have we gone suddenly mad?

No, we have not gone mad. We have merely gone into some close figuring for you. For 1/12th of 1 cent per impact per week is all one advertiser paid to tell his selling story over WOR. Hitting 422,755 homes with radios in a week...

Pretty amazing, isn’t it? But it’s the sort of thing we do all the time. Pennies, and fractions of pennies, pay off handsomely at WOR. Not to mention that WOR can be heard by 34,057,161 people in 18 states. Our sales executives would be happy to show you how WOR can sell YOUR product without asking you to shell out six figures to do it. In fact, we’re doing jobs at two and three figures!

WOR

1440 Broadway, New York

Mutual
Joseph K. Burrin, a graduate last June from Purdue University, bought his own drug store in September at Covington, Indiana.

He's a strong believer in advertising. Burrin's Pharmacy advertisements appear regularly in the local weekly paper and on the local theatre screen. Although he does not have opportunity to use radio advertising, he knows it works. "When the cold remedies started to move in the fall," he reports, "I noticed it's the brands they hear about on the radio that people ask for."

Mr. Burrin's reaction to radio is typical of most small-town merchants in the WLS area. And radio in Fountain County means WLS—for WLS has the highest BMB in the county, 88% day and 91% night. In 1946, WLS received 4,172 letters from the county's 4,530 radio homes—92% response! Here's ample proof of listener confidence in WLS—confidence built up in 24 years by giving listeners the kind of service they need, entertainment they want.

Covington, 145 miles south of Chicago, is the Fountain county seat. This county is an important market. Total population is 18,299, with 79.5% rural. Retail sales in 1946 were 121/2 million dollars, over 3 million of it in food sales alone!

This important county is only a small part of the market intensively covered by WLS. In Covington and Fountain County, as in many other Midwest communities, WLS is the leading radio station—most listeners, most influence... and the merchants know it! For further details about WLS—its audience, its market, its results—ask any John Blair man.
It's a Shot
in the dark

TO BUY TIME IN IOWA
UNLESS YOU HAVE SEEN THE
LATEST "CONLAN SURVEY"
ON NORTHEAST IOWA!

KXEL has
CHANGED LISTENING HABITS IN
IOWA

Compare
THESE NOON-TIME
QUARTER-HOUR RATES*

KXEL (50,000 Watts) $52.00
Station A—Cedar Rapids
(5,000 Watts CBS) $56.00
Station B—Des Moines
(50,000 Watts NBC) $140.00

*You may check Standard Rate & Data Service

Exhaustive Conlan Survey embracing 14,083 telephone calls, shows KXEL holds the lion's share of listeners in Northeastern Iowa...as high as 52.4%.

KXEL Farm Programs have won 3 nationally recognized firsts in less than one year...proof that the quality of KXEL programming is of highest calibre.

KXEL—which blankets northeastern Iowa, the state’s richest area—sells this vast audience at LESS cost per listener than any other radio station. For example, Stations A and B cost $4 and $88 MORE per quarter hour (12:00 Noon to 1:00 p.m.), as indicated; YET in this farm period, these stations have 59.3 percent and 5.1 percent LESS audience throughout the entire area surveyed by Conlan than does KXEL. This survey extended as far as 89 airline miles from KXEL’s transmitter.

The total “KXEL Rural City” area** has 79% of the buying income and 80% of the radio families of Iowa.

Don’t shoot in the dark! Get the complete facts on KXEL’s Great Listening Audience. Write Josh Higgins Broadcasting Company, Waterloo, or contact your nearest Avery-Knodel representative.

**KXEL’s 5 mv area

JOSH HIGGINS BROADCASTING COMPANY • WATERLOO, IOWA
Represented by Avery-Knodel, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"
WITHIN fortnight there'll be sensational ex-
pose of Communist infiltration of American
industry, in which radio will figure important-
ly. Labor union activities relating to radio will
be underscored.

J. M. MATHIES Inc., New York, buying two-
week spot announcement schedule for Fred
Pears & Co., New York (Easter-egg colors), in
20 major markets effective two weeks preced-
ning Easter, March 28. Campaign includes three
spots weekly on each station.

ABRUPT CESSATION of broadcasts from
high-power Mexican stations of diabetics (at
commercial rates) of Upton Close, as well as
divers preachers who were barred from U.S.
air, just didn't happen. President Truman and
President Allen are close friends. Besides,
Mexico's radio law banning religion on air is
broad enough to cover any kind of commentary.

FM ASSN. convention, originally scheduled
for Sept. 27-28 Chicago, will be extended to
include 29th. Additional features include tour
of Chicago set manufacturers' plants.

DEMONSTRATION of way editorializing by
stations might be handled will be presented to
FCC when it opens hearings on Mayflower
decision today (Monday). CBS has recorded
experiments in editorializing, balanced by "let-
ters to editor" for opposing viewpoints, and
will put on recordings as part of its case.

THAT JERRY BRANDT movie epic "Magic
In The Air" in works nearly two years hasn't
been discarded. William B. Ryan, v-p of KFI
Los Angeles, has reported to NAB Board that
Producer Brandt plans summer shooting and
fall release through Columbia Artists as Class
A production running in excess of two million.

FIRST-HAND STORY of development of net-
work radio to be unfolded soon in series in
national weekly from pen of M. H. Aylesworth,
first president of NBC, who put world's first
network together. He's also largely responsible
for New York Radio City.

CONCERTED move to have automobiles radio-
equipped on standard rather than optional
accessory basis has developed. Broadcasters
identified with automotive field pushing hard.

ZENITH Board considering plan to license
free broadcasters, producers and telephone
company, on behalf of its Phone-Vision. Details
undisclosed. Licensing of certain manufac-
turers desirous of producing TV receivers
stymied thus far by rate considerations "not
yet set." Simultaneously Zenith's president,
Comdr. E. F. McDonald, announces first output
of receivers on market will be available "some
time this fall.''

CLEAR-CHANNEL advocates claim 50-kw
power limitation bill introduced by Sen. John-

(Continued on page 88)
Whether you sell to farmers or city dwellers — you can reach 'em both on KCMO. KCMO has the power — 50,000 watts* non-directional. KCMO is programmed to reach both audiences.

And KCMO has the coverage — with 213 of the richest counties in Mid-America inside the KCMO measured ½ millivolt contour (mail response from 374 counties in six Mid-America states, plus 18 other states, indicates listeners far beyond this area). Center your selling on Kansas City's most powerful station.

*K50,000 WATTS DAYTIME Non-Directional  
... 10,000 WATTS NIGHT — 810 kc

One Does It — in Mid-America!

One station  
One set of call letters  
One spot on the dial  
One rate card

KANSAS CITY, MISSOURI
Basic ABC Station FOR MID-AMERICA

National Representative . . . John E. Pearson Co.
Local BUY Makes Good for Sponsors on 293 Stations — How About You?

The usual story is that of “local boy making good in big city.” Here’s a man—a famed news commentator—who reverses the process. His program originates in a big city (Washington, news capital of the world) and has been making good in 293 cities and towns, large and small, for his local sponsors.

Fulton Lewis Jr.’s program is the original “co-op”—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers—at low pro-rated talent cost and low local time cost.

These local merchants favor the idea of reaching a ready-made, loyal audience with money to spend. Perhaps you have (or are) a client with a limited budget and want to make the most of it. Check your local Mutual station; see if it isn’t one of the 293 MBS stations upon which Fulton Lewis Jr. is already sponsored. Or get in touch with the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (Tribune Tower, Chicago 11).
Pick the local station
for a local haul!

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston-Auburn, Me.
WLLH — Lowell-Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.

There is a Yankee home-town station wherever you want to go in New England — wherever you need to apply selling impact to build and support distribution.

Each station has local acceptance in its area, is an integral part of local enterprise — furnishes its listeners with a complete range of entertainment and information, including its local features, Yankee Network programs and coast to coast programs.

You can buy any individual station, any group, or the whole network of 23 stations. You name your shots, get positive local impact exactly where it will be most effective. It is your most flexible radio medium for partial or overall coverage of the New England market.

"This is The Yankee Network"

Member Mutual Broadcasting System
5

Smart advertisers
the only way in
can employ the
with maximum
to use SPOT

Represented by Edward Petry and Co., Inc.
know that which they Medium of Radio efficiency is RADIO

<table>
<thead>
<tr>
<th>SPOT RADIO LIST</th>
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<tr>
<td>WSB</td>
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<td>WAAB</td>
<td>Worcester</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION
MILWAUKEE — WTMJ-TV

- New York - Chicago - Los Angeles - Detroit - St. Louis - San Francisco - Atlanta - Boston
Feature of the Week

In MERCHANDISING AND PROMOTION

Advertisers get BONUS SERVICE from WMBD. Top rate promotion and merchandising such as Dealer Letters ... Signs and Displays ... Merchandising Publication ... Personal Contacts ... Newspaper Ads and Promotion ... help sell programs AND PRODUCTS.

"Outstanding skill and ingenuity" is the way Kroger terms it. Here's the story as it appeared in BROADCASTING, December 22 issue:

3 Stations Win Plaques For Promotion Activity

THREE Midwestern stations, WBOY Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques for "outstanding skill and ingenuity" in exploiting the day-time serial, Linda's First Love.

The Kroger Co., Cincinnati, promoted the contest in conjunction with its current advertising campaign, and all 27 stations carry it.

REMEMBER—WMBD has a bigger share of the audience than all other Peoria stations combined! (Kroger Station Listening Index, Nov.-Dec., 1947.)

WMBD

dominates PEORIA AREA

For THREE Free CBS Merchandising Letters get BONUS AND plaques CASTING, December MERCHANDISING

ingenuity" moted campaign, The way Kroger Affiliate & WMBD Top AND PRODUCTS. Promotion Kroger the contest Terre Haute, Ind., and BIGGER in W. Va., all exploiting the Win. Kroger's current contest has occupied the top of the dial) and from there moved to WCFL-Chicago in similar capacity. He spent two years with WCFL before accepting the advertising manager's post at the Krenola Co., Chicago, in 1953.

In 1956, to satisfy a desire to get back into radio sales exclusively, Fred accepted an offer from WJJD, Marshall Field's Chicago station. Four years ago WJJD appointed Fred sales manager in charge of its national and local sales. The station has had the lowest sales cost and highest sales volume in its history under his sales direction.

WJJD accounts in which Fred has had an active part include: Old Gold cigarettes (for P. Lorillard Co., which uses both national network and spot), Illinois Central System, Nu-Enamel, Libby Furniture Stores (heavy users of local radio), Community Builders, BKO Pictures, and others.

Born in Chicago on June 13, 1911, Fred was graduated from Lane Tech High School and later attended Northwestern U., where he majored in journalism. He has been married for 13 years, has a son, Duane (nine), and daughter, Demarcus (four and a half), and lives in Northbrook a Chicago suburb. He holds membership in both the Chicago Radio Management Club and the Radio Executives Club of New York.

While Fred's spare time is devoted mostly to "odd jobs" around his new home in Northbrook, he still finds time for fishing, skating and an occasional golf game, usually with clients.

On All Accounts

The same difference between time-contract renewal in 1948 and in 1939 as there is between Model T Fords and 1948 Cadillacs. At least, such is the paraphrased observation of Frederick G. Hartn, commercial manager of WJJD, Chicago.

Fred broke into the radio sales field in 1930. At that time, he recalls, an advertiser contracted for time on a week-to-week basis, un- convinced after the short trial that the medium could sell his product. The advertiser was hard to hold, and his interest was spasmodic.

Today, by contrast, Fred points out, the industry's advertisers, large and small, national and local, need not be reminded of radio's multi-million dollar effectiveness.

Fred got his start as a radio salesman with WIBO (an old Chicago station which occupied the top of the dial) and from there moved to WCFL-Chicago in similar capacity. He spent two years with WCFL before accepting the advertising manager's post at the Krenola Co., Chicago, in 1953.

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KID SHOWS RATING

2 2/3 TIMES GREATER

outside of Salt Lake City

.... and the Intermountain Network delivers 53.6% of the sets in use

The Winter, 1947 Hooper reveals that during the "Kid Hour", 5 to 6 p.m., virtually a third more sets are in use in the 13 Intermountain Network cities outside of Salt Lake City—with Intermountain Network stations delivering 53.6% of the audience—a Hooperating of 16.5.

STATION HOOPERATINGS
Monday thru Friday—Winter, 1947

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>A Network Rating</th>
<th>B Network Rating</th>
<th>C Network Rating</th>
<th>All Others Rating</th>
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<tbody>
<tr>
<td>5:00-6:00 p.m.</td>
<td>30.7</td>
<td>16.5</td>
<td>3.4</td>
<td>1.9</td>
<td>8.9</td>
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<td>Salt Lake City</td>
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<td>less than</td>
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<td>5:00-6:00 p.m.</td>
<td>23.2</td>
<td>6.3</td>
<td>3.3</td>
<td>4.8</td>
<td>6.2</td>
</tr>
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</table>

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

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

The Intermountain Network Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives
During the last few years, personal appearance “kid shows” have gone great guns on the networks, and lots of people think they’re a new idea. Not so! For example, the Joe Brown Radio Gang has been a big local radio attraction for eleven years!

Aired from 10 to 11 a.m. every Saturday by Norfolk’s WGH (from the stage of the big Loew’s Theatre) the Joe Brown Radio Gang draws a live audience of several hundreds for every performance. And the radio audience is tremendous! On a contest staged just before Christmas, the Gang pulled bread wrappers and bottle caps by the hundreds of thousands—swamped WGH so thoroughly that the station didn’t even try to count ’em!

Every one of the top-flight stations at the right has local programs that “pull their heads off” for users of spot-broadcasting (Bull’s-Eye Radio). Costs are low, results are high. Tell us what markets you’d like, and we’ll build a list of recommendations for you. Say when!

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
FACTIONS advocating every conceivable time system have drawn their battle lines and a full-scale “Battle of the Clocks” is expected to flare up on Capitol Hill at any moment since the war was officially declared with the introduction of a bill Feb. 26 to provide uniform daylight time in the United States.

Broadcasters’ and advertisers’ proceedings is a certainty, for the annual clock orgy remains perennial trouble-maker in the radio industry.

Sen. Clyde M. Reed (R-Kans.) insured a brilliant display of legislative pyrotechnics last week when he threw a bill, S-2226, which would provide uniform daylight time, into a hopper already sizzling with measures reflecting opposing views. Washington observers believe that, stirred well, the ingredient will be highly explosive.

Sen. Overton’s Bill

Already in the barrel is a bill, S-2041, by Sen. John H. Overton (D-La.), which would proclaim uniform standard time. This measure has been referred to the Senate Interstate and Foreign Commerce Committee and will soon be called for hearing at the request of the author. In addition to these bills another clock-adjustment measure has been introduced by Rep. Joseph O’Hara (R-Minn.) and it will be on the docket of the House Interstate and Foreign Commerce Committee, of which he is a member [Broadcasting, Feb. 23].

ORDERS to hold up the long-awaited clear-channel decision were sent to FCC by the Senate Interstate & Foreign Commerce Committee late Friday, 24 hours after Sen. Edwin C. Johnson (D-Colo.), ranking minority members, introduced a bill to break down clear channels and limit power to 50 kw.

On instruction of the committee, Acting Chairman Charles W. Tobey (R-N.H.) wrote FCC Chairman Wayne Coy instructing FCC to take no action on the clear-channel proceeding pending Congressional hearings on Sen. Johnson’s measure (text of letter, page 86).

At Crucial Time

The bill (S-2231) was unveiled without notice at a time when FCC was attempting to fashion its decision by April 1 and certainly in time for the U.S. to meet the May 1 deadline for its proposals for NARBA.

Sen. Johnson told the Senate: “Policy making is a prerogative of Congress. . . . For the Congress to permit the Commission to decide the all-important questions of super-power and clear channels without a formal or informal expression of the views held by the Senate is nonfeasance. Such failure may result in the tail wagging the dog.”

Introduction of Sen. Johnson’s bill was reminiscent of the 1938 resolution successfully sponsored by then-Sen. Burton K. Wheeler (D-Mont.), which nipped clear-channel stations’ hopes of higher power by opposing increases above 50 kw. But the Coloradan’s measure goes further than the 1938 “sense of the Senate” resolution.

It would amend the Communications Act and, rather than merely put the Senate on record against powers above 50 kw, would ban higher power as a matter of law and eliminate the exclusivity of 1-A clear channels.

Quick Action

Text of the bill, which Sen. Johnson said he had not discussed with colleagues because the matter “was just brought to my attention today [Thursday] and I had to act quickly”: “Subsection (c) of Sec. 303 of the Communications Act of 1934, as amended, is amended by inserting before the semicolon at the end of the sentence:

NAB BOARD

By J. FRANK BEATTY

NAB’S STANDARDS of Practice, further refined by the Board of Directors last week, face final industry action at Los Angeles May 17-18 during the 1948 convention. Mean time they will be sent to the industry for review, with an open invitation soliciting ideas and criticism in anticipation of final approval in May and actual operation by late summer.

The board adopted a completely revised version of the code at its three-day meeting, held Tuesday through Thursday at the Homestead Hotel, Hot Springs, Va. Code consideration dominated the proceedings, with music, ASCAP, convention, other topics discussed.

Though it has power to adopt and enforce a code, the board again decided to give all interested persons every opportunity to submit suggestions and to express views. The board took the position that a workable code must have solid industry support and carefully laid its plans so that charges of railroad or stampeding would be avoided.

Most important single change was to revise the portion covering political broadcasts. The ban on dramatization in political programs was dropped and the whole subject deferred pending FCC action on the Port Huron proposed decision with its curtailing of station discretion. Political broadcasts must be clearly identified.

As temporarily written, the code suggests stations contact their counsel before acting on political broadcasts.

A new styling committee was named by the board to perfect language and technical composition of the code. Its members are President Justin Miller, Executive Vice President A. D. Willard Jr., and Program Director Harold Fair, with Judge Miller authorized to name additional members, if needed. The new version will be submitted to the industry a month before the May convention.

Other significant board actions:

1. Voted to place NAB in International field in a big way to protect U. S. from foreign inroads threatening entire broadcast band.

2. Granted funds to carry on NAB share of industry music committee activity.

3. Granted convention committee power to draw up convention program.

4. Approved 1949 convention in Chicago and took steps toward naming city as permanent convention site. (See separate story.)

5. Cleared up confusion on technical eligibility of members for nomination of directors.

6. Approved $200,000 industry (Continued on page 74)
$200,000 PROMOTION

FIRST joint radio promotion campaign, backed by a $200,000 budget and aiming at a quick 20% increase in time sales as well as long-range selling, got under way last week when the NAB Board of Directors gave the green light at its Hot Springs meeting. (Separate board roundup page 13.)

Mr. Ratner

NAB Sales Managers Executive Committee. Working with S &EC Chairman Eugene S. Thomas, WOR New York, the subcommittee is headed by Gordon Gray, WIP Philadelphia. Other members are Odin S. Ransdall, KDAL Duluth; Art Schaeffer, WABC New York; and J. Robert Gulick, WGAL Lancaster, Pa.

Production details have been under direction of Victor M. Ratner, CBS vice president in charge of advertising and sales promotion. Mr. Ratner is executive secretary of the joint Radio Presentation Committee, a merger by industry groups participating in the plan. He is chairman of the production subcommittee. Lewis H. Avery, of Avery-Knodel, has been mentioned for chairmanship of the distribution subcommittee.

United approval of the promotion idea was expressed by the Broadcast Advertising Clinic at Atlantic City in September. Last January the NAB Sales Managers Executive Committee and the NAB Small Market Stations Executive Committee voted endorsement of the project as now conceived.

Behind the idea is the conviction that broadcasting sorely needs intensive promotion at this time, with all industry groups working together, according to the project's supporters. They told their story at the board's Wednesday morning meeting, with Messrs. Thomas, Ratner, and Gray laying out the details.

Basically, the promotion enterprise is to help each station sell itself in its own community and show its prospects how broadcasting has grown in stature as a public service and as a sales device. With hundreds of new stations taking the air, including television and FM, it is felt both business and the public should be shown that broadcasting is not a "cream puff advertising medium" and that it is a vital part in the life of every American.

Backers of the idea point out that many important advertisers and industrialists don't yet believe in this newest of media, having been reared in the white space pre-broadcasting era. Criticism of radio programming and commercials is also rampant in the broadcast story, it is felt. Finally, those directing the cooperative promotion contend that large segments of American business and industry are only using the radio fold, and should be given an opportunity to learn the facts of broadcasting life.

The financing side of the project is well under way. Already three networks have raised $50,000, with belief expressed that all four networks will participate. Originally the network heads planned a promotion film of their own but they readily agreed to join an industry-wide undertaking.

With NAB board approval, a finance subcommittee will be named to raise another $50,000 in advance of the NAB Los Angeles convention. The National Assn. of Radio Station Representatives is scheduled to meet March 10 at (Continued on page 77)

NAB Board Greenlights Industry Plan

$200,000 NUT for the industry's first promotion drive was given further impetus last week by the NAB Board. Hope is that radio will strike up its own band to a tune similar to other media, some of whom already have hit the million-dollar bracket for promotion.

MAYFLOWER

CHICAGO '49

CHICAGO was selected as scene of the 1949 NAB convention by the NAB board at its Hot Springs, Va., meeting last week. The date will be April 8-13.

This action was taken as the board considered a proposal to name the midwestern city as permanent site for the industry's annual meeting. Already steps have been taken to secure an option to hold the 1950 convention there.

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A two-day top management con- (Continued on page 77)

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A two-day top management con- (Continued on page 77)
JAMES C. PETRILLO said last week that the AFM was "ready to come to any agreement" with record manufacturers providing union musicians were safeguarded "against mechanical competition." A spokesman for the Industry Music Committee immediately characterized the AFM president's statement as "not...a genuine offer to bargain," and another highly-placed source described it as "insincere."

In an article published under Mr. Petrillo's by-line in the International Musicians, the AFM Journal, the union chief said it was "not the desire of the musician to stop or prevent the use of his work." The musician, he said, "merely desires the means to regulate commercial exploitation of his work and to prevent the unjust enrichment of these commercial exploiters."

Wants Laws Changed

The Industry Music Committee spokesman interpreted this statement to mean that Mr. Petrillo was calling for "an amendment of Federal statutes, something which does not lie within the power of private parties."

Although avoiding direct reference to the copyright laws, Mr. Petrillo obviously was proposing a revision of them when he wrote that his present ban was directed not against the machine but against the uses to which it has been put.

He charged that "the industry and the technological progress are inexorably destroying both the art of music and the musician himself" and added:

Says Congress Fails

"This is particularly so because of the failure of the Congress of this country, and of the courts to regulate and restrict the commercial use of records in fields competitive with the performing musician."

Mr. Petrillo cited figures which he said indicated that "not even the cream of the profession, able to meet the most exacting musical standards, could exist by making records alone."

He alleged that in 1946 the total union scale pay for other than leaders in the entire record industry amounted to $1,858,781, "while the companies enjoyed gross retail sales of $165,000,000."

The industry spokesman said the figures were inaccurate. "Mr. Petrillo omits from the figures that he gives concerning employment by recording companies the large amounts which are paid to the band leaders who are members of his union."

Speaking of the recording royalty fund, outlawed by the Taft-Hartley Act, Mr. Petrillo said it was designed to keep musicians working despite the competition of disc jockeys and juke boxes. He said that $1,498,304 of the fund was spent last year in "free performances for veterans hospitals, juvenile delinquency programs, community concerts and similar matters of benefit to the public."

He repeated his past assertions that none of the money was paid to any officer of the AFM.

The industry spokesman pointed out that Mr. Petrillo had failed to state "that this money was collected on the theory that it would be used to aid the unemployed."

"In fact," said the spokesman, "it was distributed among the locals of the union, in ratio to the

(Continued on page 28)

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BY RALPH TUCHMAN

WHEN is a contract not a contract? That was the question posed for Standard Radio Transcriptions Inc. in Hollywood last week.

Seeking to establish a foundation for a possible court case on the Petrillo ban against transcriptions, Gerald King, SRTI president, advised four musical aggregations of their contract obligations.

Similarly, Capitol Records was busy exploring its contract relationships with a few of its "name" recording artists. Move is understood to have prime purpose of protecting the duration of the contract insofar as period of ban is operative.

While Standard's move is exploratory in the direction of a court ruling on the Taft-Hartley Act, Capitol's position primarily appears to be one of self protection. Regardless of motive, both drew refusals to comply with scheduled recording dates from their respective contract artists last week.

Standard asked Ike Carpenter's orchestra to appear Feb. 25. It failed to comply. Capitol reportedly asked Benny Goodman, Stan Kenton and Wesley Tuttle to comply with their record contracts and they likewise failed to show.

Standard's next move will not be known until the firm has obtained reactions of three other artists, Mischa Novy, Jimmy Zito and The Bachelors, scheduled to record.

Capitol's main concern is that its "name" recording artists are obligated to perform a certain number of sides within a period. As a result of the Petrillo limitations contracts may conclude with

(Continued on page 28)

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FORRESTAL PLAN

ACCEPTABILITY of the Forrestal Plan, advocating creation of an advisory body on voluntary peacetime radio and press censorship, is the vexing problem which will be thrown "right in the laps of the news media" at a conference of approximately 25 representatives of communications media at Washington, D.C., on March 21.

Capt. Robert Berry, assistant to Secretary of National Defense James V. Forrestal, told Broadcasting Feb. 28 the so-called secrecy seminar has been scheduled for 11:30 a.m. Wednesday at the Sailors Conference Room in the Pentagon Bldg. Invitations have been extended to representatives of the information media—radio (including television), newspapers, magazines, motion pictures and newsmen.

Although the list of conference was not made public, it is believed that it will comprise, in part, an advisory group of the American Newspaper Ass'n. and representatives of the Motion Picture Ass'n., NAB, and the four networks.

Consideration of the plan to set up a clearing house to advice media on the degree of secrecy contained in various national defense projects [Broadcasting, Jan. 26] began early in January after Jack H. Lockhart, former assistant to Byron Price, department head, came to Washington to examine the security situation. Mr. Lockhart now is assistant to the executive editor of the Scripps-Howard newspapers.

"We are going to throw the problem right in the laps of the news media," Capt. Berry declared. "I think if we didn't," he added, "we would be delinquent in our duties under the National Security Act of 1947."

Leveling an official scowl at the term "voluntary censorship" attached to the proposal by the press, Capt. Berry said that it was not "a negative censorship proposal but a positive program to afford the information media...guidance agency."

Capt. Berry said complaints had been received that information had

(Continued on page 28)

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ATTENDING annual meeting of Broadcast Measurement Bureau board of directors in New York Feb. 20 (See story, page 83) as members or guests were:

Seated, I to r—Joseph M. Allen, Bristol-Myers Co.; Justin Miller, NAB; Roger Clipp, WFL Philadelphina; Carlos Franco, Young & Rubicam; Leonard Bush, Compton Advertising; Hugh Terry; KLL Denver; Robert Mason, WMRN Marion, Ohio; A. H. Cooper; Dr. Pepper Co.; Hugh Feltis, BMB; Lowry Crites, General Mills; E. P. H. James, MBS; J. Harold Ryan, Fort Industry; Linnea Nelson, J. Walter Thompson. Standing, I to r—D. E. Robinson, LaRoche & Ellis; John Churchill, BMB; Kenneth Baker, NAB; Laurence Casey, BMB Council; Frederic Gamble, AAAA; Melvin Borby, Needham, Louis and Borby; Paul West, ANA; Gerald Beckjord, AAAA; Thomas Brown, ANA, and Philip Frank, BMB.
TECHNICAL DETAILS involved in the use of motion picture film for telecasting are explained by Jack H. Lieb of Kling Studios Inc., Chicago, to members of the Cincinnati Advertisers Club following his appearance before the club recently. Examining film (1 to r): Ted Brown, Perry-Brown Inc.; William Senning, The Kroger Co.; Mr. Lieb; Herman Fast, station manager of WKRC Cincinnati, and Robert M. Sampson, general manager, WSAI Cincinnati.

DANGERS inherent in station operations demonstrated by Dick Hogue, disc jockey on WRUN Utica, N. Y. Asked how work was progressing, he said "Trust-rate." WRUN will be 1150 kc 5 kw day, 1 kw night.


CONGRATULATIONS extended to O. W. Fisher (r), president and general manager of KOMO Seattle by F. G. (Moon) Mullins, Ruthrauff and Ryan’s Pacific Northwest regional office manager, following a tour of the new studios of the NBC affiliate, which were formally dedicated last month [BROADCASTING, Feb. 23].

ENGINEERS of three James M. Cox stations inspect RCA 5 kw TT-5A transmitter, a type purchased by stations in Miami, Fla., Atlanta, Ga., and Dayton, O. (1 to r): E. L. Adams, WHIO Dayton; C. F. Daugherty, WSB Atlanta; P. G. Walters, RCA Atlanta office; M. C. Scott, WIOD Miami, Fla.; J. Leonard Reinsch, managing director, Cox stations; M. A. Trainer, manager, RCA Television Equipment Sales, and M. K. Toalson, WSB program director.
6-Point Plan Sought

Television stories, on other pages, in this issue:

- Paramount Interests Plea on TV Refused
- WGN-TV Appearances Made
- WMAR-TV Re-Broadcasts Direct Pick
- AT&T to Link Atlantic Coast With Mississippi
- TV, FM Discussed in Lo.-Miss. Meeting
- WBEN-TV Test Show Aired
- Chicago Show to Use AM and TV
- John Blair & Co. Executives Discuss TV
- Cast秀丽 Work for WBMY Begun
- Ford Completes Plans to Sponsor Baseball TV
- Video Programming Discussed at Yankee Clinic
- Cincinnati Given Television Outlet
- 17 New Applications for Television Stations

For television personnel changes, programs, etc., see various notes in this issue.

PLANS of AT&T to provide video network facilities linking the Atlantic coast with the Mississippi Valley before the end of the year were announced last week by Bartlett T. Miller, vice president in charge of the Long Lines Dept.

Part of the circuit, a 2,000-mile network extending from Buffalo to St. Louis, will be ready for service by early October, in time for use during the fall football season, the announcement said. Two-channel service, one in each direction, will connect Cleveland, Toledo, Chicago and St. Louis, while one channel will carry programs from this network to Buffalo.

AT&T's present eastern network between Washington-Boston and New York-Washington will be augmented and extended before the political conventions begin in Philadelphia in June. Two additional channels will be added to the 12 already serving between New York and Washington, making four video channels in all connecting those cities as well as Philadelphia and Baltimore. During the conventions; three of the channels can be set up to carry separate programs from Philadelphia to these cities, both north and south. A single-channel extension to Richmond will enable programs to be received there as well.

In December the new midwestern and eastern networks will be tied together by a coaxial cable connection between Philadelphia and Cleveland, which will then make possible the simultaneous broadcast of a television program in network cities from Boston to St. Louis.

