Each Fort Industry station draws on a reservoir of know-how that's kept well-filled with tested ideas and promotions originating with the other six alert, aggressive Fort Industry stations. Result? Listener interest that makes cash registers hum.
It began on the night of January 5th, 1948. A Douglas Leigh Blimp, sailing over the skies of New York, teamed up with the WINS transmitter. On her side, the blimp carried the word REYLOCS and instructions to tune in WINS programs. The transmitter informed listeners to unscramble the word and send it to WINS with a fifty word letter on “I listen to WINS because...”

And then the love letters began. In fact 1 out of every 193 families in greater New York entered the contest! Most of the mail was from New York, but thousands of letters came from Connecticut, New Jersey, Massachusetts, Rhode Island, Delaware—and a nice little one from Nova Scotia. The letters were complimentary, of course, but what was most pleasing was the obvious familiarity that listeners had with WINS programs. They mentioned Mel Allen’s friendliness; Jack Lacy’s smoothness; Don Goddard’s accuracy; Syd Walton’s delivery; and John Clarke’s helpfulness. They talked about Jay Latimer’s unusual reporting, and the big time fun with Jack Eigen. They liked WINS’ music and news and sports. They called WINS the station for “easy listening.”
WNAC brings first authentic details of Television production and possibilities to Boston's great advertising fraternity. Under the authorship of the most experienced television experts in America today, WNAC recently instituted a television clinic consisting of five two-hour demonstration lectures.

The tremendous interest and enthusiastic response of Boston's leading advertising executives was voiced with "Thanks" to the Yankee Network for its foresight and ingenuity in the planning of this FIRST Television Clinic.

WNAC first in AM!
WNAC first in FM!

... and NOW —
WNAC-TV takes leadership in Television!
BROADCASTING... at deadline

WHEN SENATE Committee suddenly pre-empted FCC jurisdiction over clear channels, three plans were in works at FCC staff level: (1) breakdown of all 24 clears; (2) duplication of six coastal clears with present "white areas" to benefit on duplicated assignments; (3) breakdown of coastal clears plus Chicago network-owned outlets, with 14 others to go up to 750 kw provided they would program independently at least three-fourths of time leaving only one-fourth for network time, mainly special events.

IN FCC's deliberations on clear-channel issue, only two Commissioners—Walker and Durr—were outspoken in opposition to increase of present 50,000 w power limit. Others were noncommittal until they could appraise several plans.

ALTHOUGH WARNER BROS. refuses comment on newsreel plans, last week studio presented proposals to several major national advertising agencies.

ANOTHER "interim NARBA" may be necessary result of Senate Interstate Commerce Committee's intervention in FCC clear-channel proceeding (story page 14), if lengthy postponement of August NARBA conference should be required. Reason: Uncertainty of time needed to secure treaty ratification. Present treaty expires March 28, 1949. Observers feel delay of month or two might not preclude U. S. ratification, but might conflict with other nations' legislative timetables.

ALTHOUGH bill introduced in New York State Assembly by State Senator Thomas C. Desmond to protect newsmen on sources of information doesn't specifically cover radio, State broadcasters are solidly behind measure. Urgency of protection was pointed up by recent jailling and flogging of two Newburgh newsmen. Michael R. Hanna, WHCU Ithaca and NAB director, plans concerted drive at next session for full protection for radio reporters and newsmen.

STANDARD OIL of California will shortly start 1948 video through BBDO on KTLA Hollywood. As video expands on Coast, coverage will extend to San Francisco and elsewhere. Format undetermined.

COCOLA DEALERS, through D'Arcy, New York, considering moving Morton Downey show, now three times weekly on MBS to NBC. The show, which has offered 11:15-11:30 p.m. Decision expected this week.

MGM-RECORDS New York, considering spot announcement campaign. Donahue & Coe, New York, is agency.

ARRANGEMENT between Canadian Broadcasting Corp. and equipment manufacturers whereby first Canadian TV station will open in 3½ years to be announced at meeting of CBC (Continued on page 90)

Upcoming

March 8: NAB NORC lunchon, Waldorf-Astoria, New York.
March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.
March 11-12: National Marketing Conference, Hotel Jefferson, St. Louis.
March 12-13: New Jersey Broadcasters Assn., spring meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.
March 12-13: Boston U. Founders Day Institute, Boston.

(Other Upcomings on page 89)

Bulletins

WGN-TV Chicago to televise all home games of Chicago Cubs starting with St. Louis game April 23. Telecasts expected to lead eventually to increased attendance, according to joint statement by Philip K. Wrigley, Cubs president, and Frank F. Schreiber, WGN Inc. treasurer. WGN-TV reported heading bidders for White Sox games.

AGREEMENT reached by CBS and New York chapter of Radio Writers Guild on salary increases averaging 8% for network's television directors. Scale for associate directors raised from $65 to $80 weekly for first year and $90 thereafter. Director raised from $90 to $115 for first year, then $130. Increases retroactive to Jan. 1.

STATE DEPT. ADVISORY GROUP NAMES POLICY SUBCOMMITTEE

STATE DEPT. Radio Advisory Committee, meeting in New York Friday, named Justin Miller, NAB president, chairman of subcommittee to study long-range policy for international broadcasting. Members resolved to "strengthen" Voice of America to equal that of "any other nation"; called for funds to expand shortwave, increase effective power of stations and to operate on contemplated 1946 scale.

MORE FOR MILLER

PRESIDENT Justin Miller, of NAB, will receive fourth honorary degree at Boston U. next Friday for "outstanding leadership in radio." He holds honorary degrees from Yale, U. of Montana and Franklin & Marshall as well as law degree at Stanford U., his alma mater. Judge Miller was presented with bronze medal Friday night at Annual Advertising Awards dinner held at Waldorf-Astoria for distinguished service to advertising (story page 40).

Business Briefly

GE TEST • General Electric Appliance Division, Bridgeport, starting New York and Philadelphia test of 45-word weather spots for four weeks, with words of weather over 150-word commercial. Thrice-weekly on KYW Philadelphia and six-weekly on WFLI; six-weekly on WCBS and WOR New York. Seattle may be added. Agency, Young & Rubicam, N. Y.


ADMARIL FILM • Admiral Corp., Chicago, starts weekly full-length movie TV program on WNBW Washington and WBKB Chicago. Georges Radio Co. shares Washington sponsorship. Film runs 90 minutes in 13-week contracts.

NAMES AGENCY • Nestle's Milk Products Inc., New York, names Doherty, Clifford & Shenfeld, New York, to handle advertising for new instant tea product.

FMA BOARD CHECKS CLAIMS OF SET MANUFACTURERS

FM ASSN. board at meeting in Washington Friday evening to notify certain set manufacturers of advertising claims deemed unfair to FM. Board decided unanimously to withdraw from FCC Mayflower hearing; urged set makers to produce high-fidelity FM-only sets at lowest possible price; decided to meet monthly for next several months; urged FCC to investigate carefully all FM applications for renewal of CP extensions; approved survey to find if FM stations are having any trouble obtaining high-fidelity studio-transmitter links. FMA membership now 242, compared to 201 at last board meeting in September. Twelve withdrawals reported, many from applicants. Board ratified Region 3 proposal that stations promote slogan, "Be sure your new radio has F.M." Saturday board agenda included AM-FM duplication, facsimile, Kearns record license fee legislation, "one-legged" TV (test pattern and music). Association operating under $50,000 annual budget, same as last year.

Attending were President Everett L. Dillard, WASH Washington; W. R. David, General Electric Co.; Frank A. Gunther, Radio Engineering Labs; E. J. Hodel, WCFC Beckley, W. Va.; C. M. Jansky Jr., consultant; E. Z. Jones, WBBB-FM Burlington, N. C.; Raymond F. Kohn, WFMZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Co., New York; Thomas F. McNulty, WMCP Baltimore; Ben Strowes, WWD-C-FM Washington; William E. Ware, KFMM Council Bluffs, Ia.; Leonard Marks, general counsel; Bill Bailey, executive director.

BROADCASTING • Telecasting
United States Department of Commerce year-end statistics reveal the following:

Tulsa led every large city in the entire Southwest in business gains in 1947 over 1946. The report shows:

- Tulsa: 18% increase
- Houston: 16% "
- Fort Worth: 13% "
- New Orleans: 9% "
- San Antonio: 6% "
- Dallas: 5% "
- Oklahoma City: 4% "
- Little Rock: 1% "

In addition, manufacturing payrolls for December, 1947, were up 33% over December, 1946. Most of this increase was in the Eastern half of Oklahoma where there is an abundance of power, fuel, water and other mineral resources.

These impressive figures clearly demonstrate why Tulsa, home of Oklahoma's Greatest Station, is the favored spot in all of Babson's Magic Circle! They demonstrate, also, why KVOO is the logical selling medium to reach the prosperous people within this great Southwestern market.

OKLAHOMA'S GREATEST STATION

KVOO

50,000 WATTS

NBC AFFILIATE

EDWARD PETRY & CO. INC., National Representatives
IS YOUR BUSINESS AROUND NORMAL (Ky.)?

In this case, Normal business is poor business. For Normal, Kentucky, is just too small, and too far away from the center of things. It's so far away that WAVE doesn't consider it a good bargain to get down to Normal!

The bulk of your trade is in the biggest Kentucky market — the Louisville Trading Area. Hence WAVE is certainly your best radio bet in Kentucky. Our coverage — thorough and complete — is in the Louisville Trading Area, where purchases are far above Normal that they're bigger than those of all the rest of the State, combined!

Let WAVE help you make your business AB-Normal! Write for availability — or just ask Free & Peters!

LOUISVILLE'S
WAVE
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.
Words can paint a picture to make your mouth water—or to make kids rush for bread 'n jelly. That's the small beginning of big sales figures and that's why the leading bakeries and distributors of bakery goods in the Nashville area have used WSIX's power to sell the goods for so many years. One major baker has been a consistent advertiser with programs and spots for over 10 years; another for almost 6 years. Dozens of other national, regional and local companies have learned to count on WSIX, year after year, for sales in Nashville's 51-county retail trade area. For more facts about the help WSIX can give in selling your goods, call your nearest Katz Agency representative!
THE OUTSIDE AUDIENCE IS INFLUENCED ON THE PACIFIC COAST, TOO!

Only one network has what it takes to influence the 5½ billion dollar outside market on the Pacific Coast (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). That network is Don Lee, and what it has are 44 local stations, two and three times as many stations as any of the other Pacific Coast networks. * Pacific Coast radio is different. Because most markets on

The Nation's Greatest Regional Network
the Pacific Coast are surrounded by high mountains, reliable long range reception is impossible. Here people listen to their own local network station, are influenced by their own local network station, within their own trading area. Remember: a C. E. Hooper 276,019 coincidental telephone survey proves only Don Lee completely covers the outside (as well as the inside) Pacific Coast market. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.
Feature of the Week

"TO WPAY Portsmouth, Ohio... Thanks to Rusty Marshall for outstanding coverage of the Powhatan Arrow derailment. Also to Bob Kuhn for his pictures of the week. It was real cooperation... (Signed) Oliver Gramling, AP, New York."

That message was transmitted over the AP wire. And it's a real "man bites dog" angle. WPAY covered the story of the recent Ohio train wreck and sent the story to AP.

The entire staff has been asked to serve as reporters from time to time, supplementing the WPAY newsman, and the system was in full swing the night of the wreck. News Editor Marshall assigned two salesmen and the program director to the scene as reporters, and sales and traffic director, Robert Kuhn, as photographers.

The whole office went into action, and acted as a central news bureau in covering the story as it was relayed to them from the scene of the wreck. Telephone activities were highly coordinated. One line was kept open to News-caster Frank Belmert in the news room. Outgoing calls received immediate attention.

At 11:17 p.m., the wreck occurred.

What happened after that should (Continued on page 87)

On All Accounts

IT IS an old wheeze in broadcasting circles that entering radio is like walking into a lion's cage. But Carl Mark, director of radio and television for the Al Paul Lefton Co., New York, has a literal claim to the statement.

Pioneering in the early stunt days of radio Mr. Mark essayed that trip into the lion's den armed with a standard WHK Cleveland microphone and whatever solace was to be had from a B.A. degree from City College, New York.

The broadcast came off successfully, however, and presumably every-thing after that has been anticlimax for Mr. Mark.

Prior to the invasion of the lion's den Mr. Mark was with WBNX and WIN, both in New York.

His announcing chores there were more traditional and in 1937 he moved to WHK-WJAY, where he became successively director of special events, studio and production manager.

In 1943 he joined the Al Paul Lefton Co. in his present position, where he supervises all radio activities of the agency, including the creation of campaigns for clients, time and talent buying.

Also during 1943 he appeared as narrator and a personality in over 30 "live" television broadcasts on WABD, DuMont video station. In more recent years he has created, written and produced commercial television broadcasts for various Lefton Co. advertisers on WABD.

In addition to writing, announcing and directing, Carl Mark is an instructor on the faculty of his alma mater, City College of New York, teaching radio announcing and radio dramatics.

Some of the accounts he handles at the Lefton Agency are Crawford Clothes, who sponsor more than 300 programs on New York stations, Goodman Noodles, Claridge Foods, Euclid Candy Co., Lit Bros. of Philadelphia, Winter Piano Co. and others.

Mr. Mark's radio interests transcend his affiliation with the Lefton Agency. He is about to become a station operator. He has purchased half interest in WTTM Trenton, and is awaiting FCC approval.

The Marks--she is the former Patricia Greenfield--have been married for two years. They have a year-old daughter, Priscilla, and live in a Park Ave. apartment in Manhattan.

As for hobbies, Mr. Mark has given up wild game expeditions and devotes his leisure time almost exclusively to reading—generally books on history.
Durelle Alexander gave up a brilliant singing career that included long engagements with Paul Whiteman, Eddie Duchin, and major networks to become a homemaker. In her new role (a busy wife with two children) she has found life just as exhilarating. Her star has shone even brighter as the manager of this household.

Recently she consented to come back to the microphone for WBAP in a new homemaker program.* Listeners have been delighted with her fresh, enthusiastic approach and smart tips on every problem of home management. And there's always a cheery song by Durelle to lift even the lowest in spirits.

Commercials are cleverly woven into Durelle's script as her 15-minute program unrolls. Your products need the "Durelle touch" in this Number One Southwest market (Fort Worth-Dallas). Contact the station or Free and Peters today for complete information.

"Durelle Alexander," 4:45-5:00 p.m., Mon., Wed., Fri., WBAP-570
Dive, boys—here comes

**Jack Thompson!**

Years ago, in his salad days, Jack Thompson used to be a water-polo expert for Columbia U. and the New York A.C. We cite this merely by way of warning: As you know, water polo is quite a developer for the lungs—and since Jack joined F & P, all this breath is devoted fully (albeit quietly) to spot broadcasting. Hence, if Jack is around, when you don't want to hear about Bull's-Eye Radio, we respectfully suggest that you stay away from swimming pools and such, or even from your office!

Ex-swimmers or not, however, all our Colonels here at F & P can give you a lot of breath about spot radio. For nearly sixteen years we've seen it work—watched hundreds of "case examples" in which Bull's-Eye Radio has solved tough advertising problems, and has even built prosperous businesses. We know what national spot can do, and hence we're sold to the eyes.

Also, we know the markets at the right. Would you like to discuss any of them with us? There's nothing we'd like better, here in this group of pioneer radio and television station representatives.

---

**Free & Peters, Inc.**

Pioneer Radio and Television Station Representatives

Since May, 1932

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Four years, Columbia University
Two years, Edward Petry & Co.
Five years, U. S. Army
Three years, McCann-Erickson
Free & Peters, Inc. (Chicago Office) since May, 1947
STAY OUT, UNCLE SAM!

By J. FRANK BEATTy

AMERICAN radio listeners are overwhelmingly in favor of the American system of broadcasting—more so than ever before.

A "stay out" order to the government has been issued in the Second Study of Public Opinion, according to the NAB, for whom the survey was conducted by National Opinion Research Center, Chicago U.

Final tabulations by NORC, slated for official unveiling today (Monday) at a Waldorf-Astoria luncheon in New York, confirm the findings of the 1945 NORC study.

That first exhaustive analysis of audience opinion had shown that the public likes its radio, doesn't like government regulation, and only a minority dislikes the advertising that makes U.S. radio possible.

Profiting by lessons learned in the first analysis and by technical suggestions of critics, the second NORC study presents audience opinion of radio in more detail and with even greater precision, according to a preliminary review by Paul P. Lazarsfeld, of the Columbia U. Bureau of Applied Social Research.

Among highlights of the second NORC study are these:

- Three-fourths of listeners prefer the present system to a $5 annual program license fee.
- Three-fourths oppose federal regulation of advertising.
- Only 9% feel the government should run radio, compared to 16% in 1945.
- Two-thirds don't mind radio advertising (half of this group definitely like it).
- Seventy percent of the public think radio is doing a good-to-excellent job—off slightly from the post-war showing.
- Thirty-seven percent like singing commercials better than straight ones, 45% not as well.
- Twenty percent of listeners want more serious programs.
- Ninety-one percent of homes have at least one radio.
- Americans spend more time listening than at any other activity except sleeping and working—(and some listen while they work).
- More people criticize mystery programs than two years ago, when daytime serials were a target.
- Four out of five believe radio is fair in giving both sides.
- Listening to radio news has fallen off since end of war.

Part of a continuing study of what the public thinks about radio, the second NORC interviews were conducted last November, just two years after the first. NORC's professional interviewers obtained answers to a score of questions from 3,529 persons representing all social, economic and geographical groups.

As in the first study, attempt was made to extract all possible anti-radio comment from interviewees since purpose of the study is to acquaint broadcasters with true public reaction. Framing of the questions was in charge of a subcommittee of the NAB Research Committee.

After months of preparation and pre-testing, the subcommittee evolved the four-page questionnaires used by interviewers. Some questions were unchanged from 1945, such as that covering public concept of the job done by radio, newspapers and other groups.

Heading the subcommittee was Carl Burkland, CBS, chairman of the full committee. Other members were H. M. Beville, NBC; Elmo Wilson, CBS; Earle W. Winger, WODD Chattanooga; Dr. Kenneth H. Baker, NAB research director, serving as secretary. Committee consultants were Dr. Lazarsfeld and Paul Sheatsley, of NORC.

Actual cost of the project will run about $18,000. Columbia U. will publish a limited edition of the survey, but decision has not been reached by the NAB board on financing of copies for use of the industry. The board reviewed the final tabulations at its Hot Springs, Va., meeting Feb. 24-26 [Broadcasting, March 1].

The current study covers many important listener attitudes in greater detail, especially in the field of news, government control, program desires and commercial advertising. As a result it gives a clearer, more rounded picture of popular attitudes, according to Dr. Baker.

In meeting critics' objections to 1945 questions on government control, the current study approaches the subject from several angles. In Question 3, for example, 9% say the radio industry should be run by the government, answering a direct question, with 77% favoring private business and 14% undecided. (In 1945 only 70% said private industry should run stations; 16% the government; 14% undecided.)

For newspapers, the figures were 6% for government control, 85% private business and 9% undecided.

Radio was second only to newspapers in public opposition to government control.

Then in Question 12 a series of inquiries covering radio's advertising, profits, fairness on public issues, educational programs and news accuracy showed only 13% (Continued on page 84).

As you know, there are other countries like England where everybody who owns a radio set pays a license fee and there is no advertising on the radio. Suppose you could get your present radio programs without any advertising in them if you paid a license fee of $5 a year. Would you rather pay the $5 fee, or would you rather have advertising? (Question 11)

Have advertising 76%

Don't know 4%

Pay fee 20%

Of 36% who would pay a $5 fee, 99% would be willing to pay $10, 9% said no, 1% don't know. Of 9% who would pay $10, 2% would be willing to pay $25, 6% said no, 1% don't know.

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CLEAR CHANNEL

By RUFUS CRATER

The FIGHT over clear channels, heated by the unprecedented intervention of the Senate Interstate Commerce Committee [BROADCASTING, March 1], was marked last week by developments of national and potentially international scope:

- The Senate commerce committee, instructed by the commerce committee to hold up its own clear-channel decision, and yet needing to meet the May 1 deadline for proposed changes in the North American Regional Broadcasting Agreement, appeared ready to seek postponement of the NARBA conference, now scheduled for August in Canada.

The entire situation was canvassed by FCC Chairman Wayne Coy and Comr. George E. Sterling, Acting Chairman Charles W. Tobey (R-N.Y.) of the Senate Interstate Commerce Committee, the committee's communications experts and FCC Assistant General Counsel Harold H. Tobin, in a conference on Capitol Hill on Monday.

Sen. Tobey was reported to have told the committee's content, that the Johnson bill hearing must precede FCC's decision. But it was also understood the committee will be disposed to use its good offices in support of postponement of the NARBA season.

Meanwhile, letters went out last Saturday from Acting Chairman Tobey to all AM stations and other broadcasting groups, advising them of the forthcoming hearings on the Johnson bill and inviting "full and frank comments." With the letters (see text below) went copies of the bill, introduced Feb. 26 by Sen. Edwin C. Johnson (D-Colo.), and of the committee's letter requesting FCC to delay its clear-channel decision until hearings are held on the bill [BROADCASTING, March 1].

S-2231 Hearing in April; NARBA Delay

The measure, which would keep the present 50-kw ceiling on power as well as provide for clear-channel breakdowns, was seen by clear-channel advocates as a weakening influence on the U.S. large in position in NARBA negotiations, whether it is ultimately passed or not.

Some authorities questioned whether any material delay in the NARBA conference would permit negotiation of a new treaty and its ratification by the signatory governments by March 28 next year, the date the present interim agreement expires and the new one becomes effective. The treaty conference, itself, now scheduled for Aug. 2, is expected to last at least four to six weeks.

Aside from the NARBA implications, officials pointed out, delay in issuance of FCC's own clear-channel decision presumably will mean a comparable delay in handling FCC's backlog of applications for daytime stations on U.S. 1-A and 1-B clear channels. These stations were recommended for approval by the Johnson committee in May pending a decision in the daylit-skywave case, which is linked with the clear-channel proceeding.

Sen. Tobey made it plain in his letter on the forthcoming Johnson bill hearing that "this committee is anxious to learn the facts, all the facts," and that written statements would be welcomed from broadcasters unable to appear personally.

It was felt that clear-channel advocates will be given the burden of justifying continuation of the clear and will be asked bluntly to show how breakdowns could affect them adversely when their present primary service areas would be unchanged.

The course to be taken by the Clear Channel Broadcasting Service, representing all but one of the independently held 1-A clear-channel stations, was being mapped at conferences of its officials in Washington last week.

The Rev. W. Craig, chairman of the board of WSM Nashville, who heads CCBS; Pres. John H. DeWitt Jr. of WSM, engineering consultant for CCBS, and Louis G. Caldwell, legal counsel, conferred frequently by telephone with Victor A. Sholis, director of WHAS Louisville and of CCBS.

It was criticism of the CCBS plan for achieving nationwide coverage through the use of some 750 kw stations that prompted both the Johnson committee and the Senate committee's request that FCC hold up its clear-channel decision pending hearings on the Johnson measure.

Appropriation Hearing

The Senate committee's intervention in the FCC proceeding was raised in an appropriations hearing (story page 15) by Sen. Clyde M. Reed (R-Kan.), chairman of the Senate Appropriations Subcommittee and also a member of the Interstate Commerce Committee. He told FCC Chairman Coy, he believed the Commission would comply with the commerce group's request. Mr. Coy replied that he had discussed the matter with Sen. Tobey, who he was sure would report to the committee. At another point Comr. Rosel H. Hyde, who responded to a question, that FCC's position on clear channels was not yet quite clear.

Text of Sen. Tobey's letter to AM broadcasters and other radio interests:

Dear Sir:

The following is for your information:

The FCC recently completed hearing oral argument in the "clear channel" case. Proposals of clear channels and super power have urged the Commission to retain clear channels and grant them power of from 500,000 to 1,000,000 kw.

The Committee of which I am acting chairman, which has the responsibility to act, in the absence of communications, has been disturbed by reports which have reached us to the effect that if the Commission were to grant super power to clear channel stations, the overwhelming majority of 1-B, regional and local stations in this country would suffer serious economic loss and that many, if not most, eventually would be forced out of business.

This is based on the premise that a dozen clear channel super power stations across the country, with their signal out the country, would blanket the entire country, and stations with their signal, in view of the fact that a majority of clear channel stations are the property of the major networks, it is possible that such networks no longer would be dependent upon their independently owned affiliates for coverage. Local

WRS TO FREE & PETERS

IN ONE of the largest exclusive station representation transactions of recent years, Free & Peters Inc. has been appointed by Westinghouse Radio Stations Inc. for representation of all that company's stations effective Jan. 1, 1949. All of the stations, save KEX Portland, now are represented by NBC Spot Sales.

The stations which will be affected are KDKA Pittsburgh, WBZ-WBZA Boston-Springfield; KYW Philadelphia and WOWO Fort Wayne, all clear channel or 13 outlet. Free & Peters has represented KEX for the past year.

It is understood that $2,500,000 to $3,000,000 in annual spot billing is involved.

Confirmation of the shift by J. B. (Steve) Conley, general manager of the Westinghouse stations, culminates several months of exploration. Virtually all of the top representation organizations were understood to have been consulted. No formal statement was issued, however.

It is believed several organizations were eliminated because of representation of competitive stations in markets in which Westinghouse has stations. Consideration also was given to setting up by Westinghouse of its own branch sales offices.

The transaction has a bearing upon the controversy provoked through recent changes in representation of several high-powered independent stations, which have switched to the spot sales organization.
ALL SIGNS point to selection of Edward R. Murrow, distinguished CBS commentator, WBBM Chicago, CBS-owned outlet, and WFIIL, Philadelphia Inquirer station, as winners of the coveted duPont Awards, to be presented tonight (March 8) at ceremonies in New York. Awards are based upon overall excellence of operation during the preceding year.

While the Awards Committee maintained customary strict secrecy regarding the selections, word permeated radio circles that the two stations and the well-known newscaster will take their places in radio's mythical hall of fame during ceremonies this evening at New York's St. Regis Hotel. Announcement of winners will be carried over ABC and added stations during a nationwide broadcast from 9:30-10 p.m.

Station winners will each receive $1,000 and a handsome plaque for distinguished public service in two award classes, high and medium or less power, respectively.

The awards are to be of equal dignity and merit. Mr. Murrow, in receiving recognition as outstanding commentator, will claim the award on his own behalf.

It is expected that the WBBM award will be accepted for the station by H. Leslie Atlass, CBS vice president in charge of Central Division. William S. Paley, CBS chairman, also is expected to be present.

Roger Clipp, general manager of WFIIL, will, according to reliable sources, accept the award being presented his station, an ABC outlet.

The annual duPont awards are presented to two stations, one of greater than 5 kw power and one of 5 kw or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations, respectively."

A duPont award also is given yearly to a commentator-reporter "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Members of the awards committee, which judged this year's entries, were Mrs. Alfred I. duPont, who donates the prizes in memory of her late husband; Dr. Francis P. Gaines, President of Washington & Lee, M. H. Aylesworth, Mrs. J. L. Blair Buck, president of the General Federation of Women's Clubs, and Mark Ethridge, publisher of Louisville (Ky.) Courier-Journal and Times (WHAS), and

(Continued on page 82)

**STANDARDIZED TIME**

**Chances Dim for Action**

By JOE STRICK

TIME is working against the clock. With only seven weeks remaining before some of the nation's timepieces get a one-hour boost, the uncertainty on Capitol Hill last week virtually assured broadcasters and listeners of at least one more year of utter confusion on the programming front.

Two bills are pending before the Senate Interstate & Foreign Commerce Committee (Broadcasting, March 1). One, by Sen. Clyde Reed (R-Kan.), would provide uniform daylight time for the nation and the other, by Sen. John H. Overton (D-La.), would proclaim uniform standard time. On the House side, Rep. Joseph O'Hara (R-Minn.) is pushing a bill somewhat similar to Sen. Overton's and also calling for national standard time.

The Senate committee had planned to hold hearings on the opposing measures during the week of March 22 and has invited FCC, NAB and ICC to participate. But Sen. Reed, a ranking member of the committee and author of one of the bills, advised Broadcasting late last week that he didn't see how the matter could possibly be taken up at all this month due to the priority of other legislation.

Hearings by the House Commerce Committee this month also seemed slim as the agenda is already filled through at least March 25 with several other bills yet to be assigned hearing dates. Even if the matter is rushed through committee, however, other factors appear to have uniform time doomed from the start.

- **Belief of many congressmen time is a matter for local jurisdiction.**
- **Violent opposition of many southern and agricultural states to imposition of daylight time.**
- **Equally strong desire of white collar workers and many labor groups for daylight time.**

This wide difference of opinion would seem to insure a stalemate since any one viewpoint would (Continued on page 82)

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MAYFLOWER RELAXATION?

Relaxation of the Mayflower ban on radio editorializing, with a proviso that stations which broadcast editorializers must provide equal opportunity for replies — was considered a likely development last week as FCC completed its first week of hearings on the issue.

