of WBAL's re-placement for the NBC University of Chicago Round Table.

C. C. Capel, business manager of the Baltimore Symphony Orchestra, said the cooperation was "invaluable." Harry S. Allen, Maryland Department American Legion commander, expressed no criticism of the station and commented on a previous employment series on WBAL. The Legion is on the Public Service list. John F. Radovich, administrative assistant to the County Administration regional manager, considered WBAL cooperation "excellent." He indicated that cooperation from other stations also was very good.

Not Members

None of the witnesses said they were members of the Public Service advisory council but indicated they might be if the proposed station were granted and WBAL denied renewal. Public Service counsel stressed that all of the organizations on the advisory council list were not formal members but in some instances were interested prospects. More than two dozen organizations were named.

In cross examination by Public Service it was brought out that most of the eight witnesses knew the Baltimore principals of Public Service in person or by reputation whereas in but a few instances did they know any of the officers of Hearst Radio Inc., WBAL licensee, except Harold C. Burke, vice president and general manager of the Baltimore outlet.

Upon invitation by WBAL, Comr. Hyde and all participants in session interrupted caption on the floor by the objection of Public Service counsel who claimed that such a tour would prejudice the case in favor of WBAL and that such "evidence" could not properly be entered in the record or cross-examined or appealed. WBAL said if that were true the Commission should never view station facilities.

AND HERE'S WHY! THERE'S MORE "SETS IN USE"

An Average of 45% More Than National Average

• Youngstown Ratings of Network Shows
• Average 100% Higher
• A Greater Audience at Lower Cost

Ask HEADLEY-REED

WFMJ
The ABC Station For YOUNGSTOWN, OHIO

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FMA Meeting
(Continued from page 10)

FM and facsimile specified that "no FM channels be assigned for facsimile in the 88-108 megacycle band unless the facsimile is used in conjunction with FM broadcasting."

An all-out attack on the "bugaboos" that FM is line-of-sight radio and that connecting wire lines are needed before it can cover large areas was launched by C. M. Jansky Jr., FMA engineering counsel. "Most advertisers still believe these bugaboos," he declared. "We must bring these people to realize the full implications of how superior FM is to AM."

William E. Ware, vice president of FMA and manager of KFMX Council Bluffs, Iowa, discussed his campaign of indoctrinating high school students in FM. He showed the delegates a motion picture used in the procedure.

"We find that high school students, being very receptive to something new and modern, are our best salesmen," he said.

Interference Problem

Mr. Ware also observed that rural groups "who get a lot of static with AM sets because of rural electrification" are turning to FM in large numbers.

He urged delegates to stress the fact that "TV and FM are not competitive but complement each other."

David S. Ballou, vice president of FM Reps Inc., N. Y., said that a survey of broadcast advertising by his firm indicated only 300 out of 15,000 national and regional accounts as "consistent or even frequent users of radio."

"There are many reasons for the neglect of broadcast advertising as known in past years," he declared. "Generally they are: Lack of time desirable to the advertiser, bad taste in commercials, and over-commercialism. . . . Listeners [also] have been definitely educated down to a misunderstanding of the beauties of full-range music . . . Be-

AMONG DISTINGUISHED guests at speakers' table at banquet marking opening of Rochester Radio City (WHAM and WHFM) Friday, Feb. 13 [Broadcasting, Feb. 16], were (1 to r): William S. Hedges, NBC vice president; Wesley M. Angle, board chairman of Stromberg-Carlson Co.; Dr. Howard Hanson, director of Eastman School of Music and the principal speaker; Congressman Kenneth B. Keating (R-N.Y.), who spoke over NBC at 10:45 p.m., following the banquet, and William Fay, vice president of Stromberg-Carlson and general manager of WHAM-WHFM.

cause the musical interpretation of the conductor has been overruled by a studio engineer whose job is to keep the AM carrier modulated as close to 100% as is required by federal regulation. With FM, that bad practice is finished." Scoring "commercialism," Mr. Ballou stated, "Today FM is in the enviable position of being able to look back . . . and see the mistakes made in ordinary broadcasting from its inception. We can, for example, avoid commercializing religion if we wish. It is an acknowledged fact in ordinary broadcasting that commercial religion as it is today is a controversial subject, and that its slinging backlash can be deadly to a program and an advertising structure."