"Our job is to furnish the public with all kinds of long distance communication, using wire, cable or radio—whichever will give the best, and most economical service," Mr. Miller stated.

Atlantic to Mississippi

By Yearend Planned

Mullen Warns Film Moguls to Take Look

CONTENDING that "the television market is worth a lot more than the world market," Frank E. Mullen, NBC executive vice president and general manager, advised a Hollywood news conference Feb. 25, that it was time for the motion picture industry "to take a good look."

His key points:

- Video is an asset rather than a threat to the producers or the movie theatre owners.
- KNBH, network's Hollywood outlet, would be commercially operative Sept. 1, with actual telecasting to start July 1.
- Confirmed shift of Sidney N. Strotz, Western division vice president to New York March 1 for several months in preparation for operation of KNBH.
- Video will be "greatest advertising medium motion-picture industry ever had."
- Single-program unit likely to be 20 minutes long.
- Decried cost "bugaboo" applied to television, that cost is only relatively high with existing circulation.
- On appropriation of NBC television fare by theatre owners, "we'll sue" unless paid, contending that a property right exists.

Generally speaking he found it difficult to understand the "lack of initiative" on the part of the movie industry. Observing that his remarks were not intended to represent "needling," Mr. Mullen said that their box office fears were without foundation.

He likened their attitude to that of the press when radio came along. Historically he pointed to the fact that far from putting newspapers out of business that the nation's press is currently enjoying peak circulations of all times.

Assuming that all suitable film, currently in existence, were to be placed in the hands of the nation's video stations, Mr. Mullen said, "We could use every foot of film in about 30 days." Furthermore he expressed belief that most film fare intended for theatre showing would prove unsuited to television's needs.

He contended that currently only one American in 20 attends movie pictures and that many potential customers exist among the 19 who don't attend. In fact, he looked for video to "double" movie attendance. On creative side he felt television "ought to treble" opportunities for new names among writers, actors, directors, etc.

In line with the commercial op- (continued on page 80)
Atlantic Discovers

By HERMAN BRANDSCHAIN

LAST APRIL 21 a gathering unique in radio history took place in Philadelphia.

Top executives from 106 stations picked up the checks at a banquet to honor a sponsor—Atlantic Refining Co. Present to help the broadcasters pay tribute to the sponsor were coaches and sports celebrities with magic national names—Connie Mack, Honus Wagner and scores of others. They patted Atlantic Refining on the back, and did it publicly, for the proceedings were aired over a network of 65 stations.

It was an unusual triumph for Atlantic and its agency, N. W. Ayer & Son. A replica of the Rose Bowl trophy was given to Robert H. Colley, president of Atlantic, and a scroll to Harry A. Batten, president of Ayer's [BROADCASTING, April 28].

The cynical analyst might have pointed out that most of the 400 broadcasters and the sportsmen present had a direct or indirect financial benefit from Atlantic, so they were just engaging in a nice bit of apple polishing. Such an analysis would have been wrong.

An idea of what motivated the banquet givers was expressed in the tribute of U. S. Senator Francis Myers (D-Pa.), who termed the Atlantic broadcasts "radio in a way that the public interest."

Frank R. Smith, then general manager of WWSW Pittsburgh and chairman of the affair, also helped express the motivation by remarking:

"This is the first time in radio history that broadcasters have ever recognized the influence of the sponsor by publicly acknowledging it."

In doing this, the company has enjoyed important financial gains. Its sports radio program has become a formula which backs up thousands of service stations and oil dealers all over its Eastern Seaboard market area. Sports radio has sold oil—lots of oil.

Radio for Goodwill

The selling has not been a dramatic run based on high pressure announcements. Radio has built something more than this for Atlantic. In the opinion of the Ayer agency, radio has helped build reputation and goodwill for Atlantic. The company has received through radio a warm feeling from local communities which know that their games, with their boys performing, are sponsored by the company. This has made customers feel kindly to the company's local dealers. In turn, it has made the dealers feel kindly toward the company. Atlantic regards its sports radio program as a valuable public relations force as well as an advertising medium.

The job that Atlantic has done for sports broadcasting can be reduced to bare facts and figures—which are pretty eloquent in them-

Frequent Huddles are necessary in the Atlantic Refining Co. sports program. Here is Harry A. Batten (l), president of N. W. Ayer & Son Inc., with Les Quailey (center), manager of the Ayer radio department, and Joseph R. Rollins, advertising manager of Atlantic Refining, who has been responsible for the company's sports broadcasts.

Atlantic had not done, perhaps any other single agency to take play-by-play accounts out of the "blue-sky" of fancy exaggeration. Its effort has been to raise play-by-play to expert analysis based on know-how.

In 12 years it has sponsored play-by-play accounts of 10,700 baseball games, 2,400 football games and several hundred basketball games and other sports events.

Atlantic has done more than perhaps any other single agency to take play-by-play accounts out of the "blue-sky" of fancy exaggeration. Its effort has been to raise play-by-play to expert analysis based on know-how.

12,000 jobs were started by the original group of men. The Atlantic family was begun. The explorers discovered something that is old-fashioned, and to that extent it is misleading. For this is a 20,000,000 company which its original incorporators back in 1870 would never recognize.

It has 17,000 employees and its own many of tankers and subsidiary craft. It controls 2,000 miles of pipe lines, has refineries in Philadelphia which turn out 100,000,000 barrels per year and in Atlantic's market area alone.

The network carried into area outside Atlantic's market territory. This was regarded as wasteful. One of the guest stars on the Frank Parker show was Bob Hope who joined the program for 12 weeks in 1935.

"We learned," said Wally Orr, "that no network had an outstanding station in every city of our market area. So we began to figure how to go into a town, pic out the top station and then do something to associate us with the local dealer. We hit on the Atlantic sports program."

A T L A N T I C did not discover its oil formula all at once. Together with the Ayer agency, it did a lot of costly experimenting before finding the right combination.

Back in 1931, exploration of radio possibilities for the oil company was begun. The explorers were Joseph R. Rollins, advertising manager of Atlantic, and W. Wallace (Wally) Orr, vice president of Ayer's and Atlantic account executive. They were willing to try and test as they explored.

Fortune magazine once described the company as "ancient but spry." The way Atlantic jumped around in radio during the early 30's until it hit exactly what was wanted showed its spryness. That it is true, too, but the use of the word indicates something that is old-fashioned, and to that extent it is misleading.

For this is a 20,000,000 company which its original incorporators back in 1870 would never recognize.

Spots Not the Answer

In 1932, spots were bought widely. Neither company nor agency felt this was exactly the answer to the company's radio problem. Then in the fall of 1934 a CBS network show called the Atlantic family was used, with Frank Parker and guest stars. The network carried into area outside Atlantic's market territory. This was regarded as waste ful.

One of the guest stars on the Frank Parker show was Bob Hope who joined the program for 12 weeks in 1935.

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(Continued on page 37)
Storage for TNT

That's a concrete bunker. It's a storage magazine for TNT at the Weldon Spring, Missouri explosive plant.

These concrete huts are placed at irregular intervals over the magazine area to lessen the chance of their being seen from the air.

There are a couple of radio points to be made about these military installations.

The first one, of course, is that the business future is full of TNT. And that it should be guarded. The second is that you've got to select and space out your protective covering.

In Baltimore radio, the smart time buyers turn to W-I-T-H, the successful independent, to guard their clients' interests. W-I-T-H is the station down here that delivers more listeners-per-dollar-spent than any other station in town. If you're looking ahead . . . put W-I-T-H on that list right now!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Represented by Headley-Reed

March 1, 1948 • Page 19
NATIONALWIDE campaign to fill gaps in state libel laws is expected before most state legislatures convene early next year. Weakness in legal protection given broadcasters has been brought into prominence by the FCC's proposed assumption of legislative-judicial powers in the WHLS Port Huron case [Broadcasting, Feb. 23, 1948].

Because of the "confusion and consternation" among stations, as pointed out by NAB in its petition asking the FCC for hearing, action looking toward setting up of libel safeguards was discussed at the NAB board meeting in Hot Springs, Va., last week.

Place may be assigned also on the agenda of the Los Angeles NAB convention May 17-18 for discussion of liability for libelous remarks, especially in the case of political broadcasts.

The subject is expected to be an important part of the NAB district-area meetings to be held next summer, as well as of meetings of state broadcasting associations. These state groups are expected to take leading roles in securing passage of libel legislation, since stations desired to members of state legislative bodies and able to show the need for proper protection.

Only one bill safeguarding stations from libel and slander suits has been enacted in the 11 states whose legislatures are in session this year. That bill was passed a fortnight ago by the California Legislature [Broadcasting, Feb. 23]. With most legislatures meeting in odd-numbered years, 1949 is expected to bring a series of local movements to obtain protection.

Past efforts have only been felt by legal authorities to offer satisfactory safeguards in the case of libelous remarks where the broadcaster has used due care to avoid statements. These states are Colorado, Florida, Illinois, Iowa, Montana, Oregon, Washington, Wyoming and Virginia.

Four other states offer what is described as partial protection. They are California, Indiana, North Carolina and Utah. In Nebraska and Pennsylvania some protection is found in court decisions.

With many primary elections scheduled before any anticipated FCC action involving the Port Huron political-policy doctrine, a number of broadcast officials have taken the position that stations should continue to follow their normal policy on acceptance of broadcasts dealing with politics and public issues.

Opinions Divided

Their argument is that the FCC's decision is only a proposed one, having no legal force at this time. On the other hand, others have thrown up their hands in view of the legal-regulatory dilemma as it applies to all political broadcasts. They simply do not want to become involved. Still others are uncertain about their policy, with one eye on the FCC and the other on Congress.

First concerted effort to strengthen state libel laws was made last year under auspices of the NAB. A proposed standard offering protection to stations where due care was exercised and providing thorough safeguards from defamatory statements by candidates for public office was passed by Colorado and Wyoming. The new state laws generally resemble the NAB's proposed bill.

A new law enacted in Utah last year limits broadcasting liability in the absence of malice and provides for judicial review in advance. It does not relieve broadcasters from liability under libel and defamation laws but in the case of network programs confines the liability to originating stations.

A bill passed last May by the Florida legislature became law without approval by the governor. It relieves broadcasters of liability unless failure to use due care to prevent libelous statements can be proved.

In Pennsylvania the decade-old case of Summit Hotel Co. vs. NBC held the network was not liable for libelous remarks by Al Jolson since it had exercised due care in accepting the program period and had no reason to believe exasperating remarks of a libelous nature would result.

The Sorenson vs. Wood decision in Nebraska, upheld by the U.S. Supreme Court without opinion, took the position that Congress did not mean to prevent a broadcast of libelous remarks. It held a broadcaster liable for remarks by a candidate in a political broadcast.

New York Decision

The New York decision of Hartman vs. Winchell, handed down last year, held that the reading of a script over the air was libel rather than slander, even though the public didn't know the broadcast was not extemporaneous. Legal authorities point out that the distinction between libel and slander is important in many states because of difference in extent of liability.

Suggestion is made that courts in some states might construe the common law to afford protection to broadcasters in cases where stations are not permitted to examine scripts or prevent libelous remarks. In the same category, telephone companies have been held not responsible unless they knew material was libelous, but they are common carriers required to handle traffic consigned to individual parties.

The California Civil Code specifies that radio stations are not respon- sible other than libel. It provides that plaintiff may recover only for damages to his property, business or occupation if a retraction is broadcast within a period of three weeks of demand therefore.

A former Florida law, declared unconstitutional and superseded by the new 1947 act, had held stations not liable unless affirmatively declaring that statements were.

\[\text{(Continued on page 78)}\]

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\[\text{(Continued on page 78)}\]
DON'T FORGET

my new number is

790

with 5000 WATTS POWER!

"... and it's a mighty popular number down Houston way. I'm tops in time-buyers' books and doing a better selling job than ever. Look me up when you're looking for a real live-wire.

YES . . . LOOK TO KTHT

Houston's only radio station using 24-sheet posters, newspapers, magazines, car cards, taxi-dashes, point-of-purchase and displays to tell and sell the folks in this rich trade area.

Keep your eye on

KTHT

where 790 will get you 5000
Affiliated with Mutual Broadcasting System
ROY HOFHEINTZ, Pres.
BILL BENNETT, Mgr.

AVERY-KNODEL, Nat'l Representatives

KTHT

HOUSTON • TEXAS
**5 O'Clock Politics**

A RADIO program may be the determining factor in an Auburn, Mass. lawsuit as well as the town's annual election March 8. Dr. Manford R. Spalding, a candidate for office, is suing the registrar to compel him to certify his (Dr. Spalding's) nomination papers and place his name on the ballot. City officials refuse, claiming the nomination was not filed before the 5 o'clock deadline on Feb. 2. City bases its case on the statement of Ethel Riley, assistant town clerk, that she was listening to *Five O'clock Frolic* on WNET Worcester when the candidate came in. She was sure of the time, she said, because she never misses the program.

**HIGHWAY AWARDS**

A PLAN for awards to radio for meritorious service in behalf of highway safety and as a means of stimulating greater radio participation was proposed to the NAB board of directors at its meeting in Hot Springs, Va., last Tuesday by William J. Scripps, director of radio of the Detroit News stations (WWJ, WWJ-TV and Mr. Scripps) in his capacity as chairman, public information committee, of the President's Highway Safety Conference.

Speaking at a luncheon meeting, Mr. Scripps said the Alfred P. Sloan Foundation, which sponsors the Chicago Round Table and other educational programs, is considering sponsorship of the radio awards. Mr. Sloan, he said, has agreed to recommend to the Foundation that funds be made available, specifying that administration should be vested in the Automotive Safety Foundation.

Mr. Scripps said he did not seek the NAB's blanket acceptance of the plan, which he described as still in an embryonic stage, but rather an endorsement "in principle." The board of judges would include three or four leading radio executives and other members drawn from national traffic safety organizations, newspapers and universities.

Awards would be presented annually to networks, regional and local stations, and program sponsors or participants, in the form of plaques or similar trophies for outstanding contributions, and certificates for creditable work. Tentatively, the six categories for the major safety awards were outlined as follows:

1. Award to the network initiating and conducting the best sustaining program or programs.
2. Award to the regional station (above 1,000 watts) initiating and conducting the best sustaining program or programs.
3. Award to the local station (1,000 watts or under) initiating and conducting the best sustaining program or programs.
4. Award for the best commercial program or programs broadcast over a national network. (This honor would go to the sponsoring company or to the chief participant, depending on how the program is best known, but in no case to the network itself. For example, if the Jack Benny show were adjudged the best, the award would go to Benny rather than to his sponsor. On the other hand, if the Voice of Firestone won the award, it would go to the Firestone Tire & Rubber Co., rather than to any of the program talent.)
5. Award to the best commercial program or programs broadcast from a regional station (above 1,000 watts).
6. Award to the best commercial program or programs broadcast from a local station (1,000 watts or under). In the case of the last two awards, the same rule would apply as in the case of the network commercial programs.

**FAHY OF KABR HEADS S. DAK. BROADCASTERS**

THE NEWLY FORMED South Dakota Broadcasters' Assn., at its organizational meeting at Vermillion Feb. 21, elected A. A. (Tony) Fahy, general manager of KABR Aberdeen, temporary president until adoption of the group's constitution.

Other temporary officers named during the sessions, held at the U. of South Dakota station, KUSD, were Robert Tincher, general manager of WNAX, Yankton, vice president, and Irving R. Merrill, manager of KUSD, secretary-treasurer.

Political broadcast rates were determined following a discussion of the NAB code, and a resolution was passed urging the university to initiate courses leading to a degree of communications electronics engineer. John B. Graver, manager of KYSM Mankato, Minn., led discussions Feb. 21 and was banquet speaker the following day.

**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
There's a lot more to it than this...

The telephone is a wonderful device. And its use plays an important part in the sale of radio time. But there's a lot more to it than this.

Take the average Weed and Company representative. On the phone or across the desk from you, he knows your business and talks your business. He wouldn't be there if he didn't. He's a salesman, certainly. He represents Spot Radio, one of the most profitable forms of modern advertising. He also represents over 250 years of combined experience in showing Spot Advertisers how to get the most for their money.

Behind that experience are the two bed-rock qualities that created it: expert knowledge and plain hard work. These are the two factors that produce most of the results most of the time... the two factors that make Weed and Company service so valuable to any advertiser.
The Most Powerful Radio Voice in
EASTERN OKLAHOMA AND WESTERN ARKANSAS

KWHN
FORT SMITH, ARKANSAS

5000 WATTS SERVING THE LARGEST
MANUFACTURING CENTER IN ARKANSAS . . .
and one of Arkansas' richest agricultural areas

Represented nationally by JOHN E. PEARSON COMPANY

Page 24 • March 1, 1948
they keep coming back for more

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

It's easy to see why Drug Advertisers consider KXOK "best on the beat". KXOK is the pick of them all for hard-to-beat sales results in the big KXOK family circle in the great St. Louis market. Many Drug Advertisers have used, proved and renewed on KXOK advertising hundreds of drug products. Yes, indeed... KXOK "proved performance" keeps 'em comin' back for more.

KXOK

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

Owned and operated by the St. Louis Star-Times—Represented by John Blair & Co.
When will all this happen? This month, facilities, too.

Soon, programs; pulling "extras" listeners, because certain established

EXTRA! EXTRA! EXTRA!

March 1, 1948

10,000 WATTS!

WHB is a buy-word with advertisers as well as listeners, because certain established WHB "extras" are general trade knowledge — extra pulling power, extra selling power, extra experience; extra service in building fine, sound programs; and the extra famous WHB showmanship and joie de vivre.

Soon, however, WHB will offer new extra facilities, too—10,000 watts day and 5,000 watts night on 710 kilocycles, full-time operation!

When will all this happen? This month, we hope. Act now for an extra-good buy!

PARAMOUNT INTERESTS PLEA ON TV REFUSED

DENIAL was issued by FCC Feb. 20 to petitions of United Detroit Theatres Corp., Detroit, New England Theatres Inc., Boston, and Television Productions Inc., San Francisco, Paramount interests, seeking a ruling by the Commission which would put certain construction time-extension requests of television permittees into comparative hearing with new applicants.

The petitioners charged that in their respective cities there were holders of video authorizations who were not diligently proceeding with construction of their stations and that to grant time extension requests without hearing would violate Sec. 319(b) of the Communications Act and be tantamount to denial of due process of law. They further held the hearings must be comparative with requests of new applicants for the facilities, citing the Ashbacker case as judicial basis. FCC in denying the petitions indicated it does not consider an application for extension of construction time under an authorized CP is similar to an application for a new CP and for this reason the Ashbacker decision does not apply.

The permittees named in the petitions as evidencing delay in construction of their stations were King-Trendle Broadcasting Corp., Detroit; Associated Broadcasters Inc., San Francisco, and Raytheon Mfg. Co., Boston.

Boyd Braithwaite

BOYD BRAITHWAITE, 35, commercial manager of KIDO Boise, Idaho, died Feb. 22. Mr. Braithwaite joined KIDO as an announcer in 1940, and in 1943 was made a salesman and appointed commercial manager.

ARRANGEMENTS are completed between officials of Louis G. Cowan Inc. and Pet Dairies (Pet Milk Co. subsidiary) for sponsorship by the dairy of "Smiths of Hollywood" show in 24 markets and the "Tommy Dorsey Show" in two markets. Seated is L. A. Ballew, dairy vice president. Standing (1 to r) are T. K. Happel Jr., dairy advertising manager; Marvin Kempner, Cowan account executive; Charles W. Powers, of the advertising agency, and Fred H. Yearout, dairy sales manager.
When WSAV jumped to 630 with 5,000 watts, it was a mighty leap—comparable in actual coverage to adding 140,000 watts on our old frequency. It put us on a par with some of the nation's largest stations...with a coverage of 3 1/2 times more people—4 times more area...than any other station in this section.

With such a big chunk of the South...a million people—in 79 bustling counties...it's no wonder we're setting new sales records for our advertisers in this $320 million retail sales market.

Want your share of these sales? Better jump on 630, quick!

It's 630 in Savannah WSAV

Represented by Hollingbery
HERE, on World Transcriptions, are the songs that will put a lump in your throat and a tear in your eye. These are the songs that tell the story of your life... of everyone's life.

Remember the night you discovered you were in love... and the song in your heart at the time? Remember the first tune you danced to together... and the way you laughed at the rhyme? Moon and June... Pal and Gal. When you went to a movie that actually had sound and there was Al Jolson singing "Sonny Boy." The way you laughed together singing "Happy Days Are Here Again" and the only sadness in your heart was because some loved ones weren't with you.

These are the "Songs Of Our Times."

**ALL THE HIT TUNES FROM 1917 TO 1943**

Yes, World has put these great songs together. Simple melodic, singable arrangements of these wonderful never-to-be-forgotten bit tunes. Never before has there been such a soul-stirring, memory-provoking, audience-building idea. Here indeed is a great sponsor-winning series of radio programs.

**WORLD BROAD**

**TRANSCRIPTION HEADQUARTERS**

Chicago
22 West Hubbard Street—Phone Delaware 8800

NEW
50 West 57th Street

Distributed in CANADA by Northern Electric Company,
OUR TIMES...

FEATURE

in audience appeal

of millions live again in Music...

156 FIFTEEN MINUTE PROGRAMS

Over 600 memory-provoking hit tunes... arranged as 240 medleys. Each separate program is based on a particular year... several for each year.

The smooth-flowing continuity which accompanies the music is filled with entertaining and interesting facts of the period, recalling to memory persons in the news and events of the times: The 26 exciting, eventful years since 1917 told with music and with narrative in this series of 156 programs that is bound to be big, Big, BIG.

Smooth, Melodic Arrangements Performed by BOB GRANT and his ORCHESTRA

The danceable, singable music of Bob Grant and his Orchestra sets a delightful tempo for "Songs of Our Times."

Bob Grant, you remember, gained wide popularity when he was featured with Hildegarde at New York's Hotel Plaza and the Palmer House in Chicago. The vocal interludes are by Art Gentry (radio coast-to-coaster) ... Helen Carroll (Chesterfield Satisfiers) ... and Kay Penton (appealing pop singer).

SEND FOR FULL INFORMATION

Get these programs for your station by acting NOW. Priced according to market size. Phone, write or wire for audition discs and complete data and price for your market.

CASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

YORK Hollywood
Phone COlumbus 5-2300 6750 Santa Monica Blvd.—Phone Hillside 0171

Limited, 1261 Shearer Street, Montreal 22, Quebec
YOUR MAINE MARKET!

LOOK AT THE 1947 INCOMES OF BUT FOUR OF THE THRIVING INDUSTRIES IN THIS RICH MARKET!

- Pulp & Paper Industry: $166,066,414.34
- Woolen Manufacturing: $131,530,670.38
- Farm Income: $124,583,000.00
- Tourist Business: $125,000,000.00

The forecast for 1948 indicates even greater income...higher purchasing power!

Together WGAN and WGUY (located in Portland and Bangor, Maine's two largest trading centers) serve an estimated 198,110 of Maine's 206,000 radio families...reach a market with 85% of the Pine Tree State's total retail buying power!

 расположение:

National Representatives
PAUL H. RAYMER CO.

DEPUTY MAYOR John J. Bennett of New York (second from r) throws switch to inaugurate fulltime operation of New York municipal broadcasting system's new 10-kw FM transmitter at the Municipal Bldg, Feb. 11. Others looking on are (1 to r) Fred R. Lack, vice president and manager of Western Electric Co., radio division; Prof. Edwin H. Armstrong, FM inventor, and Seymour N. Siegel, radio communications director, WNYY. Call letters of the FM outlet are WNYY-FM.

CBS EXECUTIVES MEET WITH ADVISORY BOARD

FIVE TOP CBS executives met with representatives of Districts 4 and 5 of the Columbia affiliates advisory board at the Hotel Ainsley, Atlanta, Ga., on Friday and Saturday (Feb. 27-28).

The New York delegation was headed by Frank Stanton, CBS president. Also attending were Howard S. Meighan, vice president; Herbert V. Akerberg, vice president in charge of station relations; Hubbell Robinson Jr., vice president and director of programs, and William B. Lodge, director of general engineering.

Kay Newman Is Guest Of Honor at AWB Dinner

MISS KAY NEWMAN, KMBC Kansas City, Mo., who is leaving Kansas City radio circles, was guest of honor at the Tenth Radio District Meeting of the Assn. of Women Broadcasters Feb. 25 at the Hotel President, Kansas City.

Farewell ceremonies for Miss Newman, known on KMBC as June Martin, highlighted the regular dinner meeting. Routine business was conducted. Others at the session included Anne Hayes of KCMO Kansas City, Tenth District director; Margaret Smith, KMBC; Caroline Ellis, KMBC; Luella Newlin, KMBC; Dorothy Creee, WDAF Kansas City; Ann Sine, KCKN Kansas City; Gloria Stuts, KIMO Independence, Mo.; Sandra Lea, WHB Kansas City, and Genni Willock, WHB.

TQN TAKES IN KVAL; THREE OTHERS RESIGN

TEXAS QUALITY Network representatives, meeting in Houston last Tuesday, accepted the application of KVAL Brownsville for supplementary membership and the resignations of one regular member, WHAP Fort Worth, and two supplementary members, KRGV Weslaco and KGNC Amarillo. (Supplementary members are admitted on a six-months trial basis.)

KVAL is a sister station of KRIS Corpus Christi, one of three outlets which affiliated with Texas Quality last October as supplementary members.

Basic stations of the network are KPRC Houston, WFAA Dallas and WOAI San Antonio.

Attending the meeting were: Martin Campbell, WFAA; Hugh A. L. Half and Jack Keeler, WOAI; George Cranston, WBAP; O. L. (Ted) Taylor, KGNC; T. Frank Smith, KRIS and KVAL; Byron W. Ogie, KRGV, and Jack Harris and Jack McGrew, KPRC.

Clyne Leaving Biow

TERRY CLYNE is resigning as account executive for Bulova at Biow Co., New York, effective April 1, with his new connection to be announced before that date. His successor at the agency has not yet been named.

Operations of WHNY-FM Underway In Watertown

WHNY-FM Watertown, N. Y., began operations Feb. 14 with power of 14.4 kw at 100.5 mc (Channel 263). Speakers on the inaugural program included Mayor Henry A. Hudson of Watertown and Harold B. Johnson, editor and publisher of the Watertown Daily Times and owner of the new station.

The station is operating from 2-9 p.m., and will increase its time "as soon as possible," Mr. Johnson said. The first day's schedule was entirely commercial, except for the first hour and a half, he said. No duplication of AM programs is planned, "except in special cases."
when cigarettes were scarce
WDNC sent 'em to you!
when nylons were scarce
WDNC sent 'em to you!

Now!

when sales problems are tough

WDNC goes from 250 watts at 1490
to 5000 watts at 620

AN EIGHT TIMES BIGGER AUDIENCE
WITH SIX TIMES MORE RETAIL SALES!

* * *
5000 Watts Day - 1000 Watts Night
620 Kc.
ESTABLISHED 1923
OWNED BY HERALD-SUN NEWSPAPERS

* * *

WDNC

The CBS Station In
Durham, North Carolina
The South's No. One State

PAUL H. RAYMER NATIONAL REPRESENTATIVE
Duane Jones Piece Completely 'Accurate'
EDITOR, Broadcasting:
This letter is to express the thanks of the firm as well as my personal appreciation for the fine article on the Duane Jones Company appearing in Broadcasting, Feb. 9.

I was greatly impressed by the thoroughness with which this article was written. Miss Zurcher delved deep for the facts, and your people were unhurried in your effort to obtain complete accuracy. It's not always done these days, and I certainly admire it.

More power to you.
Ralph Smith  
Executive Vice President  
Duane Jones Co.  
New York  

Says Time Salesmen Need Special Training
EDITOR, Broadcasting:
Radio writers, radio engineers, actors and actresses, announcers—all of them undergo special training for their jobs—many of them in legitimate universities and planned radio courses. I believe we should have, as well, schools for radio salesmen—some organized means of equipping the men for their all-important jobs. Salesmen are often the only contact between

the prospective advertiser and the station. The impression they leave behind them reflects upon the entire organization they represent. I have spent eight years in local and regional radio. I have been associated with two different radio firms. And I have yet to meet a radio salesman who, in my estimation, looks the part, acts the part, and talks the part. Here you will see a seedy dresser, there a clumsy, ineffectual speaker, and yet again a vacillating fence-sitter who isn't quite sure that he himself has confidence in the medium he is trying to sell.

Local radio salesmen are not always to blame for their blunders. Sometimes their program departments, their station managers, or the sponsor himself may be held responsible. But I live in a town which has almost doubled in population since I started in radio, a town which has been served by radio since the early 30's, a town which has only one newspaper. By comparison, there are two standard stations, one FM station and an application on file for at least one more. Yet the newspaper still swallows up the lion’s share of the advertiser’s dollar.

I believe that one point alone illustrates more what I am trying to say than thousands of words of elaboration. We do, in the local radio field, need salesmen who are trained to sell radio, not just radio time.

Billy L. Bennett  
Assistant Manager  
Greater Muskegon Broadcasters Inc.  
Muskegon, Mich.

KFEL Says It Attempted KDKA Stunt Years Ago
EDITOR, Broadcasting:
In re: "Feature of the Week," Page 10 of the Feb. 16 issue of Broadcasting, I'd like to point

out that the KDKA stunt is really an old idea, but maybe they know something about the new "beep" signal that we don't.

Many years ago we had the same plan in mind in using stars’ voices to answer theKFEL phone. We contacted Mutual and had the whole thing under way until the Mountain States Telephone and Telegraph Company said "no."

It was about this same time that we had an amplifying system installed on the KFEL switchboard so that our own could phone in and be put on the air. We had a terrific scoop one day, at the height of a very serious Colorado flood up in Morrison Canyon—by having our newsman call phones all along the route of the flood, connected by regular phone lines to our switchboard, and then heard on the air. Next morning the phone company had the amplifying system detached from the KFEL switchboard before I got to work at 8:30 a.m.

So perhaps it’s easier to have the stars’ voices answer your phone.

(Continued on page 84)

CAB AGENDA
A PROPOSAL to charge fees for membership in Canadian Association of Broadcasters on a gross revenue basis instead of the present basis of twice the period half-hour rate every month, will be a major point of discussion at the forthcoming business session of CAB at Quebec City, March 8-11. Revised agenda also includes a discussion on "What New Radio Research Is Needed in Canada, And How to Get It!" by a panel from the Toronto Radio Executives Club who discussed this subject at a recent luncheon meeting [Broadcasting, Jan. 26]. The Toronto panel will be Spencer Caldwell, All-Canada Radio Facilities; Gordon Creeble, radio director, F. H. Hayhurst Co.; G. D. Scott, director of broadcast advertising, CAB; Walter Elliott, Elliott-Haynes Research.