Observers who sat through the five-day session felt the Commission inclined more toward this or some comparable middle-of-the-road course than toward complete removal of the Mayflower restriction or, on the other hand, flat reaffirmation of the seven-year-old doctrine that "the broadcaster cannot be an advocate."

The hearing resumes April 19 with NAB scheduled to present in detail its argument that radio should have complete freedom to air its views as freely as the press, unfettered by equal-time or other limitations. Louis G. Caldwell, Washington attorney who has been one of the most outspoken critics of governmental concern with programs, is also slated to appear at that session on behalf of WON Chicago, FMA, and a group of witnesses who could not present their testimony last week, is also due to present testimony at that time.

In both direct testimony and cross-examination, last week's sessions explored the whole question of FCC's right to consider lawful programming in any form.

The three networks represented — ABC, CBS, and NBC — refused to answer any questions regarding the right to editorialize with strong arguments, though ABC President Mark Woods conceded under questioning that government might take steps to correct abuses of fair play by the only station in a community.

The network spokesmen — Presidents Miller of ABC, Frank Stanton of CBS, and Niles Trammell of NBC — felt that stations should and in most cases would provide time for replies to their editorializers without governmental compulsion.

CBS, only network indicating intentions to editorialize if permitted, offered a sample editorial — on federal aid to education — followed by replies handled on a letters-to-the-editor basis.

Other broadcasters offered varying solutions to the problem.

SECURITY

By ED KEYS

Generous Opinion sampling among news experts who met with Defense Secretary James V. Forrestal in Washington March 3 clearly indicates that the Forrestal Plan for voluntary peacetime radio and press censorship may die aborning unless drastically overhauled.

The so-called "secrecy seminars" was called by Secretary Forrestal to enlist the aid of all broadcasters, television stations, newspapers and magazine agencies and motion picture and newsreel interests in untangling the knotty problem of keeping the wraps on vital security information [Broadcasting, March 1].

Sought under the original proposal, which Secretary Forrestal said was predicated upon informal advice from leaders of the public information media, was (1) a Security Advisory Council of approximately six members of the news media to advise the military on security matters in general, and (2) an Information Advisory Unit, set up by Secretary Forrestal within the national military establishment in Washington and operating 24 hours daily to answer inquiries on critical security subjects and to offer guidance to news media in use of material.

At the closed session in the Pentagon Bldg., a group of 22 representatives of information media heard the military viewpoints of Mr. Forrestal; Gen. Omar N. Bradley, Army Chief of Staff; Adm. Louis E. Denfeld, Navy Chief of Operations; Gen. Carl Spaatz, Air Force Chief of Staff; Maj. Gen. Alfred M. Gruenther, Joint Staff Director, and Dr. Vannevar Bush, Research and Development Board chairman.

Secretary Forrestal emphasized the need for remedial action within the military establishment to prevent "leaks"; the declassification of documents no longer considered secret; the establishment of unified policy among the various armed services; and a trust in technical information not endangering national security, and assumption by the information media of their responsibility in voluntarily refraining from publication of information detrimental to security.

Leaks Seen Inevitable

All the measures were described as necessary, but Secretary Forrestal told the conference that "it seems to me, though the efforts of the military may be most sincere and painstaking, 'leaks' will undoubtedly continue to occur in this vast military establishment of ours."

Admiral Denfeld told the group that foreign agents working in the U.S. could get 80% of the information needed by their intelligence services concerning American developments simply by reading magazines, newspapers and official publications, leaving only 20% for intelligence agents to have to exert themselves.

No military officials attended a subsequent afternoon conference, but at the request of the earlier conference, three advisory consultants to Secretary Forrestal sat in. These were Jack Lockhart, assistant to the executive editor of the Scripps-Howard newspapers and former assistant to Byron Price, wartime censorship head; William Mathews, publisher of the Arizona Daily Star, Tucson, and Frank Kluehorn of the New York Times.

The conference approved the suggestion of B. J. Mc Kelway, Washington Evening Star editor, that the problem was too complex to be settled at the first meeting, and upon motion of Cranson Williams, general manager, American Newspaper Publishers Assn., a subcommittee of eight was appointed to give deeper study to the matter and report back to the conference within 30 days. The subcommittee will meet March 15.

Subcommittee members, in addition to Mr. Mc Kelway, who was installed as ex officio chairman of the

Forrestal Plan May Die Aborning

By ED KEYS

Nathan Straus, president of WMCA New York, for 15 minutes of clearly labeled editorializing per day should be permitted on locally owned stations (not by absentee owners), but with editorializers required to allocate time for rebuttal.

Through Prof. Robert E. Cushman, Cornell U. (WHCU Ithaca) advocated the right to editorialize on issues relating to the general public welfare or local interests (not on behalf of political parties or candidates), and also thought adequate right of reply should be required.

Pierson Viewpoint

In a comprehensive review which the Commission obviously found impressive, W. Theodore Pierson, Washington attorney who appeared for 18 stations, maintained that as a matter of law a broadcaster cannot exclude "substantial views" on issues which he broadcasts, whether he editorializes on them or not.

But denial of the right to editorialize, he said, violates constitutional guarantees of free speech.

Mr. Pierson insisted that the
Commission no power to "decide or declare whether any lawful program or lawful type of program is in the public interest." His contention is that the external questioning, particularly from Chairman Wayne Coy and Comrs. Clifford J. Durr, Paul A. Walker, and E. M. Webster, who throughout the hearing challenged witnesses who questioned their right to any program consideration.

Morris Novik, radio consultant and former chief of WNYC, New York, felt stations should be allowed to editorialize but be compelled to seek out opposing viewpoints if necessary.

Opposition to revocation of the Mayflower doctrine came from a number of organizations and individuals, among them James Lawrence Fly, chairman of FCC when the Mayflower ruling was issued.

Mr. Fly, speaking for American Civil Liberties Union, felt stations should provide equal time for discussions of opposing views on community issues but should not air time-opposing programs.

Charles A. Steigmann of Colum- bia U., who was chief writer of FCC's Blue Book; Saul Carson, radio columnist, and Girard Chester, Cornell prof., all testifying on their own behalf against relaxation of the ban on editorializing. Organizations advocating retention of the former director, Communications Workers of America, American Jewish Congress, Radio Writers Guild, National Farmers Union, and CIO.

John D. Sullivan, representing Advertising Federation of America, urged abolition of the Mayflower principle, while Morris L. Ernst, attorney, advocated editorializing with specific limitations. American Council of Christian Churches favored repeal of the 1941 edict. Rep. Emanuel Celler (D-N.Y.) said FCC "dare not backtrack" from the decision but said under questioning he would agreeable to stations' editorializing if they were required to make time available for contrary viewpoints.

Running account of Monday-through-Thursday sessions follows; Friday session, page 90.

Monday Through Thursday Testimony at Mayflower Hearing

MONDAY

ABC's President Woods insisted that "operation in the public interest places a positive duty upon the broadcasters to editorialize vigorously whenever they believe that it is in the public interest to do so." He felt many licensees would provide time for the discussion of opposing views—the course he said ABC would follow, if it should decide to editorialize—but he argued that "the licensee might conceivably still be operating in the public interest even though he deny the use of his facilities to opposing factions because other local stations or newspapers have, in his opinion, given sufficient publicity to their views.

For that reason he felt that "no regulations should be laid down which would require the licensee to present varying viewpoints." A radio station is only one of many effective means in any community for the expression of ideas," he told the Commission. "Newspapers may disagree; public speakers may disagree; direct mail campaigns may disagree; teachers utilizing their freedom to teach (and they are licensed, too) may disagree. These are some of the safeguards against any black out of ideas."

Woods' Answer

Under questioning, Mr. Woods said that it might be necessary for the government to "step in," if the only effective means of communication were consistently presented only one side of a public issue. But where there are several stations, he contended, the fairness of a single outlet is "not so important."

He anticipated no real problem in this respect, in view of the number of new stations in both AM and FM.

To questions from Comr. Durr, he said that in a community where there is one station and one newspaper he thought it might be proper for FCC to consider the views of the newspaper in determining whether the people had been, between the two media, all sides of controversial questions.

Stanton's Views

President Stanton, of CBS, told the Commission that "the time is running out for those who would tie radio in a special compartment of artificial restraint." He continued:

The rapid rise of television and the advent of facsimile broadcasting are now demonstrating anew the close kinship between radio and other media. Television and facsimile will serve to draw more closely together the fields of the theatre and motion picture; of newspapers, magazines and books, and of radio.

If attempts are made to perpetuate these artificial restraints, the Commission will find itself confronted by new problems arising from the showing of motion pictures on television, and from the transmitting of newspapers by facsimile.

He reiterated that "radio should be as free as the press." But today, he said, it is "only half free." He charged that the Mayflower doctrine withholds from broadcasters a privilege "which is not denied to any other class of our citizens—except perhaps convicts confined in prison."

He maintained that the theory of a scarcity of frequencies—upon which CBS based its former opposition to editorializing—has been outgrown. Stations are no longer scarce, he declared, submitting statistics to show that they outnumber English-language daily newspapers 9 to 1 (3,600 stations and applications; 1,792 daily papers). The CBS executive reported that the network had "experimented" with possible editorial freedom from December 1946 until the spring of 1947. He presented a recorded editorial, balanced by a "letters to the editor" period, which was prepared during this period but never broadcast.

He warned that "editorializing is not the easy course." Many stations will not engage in it, he said, and others will handle their cases in different ways. By editorializing, he insisted, radio can very much encourage public discussion and arguments and "will be agreeable to stations' editorializing if they were required to make time available for contrary viewpoints.

When he referred to CBS' policy of presenting both sides, Comr. Durr interjected that "we've got to look at this question not in terms of personalities but in terms of responsibilities," and raised the question of the advisability of FCC licensing networks.

Comr. Durr wanted to know whether broadcasters could be depended upon to handle fairly, without legal compulsion, an issue of government taking over the operation of radio. Mr. Stanton rephrased that the overall benefits of editorializing would more than offset the effect of a few extreme cases to the contrary.

Concedes Scarcity

Under further questioning by Mr. Durr, he conceded that there is a "scarcity" of clear-channel frequencies and, under present allocations, of television channels. Mr. Stanton maintained that government should have no regulatory authority over programming. If FCC is to be given any authority, he said, CBS would want it carefully spelled out by Congress. He quoted the low requirements for political broadcasts are constitutionally "unsound."

Charles V. Rodrigues, assistant to the director of the Joint Religious Radio Committee, told FCC that the broadcaster "already has wide power to control the views expressed on the air. If licensees (Continued on page 38)
KEYS of the Ford station wagon are handed over to G. David Gentling (second from left), station manager of KROC Rochester, Minn., as the first prize in the national contest for the station's promotion of the NBC "Ford Theatre." Others present are (l to r): Walt Bruzek, KROC sales and promotion manager; R. P. Wood, Ford Motor Co.; William A. Chalmers, account executive, Kenyon & Eckhardt; KROC dropped 200 keys on street; awarded New York trip to finder for KROC door.

FIRST REMOTE show for The News television station, WPIX New York, is arranged by (l to r): Al Keifer, general manager of Queensboro Arena; Carl Warren, WPIX manager of news and special events. and Robert L. Cox, WPIX manager. WPIX takes the air June 15; Queensboro wrestling will be telemcast June 17.

IN PHILADELPHIA nearly everybody sees The Bulletin's new WCAU television transmitter through the 200-power field glasses at downtown corners. WCAU has two for "sidewalk superintendents."

NAG GAG nearly stopped show on KOPO Tucson as this Clydesdale beauty literally "plugged" the appearance of Goebel Brewing Co.'s hitch of horses in a rodeo. Announcer "Buss" Williams (center) introduced the 2,000 pound "Warrior" to the audience.

THIS TRIO reviewed Yankee Network's latest television clinic over WNAC Boston. They are (l to r): William Forbes, television manager of Young & Rubicam; Linus Travers, Yankee executive vice president and general manager; and Lester Smith, network's director of special features.

IN PHILADELPHIA nearly everybody sees The Bulletin's new WCAU television transmitter through the 200-power field glasses at downtown corners. WCAU has two for "sidewalk superintendents."

BROCHURE of "America's Town Meeting of the Air" is examined by Jacob Leichtman (seated, r), president of Modern Industrial Bank, program's sponsor, as of March 2. Moderator George V. Denny Jr. (seated, l) holds brochure, as (l to r) Harry D. Adair, president of Metropolitan Advertising Co., and Murray Grabhorn, manager of WJZ New York and supervisor of co-op program sales for ABC, show their interest.
POOLED VIDEO

COSTS of the pooled television coverage of the Republican and Democratic national conventions at Philadelphia in June and July will total $27,250, according to a preliminary estimate of the industry committee in charge of video convention coverage.

Film coverage is estimated at $90,000, making a grand total of $117,250 for the combined video and film convention reporting.

Special individual video program originations from the convention by the various networks and stations will be paid for individually and are not included in the pooled figures.

Breakdown of the estimated pooled cost includes: Personnel, wages, living and traveling expenses for five 16-hour days at each convention, or ten days in all, $2,500 for each network (CBS, DuMont, NBC), or a total of $5,000.

$200 a Day

Camera cost, at a rate of $5 per camera an hour, or $50 for a 16-hour day, with four cameras, making a total of $200 per day, for the ten-day period of $2,000.

Furniture rental, stenographic help, etc., is estimated at $4,000.

Pooled pickups outside the convention hall will be supplied by WPIT-TV Philadelphia, which estimates the overall cost as $2,000 for two five-man camera crews for ten days, plus $500 camera cost, or a total of $2,500.

Publicity costs are figured as totaling another $2,500, bringing the total costs to $24,800. Allowing 25% for contingencies, the total TV cost is set at $21,250.

These figures do not include the cost of distribution amplifiers, which DuMont may be able to lend to the pool without charge; installation of special lights, for which figures were not available; booth construction or organization of which the political committees will pay for television as they did for sound broadcasting; production costs, which will not be charged against the pool, as each of the four networks (ABC, CBS, NBC and DuMont) will handle production for the same number of shifts.

STOREVISION

STOREVISION, a system of using closed circuit television to present commercial messages and other information to shoppers in department stores, makes its public debut April 12, when it starts an eight-week test operation at Thalhimer's in Richmond, Va., it was announced by Mr. Samuel H. Cuff, president, Storevision Inc.

The storevision system comprises a film chain pickup unit, including a television camera with movie and slide film projections and a stenographer for showing drawings and photos, with the sight-and-sound programs fed to receivers located at strategic points throughout the store. Twenty commercials, each taking 30 seconds and each limited to a single product, will be shown four times each hour, or 24 times in the consolidated six hours of daily operation.

A titled strip accompanying each commercial will show the location of the advertised merchandise in the store. The remaining time can be used for store promotion.

Explaining the system in a letter to stores, Mr. Cuff said: "Programs will consist of a constant repetition of selected merchandise, timed to catch the passersby with a strong appeal to buy the impulse-type merchandise displayed. It will not create crowds and thus traffic barriers. It will not disrupt the store's normal operation. The storevision tests are not designed to bring people into the store, but rather to sell more merchandise to shoppers already in the store."

Company Bears Cost

All costs of the storevision installation and maintenance will be borne by the company, which will derive its income from the sale of the 30-second commercials to national manufacturers, the store receiving the system in exchange for the space. For the test tour a price of $200 a week has been set for each sponsored commercial, which will be shown over the system 24 times a day or 144 times a week.

U. S. Rubber Co., a pioneer video advertiser, is the first sponsor signed by storevision. Mr. Cuff said the company will sponsor four spots for the duration of the tour, which will include eight-week demonstrations at three other stores following the stay at Thalhimer's. If these tests are successful, storevision hopes to install its systems permanently in stores throughout the country for year-round operation.

Adam J. Young Jr., Inc., station representative organization, which has been named as national sales representative for storevision and will develop a special sales staff for this type of advertising, Mr. Cuff said.

First interested in the use of television equipment for in-store advertising when he was associated with Allen B. DuMont Laboratories, Mr. Cuff last summer ran the RCA Victor-Allied Stores Television Caravan, which took television demonstrations into 22 stores of the Allied chain.

New York U. survey of the tour concluded that in-store demonstrations of material suitable for television promotion can produce sales increases up to 200% of normal and at the same time make the shopper feel that the store has made shopping easier. Such results, plus the enthusiasm of the stores visited by the caravan, encouraged Mr. Cuff to develop storevision, RCA to cooperate in the new venture, and U. S. Rubber Co., one of the advertisers sponsoring the caravan, to join the storevision test tour.

KGO Video Project Sanctioned by City

Planning Board Rezones Site; NBC Plans TV Outlet

SAN FRANCISCO, one of the few major cities in the nation without television, last week was given assurance of video entertainment in 1948.

KGO San Francisco, ABC-owned, on Feb. 26 won approval for its project from the San Francisco City Planning Commission.

Previously Mark Woods, in an address in San Francisco at time of hearings in March, had announced that ABC had purchased six acres of ground atop one of the city's highest peaks—Sutro Forest. This is in a residential area and dwellers in the adjacent region protested the rezoning of the ABC property for business use. Two hearings were held by the City Planning Commission.

The Commission finally agreed to the rezoning providing that trees and landscaping of the 6-acre wooded tract be left undisturbed. Transmitter facilities will be installed in the 15-room Sutro mansion on the property and a 500-ft. tower will be erected.

The site will not be used for origination of audience telecasts. It was revealed in the Planning Commission hearings that ABC is now negotiating for complete studio and office space in a main building of the proposed multimillion dollar World Trade Center in San Francisco.

The Sutro estate site is 903 feet above sea level and with erection of the 500-ft. spire, KGO-TV and KGO-FM will have an effective transmitting height of 1,403 feet.

Gayle V. Grubb, general manager of KGO, declared that actual installation of the video transmitter will be expected within the next few weeks. There is a strong possibility, he stated, that KGO-TV will be on the air before December.

NBC's Video Plans

Frank E. McMen, executive vice president and director of television for NBC, stated in San Francisco on Feb. 26 that the television station to be constructed by the San Francisco NBC affiliate will be NBC's West Coast outlet.

The transmitter is expected to be in operation in approximately one year. It will be built atop Mount Tamalpais, south of San Francisco.

Mr. Mullen also disclosed that plans are being made to transmit network television programs to the San Francisco area. The phone company is now setting up coaxial cables along the West Coast.

Video programs, piped from Hollywood to San Francisco, can be expected within a few years. Mr. Mullen declared at a meeting of the San Francisco Downtown Assn. of John W. Elwood, general manager of KNBC San Francisco and president of the Downtown Assn., presided at the luncheon meeting.

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Golenpaul Asks For $500,000

DAN GOLENPAUL, owner and producer of Information Please, last week filed suit for $500,000 in damages against MBS, charging the network with a detailed and categorical list of abuses allegedly practiced by Mutual in selling and presenting the cooperative quiz show. He indicated that he will not renew his contract with the network when it expires June 24.

Mr. Golenpaul charged the following violations of his agreement:
1. A substantial number of stations were broadcasting Information Please for commercial sponsors for whom no accounting was made.
2. Sponsors were accepted by Mutual without the producer's (Mr. Golenpaul's) approval.

Number of Stations
3. A substantial number of stations were not broadcasting the program at the scheduled time of Friday, 9:30 p.m. (EST), but instead were doing delayed broadcasts without producer's authorization.
4. Other stations did not carry the program at all and still others only sporadically and at irregular times, making it impossible for listeners to hear the show consistently.
5. Mutual permitted stations and networks outside its system to carry Information Please both commercial and sustaining without the knowledge and consent of the producer.
6. Continuity of the program was interrupted to accommodate spots.
7. Mutual permitted FM stations to carry the show in direct violation of the agreement.
8. Opportunities for the show to obtain a single sponsor for the complete regional networks affiliated with Mutual were lost when MBS permitted individual stations of these regional networks to make sales. Such sales were made in violation of a specific agreement not to do so and without the knowledge and consent of the producers.

These allegations, Mr. Golenpaul says, are backed up by information obtained by the Ross Federal Service, which he retained "to conduct a thorough survey and analysis of the Information Please presentation over Mutual." The survey showed, Mr. Golenpaul said, "that more than 100 of the Mutual stations were committing acts in violation of the agreement.

The suit, he said, "will not affect the position of sponsors who will continue to the expiration of the contract."

MBS officials would not comment on the matter, beyond saying that they are "studying" Mr. Golenpaul's charges. The network has two weeks remaining to file a reply.

SCHROEDER, DFS Buyer, Victim of Heart Attack

LESTER H. SCHROEDER, 54, radio timebuyer since 1942 at the Chicago offices of Dancer-Fitzgerald-Sample Inc., died March 2, following a heart attack.

Mr. Schroeder was in the agency's New York office before coming to Chicago. Before joining D-F-S, he was with Compton Adv.

He is survived by his wife, Myrtle; two daughters, and his mother, Isabelle, all of York, N. Y.

F. & M. SCHAEFER Brewing Co., Brooklyn, has sewed up five-minute period immediately preceding telecasts of Brooklyn Dodgers games on WOR-TV New York this season, although no contract had been signed. Last week pending selection of program material from Chicago office of Mutual Newsreel, New York, Schaefer agency.

POSSIBILITIES of legal action by MBS in its controversy with Zenith Radio Corp. over sponsorship of the Mutual Newsreel show were being considered by the network's Chicago counsel last week, according to Executive Vice President Robert D. Swezey.

Mr. Swezey said the attorney general would evaluate the decision.

Meanwhile it was indicated in Chicago that the nightly Newsreel that had been dropped by Zenith from consideration as commercial fare because of its reported failure to measure up to "certain rating standards" during the so-called test period from Feb. 2-16.

The test campaign was extended three days and then cancelled outright, it was learned.

(Earlier an agency spokesman denied that the agency had tendered any contract specifically prohibiting the radio firm to sponsor the news program.)

DISC BARGAINING

JAMES C. PETRILLO, AFM president, was asked last week to bargain collectively by March 22 with Standard Radio Telecasting Inc. or else to notify the company if there is another proper bargaining agent for the union's musicians [Broadcasting, Feb. 23, March 1].

The demand, submitted by Gerald King, Standard president, came on the eve of March 8 resumption of negotiations between the major networks and the union's bargaining committee. These negotiations had been suspended Feb. 1.

Hope for agreement on contract provisions before the 60-day truce between networks and AFM expires March 31 was apparent among members of the Industry Music Committee. While members pointed out that they do not actually negotiate with AFM, many of their number are taking part in negotiations.

Discussions prior to Feb. 1 were reasonably cordial, they recalled.

Zenith spokesman said "the firm has no statement to make at this time."

The program tentatively was scheduled for Zenith sponsorship March 1 after a month's airing on Mutual sustaining basis by the network. According to the plan, distributors were to share in an estimated time-and-cost figure of more than $1,000,000 so the network reportedly had lined up approximately 100 affiliates behind the news program.

The radio production had its premiere Feb. 2 on MBS. It draws on the facilities of 479 operating MBS stations, as well as upon five national news bureaus, international broadcasting organizations and wire and radio hookups.

Recent broadcasts have included such features as an address by Britain's Prime Minister Clement Attlee. Sibley that the chance welcoming address on the arrival of New England's food ship at Glasgow, Scotland, a special Ash Wednesday talk by Pope Pius XII from the Vatican and the story of the delivery of triplets by a Syracuse, N. Y., doctor.

Show is produced by Arthur Feldman, written by Jack Fern and directed by Merl Kopolin.

but thus far the AFM head has not indicated what his contract demands will be. During the truce, AFM stations are permitted to duplicate.

Though no official word has been given out, feeling was apparent among union leaders and broadcasters alike that the chance for agreement on television performances by musicians has brightened. During the truce period, it is believed, the AFM president has had a chance to study potentialities of TV as a source of jobs for musicians as well as opportunity to test a wage scale for negotiating purposes.

The new move by Standard Radio is said to be designed to solve the work stoppage in the transcription field. This stoppage is defined as a strike in Taft-Hartley Act language, according to Standard Radio, and it follows the refusal of four musical units, under contract to transcribe for Standard Radio.
Not what you think!

No, the National Capitol is not on fire. It’s just firemen giving the building a good cleaning with a strong stream from a fire hose. It’s being done just before the opening session of Congress.

Our radio point is a cinch from here on in.

Some say 1948 is an unpredictable year. Business may be good. It may be bad. But one thing is sure!

You, who are responsible for sales by radio advertising, ought to houseclean your radio lists!

Are you giving the client every cent’s worth of his dollar? Are you getting the kind of results that keep him happy?

We can speak only about Baltimore radio. Put the hose on your radio list in this town and when you’ve got it all shiny and clean, one fact will stick out . . .

It is W-I-T-H that gives you more listeners-per-dollar-spent than any other station in town.

Get those pumps working . . . time is getting short!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President * Represented by Headley-Reed
CBS Assigns Landry to Secretarial Post

ROBERT J. LANDRY, formerly director of the CBS Division of Program Writing, has been named to the new post of secretary to the program board of the network, it was announced last week by Frank Stanton, CBS president.

The position was established "as part of the expansion of CBS activities linking its radio and television programming with the growing and complex social needs of communities and the entire nation," according to Mr. Stanton.

Mr. Landry also will be responsible for producing a series of CBS educational films dealing with the problems of present-day communication and other related material.

Head of the network's program writing division for the last five years, Mr. Landry has supervised the CBS dramatic series, Studio One, since its inception a year ago. He has directed New York U.'s Summer Radio Workshop for the last six years.

Unbeatable Combination

CBS WGST

ATLANTA

Georgia's 2nd Station in Family Coverage

According to Broadcast Measurement Bureau

Represented Nationally by the Katz Agency, Inc.

WPIX Arranges Show

WPIX New York, video station of the New York News, provided a program for a sponsor on March 1, although the station will not go on the air until June 15. WPIX arranged for the Golden Gloves Tournament of Champions, presented in New York by the News Welfare Assn., to be telecast by WABD New York with Winston Television & Radio Corp., household appliance dealer, as sponsor. Proceeds were shared by WPIX, WABD and the News Welfare Assn.

Station Brokerage Dept. Added by Liebling & Co.

RADIO STATION brokerage department has been added by the Washington, D. C., real estate and business brokerage firm of Liebling & Co. Inc., Joel R. Liebling, president, announced last week.

Bernard K. Johnpoll, station applicant at Biddleford, Me., and former sole owner of WVOS Liberty, N. Y., is to head the new station brokerage department. Firm also has added Charles L. Hellman, attorney, and Stuart Bonwit, radio engineer.

Mr. Hellman has been in general law practice in Washington and Philadelphia. Mr. Bonwit has been in radio engineering, including television, for more than 10 years. Mr. Johnpoll at one time headed his own radio economics consulting firm in Washington.

Two Television transmitters and associated studio equipment are ordered by Frank Marx (seated), ABC vice president in charge of general engineering, from General Electric Co. for the network's video stations in San Francisco (atop Mt. Sutro) and Los Angeles (atop Mt. Wilson). Equipment is scheduled for delivery in September, with expectations that both stations will begin operations before end of year. Howard Manderbach (l), New York district manager of GE electronics department, and Howard Perdus, New York transmitter sales representative of GE, were on hand for arrangements.

TV Application Puts Estimated Cost Low

Cost and population figures which are among the lowest ever involved in a commercial television application are contained in an application filed with FCC last Monday by KVEC San Luis Obispo, Calif.

The community has an estimated 20,000 population. Installation of KVEC's video affiliate is expected to cost $71,500. By comparison, the "average" estimated cost in television applications ranges between $150,000 and $300,000.

With no immediate plans for equipment to originate local live programs, the proposed station would rely wholly on films at first, picking up network programs when inter-city relay facilities become available. San Luis Obispo lies midway between Los Angeles and San Francisco; station officials hope eventually to use programs originating in both cities.

Spokesmen reported that a survey of business interests in the community had indicated initial revenues would average $1,000 monthly. Expenses are expected to approximate $18,500 a year.

The application is for Channel 3 (60-66 mc)—a community-station channel— and was filed by Reed T. Rollo of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for KVEC.

ANA Spring Meeting

SPRING MEETING of the Assn. of National Advertisers will be held April 12-14 at the Drake Hotel, Chicago, ANA announced last week. J. Ward Maurer, director of advertising and merchandising for the Wildroot Co. and an ANA director, is chairman of the program committee. The annual ANA meeting is to be held Oct. 18-20 in Atlantic City.
AN Impromptu Story

BY WGN OF CHICAGO

Want to hear a really good story... one you can tell your wife or client... how about this:

Recently a traveling salesman (this one traveled by air) made a spontaneous, impromptu mention of an item unrelated to his sales effort... the mention was over WGN at 10:15 pm on Sunday, February 1, on a quarter-hour show called "Your Answer, Please," sponsored by Nelson Brothers, prominent Chicago retailers... specifically, here's how the mention was casually brought into an interview by Holland Engle, WGN's Question Man, in his program from the Chicago Theatre:

ENGLE: "Can you give me the recipe for Divinity Fudge?"