Transition from manufacture of AM to FM and combination models has taken place and manufacture of AM receivers alone "is on the wane," he asserted.

"It is apparent in all advertising," he said, "soon manufacturers will entirely divorce the FM from the AM in their advertising and in their production."

TV Station Consultant Service Offered by TAP

TELEVISION Advertising Productions last week announced it was offering to new TV stations a consultant service. Announcement said the firm would set up program departments or train camera crews. Incorporated last March, TAP aided the St. Louis Post-Dispatch last summer in setting up its video station, KSD-TV, by training its entire personnel. Firm also has been furnishing live productions and film commercials for programs on that station.

Goodwill
(Continued from page 18)

regular audience but be flexible when community service called for extra time.

Out of the conference came selection of a 6:30 p.m. 15-minute program titled Time Out for Sports, which had an 11-year record. Portsmouth Steel signed for six months with option to renew. Since the first broadcast last Dec. 1, the company reports, it has been swamped with requests for use of the quarter-hour series, which frequently is extended to a half-hour when community service justifies.

Projects include choirs, bands, Boy Scouts, schools and other types of community institutions. Allocation of time is handled by Frank Rowe, company industrial relations director.

RADIO MAN IS ELECTED BY JOURNALISM UNIT

THE DISTRICT chapter of Sigma Delta Chi, national professional journalistic fraternity, has named a radio man, Theodore Koop, Washington news chief of CBS as its president.

Mr. Koop was selected at the annual election at the National Press Club Feb. 18. He succeeds Luther Houston of the New York Times' Washington Bureau, who was elected national president at the society's recent Washington convention.

RESULTS?
THAT'S US!
CHNS
HAIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

THE TEXAS RANGERS
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL KANSAS CITY 6, MO.

WIRE OR WRITE FOR COMPLETE DETAILS.

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Libel Clarity
(Continued from page 18)

INC, Feb. 16]. NAB expects to need about 14 hours for testimony by its witnesses, who include a number of broadcasters as well as staff members.

The lapse between the opening and subsequent sessions was attributed to the press of other problems facing the Commission, particularly the clear-channel case and its associated daytime skywave proceeding. FCC hopes to decide these cases not later than early April. U.S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), dependent upon the solution of the clear-channel question, must then be prepared by May 1.

The question of the proposed reallocation of Television Channel No. 1 (44-50 mC) poses another problem which FCC hopes to decide within the next few weeks.

With the imminence of national elections, Washington radio attorneys have been besieged by clients' queries on legal implications of FCC's Port Huron decisions. The Commission's views — that broadcasters may not censor political broadcasts for libel but will not be held responsible in case suits for defamation — have led several attorneys to advise stations to seek libel insurance or similar protection before carrying any

Wrong Word

MR. HOOPER, we're sorry. Feb. 9 our report on your plan for issuing U. S. Hooper enterprises, projected to the entire count of the country's radio homes, misquoted you as defining a home in which someone is listening to the radio as a "radio home." We should have said "listening home." A "radio home," of course, is a home equipped with one or more radio receiving sets by which persons in the home can receive programs broadcast by AM, FM and/or video transmitters.

WOOD BATTLE

A HEARING on the rival $850,000 bids for acquisition of WOOD Grand Rapids (1300 kc, 5 kw, NBC) was called by FCC last week and set for March 22.

The fight for the station, now held in trust by ABC for the ultimate purchaser, is between Liberty Broadcasting Co., principally owned by Roy C. Kelley and Ray M. Veenstra, and Grandwood Broadcasting Co., owned by Harry M. Bitter, Indianapolis broadcaster, and his family and associates.

ABC acquired WOOD along with WXYZ Detroit from King-Trendle Broadcasting Corp. for a total of $3,650,000 [BROADCASTING, July 22, 1946]. But FCC stipulated that the network hold WOOD and its subsequent net profits in trust for the ultimate owner.

Liberty Broadcasting's purchase of the station was approved by FCC a few months later and the transaction was never consummated and Grandwood Broadcasting would broadcast of defamatory and other illegal material. At the same time, "they would be subject to criminal and civil liability under state law if they did permit the broadcast" of such matter, according to the petition.