Revised CAB agenda calls for opening of meetings at 9:30 a.m. March 8, with address of welcome by Harry Sedgwick, CAB board chairman, and president of CPRB Toronto. Following appointment of various committees, there will be a report by Doug Scott, CAB director of broadcast advertising; a report on Western Association of Broadcasters committee on giveaways by Bert Cairns, CFAC Calgary, and WAB president; and report on price mention situation by Harry Sedgwick. At 11 a.m. meeting is to be turned over to Bureau of Broadcast Measurement, with slide presentation by Horace Stovin, H. N. Stovin & Co., Toronto, station representatives, followed by Hugh Feltis and John Churchill of Broadcast Measurement Bureau of

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

Says Time Salesmen Need Special Training

New York, and annual BBM meeting.

Luncheon meeting plans remain unchanged with talk on FM and TV in Canada by Ralph Hackbusch of Canadian Radio Manufacturers Assn. Afternoon of first day will be devoted to rate structure discussion with C. W. Wright, Toronto station representative, as chairman. Copyright fees will take up latter part of afternoon session with T. A. Evans, CAB secretary-treasurer, and C. H. Burton, general manager of HMI (Canada) Ltd., making reports.

Tuesday morning session will be devoted to discussion of public relations, including methods of handling brief to Parliamentary Radio Committee this summer. T. J. Allard, CAB director of public relations, will be chairman. Tuesday afternoon sessions will be devoted to research discussion by Toronto Radio Executives Club and CAB business session at which proposal for change in fee basis will come up. Guest speaker at annual dinner will be Charles S. Watson, director of public relations of Canadian Breweries Ltd., Toronto, who will talk on “Public Relations Is Everybody's Business.”

There are no changes in Wednesday and Thursday agenda, with Wednesday being devoted to election of directors, CAB policy on Canadian NARBA meeting at Montreal in August, and unfinished business. A skiing exhibition will be held in the afternoon at Lac Beaufort. Thursday morning CAB standing committees will be appointed, and unfinished business concluded. New directors will have their election meeting, ending the convention.

Change in Fee Charges Seen

out that the KDKA stunt is really an old idea, but maybe they know something about the new "beep" signal that we don't.

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Paul Coleman’s Timekeeper Show Gets Top Morning Listening . . . Top Local Sponsorships

Reaching half the listening audience, it’s no wonder that WINR’s Timekeeper Show is sold out for three solid hours every morning, and has been for a long time — with a waiting list t-h-a-t long.

- Here’s one rich market in which local time buyers can give national buyers a valuable tip.

*Conlan Survey, November 21 through 28, 1947, 8:30 to 9:00 A.M.

IN THE TRIPLE CITIES

BINGHAMTON • ENDICOTT • JOHNSON CITY
HEADLEY-REED, National Representatives

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET
In the heart of WMTland, 20 miles from Cedar Rapids, lies Homestead, one of seven small communities comprising the Amana colonies. Interesting politically and socially, the colony is a business corporation, with most of its 1500 stockholders working and living in the colony. They operate 26,000 acres of good Iowa farmland. Their woolens, hams, and deep freeze units are sold throughout the nation.

WMT's advertisers regularly reach Homestead—and hundreds of other equally prosperous farm and factory areas in Iowa. Stake your claim to these important twin markets via WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for details.

Kirkland, Wash. 250-w Daytimer Gets Underway

KRKL, Kirkland, Wash., went on the air Feb. 25 as a 250-w daytime station, located with studios and transmitter located in the Kirkland Recreation Center.

F. L. Thornhill, who formerly managed Alaska stations KINY Juneau and KTKN Ketchikan, is owner and general manager. Staff of the new station includes Sherwood Goodwin, chief engineer; Charles D. Callie Jr., chief operator and announcer; John Dailey, operator and announcer; Helen Ross, program manager and accountant; Joseph Lundvall, East Side sales manager and staff announcer, and Clyde Guice, commercial department.

Opening of KRKL was heralded in both local weekly newspapers, the East Side Journal and the Kirkland Advertiser. In a front-page signed column, Robert H. Frank, editor of the East Side Journal, welcomed the station and wished it success.

New Facilities of KOMO Are Formally Dedicated

MORE THAN 300 dignitaries, including Gov. Mon C. Wallgren, Mayor William F. Devin of Seattle and Mayor Percy E. George of Victoria, B. C., participated in the formal dedication and opening of the new studios of KOMO Seattle Feb. 25 [Broadcasting, Feb. 23].

Among guests representing the industry were Jennings Pierce, director of station relations for NBC Western Network; F. A. Berend, sales manager of NBC Western Network; Louis Frost, assistant general manager and Western Network program manager, and H. L. Cristal, partner in the Edward Petry & Co., New York.

Scott Resigns

DOUG SCOTT, director of Broadcast Advertising, Canadian Association of Broadcasters, has resigned from CAB, effective after the forthcoming annual meeting. Mr. Scott has been with CAB for just over a year, coming from Cockfield Brown & Co. He has not yet announced future plans.

During the year he has conducted numerous sales clinics of regional groups of broadcasters and advertisers.

WGN-TV Appointments

DONALD COOK, formerly field director in charge of remote operations at WBKB Chicago, Balaban & Katz television station, has been appointed field and special events director of WGN-TV, Chicago Tribune video outlet. Pauline Bobrov, also formerly with WBKB until recently when she became a freelance TV producer, has been named producer-director of WGN-TV. Tribune station also has announced the appointment of George Pettersen, former technical director of the drama department at Chicago's Mundelein College, as facilities manager. His duties will include the designing of sets and supervision of non-technical props.

Research Course

MORE than 70 members of the CBS Research Division are taking a 16-session "orientation course" in various aspects of network research. The course is under the general supervision of Gerhart Wiebe, CBS research psychologist. Elmo C. Wilson, the network's research director, conducted the opening session. His associate, Oscar Katz, will be in charge of the other 15 sessions.

BEST LOCAL programs in Salt Lake City were cited by city's Advertising Club at annual awards banquet Feb. 18. Principals were: 1. to r: Russell Z. Eller, president, Advertising Assn. of the West and speaker at the banquet; S. S. Fox, president and general manager, KDYL Salt Lake City, and Paul Clawson, president, Salt Lake City Advertising Club. KDYL won seven of the awards, KSL won five and three were awarded to KALL.

L. A. Realty Firm Plans Million Dollar Campaign

LOUIS T. BUSCH Co., Los Angeles, termed one of the largest land development organizations in the West, plans a public relations and advertising campaign in the "million dollar bracket" through Makelim Assoc., Los Angeles, to dispose of 30,000 acres in that area. Radio is included.

With retail value of $56,000,000, property comprises two Spanish land grant sections, one the Rancho Malibu near Los Angeles and the other Victor Valley in the San Bernardino mountains. Because it believes home-seekers in every corner of the continent are "beating a path to California's door," firm will advertise to prospects "all over America." Specific campaign details have not been announced.

WMT-February 25th

Cedar Rapids, Iowa, February 25 - The WMT-844 station was officially opened today in this eastern Iowa metropolis.

The station, which has been under construction for several months, is the newest and most modern of its kind in the state. It is equipped with the latest in broadcasting equipment and is capable of producing high-quality programming.

The dedication ceremony, held in the station's newly-constructed studio, was attended by local politicians, business leaders, and community members who came to celebrate the opening of the new facility.

WMT-844 is the result of years of planning and hard work by its owner, WMT-844, Inc., and its staff. The station's dedication marks a significant milestone in the growth and development of eastern Iowa.

With the opening of WMT-844, Cedar Rapids and the surrounding area now have access to a state-of-the-art broadcasting facility that will provide high-quality programming to its audience.

The station's grand opening marked the beginning of a new chapter in the story of WMT-844, as it prepares to serve the community with the highest standards of broadcasting excellence.
Savannah's 1st HOOPER

and are we proud!
it's just what the doctor ordered

HOOPER STATION LISTENING INDEX
Dec. 1947 - Jan. 1948

<table>
<thead>
<tr>
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<th>Station A</th>
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5000 W CBS

WTOC
First in Savannah since 1929

Represented by KATZ

Savannah, Georgia
ANNIVERSARY breakfast marking Swift & Co.'s eight years on ABC's Breakfast Club was held at the Merchant's and Manufacturer's Club in Chicago following Feb. 16 broadcast. Discussing firm's sponsor-support were R. A. Taylor, president; C. E. Brofield, radio director; W. M. Gruhn, vice-president and treasurer; and J. W. Thompson, director of sales.included in the list was the birthday of KYSM-AM/FM, St. Joseph, Minn., a 1946 total of $204,000,000,000. National income, figured as the total earnings arising from current production, went from $175,000,000,000 in '46 to $203,000,000,000 in '47. The report explains that the expansion in dollar totals "stemmed more from higher prices than from increased volume of production."

\[\text{U. OF MINN. CONCLAVE ON RADIO NEWS SET}\]

SECOND Annual Radio News Short Course of the U. of Minnesota School of Journalism, scheduled March 5-6, will feature discussions of radio news problems by representatives of the 12 states and territories west of the Mississippi River where radio networks regularly cover the two radio networks. About 75 news editors and reporters are to attend.

Larry Lenseur, CBS United Nations correspondent; Dr. Kenneth H. Baker, NAB research director, and Dr. Wilbur Schramm, director of the U. of Illinois Institute of Communications Research, are to address the group.

Discussions of radio's coverage of agricultural news, weather and special events will be led by Chris MacK, WYAX Yankton, S. D.; Charles Hilton, KGLO Mason City, Iowa, and Jack Swenson, WDAY Fargo, N. D. Seminar on local news coverage is led by Soren Munkhaw, WOK Omaha. Paul Ziemer, WKBH La Crosse, Wis., will head group discussing problems of radio's access to the news. Sig Magill, WCCO Minneapolis, and Ray Thompson, KROC Rochester, Minn., will give views on news problems of different communities.

\[\text{47 Production, Income For U. S. Exceeds 1946}\]

NATIONAL production and income were higher in 1947 than in 1946, according to estimates released by the Department of Commerce and its Survey of Current Business.

Gross national production, based on the market value of goods and services produced by the nation, was $230,000,000,000 in '47, 129% of '46 total of $204,000,000,000. National income, figured as the total earnings arising from current production, went from $175,000,000,000 in '46 to $203,000,000,000 in '47. The report explains that the expansion in dollar totals "stemmed more from higher prices than from increased volume of production."
...WHERE 99 MILLION PEOPLE GATHER EVERY WEEK

For the meaning of this "big economy size" audience to advertisers, see back page of this insert.
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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<tbody>
<tr>
<td>ABC</td>
<td>MBS</td>
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<td>6:00 P.M.</td>
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<tr>
<td>Low Fash Dine Parma (350)</td>
<td>12:15</td>
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<tr>
<td>Cunliffe &amp; Fire, Caesar's Palace (400)</td>
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<tr>
<td>Cathedra Hour (400)</td>
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<td>Exploring the Unknown (550)</td>
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<td>Mel in Service (71)</td>
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**DAYTIME**

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<tr>
<td>World News John McMahon (66-40)</td>
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<td>Y. P. Church Rev. P. Crawford (238)</td>
<td>Breakfast Club (112)</td>
<td>Breakfast Club (127)</td>
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### EXPLANATORY NOTES

**LISTINGS IN ENDING ORDER ON SUNDAY; NAME OF PROGRAM NUMBERS OR STATIONS, AND IN SOME INSTANCES STARTING TIME S INDICATES RUMMY, R-CNO BROADCASTS ON WEST COAST.

**ABC**

- 10:00-11:00 AM Sunday, Club Songwriters Program.
- 11:00-12:00 PM Sunday, Club Songwriters Program.
- 1:00-2:00 PM Sunday, Club Songwriters Program.
- 2:00-3:00 PM Sunday, Club Songwriters Program.

**CBS**


**NBC**

- 10:00-11:00 AM Monday, Ragtime Piano Program.
- 11:00-12:00 PM Monday, Ragtime Piano Program.
- 12:00-1:00 PM Monday, Ragtime Piano Program.
- 1:00-2:00 PM Monday, Ragtime Piano Program.
"Try the economy size"

Why do most of the biggest users of radio buy "TYPE I" networks—the two top networks—though time on them "costs" more than on the other two?

Because in radio (as in all other forms of distribution) the "big economy size" proves the better buy. Because larger audiences mean lower costs!

The two major U.S. networks have a balance of facilities that deliver more coverage. This—combined with their stronger programming—means larger audiences delivered to advertisers at lower costs per listener.

And in this final advertising pay-off, the impartial figures show that...

CBS delivers LARGE audiences at a LOWER cost than ANY other network!

*Write for the facts if you haven't yet seen them.*
Sports Radio Sells
(Continued from page 18)

would be hard to match the value we get.

In the next year, 1936, the company
started its athletic program
with broadcasts of the Philadel-
phia baseball games of the Ath-
faction and radio. That autumn the
company went into football.

The next year it broke into basket-
ball. Eventually it built the sports
program into a $750,000-yearly
radio venture.

Last fall, for example, it broad-
cast 250 football games and used
the facilities of 96 radio stations
covering the market area of 16
states from Maine to Florida and
as far west as Columbus, Ohio.

During the peak mid-season weeks,
12,555,350 radio-equipped homes
could hear the broadcasts.

A BASEBALL breakdown for the
past year shows:

- New England—80 games of the New England League
  broadcast over a network of 16
  radio stations covering 1,800,000
  radio homes.
- Eastern Pennsylvania—87 games of the Philadelphia teams
  broadcast over a network of 11
  stations covering 1,500,000 radio
  homes.
- Western Pennsylvania—87 games of the Pittsburgh Pirates over a
  14-station network covering 905,
  000 radio homes.
- Baltimores—33 games of Balti-
  more Orioles with WTOP covering
  230,000 radio homes.
- Florida—In Miami the company
  used WIOD to carry Cochran's 'Sports News and Notes' with a
  claimed coverage of 115,000
  radio homes for 21 broadcasts and
  from WJAX Jacksonville used 61
  newscasts to reach 113,000 radio
  homes.

Football was perhaps the toughest
nest of all to crack. In the summer of 1936 many schools and
offices feared impact of broadcasts on the "gate." Socony-Vacuum
planned to broadcast the Yale
games over Yankee Network. Yale
alumni, however, were anxious to
have the games broadcast also to
New York City, but Socony was not interested. Ayer bought time on
WOR to cover New York.

Supremacy in East

The attendant publicity was im-
portant. If Yale was not afraid of
radio why should other colleges be? The impetus provided by
Yale's signing finally won Atlantic
rights from other institutions which resulted in Atlantic's al-
most unchallenged supremacy in
sports broadcasting in the East.

That very first year it aired a full
schedule of college football games.
Out of the college games de-
veloped what Ayer called the
"high school package." Ayer and
Atlantic realized that in many
communities the high school game is
more important than any college
game.

So sponsorship of key com-

munity games followed with the

Atlantic Refining Co.

The Atlantic Story

Atlantic Refining Co. founded
1879
First entered radio
1931

In 12 years of sports broadcasting has sponsored play-by-play of
baseball games numbering
10,700
and of
football games numbering
2,400
Currently spends for radio annually
$750,000
(Includes purchase of rights, time, line charges,
announcers and administrative)

Football broadcasts, 1947
250
Baseball broadcasts, 1947
287
Company assets, 1946
$296,265,402
(Compares with total assets of top 39 oil
companies in 1946 of $3,396,000,000)

Gross Income, 1946
$229,227,011
Net Income 1946
$9,633,626
Gross Income, first 9 months, 1947
$223,757,529
Net Income, first 9 months, 1947
$10,836,518

analyzed. Policies governing
commercial are established.

Wally Orr gives Mr. Qualey
full credit for developing a corps of top play-by-play announcers. Mr. Qualey
has worked with Connie
Saam, Tom McMahon, Jim Britt,
Claude Haring, Bill Sutherland,
Vic Diehm, John Barry, Woody
Wolf, Tom Orr, Vic Quailey, and
to Atlantic, among the

nation's ace sportscasters.

Care in Commercials

Commercial sport announces
are carefully considered at
the school. In the early days of
sportscasting, when educational
institutions were still suspicious
of radio, all commercials were sub-
mited to the schools and colleges.
This no longer is done, but Atlantic
is just as careful now as then about
the commercials.

Among its policies are:

1. No commercials during play-

by-play; 2. Commercials limited to

no more than two minutes; 3. Commercials must be in good

taste, with testimonials not per-

mitted; 4. Commercials are limited in time to the ratio of the

program used—normally running 8 1/2 to 9 minutes for a

2 1/2-hour broadcast. Commercial

announcers are actually taken

through Atlantic's training plan on

briefing tours in order to give

them better understanding of the

copy being written for them.

As the football season gets under

way, some of the work of the

broadcasting department is publicized by tip-offs and letters printed in

Atlantic's Weekly Football Bulletin. This is a publication for the announcers

and radio personnel written by

Alex Gaddess, Ayer executive.

Occasionally Atlantic will use two

sets of announcers for one game.

One set will slant delivery to a Western-centered audience while another

set will report for a network in the locality of the

other team.

"Few sports ever hang around long enough to cash in on a sports

program," says Mr. Orr. "Atlantic has
done so. And it has followed through with promotional and col-

lateral material."

He explained how the company

each year distributes football ad-

vertising kits to dealers, sets up

point of purchase displays, gives

out schedule books and builds

dealer and consumer contests

around games and displays.

He believes one-shot sports broad-

casts are not particularly good for Atlantic

generally, though he concedes that

sponsorship of such events can be of

value for a particular purpose.

Tom Orr concludes, "As valuable

vehicles chiefly for introducing a new product where the need is

to reach a huge audience with a

big, initial story to tell."

When Mr. Rollins, Atlantic's

advertising manager, talks of the

success of Atlantic's radio pro-

gram he does not talk in terms of

(Continued on page 40)

BROADCASTING • Telecasting

Atlantic Refining Co. and its advertising agency, N. W. Ayer &
Son Inc., were honored last April at a banquet given by broadcasters
and sportswriters. L. to r. front row: E. S. Whitlock, general
manager, WRNL Richmond, Va.; W. Wallace Orr, vice president of
N. W. Ayer; Robert H. Colley, president of Atlantic Refining; John Shepard 3d,
chairman of the board, Yankee Network; Harry A. Batten, president of
N. W. Ayer. Back row, 1 to r: Frank R. Smith, then of WWSW
Philadelphia; Ernest Loveman, vice president and general manager of
WPIT Chicago; Edward Cleary, general manager, WIBG Phila-
delphia; Connie Mack, manager of the Athletics; Clair R. McCullough,
WGal Lancaster, Pa., an NAB director, and Dr. Leon Levy, general
manager of WCAU Philadelphia. Mr. Colley was given a miniature repro-

of the Rose Bowl and Ayer's President Batten was given a testi-

monial scroll bearing signatures of hundreds of sports and radio figures.

March 1, 1948 • Page 37
New York Area Stations Receive Military Honor

TWENTY stations serving the New York metropolitan area were awarded citations last week for patriotic service performed during the war.

The citations were presented after a luncheon at the Waldorf-Astoria Hotel, New York, by Lt. Gen. Courtney Hodges, First Army commander, who expressed his gratitude to the radio industry for its work in bringing the Army's cause before the public.

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Mr. Hoffman, manager, signed the contract.

But the Davids contract followed receipt of a mailing piece from Mr. Dyer.

Mr. Dyer awarded citations were presented New York, by

WBCN (FM) WINS WHN WOW WBXW WGYN (FM) WHOM WLIB WNEW WEVD all New York, and WPAT Paterson, N. J.

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WBCN (FM) WINS WHN WOW WBXW WGYN (FM) WHOM WLIB WNEW WEVD all New York, and WPAT Paterson, N. J.
Three Beauties of the Deep South

1. STANTON HALL at Natchez, Miss. A famed plantation home of the Deep South.

2. ARMSTRONG TIRE PLANT at Natchez. Another new, progressive Southern Industry — another reason why this area is ahead of 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.
Sports Radio
(Continued from page 37)

sales. He talks in terms of people reached. If people are reached, sales follow.

He feels that the public and particularly the motoring public which uses Atlantic products, is sportsminded. They tune in and keep listening because of the element of chance which characterizes almost all sports contests. Yet, when a particular game turns out to be uninteresting, he feels listeners will still come back for the next one.

In this respect, he feels, a sports program is entirely different from other programs particularly those featuring entertainers. When a screen personality, for example, fails to click on a show on a particular week because of script or delivery trouble, a listener is apt to scratch him from his radio list, he believes. But sports fans always come back, in his opinion.

Mr. Rollins does not, however, regard radio as the best medium for every purpose. He likes newspapers in breaking a big story, but thinks there is nothing like radio for day-to-day hammering away at the same kind of message.

Proof of Pudding
The company has had ample demonstrations of the selling job radio can do. Right after the war it introduced Atlantic Hi-Arc gasoline with multiple announcements. Listener surveys showed a high product identification with the sportscasts, which gratified the company. The Ayer agency likes to point to the way broadcasts have introduced specials in given areas, with attendant sell-outs.

Both Atlantic and Ayer feel that the sports program could not be duplicated by any other type of advertising in its blanketeting of the Atlantic market area. They feel that both baseball and football schedules are integral parts of one program, not only in order to provide something like year-round coverage but because surveys show that somewhat different kinds of audiences are reached by football and baseball radio. Football audiences are usually on a higher economic level than baseball listeners, surveys show. Atlantic wants to sell to both economic levels and is happy to reach both.

Television, Too
With this satisfaction in its current programming, Atlantic is not apt to change its radio buying habits. Mr. Rollins says, however, that television time buying will probably be considerably expanded, but for the next two years, the AM program will probably be held steady. After that, Atlantic may expand its AM baseball coverage into many of the top minor league areas in a move to parallel the way it expanded its top rank college football coverage down into the high school level.

Sure that Atlantic is on the right track with its radio sports program, Mr. Rollins says the company will continue the same sort of sponsorship as long as the public stays sportsminded and prices of such program production do not get out of line.

It is a promise that should reassure the sit-at-home sports fan
(Continued on page 69)
ALIQUIPPA (Pa.) IS 100%

22 miles down the Ohio River from Pittsburgh, 30,000 people spend their days and their dollars ($19,240,000 at retail in 1946) in Aliquippa. There, too, they listen faithfully to KDKA... as evidenced by a BMB night-time rating of exactly 100%.

In the BMB 90-100% class, you can count 19 daytime counties and 24 night-time counties on the KDKA list. This represents a wallop ing percentage of the Pittsburgh market area, wherein two-thirds of the people live outside the Pittsburgh city limits. Altogether, BMB credits KDKA with 1,139,910 daytime families and 1,303,520 night-time families. Read all about it in "The Pittsburgh Story," a factual guide to listenership in the nation's sixth market. This pamphlet is yours at the drop of a postcard.

KDKA, Pittsburgh, 50,000 watts. NBC affiliate. Westinghouse Radio Stations Inc (KEX, KYW, WBZ, WBZA, WOB, KDKA). Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.
JOHNSON
a famous name in radio
BROADCAST EQUIPMENT

Adjustable phase sampling loops
Isolation filters
Sampling lines
FM and AM concentric lines
Fixed capacitors
Variable capacitors
Phase sampling transformers
FM in-couplers
Standing wave indicators
Tweeter lighting filters
Supports for open wire transmission lines
Pressured capacitors
Neutralizing capacitors
Fixed inductors
Variable inductors

 Преобразователь настройки фаз
Изоляционные фильтры
Кабели для съемки сигнала
Кабели для FM и AM
Стабилизирующие конденсаторы
Переменные конденсаторы
Переменные индуктивности
Фиксированные индуктивности
Переменные индуктивности

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

For over 23 years, WDBJ has been the leading radio station in Southwest Virginia. It's the pioneer radio station in this rich market... and WDBJ is number one in listener loyalty, too! That's why WDBJ advertisers find their per-sale advertising costs low.

WDBJ alone covers Roanoke and most of Southwest Virginia.

Ask Free & Peters!

CBS STATION CHIEFS
MEET MARCH 8, N. Y.

MANAGERS of the seven CBS-owned stations and others from stations represented by CBS Radio Sales are to hold their regular semi-annual meeting at the Ritz-Carlton Hotel, New York, March 8 and 9. Junior managers expected to attend are Arthur Hull Hayes, WCBS New York; Frank Falkner, WBBM Chicago; Harold Fellows, WEEI Boston; Maurice Mitchell, WTOP Washington; Wendell Campbell, KMOX St. Louis; Merle Jones, WCCO Minneapolis-St. Paul and Harry Witt, KXN Los Angeles.

For CBS Radio Sales-represented stations: Charles Crutchfield, WBT Charlotte, N. C.; Ivor Sharp, KSL Salt Lake City; C. T. Lucy, WRVA, Richmond; Thad Holt and Ed Norton, WAPI Birmingham, Ala.

Appointment Confirmed

APPOINTMENT of Neil Hathaway as manager of program promotion division of CBS Sales Promotion Dept. [Broadcasting, Feb. 16] was confirmed last week by Vice President and director of advertising and sales promotion. Mr. Hathaway, who joined CBS in July 1944, replaces Thomas D. Connolly, who has been named senior manager of program sales [Broadcasting, Feb. 23].

MILESTONE

WSM Executive Honored
For Long Service

HARRY STONE, vice president and general manager of WSM Nashville, was guest of honor a fortnight ago at several staff celebrations commemorating his 20 continuous years of service with the station. After their regular Saturday night broadcast Feb. 14, the Grand Ole Opry entertainers—100 strong—gave a party for Mr. Stone. Another celebration attended by the entire staff was staged last week for the station official.

Mr. Stone joined WSM in 1928 after it was established by the National Life and Accident Insurance Co. as its only full time staff announcer. During the station's early days he was announcer and m.c. for the Grand Ole Opry programs. He became general manager of WSM in 1932. Mr. Stone is credited with providing the first real chance for radio success to such big name stars as Jack Oakie, Irene Beasley, Kay Armen, Jeri Sullivan, Kenny Sargent, Bob Johnston, Dinah Shore, and Smillin' Ed McConnell.

EUGENE (Doc) POURNELLE, commercial manager of WHDQ Memphis, has been appointed manager, succeeding E. A. (Bob) ALBURY, who has resigned to devote full time to public relations and Business Music Corp., in which he has an interest. Mr. Pournelle has been with WHDQ since 1934.

TED COTT, WNEW New York program director, has been appointed a vice president of that station. Mr. Cott joined WNEW as program director in 1943. He entered radio in 1934 as dramatic director for WNYC New York.

FRANK M. POL- SOM has been named a director of E. B. Squibb & Sons. Mr. Polson also is executive vice president of Radio Corp. of America in charge of RCA Victor Div., a director of RCA, NBC, Alexander Smith & Sons Carpet Co., John B. Stetson Co., Eversharp Inc., Coro Inc. and Radio Manufacturers Asso.

ARTHUR ROTHAFEL, son of famous New York showman, is "Roxy" Rothafel has been appointed manager of WFEA Indianapolis, N. Y. He succeeds MELVIN GREEN, resigned. Mr. Rothafel previously was manager of WJZ, Rochester and director of production at WJZ and WRNY, New York. In the Army he wrote screen plays for several motion picture companies and had been head of radio department of Mason Inc., New York, and later of Fletcher & Ellis, New York.

HARRY COYLE has been promoted from assistant manager to manager of remote operations for WARD New York. He succeeds JACK MURPHY, now with WLW, video station in The New York News. He will be in charge of construction. Bomber pilot during the war, Mr. Coyle has been with WARD for two years and with the station's remote unit since last August.

G. L. TAYLOR, president of Central Radio and Television Schools, Kansas City, has been re-elected vice president in charge of television of KMBG Kansas City. Mr. Taylor served in this capacity from 1942 to 1944.

ED SHARPE, formerly with WNEW Manager of WJS, new station scheduled to begin operations at Jacksonville, Fla., March 21.

GEORGE LANNING, attorney in FCC's Common Carrier Div., has resigned to become attorney in charge of St. Louis office of Securities & Exchange Commission. After four years service in Navy he joined FCC in January 1946, assigned first to Rate Section and later to the International Section, Common Carrier Div.

RICHARD GRAHAM, RCA Hollywood attorney, is in New York for two weeks conferences with NBC.

ROBERT SAUDEK, vice president and director of public affairs for ABC; ROBERT HUDSON, director of education for CBS, and CHARLES H. HERRICK, operation manager of public affairs and education division for NBC, have been appointed as guest speakers Feb. 26 in St. Louis at Radio Council of Missouri's annual meeting.

WILLIAM J. TOWNER, assistant to manager of KFBB Great Falls, Mont., is the father of a boy, William Joseph Jr., born Feb. 8.

G. BENNETT LARSON, director of television for WCAU-TV Philadelphia, and vice president of WCAU Inc., will be one of principal speakers at Boston U. Founders' Day Institute on March 12 and 13. He will discuss "The Sociological Effects of Facsimile." The Philadelphia Bulletin facsimile station was constructed under his supervision.

ROBERT O. MILLER, general manager of WSB Chicago, has been awarded a Loyalty and Efficiency citation by American Legion, Illinois branch, for "disinterested service" in public service programming. Station simultaneously was recipient of Legion's Citation for Recognition for "most helpful cooperative" in promotion of national interest.

BUD FANTER, president of KELO Sioux Falls, S. D., has been named chairman of advertising committee of Sioux Falls Chamber of Commerce, and head of Sioux Area Council fund-raising drive for Boy Scouts.

Bessie Mack, Auditions Director, Dies in N. Y.

BESSIE MACK, 56, auditions director for Arthur Godfrey's Talent Scouts on CBS, was known to almost 40 years in radio and show business, died last week in Samarian Hospital, Brooklyn, N. Y.

Miss Mack became executive assistant to Maj Edwd Bowers when the latter impresario organized his first radio amateur show in 1936. She joined CBS after Maj. Bowers died in 1946. She began her career in 1900 as secretary to Claude P. Greneker, a general press representative.

WDBJ • 5000 WATTS • 860 KC
Gazed and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives


WCKY

FIFTY THOUSAND WATTS OF SELLING POWER

C. E. HOOPER, INC.  

*Fall-Winter 1947 Report established that—*

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was GREATER than that of any other independent station in any market receiving fulltime, 4 network service.

WCKY share of audience, 8 AM-8 PM, Monday-Friday, in Cincinnati was exceeded by only one of four network affiliated stations in Cincinnati.

PULSE, INC.  

*initial Cincinnati survey, covering November and December 1947, confirmed*

WCKY LEADERSHIP AND VALUE  

(See following pages)
8 AM - 8 PM STORY

PULSE OF CINCINNATI, November and December 1947, average ratings show the following block leadership for the 4 Cincinnati stations, exclusive of Network Station A, which is first in all brackets:

<table>
<thead>
<tr>
<th>Time</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM-12 Noon, Mon-Sun</td>
<td>WCKY</td>
<td>Net Sta B</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
<tr>
<td>12 N-5 PM Mon-Sun</td>
<td>Net Sta B</td>
<td>WCKY</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
<tr>
<td>5 PM-7 PM Mon-Sat</td>
<td>WCKY</td>
<td>Net Sta B</td>
<td>Net Sta D</td>
<td>Net Sta C</td>
</tr>
<tr>
<td>7 PM-8 PM Mon-Sat</td>
<td>Net Sta B</td>
<td>WCKY</td>
<td>Net Sta C</td>
<td>Net Sta D</td>
</tr>
</tbody>
</table>

IN COMPETITION WITH THE LEADING PROGRAMS OF FOUR NETWORKS, NOTE THE AUDIENCE HELD BY THESE TYPICAL WCKY FEATURES.