LADY INTERVIEWEE: "I never heard of it." (And she was a cook, at that!)

ENGLE: "Thank you, anyway. I'm quite sure I'll get it—maybe somebody will send it to me."

That was all... but what happened... within a week Engle had received 661 recipes for Divinity Fudge (as well as 32 boxes of the stuff)... and here's the important significance of this. These 661 recipes came from 26 different states and Canada... from New York to Montana and from Alabama to Canada (4 different Provinces in Canada were heard from).

(Incidentally, this story is typical of WGN!)

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

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Broadcasting • Telecasting

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Before Doors Open

ROCHESTER

RADIO CITY

Tours and Programs
Boo ked
3 Weeks in Advance

Here is further proof of WHAM leadership.

Originally "Open House", celebrating the opening of the million dollar home of WHAM and WHFM, was scheduled for one week, February 14-22. But, because so many thousands more than could be accommodated requested tickets to tours and broadcasts, even before the opening... "Open House" was extended indefinitely.

Here is proof positive that WHAM enjoys a leadership with the radio families of prosperous Western New York that is second to none... here again is proof that when it comes to drawing power... "WHAM TOPS THEM ALL."

S.R.O.

CAB MEETING

By JAMES MONTAGNES

PREPARATORY to meeting of delegates from North American Regional Broadcasting Agreement countries at Montreal starting next August, Canadian broadcasters plan to set up a policy to recommend to the Dept. of Transport and Dept. of External Affairs at Ottawa at this week's annual meeting of the Canadian Ass'n of Broadcasters at the Chateau Frontenac, Quebec.

The four-day meeting opens today, and the morning of March 10 is to be devoted to reviews of Canadian broadcasters on the international broadcasting agreement, following election of CAB officials.

Canadian broadcasters feel that the forthcoming NARBA meeting is even more important than the original meeting setting up the Havana Treaty in 1956. Under present Havana Treaty rulings Canadian stations are limited in power on clear channels because they are within 650 miles of the international border.

A proposal to recommend a policy which would allow clear channels to be broken down to allow more power for existing stations will be debated. Some broadcasters feel that Canadian stations stand to gain if clear channels are broken down to allow stations closer to international borders to increase power. There is a general feeling that existing stations should be given advantage before newcomers if such a change is made.

CAB also will discuss entertainment plans for NARBA and Radio Canada.

CAB convention will be attended by about 300 persons, advanced registration at the Chateau Frontenac and at CAB headquarters at Toronto indicate. Meetings will take up not only CAB business, but also policy for the forthcoming Parliamentary Radio Committee sessions, public relations campaign, price mention situation, rate structure, giveaways, copyright fees, new radio research and musician problems.

The Bureau of Broadcast Measurement will hold its annual meeting at the same time, part of the opening session today having been set aside for this purpose.

A large contingent of American broadcasters will be present at the CAB meeting, advance registrations indicate. All four networks will be represented, as well as Broadcast Measurement Bureau and Broadcast Music Inc.

A feature of the convention will be the display of transmitters, both AM and FM, and control room and recording equipment. Principal exhibitors will be Canadian General Electric, Canadian Marconi, Northern Electric, Federal Electric Mfg, RCA Victor, Walter F. Dowd Ltd, J. L. Longstaff Ltd., Associated Screen News and Canadian Electrical Supply. Exhibits will be located on main floor of the hotel.

The convention will choose successors for two key executives, following resignations of the CAB managing and engineering manager. Shortly, Mr. Dawson, as manager, with an engineer to be picked from among station or consulting engineers recognized by Dept. of Transport.

CAB directors will give luncheon March 9 for directors of Canadian Radio Manufacturers Assn. At a luncheon today R. Hackbusch, Stromberg-Carlson, Toronto, a member of CRMA technical committee, will talk on FM and TV development in Canada.

Announcement of the luncheon March 9 will be addressed by Charles S. Watson, public relations director of Canadian Breweries Ltd., on the subject of public relations.

Policy on NARBA to Be Set Up

Registration for CAB Sessions—March 10-14

A


John E. Baird, Canadian Industries Ltd; G. G. Ballantyne, All-General Radio, Barrie, CJCA; Mr. and Mrs. J. Bear, CTV; G. M. Bennett, Canadian Pacific Telegraph; F. G. Bennett, Canadian National Teleprinter; G. Best, CBC; S. Baldwin, CHNL; Raymond Benoit, CIBE; Fernand Bertrand, CIRE; C. A. Bertrand, CIVC; C. A. Berthiaume, CHLU; M. Biraud, Radio Industries; M. J. Biron, Vickers & Benson; L. W. Bouchard, CBSJ, F. Bovet, Mason’s United Adv. Agency; W. C. Borrett, CIBS; Georges Goudrault, CKOL; R. T. Bowman, CMO; Mr. and Mrs. S. Bowing, CIBS; G. P. Brandt; B. M. Brophy; Ross-Majestic Corp.; Margaret Brown, Marketing; T. B. Brown, CKSB; M. B. Brown, CHSL; R. A. Bruce, CKOC; W. C. Burt, GAC; G. Reid Broadcasting; Bob Burton, BMI; W. D. Butters, CKSB; J. E. Butters & Miller.


D


F

F. Fengharter, Masons United Ad. Agency; Hugh M. Fettis, BMB; W. Frasier, News; T. E. Freshwater, Bowies, Con.; C. Flint, Mclntosh Adv.; Mr. and Mrs. H. E. Franco, Young & Rubicam; Harry E. Foster, Foster Agency; March 10 is to be devoted to: Mr. Mrs. C. Franco, Young & Rubicam; H. C. Freeman, Northern

Broadcasting; L. Frierson, Ruthrauff & Ryan.

G

Gerry Gaetts, CKRC; F. R. Gamble, ASEA; Jean Gatski, P. A. Gauvreau, Universal; C. L. Gadsby, CPOX; E. T. Gater, Sterling Design Canada; A. Gauthier, CHUL; F. H. Gauthier, Ajax Engineering; P. H. Gaynor, CBC; CKSF; W. G. Geen, Canadian Broadcasting Corporation; M. Goudreau, CBC; D. A. Goulden, CKPG; E. G. Goulet & Benson; C. Greenland, Associated Program Service; E. Goo, Cockfield Brown; Wm. Guild, CJOY.

R


C. R. Irvine, CHSL.

K

K. Jadassohn, SKSEAC; Emilie Jean, CHLN; Chas. Jennings, CBC; Ruth Jones, Benton & Bowles; J. C. Joseph, RCA Victor; Ralph Judge, H. N. Stovin & Co.

M


Phil Lalonde, CKAC; Paul Langlois, Canadian Telecasting; Phil LaPointe, Telecasting; R. Langlois, Lang-Worth Programs; Jean Leblanc, Bullock-Stauffer Collins; W. J. Bayles; B. W. Leclair, CJEM; Henri Le- page, CKBC; Paul Legagneur, CKC; Louis Leprohon, CKSB; R. C. Leslie, Canadian Broadcasting Co.; Dick Low, CTV; Canadian Broadcasting; G. L. Liddell, CKGB; P. C. Lowndes, George Lowndes; B. McLean, Toronto; Lomas, Federal Mfg Co.; J. A. Love, CFBN; Bert F. Mound, Associated Screen News; G. O. Lloyd, Canadian General Electric; E. B. Lyford, NBC; Fred Lynds, CKGY.


(Continued on page 68)
HERE'S THE
New Look

Complete Coverage of the Pacific Northwest
with a
Single Contract

MERCHANDISABLE AREA
BONUS LISTENING AREA
SERVING 3,835,800 PEOPLE
THE FIRST consumer prize contest on Birds Eye Frosted Foods in its 17-year history, launched by the Birds Eye-Snider Division of the General Foods Corp., New York, started March 1 and will run through April 10. The contest, offering $10,000 in prizes, will be promoted in all key merchandising centers throughout the country, and on General Food's co-op program, "When a Girl Marries." (NBC Monday through Friday, 5-6:15 p.m.).

Contestants are asked to complete the sentence, "I serve Birds Eye Peaches because . . ." $2,500 is offered as the first prize. Other prizes are $1,000, second; $500, third, $100, next ten and $10 the next 500. Entries must contain a box top from Birds Eye frozen peaches, plus the name of the local dealer.

ADVERTISER, network and station personnel held a luncheon recently to celebrate the return of Shell Oil Co. to sponsorship of 5:45 p.m. news period on WMAQ Chicago, (Mon-Fri.). Seated (1 to r): John Holman, WMAQ commentator; C. W. Stugert, assistant advertising manager, Shell Oil Co., New York; Oliver Morton, manager, NBC Central Division National spot sales department; G. E. Keister, sales manager, Shell Chicago division; V. F. Nightingale, sales promotion and advertising manager, Shell Chicago division. Standing (1 to r): Jules Herbeuvalx, newly appointed manager of NBC Central Division's television department; Norman Berry, commercial announcer on the WMAQ show; Len O'Connor, division news editor, and Harold Smith, WMAQ sales promotion manager.

Titus Group Trial Set for March 22
Alleged Violation of Calif. Law Will Be Decided

MARCH 22 was set last week by the Superior Court in San Francisco as the trial date for Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husbands, principals in North American Broadcasting Service Inc. on charges of violating the California Corporate Securities Act [BROADCASTING, Jan. 26].

Indictment by a San Francisco County Grand Jury in January followed a six-month investigation by the State Corporation Commissioner's office into operations of North American Broadcasting Service. The inquiry was said to have revealed alleged sale of stock in California without authorization from the Commissioner's office, as required by law.

North American Broadcasting Service was Mr. Titus' first organization looking toward a "fifth network." His current Radio America Inc., like its predecessor, is a Nevada corporation with offices at Denver. In between the two was United Radio Systems of America formed in March 1947.

Prior to the indictment, Mr. Titus had predicted that his "fifth network" would get underway May 15 with about 250 affiliates, about 70% of whom were already committed to other networks. Long range plans called for 5,000 affiliates and ability of the organization to process FCC applications and install facilities.

Trial will be by jury in the court of Superior Judge Albert C. Wollenberg.

HUGH SMITH OF WLAU NAMED MBA PRESIDENT

NEW OFFICERS were elected by the Mississippi Broadcasters Assn., and present officers were retained by the Louisiana Assn. of Broadcasters during separate meetings of the groups at a joint conclave held Feb. 27 and 28 at International House, New Orleans.

Hugh Smith, WLAU Laurel, was elected president of the MBA. Other new officers named were Bob Wright, WTKO Meridian, vice president; Bob Evans, WELO Tupelo, secretary-treasurer. New board directors include Wiley Harris, WJBJ Jackson, C. J. Wright, WFOR Hattiesburg, and Emmett McMurry, WIPR Greenville.

The LAB group retained their present officers because the organization has been active for less than a year. The Louisiana group will hold a meeting at Baton Rouge, La., in August. Host stations will be WJBO, WLCS and WLSU, all of Baton Rouge.

James E. Gordon, WNOE New Orleans, president of the LAB, acted as chairman of the joint meeting, attended by about 60 members.
To the PRESS and RADIO:

There is probably no business, outside the business of government, which touches so many people in so many ways as the railroads. As a result, questions about the railroad business are of interest and concern to all of us. Some of these questions I hope to discuss with you from time to time through the pages of BROADCASTING. First, let's talk about railroad passenger service.

Railroad passenger traffic today is double what it was just before the war. At that time, railroads were well along on the program of improving passenger equipment which was started back in the early 1930's. They had air-conditioned most of the regularly assigned cars in through service. More than 600 new-type lightweight sleeping cars had been built and about 150 streamlined trains were in service.

War stopped passenger car building, but after the war the railroads promptly ordered more than 4,000 modern passenger-train cars. So far, it has been possible to get delivery of about 1,600, mostly coaches. Among those yet to be delivered are 1,000 new sleeping cars, principally of the all-room type. Until more of these new cars are built, the demand for reservations, particularly for room space in sleeping cars, will continue to be greater, in some areas, than the supply.

Meeting a pressing demand with what is at the moment an inadequate supply of sleeping car accommodations is complicated by the fact that travel plans change, frequently at the last minute. The result is that space on trains previously reported sold out often becomes available shortly before departure, and there may even be empty space on such trains, due to late cancellations. Trains, moreover, usually leave from or arrive at terminals with some empty space for the occupancy of passengers to and from intermediate stations.

Railroads want the passenger to have the space he desires, and also want to avoid the loss of revenue in hauling space empty which could have been sold. That's one reason why they have in many cities uptown ticket offices where plans for trips and reservations usually can be made, and tickets and space purchased, more conveniently than at the ticket windows in stations. And that's why they are on the lookout for improvements in reservation practices which would be practical for general application, covering reservations for a great number and variety of trains, origins and destinations, rather than such as are applicable to limited and local situations.

The fact that railroads have ordered 500 million dollars' worth of new passenger train equipment is but one part of their effort to raise passenger service to better than pre-war standards. They have also undertaken active training programs, based on realization that the welfare of the railroads and of those who work for them is tied up with service to the public. These programs are enlisting the interest of passenger service employees, both on the trains and in ticket offices and stations.

Railroads and railroad men have a pride in their jobs. They know that a great part of the public looks to them for a dependable way to go places. They realize that an overwhelming majority of the people judge them by passenger service. And so, while they are hauling more tons of freight more miles than ever before in time of peace, they are at work to see that the passenger shall get the service he wants, and which the railroads want him to have.

Sincerely,

[Signature]
President
Look to RAYTHEON
For all your needs

TRANSMITTERS

FM transmitters, 250 to 10,000 watts, incorporating Raytheon Cascade Phase Shift Modulation.

AM transmitters, 250 to 10,000 watts.

RA-5
5,000 Watt AM Transmitter

RF-3
3,000 Watt FM Transmitter

RF-250
250 Watt FM Transmitter

RAYTHEON
Excellence in Electronics

STATION EQUIPMENT

COMPLETE INSTALLATIONS for stations of any power, either FM or AM, including antenna, antenna network, tower, frequency and modulation monitors, voltage stabilizers, transcription players, and pickups, recorders, microphones, microphone plugs and connectors, microphone stands, audio rack equipment, speaker and speaker cabinets, relays and "On Air" lights, coaxial cable and wire, cable fittings, replacement tubes, etc.

Write for complete information and quotations.
The New RAYTHEON Type RFW FM ANTENNA
No icing problem, high gain, low cost, easy to install, perfect radiation, low wind loading.
Program Hoopers Pocket Piece Adds 4 Features

FOUR FEATURES were added to the program Hoopers pocket piece with the Feb. 29 issue: Average program Hooping for each network, reported for individual evenings, for all evenings combined and for Sunday afternoon; minutes of sponsored time for each network, reported like the average ratings for individual evenings, all evenings and Sunday afternoon; average rating by program type, formerly reported only three times a year, now a monthly feature of the pocket piece; non-network rating, a combined rating for all programs on other than network stations, reported for each 15-minute period, evenings and weekdays, and for each half-hour period Saturday daytime and Sunday afternoon.

Radio Newsmen Protection Urged by Driscoll

JUDICIAL immunity for radio newsman in New York State on a par with that proposed for newspapermen in a bill before the legislature was urged last week by Dave Driscoll, WOR New York director of news and special features.

In telegrams to sponsors of the measure in the New York Senate and Assembly, Mr. Driscoll declared that radio has an equal stake in the proposed legislation which would guarantee to newspapermen the right to refuse to reveal news sources.

His wires said, in part: "May I respectfully suggest and urge that you amend your laudable bill granting information immunity to men engaged by newspapers or press associations to include those persons engaged in gathering news for radio."

Introduction of the bill was prompted by the sentencing last week of a reporter and an editor of the Newburgh (N. Y.) News to ten days in jail for refusing to tell a grand jury the source of lottery tickets the paper had reproduced as a follow-up to an expose of alleged vice in Orange County, N. Y.

A reply to Mr. Driscoll's wire by State Sen. Thomas C. Desmond said his suggestion to grant radio newsman equal protection "seems to have considerable merit." However, it had been decided, Sen. Desmond said, since the legislature soon will adjourn, to delay any such amendment until the next ses-

IMMUNITY

More and More people Are Smoking More and More CAMELS*

Spot radio is helping sell folks on CAMEL Cigarettes.

No need to "walk a mile" to get that sales point home.

And more and more folks just naturally turn first to WHHM. No need to "walk in circles" when it comes time to "buy" the Memphis Market. Just get the station that gives you

★MORE LISTENERS PER DOLLAR IN MEMPHIS★

More and More People Are Listening More and More To WHHM

WHHM

THE NEW VOICE OF THE OLD SOUTH

MEMPHIS, TENNESSEE

PATT MCDONALD, General Manager

*FORJOE & CO., Representatives

"Like CAMELS, we say, Experience is the Best Teacher"
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 PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
KTKR Taft, Calif., Ready
For March 15 Opening

KTKR Taft, Calif., new parttime
500-w station on 1310 kc, is schedu-
led to go on the air March 15. Licensee is Taft Broadcasting Co.,
owned by Kenneth Aitken, formerly of
KFRE Fresno and KKIN Visali-
a, Calif. Mr. Aitken is also the
station's manager.

The staff includes: James R.
Welch, formerly of KCOO Tulare,
KAFY Bakersfield and KOH
Reno, chief engineer; George J.
Tschumy Jr., of KYOS Merced
and KKIN, engineer-announcer;
Al Blain, former sales manager of
KKIN, in charge of KTKR sales;
George Flansburg, formerly of
KKIN, announcer and continuity
head; Jack Smith, bookkeeper-an-
nouncer; Marian Aitken, program-
ing head.

CFFR Toronto is rushing to completion this transmitter building of modern design
of Clarkson, Ont., to house new 50-kw RCA transmitter which goes on the air
July 1 on 1010 kc. On some date CFFR Toronto, now on 1010 kc, takes over
CFFR's 860-kr clear channel frequency with new 50-kw transmitter.

DEPRECIATION Rates May Be Changed on
AM, FM and TV Equipment

DEPRECIATION rates on AM,
FM and television equipment for
tax purposes may undergo some
drastic changes in the near future,
and has been learned from the
Bureau of Internal Revenue.

The basis on which depre-
ciation is figured by the bureau is the es-
mated normal useful life of equip-
ment and facilities. This includes
(1) physical life or how long it
will take to wear out, and (2)
when it will become obsolete under
present standards.

With this principle in mind, the
bureau is now figuring the aver-
age life of AM equipment as ten
years. Television, as a new indus-
try in a constant state of change,
enjoys an amortization period of
four years. For FM, no period has
yet been set by the government.

These figures have not been re-
vised for some time, according to
a bureau spokesman, since that
agency does not have the personnel
or funds for the extensive research
which would be necessary to re-
verse the rates.

He revealed, however, that NAB
had hired a group of experts and
was making the survey of the ques-
tion. The NAB findings, he said,
would probably be used by Inter-
nal Revenue as the foundation for
new allowances.

The NAB study, he said, would
be aimed at determining (1) cur-
rent depreciation of FM and televi-
sion equipment and (2) whether
FM and video will have an adverse
effect on AM as some sources have
predicted. If that turns out to be
the case, then AM equipment will
have a shorter useful life.

Meanwhile, Sen. Homer E. Cape-
hart (R-Ind.) said last week that
he is desirous of holding hearings
on his bill which would grant a
five-year amortization for business
investments [Broadcasting, Feb.
9].

The bill is now pending before the
Senate Finance Committee, of
which Sen. Capehart is not a mem-
ber. Questioned by Broadcasting
about the status of the bill, a
spokesman for the committee chair-
man, Sen. Eugene D. Millikin (R-
Col.), said the bill had not been
considered as yet or assigned a
date by the committee. It was indi-
cated that the committee has many
other matters which have priority
and that it may not even be able
to get to the bill this session.

Train' Promotion Is Praised by Coy

EXTENSIVE radio promotion of the
Freedom Train documentary
exhibit, touring the country under
auspices of the American Heritage
Foundation, is praised by FCC
Chairman Wayne Coy in a letter to
Justin Miller, NAB president.

All stations have been asked by
the foundation to join in a good
citizenship campaign for their com-
(munities as part of national ob-
servation of 1948 as a Year of Re-
dedication by all Americans to their
heritage of freedom. Radio fact
sheets and broadcast material have
been mailed all stations by William
B. Lewis, national chairman of the
foundation's Radio Committee.

"It is peculiarly appropriate," ac-
cording to Chairman Coy's let-
ter, "that a democracy should make
this great effort to bring to as
many of its citizens as possible
these exhibits which embody the
fundamental concepts which are
the guide and the inspiration of that
democracy." He said the wide-
spread enthusiasm aroused by the
tour "testifies to the vitality and
significance that the ideals of our
founders have for today's Ameri-
cans despite the sweeping changes
in the material aspects of our way
of life."

Chairman Coy wrote broadcas-
ters "may well be proud of the
major role they have played in wel-
coming the Freedom Train and
assuring that the arrival of this
country's most treasured documents
would be known to all their listen-
ers.

"I know that these broadcasters
will continue to give every support
to all future efforts to bring to the
people a keener sense of their ob-
ligation to protect and foster the
principles which have been high in the
hearts of the patriots whose vision
and courage gave us this heritage."

JONES HEADS WIRL'S
EXECUTIVE PERSONNEL

EXECUTIVE PERSONNEL of
WIRL Peoria, Ill., which went on
the air Feb. 18, has been announced
by Robert B.
Jones Jr., general
manager of station
and former
ABC Central Di-
sion station re-
lations manager
Broadcasting, Nov.
19, 1947].

Bill Selah, pre-
viously with
WHBF Rock Is-
land, I11., is
WIRL's program
director. Rudy
Luukinen is chief engineer and
Harry Sundeen news editor. Sta-
tion is represented nationally by
Avery-Endel

Mr. Jones
Licensed to Illinois Valley
Broadcasting Co, WIRL operates
as a 5-kw fulltime outlet on 1290
kc. Studios are in Peoria's Jeff-
eron Bldg.
Thomas Edison was first with his invention of the incandescent bulb in 1878 powered by the first steady-current dynamo... a tremendous step toward a better way of life... the American Way of Life... just as WJR is...

First in power and results
Michigan’s greatest advertising medium

WJR
50,000 watts

CBS
The Goodwill Station
Fisher Bldg. Detroit

G. A. Richards
Pres.

Harry Wismer
Asst. to the Pres.

March 8, 1948 • Page 33
INDICATIONS that "box office" television is on its way into the American home were seen last week by Eugene F. McDonald Jr., president of Zenith Radio Corp., and advocate of "pay-as-you-see" video. He said that "between moving picture interests of the country and the telephone people, television has taken a new turn in the last few months."

Comdr. McDonald told broad- casting he had held discussions with the telephone company but would not disclose what had been said. He hinted, however, that the company was ready to install the added equipment which would provide television by telephone wire.

Comdr. McDonald also disclosed:
- Zenith's Board of Directors is considering a plan to license free the Telephone Co., TV broadcasters and film producers on behalf of its Phone Vision.
- Licensing of individual manufacturers desirous of producing Phone Vision receivers is pending per discussions of rates "not yet set."
- Phone Vision receivers will be available on the market "some time this fall." Output will include a full line of consoles and table models. Comdr. McDonald declined to divulge the present rate of production by Zenith.

While the Zenith president did not indicate as much, it is believed that current discussions with film and phone companies await the decision of the firm's board of directors with respect to licensing rights.

The Zenith president did not elaborate specifically on his negotiations with the movie industry other than to confirm discussions with representatives, including Eric Johnston, president of the Motion Picture Ass'n. of America. Mr. Johnston, he said, was "deeply impressed" with Phone Vision.

Comdr. McDonald cited the industry's current problem of "diminishing returns," quoting distribution costs of 28.5% on each 53c admission—leaving a 45c profit for the producer. Zenith's fee plan, he asserted, would create additional markets, greater expenditures on production and eventually better pictures.

Comdr. McDonald reiterated his conviction that teleset owners would be willing to subscribe to his proposal toll system. He pointed to final figures in the recent survey undertaken by LaSalle Extension U. at the suggestion of Zenith. (Poll of 9,341 home-viewers in metropolitan cities indicated only 45% "satisfied" with present TV programming and 65% "willing to pay a reasonable fee" for programs "not available on free television."

When asked how it would be possible for film companies to furnish numerous TV stations with full-length features, in view of their limitations, he again alluded to figures, this time as released by Audience Research Institute. They showed, he said, that (1) "An average 'A' picture is seen by only 20,000,000 people and (2) only 6,000,000 go to just any movie that is released."

He quoted one film executive, whom he would not identify, as having told him last year: "Phone Vision will give us 20,000,000 new outlets and we're looking for distribution."

Fee System

Clarifying a statement he made last December—that his fee system could be applicable to FM reception and even AM stations so interested—Comdr. McDonald characterized its adaptability as "just a technical possibility, not a probability, for the near future." At the same time he disclosed he has had no further discussions with Rolf Kaltenborn on the latter's application for license under Zenith patents for Phone Vision.

Asked whether he felt Chicago legitimate theatres would be hurt by his toll plan, Comdr. McDonald stated: "Phone Vision definitely is a threat to them. It is a threat in the same sense that the railroad was a threat to the stagecoach. Progress can't be stopped."

Owners of legitimate playhouses recently have indicated consternation over such a possibility, fearing that eventually, under Zenith's "box office" plan, teleset owners will forsake attendance at plays (which use mostly road companies) for home-viewing of Broadway vehicles (with original casts). Last December Comdr. McDon- ald reportedly predicted that television in general would not compete with legitimate theatres or motion pictures any more than radio adaptations of film versions compete with the box office.

Meanwhile Norman Lindquist, vice president of Television Advertising Productions, indirectly renewed his criticism on the film

(Continued on page 42)
WFBR SEATS RECORD-BREAKING 100,000 LIVE-SHOW STUDIO VISITORS YEARLY!

Recently the M.C. of "Club 1300", one of WFBR's home-grown live shows, made one air announcement that he had a few tickets available. In two days—he received requests for over 75,000 tickets!

While this is no novelty at WFBR—no other Baltimore station can come even close to WFBR's attendance figures. Baltimoreans are loyal to "the Baltimore Station with 100,000 plus!"

These 100,000 visitors are not treated lightly. Each one sees one or more live broadcasts, visits modern studios, views product displays of WFBR advertisers, and takes home a copy of "Let's Listen"—WFBR's own radio gossip sheet and program guide.

By all means, your Baltimore radio budget should include . . .
GALLUP

LUX RADIO THEATRE (CBS, Mondays, 9-10 p.m.) topped favorite program listings for three separate weeks in a survey by Dr. George Gallup's Audience Research Inc., results of which were announced last week. The Lux show also is leading in the current Nielsen and Hooper ratings.

Respondents were asked, "During the week ending last night, what one radio program would you say you enjoyed the most?" All three studies were nationwide, covering the weeks ending Jan. 24, Feb. 7, and Feb. 14, and each comprised about 1000 personal interviews in all city sizes and income levels, according to Samuel H. Northcross, vice president of the Audience Research radio division.

The second-ranking program was the Jack Benny show (NBC, Sunday, 7-7:30 p.m.) for the two latter weeks, and Bob Hope (NBC, Tuesdays, 10-10:30 p.m.) for the week ending Jan. 24. Red Skelton (NBC, Tuesdays, 10:30-11 p.m.) held the No. 4 position all three weeks.

"We hope to learn two things from this testing," Mr. Northcross said, "One is to try to discover hidden talent of future promise and secondly, by amassing qualitative data on established programs for a number of broadcast, we might be able to tell what kind of treatment it is that pleases the listeners most and be in a position to give producers some helpful guidance."

SKELTON 96.0 RATING HIGHEST IN RAP POLL

HIGHEST "good taste" rating ever achieved by a comedy program in the 16-week history of the Radio Acceptance Poll—96.0 —was registered for the Red Skelton program during the week Jan. 25-31, according to tabulation headquarters at St. Joseph's College (Indiana).

Student steering committee said that, "all in all, it was probably the cleanest week in radio entertainment since last October." Committee pointed out that seven of the 14 shows monitored were "highly acceptable," and the remainder "acceptable" with room to spare.

In the individual performer class, the committee announced, there were more "highly acceptable" performers than "acceptable" ones—for the first time since RAP program rating began. Only one artist, whose name was not divulged, was found "barely acceptable" by student tabulators.

During the previous week (Jan. 18-24), Lou Costello, Jim Backus and Lulu McConnell were auditioned as "barely acceptable."

PULSE

SETS-IN-USE increased in New York, Boston and Chicago during February, and Walter Winchell and Amos 'n Andy placed among the top 10 evening shows, according to the latest report published by The Pulse Inc., New York. Average quarter-hour sets in use figured 26.2 for New York, 23.0 for Boston and 24.7 for Chicago. Top Pulse-rated shows for the month, by highest quarter-hour ratings were:

EVENING

Jack Benny 28.8
Lux Radio Theatre 26.5
Charlie McCarthy 25.3
Fred Allen 23.6
Bob Hope 20.8
Fitch Bandwagon 20.6
Fisher McGee and Molly 19.0
Truth or Consequences 19.3
Amos 'n Andy 18.4
Walter Winchell 17.9

BBC TELLS OLYMPICS BROADCASTING PLANS

THE NEW YORK office of the British Broadcasting Corp. disclosed last week that coverage facilities for this summer's Olympic games in England will be provided for four U. S. networks and four independent stations on a "courtesy and non-exclusive basis.