Refusal to make facilities available for political broadcasts offers no escape, NAB contends, "since the Commission takes the view that, notwithstanding what Section 315 imposes on obligation to broadcast licensees to make time available for political broadcasts, their refusal to do so is inconsistent with their obligation to serve the public interest." The petition cites FCC's decision in the Homer P. Rainey case, handed down Jan. 16, 1947, in which the Commission spanked member stations of the NBC News Network for failure to provide desired time to a candidate and outlined FCC views on the importance of carrying political broadcasts.

Furthermore, the W HLS proposed decision would require stations to make "a radical departure from what has heretofore been standard, and considered acceptable, operating procedures under the provisions of Section 315."

Referring to the impact of the proposed Port Huron decision on the public as well as candidates, office holders and broadcasters themselves, NAB asked in its petition to be given a regular license renewal regardless of the determination of the issues, with a simple order being issued to that effect.

NAB then asks that its petition be deemed for filing in the record and that a separate general hearing be held in which all interested persons could be heard. Signing the petition for NAB are Don Petty, general counsel; and Bruce Rea Jr. and Ivar H. Peterson, attorneys.

Hearing on Rival Bids
Is Called by FCC

During the subsequent acquisition of the outlet, subject to Commission approval. Liberty then filed a bid under the Avco advertising procedure, offering to match Grandwood's $600,000 bid.

Meanwhile, the station as of Dec. 31 had accumulated $143,000 in profits which ABC will turn over to the successful purchaser along with subsequent profits [BROADCASTING, Feb. 16].

Messrs. Kelley and Veenstra have about 51% of Liberty Broadcasting. With 13 other Grand Rapids business and professional people, and Paul H. Raymer Co., station representative firm of New York, they have subscribed a total of $300,000 for preferred stock. Liberty also acquired a loan from Modern Woodmen of America, Rock Island, III., to be applied toward the purchase price in event their acquisition is not approved.

Grandwood Broadcasting stock is held (50%) by WFBM Inc., largely owned by Mr. Bitter and members of his family; and by Ralph S. Euler Jr., executive vice president of Mellon National Bank & Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton (12%), chairman of the board and chief executive officer of Mellon Bank. WFBM Inc. is licensee of WFM Indianapolis and WEOA Evanston, Ill.

Television Edition

HERALDING 1948 as "Television's Year," The Detroit News on Feb. 11 published a special 22-page video edition tracing the history of and reciting the potentials of television in general and its own enterprise, WWJ-TV, in particular. The edition, which devoted 30 of its pages to television matter, carried 36 photographs of WWJ-TV facilities, personnel and program screening and national television programs, events and personalities. Television interests claimed about 65% of the space for display advertising.

LIBEL and SLANDER

Invasion of Privacy Violation of Right of Publicity

Plagiarism

These daily hazards can be INGREDIENCES. We pioneered this field and now accept cases for all fraudulent, broadcast and slander tioned. Write for details and quotations.

EMPLOYERS
REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
Philco Corp. Is Principal In One Application

WRNL and WRNL-FM Richmond, Va., and identified in over-the-counter with the News-Leader and Times-Dispatch, requests Channel 3 (60-68 mc) there. The AM, FM and TV stations would be housed together in new half-million-dollar radio center under way. WRNL-FM is now being constructed. Large ground floor theatre studio is in plans. It will be the second studio two stories high.

Shamrock Broadcasting Co., which seeks FCC consent for purchase of KXYZ and KXYZ-FM Houston, Tex., seeks Channel 7 (174-180 mc) in that city. Station would be in $12,000,000 Shamrock Hotel under construction there by same interests. FCC also will continue video alone if transfer not approved.

WHEC Inc., licensee WHEC (AM) Rochester, N. Y., has filed application to change ownership, Indiana Broadcasting Corp., owner, Indiana Broadcasting Corp., requests Channel 12 (204-210 mc) that WGR Broadcasting Corp., licensee WGR Buffalo, requests Channel 9.

FCC last week also granted petition of Yankee Network Inc. to dismiss without prejudice its television application for Hartford, Conn., station but said that if the public interest would be served better in applying instead at Bridgeport, Conn. The local network operator is still trying to file for Channel 10 (192-198 mc) at Bridgeport and assumed the request would be consolidated in hearing with the other applications.