<table>
<thead>
<tr>
<th>Program</th>
<th>Time</th>
<th>Avg. Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY BALLROOM</td>
<td>10 AM-12 Noon</td>
<td>22.2</td>
</tr>
<tr>
<td>WALTZ TIME</td>
<td>1:00-2:00 PM</td>
<td>21.0</td>
</tr>
<tr>
<td>DAILY HIT PARADE</td>
<td>6:15-7:00 PM</td>
<td>19.5</td>
</tr>
</tbody>
</table>

INVEST YOUR AD DOLLAR WCKY’S-LY
8 PM - 12 MIDNIGHT STORY

WCKY JAMBOREE, directed to rural and small town audience, with PROVEN, CONSISTENT LISTENERSHIP in 10 OUTSIDE SOUTHERN STATES*

as well as METROPOLITAN CINCINNATI**

* OVER 30,000 PIECES OF MAIL WEEKLY

** 5.0 PULSE AVERAGE RATING, MON-SUN

BMB? . . . WCKY listenership in 386 counties of total of 856 counties in 10 states.

L.B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Sun-Struck

AT THE moment radio is muffing a golden opportunity to cure one of its worst and most costly operational ills—the time-changes re- 
shuffle that occurs twice a year when some 34 states recognize DST and the balance remain on standard time. 

There's sentiment in Congress for action. Legislation is pending for the declaration of uniform standard time, which would eliminate Daylight Saving Time altogether. Last week legislation was introduced by Sen. Clyde M. Reed (R-Kan.) for uniform DST (S-2226) and, if there's sufficient public support, it probably can be enacted. 

The Overton Bill (S-2041) for uniform standard time will be called to hearing soon at the author's request. Enactment over the opposition of the DST states would be a legis- 
lation which would eliminate Daylight Saving Time altogether. This, as a practical consideration, declaration of uniform standard time wouldn't end the confusion. It would only prolong it. 

Of course, there's no positive assurance that uniform daylight time would be observed in the 14 states that now have standard time dur- 
ing the summer. But there are less of them to be won over and in all of them sharp di- 

vision exists on the time question, particu- 
larly since they are aware of the benefits which accrued to them during the war, when universal DST was decreed as a national emerg- 

ency measure by the President. 

NAB, through President Miller, has advised Acting Chairman Charles W. Tobey of the Senate Interstate Commerce Committee that broadcasters almost unanimously favor uniform daylight time. But he concludes that they are di- 

vided almost equally on whether it should be standard or DST. 

Judge Miller's exposé is all right as far as it goes, but we do not feel it goes far enough. If we were to win over all of them the solution would be impractical because it won't be observed, why not then go the full distance to DST, which, if observed, would give the full measure of relief to the listening public, the broadcasters, and the buyers of time? 

A makeshift plan for delayed broadcasting of network programs to non-daylight areas is being devised by the networks for this year to meet the time change dilemma as best they can. This highly complex and expensive undertak- ing would be unnecessary if uniform DST is decreed. 

Radio is not alone in its time-plight. The railroads, airlines, shipping companies, ships- 

ers and other interstate operators are plagued by it. Interstate travelers are hard-pressed to determine whether they're an hour behind or ahead. And the harried listener doesn't know when he'll get what, if he's in a standard zone. 

We hope for uniform DST is acted on promptly. We hope that at the hearings before the Senate subcommittee, expected to be set for the week of March 22, broadcasters, radio advertisers and their agency spokesmen will be heard. They represent the public, the buyers and prudent management. It is their opportunity to urge legislation that will end the folly of wasteful, unnecessary, and scatter-brained time shifts in two-thirds of the stated, while the others continue sun-struck.

Today: FCC vs FCC

AN EXTRAORDINARY legal proceeding be- 
gins today. The FCC goes on trial before the Senate subcommittee, expected to be set for the week of March 22, broadcasters, radio advertisers and their agency spokesmen will be heard. They represent the public, the buyers and prudent management. It is their opportunity to urge legislation that will end the folly of wasteful, unnecessary, and scatter-brained time shifts in two-thirds of the stated, while the others continue sun-struck.
YOU DON'T HAVE TO JUMP TO CONCLUSIONS. Audited Audiences, WOV's new and more intelligent approach to radio gives you specific market information that will help you "TAKE THE GUESS OUT OF BUYING."

WOV knows and wants you to know who its listeners are; where they live and shop; what they earn, spend and buy; what they like and dislike. This is the basis of Audited Audiences. This is the dope the advertising business wants from radio. Audited Audiences means keying your advertising to known individuals rather than trying to reach an unknown mass audience.

This vital, statistical inside information together with WOV's continuing Pantry Survey showing the sales acceptance of 365 items in 37 different classifications are available now without obligation. Get the facts...a WOV salesman will give you specific market information so that you, too, can

TAKE THE GUESS OUT OF BUYING.

Ralph N. Wit. General Manager • John E. Pearson Co., National Representative
TRENDLE-CAMPBELL BROADCASTING CORP.

WISCONSIN'S

MADISON

the Capital City

in MADISON

10,000 Watts 1070 on your dial

WKOW

AFFILIATED M. B. S.

MADISON J. WISCONSIN
HEADLEY-REED COMPANY

YOUR NEW CHEVROLET OR BUICK

STARTS HERE

WTCB

DETOIT

FLINT... world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Un-

FLINT, FLINT, FLINT and six surrounding coun-

ties had no adequate local coverage. Now, WTCB-MBC covers Michigan's 2nd mar-

tet... the million listener with the bil-

lion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.

1000 Watts Day — 500 Night

Paul H. Raymer, Representative

Respects

(Continued from page 46)

Mitchell to be his advertising man-
ger.

"It was an amazing operation," he

recalls. "I got $35 a week, was

taken to the printing plant in a

limousine with a liveried chauffeur,

and was told to hold down the

number of ads."

Mr. Mitchell soon got tired of

not selling ads, and when he was

offered the job of taking over the

weekly paper in Gouverneur, N. Y., the Tribune Press, he took it.

He completely restyled the sheet,

besides running the entire opera-
tion alone.

For his outstanding job he copped

ea New York Press Assn. award for

the best written weekly news-
paper and a national NEA award for

advertising excellence.

After two years he went with

the Gannett newspaper in Ogden-

sburg, N. Y., as advertising man-
ger. "We roped in the ads every

way we could. For instance, when

we tried to get Soony-Vacuum

they said they couldn't afford it

because their taxes were too high.

So we went to the city council and

got their taxes reduced."

The only radio station that could

be heard there at that time was

the old CPLC across the river in

Canada. Mr. Mitchell sold the

station on the idea of his paper doing

a twice-daily newscast on the air. "Who's going to do it?"

asked Mr. Mitchell after he had

concluded the deal. "I guess you'll

have to," was the answer. "This

was your idea."

As he crossed on the ferry he

used to edit his AP copy and stroll

the boat with the rejected items.

"Then one day," he remembers, "I

took the garbage and left the news-
cast on the ferry deck."

While he was newscasting, selling

ads, dabbling in real estate and

tax matters, trying to sell more ads,

he was also taking pictures for the

paper, learning how to run a linotype machine, and operate a

hand radio station.

After two and a half years in

Ogdensburg, Mr. Mitchell went to

the Democrat Chronicle in Roch-

ester as salesman. But he was

there only three months when he

transferred to the other Gannett

paper in Rochester, the Times-

Union, as national sales and sales

promotion manager.

At the height of his advertising

career, "Mitch" Mitchell was

"greeted" by Uncle Sam. He got

into the Armored Command of the

Army. "My tests showed I had a

remarkable mechanical aptitude.

Maybe all this time I should have

been a plumber."

Radio Course

With 29 others of extraordinarily

high I. Q., he was selected as

"guinea pig" for an experiment in

learning radio code in six weeks.

This was the same curriculum that

the Navy used to get its men stepping-up nine months course and the

Army in a year. Mr. Mitchell got

through with flying colors, but "I

was dit-happy for six months after."

He then went to a camp where he

became an expert in tank-

infantry communications using

FM. There he suffered a bad spine

injury that must have him out but

that still bothers him constantly.

When he got out of the Army, he

decided he didn't want to return

to newspaper work. A Gannett

man told him about an ad in

BROADCASTING. He answered it, got

the job, that of press and sales

promotion manager of WTOP.

That was in February 1943.

Within a year he gained for

himself the reputation of one of the

eknoest public relations men
ever to hit the town that probably

has more public relations men

per capita than any other in the

world.

In January 1946 he moved into

the sales managers' job. Right off

the bat he sold WTOP's own day-
time serial, Janice Gray, which had

been running sustaining for a number of years. "A lucky break," he

says. "I just went to the right

guy. 'You want to buy it?' I said.

He said 'Yes.' That's all there was to

it."

His sales acumen was so great that

after two years—on Jan. 9— he

was named CBS Radio Sales

in New York as salesman. At the same

time WTOP Manager Burkland

was named general sales manager

of Radio Sales. After seven days in

New York Mr. Mitchell was

hurried back to Washington to

become WTOP's general manager.

The greatest help he ever had

in the radio business, he says, is

the commercial radio course he

taught at American U. last year.

"I was teaching the students and

keeping one chapter ahead of

them all the time," he cheerfully

admits. But according to the school

and especially the students the

course was an outstanding suc-

cess. He is now preparing an NAB,

writing a book on commercial

radio selling based on his outline

do the course.

At present he and Mrs. Mitchell—

the former Mildred Roth—plus

four and a half-year-old Lee Mark

(Skippy) are busy looking for a

place to live in Washington.

He is a member of the National

Press, Optimist and Advertising

Clubs and a member of the Wash-

ington Board of Trade.

His favorite indoor sport is wear-

ing 'sincere' ties—as wild as they

come. The vivid colors and de-

signs don't bother Mr. Mitchell at

all. He's color blind.
By every measurement, WTIC dominates the prosperous Southern New England Market.

TOBY DAVID, comedian and m.e., formerly with NBC Detroit, has established Broadcast Productions, Inc., agency devoted to creating and producing programs for radio and television. Headquartered in Chicago, the firm was the brainchild of Jules Jaffe, President, and R. J. Grogan, Publicity Director. The firm will operate whenever possible.

NORMAN K. KRIM has been appointed manager of Receiving Tube Div. of Rhymthum Manufacturing Co., Watertown, Mass. Mr. Krim succeeds CARL J. HOLLIS, vice president of Belmont Radio Corp., Chicago, a Rhymthum subsidiary, who becomes general manager of Belmont.

KLING Studios Inc., photography and art firm with offices in New York, Chicago, and Detroit, has announced the opening of a new television division which will produce and sell slides created and produced by the studio. Headquarters for the division will be Chicago. Head- ing department are JACK LIEB, veteran of live television, and DONALD B. LIEB, former head of the division.

FOOL THAT I AM (Hill & Range-Mutual), NBC THESES—Sammy Kaye

LET'S BE SWEETHEARTS AGAIN (Campbell-Orchard), NBC THESES—Sammy Kaye

LOVE IS SO TERRIFIC (Stuart), NBC THESES—Sammy Kaye

PASSING FANCY (Bmi), NBC THESES—Sammy Kaye

TERESA (Duchess), NBC THESES—Mildred Hearn

WHO PUT THAT DREAM IN YOUR EYES? (Stuart), NBC THESES—Lenz Howard

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnston), NBC THESES—Lenz Howard

YOU'LL GET MY LETTER IN THE MORNING (London), NBC THESES—Lenz Howard

You've Changed (Melody Lane), NBC THESES—Lenz Howard

Prepare for the FCC Examinations for Operator Licenses

BOOK COVERS FCC EXAMS FOR OPERATOR LICENSES


QUESTIONS which make up the FCC examinations for the various grades of radio operator license are presented along with appropriate answers by Arnold Shostak in Preparing for Federal Radio Operator Examinations, published Feb. 23 by Prentice-Hall, New York. The author is a former radio inspector for FCC.

Covering theory and practice of radio, antenna, and legal, book discusses all questions which might be selected in examinations for the six types of radiotelephone and radiotelegraphic license. The answers are not sufficiently detailed and explanatory, however, to enable a layman to learn the technical art.

KYW-FM Tower

PLANS for erection of a 245-foot FM antenna tower atop the 24-story Architects Building in Philadelphia were announced by Robert E. White, general manager of KYW-Westphal, Quaker City NBC outlet. Peak of the new tower will be 576 feet above street level. Included in the KYW-FM expansion will be installation of a new Westphal type FM-10 transmitter. When operated in conjunction with a three-station super-station, the new transmitter can provide an effective radiated power of 20 kw.
Spoken thoughts, with all the accuracy of their subtle inflections in professional or business contacts . . . each delicately-shaded musical half-note . . . or verbal growth-development of students can be yours “electronically memorized” by a Webster-Chicago Wire Recorder. It uses a fine strand of magnetized wire on a doughnut-size spool that records up to a full hour.

Imagine! Today . . . tomorrow . . . or for a thousand tomorrows you can recapture every vital discussion and decision . . . the fidelity of each glorious musical moment . . . or measure the improvement of classroom groups.

A half century of scientific research has culminated in the finger tip controlled Webster-Chicago portable wire recorder. It plugs into any AC outlet ready to record or listen. The magnetized wire can be “erased” instantly for re-use, or preserved indefinitely.

Its professional and business applications are as broad as your own imaginative scope.
Correspondents To Hold Annual Election Mar. 3
RADIO Correspondents Assn. annual election of officers will be held Wednesday at NBC's Washington office, according to Bill Henry, CBS commentator and president of the association.

A whole new slate of officers will be selected by the organization, which now lists 156 active members. Present officers, besides Mr. Henry, are Albert Warner, MBS, vice president; Elmer Davis, ABC, secretary; William McAndrew, NBC, treasurer; Francis W. Tully Jr. of Yankee Network; Gil Kingsbury of WRL Cincinnati and WINS New York, and George Marter of UP Radio, members at large, and Rex Goad, Trans-Radio, member ex-officio.

CJOY is call letter for new 230-w. station on 1540 kc at Guelph, Ont.

MOLTON KELSEY, Chicago freelance news commentator, has been appointed news director of WIND Chicago, English citizen by birth. Mr. Kelsey has been variously a reporter, editor and, since 1946, radio news commentator. From 1944 until last fall, he was heard in daily news programs on WMAG and WCPX Chicago.

ANTONIO FREITAS, former head of State Dept. of Brazil's Radio Section, has been appointed chief of Brazilian Section of CBS Shortwave Dept. Prominent Brazilian radio writer and commentator. Mr. Freitas was chief writer in radio division of Brazil's Dept. of Information and Propaganda before coming to the U.S.

PHIL SUTTERFIELD, sportscaster and assistant manager of WKLX Lexington, Ky., will broadcast this year's Southern Conference Basketball Tournaments from Louisville Armory. He has described Kentucky and basketball games for two consecutive years. JOHN SUTTERFIELD, also will air the conference tournament over WVY Franklin, Ky. Both brothers are graduates of U. of Kentucky and are well known in Kentucky radio.

FREDERICK S. DAIGER 3rd, former program director of WRTU Stanford, Conn., has joined WGBK Albion, N.Y., as director of special events. Mr. Daiger has been in radio since 1930 and has worked with WATL and WGST Atlanta, Ga., WAPI Birmingham; WSM St. Petersburg, Fla., and KYA San Francisco. During war he served with Army Air Corps and joined WATC upon separation in 1946. PAUL G. HOWARD and LEONARD DAVIS, both veteran newspapermen, have joined WXWW as morning and evening news editor, respectively.

CANADIAN PRESS and its radio subsidiary, PRESS NEWS LTD. will move to new headquarters at University Ave. and King St. Toronto, when new building there is completed in August. Building will be headquarters for editorial Dominion for both Press News and Canadian Press.

WILBUR MORRISON, formerly with WOY Scheectady, has joined WRUN and WRUN-FM Utica-Rome, N. Y., as newscaster.

LEONARD E. BROOM, vice president in charge of news and international relations, is the author of "Radio News Writing," a textbook published last year by McGraw-Hill. Book is based on course given by Mr. Brooks for Columbia U. extension.

RALPH HUBBELL, sportscaster with WGR Buffalo since 1929, has joined WBEN Buffalo, as sports director, effective Feb. 20. He succeeds IAN WELLS, who has resigned to become assistant to James F. Breuil, owner of Buffalo's All-American football team. Mr. Hubbell has been in Buffalo radio for 17 years.

WILLIAM F. FRANK is new director of WFLM Wilming- ton, Del. Mr. Hubbell has been with Outstanding Americanism Award by Wilmington Lodge of the B'nai B'rith, for citizens of the city "who contributed most toward Americanism and democracy in the community."

RED BARBER, CBS sports director, who returned recently from Europe where he covered the St. Moritz Winter Olympics, is scheduled to leave by plane March 5 for Santo Domingo to cover spring training activities of Brooklyn Dodgers. Assignment will last until March 20.

JOHN ROBERTS, veteran of 11 years in radio, has joined KIMA Yakima, Wash., as news editor.

CHUCK WORCERST, farm service director at WMT Cedar Rapids, Iowa, was saluted at the 1948 Iowa-A-Iowa. WMT fall held in Cedar Rapids, Feb. 19, 20 and 21.

CHARLES G. GUNNING, senior editor of CBC newroom, Winnipeg, has been promoted to senior editor of CBC prairie division, succeeding W. H. MET- TFEL. Mr. Gunning, who resigned to become managing editor of new co-operative morning newspaper Winnipeg Citizen.

DAVID G. ROWE, news and sports director of KSH and KSH-FM Pocatello, Idaho, has been named director of publicity for Pioneer League, Class C baseball league.
Pre-View Tested! Now Ready for Release!
52 TRANSCRIBED HALF-HOUR PROGRAMS
Better Than the Books or the Movies!

Nothing like this ever happened in radio before! Since August, more than 100 members of the Guild Preview Board (practical broadcasting executives from every state, and Hawaii) have auditioned "Michael Shayne." They sent their considered opinions, suggestions and criticisms to Guild headquarters in Hollywood. Here the producer of "Michael Shayne" acted upon their knowledge and advice to perfect a top-flight mystery show—a show that combines Hollywood's skill with the "cash register" judgment of practical radio showmen from all over America! That's the Guild's unique method of perfecting a program in advance of its production.

Now, after six months of preview-testing, "Michael Shayne" is ready for release! We're offering you a half-hour weekly of exciting, intriguing, breath-taking mystery-drama... each story complete in itself... each one full of action and suspense! This is a show that will build a high Hooper, sell goods, delight sponsors! It is the first show in the history of American broadcasting to be produced with the advice and help of an important segment of the industry, acting as a group. In many markets members of the Broadcasters' Guild have purchased the show, prior to its general release to the trade. But other markets are still "open." You are invited to write, phone or wire for an audition transcription, together with a 30-day option on this feature for your market. If it is available for your city, we will ship the audition disc by air express, $5 C.O.D. If you buy the show, the $5 applies on the purchase price. If you return the transcription, your $5 will be refunded.

Regional advertisers (and their agencies) will be particularly interested if you seek a show of network caliber. Here is your opportunity to acquire a Hollywood property that will compete with the best shows on the air, anywhere! And at a price much less than you expect to pay!

Don't delay! Send to Hollywood today for an audition transcription.

IN 48 States and Hawaii practical broadcasters praise "Michael Shayne" after their Preview Audition:

ALABAMA* "Better than the other mystery shows we've heard, and offered at much less cost." ARIZONA* "As fine as any mystery drama on the networks." ARKANSAS* "A show that we can definitely sell." CALIFORNIA* "It's terrific. COLORADO* "Excellent production." CONNECTICUT* "Very well done. We like it." DELAWARE* "Michael Shayne great. Wire starting date." FLORIDA* "Our sales staff is enthusiastic. Can sell it." GEORGIA* "Excellent. Would like to have it.

HAWAII* "Ship Shayne via air express when ready." IDAHO* "Contracted for it before audition. It's a good one.

ILLINOIS* "A terrific mystery." INDIANA* "Well produced. Will hold its own with anything on the air today." IOWA* "Will be an asset to our station." KANSAS* "Impressed by the excellent production and casting." KENTUCKY* "A good one. When can we start?" LOUISIANA* "Consider Shayne last saleable." MASSACHUSETTS* "An excellent program." MICHIGAN* "Excellent quality. Shows are tops." MINNESOTA* "What suspense!" MISSISSIPPI* "Like the format and clever placement of bridges for the commercials." MISSOURI* "You showed us! If Shayne is typical of shows resulting from the Guild production plan, count us in!"

JEFF CHANDLER as "MICHAEL SHAYNE"

AUDITION RECORDING
SENT EXPRESS
$5 C.O.D.

...together with an option on this feature for your market! The $5 will be applied on purchase if you buy.

If you are interested, please write to us at once. This offer subject to prior sale.

One of a Series of Announcements regarding Programs Available Exclusively through

BROADCASTERS' GUILD, Inc.
New York • Chicago • Kansas City • 621 Guaranty Bldg. • HOLLYWOOD, CALIF.
Mr. Walker

Mr. George B. Walker, formerly with WISN Milwaukee, has been appointed production director of WMAV Milwaukee. During war, Mr. Walker served with Air Force and for some time was announcer on Glenn Miller show. He sustained "the wings" over NBC. Following his discharge, he joined WRCM-WJNO New Orleans as program director, position which he resigned to join WMAV.

Mr. Bill Woolson and Herb Rawlinson have joined east coast of NBC as "Woman in White," and Paul Frees has been added to the " problème" cast, replacing Charles McGraw.

Gary Lane has joined WCSI (FM) Columbus, Ind., as announcer-producer.

Mary A. Burnham, home economist and former assistant director of agriculture for CBS Washington, has been appointed assistant to Ruth Crane.

KENNETH I. TREDWELL Jr., former program director of WBDX Duluth, has been named assistant program director of WBTN Charlotte, N. C.

Bill Tyrrell and George Olesen have joined WIBN Warren, Ohio as oscillator and announcer respectively.

Allan F. English, formerly with WAML Laurel, Miss., has joined WYTS Canton, Ill., in FM programming and production department. He will act as commercial manager in FM sales. He will begin FM operations in near future.

Bob Wells, former commercial and sales promotion manager of KEIB Mount Vernon, Wash., has joined staff of KFQD Homer, Alaska. After short period at KFAR he will join KIEN Anchorage. Mr. Wells previously was with KOL Seattle and KRKO Everett, Wash.

Hal Walker, formerly with WISN Milwaukee, has been appointed production director of WMAV Milwaukee. During war, Mr. Walker served with Air Force and for some time was announcer on Glenn Miller show. He sustained "the wings" over NBC. Following his discharge, he joined WRCM-WJNO New Orleans as program director, position which he resigned to join WMAV.

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In Duluth, Minn. - Out to make a clean sweep of the Duluth-Superior market? Don't be sucked in by Otto Mattick's clockwork-vacuulator, it won't clean porches.

CLEAN SWEET!

Buy KDAL's 5000 watts on that long-armed 610 frequency, and get a 40% larger daytime audience than on any other Duluth station.

Avery-Knodel Inc. can tell you why buying KDAL is a sure way to mop up in the north country.

KIM WILSON

In Hollywood where they will confer with talent pictures and the independent producers on possibility of starring in a film for the early morning network show.

Tom Hutchinson, director of "Swift Home Service Club," Friday afternoon video program, which is televised, has been released by Swift & Co. Chicago, in charge of production unit which will be shown to CNBC, Feb. 10, 20. He will be Fashion and vacation scenes for use with the service.

Frank Black, NBC general musical director, will take a four-week vacation and take his leave of absence from that network in order to conduct an International Harvester's "Heart's Lasting" show. He will join CBS on April 7. His duties at NBC will be handed in his absence by members of the musical staff.

Jack Walker, formerly with KMBC Kansas City, Mo., and WPeek, Illinois, has joined WBT (FM) Chicago, as program director.

Mary Berger Wostall, former director of Steuben-ville (Ohio) Herald-Star for 12 years, has joined WTBV St. Louisville, as woman's news editor.

Natt Thomas, announcer at WBAL Baltimore and Mary Ellen Perrin have announced their plans to marry in the early spring.

Mary Alice Pomroy has joined the WJLA Washington's women's editor.

Bill Crone has rejoined announcing staff of CKEH Connecticut, Ont., after two-year tour of duty in the British Army.

Garland Burt, formerly with WJOI strengthened announcing staff (NY) and Engineering staff of WLAK Lake Arthur, Ont.

James M. Mattews, production director of WLLB Carrollton, Ohio, and "Papa" Joe, an announcer, have added their plans to marry May 5.

Mae Merkel's sister with Simons Jewish Adv., Detroit, has joined WBAA Detroit.

Norton Jonathan, producer and m.c. at W2JD Chicago, is the author of "The Book of a Young Man About Town," which is currently under the title "Across Arent's Sisettes."

Jerry Coyle, program manager of WDUK Durham, N. C., is the father of a girl, Nancy Cameron.

Bert Barks, star of his own CBS show, has been signed for "The Last Frontier" to be produced by Warner Bros.

Jerry Coyle, featured singer of WENT Enid, Okl., is on leave of absence from station to accept engagements at the Brook Club and Sea Horse Hotel, in Miami. Mr. Coyle will return to the air around mid-March.

Bob Appen, WBBM Chicago, a conductor of "Windy City Club," has been transferred to WBBM where he will be the disc m.c. of "Windy City Club," and the "Galaxie Show."

Jack Rourke has been named announcer of new CBS Dinah Shore-Harry James show (Radio Times).

Bernard Mullins, director of public relations of WYTV Board, Conn., has been appointed in charge of coordination of station's activities from Hartford stations in coming Red Cross Fund campaign.

Vincent Lee, announcer at WCAU Philadelphia, and Roberta Repkie are to be married in April.

CAPAC Agreement

Canadian Copyright Appeal Board has sanctioned agreements between broadcasting stations and Composers, Authors & Publishers' Assn., of Canada (CAPAC) and BMI Canada Ltd., for payment in music copyright fees during 1948 a total $306,761 [Broadcasting, Jan. 16]. Following from this agreement, the board has been released, confirming representations made before board on Jan. 16. This sum includes $126,547 each by the independent broadcasters and Canadian Broadcasting Corp. to CAPAC, and $36,156 to BMI Canada Ltd., by independent stations and $17,500 by CBC.

Page 54 • March 1, 1948
Mr. Darrow has resigned from N. W. Ayer & Son, Dorval, to become president of Broadcasting Co., reporting to Charles C. Hires Co., and supplying networks and programs to Suppliers-Wills-Jones Milk Co. and General Baking Co.

HUGO WAGENSEIL & Assoc., Dayton, has opened larger offices for its radio and television and public relations division at 124 W. 2nd St. RAY O'LIFF is supervisor of radio and television division and G. W. YOUNG, its head, supervises public relations section. Agency's executive, creative and production department will now be located in Taibool Bldg., Dayton.

CLYDE MELTON has announced reopening of Melton Adv. with offices at 2021 W. 9th St., Dallas. Tex. Operations of agency were suspended when Mr. Melton left to serve in Air Force. He has been in advertising and newspaper industry for past 13 years and recently resigned as account executive with Adv. Counselors of Phoenix, Arizona.

DAVE STRUMP has resigned as executive art director of McFadden Adv., New York. His future plans have not been announced.

ADV. FEDERATION of America announces that following have been elected to membership in the federation: WAPI & WSNJ, Birmingham, Ala.; Bruce Maron, Freeport, Ill.; and Charles A. Rawson & Assoc., Atlanta, Newman, Lynde & Assoc., Atlanta, Ga.; and Albertson, New York, Cleveland.

DOM LAMONGIA, copy and contact man, and reelects as membership and distribution specialist, has joined New York, New York, and joins the company, devoting full time to direction and production. The agency, to be known as Keystone Adv. Agency, will be directed by BETTY NELSON, New York, as an associate. He continues to head his own firm.

JOHN E. DEVINE has been elected vice-president of Anderson-Davis & Piasto Inc., New York, and also appointed senior executive in charge of Alexander-Smith & Sons Carpet Co. account. Mr. Devine joined the agency in 1945.

CLARENCE SORENSON, formerly with Daner-Fitzgerald-Sampie, Chicago, has been appointed art director of John H. Shaw Inc., Chicago.

RICHARD HABROOK, former account executive for Michael Shore Adv., Hollywood, and was appointed agency's executive director for "Dark Magazine," New York, has joined Adolphs Wendall & Assoc., Hollywood, as account executive.

TOMMY DORSEY SHOW

Agencies

EDWARD B. HARVEY, former partner with Harvey and Wilden, has joined public relations department of Don-Miner Inc., Philadelphia, and New York.

RAYMOND E. NELSON, veteran in radio and television producing, and president New York office bearing his name, has announced formation of Nelson Productions Inc., 341 Madison Ave., New York. Firm will specialize in production of video and radio programs. Formation represents a separation of production and agency activities of Raymond E. Nelson Inc., with Mr. Nelson, president of the new company, devoting full time to direction and production. The agency, to be known as Keystone Adv. Agency, will be directed by BETTY NELSON, New York, as an associate. He continues to head his own firm.

DAVID-HOOD & Assoc., Los Angeles, formerly a co-partnership between Vernon D. Davis and J. D. Mood, has been replaced by corporation known as Davis-Hood & Assoc. Inc. Personnel and location remain the same.

RAY HAWLEY, head of Ray Hawley, Market and Business Consultants, New York, has joined Gunn-Mears Adv., New York, as an associate. He continues to head his own firm.

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255 ft. Lehigh Steel Towers
Avaiable About May 1

BARGAIN

Due to changing sites for increased power, we offer two 255 foot Lehigh Self Supporting Steel Towers.

These are complete with Insulators, Beacon Lights, Side Lights, Conduits, etc. The price is right.

Troy Broadcasting Co., Inc.
Troy, N. Y.

WTRY and its FM Affiliate WTRI

Promotion

Junior Canteen Folder
FOUR-PAGE POLDER, "The WCAU Junior Canteen," is being sent to all schools prior to a four-week drive. The WCAU Philadelphia in effort to acquire funds to start Junior Canteen in promotion. Sharply printed in black and white, pictures, letters and articles by Robert N. Pryor, WCAU public relations director, two-page article titled "Three Lessons from local high schools, briefs the schools with additional National Canteen." The stenographic show and stages a community party for the student body.