While it was presumed that the four networks would be NBC, ABC, CBS and CBS, the independent station schedule has not been drawn up, though it probably will operate on a rotating plan, four at a time.

In London the BBC is equipping the Palace of Arts at Wembley with a special radio center consisting of eight studios, 20 recording channels, and a control room capable of handling 32 simultaneous broadcasts. BBC television headquarters also will be located at Wembley during the Olympics. A total of 120 commentator vantage positions are being provided.

BROADCASTING • Telecasting

Report Excluding WNOE Planned in New Orleans

PUBLICATION of abridged city Hoopereport covering ratings of all New Orleans stations save WNOE was announced Feb. 27 by C. E. Hooper Inc. in modification of original plan to discontinue fall-winter New Orleans report [BROADCASTING, Feb. 16]. The Hooper firm explained that new report would be based on revised interviewing techniques now being tested and would set precedent for other cities in event. Don't Say Hello telephone promotional type of show now broadcast by WNOE is adopted by other stations. The Hooper firm claims that the WNOE program inflates ratings.

KAFL Expansion

A $200,000 expansion program has been announced for KAFL Houston by King H. Robinson, station general manager. Proposed changes include leasing of the entire eleventh floor of Houston's State National Bldg. for studios of KAFL-TV.

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Front view of the MO2890 Frequency Monitor designed to match its companion instrument, the MO2639 Modulation Monitor.

GET GOOD DELIVERY ON YOUR FREQUENCY MONITOR

Yes, it's now an actuality,--the Gates MO2890 Frequency Monitor is approved and production is under way on enough of these instruments to gratify all of you who have insisted on waiting for us, and plenty more besides . . . And the price is right--just ask about it and delivery, now.

Gates Radio Company
Quincy—Illinois

BROADCASTING • Telecasting
March 8, 1948 • Page 37
Wallace's Radio Man

EDWARD R. FRISBIE, veteran in the radio and newspaper fields, has been appointed 1948 director of radio by the national Wallace for President Committee. Mr. Frisbie returned recently from Paris where he wrote and produced North American broadcasts for the French Broadcasting System. Previously he was a member of the news and special events staff of NBC.

U.S.T 15-Inch Set

TABLE SET with a 15-inch direct view screen has been introduced by United States Television Mfg. Co. of New York. "P.B. 12," 12 inches, has a cabinet 22 by 22 by 23 1/4 inches, and is priced at $895.

FIRST PREIZE winner in nationwide Kaiser-Frazer Corp. contest conducted on MBS, Albert Sabokovitch (1st), Stotes College, Pa., is congratulated by Joseph Washington Fraser, president of the corporation. Behind Mr. Sabokovitch is Ted Mack, m.c. of "Original Amateur Hour" video show sponsored by Kaiser-Frazer. The prize, a Frazer sedan, was awarded during recentiring of "Original Amateur Hour" on DuMont Television Network.

Mayflower Testimony

(Continued from page 17)

editorialize, he said, "it should be done through the medium of the forum or other discussion programs where views other than those of the licensee are also expressed." He doubted that absentee owners and network representatives would be competent to editorialize on the conditions under which they may express their views." He said NBC has no present plans for editorializing, regardless of the fate of the Mayflower ruling. But he insisted that the decision "is one for the broadcaster alone," not government.

Once a governmental authority begins to determine who may and who not editorialize, public opinion and the right of free expression are threatened, he said.

No Reasons to Restrict

Mr. Trammell emphasized that "the line between the printed newspaper and the radio newspaper is a fine one... ." He said editorializing and writing to influence public opinion is a right which is fundamental to the First Amendment to the Constitution.

In support of his claim that as long as editorializing is to interfere with free speech, he quoted FCC's words in the WHLS Port Huron decision on licensee responsibility in political broadcasts: "It is clear that the most effective means of censorship is complete suppression of the offending item." President Trammell maintained that FCC should impose no conditions on the right to editorialize.

To do so, he said, would interfere with free speech. Further, he asserted, "the problems involved in this field are matters of individual judgment which cannot be regulated.

In a discussion of NBC's standards prescribing fairness in the treatment of controversial issues, Chairman Coy interjected that he thought FCC has the power to consider an NBC station's failure to abide by the network's standards.

Mr. Trammell contended FCC might look at a station's overall operation but has "no right to a look-at" programs if the action goes to aibsorption.

Mr. Coy said he found it difficult to believe that FCC's right to examine a station's past performance could be seriously challenged "after all these years." Mr. Trammell said it would be "very bad public policy" for a station consistently to present issues one-sidedly. But he questioned whether FCC could consider such a factor, under the law. The Communications Act, he said, forbids FCC—not stations—to abridge freedom of expression. But equal-time provisions of the political section of the Act are "good policy" but a violation of the right of free speech.

TUESDAY

Nathan Straus, president and principal owner of WMCA New York, told the Commission that "complete prohibition is a lesser evil than complete, unchartered license. However, I do not think that it is necessary to face such a choice. . . . The two opposing camps can be reconciled by a policy that will not only satisfy both groups, but . . . will serve the public interest, convenience and necessity.

Mr. Straus offered a 4-point plan:

1. Expression of editorial opinion should be permitted to the extent of 15 minutes a day.

2. Editorial opinion should be clearly labeled "Sponsored by WMCA" and close of the broadcast.

3. The FCC should require an opportunity for rebuttal, station should be required to indicate whether the broadcast is "free expression," before and close of the broadcast.

4. Privilege of editorializing should be confined to stations owned by an individual or group, all of whom reside in the primary coverage area of the station. The FCC should prescribe whether radio station owners should be forbidden.

Mr. Straus disagreed with previous witnesses that no pressure could be exerted on station management by advertisers, but added that "I don't believe the pressure is so direct" as some claimed.

Cities Newspaper Parrel

Prof. Robert E. Cushman of Cornell U. likened a radio station to a newspaper, having no editorial policy or control. Both are organs of the public, he said. Cushman declared, "but not as useful as they could be. Many people look to newspaper editors for understanding, but the editor's knowledge is wider and his judgment better than their own. We believe that many people would value the opinions of their radio station if they could know what those opinions are."

Prof. Cushman made three proposals:

1. Licenses should not be given the right to use radio facilities to support a political office or the fortunes of political parties.

2. They should be allowed to express themselves freely, and freely discuss controversial topics which relate to the general welfare or to local community interests.

3. Broadcasters should be required to give adequate notice of their intention to broadcast.

The general counsel asked how the editorial policy of the universi- ty on issues would be determined. Prof. Cushman, acknowledging embarrassment, replied that it would be arrived at "by the board of trustees and the several implementing machinery."

Stanley Faulkner, general counsel for the Voice of Freedom Committee, which he described as being supported by voluntary contributions from individuals, told the Commission that "we are unequivocally opposed to any editorializing by broadcasters."

He submitted a petition with 10,000 signatures collected by the Voice of Freedom Committee urging the Commission to maintain impartiality in broadcasting, to stipulate that licensees shall make available an equal amount of time on the air to trade unions as is allotted to industrial sponsors and encourage the return to the air of many liberal commentators dropped in the past year.

Mr. Faulkner said the commentators who were "dropped" included Robert St. John, Quintin Reynolds, John Vandercook, Susan B. Anthony, Max Lerner, Henry Morgan-thau Jr., Johannes Steel, William S. Gallmor, Bryce Oliver, Frank Kingdon, Hans Jacobs, Sidney Walton, Sam Balter, Averill Berman, Bill Pennell, John Dehner, John B. Hughes and Peter de Lima.

Sullivan Testimony

John Dwight Sullivan, counsel for the Advertising Federation of America, voiced objection to the Mayflower decision. Mr. Sullivan said the federation was composed of 75 advertising clubs throughout the nation, which included 8 national trade associations, 215 newspaper publishers, 43 magazine publishers, 108 business and farm publishers, 74 radio stations and 12 advertising agencies.

"Any attempt to limit the power of the Commission . . . to abridge the right of a licensee or broadcaster to editorialize . . . is in contravention of the Communications Act of 1934 and of the First Amendment of the U.S. Constitution," Mr. Sul- livan advised the FCC.

Joseph A. Beirne, president of the Communications Workers of America and who represented 250,000 telephone workers, opposed the relaxation of present FCC policy on editorializing and charged that "the radio industry's past record indicates, if anything, the need for closer supervision and increased vigilance in the interest of the general public."

He said the OWA's opposition was indicated on three major opinions:

1. "Broadcasters are too closely dependent upon advertising revenues to be allowed to editorialize.

2. Present control of broadcast facilities and their freely discussed interests which are not representative of the public welfare or of local community interests.

3. Broadcasters' past treatment of their own editorial responsibilities as they might impact upon their own responsibilities as advertisers or publishers or as persons engaged in commercial activities should be reviewed in the public interest."

Chairman Coy received a negative answer when he asked Mr. Beirne if he could supply the numerical ratio of union requests denied and granted. The union official said that denials had been the prevailing case.

In his own behalf, Giraud Chester, assistant professor of speech, Cornell U., supported the Mayflower.

(Continued on page 78)
Camel’s Choice... NBC Television

Right now the R. J. Reynolds Tobacco Company is starting something—what will be one of television’s most elaborate, exciting developments—The Camel Newsreel Theatre.

Naturally, when Camel decided to sponsor a new full-length newsreel each day, 5 days a week—naturally, the choice in television was NBC.

So... excuse this paraphrase of Camel’s Choice of Experience clincher:

Let your own experience tell you why more sponsors are choosing NBC Television than ever before.

Here’s how CAMEL telecasts the NEWS!

A new 10-minute reel is telecast each Monday through Friday. With NBC’s own Television Newsreels (Mon.-Thurs.-Sat.), that means last-minute sight and sound news programs offered on NBC, 6 days a week.

Reels are flown to NBC television affiliates not yet joined to the Eastern Network while

Viewers in New York, Philadelphia, Washington, Baltimore and Schenectady (Boston soon) watch simultaneous broadcasts of latest events.

Result: more news, more viewers, more Camels.

NBC Televisi

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York 20, N. Y.

A Service of Radio Corporation of America

March 8, 1948 • Page 38-A
NO ONE will ever forget Joe Rosenthal’s picture of the raising of the American flag atop Mount Suribachi on Iwo Jima, for which this AP cameraman deservedly won top photographic honors of World War II. But what about the six men “immortalized” in the picture? Who remembers their names? Who knows—or cares—what has become of them?

Half-Hour Report
On Feb. 22, WMAR-TV, video station of the Baltimore Sunpapers, in a pioneer program in the field of television documentaries, made a half-hour report to the Baltimore and New York set-owning public (WCBS-TV New York took the program from the coaxial cable) under the title Three Men From Suribachi. Opening with film of the battle of Iwo Jima climax by the flag raising on Feb. 22, 1945, the program reported that three of the six flag-raisers lie buried on the island, then the program went on to discuss the three who came home. This trio includes Pfc. Ira H. Hayes, a Pima Indian from Arizona; Pkcts John H. Bradley of Antigo, Wis., and Pfc. Rene A. Gagnon of Manchester, N. H., a typically American assortment that could not have been bettered if it had been hand-picked by an Army public relations officer. And picked it was, not in advance, but immediately afterward, when the three heroes were brought home to re-inact the Mt. Suribachi incident in town halls and squares throughout the land during a whirlwind War Bond selling tour.

What Now?
Heroes they were then, heaped with honors and offers of employment. Heroes they were at the war’s end when they were wel-come home with Victory banquets. But, reported the WMAR-TV camera crew from the Indian reservation near Phoenix, Chief Hayes finds his abode house less comfortable than some of his Marine barracks, wishes his labors could be lightened with the machinery he used when in service, resents his postwar status as an Indian and an inferior, in the eyes of Western white men, when during the war he had been accepted as a Marine and an equal by his buddies.

Scarcely more happy in the brave new postwar world he fought to create is Mr. Gagnon, showing the WMAR-TV camera after work at the gate of the Manchester mill in mid-afternoon taking their 7-month-old son from the arms of his wife as she entered to start her shift.

Only in Antigo did the video film unit find a happy hero, and Mr. Bradley is happy not because the war changed things for him but because it did not. He is married to his childhood sweetheart, lives with her and their small daughter in his own home in his own home town and pursues his chosen career as a funeral director. The war took a few years of his life, added a lot of memories, but otherwise made little change.

Answer Is ‘Yes’
“O.K.,” said Philip S. Heiser, Sunpapers correspondent who covered the two flag raisers three years ago and supervised production of the anniversary television report, “this is how the three survivors are situated today. Now,” he asked each man in turn, “what about it? Was the war worth while?”

The answer is “Yes,” despite Chief Hayes’ unhappiness over the way Indians are treated, despite Rene Gagnon’s bitter memories of all the fine offers of employment given him on his bond-selling tour but forgotten before his discharge, despite John Bradley’s feeling that it takes a crisis to get America started and his fear that the public may not work so hard to win the peace as they did to win the war.

Rene Gagnon, in the closing sequence of the program, summed it up this way: “Can you watch the ships bring back the dead heroes and say it was not worth it? Can you look in the eyes of the parents and wives and sweethearts who grieve those ships and say it was not worth it? We just want to make sure that it was worth it for a long, long time.”

To this WMAR-TV added no preachment of its own, letting the pictorial record, made by Robert Knesiche, photographic director of the Sunpapers, speak for itself. The three were, indeed, a far from perfect video presentation. Its camera shots were often too long or too diffuse for good viewing; its music at times failed to match the pictorial theme, such as what sounded like an English minuet used to accompany scenes of the Indian reservation. But its overall impact left no doubt that television is an effective medium for presenting the problems of our times, nor that Three Men From Suribachi is a worthy forerunner of future video documentaries.

Fashions First Hand
COOPERATION between a station, a newspaper, and a store made possible the unique broadcast of a Paris-Chicago telephone conversation over WBBM Chicago. Helen Wells, editor of the Chicago Herald-American’s women’s page, who is in Paris covering the fashion fashion trends, spoke with June Marlowe on the Feb. 24 broadcast of Weiboldt’s Melody Lane. The program was a grand award winner in the recent NRDA con-test.

Cumberland 100-Watter Will Be a CBS Affiliate
ONE OF THE nation’s few 100-watt stations—WCU&M Cumberland—will begin operation May 30 as a CBS affiliate.

The new Maryland outlet, licensed to Tower Realty Co., of Baltimore, headed by Karl F. Steinnann, contracted last Wednesday night with Mr. Steinnann, operated by Herbert V. Akerberg, CBS vice president in charge of station relations, with Jack Stewart, Tower Realty vice president and a veteran station executive.

WCU&M will operate on 1490 kc fulltime. Its base hourly network rate will be $50. Mr. Steinnann, who is chairman of the board of Tower Realty, is a well known Baltimore attorney. His company is an applicant for AM and FM facilities in Baltimore.

"SHADIES of 1937" would be appropriate title for this picture taken during last month’s floods which devastated wide areas of Tennessee, Kentucky, Ohio, West Virginia, Pennsylvania and Mississippi. Ernie Keller (standing) of WSM Nashville interviews a man who refuses to leave his house as flood waters go ever higher. WSM’s coverage of recent floods included remote broadcasts from Shelbyville, Columbus and Coffey. As a result of their efforts, when the Columbia and WHAS Louisville set up an amateur circuit to assist in the flood emergency after other radio communications had been knocked out. In the boat (1 to r) are: Bill Graham, Whitey Ford, comedian of "Grand Ole Opry" who volunteered the use of his boat for the broadcast, Jack Hopkins, engineer, and Mr. Keller.

Hearings on Lemke Bill Will Resume
Opponents of Plan to Give FM Part of 44-50 mc to Testify

OPONENTS of the Lemke Bill (H. J. Res. 78), which would give FM a portion of the 44-50 mc area in addition to its present 88-108 mc band, will get a chance to present their arguments March 24-25, the date selected last week by the House Interstate Commerce Com-mittee for resumption of hearings [BROADCASTING, Feb. 9].

Last month’s hearings started out as a public and were preceded by speculation that the bill would be pigeon-holed and hearings discontinued once the oppon-ents were heard from. But the seriousness of charges leveled by Dr. Edwin Armstrong and other witnesses against the FCC and agitation by opponents for an opportunity to answer the charges were thought to have prompted the committee to continue the inquiry.

FCC Comr. George E. Sterling, who was on hand throughout the earlier hearings, and was granted a hearing for the Commission. Other witnesses who have requested to testify are Don Petty, NAB general counsel; Jeremiah A. Willie, WMAR attorney; Edward A. Wheeler, president of WEAF (FM) Evans-ton, Ill.; D. E. Noble, vice president, Motorola Inc.; Dwight F. Hinman, secretary-treasurer, Assn. of Ohio Fire Fighters; Ray J. Myers, first vice president, International Municipal Signal Assn. Inc.; and Horace Gwilym, secretary, Na-tional Assn. of Taxicab Owners.

Although not yet listed by the committee, a representative of Television Broadcasters Assn. undoubtedly will testify. TBA through its Washington represen-tative, Thad H. Brown Jr., last week filed a petition with the com-mitee asking for immediate re-sumption of hearings. The petition explains that television broadcast-ers are “vitally concerned in the development of a complete record in this matter” and adds that TBA is ready to “present factual infor-mation and opinion on all phases of television and of the allocations problems relating thereto.”

New TBA Members
WBT Charlotte, WBAL-TV Balti-more, WSB-TV Atlanta and WPAA-Dallas have been admitted to active membership in Television Broadcasters Assn. Marschall & Pratt and The Katz Agency, both New York, have become associate members of TBA.

BROADCASTING • Teletac
100,600,000,000 CIGARETTES...

were made in Virginia during the year ending
June 30th, 1946... almost ONE-THIRD of the total number of
cigarettes manufactured in the United States. Tobacco, too, is grown
in Virginia. Tobacco production and manufacture is but one part of
Virginia's vast industrial empire, which is well
served by the institution which is WRVA.

50,000 WATTS NIGHT AND DAY... STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
They're back in stock again! Western Electric's famous 109 Type Reproducer Groups are now available for immediate delivery.

These practical, efficient reproducer groups for use with any transcription turntable are complete "packages" incorporating reproducer, arm and rest, equalizer and cable assembly and repeating coil.

They're available in two types: the 109AA, with 9A Reproducer, and the 109B, with 9B Reproducer. Both types of reproducers give excellent results on either vertically or laterally cut discs. The 9A, with a 2 mil radius diamond stylus tip, is particularly outstanding on verticals; the 9B, with a 2½ mil sapphire stylus tip, is especially good for laterals.

The improved equalizer switch provides a choice of 7 positions, 2 for vertical recordings, 5 for lateral. Careful, thorough design and production control assure the closest possible matching of present day recording characteristics. Choice of scratch equalization is provided.

The low intermodulation distortion and wide response of the Western Electric 9A and 9B Reproducers retain for these popular units their leadership in the quality field. Prove it to your own satisfaction on a well cut disc and wide range system.

Get the full story on the 109 Groups and the 9 Type Reproducers... better still, place your order right now for immediate shipment. Call your nearest Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric
— QUALITY COUNTS —

**Who**

For several years, it is virtually certain that TV will look to [aural] broadcasting for financial support. Which means that the broadcaster who also becomes a television must redouble his energies in radio while he builds up a TV station, which, some day, may destroy his radio station. Unless in the meantime some screwball comes up with something still newer which will blow up the whole works. That's why I still maintain my membership in the coal miner's union.

That's the opinion of Harry Bannister, general manager of WWJ, WWJ-FM and WWJ-TV Detroit, after one year of operating a television station, plus AM and FM.

WWJ-TV went on the air with a 5-day week schedule on March 4, 1947, on an all-commercial experimental basis. The management insisted on a test period "to get all the bugs out of the equipment and to acquaint operating personnel with the daily problems of meeting schedule requirements."

This move was decided upon despite the fact that many advertisers who had signed contracts for sponsorship on the station wanted to be included in the schedule right from the beginning.

Roughly, $550,000 was the amount of their investment. This figure did not include building costs, as WWJ-TV is housed in the WWJ quarters, plus using some additional space in the Detroit News Building.

After a three-month test period, the station went commercial, on June 3. The initial rate was $250 an hour. The figure was set going on the presumption that there would be 2,000-3,000 TV sets in Detroit by the end of 1947. It was based on the NBC rate in New York.

Before the end of the year, however, there were 4,000 TV sets in the city. And at that time the WWJ-TV rates were raised to $400, plus with 7,000 video receivers anticipated by April 1, rates have been increased to $550, effective March 1, 1948.

Original schedule was Tuesday-Saturday, 7:50-9 p.m. and 7:50-9 p.m. In recent months, program hours have been gradually extended, the average in the past three months being an excess of 30 weekly, sometimes over 45. Sunday was added to the schedule this February, effecting a full seven-day operation.

Among original sponsors were Goethel Brewing Co., Chevrolet, U. S. Rubber Co., J. L. Hudson Co. and Bulova Watch Co. Present sponsors also include Ford Motor Co., General Electric Supply Corp., American Tobacco Co. and Norge Division of Borg-Warner Corp.

Notable Events

Notable events of the year for WWJ-TV have been: The hour-long telecast of "The Principles of Atomic Energy," in cooperation with the U. of Michigan; midnight mass on Christmas Eve from St. Algorius Church; opening of the Detroit Common Council; full-length Rose Bowl football game on official U. of M. films; complete home schedules of the U. of M. and U. of Detroit football teams; Detroit Tigers baseball games; stage play, "Apple of His Eye"; services from the Central Methodist Church on Ash Wednesdays, Good Friday, Easter; Fleetwood races and Boat Races on Memorial Day; bomber and fighter exhibitions from Sefridge Field on Air Forces Day; Benson Ford's first news conference on assuming direction of Lincoln-Mercury.

"It's an ominous fact," says Mr. Bannister, "that once a television receiver is installed in a household, it takes precedence over other forms of entertainment and becomes the center of attraction." Mr. Bannister believes one of television's hurdles is to offset the bad impressions caused by association with bars and cocktail rooms. "Tavern owners saw their opportunity and seized it by being first to install television," he says.

While each receiver drew many viewers, the results were not an unmixed blessing. Receivers are not always properly tuned, distant, and angles are frequently too sharp.

According to Mr. Bannister, many first saw television in this manner and came away with a rather distorted impression of the medium. Now, he says, saloon association is gradually being corrected. In Detroit the percentage of TV sets in public places is down to 25% and is shrinking steadily. Home ownership of TV receivers is beginning to far overshadow the number of public sets.

"Like all good things," says Mr. Bannister, "television comes high. Costs are appalling, by broadcasting standards, both for equipment and operation. Current operating costs run between $40,000 and $50,000 a month. Current receipts are about $20,000 a month. I am hoping we'll be meeting expenses late this year—very late, say in the latter part of November or early December."

Cost Breakdown

Breakdown of the costs equals: Salaries 60%, depreciation 12%, film 10%, production and services 18%.

High though the TV cost may be, continues Mr. Bannister, "the impact it makes on the viewer's consciousness is fully commensurate with the cost. No advertiser with a business to protect and a market to safeguard can afford to ignore television, merely because of cost."

"The broadcaster who goes in for television must be prepared to face the threat to his existing radio station, which TV station will compete with his radio station even stronger than will other radio stations," the WWJ-TV manager has discovered. "To that end," he adds, "at WWJ-TV, while we maintain the TV staff as a separate entity, it is dovetailed in most supervisory capacities with WWJ, so that if the day predicted by David Sarnoff [RCA president] ever comes 'when there will be no sound without sight,' the two operations can be merged into one, or both can be maintained as separate units, indefinitely."

"With 65,000,000 radios and only 200,000 TV receivers," he concludes, "it will be many years before the potential threat of TV becomes real. But the ultimate threat is there, and long range management must never lose sight of it, and plan accordingly."
Radio Takes Share Of 1947 Ad Awards
Individual Bronze Awards Are Given To Sarnoff, Miller

AMONG THE 37 Annual Advertising Awards for 1947 presented during a gathering of 400 advertising, publishing and business executives at the Waldorf-Astoria Hotel in New York City March 8 were eight of particular interest to the radio industry.

Theodore S. Repplier, president of The Advertising Council Inc., received top honors with a Gold Medal Award for his "distinguished services to advertising."

Other individual medal winners were George Burton Hotchkiss, Professor of Marketing, New York U., who received a special Silver Medal Award in recognition of his "distinguished services to advertising education." Justin Miller, NAB president, was presented a Bronze Medal Award for his "contribution to the knowledge and technique of radio advertising." David Sarnoff, RCA president, was awarded a Bronze Medal for his "contribution to the advancement of television as a service to the public and as a medium of advertising."

The Jury of Awards, under the chairmanship of John R. Buckley, business manager of Good Housekeeping Magazine, received over 5,000 individual advertisements at the closing date in December. Founded by Edward Bok in 1924 and administered by the Harvard School of Business until 1950, the Annual Advertising Awards were revived in 1935 by Advertising and Selling Magazine, the present sponsor.

A Bronze Medal Award went to U.S. Steel Corp., as the advertiser and Bottlen, Barton, Durstine & Osborn Inc. as agency, for outstanding skill in commercial program production. The program cited was Theatre Guild on the Air.

For a commercially sponsored program contributing most to the advancement of radio advertising as a social force, S. C. Johnson & Son Inc., as the advertiser and Needham, Louis & Brody Inc., as agency, won a Bronze Medal. The prize-winning program was Fibber McGee and Molly.

BMF received an award for its Study No. 1, which won recognition as "an original research development, conducted by an independent organization, not designed or used directly for the promotion of any media, product or service."

"Radio Ownership and Total Listening," a study by CBS, was accorded honorable mention in the class incorporating original research development "designed or used for the promotion of an advertising medium or service, the findings of which will be generally available for the benefit of the industry."

Says Public Service Ads Are Great New Force

Mr. Mortimer

NATIONAL public service advertising as practiced during the last five years was hailed as "a revolutionary instrument of great new power" by Charles G. Mortimer Jr., vice president of General Foods Corp. and chairman of the Advertising Council, in a speech last week at a luncheon meeting of the Radio Executives Club of New York. "Democracy's Newest Weapon" was the title of Mr. Mortimer's talk.

"This new force of public service advertising," said Mr. Mortimer, "has supplied a streamlined route to public knowledge, public opinion and public action...it has supplied our American democracy and our American way of life with an entirely new weapon to be used in its defense—and this weapon simply did not exist prior to 1941."

Mr. Mortimer traced the work of the Advertising Council since its wartime inception in formulating and coordinating public service advertising and praised radio's role in the joint undertaking.

"Radio is very strongly and ably represented on this (the Advertising Council's) board by Justin Miller, Frank Stanton, Mark Woods and Paul Morency. In addition, Ed Kobak is a director-at-large and one of our hardest working money raisers," Mr. Mortimer said.
YES - KFYR COMES IN LOUD AND CLEAR

IN A LARGER AREA* THAN ANY OTHER

STATION IN THE U. S. A.

ASK ANY JOHN BLAIR MAN TO PROVE IT!
TV 'Amateur Hour' Gets 46.8 Rating

THE Original Amateur Hour was the top-ranking video program with New York viewers in February, with a city rating of 40.5, according to C. E. Hooper Inc., which made the first in a series of continuing video audience surveys in New York the week of Feb. 8-14.

Sponsored by Kaiser-Frazer Corp., Willow Run, Mich., on the DuMont Television Network (WABD New York), Sun., 7-8 p.m., Original Amateur Hour achieved a rating unequaled in AM broadcasting since the peak period a dozen years ago of the Major Bowes amateur programs on which the video series is based. Swaney, Drake & Bement, Chicago, is the agency in charge.

Times covered by the initial telecasting interviews, conducted by the same telephone coincidental method as the program Hoopratings of sound broadcasts, were: Sun., 6:30-8:30 p.m.; 8:40-9:10 p.m.; Tues., 10-10:30 p.m.; Wed., 8:30-8:50 p.m.; Thurs, 8-8:59 p.m.; Fri., 9-9:30 p.m.; Sat., 9-9:30 p.m.

A Hooper spokesman said that the times of surveying television audiences will be extended as rapidly as additional subscription revenue warrants, as was done with the AM rating service. AM service began with coverage of limited hours and was subsequently expanded to include the full broadcasting day except for the very early morning and late evening hours.

of the families in this 5-Port Area listen regularly to KPRC

KPRC reaches five of America's biggest shopping ports. Houston is America's fourth largest; Beaumont exceeds Boston in hometown; Port Arthur exceeds Los Angeles.

MICHIGAN MEET

"THE COMMUNITY Utilization of Its Radio Resources" was the featured subject discussed at the thirteenth Michigan Radio Conference which met Friday, March 5, at Michigan State College, East Lansing. ABC Vice President Robert Saudek, one of the principal speakers, spoke to the group on "Radio Looks at the Problem."