Last week's applications and facilities requested:

Atlantic City—Atlantic City Television Co., Channel 8 (180-186 mc), power 1.0 kw visual and aural. Total cost, monthly operating cost $11,000, revenue unknown. Radio relay link to WPIT, Philadelphia, included in total cost, to be completed June 1. Programming: 6% commercials; 12 hours on air per month, with 16 hours in studio, 6.5 hours film. Full-time management. Applicant is owned 50% each by Philco Corp. and Claridge Hotel Inc. Philco to furnish technical cooperation.

Officers of applicant: John McShan, Claridge president, president; P. B. Loveman, vice president and general manager; William J. Harden, WPIT licensed, vice president and general manager.

Richmond Radio Corp., licensee

W9X2V and Channel 5 (62-68 mc), power 1.0 kw visual and 450 watts audio. Total cost, monthly operating cost $20,000, revenue unknown. Radio relay link to WWYR, New York. Total cost $300,000. Programming: 12 hours on air per month, 24 hours in studio. Full-time management. Applicant is owned 50% each by Philco Corp. and Claridge Hotel Inc. Philco to furnish technical cooperation.

Officers of applicant: Charles E. Wilson, Claridge president, president; F. N. O'Neill, Claridge treasurer; David F. Steudel, secretary.

BROADCASTING * Telecasting

VIDEOPARADE

On air: 19
Licensed: 7
CP's: 81
PENDING: 126

(180-186 mc) at Atlantic City, sole facility there. Philco radio relay link would be opposition with WPIT. Other new applicants: Mid Atlantic Broadcasting Co., licensee WMID (AM) there, and Atlantic City World Inc., publisher Daily World. Eastern fourth application filed by Neptune Broadcasting Co., WPFG (AM) owner.

Zenith Radio Corp., proponent of subscription-type wired "phone vision" telecasting, filed for new commercial video station on Channel 2 (54-60 mc) at Chicago. Zenith gave up its commercial TV outlet WTEZ Chicago in January, 1947 because it did not consider it "practical" to continue at that time. New request amounts to reinstatement of that station.

Star-Times Publishing Co., publisher of the St. Louis Star-Times and licensee KXOK and KXOK-FM that city, and Thomas Patrick Inc., operator of KWK and KWK-FM St. Louis, have filed for Channel 4 (66-72 mc) and Channel 9 (186-192 mc) respectively.

Radio Projects Inc., which has application pending for purchase of WSYR-WWNY, Channel 3 (60-68 mc) and Channel 5 (76-82 mc) in that city. Whether transfer were granted or not applicant would proceed with TV.

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TRIBUTE by NAB executive staff was paid Frank E. Pellegrin (second from L), director of Broadcast Advertising, who leaves March 1 to manage new KSTL, daytime focal in St. Louis. Thirty persons attended testimonial dinner held Feb. 16 at Hotel 2400, Washington. Watching presentation of bronze desk set by President Justin Miller were: Hugh M. P. Higgins (standing behind Mr. Pellegrin) and, l to r, A. D. Willard Jr., C. E. Arney Jr. and J. Allen Brown.

NEWS CLINICS

Apathetic Handling Deplored

CARELESS handling of newscasts by the "rash of new stations" now taking the air may lower public confidence in the entire radio news structure, the NAB North-South Carolina News Clinic was told Wednesday at the last of a series of three clinics held during the week.

Speaking as managing director of a new FM station, Ray A. Furr, of WIST Charlotte, told a meeting held in the Hotel Charlotte that the "good reputation of radio news" may be leveled down to the standards of a disc jockey who measures his ability by the number of seconds it takes him to read a newscast. He said good news broadcasting also is good station promotion, and called for perspective and quality in newscasts.

Fred O. Carver Jr., news director of WSJS Winston-Salem, explained how the station is building up a staff of newscasters from country weeklies with total cost running about $100 a month. William Pogue, news editor of WKNS Kinston, N. C., said the daytime regional deriva appearance of its income from newscasts and news features.

Chairman of the Carolina clinic was Harold Essex, general manager of WSJS, with Jack Knell, WBT Charlotte, in charge of local arrangements. Over 60 station executives attended.

The three clinics were under the general direction of Arthur C. Stringer, NAB Director of Special Services, who led discussion at each session.

Forty-four broadcasters from Virginia and the District of Columbia took part in the Tuesday clinic held at the John Marshall Hotel, Richmond, Va. E. S. Whitlock, general manager of WRNL Richmond, was general clinic chairman with James D. Clark, WRVA Richmond, chairman of local arrangements.