KPEL House Organ
MONTHLY four-page house organ, "My Friend," is mailed twice a month to WFIL Road House of local programs, "Window," is distributed, with double-spread air shot to publicize station, Lincoln, Nebraska, to principals and outside sponsors.

CROWD gathered at the Macon, Ga., train terminal last month to greet Tom Moore and the "Ladies Be Seated" cast, enroute from Financial News Exposition in Winterhaven, Fla. Included on tour were KFWF, Dayton, the station's manager, Lewis B. Wilson, mayor of Macon, Wil- liam Crooks, radio director, and Charles W. Pittman, WMNL, general manager.

Panel of Experts
BARGAIN

WTRY and its FM Affiliate WTRI

Page 56  March 1, 1948

BROADCASTING  Telecasting
HERE'S THE INSIDE STORY

that means

Longer Life with

Enduring Performance

for every

FEDERAL TUBE

In tube manufacture,
the smallest details
are a big factor
in lasting performance

MOST VACUUM TUBES, designed for a given job, look very much alike. But there is a difference. It may be a difference of only a hundredth of one percent in purity of certain raw materials used—or the difference of a few thousandths of an inch on the spacing of internal elements. Yet those minute, ordinarily unseen details mean much in terms of tube life and enduring performance. That's why every Federal tube is subjected to the most rigid quality control and test procedure all along the line. For example, every tube gets three X-ray tests to assure accuracy of internal construction details not otherwise visible. These, and other exacting test procedures are the result of Federal's 37 years of experience in designing and building better tubes.

Write Federal for complete information on electronic tubes for your requirements. Dept. K809.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N. Y.
February 20 Decisions...

BY COMMISSION EN BANC

Kennon Broadcasting Co., Kennett, Mo.—Authorized con. grant for Class B SM station in Kennett, Mo.

FM-CPs Deleted


WLOL-FM Independent Broadcasting Co., Minneapolis—Grant for cancellation of CP for Class B FM station.

STA for STL

Cathavaya Broadcasting Co., Inc., Chicago, Ill.—Grant for authorizations for Class B ST station.

Hearing Designated

WCAE Inc., Pittsburgh—Designated for hearing application to operate on Channel 10 (192-198) in Pittsburgh, Pa., with other applications in Pittsburgh area. Application for permission to operate in Docket 7272 et al.


Petition Denied

United Detroit Theatres Corp., Detroit, Mich.—Adopted memorandum opinion on filing of special relief, filed by United Detroit Theatres Corp., requesting that applications pending for extension of completion dates filed by holders of CPs in the Detroit area be granted without prejudice to the holders of the CPs, pending a consolidated hearing. Application for new station in Detroit.

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March 1, 1948

FMC and AM Remote Amplifier — IMMEDIATE DELIVERY

This compact, four-stage, c-operated remote amplifier is especially designed to cover remote areas where continued power supply is essential. Gain control is screwed set to individual taste. Ideal for Semi-permanent Installations.

We Design Special Equipment or Will Build To Your Own Specifications.

INTERNATIONAL ELECTRONICS CORPORATION

415 Commerce Street
DEPT. C
DALLAS 1, TEXAS

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GET THE EXTRA VALUE OF COMPLETE ENGINEERING ASSISTANCE

SELECT

Andrew
TRANSMISSION LINE
and ANTENNA EQUIPMENT
for AM FM TV

COMPLETE CONSULTING ENGINEERING SERVICE
ALSO AVAILABLE TO BROADCASTERS

ANDREW'S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.

At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems. From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

Supplying "everything you need between transmitter and antenna" for AM, FM and TV is the cornerstone on which the ANDREW reputation for competence, and completeness of service, has been built. It represents a sound, evolutionary growth which began when ANDREW pioneered in the development of the coaxial cable now so successfully used in 90% of radio installations. For this is ANDREW'S specialized field - a field in which Andrew continues to hold unchallenged leadership.

If getting on the air is your problem, let ANDREW make your job easier, your station more efficient. Write today!

Andrew CORPORATION
363 EAST 75TH STREET, CHICAGO 19

WRITE FOR COMPLETE CATALOG.
SILVER DOLLAR swap idea is basic to a morning broadcast over WMCK-McKeensport, Pa., in program sponsored by local jewelry store. Show originates in front of jewelry store. Listeners are asked to send suggestions on swap items and those suggestions are used as receipts for sponsor. First person in audience to do this gets free Silver Dollar. If item is not produced, dollar goes into Silver Dollar Jackpot and is given away on "Silver Dollar Jackpot Swap Show" broadcasts last Friday of each month. Plans are being made to expand program to three days a week in three different communities.

"Operation Romance"

BRINGING together aviation cadets and electricians is the express purpose of dating is aim of new series, "Operation Romance," aired Saturday over WOAI-AM. Antioch, originating from Randolph Field, cadet show features various events from various civic organizations in the city, and seven electricians from local AM radio are shown to take girls to Officers' Club after each show. Before broadcast, cadet drop name cards in fish bowl, which contestents are drawn. Three or four cadets are chosen for each girl, and by having her describe her ideal man, Dick Perry, WOAI, m.c., selects her date. Competing cadets use their qualifications as escorts and state why they would like to date the girl.

TV Weather Reports

DESCRIPTION charts and graphs are used in Mon.-Fri. weather reports telecast over the DuMont television network. Originating at DuMont's Washington news service, "WMTV," programs feature V. R. Reidel, V. B. Weather Bureau and W. H. F. Fisher. General weather conditions for ten states are shown, with cut-ins by network stations who give official local weather. DuMont wires Texas network into WABD New York WMTV. Roger M. Coe produces and directs the series.

Radio Court

COURT-TRIBUNAL series which aired on "On Trial" was introduced by WCOF-AM, St. Petersburg, Florida, and coasted over ABC. Public Interest program features faculty and students of Harvard Law School participating in an actual trial court procedure in examining a public issue. Judge, opposing counsel, and witnesses are presented, as are expert witnesses. First in series of four programs to originate this week, the "On Trial" broadcast examined question "Should the U.S. reinstate the operation of the Palestine partition?"

FMID Feature

MUSIC and quiz combination is used in new nightly series, "Famous Lady," sponsored by Famous Lady Stores of Philadelphia. "Famous Lady" originated in WLIB, New York, and is now sponsored by a famous lady of history, fiction, etc. During broadcast, a famous lady gives a story from past life, and listener who guesses correctly is awarded a "Famous Lady Quiz" sponsored by "Famous Lady Stores." Program is conducted as big studio party and talks about radio personalities and popular music. Program is designed for radio audience by "Uncle Abe" and "Lula." Shows are now being signed by sponsor for 25 weeks.

Fair Coverage

RIVERSIDE County (Calif.) Fair and National Date Festival held last month was given complete coverage by KUKH-AM/Springs, Calif. Station aired 32 remote broadcasts during Festival from a spot on the fairgrounds, covering outstanding activities and connecting interviews with visitors. All 32 remotes were commercial, station reports. First official activity of the event was arrival of 13 candidates for Miss California. KUKH recorded in competition with all candidates and aired judging and selection of the queen and court. On fairgrounds, station also had booth where a feature-wired radio for entertainment was located.

Programs

TRIO of KALL Salt Lake City staff members won major program awards in the annual broadcast and industrial television competitions. L to r are Craig Rogers, program director, who produced "In the Public Interest," winner of silver plaque in drama division; Phyllis Perry, format writer, who won gold award in women's apex division; and Mal V. Wilder, who won gold award in sports cast.

"Was It You?"

LOCAL SHOPPERS or housewives have opportunity to win each prize each day on new feature of "Anything Goes," program aired on WJR Detroit. WJR mystery reporter gives M. C. Ron Gamble description of situation or conversation occurring anywhere in Detroit where women shop. During new feature called "Was It You?," Mr. Gamble asks description of person and, if any listener who thinks description fits her is requested to contact WJR. If person is identified by mystery reporter she receives $10. If no identity is made, money accumulates, and $10 more is added to prize until correct identification is made.

Excellent Women

WOMEN of outstanding public service to the community are introduced on new weekly feature, "Portraits of New England Women," on WLAB-TV, Boston. Mass. Conducted by Eileen Kneeland, WLAB-TV commentator, program brings to listeners' attention many times in women's lives, their family, work, and sometimes a little delinquency, teacher shortage, etc. Program is shown to turn spotlights on famous women who are doing in community life toward better education, good causes, and general improvement as a whole.

Receives Award

DISTINCTIVE merit award for 1947 was presented to KMPC Hollywood's "The Woman's Voice" program by National Retail Dry Goods Assn., in cooperation with Chemical Bank. "Voice," which is a 10-minute daily radio program about women's activities, was produced in cooperation with representatives of various women's organizations. Munro's, Millon's, Los Angeles (California), and Chicago (Illinois) stores, sponsors the program. Agency handling account is Hunter Adv., Los Angeles.

History of Politics

Dramatic reconstruction of birth, life and death of American political parties and personalities are topics featured in new series "Cradle of American Politics," heard over WCAU-Philadelphia, Sun., 2:25 p.m. To continue until political conventions in Philadelphia this summer, programs are produced in cooperation with U. of Pennsylvania, Temple U., and Philadelphia Committee of '76. Format is threaded around mythical Ros family, who have had a tradition for seven generations and made political history a family activity. John W. Char- est, of WCAU program department, directs series, which is written by Joseph T. Connelly, station's program director, and Joanne Meyert of Mr. Charter.

Covers Robbery

VALUE of television in news reporting was emphasized by WENR Cleveland, and during recent loan company robbery, WENR reported every scene before detectives, station reporters. Robbery occurred at 5:35 p.m., and WENR was able to transmit an "Operation Romance" 8 p.m. newcast. Video newscast was aired over all other media, according to station officials. WENR has set a policy of not reporting on stories from local police stations, as they prefer a slower, more thorough police report broadcast and immediate went into action.

KTUL Plays Cupid

KTUL Tulsa, Okla. operated briefly as a matrimonial bureau called "Operation Romance," which does not intend to make a habit of it. Jack Morris, KTUL news chief, and Newscaster Bob Lawson, "Operation Romance," showed a ribboned Cecile Davis, station news reporter, about her coming marriage. Following a day's 32-year-old lady called Mr. Morris to tell him that she was happy to hear about "Operation Romance," but that she was very lonely herself and would like to find a husband who is a good companion and would go to church with her. Replied replies from three equally lonely elderly bachelors who were arranged between one of the bachelors and the lonely lady, and they were married, complete with corage from KTUL, and Cecile Davis and Mr. Morris as wit- nesses.

GOOD DELIVERY FROM STOCK

All of your broadcast accessory needs, large or small, will be shipped the same day you order them from Gates.

Here are some of the items on our shelves:

AM MODULATION MONITORS
PROGRAM AMPLIFIERS
POWER SUPPLIES
MONITORING AMPLIFIERS
ANTENNA TUNING UNITS

Many models of transmitters are in stock too. These include:

the famous 250C-1, quarter kilowatt-BF-250A, quarter kilowatt FM transmitter

Other models can be delivered in a few weeks from receipt of your order.

GATES RADIO COMPANY
Quincy, Illinois

BROADCASTING • Telecasting

Page 60 • March 1, 1948
Save up to $1200 a year in filament power

...with the new RCA-5671

Here it is...a triode for 50-kilowatt transmitters...a tube that draws 60 per cent less filament power than a conventional pure-tungsten-filament type. Here is a tube that makes possible approximate savings of $1200 a year* in standard transmitters.

This unusual economy results from the use of a thoriated-tungsten, multi-strand filament of proved design...that provides a reserve of emission for long, uninterrupted service...that reduces hum modulation below FCC requirements—even without feedback.

To obtain all the power-tube performance you pay for, buy RCA tubes. They're available, for your convenience, directly from RCA...or from your local RCA Tube Distributor. For full information, write: RCA, Commercial Engineering, Section CP36, Harrison, N. J.

*Based on the operation of four tubes for 6700 hours at 3 cent per kilowatt-hour.
Satisfaction is the Key to Lingo's Progress

"...pleased with performance... ease of erection and... comparatively low cost..."

"...thank you for your excellent cooperation to get us on the air in a hurry. We will be glad to recommend Lingo radiators to anyone having an operation similar to ours..."

—Carl R. Taylor
Business Manager, Station WSKI
Montpelier, Vermont

Lingo
Vertical Tubular Steel Radiators

These 5 Big "Extras"
At No Extra Cost Recommend Your Consideration of Lingo:
1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data
We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and prepared frequency.

FCC Actions
(Continued from page 58)

Applications Cont.: stail new trans. and DA-ON and change trans., local install for extension of completion date.

KHBB Hallo, T. H.—Mod. CP, as mod., which authorized change of Freq. in 1953 and 1955., install new trans. and change of Freq. and studio locations, for extension of completion date.

WSOB Desautel, Ill.—Mod. CP, as mod., which authorized installation of new trans. and change in ant. and mount FM ant. on top of AM tower and change of Freq. and studio locations, for extension of completion date.

WHRD Peoria, Ill.—Mod. CP, as mod., which authorized increases in power, installation of new trans. and DA-ON, and mount FM ant. on No. 4 tower and change of Freq. and studio locations, for extension of completion date.

License for CP

WKBB Davenport, Iowa.—License to cover CP, as mod., which authorized installation of new vertical ant. and mount FM ant. on top of AM tower.

WLRZ Bangor, Me.—License to cover CP, as mod., which authorized installation of new vertical ant. and mount FM ant. on top of AM tower.

WKMB Louisville, Ky.—License to cover CP, CP, as mod., which authorized installation of new ant. and change trans., location, install new vertical ant. and mount FM ant. on top of AM tower.

AM—1450 kc

WLFO Chattanooga, Tn.—License to cover CP, CP, as mod., which authorized installation of new ant. and change trans., locations, install new vertical ant. and mount FM ant. on top of AM tower.

FM—99.3 kc

Modification of CP

KYES Bakersfield, Calif.—Mod. CP, as mod., which authorized installation of new station, for extension of completion date.

KSMU Mankato, Minn.—Mod. CP, as mod., which authorized installation of new station for extension of completion date.

KSKA Las Vegas, Nev.—Mod. CP, as mod., which authorized installation of new station for extension of completion date.

AM—740 kc

WHKP Hendersonville, N. C.—Authority to determine operating power by direct measurement of ant. power.

WMFR High Point, N. C.—License to cover CP, as mod., which authorized installation of new station for extension of completion date.

LVCT Wilson, N. C.—Mod. CP, as mod., which authorized installation of new station, for extension of completion date.

WLXK Kalamazoo, Mich.—License to cover CP, as mod., which authorized installation of new ant. and change trans., for extension of completion date.

WTIV Charleston, S. C.—Mod. CP, as mod., which authorized installation of new station, for extension of completion date.

Cushing Bestg, Okla.—Mod. CP, as mod., which authorized installation of new station, for extension of completion date.

AM—1600 kc

WMTX Charlestown, S. C.—Mod. CP, as mod., which authorized installation of new station, for extension of completion date.

KNXU Houston, Tex.—License to cover CP, as mod., which authorized installation of new station, for extension of completion date.

WDNE Elyria, Ohio.—License to cover CP, as mod., which authorized installation of new station, for extension of completion date.

TV—182-186 mc

San Diego Bestg, Calif.—CP new commercial television station on Channel 10, 195.5-198.0 mc. ERP 35 kw and 197 kw.

TV—182-186 mc

Zenith Radio Corp., Chicago—CP new commercial television station on Channel 2, 54.4-56 mc, ERP 15 kw, and 1.5 kw.

All for Baby

ALTHOUGH the frequency on which Fort Worth's Lullaby Diaper Service does business is not within FCC's domain, the firm applied to the Commission last week for a frequency with local pickup. The delivery system will permit applicant to render a superior service to the community and so doing will be in the public interest, convenience and necessity.

TV—186-192 mc

| Thomas Patrick, Inc., St. Louis—CP new commercial television station on Channel 9, 185.5-190 mc, ERP 20 kw and 15 kw.

TV—186-192 mc

Atlantic City Television Bestg., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw and 1 kw.

TV—180-186 mc

Atlantic City World Inc., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw and 1 kw.

Mid-Atlantic Bestg., Inc., Atlantic City, N. J.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 1 kw and 1 kw.

TV—180-186 mc

Radio Project Inc., Syracuse, N. Y.—CP new commercial television station on Channel 10, 186-187 mc, ERP vis. 25.6 kw and 12.8 kw.

TV—186-192 mc

Shawberg Bestg., Co., Houston, Tex.—CP new commercial television station on Channel 7, 187-188 mc, ERP vis. 30.4 kw and 13.2 kw.

TV—186-192 mc

Richmond Radio Corp., Richmond, Va.—CP new commercial television station on Channel 10, 186-187 mc, ERP vis. 18 kw and 8.8 kw.

PETITION FOR REINSTATEMENT

TV—180-186 mc

Capiol Bestg., Corp., Indianapolis, Ind.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 24.143 kw and 12.9 kw.

TENDERED FOR FILING

AM—1540 mc

WEI Boston.—License to adjust DA. Assignment of CP

KBGS St. Louis.—Consent to assignment of CP to St. Louis, Inc. Modification of CP

KRAM Las Vegas, Nev.—Mod. CP to change hours of D to unm. from 1 kW D to 500 W N 1 kW D and install DA.

AM—1450 mc


Assignment of CP

WXNJ Somerset County, N. J.—Consent to assignment of CP of FM station to WXNJ Inc.

FM—99.5 mc

Robert R. Thomas Jr., Oak Hill, W. Va.—CP new FM station (Class B) on Channel 125, 93.5 mc and ERP 15.5 kw.

Indiana Bestg., Corp., Indianapolis—CP new commercial television station on Channel 12, 210-210 mc, ERP vis. 27.8 kw and 13.9 kw.

TV—210-210 mc


AM—66-72 mc


WGR Bestg., Corp., Buffalo, N. Y.—CP new commercial television station on Channel 9, 185-186 mc and ERP vis. 30.4 kw, and 15.2 kw.

(Continued on page 70)
Several Ontario Stations Off Air in Power Trouble

LISTENERS throughout southern Ontario are missing many daytime radio programs and a number of stations have been temporarily off the air, as a result of the electric power saving campaign of the Ontario Hydro Electric Power Commission. Starting Feb. 15 at Toronto, and Feb. 18 elsewhere in southern Ontario, switches have been pulled in all urban centers at set times each day for periods varying from 15 minutes to an hour, affecting all electric power consumers.

Studies in all stations were blanked for a few days when power cuts were made at unannounced times, but since then emergency battery supplies have been installed so that programs can continue. Network programs from the United States are now being fed through Montreal rather than Toronto.

Technical

C. F. MacWILLIAMS, former of C\CJ Halifax, has joined operating staff of CBS Sackville, N. B.

JOHN MENCY, transmitter engineer of KTCL San Antonio, is the father of a son, John Boothe.

BOB WAGNER, engineer at WBBJ Nanticoke, Pa., is the father of a boy, James Lee, born Feb. 18.

ROBERT J. KENNEDY, of Kear & Kennedy, Washington communications engineer's father, is the father of a girl, born Feb. 18.

DUANE ALLISON, chief engineer at WRBS East Hartford, and Gene Garr have announced their engagement.

VERSARPP Inc., New York announcer H. ROGOW, vice president in charge of television, has been elected president and a director of the company. R. HOWARD WEBSTER, Montreal fur manufacturer and a member of executive committee; LOUIS AKMAN, president of the company and a recently elected senior vice president and treasurer of the company, has been appointed general sales manager of WOR, N.J. and export salesman, and LEON STRAUS, assistant secretary and assistant treasurer, has been appointed in charge of administration and assistant treasurer.

PILLSBURY MILLS (fourth) has renewed "Grand Central Station" heard Sat. 1-12.30 p.m. on CBS, for 12 weeks effective Feb. 28, through McConnell-Erickson, Chicago.


CHICAGO TRIBUNE Feb. 25 started 12-day spot schedule (站台 breaks, particular announcements) on nine Chicago stations (four network, five independents) to promote its annual International Sports, Travel and Boat Show. WGN, Tribune station, is heaviest user, with others each carrying minimum of six spots per day for one week. Agency: C. C. Fogarty, Co., Chicago.

BEVERLY HILLS Polo Club has appointed Boyd-Scarritt & Assoc., Hollywood, to handle advertising for the High Goal Polo Sealed Field March through April at Beverly Hills Polo Grounds, Riviera Country Club, Los Angeles.

FRANK H. LEE Co., New York (Disney Bros Inc., division), has appointed Odyssey Adv., New York, to handle its advertising.

LEHM & FINK Inc., New York (Portrait Home Permanent Wave), has appointed Donald Jones Co., New York, as its advertising agency.

WALTHAM WATCH Co., Waltham, Mass., has appointed Kastor, Parrish, Cheley & Clifford, New York, to handle advertising campaigns and develop new advertising. The agency will retain C. F. E. B. of Sao Paulo, Brazil, has appointed McCann-Erickson's office in that city to handle advertising of its "Margaret," a margarine. Radio will be used.

CAPITAL AIRLINES, Washington, D. C., has appointed Lewis Edwin Ryan, Agency, Washington, to handle advertising. Radio will be used.

SOIL OFF MFG. Co., Glendale (cleaning fluids), March 23 starts two week sponsorship (Tues. and Thurs.) of "Front Page Features" on 13 CBS stations. Agency: McCann-Erickson, Los Angeles.

WILLIAM BRENNER FURNITURE MFG. Co., Cincinnati, has arranged cooperative deal with Mayfair Transcription Co., Hollywood, for transcription Alan Ladd "Box 13" series. Program will start over WINS Cincinnati in weekly airing and will be made available to stations in other cities on 30-50 basis with manufacturer paying half of program cost. Senator Adv. Co., Cincinnati, is handling account in that city.

ALBERT BROWING, vice president of Ford Motor Co., and HARRY ERLICH, vice president of General Electric Co., have been named to advisory committee of newly-formed National Academy for Public Purchasing. Washington, D. C.,

OLDSMOBILE Div. of General Motors Corp. and Oldsmobile dealers of New England have selected "Review of the News" over WNTB (TV) New York, Sun., 12:30-2:30 p.m. Contract runs through April 25.

FELTON CHEMICAL Co., Brooklyn, N.Y., (oils and materials for the perfume and flavor industries), has appointed Eldredge & Ross, Inc., New York, to handle its advertising. Plans are not definite.

JACQUELINE COCHRAN Inc., New York, (cosmetics), has appointed LEONORE BURNETT as director of advertising, sales promotion and publicity. Miss Buxton formerly was advertising and publicity director of Prince Matchbells, and previously was with Richard Hudnut and its advertising agencies.

HOWARD P. ABRAHAMS, manager of sales promotions, division of N. J. Sales, Retail Dry Goods Assn., New York, has been appointed retail consultant L. B. Leventhal, 39th Street, New York, to direct and coordinate retail campaign for safety Bonds. Mr. Abrahams also directs radio promotion for NBDA.

WROM writes: "We want a Calilone for each salesman"

Dean Covington

Manager

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

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 1714 transcriptions and standard records.
- Plays 25-50 and 78 BPM.
- Finest quality transcription crystal pickup—Astoria "400 Master."
- 1/4 ounce needle pressure—replaceable.
- Moment needle—no needle noise—Balanced pickup arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free tunable—completely silent.
- Guarded, home control.
- Guaranteed 90 days—against defects in material or workmanship—factory service available thereafter.

MODEL L-A

Low-Cost

NET F.O.B. FACTORY

To Radio Stations. Adver- tising Agencies and Record

 Số

LIST PRICE: $49.50

More than 250 Radio Stations new use Calilone. Order yours today!

THE CALIFONE CORPORATION

4335 West 147th Street • Lawndale, California

March 1, 1948 • Page 53
LA.-MISS. MEETING TV, FM Discussed in New Orleans

REPORTS on television and FM and an address by Richard P. Doherty, NAB's director of employer-employee relations, highlighted a two-day joint meeting of the Louisiana Assn of Broadcasters and the Mississippi Broadcasters Assn. Feb. 27-28 at International House, New Orleans.

Fred Weber, WDSU New Orleans, delivered a report on television and the result of a recent demonstration televising the Sugar Bowl game and Sugar Bowl sports programs to a downtown hotel and convention hall.

Also appearing were Hugh Felts, president of BMI, New York; Carl Haverlin, president of BMI, New York; Jules M. Collins, ASCAP radio director, and other industry figures.

In addition to their joint meeting, the two state broadcaster groups also held separate meetings. Brief remarks by Gene Tibeit, WLOX Biloxi, president of the Mississippi group, and a welcoming address by James E. Gordon, president of the Louisiana association, opened a joint claque. The NAB code, the music situation and other problems were discussed. FM broadcasting, was the subject of an address by Stanley Ray of WJMR New Orleans.

FORD WILL TELECAST MILWAUKEE BASEBALL

CONTRACT calling for telecasts of all Milwaukee Brewers' home baseball games has been signed by WTMJ-TV and the Ford Motor Co., and its Milwaukee area franchise, the station announced. Telecast rights were sold to the motor firm Feb. 19 as the Ford dealers' advertising committee watched the station's video operation at Radio City.

While actual overall figures were undisclosed, it is known that facilities and time costs approximate between $25,000 and $30,000, exclusive of announcer fees or pickup charges. (Closed Circuit, Feb. 29). First baseball telecast on the Milwaukee Journal TV station is scheduled for April 27 when Milwaukee plays its first home game against Toledo.

WMAR-TV Re-broadcasts Direct Off-the-Air Pickup

WMAR-TV Baltimore succeeded last month in re-broadcasting commercial television in its own coaxial service was withdrawn. Because the Baltimore terminals of the coaxial cable were being changed, WMAR-TV was without cable service for two days. On one of these days the station was scheduled to carry the boxing matches from Turner's Arena, Washington, through a pick-up by WMBL-TV for Globe Brewing Co.

WMAR-TV engineers, under Chief Engineer Carlton G. Nopper, obtained an RCA 630-TS receiver which had been "peaked" to maximum efficiency on Channel 7—the WMAR-TV frequency—and set up an off-the-air pickup. The entire boxing card, which ran from 9 p.m. until after 11, was rebroadcast via the off-air loop. A special audio loop was ordered from AT&T to carry the sound. Reception quality was said to equal that of coaxial cable transmission.

Gillin Spikes Rumor

REPORT that John J. Gillin Jr., general manager of WOW Omaha, is considering sales management of the Radio America Inc. network has been termed an "absolute falsehood" by Mr. Gillin. He is currently recuperating following an operation for gallstones and an appendectomy.
**CLASSIFIED ADVERTISEMENTS**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—12¢ per line. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Classified Personnel, National Press Bldg., Washington 4, D. C.**

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

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**Help Wanted (Cont'd)**

**Managerial**

General manager wanted by business- man entering broadcasting field southern California. Good opportunity for growth. Excellent business and engineering background. Full details required. Box 796, BROADCASTING.

Commercial manager for progressive Florida station. Network affiliation 100,000 watts AM, 10,000 watts FM growing city 100,000 population. Excellent full salary letter as to salary requirements, age, experience and references. Box 724, BROADCASTING.

Manager—1000 watt independent radio station. Box 744, BROADCASTING.

**Salesmen**

WANTED

An ambitious and aggressive time salesman for network station in large New England market. This job requires an experienced man with a previous sales record in selling and developing local business. Excellent opportunity at this growing station depending upon your ability. Salesmen at this progressive station receive strong program and promotional support. Good salary to start with commission and bonus arrangement. Please give full details in reply to Box 809, BROADCASTING.

Time salesman—New 5 kw Mutual station with strong local program policy in progressive midwestern market desires experienced salesman immediately. Good salary. Box 712 BROADCASTING.

New England 50 kw, non-competitive, network outlet, established 12 years, seeks salesman. Excellent working conditions; good salary. Qualifications; proven record; good personal references. Apply by letter 726, BROADCASTING.

Salesman for radio station, 1000 watt clear channel, independent station. Box 784, BROADCASTING.

Salesman wanted immediately. Must have car. Single man preferred because of extensive travelling. Write Don C. With, WNAI, Neenah, Wisconsin.

**Announcers**

Veterans, your chance to start cooperative business. Pay as you play. Experienced announcers, engineers, writers, salesmen, entertainers. Welcomed. Good pay. Experienced, well trained. Send resume to Box 786, BROADCASTING.

Announcer—Experience, handle control, eastern city, good pay. Box 806, BROADCASTING.


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**Help Wanted (Cont'd)**

**Programming—Production**

**OPPORTUNITY FOR RADIO EXECUTIVE**

Well established advertising agency in the Los Angeles area is seeking a radio executive with experience in production or program planning and analysis and thorough knowledge of radio facilities. Good balance in all major phases of broadcasting will give advance selling and presentation experience desired.

Write Box 787, BROADCASTING, indicating experience and salary requirements.

WANTED—Programmed professional for new 5000 watt station. Excellent opportunity for right man. Must be active with AM and FM program. Good salary. Write or wire Station Manager, KLEE, Houston, Texas.

Radio-television opportunity—for alert, aggressive salesman who has had experience in radio-television field. Position is with leading manufacturer to approach accounts; should have experience in advertising department. This is a growing station. Offers expansion responsibilities with attractive salary package. Only applicant with experience will be considered. Write complete background details and send photo, reference and pay checking. Box 728, BROADCASTING.

Program director for regional FM group in northwest. Excellent opportunity with strong agricultural interests. Must have experience in programming an agricultural background with college training will be an asset. Excellent future opportunity for competent man who is interested in joining an organization. Present station's market is one of the largest developments in radio broadcasting. Salary adequate. Box 728, BROADCASTING.

Wanted—Copywriter with originality and ability to do good work fast. Also, announcer with AM and FM experience. Salary expected, etc., first letter. Radio Station WKP7, Kingsport, Tennessee.

Wanted—Sales Promotion Publicity Director

One of the nation's top independent stations is seeking a capable, young executive with a background in motion-picture publicity. The station is looking for a man with a knack for radio promotion, able to prepare sales presentations, printed promotion pieces and think up and execute advertising building promotions. Full time. Box 855, BROADCASTING.

Wanted—Transmitter operator for AM and FM. WPFT, Kingsport, Tenn.

**GOING PLACES?**

Go with us! New 250 w, un AM station (FCC hearing-decision pending). FM next. Will serve community of 100,000. We still need a Chief Engineer.

Chief Engineer

Transmitter Operators

Play-by-play Sportscaster

Continental Announcer

We want experienced, ambitious associates to join in doing 100% job because we intend "GOING PLACX.

Box 802, BROADCASTING.

**Situations Wanted**

Managerial


Commercial manager-salesman. Now employed, perfectly legitimate reason for want ad. Desires promotion and family man. Capable of handling any phase of commercial radio. New $100,000 per year volume. Ability and character references. Please answer your request. Box 761, BROADCASTING.

Experienced broadcaster, ex-OI, nine years major network background, including announcing, continuity writing, program sales. Independent station, minimum general management of progressive station. Must be interested in midwestern market. Has operated network affiliated station, AM-FM, in Michaela.