The conference brought together radio station executives, school teachers and administrators and Michigan's radio leaders to discuss the question: "Can educators and radio executives get together to work out a plan for better use of the radio facilities of the state for greater community advantages?"

James Mahoney, manager, Western Division, MBS station relations, led the discussion on how a network can promote the community. His was followed by a radio executives panel directed by Dr. Willis Dunbar, member of the NAB Education Committee, and program director WKO, Kalamazoo. Panel members included: George Cushing, vice president in charge of news and special events of WJR Detroit; Stanley Barnett, manager of WJIM Grand Rapids; Edwin K. Wheeler, assistant manager of WWJ-FM Detroit; Fred W. Wagenvoord, member of WKBJ Muskegon.

The educational institutes panel was directed by Ola B. Hillier, director of radio education for Pontiac High School, and was participated in by Mark Haas, WJR educational director, and Rose Lehman, department of education, Detroit Public Schools.

Robert Coleman, director of the Michigan Radio Study, WKAR, led the discussion on "Problems in FM Broadcasting." Participating were: Earl J. Stone, chief engineer of WELL-FM Battle Creek; Norris Greer, chief engineer of WKAR-FM East Lansing; Jack Parker, program director of WSAF-Saginaw; Kenneth Bartlett, director of WEAR Syracuse; and Mark Wheeler.

The conference was sponsored by the departments of speech, dramatics and radio, the department of public relations, the department of journalism, the division of education and WKAR, all of Michigan State College; the Michigan State department of public instruction, and WJIM and WILS Lansing.

Collect Video

(Continued from page 34)
Want to get the most for your promotional dollar in New England? Bend an ear, then, to this case history!

The advertiser's name, Tern Incorporated. The product, a liquid household detergent. The promotional plan, offers of free samples during a 13-week test period. The media, five prominent New England stations.

Cost per inquiry (including station time, manufacturing, mailing and postage, and handling charges) ranged from $4.35 for one station all the way down to 30c for Mildred Carlson's "Home Forum" program on WBZ.

Why this sensational success on WBZ? The advertiser credits it to Miss Carlson's sparkling enthusiasm... and to her acceptance by thousands and thousands of housewives throughout the six New England states. Wherever you go in New England, people listen to WBZ... and like what they hear.

WBZ BOSTON WBZA SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA
National Representatives, NBC Spot Sales — Except for KEX
For KEX, Free & Peters

March 8, 1948 • Page 43
TOP RADIO specialists contributed their up-to-the-minute ideas to the sessions of the Annual Radio Conference at the University of Oklahoma and the results were some of the important summaries of today's broadcasting status. Conference sessions were held Feb. 26, 27 and 28 in Bizzell Memorial, March 1.

Corridor conversations during the final sessions centered around Arden Rodner's statement at the television clinic that television will be the new medium by an overwhelming majority of advertisers. He predicted rapid changes in television programming with the trend back to more studio productions, and new treatment of sports remotes.

Law Specialist Warns

At a session on radio law, J. G. Moser, radio specialist of the law firm of Moser and Lawler, Los Angeles, warned broadcasters that eternal vigilance was necessary if radio were to be kept free of costly and unwarranted legal actions. Unconstitutional might require years of litigation first. He predicted a wave of such laws were pending in many states.

Gov. Roy Turner was host to the farm directors of radio at a dinner in Oklahoma City during the second evening of the conference.

At a luncheon session of radio farm directors on Saturday, Charles Worcester, president of the Rural Farm Directors, and farm director of WMT Cedar Rapids, Iowa, predicted increased interest in radio farm departments. Although various program types are used, Mr. Worcester said that the radio farm programs, broadcast by approximately 140 farm directors, all fulfill the same primary purpose: Accurate crop market, weather and news information.

Layne Beaty of WBP Fort Worth, and Ed Lemons of WKY Oklahoma City, led farm program discussions and WKY broadcast the regular Saturday edition of its farm program from the Norman conference session.

Promotion, public relations, and cooperation with research companies came in for discussion on each day's agenda. Advertising and program promotion were sources of spirited discussion on several occasions, with advertisers themselves represented on two panels. E. L. Morris, vice president, Pabst Sales Corp., Chicago, told the broadcasters his frank expectations from radio stations as well as other media. "Advertising dollars today are expensive," Mr. Morris said. "Advertising costs increase daily. We must make the final penny of every advertising dollar count."

He said that local or spot campaigns often were decided upon on the basis of cooperation from a station with the Pabst network program. As an example of the type promotion Pabst considers the best, Mr. Morris read a list of the promotion devices used by KGNC Amarillo in publicizing the Eddie Cantor show and ultimately winning the company's $1,000 award.

Lack of Interest Scored

Freda Zimmerman of the Conlan Co., Kansas City, expressed concern over the lack of interest shown by many broadcasters in "putting their station's best foot forward" when a Conlan survey was made in their area. She urged that broadcasters furnish a correct, advance program listing with complete information for the exact week the survey is to be made.

Campus station problems and city school radio stations were discussed at two sessions with F. Don Clardy, chairmaning the first and George Jennings of the Chicago Board of Education, WBEZ, chairmaining the second. Showmanship utilization of the vast talent, educational and creative resources of their areas was urged.

Edward Dunham, producer of the Voice of Firestone for NBC, told program directors that broadcasters weren't being fussy enough about the music either on networks or stations.

He cautioned station owners against block programming. Variety is the essence of good balance, and programs should be varied throughout the day so that listeners may enjoy much from the wealth of musical treasures, he said.

Roy Harlow of BMI's station relations, agreed. As an example he cited a southwestern station he had visited where 75 of the 77 musical programs broadcast weekly featured cowboy music. "No station in the world has an audience that demands that much sameness in music," he said.

AWB Session

The Assn. of Women Broadcasters' 12th district convention was held during the final two days of the conference. (See story page 42.)

Several special groups had sessions during the conference. A joint breakfast was held on Sunday morning for visiting members of the Association for Education by Radio and for members of Alpha Epsilon Rho, national honorary radio broadcasting fraternity. O. C. Brown Jr., KBYE Oklahoma City, read a paper for Charles Wolfe of BBDO New York, which stated that today's most effective selling spots could be put in two categories, entertainment or irritation.

At the Thursday luncheon session Charles A. Batson of NAB presided as a group of broadcasters, network representatives, educators and broadcasters discussed the possibilities of service to the industry by American universities.

Dr. Osmann P. Lawton, coordinator of radio at the U. of Oklahoma, led the discussion by asking the broadcasters if they were taking full advantage of the resources already available to them in research facilities at universities. He cited the almost universal habit of the professional engineering groups who turn to universities for answers to their research problems.

Ralph Hardy, KSL Salt Lake City, said that he believed a university could best serve by instilling in its undergraduates the principles of free enterprise and instilling in its students in the power of free radio.

Judith Waller, NBC Chicago, suggested that networks should lead in better programming, experimentation and greater opportunities for university-trained personnel.

Thomas D. Rishworth, director of radio at the U. of Texas, emphasized the need for close cooperation between the radio industry and universities. W. O. Wiseman of WOW Omaha said he would like to see out of about 100,000 adequately trained radio personnel in the next few years. Thomas Conroy of Conroy Advertising, San Antonio, emphasized the need for practical training.

Continuity Clinic

A continuity clinic for students and teachers began Thursday afternoon, continuing through Friday morning. Awards were made for best continuity samples.

At another session five radio executives discussed new programming problems in various station classifications. Chairmen were J. Johnson, KMOX St. Louis, and John Tinnea, WKW St. Louis, with Arthur Holbrook, WBW Topeka, James Lawrence, KSD St. Louis, and Martin O'Brien, WMRO Aurora, Ill., as panel members. Limitations of funds, especially by smaller stations were discussed.

Miss Lee Hall, radio director of Carter Advertising, Kansas City, and Monty Mann, vice president of Tracy Locke Advertising, Dallas, described some of the factors that govern timebuying by agencies.

Expect Commercial Shows

By Spring Over WBEN-TV

COMMERCIAL programming is expected to begin on WBEN-TV Buffalo, N. Y. (Channel 4) in the spring.

A regular schedule of test programs was started Feb. 27. The pattern is being telecast Monday through Friday from 10 a.m. to noon and 3-5 p.m. The start of tests was delayed when a defect was found in a line from the transmitter located atop the Hotel Statler. A 34-foot section of coaxial cable was rushed overnight Feb. 24 from WENW Cleveland so tests could be started.

FARM DIRECTORS had two special sessions during the Annual Radio Conference at the University of Oklahoma. Left to right are: Jack Clark, KWNN Fort Smith, Ark.; Charles Worcester, president, Rural Farm Directors, WMT Cedar Rapids, Iowa; Ed Lemons, farm director, WKY Oklahoma City and Layne Beaty, farm director, WBP Fort Worth. Group is shown in the banquet room of the extension study center of the university immediately before WKY's broadast of the RFDS Saturday luncheon.
Double-Punch this rich market with a powerful radio combination for a single price . . . .
WRR, Dallas, and KFJZ, Ft. Worth!
At WBAL, we maintain that there are no short cuts to quality. That it takes fine performance to create a loyal and responsive radio audience.

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

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

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

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

**WBAL—50,000 WATTS—NBC AFFILIATE**

“One of America’s Great Radio Stations”

2610 N. Charles Street, Baltimore 18, Md.

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

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

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


**Editorial**

**FCC of the Senate**

GLANCE to the right on this page. We give our opinion on another manifestation of the FCC's invasion of broadcasters' rights—the ban on editorializing which makes of the broadcaster a second-rate citizen.

Now the FCC has suffered what has all the ear-marks of being an invasion of its own rights. Unprecedented Senate Interstate Commerce Committee has instructed the Commission to hold up any decision at all on the clear channel case, which has lingered longer than any other issue before that body, until the Senate Committee has had time to hold public hearings on clear channel breakdown and power beyond 50,000 w. Hearings are set for April 5, with all broadcasters invited.

The effect of the Senate Committee action is to present a regulatory function which Congress had delegated to the original Radio Commission in 1927 because Congress felt it could not itself undertake the highly complex tasks of allocation and regulation. This follows on the heels of the House Committee probe of the FCC's FM allocations. It's a vote of no confidence in the Commission.

The Committee's action may have far-reaching effects. Of greatest importance is the upcoming NARBA conference, scheduled for Aug. 2 in Montreal. U. S. proposals are due by May 1. The question of allocations on the North American continent revolve around clear channel bands, to hold up the clear channel decision—irrespective of the way it goes—is to imperil NARBA. Delay is inevitable. Senate Committee hearings on the Johnson Bill (S. 2231) which would break down all 24 clear channel limits, passed this bill out of committee.

The FCC, of course, is merely in the process of testing testimony. It is listening to both sides. Everything left-over element in the country is getting in its licks, in one fashion or another.

We commend to the FCC that it listen to the news broadcasts and scan the headlines before it decides the Mayflower fate. It should take judicial notice of the fact that the spoken word becomes the printed word via television and facsimile.

Then it should read the First Amendment of the Constitution.

**Once-Over Twice**

AGAIN the people look at radio. And again they proclaim in unvarnished statistics that the government must stay out of radio. The voice is far stronger than that of two years ago when the first nationwide cross-section was taken of listener attitudes.

In equally firm fashion they back up their stand on behalf of private enterprise with unqualified endorsement of radio advertising.

Analysis of this second study conducted by the National Opinion Research Center shows the niche American radio has carved for itself in the hearts and minds of American listeners (ABC story, page 1). As in the first survey two years ago, the effort was made to learn what the listener dislikes as well as likes. The effort was not in vain, for the tables are by no means a lily-white tale of perfection and purity.

On the other hand, these cold figures tell broadcasters as they have been told only once before what is good and what is not good in American radio. They point to many encouraging trends, and to a few that are discouraging. But at least they point, and therein lies the chance for all who have the interests of broadcasting at heart to examine weaknesses and act accordingly.

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**Our Respects To**

**HENRY SEATON DAWSON**

**BOYHOOD HOBBIES, in radio at any rate, have a habit of leading to a career.** Such was the case with Henry Seaton Dawson who saw the light of day, radio-wise, as a radio amateur with his own low power shortwave transmitter, while still in high school, and decided that he would become a radio engineer.

He retires shortly as consulting engineer and manager of the Canadian Assn. of Broadcasters to go back to engineering in the radio manufacturing industry. April 1 he will join Canadian General Electric, Toronto, on special assignment for the Electronics Division.

Just as the war ended in 1945 he left super-secret radar and other radio activities in the Canadian government's Research Enterprises Ltd. plant at Toronto, where he was assistant chief engineer, to become chief engineer of the CAB. This was the first time the Canadian counterpart of the NAB had an engineer, and Henry Dawson started from scratch, not only to build up a library of engineering information of all North American broadcasting stations, but also to visit each CAB member station and discuss engineering problems.

As a result of the survey, the CAB was able to present a detailed case at the 1947 Parliamentary Radio Committee hearings for increases in power for many Canadian stations. Till that time the authorities at Ottawa had not allowed stations to use more than 5 kw, unless they were using more than that prior to November 1936, when the nationalized Canadian Broadcasting Corp. was established. Mr. Dawson's engineering survey showed Parliamentarians the need for Canada to allow its stations to increase power to take advantage of permitted power under the Havana Treaty. The Parliamentary Radio Committee last year recommended stations be allowed to increase power to the limit of the Havana Treaty regulations.

Mr. Dawson also at the same time as CAB engineer played an important part in the engineering recommendations for Canadian FM stations. FM broadcasting in Canada is still far behind that of the United States, but after many conferences by Mr. Dawson with CBC and Dept. of Transport officials, regulations were drafted to allow Canadian AM station operators to apply for and install FM transmitters and give them a priority on such applications. Only recently have FM applicants without AM stations been allowed to apply for licenses, and to date only one has been licensed.
ON A NOTE OF BEAUTY  Beauty in music, like any other type of beauty, is an all-compelling force... attracting and holding listeners, making them say, “Give us more.” WQXR-WQXQ has a loyal audience devoted to good music... an audience of more than half a million families in the New York area... an audience that responds to sales messages accompanying the music it loves. Music’s power to attract, hold and sell this vast audience is resulting in greater sales for a large list of national and local advertisers now using WQXR-WQXQ... the stations distinguished for fine music and the news bulletins of The New York Times.
MILLION-DOLLAR expansion program of The Friendly Group stations was announced at meeting of officials Feb. 22 in Pittsburgh. Group officials seated (1 to r) front row are: Joseph Troesch, FG technical director; Ken Foellinger, FG comptroller; Jack Meridian, general manager, WPIT Pittsburgh; John Loux, FG managing director; C. C. Swagingen, commercial manager, WPIT; Irving Tetsell, manager, WFGP Atlantic City, N. J.; Lou Steketee, manager, WKNY Kingston, N. Y.; Joseph Hershey McGillvra, FG national representative.

Second row: Bill Sauersroth, national office, Chicago; John Berninger, WPIT; Claude Middew, WKNY; Lee Campbell, WSTV Steubenville, Ohio; Bill McKenna, program director, WFGP. Top row: George Hand, WKNY; Eddie Adams, WPIT; George Wilson, program director, WSTV; Lou Shapiro, WSTV; George Guiley, program director, WPIT; and R. P. Griffith, WPIT. Expansion plans include FM now under construction at WPIT, WFGP, WKNY and WAMS Boston, when sale is consummated, and television activity at WPIT, WSTV and WFGP.

Respects
(Continued from page 48)
while a large number of AM stations are now installing FM transmitters.

In November 1946 Mr. Dawson added to his engineering job at CAB the post of manager while the staff was increased to include a public relations director and a broadcast advertising director to sell the medium, as well as the secretary-treasurer. With young men at the helm, the CAB convention last year took on a new look, largely the work of Mr. Dawson, with panel sessions on sales, engineering and research being used to replace the former method of closed sessions dealing mainly with CAB business. The sessions at the present CAB convention follow the Dawson formula and are largely devoted to panel sessions. The 15 months that Mr. Dawson has been the executive head of the CAB have been among the busiest in the CAB's history. There was not only the postwar engineering planning for most CAB member stations, on which he was called in almost every day, but there was the big campaign launched last summer in connection with the CAB's brief to the Parliamentary Radio Committee for an independent regulatory body, fashioned on that of the United States Federal Communications Commission.

Henry Dawson was born at Weston, Ont., a suburb of Toronto, Feb. 1, 1906. He received his schooling at Toronto and private boys' schools, then went to Cornell U., Ithaca, to take an electrical engineering course. He started his professional radio career as a ship's operator on the Great Lakes and on ocean-going ships, seeing Australia, New Zealand, as well as England and European ports in his travels. Settling down after his travels he joined Rogers Radio Tubes, Toronto, in 1933 as a research engineer, staying till 1937, when he moved as chief engineer to CFRB Toronto, then affiliated with the tube firm. In 1940 he was loaned by CFRB to the Canadian government as project engineer on radar development and production, working at the Research Enterprises Ltd. wartime factory at Toronto, from the day the first building for electronic work was started. In 1944 he became assistant chief engineer of Research Enterprises.

NARBA Work
As CAB engineer Mr. Dawson has attended the NARBA meetings at Rio de Janeiro, Washington and Havana, presented detailed reports to CAB members, and assisted the Canadian delegation to these conferences with data and needs of CAB member stations.

In 1949 he married Jane Allison Bastedo, and they have two sons, David, six, and John, three years. He is a past chairman of the Toronto section of the Institute of Radio Engineers, is vice-president of the Canadian Council of the IRE, member of Cornell chapter of Kappa Sigma fraternity, and is a member of the Asn. of Professional Engineers of Ontario (Electrical Branch). When not busy with radio engineering and CAB management problems he likes to fix things about his house, to listen to recordings of piano concertos, to go swimming and in winter, skiing.

Management

JOHN J. GARRETT Jr., commercial manager of WCBC Anderson, Ind., has been appointed manager of that station. Mr. Garrett will assume his new duties March 16, to assist with celebration of station's first anniversary on March 17.

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JENNINGS PIERCE, manager of station relations for NBC, was appointed Advertising and Sales Club of Seattle.

ARThUR GRAF has joined law firm of Theodore Granik and Albert A. Garth in Washington, D. C., office.

He will specialize in matters dealing with federal agencies.

JERE H. HOLDEN, former assistant manager in charge of programs of WPAM and WPAM-FM Portville, Pa., has been named manager of WRZE(FM), now under construction in York, Pa.

CHARLES G. BURKE, general manager of KFPG Fargo, N. D., has been named member of general committee for 117th district Rotary Club conference to be held in Fargo this month.

WILLIAM N. KREBS, FCC assistant chief engineer and chief marine radio & safety division, and Leona Heidorn, were married Nov. 16, 1948.

DONALD CAMERON has been appointed manager of the CBC's station CFNY in Vancouver, British Columbia, which opens on July 1.

CHARLES L. HELLMAN has opened law practice in Washington, D. C. His practice will be limited to the FCC.

FRANK LEEDY, WJR Detroit, vice president in charge of engineering, is going to a Los Angeles conference with LOYD SIGMON, KMPC Hollywood chief engineer.

L. C. ELFHECKE, manager of CKWX Vancouver, has been elected 1948 chairman of the Western Association of Canada. Vancouver, has been elected a director of the bureau.

HARRY WITT, assistant general manager of CBS Western Division, is in New York to attend semi-annual meeting of network's owned and operated stations.

HARRY BURKE, general manager of KFPG Omaha, March 1 addressed radio managers at Cleton U., Omaha. He discussed radio as a career.

G. R. A. RICE, owner-manager of CFRN Edmonton, and E. G. BARNARD, promotion and publicity director of CFRN, have been elected vice-president and director, respectively, of Canadian Cancer Society, Alberta branch.

are you a doubting thomas?

see page 61
3rd In Number of Families.
3rd In Total Retail Sales.
3rd In Food Sales.
3rd General Merchandise Sales.
3rd In Drug Store Sales.

WSPD COVERS A MARKET AREA OF OVER 1,000,000 PEOPLE WHO HAVE AN EFFECTIVE BUYING POWER OF OVER A BILLION DOLLARS!

TOLEDO'S NBC OUTLET
Represented Nationally by the KATZ Agency
EX-SERVICE "HAMS" WANTED

The Armed Forces recognizes the tremendous contribution of radio amateurs and communication personnel of all classes in war and peace. Those of you who have served actively, in the Army, Navy or Air Force or who intend to in an emergency or are otherwise interested, should retain contact with military communications, which will continue to pioneer in radio and electronics. Keep abreast of developments and read about past accomplishments in this field through the columns of the illustrated magazine "SIGNS" which is free to all Association members. Join our association, supported by both industry and the military, the chief purpose of which is to ensure, through preparedness, that America will remain strong. Fill in this form and mail with $4.00 or write for full details to:

ARMD FORCES COMMUNICATIONS ASSOCIATION
(Formally Army Signal Attn.)
President, David Sarnoff
1624 - 1 St., N. W.
Washington 6, D. C.

NAME: ________________________________

Last First Middle Initial Grade

Army [ ] Navy [ ] Air Force [ ]

ADDRESS: ____________________________
Street __________ City ______ State ______

New WBS Feature Has 43 Subscribers

Clients in 20 States, Canada Use Library Service

A TOTAL of 43 stations have subscribed to the new World Feature Library since November and subscriptions are continuing at the rate of 15 a month, according to A. J. Kendrick, vice president and general manager of World Broadcasting System Inc., a subsidiary of Decca Records Inc.

The library contains 12 features, each comprising 156 15-minute broadcasts. More than 2,100 musical units are in the library. These units, Mr. Kendrick said, may also be used in specially prepared programs to meet special needs.

More than 20 stations are represented in the new subscriber list, Mr. Kendrick pointed out.

The feature library is the newest addition to the firm's programming service for stations and advertising agencies. It augments the World Program Service Library, which, according to Mr. Kendrick, is used by 625 stations.

Brands Week

NATIONAL advertisers such as Coca-Cola Co., New York, and Anchor Hocking Glass Corp., Lancaster, Ohio, will participate in the radio-advertised Brands Week April 9-19, according to an announcement last week by the Brand Names Foundation Inc. Special announcements and opening and closing program spots will be made, with more than 200 variety chain store companies, comprising approximately 6,000 stores throughout the country, taking part in the campaign. Announcement will call attention to the fact that "quality as well as quantity is obtainable in chain stores," the foundation said.

"VOICE OF THE ARMY," 15 minute transmitted recording show, presented by U. S. Army and U. S. Air Force Recruiting Service, beginning in the 5th year of broadcasting, is heard over more than 1000 stations, Col. L. W. Tarbro, chief of Recruiting Publicity Bureau, has announced.

Center Your Attention on MILWAUKEE

Center of the Dial 860 kc BROADCASTING • Telecasting
23 years with major networks and individual stations, including four years network production . . . that's our Commercial Manager. 10 years as producer, copy chief, announcer . . . he's Program Director. 16 years in news work—on radio and daily papers . . . our News Editor. 9 years of radio and television . . . a winner in national script contests . . . Our Copy Chief.

Yes, friend, this is "Know How" to help sell your product in the oil-rich, agriculture-rich Ark-La-Tex market. 50,000-watt KWKH is heard by most, preferred by most, and we'll prove it!

There are seven other radio stations in the Ark-La-Tex. All of them combined will not cover the rich primary (50%) area of 50,000-watt KWKH.
JOHN H. SCHNEIDER, who was with Radnor Agency, New York, for 15 years and served as account executive for Nextel Co., New York, has joined Owen & Campbell Agency, New York, as vice president. He will handle in addition to new business, National Brewing Co. accounts.

KERRIN, THALL & LAVELLE, New York, has completed advertising placement. ROBERT FUCHS, formerly with set and design production at Paramount Pictures, Hollywood, and TONY PAN, formerly in video branch in BTRN London, head new video department.

WILLARD SCHROEDER, former general manager of WINS New York, has joined Ettichem, MacLeod and Ovage Inc., Pittsburgh, as director of newly-established radio and television department. Mr. Schroeder previously was sales manager of WCAE Pittsburgh.

JAMES BACHRACH and RUTH MCCARTHY, staff members of Ruthrauff & Ryan, New York, have been promoted to copy staff of the agency.

JAMES T. TENNISON, former copy supervisor with Blow Co., New York, and prior to that copy chief of Dance-Fitzgerald-Sample, Chicago, has joined copy staff of Duane Jones Co., New York.

JEREMY GURY, copy director for Donahue & Co., New York, has been named executive vice president.


STONEY M. LARKIN, vice president of Caldwell-Baker Co., Indianapolis, has been elected to board of directors and agency has been reincorporated as Caldwell, Larkin & Co. HOWARD C. CALDWELL is president and general manager. ELIZ J. BAKER, who with Mr. Caldwell founded the agency in 1922, resigned in 1938 to enter newspaper publishing field.

DAVE POUTZ Adv., Hollywood, has been acquired by three of agency's executives, JAMES FRITZ, VANYA CARLSON and WALTER CASH, and is now known as Fritz, Carlson & Cash Inc. Mr. Fritz, former executive vice president, is president and chairman of board of new firm; Mr. Carlson, former vice president, and Mr. Cash, former copy chief, are vice presidents. Agency will retain same accounts.

DAVID WILLIAMS, copywriter: R. M. FANNING, account executive; NORMAN HEST, media department head; JOHN WOOD and TED PARSONS, art directors, all of Arthur's office of Erwin Wasey & Co., have transferred to agency's new staff. Agency opened March 1 (Broadcasting, Feb. 9). FRANKIE J. GRAY, Atlanta, has been named assistant production manager for Foote, Cone & Belding, Los Angeles, has joined agency as production manager in new office.

CLIFFORD P. BOLDAR, formerly with Young & Rubicam, Chicago, has joined Sherman & Marquette, Chicago, as director of media. CHARLES W. PILLER, formerly with BDDO, Chicago, has joined agency as director of research, and CHESTER MILLER, previously with Dance-Fitzgerald-Sample, Chicago, has been named assistant to general manager..

JOHN G. SCHNEIDER, formerly with Klingenberg & Smith, New York, has been acquired by a copy supervisor and prior to that with Louis & Mitchell, New York in executive capacity, has rejoined K & K as copy director with Thomas, executive vice-president in charge of copy.

LOU SMITH, formerly with Benton & Bowles New York, has joined Lenison & Mitchell, New York, as a copy supervisor.

NATHAN GOLDENBERG, account executive for past two years at Klein & Assoc., Chicago, has joined Kutner & Kutner Inc., Chicago, in similar capacity. He formerly was with both, youngest of the firm's executive vice-presidents. His new assignment is assistant to Louis & Mitchell, who will handle accounts.

Mr. Tilt Required:

PUBLISHERS PRODUCTION AGENCY, Boston, has signed an agreement with W.B. Thursfield Jr., advertising manager for The Boston Daily Globe, to handle advertising for The Globe.

HUMPHREY, associate media manager, has been promoted to media director. H. B. THOMAS, copy supervisor, has been named assistant secretary and treasurer. G. P. HOWARD, former financial officer, has been appointed controller. G. W. RUMFORD has been named local representative in charge of daily media and political advertising.

Mr. Tilt Required:

G. R. HUNTINGTON, controller, has been promoted to chief executive of the agency.

FRANKLIN M. WALKER, former sales manager with WWJ Detroit, has joined William J. Demet Inc., Detroit, as account executive. He will also assist in writing daily radio program.

Mr. Tilt Required:

WALTER UKOS, former account executive and producer for "The Lithuanian Review," has joined sister WMTS Cleveland, and is now account executive.

Mr. Tilt Required:

K. C. GUNTER, new advertising agency at 209 Madison Ave., New York, was recently named to head new firm. K. C. GUNTER, former advertising manager of United Airlines, was recently appointed to head new agency, which will be associated with Mr. Guthrie as a branch office.

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Graybar Electric Company brings to broadcasters fine recording equipment at reasonable prices.

The Presto 8DG recorder (above) is a heavy-duty machine. It is directly gear-driven at both speeds by a separate motor for each speed. Results: no total speed variation; practically no mechanical background noise.

For correct characteristics, ample peak power, and minimum distortion, Graybar recommends Presto recording amplifiers and equalizers.

Graybar has everything you need in broadcast equipment for a power increase or a whole new station... plus everything for wiring, lighting, ventilating, and signaling — indoors or out—for studio, office, or transmitter. The nearest Graybar Broadcast Equipment Representative will be happy to help you plan any broadcasting installation. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

VIA 98 GRAYBAR “STATIONS”

...the nation’s broadcasters get:

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, A.M. and F.M. (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

Made by:

- Western Electric; (2) General Electric;
- Whitney Blake; (4) General Radio;
- Par Metal; (6) Hugh Lyons;
- Meletron; (8) Hubbell; (9) Presto;
- (10) Weston; (11) Blaw-Knox;
- Crouse-Hinds; (13) Communication Products;
- (14) General Cable;
- (15) National Electric Products;
- (16) Triangle; (17) Bryant

Distributor of Western Electric Broadcast Equipment

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

These are the Graybar Broadcast Equipment Representatives in key cities. There are Graybar offices in 80 additional cities.