Daffron Talk

Polly Daffron, WRNL, told the clinic broadcasters must change their tactics if they are to hold attention of women. "Sugar coating the heavy stuff," she advised, and "personalize news as though you were speaking to one little woman." She advised use of fewer items, handled at some length.

Emileigh Maxwell, WTA Norfolk, told how she overcame decision of the city council not to permit a wire recorder at a council tax session. "If there was to take up the matter with listeners, one broadcast was enough to bring a reversal of the decision. A news manager of WTA has proved helpful," she said.

Fred Hoffman, news chief of WWD and WWDC-FM Washington, said the newsroom is operated like a newspaper's city room. "By spotting pending stories, and by watching for developments on running stories, we have on many occasions beaten the newspapers by hours," he said. "We can beat them on the top-running and fast-breaking stories."

Other speakers at the Richmond clinic were James Walsh, WSLS Roanoke, Ralph Bishop, WCHV Charlottesville; Eric F. Lund, WLVA Lynchburg; Barron Howard, WRVA Richmond; Wendell H. Siler, WDBJ Roanoke; Frank S. Koehler, WROV Roanoke; Irvin G. Abelfot, WLEE Richmond; Jack Weldon, WWOD Lynchburg.

Advantages Cited

Mr. Lund pointed to the advantage of selling to prestige accounts, both from the standpoint of the station and the sponsor. He said WLVA has one department store client who has sponsored two quarter-hour news programs daily for a decade.

Departments in the West Virginia state government were asked to stop discriminating against radio in release of news under resolution adopted Monday by the Charleston clinic. Arbitrary release dates prevent broadcasters from fulfilling their public-interest obligations, it was stated.

General clinic chairman was Bert Sonis of WCHS, with Mr. Stringer taking part in discussions. Mr. Sonis named a committee to ask aid of the West Virginia Broadcasters Asso. in meeting the discrimination problem.

Reading papers at the clinic were: John S. Philips, WKGV Charleston, "Selecting Sets for Radio News Programs"; Mort Cohn, WCHS Charleston; Robert Provence, WRNA Charleston, "Placement of Local News"; Paul Myers, WWVA Wheeling, "Use of Regional and Local Correspondents"; Dick Boyd, Associated Press, "How to Get the Most Out of Your News Service"; E. J. Hodel, WCFC (FM) Beckley, "Operating an Exclusive FM News Department."

Mr. Phillips suggested prestige clients were best for news since they tended to use long-term contracts.

Dillard (Continued from page 19)

with the population served, he said, claiming no FM station has a rate which is not a fair value. Choice of listening time is available now, he reminded.

Programming on FM stations is becoming diversified as competition for the audience increases, said Mr. Dillard. He predicted much local programming will be solved. At present rates advertisers can afford to buy programs instead of spots, he said, adding that the time signal field is still wide open.

Duplication of programs will increase traffic on the FM dial, he predicted. "What is happening is that already you are paying less for AM and something for FM," he said. "This is the theory of the networks in seeking duplication on the basis upon which the deal was made with Mr. Petrello. It will not take as long as most people think for the population of the rate to equal the AM portion as the number of sets increases. This is due to the fact that the FM station will cover a wider area at night during peak audience hours."

Mr. Dillard traced growth of Continental Network and regional FM hookups, describing the 30-day 15,000-cycle transmission test now under way [BROADCASTING, Feb. 16]. FM networks can be economically operated, offering wide geographic coverage at low cost to the advertiser, he concluded.

18,672 Video Sets Are in Philadelphia

18,672 TELEVISION sets were sold in the Philadelphia area up to Dec. 31, 1947, according to the first annual statistical study by the Electrical Asso. of Philadelphia.

John A. Morrison, managing director, revealed that total retail value of the 18,672 sets is $8,288, 105 and the average retail price is $445, not including installation costs. There were, according to mailing lists maintained by WPTZ Philadelphia, Radio News, about 800 set owners in November, 1946, indicating that in a 13-month period, the number of set owners increased more than 23 times.

The number of area sets in the last seven months of the year more than quadrupled, a comparison with a BROADCASTING survey made last May shows.