Successful 250 watt manager desires transfer to larger market. Good opportunity. Wide radio background. Will put entire background on Radio 12 in new city. Must settle. Box 787, BROADCASTING.

Full qualified man. 10 years newspaper experience. 4 successful commercial managers and station managers. Regional station manager. Box 817, BROAD- CASTING.

Manager, with proven successful record sales and programming, active commer- cial background. Age 25. Has everything! Radio executive with 10 years thorough experience in radio and television, and time buying experience in top New York agencies, station and network seeking management connection with radio station out of New York. Will be in city on March 15th. Will accept opportunity for start in right spot. Box 893, BROADCASTING.

**Solexmen**

Successful salesman—Qualified national sales manager for primary market affiliate. $7800. Box 563, BROADCASTING.

Salesman—A skillful, resourceful salesman, wants job with a future with solid station that has no radio experience. Box 787, BROADCASTING.

Salesman-announcement writer, 2 years local, Mutual National & CBS. First class business and personal references. Desires permanent position with accounts. Happily married, one child, home ownership, southern market preferred. Will consider anything that pays well. Used to handling em- ployment. Box 790, BROADCASTING.

Salesman—Radio and newspaper experience, married, English major, MA degree. Box 794, BROADCASTING.

Salesmen. NBC Guest Relations 3 years. Knows eastern and mid-west markets, networks, book stations, radio and television. Has experience in negotiating, meeting clients, preparing sales presentations, printed promotion pieces and think up and execute advertising building promotions. Box 810, BROADCASTING.

**Announcers**


Staff announcer, experienced, reliable, family man. Presently employed network affiliation. Desires change, anxious to settle. Board operation. Box 694, BROADCASTING.

Young announcer wishes experience and further on-the-job training in an advertising station, turning sales control, also would like to work west. Box 751, BROADCASTING.

Staff announcer. Vet, 25, single, graduate Princeton and School of Radio and Television. Experienced in sales. 3 years "hats" experience. AFRS and college stations. Wishes a city or regional city. Box 788, BROADCASTING.

Announcer—Three years experience, reliable, good practical experience, good ad-lib, now employed. Wants regional city or major met. Box 827, BROADCASTING.
Situations Wanted (Cont'd)

Announcer—Vet, personable, 23, single. No experience but has been leading Chicago radio school. Aggres- sive, no fear of the public. Open to all west. Consider all others. Disc, photo available. Graduated 219 S. Chris- tians Ave., Chicago 23, Ill.


Not early morning or all night man? Proven record. Tops in hillbilly DJ show. Presented by Famous Manager, a seasoned manager of small station. Box 803, BROADCASTING.


Announcer—You, outstanding. Schooled all phases of broadcasting. Available immediately. Disc, photo on request. Box 807, BROADCASTING.

Announcer-disco jockey. Two years ex- perience. Minimum salary, $2,500. Phone Bob Hannah, 1521 Waveland Ave., Chicago 37, Ill., or Box 1513.

Staff announcer, just completed course at leading school, knowledgeable of all aspects of broadcasting. Will thrive. Disc, photo on request. Box 813, BROADCASTING.

Sportscaster—Play-play, graduate leading Chicago school. Vet, versatile, single, will work anywhere. Disc, all phases. Go anywhere. Disc, photo on request. Box 812, BROADCASTING.

Announcer-singer-writer. Two years experience. College graduate in radio speech and production. Cool, knows his stuff. Assiduous, veteran, presently employed. Disc, photo request. Box 815, BROADCASTING.

How is your sports staff? Two men, 3 years experience. Will work anywhere, no charge. Play-play by hillbilly League Baseball; also high school, college base- ball, football, basketball, etc. Disc, photo request. Box 816, BROADCASTING.


Announcer wants to tell your story and sell your story. Personable, single, vet, 31, desires excellent position where experience but has sold space. No network announcer but good for smaller market. Excellent references. Box 818, BROADCASTING.

Announcer-engineer. RCA grad, 1st Class Radio Announcer, Good Lord Radio School. APRA experience. Married, 28, will travel. Box 826, BROADCASTING.

Announcer, engineer, veteran, single, 22, Chicago. Vet. Disc, photo request. Field, letter, tall, Desires position in east. $500, 3 year minimum. Box 825, BROADCASTING.

Announcer—Ambitious, young, single, 22. Veteran. Coming from small, progressive station. Grad NY's leading radio school. Has experi- ence in all phases of broadcasting. Balding newser, playing platter, male, 23. Texture is his trade; will travel. Box 831, BROADCASTING.

Technical

Chief engineer, construction, combina- tion announcer. Florida or Gulf Coast areas. Jobs available. Experience, 10-15 years experience. $75 weekly minimum. Four service references. Box 651, BROADCASTING.


BROADCASTING • Telecasting

Service Employment

Operator, 1st phone. Graduate RCA Tele- casting.

Engineer—Young, single, vet. RCA graduate. Desires permanent position in communications, ability, versatility and dexterity to you. Desires northeastern base. Will determine location. Box 783, BROADCASTING.

Experienced engineer-announcer. First class license. Console operator. Available immediately. Box 804, BROADCASTING.

Chief engineer, veteran, single, 31 yrs. experience. Desires permanent position in small station. Desires northeast. Will determine location. Box 826, BROADCASTING.

Chief engineer; nine years experience in large station. Well versed in public and news na. Desires job with future at attractive salary. Age 31, Box 831, BROADCASTING.

Chief engineer—First class license. 25 yds. Experienced in progressive station with organizational expand- ing into television. Prefer east coast or south. Box 819, BROADCASTING.

Engineer, first class phone, part-time work. Desires position in small New York City only. Box 808, BROADCASTING.

Announcer—First license, single veteran, wel- ltraveled, will work anywhere. Midwest, preferably Iowa. Also, schooled in announcing. Available immediately. Box 824, BROADCASTING.

Announcer—First broadcast position, single, Desires immediately or future employment. Excellent experience, best references. Knows news and weather. Perfect for either angles, as well as PCC regs. Doesn't lack for confidence, quick on his feet. Box 825, BROADCASTING.

Production-Programming, others

Executive AVAILABLE

20 years broadcast experience. Program- ming, sales, promotion, public relations and management. Local and network stations. Desires immediate or future employment. Experienced in talking, location anywhere. Disc, photo available. Box 826, BROADCASTING.

TV cameraman—Presently employed as disc jockey in leading radio and wire facsimile and radio operation. Desires immediate or future employment. Location not important. Desires experience, best references. Knows news, weather and talking. Excellent vocabulary, as well as PCC regs. Doesn't lack for confidence. Quick on his feet. Box 825, BROADCASTING.

For Sale

For sale—Lehig 300-foot self supporting tower. WLAW, Lawrence, Mass.

For sale—Owner's other business de- mand necessitates sale of limited network affiliated station in central California. Box 783, BROADCASTING.

For sale—180 foot self-supporting Interna- tional tower with lighting system. Will sell with or without WMLT, Detroit, Georgia.

For sale—RCA 1 kw amplifier. WLAW, Lawrence, Mass.

For sale—Western Electric 100a plating package, consisting of 9A Universal reproducer, arm and filter as- sembly. Also two 9A heads, usable but need repairing. Make offer; will consider trade for Brush tape recorder in good condition. Cloth Mike Rolfe, KDKA, Pittsburgh, WBUA, Bloomington, Indiana.

1000 watt Western Electric Type 352E1 amplifier. Excellent condition, available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—RCA phasing equipment, com- plete for directive, nondirective 3-element operation; used on 600 kw. WLAW, Lawrence, Mass.

For sale—1000 watt daytime station in good market. Other business interests causes selling. Address Box 735, BROADCASTING.

For sale—one General Radio frequency monitor model 475-C calibrated for frequency operation. Frequency monitor calibrated for 140 kc. With one unit calibration. Located in Los Angeles, Bob McNally, Midsouth Network, Columbus, Ohio.

265 foot self-supporting Lehig tower, for sale. Located 265 miles north of Columbus. WMWB, Canton, Ohio.

For Sale (Cont'd)

For sale—Absolutely new Wincher type monitor, single, 26, 9 feet. Has 50-amp lighting. 4 x 4 lighting. 1 x 4 set. Good condition, all parts complete for OB 6 bay FM antenna. Also new General Electric type BY-6, 2000 watt antenna for installation atop Wincher type mast. Excellent condition and ready for immediate delivery at cost price. Will consider trade with WMC, 651-2, Chicago, Ill. Collector, Engineer, WOD, Lamp- stander, 20 Park, New York City.

For sale—one GE model 51 wire recorder. Complete with microphone and new reeds of wire. E.E.O.F.O. KCDO Broadcast Tower, 113 Commerce Blvd., Kansas City 6, Mo.

For sale—Mutual brand transmitter, 4 kW, new without engine or accessories. Also 200 kw. E.E.O.F.O. KCDO Broadcast Tower, 113 Commerce Blvd., Kansas City 6, Mo.

For sale—one 104A air compressor. Oper- ating condition. Ready for immediate delivery at very reasonable price, with or without cap. Collector, John S. AC, 4253 N. Elmore Ave., Chicago, Ill.

For sale—WANTED TO BUY

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

Small station or CP in southern Cali- fornia. Box 740, BROADCASTING.

Tower, 300 ft. or above, used. Contact Louis V. R. Auten, 1515 S. Vermont Ave., Los Angeles 25, California. Box 820, Write U. S. Recording Co. 1121 Vermont Ave. N.W., Washington, D.C.

WANTED TO BUY

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

Large station or CP in southern Cali- fornia. Box 740, BROADCASTING.

Tower, 300 ft. or above, used. Contact Louis V. R. Auten, 1515 S. Vermont Ave., Los Angeles 25, California. Box 820, Write U. S. Recording Co. 1121 Vermont Ave. N.W., Washington, D.C.

MKS "Leave It To The Girls," origi- nally New York production, is being left in Hollywood industry by R. W. Children's Broadcast (Feb. 13, 20 Feb. from there. Martha Moun- timon, managing editor of show, has returned to New York City.)

100,000 Admiral Video Set Sales in 1948 Seen

ADMIRAL CORP.'s program of offering TV receivers as "optionals" on the popular Admiral cruiser in- entire radio ensemble—will result in the sale of about 100,000 Admiral television sets in 1948, Ross D. Pagano, president, predicts.

Firm has set its 1948 sales goal at $95,000,000 and to that end will spend between $3,000,000 and $5,000,000 on an advertising campaign or portion of that amount, covering a "cooperative fund," will be used to advertise in the radio and newspaper fields (BROADCASTING, Feb. 2).

KRFM Boosts Power

POWER BOOST by KRFM Fresno was accomplished recently with start of its 22-kw transmission from transmitter site 4,500 feet above the San Joaquin Valley. L. E. Rodman, general manager, said.

R. Bartlett, general manager, said that will achieve its authorized 70 kw. Owned and operated by J. E. Rodman, KRFM is under master station-Fresno, Calif. The master station is on air from 12 noon to 10 p.m. daily.

SPECIAL commendation was received recently from Long's Radio Home Society, Los Angeles, for Feb. 12th public service program, "Junior League" on pitfalls of adoption. Program, presented by Carol Bickford for League and dramatized by League members.

MBR "Leave It To The Girls," origi- nally New York production, is being left in Hollywood industry by R. W. Children's Broadcast (Web. 13, Feb. 20) from there. Martha Moun- timon, managing editor of show, has returned to New York City.)
Blackburn-Hamilton Company

opens

DALLAS OFFICE

Mercantile Bank Building

DALLAS 1

TEXAS

New

Resident Managers

Phillip D. Jackson  Clarence E. Wilson

Blackburn-Hamilton Company can now render a true national service with facilities and experienced personnel located within a few hours traveling time of any radio station in the United States.

If you are interested in buying a radio station, tell us the power, price, location and other requirements of the property you would like to acquire. Write in confidence and without obligation to our nearest office.

Blackburn-Hamilton Company

Radio Station Brokers

WASHINGTON, D. C.

1011 New Hampshire Ave., N. W.
NATIONAL 7405

DALLAS

Mercantile Bank Bldg.
Central 1177

SAN FRANCISCO

235 Montgomery St.
Exbreek 2-5672

CHICAGO SHOW TO USE AURAL RADIO AND TV

CHICAGO Technical Societies Council will utilize both television and aural radio when it holds its annual Chicago Production Show and Conference March 22-24 at the Stevens Hotel in Chicago. Activities were outlined last week by the Lewis M. Glassner, management consultants.

Activities tentatively planned include: Transcriptions by Paul Harvey, ABC newscaster, for distribution to 50 Illinois stations, announcing Mayor Kennelly's proclamation of "Technical Progress Week" in Chicago, March 21-27; television show on WBKB Chicago March 22, featuring a roundtable discussion and display of technical materials; participation of affiliated societies as contestants in WGN Chicago's Gordon Dressup Quiz on successive Sundays beginning Feb. 29 and ending April 29; invitation to visit conference to be carried by Ollan Advertising Co., St. Louis and Chicago, on four programs of its particular clients.

Arrangements also are being made, Mr. Glassner said, to include CTSC members as guest speakers on both the U. of Chicago Roundtable and Northwestern U. Reviewing Stand.

Conference will include exhibits and panel discussions based on the theme, "A Progress Report to the Nation." The sessions, sponsored by 31 technical societies comprising 18,000 members, will be open to the public.

KNUZ Houston Launched

On 1230 kc With 250 w

KNUZ became the seventh AM station in Houston, Tex., when the 250-w fulltime independent went on the air Feb. 18 on 1230 kc.

An opening day feature of the station, owned by the Veteran Bestg. Co., was a half-hour comedy, featuring staff members in out-of-character pro-

Blackburn-Hamilton Company

FACILITIES FOR OMNIDIRECTIONAL BROADCASTING STATIONS

A SMALL PORTION of the reportedly mammoth order of Gracie Field's recording, "Now Is the Hour," Brown direct from London to St. Louis, is delivered by American Airlines stewardess Ruth Jorgenson to Ruth Hughes, record m.c. of KXOK St. Louis, who is credited with dusting off the 1913 recording and plugging it into popularity.

BLACKBURN-HAMILTON COMPANY

FOUR NEW broadcast specifications, numbers 8, 9, 10, and 11, have been issued by the Canadian Dept. of Transport, Radio Branch, Ottawa, to cover unattended operations of broadcast transmitters up to 5 kw, proof of performance for FM broadcasting stations, proof of performance for omnidirectional broadcasting stations, and data required for television licenses. These were developed as results of radio industry engineering meetings in recent months with the Department of Transport, [Broadcasting Jan. 19].

Proof of performance for omnidirectional broadcasting stations is to be required for all stations as of April 1. Stations will be required to file a proof of performance on or before March 31, 1949.

Proof of performance for FM broadcasting stations are not compulsory at the present time, G. C. W. Brown, director of radio, Department of Transport, points out, but such proofs will be useful to determine actual service given by FM stations to ensure against encroachment from other stations on the same and adjacent channels.

The specifications for unattended operation of transmitters call for telemetering of all major circuits in transmitter, antenna and auxiliary equipment, or graphical recording every hour of these circuits, or an alarm system of checking of these circuits, adequate maintenance of the transmitter, and use of frequency monitor and modulation monitor at studios for constant supervision by trained personnel.

"OPINION-AIRE," MBS public feature program of topical discussions, becomes a weekly Mutual presentation starting Wednesday, March 3, 10-10:30 p.m.

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One Atlantic Dealer Says of Radio . . .

BENJAMIN LERNER, a former Navy veteran is a typical Atlantic service station proprietor, with a place of business of Market St. near 21st in Philadelphia. His busy spot is in midtown. His estimate of the worth of Atlantic’s radio program is typical of dealer reaction. Mr. Lerner says:

“Football and baseball radio have helped dealers a lot. They have gotten people in the habit of coming right into the station to see the Atlantic forecast sheets, which we post. We’ve been able to make a lot of friends and customers that way. Many people ask us for Byrum Saam’s gas, which shows how they connect the broadcasts with gasoline.

“I think Atlantic has the right combination in its radio program. This was proved by the way their announcement put over Ultra Wash and the new Hi-Arc gasoline. I guess the reason is that the average motorist is a sports lover and he can be reached best by talk of sports.”

**ABC STOCK**

**DECISION** is expected this week by the Securities and Exchange Commission in Washington on ABC’s request, filed Feb. 13 (BROADCASTING, Feb. 9), to sell 250,000 shares of its $1 par value common stock.

Tentative plans, according to the report, call for the spending of $5,325,000 for television facilities in New York, Los Angeles, Chicago, San Francisco and Detroit. Of this, $3,825,000 would be spent in 1948.

The company said it believed that the five million figure, along with the amount already spent, will provide the equipment and facilities initially required for operation in the foregoing five cities.

The statement added that the company now has under consideration possible changes in TV plans which would increase the expenditure in one or more cities, but that conditions at this time did not allow an accurate estimate.

Sale price of the stock cannot be determined until the Commission makes the ABC statement effective, but it was believed the total may be in excess of $5,000,000. The Commission is expected to amend, reject or approve the statement by Thursday, since that is the end of the 20-day period since ABC filed the statement. The statement automatically becomes effective, according to SEC, if there is no commission action before that time.

The plan calls for sale of the stock to network affiliates as of Jan. 31, 1948. It would be offered as soon as practicable after the statement becomes effective.

The network hastens to add that acceptance or rejection by the stations of the stock issue would be entirely independent of their continued affiliation with the network.

The net proceeds plus an anticipated $807,500 from the sale of WOOD Grand Rapids, according to the statement, would be added to the funds of the company and used as management may direct. But, the report adds, if the stock sale and WOOD proceeds are not sufficient for the present expenditure program, then the company may find it necessary to sell additional securities or borrow money.

In an appraisal of television’s status, ABC said the video audience was increasing fast because TV receivers were becoming more readily available and cheaper in price. But beyond that the company said it would make no prediction as to when television would become profitable commercially or to what extent it may compete with or supplement standard broadcasting.
FCC Actions

(Continued from page 62)

February 25 Decisions . . .

ACTIONS ON MOTIONS

(Continued from page 61)

February 25 Decisions . . .

ACTIONS ON MOTIONS

(Continued from page 62)

February 25 Decisions . . .

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(Continued from page 62)

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ACTIONS ON MOTIONS

(Continued from page 62)

February 25 Decisions . . .

ACTIONS ON MOTIONS
Border Harmony
THE AIR ARMS OF KGBS-FM Harlingen, Tex., were stretched across the Mexican border recently in a good neighborly gesture. Unable to secure telephone lines across Rio Grande to permit a remote broadcast of Charro Days festivities at Brownsville, Tex.,, Hocking Valley Broadcasting Corp., 750-watt station at Matamoras, Mex., registered its distress with the Harlingen station. Troy Daniel, major stockholder in KGBS and KGBS-FM, offered to broadcast the program on FM so XEO could pick it up and re-broadcast. Official permission was secured from both the FCC and the Mexican Communications Commission. A 45-minute parade broadcast was brought from Brownsville over lines of the Harlingen station and re-broadcast over its 3-kw FM outlet.

AM—1410 kc
WWSC Galveston, Tex.—Mod. CP, as mod., to change frequency from 1450 to 1410 kc, increase ERP from 500 to 35 kw, install new trans., and DA-N and sleeping tower and change tower location. AMENDED to change DA power from 1410 to 1400 kc.

AM—1260 kc
WWOL Lackawanna, N. Y.—Mod. license to cover CP, as mod., to change studio location from Healthcoat Bstg. Co., Scranton, N. Y., to WWOL Bstg. Corp. for new standard station to be operated on 740 kc, power of 250 kw, D to D; change tower, for new standard station to D to D; and trans. location, install new trans., and DA-N and sleeping tower and change tower location. AMENDED to change location to D to D.

AM—1320 kc
Hopkinton Valley Bstg. Corp., Lancast. Chert., Pa.—Modification of CP, for new standard station to be operated on 1320 kc, power of 500 kw, D to D; and trans. location, install new trans., and DA-N and sleeping tower and change tower location.

AM—1280 kc
Hanover Bstg. Co., Inc., Hanover, Pa.—Modification of CP, for new standard station to be operated on 1280 kc, power of 500 kw, D to D; and change tower location, install new trans., and DA-N and sleeping tower and change tower location.

AM—1580 kc
WCMC Lenoir, Va.—Modification of CP, to cover CP, as mod., to change frequency from 1520 to 1580 kc, change power from 250 to 1 kw, change tower, to D; change trans. location, install new trans., and DA-N and sleeping tower and change tower location.

AM—1990 kc
WATO Oak Ridge, Tenn.—Modification of CP, to cover CP, as mod., to change frequency from 1920 to 1990 kc, increase in power, install new trans. and DA-N and sleeping tower and change tower location, for extension of completion date.

License for CP
WATF Lowell, N. C.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operation of tower by direct measurement of antenna power.

Modification of CP
KFGO Parkersburg, N. D.—Modification of CP, as mod., which authorized new standard station and specify studio location and power of 50 kw.

Modification of CP
WBBB Babson Park, Mass.—Modification of CP, as mod., which authorized new standard station, change trans. and studio locations.

Modification of CP
WFYX Detroit, Mich.—Modification of CP, as mod., which authorized new standard station, change trans. and studio locations.

General
ARCO Inc.—Automation of the ARCO Inc. distribution system.

The stations listed are among those re-licensing programs with the unequipped equipment de- signed especially for this work by REL. This ma-
terial comprises modulators, transmitters, re-
ceivers, antennae—and most vital of all—eight years of experience and “know-how” in re
ciling with correctly-used FM.

This is a “live subject”, and it is critical at this point that performance standards should not be compromised by improvisations and false economy. Engineering service is available 24 hours a day to guide through this phase of FM’s future in a sound way.

March 1, 1948 • Page 71
Radio America Inc. Continues Soliciting

ALTHOUGH Paul M. Titus and associates are slated to begin trial today in San Francisco for alleged illegal sale of securities [Broadcasting, Feb. 2], Radio America Inc., Mr. Titus’ newest “fifth network” scheme, was still sending out prospectus and attempting to solicit stations last week.

Cost to the station, according to Mr. Titus’ plan, is as follows: The network takes four hours of free time daily, two hours day and two night, which it sells for its accounts, retaining the income received. Total time stations would be charged $100 monthly and part time stations $200. Payments would be made on the 10th of the month following service.

In return, stations would receive card rate for all national commercials in excess of the above four hours less 15% to agencies and 15% to station representative.

As an example the plan takes a rate of $40 Class B and $80 Class A. On the basis of 7½ hours which Mr. Titus now claims to have committed, a station would receive $1,107.52 a week.

An additional feature described by the company is a return to stations at the end of the year of one half the profits before taxes on a pro-rated hourly basis, including the network’s four hours. Thus, the same average station cited above would reportedly receive $228.90 a week from this portion of the plan or a total weekly income of $1,336.42 from national advertising.

The plan, however, would be broken down into 5 hours daily sustaining, 7½ hours daily national commercial and 5½ hours local commercial.
RURAL FM

RURAL Radio Network, FM project in New York State financed by ten cooperative farm organizations, will begin operation early in May with three of its planned six stations. The venture entails investment of $400,000 in the six outlets.

To be headquartered in Ithaca, the network will be directed by R. B. Gervan, formerly director of information for the Cooperative Grange League Federation Exchange (G.L.F.), a large purchaser of radio time in New York and New Jersey. The ten co-op organizations formed the Rural Radio Foundation, which will function as a separate corporate entity. Unlike the co-ops, it was stated this Foundation will function as a profit-making corporation, and will pay Federal and state taxes in the usual manner. President is H. L. Creda, Homer, N. Y., farmer, and a New York State Assemblyman.

The network, unique in radio annals, will seek to cover 80% of the farm audience within New York state, via micro-wave relays rather than wire lines. Each transmitter will be located on an isolated peak, and each transmitter will house a studio for local program origination.

Winter Delays

Construction of three of the transmitters was delayed by the severe winter, and these stations—WFNF Hermitage, WVBT Bristol Center, and WBN Turin—will not be in operation until late June or early July. The three stations to launch operations in May are WFCF Newfield, WVCN DeRuyter, and WVOV Cherry Valley.

Time will be sold in the usual manner, with emphasis on farm features. The co-ops, themselves large users of radio time, will figure prominently in network sponsorship, with the expectation that the “nut” will be written under with inauguration of service.

Network administration and production headquarters and the Farm Co-op Groups Plan N. Y. Network

major studio facilities are under construction in Ithaca, Mr. Gervan announced. In addition, there will be skeleton production and technical staffs at each village transmitter site.

As information director of G.L.F., which did a gross business of about $250,000,000 last year, Mr. Gervan for 10 years was responsible for development of that co-op’s radio coverage. It began with a program on one station, once a week, and now constitutes an across-the-board year-round schedule over a tailor-made network covering New York and New Jersey. In one peak year, Mr. Gervan is said to have closed contracts covering 3,000 separate time placements.

Deneuf Chief Engineer

Chief engineer is Donald K. Deneuf, formerly vice president for operations of Press Wireless Inc. and more recently with Raytheon Mfg. Co., where he specialized in microwave relay between Boston and New York.

H. W. Bell Brown, former partner in Rural Surveys Inc., and for several years sales manager of WHCU Ithaca, is assistant to the general manager. Most recently he was with Agricultural Advertising & Reach Inc.

Mr. Gervan said RRN’s sponsors represent most of the farmers in New York state through the various cooperative organizations. The network is designed to “break the bottleneck that now hamstrings any effective and consistent network coverage of the farm audience,” the announcement said. “Past attempts to set up statewide networks to reach the farmer when he is accessible have founded on station commitments to local and national advertisers.”

The announcement added that the network is designed to provide “a more economic broadcasting medium for reaching the farm audience” since the rate cards for “big town” stations include their mass urban audience, described as “non-productive.” It also seeks to provide a “radio medium comparable to the farm newspaper and magazine, with programming, operation and promotion specifically so geared.


Nielsen Radio Index To Be Used by WCBS

Nielsen Radio Index

ARRANGEMENTS are completed by Arthur Hull Hayes (center), general manager of WCBS. Charles A. Welscat (I), vice president in charge Nielsen Radio Index sales, and Jules Dundes, advertising and sales promotion manager of WCBS, were present.

WCBS New York has negotiated a contract with the A. C. Nielsen Co. for the Nielsen Radio Index audience measurement services, Arthur Hull Hayes, WCBS general manager, and A. C. Nielsen, head of the firm, announced last week.

Nielsen reports on round-the-clock listening to all New York stations will be made available to WCBS under terms of the agreement.

Mr. Nielsen said, in a statement accompanying the contract announcement, that the deal was especially significant “in that it provides reliable monthly measurements of radio program audiences... far beyond the urban homes in and near New York City. In fact, the area embraces 56 counties, so that NRI comes very close to measuring the entire audience of each New York station.”

Mr. Hayes said: “Information such as total audience, cumulative audience, duplication analyses, audience flow, and turnover, which we have heretofore had only annually through WCBS Diary Studies, will now be available to us, and our advertisers, on a continuing basis.”

Speaking of “NETS”

Here Is The Lineup of Network Stations Now Subscribing to

* BS B F C C R U L E S A N D A M E N D M E N T S S E R V I C E

ABC... 19 STATIONS
CBS... 18 STATIONS
MBS... 33 STATIONS
NBC... 34 STATIONS

Plus Stations Affiliated With These Regional “NETS”

ALOHA
ARIZONA
DOMINION
GREAT NORTHERN
INTERMOUNTAIN
KEYSTONE
LONE STAR
MICHAUD
MIDWEST
NEW ENGLAND
NORTH CAROLINA
NORTHWEST
OKLAHOMA
PAUL BUNYAN
TALL CORN
TAMASSEE
TAMASSEE
TEXAS STATE
WEST VIRGINIA
WYOMING
YANKIE

Plus 34 Non-Network Stations Who Are Just As Progressive... and As Useful As These

*All the regulations governing commercial broadcasting, covering a complete reproduction of Parts 1, 2, 3, 4, 5 and 13 of FCC Rules (completely cross indexed); all amendments as they occur—and The Standards of Good Engineering Practice—kept RIGHT up to date.

Broadcast Service Bureau

1424 K ST., N. W.
WASHINGTON 5, D. C.

Gentlemen: Yes, you may send me a year's subscription to your FCC Rules and Amendment Service. I understand this includes the two binders, complete with all rules, amendments and standards, up to date. I will also receive during the year all amendments as quickly as they are released.

Firm ____________________________

Address ____________________________

$40 Enclosed □

$45 Rules Alone □ $25 Standards Alone □

Please bill ____________________________

$45 Rules Alone □ $25 Standards Alone □

Signed ____________________________

March 1, 1948 • Page 73

In Utah—

—more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the popular station.

KDYL

SALT LAKE CITY
UTAH & NBC STATION

National Representative: John Blair & Co.

BROADCASTING • Teletcasting
NAB Board
(Continued from page 18) promotion project. (See separate story.)

In taking up the code, the board made a comparison of the Atlantic City version and that prepared by the board's own Code Review Committee, as well as ideas received from industry sources.

As it now appears, the document contains a preamble and creed. These state affirmatively the public service duties and aspirations of broadcasters, and lay groundwork for general programs instead of the one-hour daily limit adopted in November. The 25-minute evening allowance was changed to 2:45 to 2:50 minutes.

The board heard a review of findings in the second NOBC survey scheduled for unveiling March 8 at an NAB luncheon in New York. Dr. Paul Lazarfeld, Columbia U., has prepared a preliminary report on the findings, which indicate continued public support of the American system of broadcasting though in some phases not quite as enthusiastic as the findings taken right after the end of the war.

Dr. Kenneth H. Baker, NAB director of research, and Dr. Lazarfeld are to present the findings at the New York luncheon. Standard speeches for use of station executives will be supplied in advance of March 8, along with a packet of survey material.

$15,000 Appropriation

Concerned over the international frequency gap, the board voted an appropriation of $15,000 to be used in activities designated to protect U. S. interests. This sum had been authorized but not appropriated last November. The Engineering Dept. had previously granted funds for participation in such conferences as the Havana preparatory NARBA meeting to the Third NARBA in Montreal next summer.

President Miller was authorized to augment and shift NAB personnel as the need develops for international activities.

The board ordered active participation in the Third NARBA, with legal and engineering personnel in attendance, and called for close contact with FCC, State Dept. and other government agencies.

The directors went into the Latin American problem in detail, adopting a resolution emphasizing the extent of its concern.

THE NEW HOME of WTPS New Orleans is depicted here in an artist's sketch. The Times-Picayune station has been operating a year with FM and since Feb. 16 has been AM also. The modern studios of the two stations are housed in this historic Howard Memoriol Library Building at Lee Circle.

Mr. Willard reported on operations of the Industry Music Committee as well as the legislative situation and the Mayflower-Port Huron developments at the FCC. The board authorized appropriation of more funds to carry NAB's load in the united-front music drive.