NEW YORK  BOSTON  PHILADELPHIA  CINCINNATI  CHICAGO  MINNEAPOLIS
RICHMOND  ATLANTA  JACKSONVILLE  ST. LOUIS  KANSAS CITY, MO.  DALLAS
E. C. Tom, Richmond 2-2833  E. W. Stone, Cypress 1751  W. C. Winfree, Jacksonville 5-6785  J. P. Lenker, Newstead 4700  R. B. Ubrig, Grand 0324
CLEVELAND  PITTSBURGH  DETROIT  SAN FRANCISCO  LOS ANGELES  SEATTLE

BROADCASTING  ·  Telecasting  March 8, 1948  ·  Page 54-A
**Actions for the FCC**

**February 27 to March 4, 1948**

**February 27 Decisions...**

**BY COMMISSION**

**MANC**

**Designated for Hearing**

Manfield Radio Co., Youngstown, Ohio—Designated for hearing TV application to add WQOJ, Youngstown, Ohio, to its existing WSBN, Youngstown, Ohio, and two other Youngstown applicants—Vind-

cio Station, Newcomerstown, Ohio, and WPDR, Newcomerstown, Ohio.


New England Television Co., Inc., KCEN, Boston, Mass.; WYBC, New York, N. Y.; WRGB, Schenectady, N. Y.; and WHB-Bstg., Co., Kansas City, Mo.—Pending hearing for new television stations in Kansas City, Missouri-Kansas metropolitan dis-

**Texas Television Co., Houston Post-**

Co., Inc.—Pending hearing for new television stations in Houston, pending receipt of additional evidence.

KFJM-Bstg., Co., Kansas City, Mo.—Pending hearing for new television station in Kansas City, Missouri-Kansas metropolitan dis-

**Geo. Bassett, Co.,**


**Extorest Series**


New England Television Co., Inc., KCEN, Boston, Mass.; WYBC, New York, N. Y.; WRGB, Schenectady, N. Y.; and WHB-Bstg., Co., Kansas City, Mo.—Pending hearing for new television stations in Kansas City, Missouri-Kansas metropolitan dis-

**EXTENSION GRANTED**

**KCA**

**Temporary Extension**

Grant extension of 6 mo. extension of license to new license period.

**NEW LICENSE**

**KWV—**

New License granted to KWV for construction permit granted to KWV for license renewal of KWV for license period ending Nov. 1, 1949.

**WVW-Eagle—**

Pending renewal of construction permit granted to WVW-Eagle.

**WNAV—**

Pending renewal of construction permit granted to WNAV.

**KNOB—**

Temporary Extension granted to KNOB to allow for further extended on temp. basis to June 1, 1948.

**WIBC—**

Temporary Extension granted to WIBC to allow for further extended on temp. basis to June 1, 1948.

**WQMG—**

Temporary Extension granted to WQMG to allow for further extended on temp. basis to June 1, 1948.

**KJR—**

Pending renewal of construction permit granted to KJR for license period ending Nov. 1, 1949.

**KASW—**

Pending renewal of construction permit granted to KASW for license period ending Nov. 1, 1949.

**KZUE—**

Pending renewal of construction permit granted to KZUE for license period ending Nov. 1, 1949.

**WAKZ—**

Pending renewal of construction permit granted to WAKZ for license period ending Nov. 1, 1949.

**KZAM—**

Pending renewal of construction permit granted to KZAM for license period ending Nov. 1, 1949.

**KJAY—**

Pending renewal of construction permit granted to KJAY for license period ending Nov. 1, 1949.

**KGTV—**

Pending renewal of construction permit granted to KGTV for license period ending Nov. 1, 1949.

**KBFX—**

Pending renewal of construction permit granted to KBFX for license period ending Nov. 1, 1949.

**KJFX—**

Pending renewal of construction permit granted to KJFX for license period ending Nov. 1, 1949.

**KZUL—**

Pending renewal of construction permit granted to KZUL for license period ending Nov. 1, 1949.

**KJTR—**

Pending renewal of construction permit granted to KJTR for license period ending Nov. 1, 1949.

**KZOF—**

Pending renewal of construction permit granted to KZOF for license period ending Nov. 1, 1949.

**KZBF—**

Pending renewal of construction permit granted to KZBF for license period ending Nov. 1, 1949.

**KZZR—**

Pending renewal of construction permit granted to KZZR for license period ending Nov. 1, 1949.

**KZUP—**

Pending renewal of construction permit granted to KZUP for license period ending Nov. 1, 1949.

**KZJ—**

Pending renewal of construction permit granted to KZJ for license period ending Nov. 1, 1949.

**KJSK—**

Pending renewal of construction permit granted to KJSK for license period ending Nov. 1, 1949.

**KZKT—**

Pending renewal of construction permit granted to KZKT for license period ending Nov. 1, 1949.

**KZJU—**

Pending renewal of construction permit granted to KZJU for license period ending Nov. 1, 1949.

**KZJL—**

Pending renewal of construction permit granted to KZJL for license period ending Nov. 1, 1949.

**KZJW—**

Pending renewal of construction permit granted to KZJW for license period ending Nov. 1, 1949.

**KZJF—**

Pending renewal of construction permit granted to KZJF for license period ending Nov. 1, 1949.

**KZJX—**

Pending renewal of construction permit granted to KZJX for license period ending Nov. 1, 1949.

**KZJH—**

Pending renewal of construction permit granted to KZJH for license period ending Nov. 1, 1949.

**KZJG—**

Pending renewal of construction permit granted to KZJG for license period ending Nov. 1, 1949.

**KZJ—**

Pending renewal of construction permit granted to KZJ for license period ending Nov. 1, 1949.

**KZJ—**

Pending renewal of construction permit granted to KZJ for license period ending Nov. 1, 1949.

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Pending renewal of construction permit granted to KZJ for license period ending Nov. 1, 1949.

**KZJ—**

Pending renewal of construction permit granted to KZJ for license period ending Nov. 1, 1949.
A Collins 250 watt FM station can grow to 50 kilowatts

Do you want to start your FM station with less than your licensed power, building later to higher power? If so, the Collins line of transmitters and the Collins ring antenna provide the ideal means.

The left-hand cabinet shown above houses a complete 250 watt Collins FM transmitter—a beginning. The next cabinet contains a 3 kw power amplifier—a larger beginning or a later addition. The following amplifier boosts the output to 10 kw, and the two cabinets at right increase the transmitter to 50 kw, all stages integrated in quality, efficiency, performance and styling.

In like manner the Collins ring antenna can be erected initially with any number of bays—odd or even—and later may be modified in the field to add bays with a resulting increase in gain. This feature is particularly applicable to antennas side mounted on existing AM towers, and is also available where pole supported top mounting is desired. It is simple, easy to install and adjust, highly efficient, and economical.

Call us in for consultation. Our engineers will be glad to advise regarding the fulfillment of your plans.
Mr. Neher, former program director of WBRB, Canton, Ohio, has joined WGBI, Farmington, Conn., as program director. Neher, who has been in radio since 1938 when he joined WHO Des Moines, as bass singer to staff quartet. After leaving WHO in 1939 he went to Chicago as freelance singer where he was featured over WLS and WBNM. He returned to WHO in 1942 and remained there until he joined WGBI in 1946.

BOB WHITELEY, continuity director of WGBR and Radio Area, has been named program director, replacing TED HALLOCK, who has joined Chicago office of "Down Beat" as editor, assistant editor. Whiteley has joined station as continuity director and Tom TANTON has been added as staff announcer-satellite.

BILL STROTHMAN, announcer of KALGOU Kansas City, is on four-month leave of absence to acquire his teacher's certificate license from National Radio School in Los Angeles. Jim RODRICKSON is substituting for Mr. Strothman during his absence.

OMAR BONDHAUS, has joined announcing staff of CFRH, Edmonton.

ALLEN A. FUNT, producer of "The Candid Microphone," is on nine-hour, 9-9 p.m., has signed with Columbia Pictures to do series of movie shorts based on the radio show. Secret recordings and candid photography are to be combined in movie version.

BERTHA KURTZMAN has been transferred from ABC New York studio assignments to television as assistant to PAUL MOWREY, network's director of television.

FRANK COLEMAN, tenor soloist of KKYW Philadelphia, who appears on its "Music From The Theatre" program, has resigned and has been vocal coach of March Sweeps to Hollywood. He had been with KKYW since 1942.

ELLIOTT LEWIS will portray lead in "Case Book of Gregory Howd" when it renews on MBS March 9.

NORMAN MACDONNELL, CBS Hollywood assistant director, has been named producer for CBS "Doorway to Life" program. He replaces WILBUR BROWN, who will produce forthcoming "Shorty Bell," with Mickey Rooney.

FRANK DEPARTMENT, NBC supervising announcer, has been elected president of Southern California Chapter of St. Mary's College Alumnae Assn.

BROOKSTONE, formerly of WOR New York and KDKA Pittsburgh, has joined WABC, New York as assistant engineer.

PAT BARRETT, continuity editor at KBNC, San Francisco, and Charles Ingam, producer of speech and drama at U. of Oregon, are to be married March 6.

DAVID E. BIGLEY has returned to WJOI Florence, Ala., after absence of non-resume duties as program director.

CHARLES TRANTER, announcer-writer at WNAE Warren, Pa., has been elected president of newly-organized Warren Junior Chamber of Commerce.

W. GORDON SWAN, program manager of WPCA Springfield, Mass., has been given weekly award for 20-year Westinghouse service. Swan has been with the station since 1926. Swan was presented an award celebration program and citation.

NOEL DIGBY, formerly with WATF Ashland, Wis., has joined WSM Nashville as announcer and continuity editor at EDDIE BIRM- BREN, chief script writer. Mr. Digby wasformerly with WATF, Sam, Jr., in the city of Ashland, Wis., and was voted "Man of the Year" by the Ashland Area Press. "Hour" over WATF.

JAMES BERNARD THOMAS, formerly with KTVK San Antonio, Tex., has joined announcement staff of WOAI San Antonio. He previously worked with newly-organized Calif. WHOP Hopkinsville, Ky., and KPHO Phoenix, Ariz.

ALF FLEDMAN, ABC editor-producer of "Radio Newswire," sponsored by Zenith and RCA, has been awarded the first annual II Victory Medal and American Defense Medal.

FRANK (Red) STEVENS, formerly with WJTV Jackson, Miss., has joined announcement staff of WJBR Hammond, Ind., and has been appointed head of programs and announcers at WASK Lafayette, Ind.

KEITH MCKENNEY has been appointed program supervisor of WJW-TV Detroit, and ROBERT RITTER has joined station's special events staff.

E. W. ZIEBARTH, director of education for CBS Radio, has been presented his doctor of philosophy degree from U. of Minnesota on March 18.

JACKIE JOHNSON, formerly with GEYER, has been joined announcing staff of WALT Lake Worth, Fla.

FRANK FINNING has been named communications director of WPEA Manchester, N. H.

RUSSELL NAUGHTON, chief announcer with WOZX, Longview, Tex., has been appointed program supervisor, control room operator, and JOE MIRILO, formerly with WJDT, has been appointed Personnel Director. The two announcers are active in the Southern Assn. of Broadcasters, Longview, Tex., are exchanging cigars. All became familiar with one another's earlier work, and are now living together.

CORALE HALL, formerly with WILL Urbana, Ill., and WJCD Chicago, has joined station as executive assistant. DAVE BARTON, former Willard, Mo., radio announcer, has been named as news director of WJCD.

RICK KENT, who originated many of current network daytime serials at WLB Cincinnati in the '30s, has rejoined the station as entertainment director.

LOUISE MUNSCH, women's feature editor of "Women's World," has been named as an associate member of Delta chapter of Sigma Delta Chi, the national Catholic honor society.

GEORGE JACKSON, formerly with WBBM Chicago, has been appointed to announcing staff of WHBC Rock Island, Ill., and WBBM Chicago.

GEORGE SATTLER, former member of president's commission with WBBM Chicago Central Division, has joined announcing staff of WHBC Rock Island.

ANN SEYMOUR, radio actress, is substituting for LUCILE WILL, star of "Portia Faces Life" on WOC, who, as result of accidental fall in her apartment, has been out and suffered a severe concussion last week.

ROBERT HUBBAND, CBS director of education, is currently in Hollywood for 10 days confering with education and civic leaders to the end of studying mass communication in network education and public affairs.

JOHN MOORE and MARTIN WOLFSON have been added to permanent cast of NBC daytime series "Kate's Daughters," as Counte Felipe Destello and Leroy Ocoy, respectively.

BILL STEWART, formerly with CKWV Vancouver and ABC, has joined KLCG Hollywood, as announcer.

BILL SEYMOUR, program director for eleven weeks at WBBM Chicago, has rejoined WBBM Chicago, as announcer and continuity editor. He formerly was with the station's announcer staff.

JOE KELLY, m. c. on NBC's "Quiz Kids" show, was given thirty-five Mike award for April by Radio Beat magazine. Mike is monthly award presented to radio personality who contribute to the industry.

AARON BRODY, formerly with mail and messenger staff at ABC Central Division, has joined WJMG Fort Wayne, Ind., as announcer.

ROBERT HUBBELL, former announcer at WKBW Buffalo, N. Y., has joined announcing staff of WHBF Rock Island, Ill.

ALBERT LUBIN, formerly with NBC Central Division, has joined announcing staff of WBBM Chicago, Ill.

BILL CRUTCHLEY, formerly with WBBM television, has joined announcing staff of WBS Columbus, Ohio.

Weil Quits WGW
ANNOUNCEMENT of his resignation as general manager of WGW Selma, Ala., was made by Eugene P. Weil Feb. 24. Mr. Weil says he has no plans for the indefinite. Licensee of WGW, a 250-watt full-time CBS affiliate on 1340 kc, is the Capital Broadcasting Co.

TRANSCIBLE series of typical British programs, "BBC Showcase," have started on WNYW New York, 2-3-3 p.m. BBC is making the shows available as packages to American stations at nominal cost.

CANNADIAN'S PRODUCTION

"Must Buy"

630 K.C. NOW 5000 WATTS REPRESENTATIVE: WEED & CO.

Page 56 • March 8, 1948

BROADCASTING • Telecasting
Eight new sponsors in 3 months! How's that for ringing the bell? Memphis' WHBQ thinks it's pretty wonderful. WHBQ reports: "... At present time, My Serenade, King Cole Trio, Hayloft Jamboree, Sunday Serenade, Jan Garber, Lullaby in Rhythm, Hollywood Serenade, and Chuckwagon Jamboree are all sold."

How come Capitol's Service gets sponsors on the dotted line? But fast! Reasons a-plenty! BIG NAMES—Capitol features such attractions as Peggy Lee, King Cole Trio, Johnny Mercer, Rex Maupin, Duke Ellington, Tex Ritter, and 42 others. INTRIGUING PROGRAMS—all the punch and pace of musical shows costing thousands. Voice tracks of the stars; your announcer "chats" with them. Musical interludes as background for commercials.

FASCINATING VARIETY—3000 selections, 50 added each month. New material weekly for 35 hours of programming, 27 exciting shows. LIVE-SOUNDING PRODUCTIONS—entire library Vinylite recorded. Highest technical standards.

SEE and HEAR how Capitol can help you! Mail coupon now!

Sold! by WHBQ

with the amazing new
Capitol Transcription Library...

eight new sponsors

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost...
1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name: ________________________  Station: ________________________

Position: ________________________
Street & No.: ________________________
City & State: ________________________

FREE!

BROADCASTING • Telecasting

March 8, 1948 • Page 57
KALTENBORN JR.

By IRVING MARDER

THE NATION'S first subscription ("pay-ten"") station will go on the air in New York City next November or December, according to Rolf Kaltenborn, lecturer and writer on radio's ills and chief proponent of subscription radio.

Mr. Kaltenborn made this announcement on Feb. 25 in a paid lecture titled, "Radio—Paw of Politicians and Hucksters," given under his auspices at McMillin Theatre on the campus.

After the prepared speech Mr. Kaltenborn told BROADCASTING that William Benton, who controls the rights to the pig squeal device which denies subscription radio to nonmembers of the fraternity, is no longer associated with him in the venture. Mr. Kaltenborn said his present associates, whom he did not name, are "a more resonant" group than is Benton's, however.

He did not disclose whether he intended to obtain existing facilities or get a new frequency in New York's already-congested air. Nor would he identify any financial backers. He would not go into detail about his plans to bring commercial "untainted" radio to New York this fall, beyond saying that formal application to the FCC has not yet been made.

Mr. Kaltenborn, son of H. V. Kaltenborn, the NBC news analyst, spoke in length on the alleged evils of the present American system of broadcasting, before going into his "commercial" for non-commercial or pay-as-you-go radio. He took the almost obligatory hack at daytime serials, and at the over-simplicity of quiz show questions.

As an antidote for today's radio fare, Mr. Kaltenborn offered his menu as typifying his idea of what the listening public wants and deserves to have:

"I would give them Browning's non-logical," he declared. "I would give them Shakespeare's sonnets. I would give them Raggedy Ann and Uncle Remus. Instead of superheroes he favors "solid, enduring things like David Copperfield."

Mr. Kaltenborn is not disposed at the moment "to banish the present form of radio altogether," he recorded in his labeling as "commercial" type, he is prepared to be charitable. His plan is to operate only one subscription station in an area as a starter, fanning out from the nucleus.

The younger Kaltenborn envisioned the day when even his father, H. V., now limited to 15 minutes on NBC five times weekly, might reach his public for a half-hour at a time via subscription radio.

Mr. Kaltenborn pleased for "more variety" in radio, and "more experimentation," especially in dramatic programs. "I think the trouble with radio is that it's free," he said, summing up.

Recorder Protest

HAVING no reply to its protest against the elimination of recording devices from hearings of the California State Legislature's Un-American Activities Committee, the Radio News Club, Los Angeles, will likely appoint a representative to visit Sacramento. Although it had not been set, Clete Roberts, group's president and commentator of KFWB Hollywood, will likely present the matter to the legislature during its opening session this week.

"LABOR MARKET NEWS," monthly publication of U.S. Employment Service for Districts of Columbia, commenced Washington stations in its February issue for their cooperation in airing announcements for snow showers during recent storm.

At the TOP

Cooperated Station in Nebraska's Capital City Market

KFOR

LINCOLN

OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC

Represented by PETRY
1947 IOWA RADIO AUDIENCE SURVEY

ACTUAL MEASUREMENT PROVES...

KXEL

is the ONLY EFFECTIVE WAY To Blanket RICH NORTHEAST IOWA--"Plus"

★ LISTENERS
The New Conlan Survey proves beyond a shadow of a doubt that KXEL Has Changed Listening Habits in Iowa. KXEL Listening runs up to 9.6% more of the total Listening Homes than all other stations combined.

★ PROGRAM APPEAL
KXEL programs win 3 national firsts in less than one year. Lead ALL radio stations in National Champion Farm Service Programs.

★ SELLING POWER
KXEL has MORE local and regional clients than any other Iowa station—over 150 local advertisers alone—plus many of radio's largest national spot users and a full load of ABC Basic commercial programs.

★ BEST BUY
If you doubt KXEL offers more listeners per dollar throughout Northeast Iowa than does any other radio station, ask Avery-Knode to bring over KXEL's new Conlan Survey (extending as far as 89 miles from KXEL's transmitter) and see for yourself what KXEL has done to listening habits in Northeast Iowa.

50,000 WATTS

KXEL
JOSEPH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by
AVERY-KNODEL, Inc.

COVERING THE GREAT
"KXEL RURAL CITY"

50,000 WATTS
"Hold it, bub!"

"No jay-walkin’ here! Gotta get to the airport? To Air Express those packages? My poor friend — haven’t you heard?

"Air Express picks up those packages right at your door here, and delivers at no extra cost. No waiting around, because Air Express goes on every flight of the Scheduled Airlines. No U.S. point is more than hours away!

"And rates are low. Don’t interrupt me — I said low. Why else do business men use it to ship finished items, replacement parts and perishables regularly?"

Specify Air Express — it’s Good Business

• Low rates — special pick-up and delivery in principal U.S. towns and cities.
• Moves on all flights of all Scheduled Airlines.
• Air-rail between 22,000 off-airline offices.

True case history: Machine parts made in Camden were needed in Chicago in a rush. 32-lb. package picked up the 28th at 10 A.M., delivered same day at 5 P.M. 669 miles, Air Express charge only $6.88. Gave days more time to complete the job. Other weights, any distance, similarly inexpensive and fast.

Just phone your local Air Express Division, Railway Express Agency, for fast shipping action.

AIR EXPRESS
1124 E. Armitage Ave.
Chicago 7, Ill.


danger

BROADCASTING • Te lecasting

Page 60 • March 8, 1948

ODE TO AN ENGINEER

FCC Commissioner’s Daughter
Waxes Poetically

WHEN her father was promoted from chief engineer to member of the FCC the first of the year, Muriel Sterling pondered a while, and took stock of the additional worries that had accrued to him and to herself and came up with a poem. Muriel, 14, is the daughter of Comr. M. and Mrs. George Sterling, and a junior in high school at Silver Spring, Md., where they live. Her poem:

PORTRAYAL OF MY FATHER

Mend, paint, wash the car — glue the worn-out ban. Fathers come as many types, but mine is a "hammer"

As I step into his den for a little fun with me,
How am I confronted — he’s allocating frequencies.

Now Mary’s father’s pulling weeds — and Betty’s father’s cute.
But all I ever hear all day are greetings of F.M.

Static-free, signal great, audio quite clear.
Television’s rising up — new networks for this year.

Proudly strutting down the stairs to show off my "New Look"!
There’s nothing but a gag at that dreadful old "Blue Book".

Now as a Commissioner the F.C.C. puts up a fight.
And when it comes to holidays, "The Father’s Manual" he writes.

I love to read the papers — I find them quite a tip,
But alas! I’m faced to face with WHLS’s censorship.

Applicant’s new station — licensee’s communication.
Double talk, cuss, gripe — brand new tubes, non-hum miles.

Telephoning every night — Walker, Durr, and Coy.
Being free from techniquity is quite a novel joy.

CQ-CQ — W1DF right here at Silver Spring
I guess I just have to accept radio as "king".

Will I ever get away from it — my profession is quite near
Or will Daddy give me possibilities of a lady-engineer.

(Continued on page 62)
BILL MAILLEFERT, formerly a million-dollar time buyer with the Compton Agency, New York, now manages WVET, Rochester.

Ten years experience in time buying and a few weeks in time selling convinced him that BROADCASTING is the most direct route to radio time sales. His letter below tells why.

"If you've any doubting Thomases who need convincing, have them get in touch with me—I'll tell 'em. Having been closely associated with many advertising managers and exposed to a number of sales managers, I'm convinced the best way to...sell them is through BROADCASTING Magazine."

"If you've any doubting Thomases who need convincing, have them get in touch with me—I'll tell 'em. Having been closely associated with many advertising managers and exposed to a number of sales managers, I'm convinced the best way to...sell them is through BROADCASTING Magazine."

Proof of readership like this doesn't just happen...it's planned. Today BROADCASTING's paid circulation exceeds 15,000—one third of which goes to national radio agencies and advertisers. This is more paid circulation than the rest of the radio field combined. This is why BROADCASTING carries more radio linage than the rest of the field combined.
FCC Actions (Continued from page 60)

Applications Cont.: 
vision station on Channel 3, 60-86 mc., ERP via. 18.9 kw, aur. 10.1 kw and unil.
WREC Inc., Rochester, N. Y.—CP new commercial television station on Channel 11, 186-204 mc., ERP via. 32.8 kw, aur. 18.4 kw and unil. TV—17-56 mc.

TENDERED FOR FILING
Assignment of CP
KFTA-TV, Lexington, Ky.—Filing to assign CP of FM station to Southern Development Co., Inc., Ark.—Consent to assignment of CP of FM station to Southern Development Co., Inc., Ark.
AM—1350 kw.
KDON Moorhead, Minn.—CP change frequency from 1240 to 1520 kw, power from 176 kw to 50 kw, install new trans and DA-DN and change license from KONO to KDKO.
AM—1410 kw.
KCOL Fort Collins, Colo.—CP change frequency from 1400 to 1410 kw, power from 320 kw to 5 kw and install new trans and DA-N.
Modification of CP
WNKJ Norwalk, Conn.—Mod. CP to change license from KDNK to WALK, install new trans and DA-DN.
AM—1250 kw.
WLDO La Salle, Ill.—CP change hours from D to unil., frequency from 1220 to 1520 kw, power from 330 kw to 50 kw, install new trans and DA-DN and approval of ant. system and trans. location.
WIMS Michigas City, Ind.—CP change hours from D to unil., power from 1 kw to 10 kw, install new trans and DA-N.
AM—610 kw.
Valley Best Inc., Holyoke, Mass.—CP new standard station 929-500 mc, 50 kW.
AM—1390 kw.
AM—1290 kw.
KGMO Missouri, Mont.—CP change power from 15 kw to 2 kw unil., install new trans and change license from KGMQ to KGMO.
AM—1290 kw.
WVY New York City—CP consent to transfer of control from Arde Bulova and Harry D. Reinhart to Continental Best Inc.
AM—1750 kw.
Frederick Brown, partnership com-
Modification of CP
KTVZ Keizer, Ore.—CP to be changed trans of station. location and mod. DA.
FM—96.4 mc.
The Wbas Inc., Inc., Ponce City, Okla.—CP new FM station on Channel 366 mc.
FM—106.4 mc.
AM—600 kw.
May Best Inc., Omaha, Neb.—CP new commercial television station on Channel 10, 56-86 mc., ERP via. 17.6 kw, aur. 8.915 kw.
TV—192-198 mc.
Pittsburgh Radio Supply House Inc., Pittsburgh, Pa.—CP new commercial television station on Channel 10, 192-198 mc, and ERP via. 28.6 kw, aur. 12.3 kw.
Modification of CP
WLAN Lancaster, Pa.—Mod. CP to change from DA-DN to NA-DN.
AM—1240 kw.
WDIA Memphis, Tenn.—CP change frequency from 730 to 1260 kw and hours from D to unil.
AM—1410 kw.
Brazos Best Inc., Dallas, Tex.—CP new standard station 1440 kw 500 kw D.
AM—1190 kw.
Texas School Trade, Dallas, Tex.—CP new standard station 1190 kw 1 kw. (Consent on K hour change in frequency).
AM—1050 kw.
The Oil City Best Co., partnership compounding of C. C. Oller, Joseph C. Bell, Frank Lindsay, Elleta, Tex.—CP new standard station 1050 kw 250 kw. WACB—1090 kw.

FCC Correction
FCC last week reported the following weekly grant of CP to WXFL—FM Scranton, Pa., should have shown ERP of 1.8 kw instead of 1.8 kw (Channel 267 (UL) mc) specified. See story BROAD-
CASTING, March 1, page 84.

March 2 Decisions
BY THE SECRETARY
WXLT Eliz., Minn.—Granted license for new station 1450 kw 250 w unil. Following were authorized extensions of completion dates as indicated:
WFCL Atlantic City, N. J., to 6-23-48.
WFFO Pittsburgh, Pa., to 3-21-48.
WXFL Scranton, Pa., to 11-1-48.

KPIX San Luis Obispo, Calif.—Granted license for new station 1340 kw 250 w unil. and to specify studio location.
WLBE Banger, Me.—Granted mod. license to cover change in channel of license from Channel 4ST to Channel 14ST Co. to Main Best Co.
KSSL Missoula, Mont.—Granted mod. license for completion date to 11-1-48.
KWRT Benton, Wash.—Granted license for new station 1240 kw 250 w unil.
KRIO San Bernardino, Calif.—Granted license for new station 1240 kw 250 w unil.

KFBK San Diego, Calif.—Granted license for new station 290 kw 1 kw D.
KSJO San Jose, Calif.—Granted license for new station 290 kw 1 kw D.

KFWO Marshall, Wis.—Granted license for new station 1450 kw 250 w unil.
KFOJ Oakdale, Calif., to 9-1-48.
KBOY Des Moines, Ia.—to 9-1-48.

Correction
(Symbol in closing)
Peter Robeck, formerly in CBS Hollywood sales promotion department, has been named sales promotion and merchandising manager for WBBM. He comes to WBBM from WJZ, Baltimore, Md., where he was sales promotion manager for WJZ-FM and WJZ-TV.

George Reed, production manager of WJZ-FM, has been named promotion manager in addition to his present duties. He succeeds Donald Cooke, who resigned to set up his own sales promotion and counseling service.

Jim Prior was appointed promotion and publicity director of KROK and KROK-PAM Eugene, Ore., replacing "Suds" Chanev.

Allen F. Lefkas has joined KATL, Houston, Tex., as public relations chief.

Harry K. Renfro, director of publicity relations of ICM, St. Louis, has been named chairman of radio publicity committee for 1948 St. Louis Red Cross campaign.