WTAR-NORFOLK sets your sales a-zooming...because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, the average over 1940-41, MORE customers, 61% MORE new households to supply, says Bureau of Census. And...WTAR keeps right on delivering the BIG share of this healthy market.

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2% Discount (Continued from page 18)

1947 and found that 96 individual media, including many large publications and radio stations, had adopted the discount as a financial safeguard in that period. Mr. Gamble added, but there were "no large media" among those.

He likened the 2% cash discount to "a flash of lightning and a railroad crossing," that protects those alert enough to take advantage of its benefits.

J. C. Cornelius, 4-A's board chairman and executive vice president for the West, declared that "media deserve the commendation of advertisers and agencies for their firm support of the financial safeguard." He said that broadcasters have not experienced as many "business cycles" as longer-established media, and expressed the belief that others would mount the discount bandwagon as business failures increase, or if payments "tighten up.

Currently, Mr. Cornelius said, only 45% of U.S. broadcasters set a definite due date in their rate cards. The remaining 57% fix no due date at all or insert some phrase as "payable when rendered," he said.

At last week's meeting, the first this year and the last one for the present directors, the 4-A board passed a resolution that one year's rate protection "continue to be maintained wherever possible." (ABC, NBC, and CBS have re-defined rate protection to six months.)

The board held that less than a year's rate protection "tends to discourage the planning of campaigns on an annual basis, since it causes many advertisers to set up reserves for possible rate increases, which often are not used and as a result the advertiser does not get the full advantage of increased and participation and broadcasters lose in revenue." The resolution urged that broadcasters who have reduced rate protection a year ago restore it as soon as possible as "an aid in developing the medium."

Despite concern over credit positions "in some other lines of business," the board expressed confidence in the general financial stability of national advertising ". . . largely due to the payment stimulus and credit safeguard provided by the customary 2% cash discount."

Mr. Gamble also disclosed that television as an advertising medium will have a prospective program on the agenda at the 4-A's 1948 annual meeting to be held April 7, 8 and 9 at The Cavalier, Virginia Beach, Va. Arrangements for the meeting are being made by the operations committee of the association of which J. C. Cornelius, BBDO, Minneapolis, is chairman, and Thomas D. A. Brophy, Kenyon & Eckhardt, New York, is vice chairman. Other members are Mr. Gamble; Clarence G. Goshorn, Benton & Bowles, New York; Fairfax M. Cone, Foote, Cone & Belding, Chicago; James H. Ellis, Kudner Agency Inc., New York, and Henry M. Stevens, J. Walter Thompson, New York.

Current 4-A membership has reached 706 high points, as of Feb. 16, Mr. Gamble disclosed. This does not include 22 active and 32 inactive applicants.

BROADCASTING • Telecasting

TELEVISION helps rather than hurts sports attendance in Cincinnati. A knowledge of that from WKRC, when this game was played last week by the manager of WKRC to the manager of rival station WLW, whose telecast, Battalion WLW, covered the WKRC - sponsored Golden Gloves tourney in Cincinnati.

WKRC started sponsorship of the Golden Gloves last year and has made $11,000 profit, and attributes the attendance gain to the effectiveness of television.

By the first three bouts, the first on Jan. 26 was telecast sustaining, and the other two were carried under commercial aegis of the Winton Broadcasting.

Text of letters between Hubert Taft Jr., WKRC, and James D. Shouse, Crosley Broadcasting Corp., WLW licensee, follow:

"Dear Jim:

We want you to thank you for your splendid cooperation in televising WKRC's Golden Gloves, which exceeded in both attendance and revenue the previous year's crushing success of sponsoring America's Blue-Ribbon boxing show.

"We especially appreciated the cooperation of both you and your fine staff in the business details with Charlton Walsh of the Golden Gloves and Red Thornborough, who did an outstanding job of directing your television of our Golden Gloves.

"In our opinion one national contest, a number one national precedent was established as a result of WLW televising WKRC's Golden Gloves. As you know, a national controversy raging as to whether television hurts attendance at sports events.

"We believe that this controversy is being considered by the fact that more than 1,000 people attended this year's televised Golden Gloves [in Cincinnati] as attended last year's non-television Golden Gloves. Here are the figures: In 1947-3,467 people attended; in 1948-7,385 people attended.

"Last year, we lost money on Golden Gloves. This year, we made up last year's deficit with plenty left over for our other non-profit juvenile sports associations which make our community.