Shafto to CAB Meeting
G. Richard Shafto, WSC Columbia, S. C., was named Thursday, March 8, to represent NAB at the Montreal meeting of Canadian Assn. of Broadcasters in March.

Paul W. Morency, WTCI Hartford, was named to represent U. S. broadcasters and the NAB at the June meeting of the Inter-American Broadcasters Assn.

Time of the board's pre-convention meeting in Los Angeles was definitely fixed at 12:30 p.m., Saturday, May 15. Budget matters were discussed but no action was taken. It was understood the association is operating close to its $735,000 fund. Mears, Willard, Baker and Robert K. Richards, director of Public Relations, were named as an NAB staff publications committee.

Opening the meeting Tuesday morning, C. E. Arney Jr., NAB secretary-treasurer, reported membership had reached a new high of 1956. Tentative plan for a series of district meetings from July through October was adopted. The board voted to admit to membership a large number of stations which have applied since the November meeting.

Reporting as NAB representative on the MMB board, Director Hugh B. Terry, KLZ Denver, indicated the industry's official audience measurement bureau was sufficiently endorsed by the membership to continue in business "on a healthy basis."

The board asked the NAB management to submit at its May meeting a statement detailing functions of NAB committees, together with recommendations designed to integrate their activities.

Formula to solve the industry-ASCAP dispute over payments for network cooperative programs was presented for the NAB Music Advisory Committee by Chairman Theodore C. Streibert, WOR New York. The committee took the position that co-op fees should be paid direct, whereas ASCAP demands that they be paid through the networks.

The committee left the question up to the board after favoring payment of 2½% fees by stations direct instead of the 2%% asked by ASCAP, to be paid via the networks.

Reviews ASCAP Negotiations

Mr. Streibert reviewed negotiations with ASCAP and explained the copyright group is willing to extend present contracts with the industry to Dec. 31, 1965. If ASCAP doesn't ask higher rates by Dec. 31, 1948, contracts automatically are extended nine years to Dec. 31, 1958.

ASCAP has indicated it will not allow the switchover right between per-piece and blanket fees under the new contract, Mr. Streibert told the board.

Attending the Hot Springs meeting were these directors: Harold E. Fellows, WERE Boston, Dist. 1; Michael R. Hanna, WHCU Ithaca, N. Y., Dist. 2; George D. Coleman, WRIT-HERM, Pa., Dist. 2; Campbell Arnaux, WTR Norfolk, Va., Dist. 4; Henry P. Johnston, WSN Birmingham, Dist. 5; Wiley P. Harris, WJHD Jackson, Miss., Dist. 6; Gilmore N. Nunn, WLP Lexington, Ky., Dist. 7; C. Bruce McConnell.
WARNING that the U.S. is running a poor third in international broadcasts, David Penn of the International Broadcasting Division of the State Dept., told the Annual Radio Conference at the U. of Oklahoma at Norman that the "Voice of America" must be given a greater opportunity for telling Europe about America.

"Impoverished Great Britain," Mr. Penn said, "is pinch-hitting for the United States and last year spent more than three times as much money on international broadcasts for democracy as this nation."

He appealed to the broadcasters to aid in seeing that the "Voice of America" is given greater opportunity for service and denying best facilities to local merchants. This in effect results in a realignment of stations contrary to the "fair, efficient and equitable distribution" concept of Sec. 3.24(a) of the rules although no change of transmission point occurs, officials said.

Should the proposed rule changes be adopted, existing stations which broadcast the greater portion of their programs from other than the main studio specified in their license, or permit would be required to modify the program origination or modify the authorization to reflect the situation. In the latter case it was indicated FCC might not readily permit such modification of license in view of the Sec. 3.24(a) consideration of equitable distribution of services.

The FCC's announcement stated that under "the Commission's present rules and regulations defining the term 'main studio' it is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed."

The notice continued, "In the Commission's opinion in the location of a station consideration should be given to the place where programs originate and not station announcements."

The changes proposed include repeal of Secs. 3.12 and 3.206 of the rules with Secs. 3.13, 3.14, 3.15 and 3.16 renumbered 3.12 etc.

The proposed amendments:

Sec. 3.30(a) Each broadcast station shall be required to broadcast in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of number of such programs) shall originate from its main studio and not from other studios or remote points situated in the city in which the station is located.

Sec. 3.205(a) Each FM broadcast station shall be required to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from its main studio and not from other studios or remote points situated in the city in which the station is located.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

PROPOSED RULES

PROPOSED RULE changes which would require stations to originate the majority of non-network programs from the main studio location specified in their licenses or to modify them accordingly were announced last week by FCC.

Under present rules stations as an alternative may broadcast from main studios the majority of "station announcements" of programs originating at remote points. Briefs or statements concerning the changes are invited under Secs. 3.12 and 3.206 of FCC's rules and amend Secs. 3.30(a) and 3.205(a), must be filed on or before March 19. Both AM and FM stations are affected.

Unofficially it was reported that the proposed changes are directed at situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city to the neglect of local community service.

In such circumstances it was indicated that stations frequently claim service to the whole district and seek the big-city sponsors, thus failing to offer adequate local interest service and denying best facilities to local merchants. This in effect results in a realignment of stations contrary to the "fair, efficient and equitable distribution" concept of Sec. 3.24(a) of the rules although no change of transmission point occurs, officials said.

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Expansion Program Is on FMA Agenda

Association’s Board to Consider Current, Future FM Problems

FM ASSN. BOARD of directors will convene March 5-6 at Washington’s Statler Hotel to consider an expanded program of operation. Everett L. Dillard, FMA president, in announcing the meeting, said he now felt that “FM is over the hump.” This did not mean, he said, that FMA activities should be curtailed, but only that current problems are of a different nature and require guidance by the board.

The tentative agenda, announced by Mr. Dillard, includes the following:

(1) FMA’s position in respect to hearings before the FCC on radio editorializing.
(2) Discussion of AT&T proposed rates for FM network lines of 15,000.
(3) Duplication of network programs on FM and AM stations.
(4) FMA’s position on forthcoming facsimile hearings before the FCC.
(5) Proposed legislation, particularly legislation providing for payments of royalties by broadcasters on transcriptions and records played on the air.
(6) What policy FMA should pursue regarding the broadcast by television stations of “still pictures” or “test patterns” for extended periods of time to the accompaniment of music as entertainment.
(7) Finances and budget.
(8) Future policies of FMA.

FMA board members include:

$200,000 Promotion

(Continued from page 14)

the Biltmore Hotel, New York, to give its official approval and indi¬cate the extent of its financial support, was expected to be something over $15,000.

With $100,000, or half the total, available by mid-May, actual production will proceed. Other industry groups such as FM Assn. and Radio Manufacturers Assn. and transcription companies will be invited to take part. Assuming at least a $200,000 budget is available, the average of $46,000 allocation was the fund allocated on that basis—about $125,000 is earmarked for actual production and the rest for distribution. A sliding-scale financing plan is being studied.

The film itself will not be a movie, but an idealized full-color presentation using entirely new dramatic techniques and pioneering animation processes. It will be designated to hold the interest of all types of viewers, with an appeal matching that of the final film entertainment. At the same time it will tell the radio story with force and put over the facts of broadcast programming and selling.

Though the project movers are loath to reveal their revolutionary ideas at this time, it was learned that the most famous artists and writers in the industry will be employed, with the best in broadcast¬ing music for background effects. Historic narration will be used in doing the job of a flapover presenta¬tion while holding audience atten¬tion and putting over the radio story all the way from top industry management to the school child.

Peoria, Ill. Selected

To provide factual background, an intensive research study will be conducted before film production gets under way. Peoria, Ill., was selected as the typical American community. The survey is to give an accurate picture of home and outside listening, as well as what dealers think of broadcast¬ing. Interview technique will be used.

The complete film will be 40 minutes long. It will be split into two 20-minute sections for beam¬ing at specific business or non¬business audiences. A 10-minute excerpt will be suitable for purely entertainment showings, or for quick sales presentations.

A booklet will be prepared, summar¬izing the material in the film and attractively telling the broad¬cast story. Stations will be pro¬vided with booklets and an instruc¬tion sheet for giving showings. In communities and cities having more than one station, the project committee en¬visions cooperative showings with all stations sharing expense of the event. After the joint presentation, large numbers of showings can be made at slight cost. Large numbers of prints of the film will be made available.

The committee contends that radio should put over its exclusive sales story, based on such factors as wide public acceptance, fre¬quency and powerful impact. It points out that American Newspapers Assn. has a million-dollar promotion fund that one national magazine alone spends $250,000 annually on promotion.

New York Showing

As now planned, the “smash” presentation at the Waldorf-Asta¬ria in New York next fall will be quickly followed by similar un¬veilings in Chicago, Los Angeles and other major markets. Within a few days the principal cities will be covered, with smaller cities and towns joining in the nationwide debut. After that will come thou¬sands of showings of the entire film, or segments. The material will be suitable for long-range use and will not be made obsolescent by progress in individual portions of the industry.

INFORMAL COMMISSION DECISION CHALLENGED

FCC last week was pondering a petition challenging the legality of a Commission decision purportedly reached “by circulation and approval of staff recommendations,” rather than in a formal meeting.

The petition was filed by George Arthur Smith, applicant and for¬mer grantee for a new station at Jackson, Tenn. He asked FCC to reconsider its denial of a series of petitions he had filed with respect to the further hearing ordered by the Commission after it vacated its grant ([BROADCASTING, Feb. 23].

In what was reported to be one of the first challenges to the pro¬cedure of circulating pleadings among the various Commissioners for their respective votes, the petition declared:

As grounds for such reconsideration the petitioner believes that said action was not taken by a quorum of the Commissi¬on in meeting assembled as required by the Communications Act of 1934, as amended, but was action taken by in¬dividual Commissioners without oppor¬tunity for discussion among a voting quorum of the Commission. The action was not taken in such manner as to comply with the provisions of Section 154.010(6) of Title 47 of the Code of Federal Regulations, as amended, and the principles of good government and due process which govern the actions of agencies.

The petition was filed by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld, counsel for Mr. Smith. Mr. Smith, mayor of Jackson, is one of three applicants for a new station there on 1490 kc with 250 w. He won a grant, but FCC later said they were pending further hearing to consider the effect of a local law limiting the outside activities of the mayor. The further hearing was held Feb. 19, Competing with Mr. Smith for the local frequency are Jackson Broadcasting Co. and Hub City Broadcasting Co.

Page 76 • March 1, 1948

BROADCASTING • Telecasting
ENGINEER SESSIONS

NAB Agenda Planed

LATEST developments in the technical side of broadcasting will be presented at the two-day engineering conference, to be held at Los Angeles May 21-22 in connection with NAB convention week activities.

Topics include progress in transmitting and recording apparatus, with their application to all types of broadcast stations. Specialists on each subject will be selected by an agenda committee, which already has roughed out a list of topics on which papers will be presented. Panel discussions are slated, according to Royal V. Howard, NAB Engineering Director. Along with his assistant, Neil McNaughten, and Orrin W. Towner, WHAB Louisville, chairman of the NAB Engineering Committee, Mr. Howard has met with network and station engineering executives in preparing the agenda.

Post card questionnaires covering discussion topics as well as possible topics for presentation have been sent out by the committee. Evidently returning indicate the heaviest attendance at any engineering session ever held under NAB auspices.

The panel discussions will include papers on magnetic recording; 150 mc relays for special events, using FM remotes; studio equipment; modern portable pickup devices. All these are in the audio field.

With growing interest in television, the committee will go into lighting problems, small video stations, TV relays and related topics. With emphasis on the small station, the conference will discuss transmitter and studio design. Other papers will include operational problems.

An entertainment dinner is tentatively scheduled Tuesday evening, possibly at a movie lot, with top film talent appearing.

Scheduled Wednesday is the annual NAB golf tournament for the Broadcast Magazine trophy.

Meeting of the retiring NAB board is slated Saturday, the 15th. The new board, many of whose members will be elected this spring, will hold its first meeting Wednesday the 18th.

Committee Members

Members of the board's convention committee are Howard Lane, WWJD Chicago, chairman; Harold E. Fellows, WEPI Boston; Robert T. Mason, WMIR Marion, Ohio; William B. Smullin, KIEM Eureka, Calif.; William E. Way, KVOO Tulsa; T. A. M. Craven, WOL Washington.
Mayflower
(Continued from page 11)

of democracy only when devoted to the communication of information and the exchange of ideas fairly and objectively presented. A truly free radio cannot be used to advocate the causes of the leaders of Mayflower Corp., told Mr. present testimony were Boston dog owners indicated that the FCC's review of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

The "reasons" originally ascribed by the Commission in designating WAAB's application for hearing were:

1. To determine whether the application for construction permit was filed by the licensee of the Mayflower Corp., requesting, among other things, the facilities of Hartford.

2. To determine whether public interest and convenience would be better served by the granting of the application (WAAB) than by the granting of the application of Mayflower Broadcasting Corp. for construction permit.

The late George B. Porter, then assistant general counsel of the FCC, conducted the original hearing. The Commission which adopted the final decision was composed of Chairman Fly and Comrs. Paul A. Walker (only member remaining from that time), T. A. M. Craven, George H. Payne, Frederick I. Thompson, and Norman S. Case. There was one vacancy.

Mr. Fly, now a private radio attorney, is slated to testify during the review on behalf of the American Civil Liberties Union, of which he is radio vice chairman. Mr. Cronin, vice president and general manager of Cowles' WOL Washington, also is scheduled to appear as a witness.

The tenor of communications which have been received by FCC on postcards and in letters, resolutions and briefs—ranges from a description of the Mayflower decision as a "violation of First Amendment" to demands that the decision be revoked in the name of free radio. The policy is viewed by some as a guarantee of free speech; others as an obstacle to free speech.

Oppose Ban Removal

The several unions planning to participate have indicated, generally, that they oppose removal of the Mayflower ban, or testify during the review on behalf of the American Civil Liberties Union, of which he is radio vice chairman. Mr. Cronin, vice president and general manager of Cowles' WOL Washington, also is scheduled to appear as a witness.

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Aertcllurj Limiteditions

"When I first brought the Mayflower case into being I was merely trying to ascertain what, if any, limitations were imposed upon a licensee who was then, as now, operating under a privileged grant bestowed upon him by the people of the U. S., as part of their great national resources."

His associates in the Mayflower Corp., neither of whom had had prior broadcasting experience, were George R. Dunham, a retired advertising man, of Cambridge, Mass., and John J. McCann, a textile machinery developing engineer, of Lowell, Mass.

The issues announced by FCC for the review of the Mayflower edict, like the reasons originally given for the WAAB hearing, are two in number. For the review, they are:

1. To determine whether the expression of editorial opinion by broadcasting licensees on matters of public interest and controversy consistent with their obligation to operate their stations in the public interest will be prohibited by the rule.

2. To determine the relationship between an animus to editorial expression and the affirmative obligation of the licensee to present a fair and balanced presentation of all sides of controversial issues.

Following a two-day hearing the Commission on May 19, 1949 announced their decision in the case, finding that the FCC had erred in the Mayflower case into being.

Attractive Investment Opportunity!

ATTRACTION Investment opportunity for substantial interest offered by owner for private investment in one of country's largest and important radio stations — network-affiliated, 50,000 clear channel, good market. Prepared for television.

GEORGE P. BYE & COMPANY 38 S. DEARBORN CHICAGO, ILL.

Ford Signs With NBC

AFTER deliberating on offers from CBS and ABC, Ford Motor Co., Dearborn, Mich., through its agency, Kenyon & Eckhardt, New York, signed a renewal contract for its prime-time show, The Ford Theatre, Sun., 5-6 p.m. on NBC effective March 28. Contract is for 13 weeks.
By EDWIN H. JAMES

FREDERIC R. Gamble, president of the American Assn. of Advertising Agencies, last week said the AAAA again had raised the question of the 2% cash discount (BROADCASTING, Feb. 23) for "the good of advertising as a whole" and had no intention of engaging in "any battle between broadcasters and agencies."

Mr. Gamble spoke in amplification of remarks made a fortnight ago at a news conference when he revived the AAAA's long-time campaign for radio adoption of the 2% discount.

"It is for the good of advertising as a whole that we have again raised the subject of 2% cash discount," said Mr. Gamble. "While financial relations in radio broadcasting have been most healthy—as one broadcaster points out—nobody can say right now how long this will continue."

"All we know is that the number of business failures continues to increase and goes down the average liability per failure ... it again only prudent that we should set forth right now to keep them on a stable basis."

Mr. Gamble asserted that, "in the opinion of a majority of people in national advertising, the 2% cash discount provides this safeguard for financial stability." The purpose of the discount, he said, was to make clear, not to increase agency revenue. "The cash discount is entirely a payment stimulus that is passed along to the advertiser."

The discount, he said, "gives the advertiser a concrete incentive to pay his advertising bills promptly. When the advertiser makes no effort to earn the discount by paying promptly, then it is a warning that something may be amiss, and the agency will go slow about making further commitments for him."

Mr. Gamble discarded arguments that "radio stations can't afford to give away 2%.

"Nobody is asking them to give away anything," he said. "It is an established custom among media to make allowance for the 2% cash discount in the rate, so that the medium still receives the same amount and suffers absolutely no loss of revenue. Media do this without cost to the advertiser, since the advertiser deducts the discount when he earns it."

He took issue also with statements from the NAB that the relation between advertisers and their agencies was not the broadcasters concern.

"That may be the basic difference of opinion which has up to now prevented us from getting universal acceptance of the 2% cash discount," Mr. Gamble said. The broadcaster must concern himself with agency-client relationships if he is to keep control of advertising, he said.

"The AAAA, said its president, hoped to get broadcasters to "understand us and our needs better."

The AAAA position (toward radio) is one of "constructive friendliness," he said. "There are no grounds for speaking of any 'battle between broadcasters and agencies,'" he said. "There is no 'battle' and there isn't likely to be."

MBS RATES GUARANTEE TO STAY AS IS—KOBAK MUTUAL will not follow the example of other major networks in reducing rate protection periods from one year to six months. Edgar Kobak, MBS president, told BROADCASTING last week.

Mr. Kobak said Mutual felt "it is sounder policy" to maintain the guarantee against rate revisions at one year rather than less.

ABC, CBS and NBC have announced their intentions of reducing the guarantee to six months, owing to the uncertainties of the economic future.

Personnel Additions

THREE personnel additions were announced by Sullivan, Staufffer, Colwell & Bayles, New York, last week. They are James Kennedy, key copywriter, formerly with J. Walter Thompson and Blow Co.; James W. Link, art director, formerly with Young & Rubicam, and John McCon, Jr., account executive, formerly with Pedlar & Ryan.

Libel Guards

(Continued from page 20)

made for and in behalf of the station.

Illinois has a law defining libel as malicious defamation. It makes every station that broadcasts such a defamation guilty of libel unless either station or employees had advance knowledge of or opportunity or right to prevent the broadcast. No liability exists for statements made by candidates for public office.

Indiana Statute

An Indiana statute eliminates punitive damages if a retraction is given but it does not affect the rule as to extraordinary damages.

In Iowa the law holds the station is not liable if it can show exercise of due care to prevent utterance of the remarks.

Montana's law denies recovery unless actual malice is proved and confines any liability for network programs to the originating station.

Like Indiana, the law in North Carolina specifies that liability is limited to actual damages under an honest mistake of fact based on reasonable grounds, if retraction is made.

Oregon's law holds stations not liable unless failure to use due care in advance is found. Washington provides an absolute defense if a defendant shows the broadcast was made "without his knowledge or fault and against his wishes by one without authority" to make it, and was retracted promptly upon written request.

Cigarette Campaign

P. LORILLARD Co., New York, which introduced Embassy King-sized cigarettes in a radio campaign in Buffalo and Indianapolis last fall, is repeating the campaign on five Cleveland stations. An intensive spot announcement series is being conducted on stations WJW, WTAM, WQAR, WHK and WJMO, through Geyer, Newell & Ganger, New York.

Ford Completes TV Sports for Summer

FORD Motor Co., Dearborn, Mich., has completed arrangements to sponsor baseball telecasts this summer in New York (Dodgers on WOR- TV), Washington (Senators on WTG), Chicago (Cubs on WBKB), St. Louis (Cardinals on KSD-TV) and Milwauk (Brewers on WTMJ-TV) and is negotiating for video baseball sponsorship in Cleveland, Boston and Detroit.

Ford also sponsors athletic events from Madison Square Garden, New York, on WOR-TV, and wrestling and boxing matches on KTAL Los Angeles, making it the undisputed top sponsor of video athletics and possibly the largest investor in television advertising at this time. J. W. Thompson Co., New York, handles Ford television advertising.

Rinehart & Company- Incorporated

For the working announcer

Radio Announcer's Handbook

By BEN G. HENNEKE

The facts about the announcer's job—qualifications, skills, duties, procedures. $4.00

Radio Books

BROADCASTING MUSIC

Emmet L. Prode

THEATRE GUILD ON THE AIR

H. William Fiedler, Editor

$4.00

March 1, 1948 • Page 79
being presented, together with the Pictures for conducted experiment's manager's absence, Lewis ern, ities. He also said to Vine, Mr. Mullen Speaking 8 said highlights of Mr. 1, 10 and 20 minutes in length, NBC's and ready to have agencies develop their television program ideas, Ruling to Goodman Refused by FCC PETITION by Harry S. Goodman, owner of Harry S. Goodman Radio Productions, New York-Los Angeles transcription and live script producer, seeking a declaratory ruling by FCC on the legality of its Radio Telephone Game program was dismissed by the FCC last week. FCC held such consideration not within its province. Mr. Goodman sought FCC opinion, whether or not Radio Telephone Game violated Sec. 316 of the Communications Act which concerns licenses and similar schemes. FCC concluded the petition "does not present a situation in which the rendition of a declaratory ruling is appropriate" and continued to point out that neither of the authorities relied upon by the petitioner to invoke the jurisdiction of the FCC make issuance of a declaratory ruling mandatory. These were Sec. 5 of the Administrative Procedure Act and Sec. 1.728 of the FCC's rules. The Commission indicated that its discretionary privilege of issuing declaratory ruling rules in terminating a controversy or removing an uncertainty in instances of immediate and broad import and not advising on activities of third parties or non-broadcasting. The Radio Telephone Game originally was developed on the air about eight years ago and was dropped during the war because of the shortage of telephone service. It has been offered to sponsors again with the increased availability of phone service. Program is currently sponsored on ten stations. Format of the show, which is live, is a form of bingo with listeners playing on the numbers of their individual phone number or the last five numbers of their Social Security cards. When listeners have the correct sequence of numbers they call the station to win. The numbers are tied in with the spelling of a sponsor, for example, "Shave Cream" sponsors the show on WOR New York. Par Scent's "Gold saves the day" for program on KHJ Los Angeles. M & M Candy Co. has bought the program on five stations with starting date scheduled for sometime in March.

Video's Future
(Continued from page 17)
operation of its own KNBH Sept. 1, Mr. Mullen reported that the network had revisited some of its building plans whereby Studio F, currently a sound studio, would be remodelled for television production. Since NBC already owns the entire cliff side at Sunset and Vine, Mr. Mullen said it would greatly facilitate operational plans to adapt part of the existing facilities. He also said that concrete is now being poured on the KNBH transmitter building atop Mt. Wilson.

Speaking of Mr. Strotz's shift to New York, Mr. Mullen emphasized that the move was a temporary one to enable the network's Western head to work on television plans and policies. During his absence, Lewis S. Frost, assistant to Mr. Strotz, will be in charge of Western Division. Harold J. Bock, manager of Western television activities, it was also announced, is coming to New York on April 1 for several months of operational orientation.

To prove the power of television's advertising impact for movie producers, Mr. Mullen said that an experiment is currently being conducted in cooperation with EKO Pictures for Tycoon in New York. He said that five and 10 minute film highlights of the picture are being presented, together with the information of where the film is playing. Already, he said, a similar project had been performed for Universal Pictures. As to television fare, he expressed the feeling that film is an effective transcription method for the network until networks have been effected. After that he contended that film would continue to play a part in programming, though he admitted it was difficult to determine at this time.

In speaking of the time of television programs, he said that existing periods are five, 10, 15 and 20 minutes. Mr. Mullen felt that the latter would be the standard. This he felt would be the case in order to accommodate the advertiser's pocketbook as well as to allow for the increased impact effectiveness of the medium. In fact, he believed advertisers might find that one minute of commercial in video delivered more than three minutes in sound broadcasts.

Video's Share Brushing aside various allegations that television was a costly program enterprise for an advertiser, Mr. Mullen said that now how much is involved is this the case. Readily admitting that television would never be able to afford motion pictures produced on excessive budgets, he felt they were never intended to be the fare of the medium.

Such pictures, he asserted, belong in theatres and television must devise its own fare of film as well as its own share of live programming. Citing the case of the Theatre Guild productions being telecast on the network's New York outlet, he said it was being currently offered for sponsorship at a figure in the neighborhood of $12,000. Thus, he concluded, that when such talent gets behind an hour dramatic program, a sponsor would be obtaining plenty of dollar value for his investment. Only now is it a little high when circulation is limited as concluded. Even now he believes that the nature of television's advertising results, in effect, minimizes the cost factor, as such. Admitting that much of television's circulation would be drawn from radio's existing listeners, he thought in 10 or 20 years radio's rates would have to take cognizance of this. Finally, as a mature medium, Mr. Mullen expected to see television more heavily sponsored than radio, Sue for Non-Payment Without payment for the use of NBC television programs by theatres, he said that the network stood ready to sue. Furthermore, aside from the property rights of the network he pointed to the creative talents contributed by writers, directors, etc. Finally, he said that movie theatres had no more right to appropriate television programming than a television station, he claimed, in addition to the theatre pictures without cost.

Asked whether NBC was going to let the agencies take over programming in television as they had in radio, Mr. Mullen denied this had ever taken place. He pointed out that NBC always has controlled that which is offered on its air. So it would be with television, he said.

However, in the realm of programming he said that NBC would never be the number one network today if it had tried to develop its own programs. Praising the creative talents among the advertising agencies, he was hopeful that they would turn to television with as happy results as they have brought to radio. According he felt ready to have agencies develop their television program ideas.

AIRING OF CONGRESS SESSIONS PROPOSED
Sound Broadcasting, Televising Would Be Allowed Under S-2213 LEGISLATION providing for airing proceedings of Congress via sound broadcasting and television was introduced last week by Sen. Claude Pepper (D-Fla.).

Sen. Pepper's bill (S-2213) would amend the Legislative Reorganization Act of 1946 so as to authorize stations and networks to carry any proceedings on the Senate or House floor or before any committee, “unless the Senate or House or committee affected shall otherwise order.” Further provision is made that “no station or network shall be required to broadcast or televise any proceeding.”

In the way of facilities, the bill directs the Architect of the Capital to make the arrangements and to acquire and install such equipment as may be necessary for a complete and continuous recording of proceedings of the chamber. The act is to make available at cost copies of such recordings to broadcasters who wish to use them.

Sen. Pepper also calls for establishment of two Congressionally operated shortwave stations, one east of and the other west of the Mississippi River. Exact locations would be picked by the architect and would be placed as to be received by the maximum number of listeners in the U. S.

To finance the project, the bill appropriates “such sums as may be necessary to carry out the provisions.”

The bill was referred to the Committee on Rules and Administration.

ASK YOUR PETRY MAN ABOUT AVAILABILITIES IN THE YANKEE NETWORK News Service Editions at 8 A.M. | 1 P.M. | 6 P.M. | 11 P.M.

THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System 21 BROOKLINE AVE., BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO. INC.

Page 80 • March 1, 1948

BROADCASTING • Telecasting
Pickup ‘Verboten’

(See story on Pepper Bill, opposite page)

Protest of the Radio Correspondents Assn. to the House Foreign Affairs Committee's ban on radio, television and newsreel coverage of current hearings on the European Recovery Program was promised "sympathetic attention" last week by Rep. Charles Eaton (R-N.J.), chairman of the committee.

The ban was invoked last Tuesday, according to the committee, because of the lights, wires and general confusion created by those services during the Feb. 20 hearings at which Secretary of State Marshall was a witness. It was said that committee members became entangled in wires and sometimes found it impossible to hear because of the confusion.

Radio correspondents were quick to point out, however, that no station or network covered that particular hearing and that, besides, a broadcasting connection neither produces nor requires lights. Further stress was placed on the fact that television can operate with little or no artificial light. Therefore, the association told Mr. Eaton, "the logic of applying the ban to radio is naturally incoherent to us."

The committee denied the main purpose was to censor Henry A. Wallace.

The committee's decision was said to have been reached informally and in the absence of Chairman Eaton. On his return to Washington for the hearings, however, he stated that he would back up the action of the committee. A few days later, on Thursday, he was approached by a radio correspondents' committee consisting of Albert Warner of Mutual, John Edwards of ABC and Francis W. Tully Jr. of Yankee Network. His only reply to the protest was that he would convey it to his committee and give it "sympathetic attention."

The committee's action was criticized editorially by the Washington Post, which said, "It is a scarcely arguable that operation of radio, newsreel and television facilities in a crowded hearing room is as committee members observed, exceedingly troublesome."

Transmission of Ideas

Conceding that lights and cameras can cause interference, the Post declares, "Nevertheless, it is an important part of the function of a congressional hearing to transmit ideas to the public, and the fulfillment of this function is worth some inconvenience."

The paper then suggests that perhaps "a single microphone and a single camera might well serve all the competing newsreel and radio reporters." "The more free the channels of communication between Congress and the people," continues the Post, "the better will be the operation of the democratic process."

Following is the letter of protest sent the committee by the Radio Correspondents Assn.:

Dear Congressman Eaton:

Your committee was one of the first of all congressional committees to permit reporting of public hearings by radio broadcasting. This has now become an established practice at the more important hearings of Congress.

We are, therefore, the more surprised and regretful that your committee chose to prohibit broadcasting, recording for later broadcast, or televising of the public hearing yesterday at which Henry A. Wallace appeared.

The reason assigned for this ban was the discomfort caused by klieg lights and noise at a hearing last Friday. Since no radio station or network was represented at the hearing on that occasion and since a broadcasting connection neither produces noise nor requires lights, the logic of applying the ban to radio is naturally incoherent to us. You may be interested to know that television can operate with little or no artificial light.

The questioning of Mr. Wallace by the committee members yesterday and his replies formed not only an intensely interesting story; the evidence was highly informative and instructive and a contribution to political education. It is regrettable that the action of your committee deprived the people of getting the whole story verbatim just as it developed. It seems to us that this was a discrimination against radio reporting."

It is our hope and earnest suggestion that the Committee on Foreign Affairs consider this matter and give us some reassurance that radio will be admitted to important public hearings in the future.

Albert L. Warner, Acting Chairman, Executive Committee, Radio Correspondents' Assn.