Houston A. Lawing, former sports editor, has been appointed director of publicity of WBBG, Greenboro, N. C.

George Thompson has joined the sales department of WBTS midwest office in Chicago.

Tony Meo, promotion manager of Keso Bone Falls, S. D., has been named public relations officer for Office Reserve Corp.

Mathias, of promotion staff of WKY, Oklahoma City, has been named publisher of the "Round Kids" program. Bright green paper, the sheet tells of one of call letters, and the sheet is read aloud on various radio stations.

Vincent Elliott has resigned as sales promotion manager of WPMO, Columbus, Cali.

Leopold Houle, press and information director for Quebec for Canadian Broadcasting Corp., Montreal, has returned from London, the second CBC em- ployee to retire under pension plan and first French-Canadian em- ployee to do so. He joined predecessor of CBC, Canadian Broadcasting Co., in 1928, and continued with CBC when that organization was formed in 1935.

Roland Martine, publicist of ABC Hollywood press department, has sold "The Collector's Book" to Collier's.

Feathers Flew

"This Will Tickle Your Fancy," says KFW, Philadelphia, on its latest promotional sheet, featuring a promotion called "Round Kid's program." Bright green paper, the sheet tells of a parrot, "wiped out" the entire Philadelphia parrot feeding room, by local merchants and backed by extensive promotional campaign. Letters were take- ers of call letters, and make such a call to WPP, Philadelphia, and WBC, Atlantic City, offering numerous prizes to local merchants and by local merchants and backed by extensive promotional campaign. Letters were take- ers of call letters, and make such a call to WPP, Philadelphia, and WBC, Atlantic City, offering numerous prizes to local merchants and backed by extensive promotional campaign.

Sloşan Contest

Sloşan contest based on station's call letters has been started by WPP, four circles, with the winner to be announced locally in the next two months. Each day 10-minute program is given over entirely to contest, with calls in an IBM and interviews with merchants who are com- petitors. Winners will be awarded in hour-long broadcast and who will be announced locally in the next two months.

WCSI Kerychairs

Four-leaf clover chairs are being used by WCSI (FM), Columbus, Ind., for promotion of its "Music Makers Club" program. Project is in cooperation with MGM records for promotion of its hit tune, "I'm Looking Over a Four-Leaf Clover," and has been made with local record retail outlets for distribution of the club. Station has similar arrangements with Mercury Records. Winners will be announced in April, have completed arrangements with Ode Agency, New York, to carry exclusive, of the station's "Erskine Hawkins' latest tune.

WLOL Digest

Six-page newspaper giving views and observations on radio and television public relations chief. Pages are issued monthly on the conditions for Norfolk. In 1948 has been distributed by WLOL Norfolk, Virginia, newspaper, called "WLOL Digest," contains statements from governor of Virginia and leading merchants of Norfolk.

Recipe Contest

Recipe contest featured "For Women Only" Culinary Forum, Sept. 10, brought forth unexpected results from more than 200 entries. Frankel Hardware Co., sponsor, offered a radio prize, but response was so great that three consolation prizes also were given, totaling $50. Entries were judged in 10 daily broadcasts, with more than 250 listeners present in the studio for each broadcast. All entries submitted are compiled into a book by Norfolk, Calif., which is now being sold to listeners by sponsor. Plans are being made by Frankel Co. to re- ceive, similar contest this coming year.

News Brochure

News service "every hour on the hour" at WPP, Philadelphia, is being distributed by illustrated brochure distributed by that station to anxious residents.

WCSI News Bulletin, Philadelphia, and prospective sponsors. Featuring copy expressing importance of news today, spaced to meet the needs of the day, spread includes broken strips of ticker tape, with each strip having a different time and day, which lends impact to layout of clocks indicating time in world's major cities. Out of studio scene with announcer, news- room, engineer and control booth, and additional illustration "WPNB" gives best radio buy in Phila., today, "bro- dcasting news." Mail is being kept up to date.

EKW Mail

PROMOTION piece showing amount of fan mail station received during Apr. has been distributed by WJZ, Miami, Fla. WJZ, Map of Virginia, North and South Carolina, is shown with a line and a line mail received in each county of the four states. List also shows that station has received fan mail from 46 states, District of Columbia, and Canal Zone, with amount of mail received in each also present. List also shows amount of mail received each month in Apr. and the increase in months of 1947.

Red Tag Day

Letters telling difficulties of WPX, Manchester, N. H., in promoting city's recent "Red Tag Days" have been distributed by that station to all members of Manchester Chamber of Commerce and all active accounts of sta- tion. Two-page letter describing services rendered by station, including programs, promotions, statements from prominent business men and station, were used to promote the merchants campaign.

WOY Mail

WJZ, Pittsburgh, has received fan mail from 46 states, District of Columbia, and Canal Zone, with amount of mail received in each also present. List also shows amount of mail received each month in Apr. and the increase in months of 1947.

KOEV'S BEST BET

Represented by DONALD COOKE, INC.

March 8, 1948 • Page 63
**Latest Hits**

from RCA Victor for your platter shows!

My Gol Is Mine
Once More
Hydeas by coming Broadway show. In.

Starlight Rendevous
RCA Victor 20-2746

Happy Birthday Polka
New way to wish "Happy Birthday!"
Calico Apan and
Gingham Gown
RCA Victor 20-2755

The Bee Song
and
Tutti Tutti Fizzicato
Philly "O" "C" Tune of Month!1
RCA Victor 20-2711

Happy Birthday Polka
New way to wish "Happy Birthday!"
Calico Apan and
Gingham Gown
RCA Victor 20-2755

Sons of the Pioneers
The Bee Song
and
Tutti Tutti Fizzicato
Philly "O" "C" Tune of Month!1
RCA Victor 20-2711

Blue Hawaiian Rose
and
Feathery Feelin'1
RCA Victor 20-2799

Prime

Money, Money, Money
and
Teach Me, Teach Me, Teach Me,

RCA Victor 20-2728

HALL SISTERS

Television and
Ever Since Eve
RCA Victor 20-2720

MANNERS

RCA Victor Records

**Programs**

Lavish was a preview of ten-day Sports and Travel Exposition in Chicago, which ended July 18. Lavish was telecast late last month by WBBK, Westinghouse sponsored by Admiral Corp. Hour-long preview included in-depth purchase home race, midday air- plane race (featuring miniature radio- controlled planes at speed of 3 miles per hour), demonstrations of flying and rocket racing, by rocket students at United States Naval Academy. Lavish reported that requests came in written on every- thing from oceanoats to hard-boiled eggs.

**Head of the Family**

TEAMING with children against Smoking, new campaign of Virginia Hospital, WMBG(FM) Richmond is a starring feature of Nebraska's observance of Abraham Lin- coln's birthday. Train, called "CROP" (Christian Rural Overseas Service Program) is a joint effort of the State's children, sponsored in interest of Kentuc- key Children's Home, non-profit fund- raising group set up to aid children. Program, radio, and merchandise ap- plicable in Curryville, is designed to offer "right identification of Mr. K." Feature is audience participation show and dramatizes story of National Telephone.

**Aired from Train**

MOVING TRAIN was origin point of program of Nebraska's observance of Abraham Lincoln's birthday. Train, called "CROP" (Christian Rural Overseas Service Program) is a joint effort of the State's children, sponsored in interest of Kentuc- key Children's Home, non-profit fund- raising group set up to aid children. Program, radio, and merchandise ap- plicable in Curryville, is designed to offer "right identification of Mr. K." Feature is audience participation show and dramatizes story of National Telephone.

**Hospital Hour**

FOR BENEFIT and enjoyment of patients at Medical College of Virginia Hospital, WMBG(FM) Richmond is a starring feature of Nebraska's observance of Abraham Lin- coln's birthday. Train, called "CROP" (Christian Rural Overseas Service Program) is a joint effort of the State's children, sponsored in interest of Kentuc- key Children's Home, non-profit fund- raising group set up to aid children. Program, radio, and merchandise ap- plicable in Curryville, is designed to offer "right identification of Mr. K." Feature is audience participation show and dramatizes story of National Telephone.

**You Don't Say**

CORRECT ANNOUNCEMENT of words is basic of new program titled "You Don't Say" heard on WTMB, Richmond. Mr. Commonly misspronounced children's interest seems organized, examined, and growth and use of slang is explained. Questions are supplied by listeners and researched by WRCB staff and Public Library. Sunday afternoon feature heard 5-3:30 p.m. is non-commercial and its aim is to be informative and educational with two regular word experts, two guests and moderator on each broadcast.

**Reports From Capital**

DAILY REPORTS on developments of the committee appointed by the Southern Governors' Conference to protest President Truman's civil rights program were broadcast from Washington to WOR Spartaban, S. C. Sterling W. Alston, program director, who was in the Capital covering the committee's activities, and aired two reports daily to Spartaban from the studios of WOR, the latest developments of interest to the South.

**Mythical Chipmunks**

THREE MYTHICAL chipmunks have been heard as if they were sleeping morning show conducted by Trafford Robertson over WTMQ, Norfolk, Va. Named Charlie, Susie, and Bertha, chipmunks are "speeded up" (spoken at 1,500 words per minute), talk (Mr. Robertson's voice), and have become so popular many outstanding fea- tures of show. Mr. Robertson also has founded Chipmunk Club, issuing membership cards with cartoons and ad-

WJZ offers you a variety of great opportunities to tell your sales story to a ready-made audience on New York's first station.

**CO-OP PROGRAMS**
You get the benefits of a big-time, coast-to-coast network show, yet you pay only the WJZ share of the total cost! The varied appeals of these shows give you almost pin-point audience selectivity.

1. *Baukhage Talking...* 1:00 pm Monday-Friday. News and analysis direct from the nation's capital, by one of radio's most distinguished commentators. Successfully sponsored by more than 100 leading local concerns!

2. *Gangbusters...* 9:00 pm Saturday. A fast, action-packed half-hour of thrills—one of the top-rating adventure shows in all radio. Smack in the middle of WJZ's great Saturday-night line-up! What a sensational buy!

3. *Boston Symphony...* 9:30 pm Tuesday. A full hour of great music, played by the renowned Boston Symphony Orchestra, under the baton of Dr. Serge Koussevitzky. A wonderful prestige program, it follows Town Meeting on WJZ's impressive Tuesday-night line-up.

4. *Mr. President...* 2:30 pm Sunday. From Hollywood...thrilling, authentic, behind-the-scenes dramas in the White House! Starring M-G-M's Edward Arnold, one of Hollywood's top movie actors. Patriotism, suspense, action!

**PARTICIPATING PROGRAMS**
Specially designed for a varied appeal: the businessman...the housewife...the family. These WJZ programs produce results!

1. *Kiernan's Korner...* Walter Kiernan. 6:30-7:00 am, 7:15-7:55 am Monday-Friday. Recorded music, Kiernan's delightfully humorous comments on the passing parade. Refreshing early morning fare.

2. *Nancy Craig...* 12:35-1:00 pm Monday-Friday. Homemaking hints, guest interviews. What a following! For the past ten years, Nancy Craig has consistently been the biggest mail-puller on WJZ! Housewives act on her suggestions.

3. *McNellis & Sheldon...* 2:00-2:30 pm Monday-Friday. Audience participation from the famous Latin Quarter. The SRO sign is hung out daily! Guest stars, games, gimmicks, lots of prizes.

4. *New York Tonight...* with Allen Prescott. 6:30-7:00 pm Monday-Friday. Recorded dinner music; tips on new shows, movies, restaurants, etc. Delightful, lively listening that the whole family enjoys. Great for selling entertainment.

**ABC**
American Broadcasting Company

Call the ABC spot sales office nearest you for information about any or all of these stations!

- **WENR**—Chicago 50,000 watts 890 kc
- **KECA**—Los Angeles 5,000 watts 780 kc
- **KGO**—San Francisco 50,000 watts 810 kc
- **WMAL**—Washington 5,000 watts 630 kc
- **WXYZ**—Detroit 5,000 watts 1270 kc
- **ABC—PACIFIC NETWORK**
JACK BRICKHOUSE, former announcer with WGN Chicago and recently announced announcer in Chicago and New York, has been appointed sports service manager of WGN Inc. and will air sports events over station's three outlets, WGN-WWME (FM) and WGN-TV. PAUL FOGARTY, associated with sports and radio for 25 years. has been appointed sports producer for WGN-TV.

Ralph Howard, news reporter and commentator at KNBC San Francisco, and Norma R. Moore, joined Feb. 21.

Edward Chester, director of CBS shortwave broadcasting and Latin American relations, will visit for Hydra. Twenty-six, March 9. He will attend High Frequency Broadcasting Planning Committee meetings. Plans for additional broadcasting frequencies are to begin March 22. Chester will visit Radio Network stations in the city's recreation center.

Following the program, open house was held at the new studios. Officials and staff members include: R. M. Chamberlin, president; general manager; Bob Henderson, vice president; J. C. Adkins Jr., secretary; Gus Cox, Tom Roland, Clyde Chamberlin and DeWitt Hague, stockholders; Gordon Hemby, assistant manager; Guy Hamilton, program director; Clinton E. Wills, chief engineer; Mrs. Pat Hudson, publicity director; Preston Daniel, continuity director; Mrs. William. Winchester, woman's director; Mrs. Marian Brooker, traffic manager.

L. A. Stations Notified by IBEW of Contract End

IBEW Local 45, Hollywood, has notified the Los Angeles area stations with whom contracts are held that pacts will terminate April 30. Move is aimed at elimination of the no-strike clause in agreements.

Since contracts are self-renewing, notice has been sent under authority whereby either party may terminate contract on 60 days' notice. Union is understood not to be seeking new contracts but is likely to post conditions similar to those already calculated by typographers.

Broadcast Inc. Sues

broadcast Inc., Milwaukee radio agency, has filed suit in Wisconsin Circuit Court against the Wisconsin Network for alleged non-payment of commissions due Broadcast while serving as network's representative in Milwaukee last fall. The agency seeks "in excess of $600" for having handled the network in Milwaukee territory all 1947 U. of Wisconsin football games sponsored by the Plankinton Packing Co. A previous report erroneously stated the suit was filed by WFOX Milwaukee, with whom Broadcast shares offices at 739 Broadway, Milwaukee.
Sponsors

AMERICAN TOBACCO Co. has announced intensive spot campaign on behalf of its Herbert R. Cigarettes, involving use of at least 450 spots on New York stations. Re- starting March 19 and running 32 weeks, following independent use of the same stations. Key spots are to carry the announcements: WABC, 10; WOR, 5; WJZ, 10; WCBS, 10; WOFL, 60, and WOR, 19. It is expected that the spots also will be run in other New York stations and eventually to other key markets throughout the country. Agency: M. H. Hackett Co., New York.

PROCTER & GAMBLE has transferred production of “Perry Mason” show to CBS from ABC. Effective March 15, the show is on the air in 25 markets. "Perry Mason," produced by Steven Bochco Productions, Inc., is the 65th week the show has been on the air. It is the longest run of any television series in history.

EMPIRE, Inc., New York, is using video spots on WABC New York to promote its line of Young & Rubicam, New York.

WESSON OIL & SHORTening Co., Cleveland, is using video spots on WABC New York to promote its line of Young & Rubicam, New York.

KELVINATOR Div., Detroit, has signed a 25-week contract with ABC for sponsor- ship of five minutes of “Human Side of automotive” program. The Program features EDWIN C. HILL and will air once a week in 19 cities.

STUMP & WALTER CO., New York, has announced the starting of a new radio show, “The Perry Mason Show,” on ABC. The show will be heard in New York, Chicago, and Houston. The show will be broadcast on the ABC network.

SAGEMONT & BURROSE, Co., New York, has announced the starting of a new radio show, “The Perry Mason Show,” on ABC. The show will be heard in New York, Chicago, and Houston. The show will be broadcast on the ABC network.

BARKER BROS., Los Angeles, has announced the starting of a new radio show, “The Perry Mason Show,” on ABC. The show will be heard in New York, Chicago, and Houston. The show will be broadcast on the ABC network.

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CAMPBELL SOUP Co., Camden, N. J., March 28 drops “Colin Archer” on CBS, Sun. 9:30-9:30 p.m.

GENERAL FOODS Corp., New York, March 1 renewed through June 1, its “Jolly Time” and “Happy Valley” spots on WNEW New York. The spots are broadcast in 57 markets.

STUMP & WALTER CO., New York, March 1 renewed through June 1, its “Jolly Time” and “Happy Valley” spots on WNEW New York. The spots are broadcast in 57 markets.

BROCKWAY CO., Inc., New York, March 1 renewed through June 1, its “Jolly Time” and “Happy Valley” spots on WNEW New York. The spots are broadcast in 57 markets.

WASHINGTON OIL & SUGARBEET Co., Inc., Chicago, renewed through June 1, its “Jolly Time” and “Happy Valley” spots on WNEW New York. The spots are broadcast in 57 markets.

B.B. BROS., Inc., New York, March 1 renewed through June 1, its “Jolly Time” and “Happy Valley” spots on WNEW New York. The spots are broadcast in 57 markets.


THE GUY LOMBARDO and Wayne King show sponsors added 10 names to their Sponsors List. Included are the following:

1.avrite Story, the movie "The Eternal Light," produced by J. M. Kessel. Seminole League sponsorship is an annual transaction with NBC, Sundays, 12:30-1 p.m. effective March 19, and running for seven weeks starting March 19.

2. MERRILL LYNCH & CO., Inc., New York, sponsored the show for six weeks on NBC, starting March 19.

3. THE SCOTTISH CHAMBER ORCHESTRA, the show for six weeks on NBC, starting March 19.

4. THE FOUR TOPS, the show for six weeks on NBC, starting March 19.

5. THE ISLE OF MAN, the show for six weeks on NBC, starting March 19.

6. THE JAMES BURGESS CHAMBER ORCHESTRA, the show for six weeks on NBC, starting March 19.

7. THE SCOTTISH PIPER'S FESTIVAL, the show for six weeks on NBC, starting March 19.

8. THE SCOTTISH TARTAN MARCHING BAND, the show for six weeks on NBC, starting March 19.

9. THE SCOTTISH YOUTH ORCHESTRA, the show for six weeks on NBC, starting March 19.

10. THE SCOTTISH TARTAN MARCHING BAND, the show for six weeks on NBC, starting March 19.

Lombardo, King
Show List Growing

THE GUY LOMBARDO and Wayne King show sponsors added 10 names to their Sponsors List last week, as listed in the "Gypsy Guide" to the American Legion.

The Lombardo program was picked up for local sponsorship by the Purcell Department Store over WLP Lexington, Ky.; Utah Oil Co., Boise, Idaho; Drexel Furniture Co., Morgantown, N. C., and Sears, Roebuck & Co., Ill. and N. Y. new Waykeen King sponsors are Tatum Chevrolet Co., Opelika, Ala.; KSPI Stillwater, Okla.; KOGT Orange, Tex.; Last Frontier Hotel, Las Vegas, Nev.; and New York City, Mere

Rimes & Hildebrand, Benton Harbor, Mich., has purchased Fav- orite Story, the Ronald Colman series, as has KFJR Concord, Kan., and Harris Sample Furniture Co., Bay City, Mich. Sincerely yours,

Robert O. Miller, general manager of WBSC, received "hearty" congratulations from the management for the success of their programs.

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When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will keep you continuous, uninterrupted delivery of BROADCASTING Magazine.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1239 Wisconsin Ave. N.W.
Washington, D.C. Adams 2414

McNARY & WRATHALL
904 NATIONAL PRESS BLDG. DI. 1208
WASHINGTON, D.C.

PAUL GODLEY CO.
LABR: GREAT NOTCH, N.J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
601-314 Munsey Bldg. — District 9456
Washington 4, D.C.

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D.C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
19 Years Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 3347
WASHINGTON 4, D.C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
903 NATIONAL PRESS BLDG., MA. 2373
WASHINGTON, D.C.

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

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

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D.C.
12TH & E STS., N.W.
NATIONAL 8515-8915

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

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4677
WASHINGTON, D.C.

RUSSELL P. MAY
1622 F St., N.W.
Kellogg Bldg.
Washington, D.C. Republic 3994

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W.
NATIONAL 6194
WASHINGTON, D.C.

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

HERBERT L. WILSON
1925 CONNECTICUT AVE., N.W.
WASHINGTON 6, D.C. NA. 7161

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

DIXIE M. McKey & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D.C. ADams 3711

WELDON & CARR
Washington, D.C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1738 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 9770
WASHINGTON 4, D.C.

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

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
248 E. 78TH ST.
TRIANGLE 4400
CHICAGO 19, ILLINOIS

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D.C.

HERBERT L. WILSON
1105 CONNECTICUT AVE., N.W.
WASHINGTON 6, D.C. NA. 7161

WELDON & CARR
Washington, D.C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1738 Wood St. Riverside 3611

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

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3459 24th St. S.E.
Washington, D.C.

ANDERSON & MERRYMAN
New York City New Orleans
55 W. 42nd St. American Bldg.
Longacre 6-0035 Lake Charles, La.
6-1850

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blockhaw 22
Oshkosh, Wis.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
2306 14th St., N.W.
Washington 15, D.C. Adams 7299

A. R. BITTER
CONSULTING RADIO ENGINEERS
622 Medison Avenue
TOLEDO 4, OHIO

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. SE 6646
Washington, D.C.
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—$4 minimum. No charge for blind box numbers. One inch box charge per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Managerial

General manager wanted by businessman in northern California for general management of first class station. Full details required. Box 709, BROADCASTING.

General manager for a new FM station in the metropolitan area in a territory with excellent potentialities. Applicant must be able to demonstrate that he has been a successful manager and that he has the qualifications which are essential to the successful operation of a business of this magnitude. Please give three references. Address Box 887, BROADCASTING.

Salesmen

New England 5000 Watt Mutual Wants Salesman Good salary and working conditions. Send references and picture to Box 849, BROADCASTING

Situations Wanted

Help Wanted (Con't)

Production-Programming

Program director for a regional FM group in northeastern United States. Salary $12,000 plus car. Must have experience in radio programming. A college degree and 5 years of college teaching will be an asset. Excellent opportunity in an area where the station owner is interested in joining an organization with a positive attitude toward the latest developments in radio broadcasting. Send complete information. Box 850, BROADCASTING.

Situations Wanted

Managerial

Now general manager, part owner, station with highest sales and profit margin in the Midwest. Main concern is to move station to larger market. Must have experience as general manager. Must be able to raise additional capital to make station a success. Will operate as a production company. Sheeted station 1,000 watt AM to FM. Must be willing and desire to make the station a success. Contact Box 840, BROADCASTING.

SPORTS RECIPE: Ingredients—play-by-play, color analyst, sports editor, dasher; knowledge, please vola, additional experience desired. Situations exist, news, commercials. Producers required. Contact Box 849, BROADCASTING.
Situations Wanted (Cont'd)

Announcer—Single, vet. Well-trained all phases -- Prefer, midwest area. Excellent references. Call WAZF, 880, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—Well-trained in telecommunications. 10 years experience. Prefer midwest. WAZF, 880, BROADCASTING.

Out of the deepest silence...

THE 757A LOUDSPEAKER

At Bell Telephone Laboratories, in one of the completely noise-deadened rooms in the world, the microphone hears—and passes on to delicate frequency-response recorders—no sound except the voice of the Western Electric 757A Loudspeaker. The frequency charts confirm the evidence of all other tests—that the dual unit 757A attains the finest in sound reproduction!

The 757A combines in one loudspeaker all the features you want—highest quality, high efficiency, broad frequency response and high power handling capacity.

You need no “dead room” to test for yourself the performance of this amazing instrument. Simply hear your own programs over the 757A! You’ll know, then, that you’re hearing them at their truest and best. Hearing them as you want them heard wherever they are reproduced in your studio and transmitter building.

For early delivery you should get your order in now. Call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York, 17, N. Y.

Western Electric QUALITY COUNTS —

STATION MANAGERS!
Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

BROADCASTING!
Brush up on your technique through resident or correspondence courses.

WOMEN!
Learn the lucrative field of public relations through radio. Train yourself for women’s radio programs.

MEN!
Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3535 16th Street, N.W.
Washington 10, D. C.

America’s Pioneer Broadcasting School
CORRESPONDENCE COURSES OFFERED BEGINNINGS AND PROFESSIONALS
G-I APPROVED

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G-I APPROVED

FOR SALE—QUICK
Save $500.00!
FM-AM TOWER—591 Ft.
This is a Blaw-Knox CF-54, insulated and self-supporting. Brand new. Will hold 8-bay FM antenna. If you buy this it will save you $2000 due to price increases since we acquired it.

1 kW FM Transmitter
This is a name brand transmitter. Never uncored. Brand new. Two of these are being sold. If you buy both these items on one-day notice. Will give you freight estimate and over-all price for both when we call you.

Box 877, Broadcasting giving phone number and it will be relayed by wire. We will then telephone you.

1000 watt Western Electric broadcast transmitter. Type D6692G. Excellent condition. $2,000. Available about 90 days. KDSh, Boise, Idaho.

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Box 877, Broadcasting giving phone number and it will be relayed by wire. We will then telephone you.

TWO CALIFORNIA STATIONS
AM and FM—$45,000
These two stations give complete concentrated coverage in one of their markets. Will sell in excess of $15,000,000. Here is an opportunity to work and live in an unsurpassed climate near mountain streams and the sea. Neither station has been sold in the past. The one radio and one television studio represent cash investment considerably in excess of purchase price of $45,000 which is set for quick action. Contact our nearest office.

BLACKHURST-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C.
1011 New Hampshire Avenue, N.W.
DALLAS
Mercerine Bank Bldg. — Central 1177
S. ANTONIO
285 Montgomery St.—Exibook 2-6672

FOR SALE—1000 watt daytime station in good market. Other business interests necessitating liquidation. Address Box 725, BROADCASTING.

FOR SALE—One General Radio frequency monitor model 475-C calibrated for 1450 kc and one General Radio frequency monitor model 1411A calibrated for 1490 kc. No reasonablenoffer refused. Contact B. L. Exbrook, Midland 2-4500, Columbus, Ohio.

1000 watt Western Electric Type 335A transmitter in excellent condition. Available immediately. Radio Station KDLA, Duluth, Minn. 55801.

FOR SALE—One OR model 21 wire recorder. Comes with microphone and four new reels of wire. $200 F.O.B. RCMO Broadcasting Co., 1515 Commerce Bldg., Kansas City 2, Mo.


FOR SALE—Absolutely new Winchburgh type 300, 360' tower, including A-7 lighting. Extra set metal earth anchors. One top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type HY-C 6-A 5 bay FM antenna complete for installation atop Winchburgh 300 tower. Transmitter, antenna, and all is ready for immediate delivery at cost plus freight. Write for complete details, including price. Alfred E. Metz, Muncie, Ind.

WANTED TO BUY
AM field intensity meter and RF bridge. Box 896, BROADCASTING.

Set station or station in southern California. Box 708, BROADCASTING. Experienced radio man will pay $10,000 down on small market station west or mountain. Would buy in right state. No promoters reply. Box 874, BROADCASTING.

MISCELLANEOUS

Network-quality programs, five a week for as little as 26c a month. Write, W. S. Program-Service, Suite 1411, 320 S. LaSalle Street, Chicago.

Notice to television stations and networks: Television Associates are a newly formed group of young college men specifically selected to fulfill your immediate television staff needs. Television Associates average 10 years age of your selection, a university education and more experience with a leading television company. They have worked 28 years in age and possess the additional assets only as a group can meet the practical knowledge and technical skills needed for your key television positions. Television Associates are personally interested in offering for hire, youth, ambition and ambition and the qualities. We have no binders. All replies personal and confidential. Reply care of Box 881, BROADCASTING.

TV ANTENNA

Receiving Problem Still Unsolved, Says Alford

(“If it’s right for the lower frequencies it will be wrong for the higher, and vice versa”) through the skies. Mr. Clark has it all wrong—“the higher, but too large and heavy for the average home and you lose gain where you must need it,” D. Alford suggested that all signals come from a single direction: the best solution might be what he called a “low-band” antenna.

This consists of a pair of angle bases and a panel and so designed that one will be utilized to receive the highest frequency signals, the other the lower ones. The longer bar in this setup, he said, will act as a filter for the higher frequency signals as well as receive the lower hand transmissions. He added that this antenna lacks a multi-directional characteristic. He added, however, that it is more desirable to have a receiving antenna that will pull in what is wanted and reject what is not wanted. It will be in the hand device might be added for changing antenna direction, he said, although this is not as desirable as a fixed antenna.

Following a discussion of apartment house television systems by Dr. Heinz Kallman, technical consultant, R. D. Duncan of RCA stressed the importance of such systems. He repeated that in the 15 leading U. S. television cities 27% of the total families live in buildings with five or more apartments. In New York City, he said, 50% of the families live in such buildings, with 26% of all New York families living in buildings with 20 or more apartments.

Donald F. Dorn, chief-in-chief of Electronics, reported on the work of the IRE committee appointed to set up standards for testing video receivers, stating that the committee’s conclusions will be published shortly in a 90-page volume. The standards are temporary, he said, good for use during 1948, of less value next year and entirely useless by 1950 if the video science progresses as anticipated.