"Those figures present definite proof that television has not rather than hurt attendance at both WLW's and the Golden Gloves, and at sports events generally. We believe that a precedent was established in the Cincinnati area that allowed another station to televise its contest the following year.

"That too was done on a most friendly basis, and we were very happy to have WLW televise WKRC's Golden Gloves. We sincerely believe it to be to our mutual benefit from both financial and promotional standpoints. It was your first commercial television show and our first commercially successful Golden Gloves. We hope that you are as heartily satisfied as we are.

"Cordially,

Hubert Taft Jr.
Managing Director, WKRC.

"Dear Hub:

"I think the contents of your very nice letter of Feb. 19 are extremely important. As far as I know, here is perfectly absolute proof of what actually does happen to attendance at an outdoor sporting event both before and after television has been shown.

"I do hope that we may have your permission to release this story as I think that a definite service can be performed in the interest of the future of television in which I understand you, too, strongly are to be engaged.

"Here, too, I think is an outstanding example of where a sensible and complete cooperation between two stations enabled a better service to be provided to the public. I followed both Golden Gloves shows very closely, and I certainly want to congratulate your staff, and, particularly, Charlie Wallace, for the excellent manner in which the entire promotion was handled.

"Unquestionably, television is going to bring to broadcasters an entirely new set of problems and while, of course, we want to see the growth of our station individually as is proper, it will mean that there will come a day, however, that we will find it to our mutual interest as well as to the interest of the public, that some reasonable basis for cooperation must be set up and that letters may be examined from time to time.

"I think we were extremely gracious to allow you to pick up the show over WLWT, and I am additionally delighted that the 1948 Golden Gloves was so successful in preventing such a stand-off. Kindst personal regards.

"Very Sincerely,

"J. D. Shouse, president,
Crosley Broadcasting Corp."

Coast Radio News

Club Protests Gag

State Senate Unit Told Recorder
Ban Smacks of Censorship

PROTEST against exclusion of tape and wire recorders from current California State Senate Un-American Activities Committee hearings has been registered by the Radio News Club, Los Angeles.

Formal letter of protest signed by Clete Roberts, group president, states: "We know that you feel the work in which you are engaged is deserving of the attention of every patriotic American. We do not see what could be the committee's purpose in excluding us from participating in such a firsthand account from reaching the public through the medium of radio."

Pointing to the precedent of similar access in the case of U.S. Senate and Congressional hearings, letter adds "one of the tools . . . of our profession is the recorder. . . . what could be more reasonable . . . than to extend that protection . . . to the professional who . . . is in this case . . . not to the enactment of legislation but to the suppression or whatever you want to call it." No answer has been received to this letter yet.

Material for any radio report might be presented in such way as to show the committee in an unfavorable light, and further that you might be more favorably disposed should one of the members of the committee be permitted to pass on what recorded material is used."

Approval for ITU Regulations

Radio Regulations adopted by delegates to the International Telecommunication Conference and International Radio Conference in Atlantic City last fall were submitted to the Senate last week by President Truman for ratification by that body.

Approval of the Senate is not expected to be formally sought until the mammoth task of printing all the conference proceedings is completed. Due to the size of the volumes it was reported that this would take "some time."

The President's message and an accompanying report by Secretary of State George C. Marshall, with copies of the treaties, were referred to the Senate Foreign Relations Committee. The documents were (1) international telecommunication convention, with annexes; (2) final protocol to the convention; (3) radio regulations annexed to the convention, with appendices.

The report by Secretary Marshall said "the convention and radio regulations . . . constitutes a notable improvement over the existing convention and regulations which have for their purpose the international allocation of radio channels, the regulation of the use of those channels, and the bringing into effect of many other provisions governing the international regulation of telecommunication, particularly of radio."

Charles R. Denny, now FCC chairman and former vice president and general counsel of NBC, was chairman of the Atlantic City conferences, which were in progress from May 15 to Oct. 2.

WCCO Writers Ralph Backlund (second from 1) and Ralph Andrist (second from r) receive the congratulations of Merle S. Jones (r), manager of the Minneapolis station, and Program Director Gene Wilkey for their Neither Free Nor Equal scripts on racial discrimination which won honorable mention in the 1947 Heywood Broun Award Contest.