Ban on Hill Hearing

Cbs Was There—and So Were Representatives from the Other Major Networks and News Services—When Sen. Glen Taylor (L) announced over CBS that he would support the third party of Henry Wallace (r). The broadcast which originated at WTOP Washington, Feb. 22 at 6:15 p.m., was followed by a tape-recorded news conference, at which Senator Taylor said he would be the vice-presidential candidate. Excerpts from the conference were played back locally on WTOP at 11:15 that evening.

Film Programs Given Heavy Attention and Poor Programs

On Wednesday night, March 3, the final meeting of the clinic will be held in the Somerset Hotel, Boston, and there will be actual television demonstrations from New York.

Video Clinic

Films commercials and video programming were topics of discussion at Yankee Network's Television Clinic held at Boston Feb. 26. Speakers at the fourth session of the clinic, held at the Hotel Somerset, were Chester W. Kulesza, film and television production supervisor for BBDO, and Waldo C. Minzer, director of television for CBS. Both speakers were introduced by Linus Travers, executive vice president and general manager of the Yankee Network.

Close to Show Business

Mr. Miner discussed television programs and commercials and compared television to show business. He said that "television, in certain aspects, is closer to show business than it is to radio."

"You cannot create authenticity in the television studio" stated Mr. Miner in discussing actual television programs. He said that if the advertiser wanted to illustrate a super market that the cameras should be set up in such a market.

Mr. Miner stated that he does not think that filmed programs will become the backbone of television although there are many who disagree with his theory.

Mr. Kulesza stated that television is here to stay but, "like any other medium, television still must overcome many obstacles."

Turning to advertising he stated: "The responsibility for the success or failure of video as an advertising medium lies in the hands of the ad agency people and the commercial film producers. The effectiveness of the commercials we produce will have a great bearing on the future of the industry." He said that when the novelty of television wears off the public will cease overlooking poor commercials.

The Most Powerful Advertising Influence in the Southwest

Woo! San Antonio

50,000 Watts

Clear Channel

NBC Affiliate

* Member TQn

Represented by Edward Petry & Co., Inc.

Broadcasting • Telecasting

March 1, 1948 • Page 81
Who Pays Whom

(Continued from page 15)
out delivery of the agreed number of sides, if the union keeps the ban on.
To protect against this and derive the maximum good from its contracts, Capitol is understood to be aiming at another form of testing its rights. By ordering musicians to appear for recording sessions which are not complied with, Capitol may go back to the non-conformists and seek a stipulation. By this means the firm hopes to obtain an extension of the remainder of the contract for periods of unforeseen idleness occasioned during the current ban.

Capitol is understood to be readying this type of case for court ruling, if necessary. Although no executives of the company would comment, that is believed to be the strategy in the opinion of musicians.

While Capitol has definite interests in the field of transcriptions, it is refraining from active steps on the Petrillo issue in that direction, since Standard is carrying that fight. Consultation between the two sides on the matter is reported to be taking place.

If all musicians disregard the scheduled recording sessions, two paths appear to be open to Standard. One would be court action seeking an injunction which would restrain the units concerned from live performance for failure to contract with the union. The second move would be an attempt to obtain NLRB determination of the nature of the stoppage—since a strike prevails in effect, despite the absence of a formal declaration of such. The language of the Taft-Hartley Act is explicit in outlawing a work stoppage, whether it is known as a strike or not.

An element of a secondary boycott also developed last week when CBS advised Mr. King that it would not be possible to advertise the use of its studios for recording purposes. However, CBS offered him the use of the Columbia Records Studio. The letter is only in New York, with no studio facilities in Hollywood. In the past Standard has used both CBS and NBC studios in Hollywood for transcription.

Mr. King had sought the permission of both networks but only CBS replied. As Broadcasting went to press no word had yet been received from NBC. However, studios were being offered by the independent recording facilities in Hollywood in case any of the orchestras actually decided to meet their demands.

Failure Explained

Ike Carpenter's failure to comply was explained by his manager, Hal Gordon, in letters to James C. Petriollo, Rex Riccardi, his assistant, Phil Fischer, AFM Local 47 representative and Mr. King of SRTI.

The letter read as follows:

After many prolonged consultations with Mr. Phil Fischer, officer of Local 47 and after personal telephone conversations with Secretary Rex Riccardi in his office on being informed that President James C. Petriollo was not available by the rules and regulations set forth in the constitution, by-laws and standing resolutions of the American Federation of Musicians, we feel that we cannot report for the recording session at Radio City. We have telephoned Standard Radio on Wednesday, Feb. 25.

We feel it is our duty to act on both good faith and true diligence to discharge our duties in this matter, our legal advisors claim that we may hold you responsible for damages, damages for any civil, or union, which would hinder the welfare of right to work.

The union's advice to all four units cornered by Standard, as well as all others, is "sit tight."

Nothing specific has been offered in writing or otherwise.

The care which the union is taking to establish its position is seen in the manner of advising AFM membership of the ban. Letter advising networks of the renegotiation was reprinted in the January issue of the AFM's The Interna-

tional Musician (page 4) with the appropriate caption reading, "Members Should Govern Themselves Accordingly." It is being interpreted by Hollywood men as a sign of union regulation which provide $5,000 fine and expulsion for any infraction of union edicts.

The musicians regret the loss of work resulting from joining the union's inability to record but feel that survival will come only through compliance. While many have toyed with the idea of conforming with their contracts, they will finally decide they must accept the union ukeas, "or else."

James Hilliard, Chicago office head of Mercury Records, said that the case being readied by Standard Radio against AFM Local 47 "should prove interesting" and that he was "sitting it out" with a watchful eye on the outcome of the test case.

He told Broadcasting that last year his company had eight records scheduled for waxing by Dick Baker, an AFM member, but that the recent or present illnesses had protracted the recording dates beyond the Jan. 1 deadline. When he consulted Mr. Riccardi on whether Mr. Baker's services for the eight pressing last could still be retained, he was turned down, he said.

Mr. Hilliard said he hadn't been concerned since the failure of the singer-pianist to perform on record. The contract dates and points out that actually no contract has existed between his record firm (or any other) and AFM Local 47. He indicated that no musician, in his opinion, would risk his AFM card to perform so-called bootleg recording. For that reason, he added, the West Coast case "should prove interesting."

Other record firms in Chicago declined comment, since most of them have only sales offices in that city.

Mr. Petriollo, himself, was unavailable. Sources close to the AFM czar, while declining to go into any detail, shrugged off the test case by intimating little hope for Standard in its expressed desire to seek an injunction against musical units in question, failing compliance with its record-pressing demands.

Studios Dedication

FORMAL Dedication of the 2,500,000 Hollywood Mutual-Don Lee studios, placed under management of the Don Lee Broad-

casting System. The entire week of May 16-22 will be used to feature the occasion via network programs carried by MBS's 476 stations, according to Mr. Thomas F. Jarvis. An MBS board meeting in Hollywood will also take place May 19-20.

Upcoming

March 16-18: CBC Board of Governors 8th meeting at Ottawa.
March 18-20: CBC Board of Governors meeting at Ottawa for public hearing.
March 22-22: NAB 14th District meeting, Brown Palace Hotel, Denver.
March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

Protection on Routine News

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FCC COMR. Clifford J. Durr voiced belief last week that the confusion stirred up by FCC's interpretation of the law on political broadcasts [Broadcasting, Feb. 2] would be resolved before national political campaigns get into swing this year.

He conceded that a "situation" had arisen following issuance of the Commission's views on the subject in its WHLS Port Huron proposed decision, but did not indicate what course might be followed to resolve it. Other FCC sources meanwhile indicated they would act "promptly" on petitions filed by NAB and WGOV Valdosta, Ga., asking that the political-time question be treated in a public hearing [Broadcasting, Feb. 23].

Mr. Durr offered his views in a news conference in Chicago before addressing a National Lawyers Guild banquet there Feb. 21 on "The Voice in Democracy."

Future Plans

Asked whether he intends to remain in government service—his FCC term expires June 30—Mr. Durr replied: "I have no plans on that. . . . anyway, that wouldn't influence my decision one way or another."

In contrast to his Chicago speech last November, when he scored the FPI, for permitting "unfilleted" reports to the Commission, his remarks were guarded and to a great extent were of a background nature. He told newsmen, however:

- "We can't hold a sword over their heads . . . but the way to get good broadcasting is to get good broadcasters."
- American radio is not losing its freedom but, on the contrary, has made progress in that field in recent years.
- The nation is experiencing a type of "hysteria" comparable to that after World War I with respect to civil rights.
- FCC's responsibility is not to question "political or economic interests" in passing on applicants but merely whether operation of such applicants would be for (or against) the public interest.
- The Blue Book "had a good effect and will continue to have a good effect," but would gain in effectiveness if the more flagrant violators paid more than lip service to its spirit and content at the risk of having their licenses revoked.

With respect to station responsibility for political broadcasts, Comm. Durr said there already are laws governing the possibilities of obscenities on the air. He pointed to Sec. 315 of the Communications Act dealing with "legally qualified" candidates in reply to a question whether the phrase "in the public interest" might not be construed to apply to broadcasts by candidates of questionable loyalty to the American government.

Addressing the legal guild, Comm. Durr told members that "the issue of our time is the preservation of democracy and the adjustment of its processes to cope with the magnitude and complexity of the problems of a "technological age." He declared:

- To withhold from the people any information or ideas on the supposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwisely. . . . To suppress the advocacy or rational consideration of any ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force."

The guild meanwhile called for an investigation to determine whether the FB-P's activities—presumably including those of the type which Comm. Durr protested last November—invade civil rights of citizens.

BMB SCOPE

(Picture, page 17)

INCREASED importance of Hawaii and Alaska as markets for advertising and hence as fields for advertising of those products is reflected in action of BMB board authorizing the bureau to conduct station audience measurements in any U. S. territory [Broadcasting, Feb. 23]. BMB will offer such service to territorial stations on two conditions: That a majority of the stations in the territory subscribe to BMB and that all out-of-pocket costs are recovered. BMB board, at its meeting at BMB headquarters in New York on Feb. 20, also authorized the employment of Statistical Tabulating Co. to handle all BMB tabulating under a long-term contract covering the 1948 interims surveys, the 1948 nationwide study and any special studies that the bureau may conduct, Statistical Tabulating Co. has headquarters in Chicago but is opening a New York branch to handle the BMB work.

Looking ahead to the inclusion of data about video station and network audiences next year, the board authorized the formation of a television committee to formulate procedures in connection with the collection of such data. A sales committee was also approved to investigate the main reasons why stations now subscribing to BMB have not done so and to prepare plans for overcoming their resistance.

These committees are expected to be appointed shortly. The BMB executive committee is also expected to name a director of the subscriber service department, authorized previously, in the near future.

The board approved field research by Market Research Corp. and Alfred Politz Research on which to determine radio ownership for a new edition of Radio Families USA to be published this spring with data as of Jan. 1, 1948. Information on AM, FM, TV, automobile, portable and multiple radio ownership will be reported on this study, reviewed by BMB's statistical staff and the orders for this spring's interim study, to be conducted for 69 stations in 227 places in 30 states.

All present officers were reelected as follows: J. Harold Ryan, Fort Industry Co., chairman of board; Justin Miller, NAB, 1st vice chairman; Paul West, Assn. of National Advertisers, 2nd vice chairman; Frederic R. Gamble, American Assn. of Advertising Agencies, 3rd vice chairman; Roger Clipp, WFIL Philadelphia, secretary-treasurer; Hugh Felts, BMB, president.

Board Authorizes Service in U. S. Territories

For BAAA—Mr. Gamble; Melvin Broby, Needham, Louis & Broby; Leonard T. Rush, Garradi Advertising; Charles A. Fraco, Young & Rubicam; Linnes Nelson, J. Walter Thompson; D. R. Robinson, La Roche & Ellis.

For FPI—also approved, to investigate the main reasons why stations now subscribing to BMB have not done so and to prepare plans for overcoming their resistance.

For BMAB—Mr. Ryan; Mr. Miller; Mr. Clipp; Hugh M. Beville Jr., NBC; E. P. James, MNB; Robert W. Wilcox, WMRN Marion, Ohio; Hugh Terry, KLZ Denver.

For BMB—Mr. Felts, John Churchill, Phillip Frank.

Those who attended the meeting were:

For BAAA—Mr. Gamble; Melvin Broby, Needham, Louis & Broby; Leonard T. Rush, Garradi Advertising; Charles A. Fraco, Young & Rubicam; Linnes Nelson, J. Walter Thompson; D. R. Robinson, La Roche & Ellis.

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For BMB—Mr. Felts, John Churchill, Phillip Frank.

Guests at the meeting were: Kenneth Baker, NAB; Thomas Brown and John F. Kurie, ANA; Gerald Beckiordan, BAAA, and Laurence Casey, BMB counsel.

Cincinnati Is Given Third TV Outlet

Scripps-Howard Gets Grant; Also Has CP in Cleveland

THE SECOND commercial television station for Cincinnati was announced by FCC last week with grant of a video construction permit to Scripps-Howard Radio Inc., licensee of AM station WCP0 that city and permitted of Cleveland television station WEWS. The Cincinnati application was filed Dec. 30.

Facilities assigned at Cincinnati are Channel 7 (174-180 mc) with power of 20.8 kw visual and 10.4 kw aural. Antenna height above average terrain is 545 ft. Channel 4 (66-72 mc) previously was assigned in Cincinnati to Crosley Broadcasting Corp., WLW licensee, for WLWT. Channel 11 (198-204 mc) is held by Cincinnati Times-Star, licensee of WKRC that city. Remaining Channel 2 (54-60 mc) is sought by Allen B. DuMont Labs. Inc.

Total estimated cost for the new station is $299,000. First year operating cost is set at $400,000 with revenue $200,000, according to the application.

Scripps-Howard Radio also is licensee of WNOX Knoxville, Tenn. Both WNOX and WCP0 have permits for FM outlets. Memphis Pub. Co., a Scripps-Howard newspaper interest, is licensee of WMC Memphis, Tenn., which holds permit for television in that city.
TV APPLICATIONS

SIXTEEN applications for new commercial television stations, and an application for a noncommercial video outlet, were filed last week with the FCC. Initial investment represents nearly $4,000,000. Of the group 13 stations are identified with existing stations.

Three of the requests were filed by a single firm, Video Broadcasting Co., Los Angeles’ partnership, seeking TV stations in Portland, Ore., San Jose and San Diego, Calif. [Broadcasting, Feb. 23]. Trio would cost about $700,000 to initiate. Firm is expected to file for two other locations to complete ultimate West Coast network.

Last week’s new applications, and facilities requested, include:

Charlotte, N.C.—City-Inter-City Advertising Co., Channel 11 (198-204 mc), 28 kw visual, 1.1 kw audio. Applicant, licensee WAYS and WAYS-FM Charlotte Advertising Co., Inc., Herman D. Per- mittee of WOGO Greensboro, N. C. Initial cost $58,500, monthly operating cost $3,000, and revenue unknown. Program: 110 per month.

Des Moines, Iowa—Central Broadcasting Co., Channel 9 (186-182 mc), 13.2 kw visual and audio. Applicant is licensee WHO and permits WWHO and WHOX. Initial cost $34,500, first year operating cost $30,000, second year operating cost $25,000. Mint, Fla.—Advertisers Press Inc., Channel 12 (118-120 mc), 2.5 kw visual, 1,465 kw audio. Applicant publishes bi-weekly News-Advertiser and is permittee of WJAS (FM) that city. Initial cost $104,125, monthly operating cost $3,900, and revenue unknown. Station would be moved to Longwood because of high cost. Instead field pickup.

Houston, Texas—Harris County Broadcast- ing Co., Channel 6 (8-9 mc), 9.56 kw aural. Applicant is licensee KHOU (AM and FM) that city, has pending application to operate station. In addition, Shamrock Broadcasting Co., also TV applicant in this area, has 10-12 mc; KHOU and KHOU-FM get in on this band.

If transfer is granted and one of these stations succeeds, applicant operating an application would be dropped. Initial cost $250,150, first year operating cost $120,000 and revenue $140,000.

Pittsburgh—Pittsburgh Radio Supply Hourly; Channel 11 (198-204 mc), 28 kw visual, 11.2 kw audio. Initial cost $33,000, second year operating cost $30,000, and revenue $56,000. Programming: 26 hours commercial.

Portland, Ore.—Video Broadcasting Co., Channel 3 (66-68 mc), 17,555 kw visual, 9.45 kw audio. Initial cost $27,500, first year operating cost $22,500, and revenue $30,000. Permittee of WTVS-FM that city and WSVG-FM.

San Diego, Calif.—Broadcasting Co., Channel 1 (118-120 mc), 20 kw visual, 70 kw audio. Initial cost $35,000, first year operating cost $30,000, and revenue $45,000. ABC Network.

San Diego, Calif.—Broadcasting Co., Channel 6 (198-204 mc), 70 kw visual, 9.45 kw aural. Initial cost $35,000, 1ST year $25,000, 2nd year $20,000.

Springfield, Mass.—The Yankee Network Co., Channel 1 (58-60 mc), 9 kw visual, 16 kw audio. Initial cost $15,000, first year operating cost $12,000, and second year operating cost $10,000. Program: 24 hours.

Waco, Texas—Broadcasting Co., Channel 11 (186-182 mc), 31 kw visual, 70 kw audio. Initial cost $32,500, first year operating cost $25,000, and revenue $30,000.

Wichita Falls, Tex.—Broadcasting Co., Channel 1 (60-62 mc), 30 kw visual, 1,560 kw audio. Initial cost $30,000, first year operating cost $25,000, and revenue $25,000. Programming: 22 hours.

FM GRANTS

Thirteen New CP’s Issued by FCC

CONSTRUCTION permits for three Class A and ten Class B FM stations were authorized last week by FCC. In addition the Commission granted CP’s in lieu of previous conditions to three Class A and five Class B stations.

The City of Ga. grantee permittee WDKU-FM Columbus, Ga., was granted a 90-day extension of time to complete construction of the station on condition that interim operation of the station would be commenced within that time. Similar action was taken in regards to Channy & Webb Broadcasting Co., licensee WCHB-FM, Rochester; and Green, R. L., with extension to May 12, and Bay State Broadcasting Co., permittee of WBSM New Bedford, Mass., with extension to May 27.

New permits were issued to the following:

WSSW-FM Seminole Best Co. Belle Glade, Fla. (No. 240), 1st and 4th class FM, effective radiated power 1 kw, 300 meters.

WFKM-FM South Central Best Corp., licensee of WOFO-BD, Fort Myers, Fla. (No. 239), 1st and 4th class FM, 10 kw, 450 meters.

KVOF-AM Evangeline Best Co. Inc., licensee of KVOM, Mansfield, La. (No. 241), 1st and 4th class AM, 1 kw, 400 meters.

KGGE-FM Coast Management Management Co., Bethesda, Md. (Class A), 101.3 mc (No. 274), 4 kw, 350 meters.

WCGM-FM WCGM Best Co., Gulf Breeze Miss. (Class B), 10.5 kw (No. 286), 3 kw, 300 meters.

WABC-FM WABC Best Co. Inc., licensee of WABC, New York, N.Y. (Class B), 1 kw, 400 meters.

WHOF-FM Western Carolina Radio

RADIO NEWS

WRITING AND EDITING

By CARL WARREN

Radio News Editor

New York Daily News

JUST PUBLISHED—a comprehensive authoritative handbook of radio newcasting, by a veteran radio editor-reporter, for use in charge of hourly newcasts for New York’s WNEW.

The complete know-how of handling news on the air indispensable for the beginner, invaluable for the veteran.

499 pages $4.00

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Page 84 • March 1, 1948

BROADCASTING • Telecasting

Mayflower Hearing Witnesses

(See story, page 11)
mission counsel. Requests for more extensive coverage will be passed upon in each case by the Commission.

Hearings will be held today (Monday) through Friday and then recessed for a two-week period, probably in early April, is to be set before the end of this week's sessions. Witnesses for NAB, which led off today, will reopen the Mayflower edict barring editorializing by stations; FM Assn., and WGN Chicago will be scheduled during the second week.

This week's tentative schedule:
Stanley Faulkner, Voice of Freedom Committee.
John Stine, Communications Workers of America.
E. D. Sullivan, Advertising Federation of America.
Charles A. Siegmann, head of depart- ment of communications, City Univ. of York U. Morris Novik, radio consultant.
Theroeph Davis, director of public relations, representing several stations.
American Authors Assn.
American Veterans of World War II (AVETS).
Henry Fleisher, CIO.
Morris Novik, Communications Workers Union of America.
Barry Shiskin, executive secretary, ILW of L. American Veterans Committee.
I. Keith Tyler, Institute for Educa- tion by Radio.
Girard Chester, professor of speech, Col. U.
Cooperative League, U.S.A.
"G. W. Whitcomb, of the National Council of Christian Churches.
Martin Hart, president, Telecasting Assn. Committee for Constitutional Govern- ment.
Progressive Citizens of America.
Erik Barnouw, professor of journalism, Joint Religious Radio Committee.
William J. Scripps, of the Scripps-Howard Foundation.
Ken R. Dyke, administrative vice president, National Assn. of Radio News Editors.
Earl McGill, Radio Directors Guild.
W. Kratzer, National Assn. of Radio News Directors.
American Assn. of Educational Broad- casters.
American Assn. of Broadcast Unions & Guilds (ABUG).
American Federation of Musicians.
American Asso. of Electrical & Radio Press Agents.
United Furniture Workers.
Witnesses for whom NAB submitted names of appearances were: Justin Miller, president; A. D. Willard Jr., executive vice president; J. H. Rorbaugh, general counsel; Harold Fair, program director; Arthur C. Staiger, FM department director; Robert R. Richards, Broadcast News director; George McMillan, Advertising Federa- tion of America; Robert Mason, Washington; Robert E. Cushman, WMCA, Chicago; Ray Pearl, USA Today, New York City; Yuri Lottrell, WOC Davenport, Iowa; Earl Mullen, ABC; Robert Mason, WMRN Marion; Paul Miller, Gannett News Service. Others were: G. W. Whit- ham, Quanion, WTM Cedar Rapids; E. Samson, CBS; William J. Scrips, WWJ Detroit; Robert A. Robb, of Illinois; R. E. Vandenbrouck, WSYR Syracuse; Paul F. Taylor, Times-Herald columnist; Morgan Sex- ton, KRMA, Los Angeles; and Robin Lord- mill, U. S. Office of Education.

FILMING of a short movie feature about the FCC was scheduled on page 8. "Be Ignorable." began on Feb. 25 at SKP "Post." Student Producer John Haggins is to be first of monthly series planned by Polsine, Howard Productions Inc. Cast is same as that of the air show.

BROADCASTING  Telexcasting

Clears Blasted
(Continued from page 13)

end thereof a colon, and the follow- ing:

"Provided that no broadcast station operating in the amplitude modulation broadcast band on frequencies ranging from 550 kc to 1500 kc shall be granted a license to operate with power in excess of 50,000 w, and in the granting of instruments of authorization for such stations no station's skywave signal shall be protected by a sig- nificant intensity of less than 500 mi- crowatts per meter 50 percent of the time based on measurements made during the second half an hour after sunset for all seasons of the year."

 Authorities said this would mean in effect that 1-A stations could be duplicated but they would be protected—in the case of those operating without directional an- tennas—within a radius of about 715 miles.

Passage of the measure would guarantee victory for the Regional Broadcasters Council, which led off by breaking down the clears and limit power to 50 kw, and remove all hope of the Clear Channel Broadcasting Service for effectua- tion of its proposed coverage 750 kc for at least 20 clear-channel sta- tions.

Loopehole on 540 kc

The only conceivable loopehole would be the 540-kc channel, soon to be added to the AM band. Since this is essentially technical and not technical the new channel might be put into use with higher power. But observers did not feel FCC would be inclined to flaunt Cong- ress by taking this course even if the bill went through without change.

Sen. Johnson told the Senate that the signals of the present 24 A stations "are useless beyond the 500-750-mile radius," though "another station 2,000 or 3,000 miles away is not permitted to use the same frequency."

"It is clear," he said, "that the present situation is wasteful of frequencies, and even economically, instead of resulting in a better pub- lic service to the nation's radio listeners, actually has deprived large numbers of people in the country and millions of dollars of an improved radio service.

There can be no valid justification for maintaining the exclusivity of 24 frequencies to service an imagi- nary area which cannot be actually served."

Claims Improvement
Sen. Johnson declared that "the proposal to maintain present power limitations and to duplicate clear- channels where it is technologically feasible" would improve coverage in inadequately served areas and "would give the kind and type of local coverage desired by the listener."

He maintained that "radio should be returned to local control and not to the FCC," and declared that the local owner "will tend to do a better job ... than the absentee owner operating from thousands of miles away," and that first-hand knowledge of local or state problems will result in a vastly improved radio service to that locality and state."

The legislator insisted that the question of power in the 550-750 kc range is "more than an engineering problem."

He said:
"To give this great power of mass communications to a few fers is to give those same persons the power to influence greatly if not to formulate public sentiment. Twenty-four stations broadcasting with 300 or 500 kw on 1,500 kc would economically prove costly, 1,500 to 1,600 local and regional broadcasters because top programs will go only to these great and powerful stations. There would be no necessity to furnish top programs to local or re- gional broadcasters. Top programs would be received by the same listeners from a super-power station and no need to be without duplication of programs."

Sen. Johnson told his colleagues that 50 kw "gives a station cov- erage over its maximum useful service area. He contended that

"obviously a station located in metropolitan districts designed to service the people in that locality cannot at one and the same time serve its own local area and also broadcast weather reports, events of local importance, which are of pressing importance to a South Carolina cotton grower, an Arizona citrus grower, or a Colo- rado beet farmer."

The 540-ki allocations, he said, "would have no serious consequen- ces" if there were "a limitless num- ber of frequencies so that each community would have its own ex- clusive channel. But the present allocation is "arbitrary and discrim- inatory," he declared, assert- ing:
In this country there are some 1,000 stations which must divide up 56 fre- quencies between them. . . . For example 51 local stations must share its frequencies among themselves, i.e., 142 stations all use the same frequen- cy, to which the FCC assigns in the clear-channel group: 24 stations each use the same frequencies in nighttime use, though there is duplica- tion of use in certain instances in few instances.,

"There must be clear that the greater the number of communities any indi- vidual service, the more the service must become to all of the areas.

The service to all of the large communities receive less adequate serv- ice, because the number of stations on which the station is actually located receives impaired service because the station's desire to give service to a com- munity will be opposed to the periphery of its useful coverage area. . . .

AFM Refract
(Continued from page 15)
voting power of the locals in elect- ing the federation's president.
Moreover, practically all of the money went to people who were al- ready wealthy.
With the release of Mr. Pet- trillo's statement, it became known that the union chief had been nego- tiating for the services of a paid lobbyist, Leshay Muscatine, of the Assn., New York. Although it was understood that no firm agreement had been reached, it was consid- ered possible that one might be in the offing.

Meanwhile, negotiations between the AFM and the four major net- works, scheduled to be resumed to- day (March 1), were postponed until March 8, at the request of the broadcasters. The absence of Frank E. Mullen, NBC executive vice president, from New York for the last five weeks, was in determining the network's deci- sion to request postponement. Mr. Mullen was on the West Coast.

Network sources said they antici- pated that the negotiations would be discussed during early sessions of the resumed negotiations, which have been in abeyance since the end of January, would include measures both for AM and FM.

They did not expect to reach discus- sion of wage scales and working conditions for network music broadcasters over AM for some time. Network sources felt the rate at this time to predict ex- actly what course the negotiations would take.

March 1, 1948  Page 85
TWO REVOCATIONS;
TWO AM STATIONS GRANTED

Revocations:

Following voluntary withdrawal of WWPN (Pine

Needle, Colo.) from NAB, FCC has re-

moved WWPN from the list of radio stations

(a total of 118 stations) on grounds of misrepresentation.

Commission Chairman C. P. Walter said the move

was based on allegations that the station's harmonic

steamed by residents in the area.

The other station granted was WWLC

(Englewood, Ill.), which has been

on the air for 15 years. The

station's new owners are

the London Broadcasting

Corporation, Ltd., of London.

FCC grants

Radio stations:

FM stations: WQXO (Alexandria, Ky.), WQXO-FM (Alex-

andria, Ky.), and WQXO-AM (Alexandria, Ky.), on a

temporary basis.

AM stations: WVOX (Westport, Conn.), KWFS (Duluth,

Minn.), and WCFQ (Cleveland).


TWO AM STATIONS GRANTED

Weber Radio, Inc., has been granted

the right to operate WXML (Belleville,

Ill.), a Class D station, on a temporary

basis.

Three other AM stations have been granted,

WDER (Winston-Salem, N.C.), WPLM (Whitefield, Me.),

and WAPA (Asheville, N.C.).


Cleveland TV Stations

Jointly protest FCC change

In Cleveland, the five television stations

are suggesting to cooperate in bringing

the World Series to their viewers.

The stations are: WJW, WHK, WJW-FM,

WHA, and WWRK.

The proposal is being made to the

FCC in monition of its decision to

allow WOR to broadcast the Series.

The stations are suggesting that

the FCC should allow them to share

in the broadcast of the Series.

They are suggesting that the FCC

should allow them to broadcast

the Series in a way that would

be beneficial to all the viewers.

The proposal is being made in

the hope that the FCC will give

serious consideration to their request.

The stations are also suggesting

that the FCC should consider the

benefits that would be gained by

all the viewers if the Series

were broadcast by more than

one station.

The proposal is being made to

the FCC in the hope that they

will give serious consideration

to the request.

The stations are suggesting

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231 Counties in 9 States

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KFRM for Kansas Farm Coverage

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Red area shows solid response from counties within KFRM's estimated half-millivolt contours.

Dark area shows response from listeners outside KFRM's estimated half-millivolt contours.

When you buy KFRM, KMBC's 5,000-watt daytime associate for rural Kansas at 550 Kc, you're buying listeners in at least 231 counties and 9 states, in the country's richest rural market. KFRM heard from those counties and states the first two weeks it was on the air. Naturally, the bulk of listeners live in the 117 counties of Kansas, Oklahoma, Nebraska and Texas within KFRM's estimated .5 millivolt contours. Yes, the folks like KFRM's programming by KMBC from Kansas City. And, in addition, the KMBC-KFRM Team is the only Kansas City broadcaster who completely covers the Kansas City market.
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Second Quarterly Report of
Oklahoma City Consumer Panel

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THE Oklahoma City Consumer Panel is a marketing test laboratory sponsored by Station WKY and the Oklahoma Publishing Company at an annual cost in excess of $50,000 to provide today's advertisers with useful, up-to-date, significant market information which today's competitive selling requires.

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The Oklahoma City Consumer Panel, scientifically designed and controlled for utmost accuracy, is conducted and supervised by Audience Surveys, Inc. Because it is capable of quick, exact measurement of consumer reaction to new products, advertising campaigns or merchandising plans—or keeping a constant check on old ones—the Consumer Panel makes Oklahoma City one of the most useful and sensitive test markets in the country today. Write today to find out how it can save money for you in 1948.

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