February 23, 1948 • Page 89
NAB PASSES 2,000
MEMBERSHIP of NAB passed 2,000-mark on eve of board meeting starting Tuesday at The Homestead, Hot Springs, Va. Association includes 1,296 AM members, 658 FM, 3 television and 106 associates, or total of 2,013. Membership has increased from 1,471 in November despite revised dues schedule which raises rates paid by many stations.
In November there were 1,277 AM members, 119 FM, 3 television and 122 associates. Main increase has been in FM affiliates of AM members, due to new By-Laws requirement.

MISSISSIPPI BILL PENALIZES BROADCASTERS FOR INSULTS
INDIGNANT Southern legislator has taken initial step to make Northern commentators or broadcasters who utter derogatory remarks about Mississippi or its citizens liable for civil suit under Mississippi laws.
Bill introduced by Senator Houston Evans of Gulfport, would strengthen state radio libel and slander laws to permit state residents to sue broadcasters airing statements "commonly accepted as insulting" to Mississippi or its citizens. Mississippi Secretary of State would be non-resident defendant's resident agent and would, on other hand, also be charged with responsibility of defendant's appearance in Mississippi courts, according to author. When it was pointed out that Northern states might retaliate by allowing radio commentators the reciprocal privilege of suing a Mississippian in their Northern courts, Senator Evans replied, "I think they can already do that."

DuPONT AWARDS MARCH 9
ALFRED I. duPONT Awards for 1947 ($1,000 awards and plaques to outstanding commentator, and most distinguished public service by large station or by intermediate or small station) will be announced March 9 in nationwide broadcast over ABC and added stations 9:30-10 p.m. from St. Regis Hotel, New York. Arrangements in charge of Mrs. Alfred I. duPont, donor of memorial award to her late husband, William H. Goodman, secretary of foundation, and M. H. Aylesworth, first president of NBC and foundation advisor to Mrs. duPont.
Crosley Broadcasting Corporation announces

CINCINNATI'S FIRST COMMERCIAL TELEVISION SERVICE WLWT

WLWT, Crosley Broadcasting Corporation's television service for Cincinnati, began commercial operation on February 9 and on February 15 a special T-Day celebration was observed throughout the Queen City.

Television is not new to Crosley or Cincinnati. We established one of the first television stations in the United States in April, 1939, under the call letters W8XCT. Experimental television broadcasting has been conducted continuously since that date, interrupted only by the war.

Now, after years of experimentation—training personnel, developing programming and technical techniques—we are ready to provide Greater Cincinnati with the finest television service possible under an expanded, commercial operation.

The newest, most modern television transmission equipment available will, within a few weeks, be sending the sight-and-sound of WLWT. This new transmitter plant will deliver one of the strongest effective radiated television signals in the world, assuring an even finer, more dependable service.

The Crosley Broadcasting Corporation is proud to have established the first television service in Ohio and Cincinnati. We believe television inevitably will become the world's greatest medium for mass communication. And not only can it be expected to provide the greatest and most effective advertising medium yet conceived, it must also contribute immeasurably to the broad fields of entertainment, education and religion within the home.

WLWT Rate Card No. 1, and we believe television's most unusual rate card, is now available upon request.
Not long ago, a radio beam flashed across the New York sky—and "carried" more than 7000 surgeons into an operating room . . .

Impossible? It was done by television, when RCA demonstrated—to a congress of leading surgeons—how effective this medium can be in teaching surgery.

In a New York hospital a supersensitive RCA Image Orthicon television camera televised a series of operations. Lighting was normal. Images were transmitted on a narrow, line-of-sight beam . . . As the pictures were seen the operating surgeons were heard explaining their techniques . . .

The beam was picked up at a midtown hotel—carried to RCA Victor television receivers. And on the video screens, visiting surgeons followed each delicate step of surgical procedure. Action was sharp and clear. Each surgeon was as "close-up" as if he were actually standing beside the operating table.

Said a prominent surgeon: "Television as a way of teaching surgery surpasses anything we have ever had . . . I never imagined it could be so effective until I actually saw it . . ."

Use of television in many fields—and surgical education is only one—grows naturally from advanced scientific thinking at RCA Laboratories. Progressive research is part of every instrument bearing the names RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. Radio Corporation of America, RCA Building, New York 20, New York.