ELECTRONICS, Radio Broadcasting, Television, Telecasting, February 1948
**CUBA’S RADIO CITY**

Three Million Dollar Structure to Hold Opening;

U. S. Delegation to Attend

THE OPENING of Cuba’s $3,000,000 radio city will be observed by about 25 top advertising, motion picture and radio executives who are scheduled to fly to Havana March 10, according to Goar Mestre. Mr. Mestre heads the Cuban advertising agency, Publicidad Mestre, is vice president of the Inter-American Assn. of Broadcasters, and president of CMQ, Cuba’s radio network.

The building, described as utilizing the most up-to-date radio equipment in the world, contains a motion picture theatre leased to Warner Brothers, 22 CMQ studios, two restaurants, 14 retail stores, a bank, an automobile showroom, a penthouse night club and seven floors of office space.

Mr. Mestre, followed by special broadcasts, dinners and receptions at the Vedado Tennis Club and Hotel Nacional, Cuban political and diplomatic figures have been invited.

Mr. Mestre said that CMQ, whose new home was started three and a half years ago, has a seven-station hookup, and presents only live shows with the exception of one hour of recorded music each day.

CMQ network facilities are adequate to handle 57 live programs daily.

Mr. Mestre

Cuba—a country of 5 million people and only 600,000 radio homes.


Mr. Mestre

The key station, CMQ, uses 25 kw. There are 10 kw transmitters in Santa Clara, Camaguey and Holguin; 1 kw transmitters at Pinar del Rio and Santiago de Cuba plus a 1 kw shortwave transmitter.

New studios were designed after inspection of the most modern plants in the Western Hemisphere by Mr. Mestre, a Yale graduate and an attorney, who has made frequent trips to the United States and spent considerable time in Atlantic City last year in connection with the International Telecommunications Conferences.

The audio equipment is RCA custom built, at a cost of $175,000. Planning of the project began nearly four years ago and is heralded as an important landmark in the progress of broadcasting in Cuba.

DEWEY UTILIZES DISCS FOR CAMPAIGN TALKS

GOVERNOR Thomas E. Dewey of New York, Presidential hopeful, has adopted a novel system of “pinpoint” radio electioneering in his campaign for the Republican nomination, it was disclosed last week.

To reach the electorate in states in which he is entered in the primaries, Governor Dewey has transcribed a series of six messages, averaging five minutes in length, containing excerpts from his speeches to illustrate his stand on national and foreign issues. The records are broadcast over stations in the area in question during the time bought by the local Dewey-for-President Committee.

New Hampshire and Wisconsin are the states thus covered so far, according to the Governor’s executive assistant, James C. Haggerty. Stations in those states have been carrying the Dewey messages as a prelude to the New Hampshire primary tomorrow (March 9) and the Wisconsin primary April 6. Other stations on Governor Dewey’s radio agenda are Oregon and Nebraska. The records were cut in Albany and New York.

N. J. Assn. to Meet

SPRING meeting of the New Jersey Broadcasters Assn. will be held March 12 and 13 at the Berkeley-Carpet Hotel, Asbury Park. It was announced last week by James L. Howe, WCTC New Brunswick general manager and NJBA president. The speaker will be Miss Lee Hart, retail coordinator of the NAB’s Dept. of Broadcast Advertising. She is scheduled to talk on “Radio for Retailing.”

**Tracy Telecast Is Placed On WNWB Washington**

SERIES of 15-minute telecasts featuring Arthur Tracy, “The Street Singer,” was launched last Friday night on WNWB, NBC’s Washington television outlet, under joint sponsorship of Philco Corp. and Georges Radio and Television Co., which operates nine stores in the capital. Program is heard 8:45-9 p.m. (EST).

The contract is for 26 weeks, and contract arrangements were handled by the Robert J. Enders Agency, Washington.

Mr. Tracy returned recently from an 11-week concert tour of England, during which he made a command performance before the king and queen.

420-ft. Tower for WAIT Near Airport Authorized

ZONING BOARD of appeals of DuPage County (Illinois) Thursday granted an appeal by WAIT, Chicago for permission to erect a 420-ft. tower north of Elmhurst, Ill. Station lost its original tower during the New Year’s storm which played havoc with facilities of several Chicago outlets [BROADCASTING, Jan. 5].

With delivery of a new tower expected shortly, Edward Jacker, chief engineer at WAIT, said the station originally was refused a permit by a zoning enforcement officer. Refusal was based on the tower placement’s proximity to the Elmhurst airport in violation of zoning restrictions. Instead, Mr. Jacker said, the officer directed him to the appeals board which ruled an exception to regulations.

**Thank You**

for the many letters expressing satisfaction with the 1948 YEARBOOK. We take this means of acknowledging them all and, in turn, express our own gratitude for your help in compiling the largest Yearbook in our 17 years of publication history.
change hours from D to uni., increase 200 w to 1 kw-D 500 w and install DA-500 (560 kc).

AM—1430 kc


KFQJ-FM Atlanta, Ga.—Mod. CP which authorized FM station to change hours from 1320 to 1320 kc, increase 500 w to 1 kw-D, install new trans. and change trans. location.

KQV-FM Ft. Worth, Texas—Mod. CP for new station location at 1320 kc.

WLOG-FM Logan, W. Va.—Same.

KWLS Roswell, N. M.—CP change frequency from 1320 to 1320 kc, install new trans. from 250 w to 1 kw-N 5 kw-D, install new DA and change trans. location.

License Renewal


License Renewal

Application for renewal of broadcast licenses by: WHolier, San Francisco—CP new station location at 1320 kc.

Introduction

BROADCASTING


WHR-FM Wisconsin Rapids, Wis.—Same


APPLICATION DISMISSED

KFPO Spokane, Wash.—Reinstatement of license held by Arthur L. Smith through increase of ERP from 5 kw to 50 kw.

License Renewal

Applications for renewal of broadcast licenses by: KQV-FM San Diego, Calif.; WHOL, Detroit, Mich. for approval of ant. and trans. location.

Renewed

WLPW Longview, Tex.—CP change frequency from 1220 to 1220 kc, increase 250 w to 500 w and install new DA.

Renewed

KMON Great Falls, Mont.—Mod. CP for increase in hours from 5:30 to 5:30 a.m. and installation of new DA.

Renewed

KWAJ Portage, Ore.—Mod. CP which authorized increase in time of operation.

Renewed

WIFI Philadelphia—Mod. CP for increase in time of operation.

Modification of CP

WRBC-FM, Framingham, Mass.—Mod. CP for new FM station for extension of license.

Modification of CP

KFVD-FM Los Angeles—Same.

KFVU-FM San Mateo, Calif.—Mod. CP for new DA-500 (560 kc).

Renewed

WCFM-FM Ashland, Ky.—Mod. CP as mod. CP for new DA-500 (560 kc).

Renewed

WGAY-FM Silver Spring, Md.—License to continue for 1 year, the operation of a new FM station.

Renewed

WBBK-FM Pittsfield, Mass.—Mod. CP which authorized new FM station for extension of license.

Renewed

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: New licenses—1,600 licensed, 668 renewal permits, 287 applications in pending file, 342 applications in hearing; FM—103 licensed.

377 commercial grants, 727 CPs (of which 232 are on air under special temporary authority) 67 applications pending, 60 applications in hearing; television—41 licensed, 88 CPs (of which 12 are on air), 151 applications pending of which 93 are in hearing.

BROADCASTING • Telecasting

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KQV-FM Philadelphia—Same.

California's Broadcasters To Elect Officers, Board

FIRST FORMAL meeting of California Broadcasters Assn. will take place in Hollywood March 12 for prime purpose of electing officers and nine-man board of directors, according to Calvin J. Stinson, general manager of KFRC Los Angeles and pro-temp president.

Invitations have gone out to approximately 150 member stations all sections of the state. Other discussion will center upon establishment of specific aims and purposes.

A HOT DISC! A HOT MARKET!

Beauty Shop Jingles

6 115 sec. Great jingles to help Beauty Shop operators win certification of "Home Permanents."

Beauty Shops Buying on First Audition

IT'S EXCLUSIVE—1 STATION EACH CITY—FIRST COME, FIRST SERVED

Also Available: Spots for Used Cars, Markets, Dollies, Laundries, Dry Cleaners.

Wire Now

We Ship C.O.D. $2.00

Refundable Deposit

Wire • Phone • Write

RADIO'S SPOT FINEST SERVICE

Creative Recorded Spots

910 Third Ave., Hollywood and Vine

Hollywood 27, California

Phone: Gladstone 3322

March 8, 1948 • Page 75
Agencies Favoring Theatre TV Code

THEATRE VIDEO code recently proposed by Southern California Theatre Owners Assn. [BROADCASTING, March 1] appears to be receiving most favorable consideration from the advertising agencies. Reasoning that any such code which makes it possible to enlarge their clients' audiences is all to the good, agencies generally seem willing to go along. Officially none would speak for their clients but willingly conceded that was their stand. Stations however are not yet ready to commit themselves in the wake of the NBC position which calls for "pay or no play."

However, it was further seen that the recent declaration of Paramount Pictures to enter the theatre video picture is tacit, if not announced, support of any plan whereby it would be possible for them to sell theatres the result of the 66-second developed film by product of video fare. However no express stand on this matter could be obtained from KTLA, Hollywood station owned and operated by Television Productions Inc., Paramount subsidiary.

Wider adoption of the code in other cities where television stations operate will be the concern of the theatre owners of American board of directors when approxi-"mately 50 members convene in Los Angeles March 9-10, according to James H. Nicholson, video committee chairman of the Southern California unit of the national body.

Mr. Nicholson who has been aggressively urging development of the theatre video through recently organized film service unit [BROADCASTING, Feb. 23] will also demonstrate the quality of film effected. Assuming a workable relationship with advertising agencies and stations concerned can be effected, he will advise the TOA board members of plans to start his Los Angeles service within two weeks.

29 NAB DIRECTORSHIP NOMINATIONS ENTERED

TWENTY-NINE NAB members have been nominated for directorships in more than one class, it was learned last when nominations were tabulated by Ernst & Ernst, New York auditing firm.

The board candidates were notified Wednesday by G. E. Arney Jr., NAB secretary-treasurer, that they had five days to decide which class they preferred to be classified in when election ballot are mailed March 15 by Ernst & Ernst. Ballots are returnable to the firm by midnight March 30.

It was understood names of nominees would not be announced prior to mailing of ballots.

If fewer than the required number of nominees have been submitted by the membership after the 29 conflicts are settled, names will be inserted on the ballots from a list drawn up for just such an emergency. This list was selected by the NAB board at its Hot Springs meeting the last week in February. By-laws require four nominations for the director-at-large groups (large, medium and small stations; FM-A and FM-B). In addition even-numbered directors are to be elected. In all, 16 of the 26 directorships will be filled.

UAW Group Seeks WCAR Frequency

THE UAW-CIO Broadcasting Corp. asked FCC last week for permission to amend its application for a new Detroit station to request the frequency now used by WCAR Pontiac, Mich.

A grant of the petition would put the automobile workers' group into competition with WCAR's request for full-time use of the 1330-kc frequency. WCAR, now operating daytime on the channel with 1 kw, is seeking fulltime operation on the frequency with 56 kw, and proposes also to move to Detroit.

UAW-CIO is one of four daytime applicants for 680 kc in the Detroit area. The applications already have been heard, but in accordance with FCC policy the decision has been deferred pending the outcome of the daytime-skywave proceeding.

The union group's petition said that UAW-CIO felt it would "better serve the people of the Greater Detroit area than can WCAR Inc., which is controlled by interests far less responsive to the needs of the area than petitioner. Petitioners' stockholders represent 300,000 residents of the Greater Detroit area and there is a real need in said area for a non-profit radio service of the type petitioner proposes to provide."

Hearing on the WCAR application is slated March 17.

COY TO ADDRESS IRE SESSIONS MARCH 23

WAYNE COY, chairman of the FCC, will address the president's luncheon of the annual convention of the Institute of Radio Engineers, to be held March 22-25 at the Hotel Commodore and Grand Central Palace, New York. Luncheon session on March 23, at which Mr. Coy will speak, honors the new IRE president, B. E. Shackelford (identification tk.).

Awards of the Institute for 1948 will be presented at the annual banquet on Wednesday.
WORL APPEAL

WORL Boston told the U. S. Court of Appeals for the District of Columbia last week that FCC acted "arbitrarily and capriciously" when it denied the station's license-renewal application on grounds of concealment of ownership [BROADCASTING, April 28, 20, 1947].

Appealing from the Commission's decision, WORL argued that there was no evidence that the stockholders had knowingly and wilfully misrepresented facts to the FCC. It was noted that FCC itself conceded that "the purpose which may have led the principals . . . to conceal the full extent of the various stock transactions is not entirely clear."

The appeal brief, filed Monday by Ben S. Fisher and John P. Southmayd of the Washington law firm of Fisher, Wayland, DuVall & Southmayd, argued that WORL's principals "unquali-
fied without having provided an opportunity for them to present testimony on that point, and that the Commission ignored evidence on "the meritorious program service" of WORL.

Nor was there any evidence, the station argued, to support the Commission's findings that Harold A. Lafount and Sanford C. Cohen, the owners, had "jointly acquired control . . . March 25, 1937, and have at all times since acted as partners in the operation of the station."

The brief asserted:

The Commission has known since 1939 that Lafount and Sanford Cohen, together held 60% of appellant's stock, but did not take appropriate action to be filed. Public records show that the Lafount-Cohen bloc is still recommended in 1941 that no action be taken against appellant although the facts concerning this stock ownership were known at the time. A renewal of license was granted in 1942 with full notice of the 60% stock own-

HITS FCC'S DENIAL
In U. S. Court

Review Harlingen
Grant, WCKY Asks

WCKY Cincinnati told FCC last Thursday that there is "no such thing" as the type of station it was authorized for operation on 1530 kc with 50 kw at Harlingen, Tex. [BROADCASTING, Feb. 23].

The Harlingen grant, made to the owners of KTHT Houston, was for a station which would operate with a directional antenna "unlimited time except for the time between local time at 12 midnight (Central) and 6 a.m. Sun., and 6 a.m. and 9 a.m. Sun., and 9 a.m. and 6 p.m. Sun., and 6 p.m. and 9 a.m. Monday."

Seeking reconsideration of the Commission's action, the Cincinnati 1-B station recited FCC's definition of the various classes of stations and declared:

There can be no such thing as a "unlimited time" station. The attempt to the Commission to label the [Harlingen] application was to authorize "unlimited time" and "unlimited time except for the time between local time at midnight (Central) and 6 a.m. Sun., and 6 a.m. and 9 a.m. Sun., and 9 a.m. and 6 p.m. Sun., and 6 p.m. and 9 a.m. Monday."

WCKY maintained that FCC, through the Harlingen grant, had in effect adopted a "new or different rule governing the granting of applications" but had failed to comply with the law's requirement that rule-making be handled through general hearings.

The petition also pointed out that FCC last May had announced it would hold pending, until a decision in the daytime skywave case, all applications for daytime or limited-time stations on U. S. 1-A and 1-B clear channels. The Harlingen grant, WCKY said, "is an outright violation" of that order. Treasurer authorities told BROADCASTING at the time of the grant that broken schedules for full-time stations were "not entirely unusual" and that the Harlingen station would be a Class 2 outlet. Its owners, which operate KOPY (FM) Houston as well as KTHT, Roy Hoheinze (75%) and W. N. Cooper (25%).

WCKY's petition was filed by Paul D. Spearman and Frank Roberson, Washington counsel for the Cincinnati station. It included an ex parteavit by Howard A. Head, radio consulting engineer, asserting that the grant would cause interference to WCKY "in an area embracing most of the states of Missouri and Arkansas and also in portions of the states of Louisiana, Texas, Oklahoma, Kansas, Nebraska, and Iowa."

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WCKY's petition was filed by Paul D. Spearman and Frank Roberson, Washington counsel for the Cincinnati station. It included an ex parteavit by Howard A. Head, radio consulting engineer, asserting that the grant would cause interference to WCKY "in an area embracing most of the states of Missouri and Arkansas and also in portions of the states of Louisiana, Texas, Oklahoma, Kansas, Nebraska, and Iowa."

Review Harlingen
Grant, WCKY Asks

WCKY Cincinnati told FCC last Thursday that there is "no such thing" as the type of station it was authorized for operation on 1530 kc with 50 kw at Harlingen, Tex. [BROADCASTING, Feb. 23].

The Harlingen grant, made to the owners of KTHT Houston, was for a station which would operate with a directional antenna "unlimited time except for the time between local time at midnight (Central) and 6 a.m. Sun., and 6 a.m. and 9 a.m. Sun., and 9 a.m. and 6 p.m. Sun., and 6 p.m. and 9 a.m. Monday."

Seeking reconsideration of the Commission's action, the Cincinnati 1-B station recited FCC's definition of the various classes of stations and declared:

There can be no such thing as a "unlimited time" station. The attempt to the Commission to label the [Harlingen] application was to authorize "unlimited time" and "unlimited time except for the time between local time at midnight (Central) and 6 a.m. Sun., and 6 a.m. and 9 a.m. Sun., and 9 a.m. and 6 p.m. Sun., and 6 p.m. and 9 a.m. Monday."

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Mayflower Testimony (Continued from page 38)

er decision as “clearly in the public interest.”

James Lawrence Fly, who was chairman of the FCC when it hand- ed down the Mayflower decision, appeared for the American Civil Liberties Union to enunciate opposition to any revision of the edict. Mr. Fly said ACLU believed broadcasters should take part in community problems and discussions by affording equal time for both sides of the issues, but objected to the station expressing “any of its own views.”

“We find in these discussions [hearings],” Mr. Fly declared, “an illusion of green pastures on the part of broadcasters. I wonder if they want to sink to the . . . level of the press . . . Radio is splendid. Radio is powerful. It is dynamic. In terms of public opinion, it is atomic . . . Radio is not like a newspaper. It cannot be like a newspaper. It should not be like a newspaper. I think it’s high time it were freed from the illusion of green pastures. They’re not so green.”

WEDNESDAY

Opening Wednesday’s session, Saul Carson, radio columnist of the New Republic and Radio Best, told FCC that the Mayflower doctrine should be strengthened, not relaxed.

He proposed the creation of a special division within FCC—perhaps a “complaint unit”—to counsel with persons and groups who feel they have not received a square deal from stations, and to expedite investigation of complaints. This, he said, would minimize the delays which, he claimed, often make corrective action too late to be helpful. Mr. Carson, who said he was appearing as counsel to groups charged that the attack on the Mayflower doctrine is aimed at “destruction of every regulatory power vested in the FCC,”

nâ\n
amed NAB President Justin Miller as “the power behind this campaign.” If it succeeds, he said, “this August body will be reduced to the position of the whistle on Justin Millers’ peanut wagon.”

Morris L. Ernst, attorney and author, advocated a ban on the broadcasting of editorials in areas where there are not a diversity of view-points: Where there is only one station, in all cases, and conceivably where there are two or three. Nor would he permit editorializing by newspaper licensees, networks, or absentee owners. Among the others he would permit a station to editorialize only if it had first presented four formal discussions on the subject of the forthcoming editorial. He would permit no editorializing on political electoral matters and probably not on religious ques-tions. He contended, however, that it would be “the most dangerous thing in the world for this Commission to get into program content.”

Mr. Ernst suggested that stations be required to keep a public file on requests for time, and that FCC make its own complaint files public. He advocated establishment of standards by the FCC with respect to forum programs.

Dr. Wise’s Statement

Milton D. Stewart, professor at the New School for Social Research and Columbia U., presented a statement by Dr. Stephen S. Wise of the American Jewish Congress asking for reaffirmation of the non-editorializing rule. If the ban were lifted, Dr. Wise said, FCC would have to exercise “extreme vigilance in granting licenses” and determine in advance whether applicants are “likely to express sentiments promoting racial and religious hostility and discord.”

On his own behalf, though he thought AJC would agree, Mr. Stewart called anti-Mayflower spokesman “asking for a quid-pro-quo claim” on their obligation to the “public.” Actually, he said, broadcasters haven’t guaranteed the right of citizens even to reply to attacks.

W. Theodore Plierson, Washington- ton radio attorney, presented a de-tailed legal study of the issues and offered eight conclusions on behalf of the 18 stations for whom he appeared:

1. Congressional action in the field of radio transmission is constitutionally justified unless (a) government interest in the programs is insuf- ficiently clear, (b) the broadcast is imper- mitted upon the licensee.

2. The licensee’s duty not to exclude is further made apparent by the presentation of his own views. The licensees duty with respect to public issues that are important and not arbitrary is an imputed duty imposed upon the licensee.

3. The licensees granted in accord with their public duty; FCC denial or extension of such license may be made without their consent.

4. The expression of editorial opinions of licensees on matters of public inter- est and concern is an inherent right of the public under both the law and the First Amendment. “It is . . . for the Commission to require it.”

5. FCC has power to review programs determined whether unlawful pro- grams have been broadcast and to act in accordance with its decisions.

6. FCC does not have power to de- cide or declare whether any lawful pro- gram is or is not a public interest.

7. FCC is not a judge and its duty is not to exclude substantial sides rather than the impracticable duty to include all sub- stantial sides.

8. The expression of editorial opinions of licensees on matters of public inter- est is an important right of the public under both the law and the First Amendment. “It is . . . for the Commission to require it.”

Mr. Plierson maintained that “we ignore law and logic to say that the Commission cannot enjoin a licensee from broadcasting a pro- gram” but can refuse to permit its issuance after it has once been broadcast. It is clearly censorship, he maintained, for FCC to say or consider whether any lawful pro- gram is good or bad: “The Com- mission’s public condemnation . . . serves notice upon all licensees that they carry such programs at the peril of Commission displeasure and disfavor.” He continued:

“Concentration of Power”

The government supervision of pro- grams means concentration of power. The licensees’ freedom of opinion is at risk. FCC means dispersion of power. In the former case particular case tends to be over-centralized by FCC, whereas the latter case of judges are not involved in Commission supervision there is no inter- relationship with and accountability to litigants but, on the other hand, supervision tends to uniformity of selection and license supervision to lack of un- formity. Diversity of thoughts, ideas, and expressions is the essence of social progress.

At one point during lengthy questioning by members of the Commission, Chairman Coy pointedly referred to Sec. 315’s prohibition against license censorship of program broadcasts. Mr. Plierson replied that he “be happy” if FCC would interpret Sec. 326’s ban on FCC censorship as absolutely as it had interpreted, in the WHLS Fort Hamilton case, the pro- hibition contained in Sec. 315 against license censorship.

Stations represented by Mr. Plierson:

- WTKW Wheeling, W. Va.; WENY El- mhurst, N. Y.; WJLC Chicago; KLZ Denver; WYAD Quiney, Ill.; KUTA Salt Lake City; KMA Mason City, Iowa; KVOR Colorado Springs; WJLS Beckley, W. Va.; WKNX

Corny?

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas AND OPERA

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Broadcasting • Telecasting

Charleston, W. Va.; WDRF Chattanooga, Tenn.; WHY Oklahoma City.

Rep. Emanuel Celler (D-N.Y.) denied that Congress intended to limit FCC to the role of a “traffic cop,” and insisted that “this Com- mission dare not backtrack or water down” the Mayflower doc- trine, which he claimed “has not been invoked enough.” Under cross-examination he said thought it would be proper to permit stations to edit programs if they are required to provide equal opportunity for contrary views.

Charles A. Siepmann, principal author of the Blue Book and now professor of education at New York U., urged “with some re- luctance” that the Mayflower rule be kept. Charging that some net- works, and by Commr. Hyde the ex- tent writers have free expression in their work, Mr. Barnouw said writers have more freedom on sustaining shows than on com- mercial programs, since the latter avoid conflicts.

“Vigorous objection to any weakening of the Mayflower de- cision” was voiced by Henry C. Fleisher, radio publicist and se- cretary of CIO. He said this stand was not based on a desire “to curb freedom of expression on the air, but to permit continued development of a balanced presentation of the attitudes and views of every possible segment of our society.”

Mr. Fleisher testified CIO has watched “with some amazement and concern the efforts of NAB and other industry groups to obtain the right to editorialize. He held this was apparently a “distinct break with the past”
when radio "treated controversy as a form of leprosy," at best to be avoided, at worst to be handled under carefully prescribed conditions," Labor's views, he said, were often claimed to be too controversial by broadcasters.

Mr. Fleisher continued that the NAB's 1939 code "caused endless trouble for labor unions" wishing to bring their views before the public and that the present proposed NAB code similarly seeks to "place controversy in carefully sterilized cells—perhaps with the hope that as few listeners as possible may be 'contaminated' by the expression of ideas."

Morris Novik, public service radio consultant and former director of New York City's WNYC and WNYC-FM, told the Commission licensees should be permitted to editorialize but should be required to present the opposite views even if they have to dig up the facts themselves.

Mr. Novik said he believed in the spirit of the Mayflower decision, "based not so much upon the fact that the licensee editorialized as upon the fact that there was no effort made by the station to present the opposite point of view." He said that should the Commission interpret that decision to mean only a licensee may not editorialize, then he recommended a rule be adopted to permit editorializing providing there is included the obligation that the licensee "present, in similar manner and with equal opportunities and skill, opposing points of view."

A statement by Russell Smith, legislative secretary, National Farmers Union, opposing editorializing and presenting a detailed account of relations with Fulton Lewis jr., NBS commentator, was read to the Commission by Angus McDonald. In reply to cross-examination by Louis Caldwell, attorney, Mr. McDonald stated he was a writer for New Republic and was not a member or officer of the NFU. He stated he was a good friend of Mr. Smith and has written on farm problems. The lengthy Lewis references concerned efforts to reply to the commentator's alleged attacks upon cooperatives.

Rev. Carl McIntire, secretary of the American Council of Christian Churches, testified that radio should be as free as the press, that it is in the public interest for stations to have opinions and for the people of a community to know where their radio station stands.

Rev. McIntire indicated that if stations were permitted to editorialize "radio then must be responsive to the reaction of the public to its opinion" and it "would be more sensitive and more concerned about its standing and respectability before the community."

U.S. DELEGATION which shows off this week for five-power High Frequency Broadcasting Planning Conference in Geneva March 22, will not have an NAB representative, it was learned last week.

It had been tentatively planned to send Royal V. Howard, NAB director of engineering, but coming NARBA conference and pending Congressional hearings in which NAB is interested was said to be the reasons for passing up the high frequency meeting.

The NAB board, at its meeting late last month [BROADCASTING, Mar. 15 aproprated $150,000 for participation in international conferences, but decisions on specific expenditures were left to President Miller.

Meanwhile, in a letter to Secretary of State George C. Marshall, Acting Chairman Charles W. Tobey (R-N.H.) and Sen. Ernest W. McFarland (D-Ariz.) of Senate Interstate & Foreign Commerce Committee urged the department to "resist any action to upset the table of allocations made at Atlantic City that may be attempted at the High Frequency conference in Geneva."

Marshall Promised Support

The Senators said they were "seriously concerned" over reports that "certain American commercial communications interests are seeking changes" in the Atlantic City decisions. They promised their "strongest support" for any action aimed at retaining the adopted allocations and urged the Secretary to "make it a regular practice to invite official representation from this committee at all international communications conferences."

The five-power committee has been assigned the task of allocating a limited number of channels to the several nations whose requests already are said to exceed 1,000 stations.

The American delegation may be expected to push for a compromise between the schools of thought of the engineers who want a 20 kc separation of channels and the program people who desire less separation in order to accommodate more stations. The fact that almost every nation in the world puts some high frequency activity is expected to complicate the problem.

The U.S. delegation of 15, headed by Forney A. Runkin, associate chief of the State Dept.'s IBD [BROADCASTING, Feb. 23], will include representatives of NBC, CBS, RCA, Associated Broadcasters, State Dept., Commerce Dept., Army and armed forces.

Text of the letter written by Senators Tobey and McFarland to Secretary Marshall is as follows:

My dear Mr. Secretary:

In representing capacities as acting chairman of this committee, which is charged by law with responsibility for communications generally, and as a committee member who was an official

THE GEORGIA MAJOR MARKET TRIO

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BROADCASTING • Telecasting

THE INSTITUTE OF RADIO ENGINEERS

20 West 39th St.

New York, N. Y. 10018

March 8, 1948 • Page 79
Change in Technique Ordered by Hooper

PORT covering all stations save WNOE.

A REVISION of C. E. Hooper Inc.
telephone interviewing technique
that is producing fairly inflated au-
dience figures owing to program
promotions will be undertaken in
cities where stations broadcast
shows launched after the Don't
Say Hello; Say WNOE program
in New Orleans.

The research firm made that an-
nouncement last week following its
study which would publish
abridged city Hooprating reports
for New Orleans.

Several weeks ago the firm said it
would suspend its fall-winter
New Orleans report because a
WNOE promotion campaign had
couraged New Orleans residents
to answer their telephone by say-
ing "WNOE" instead of "hello,"
thus assently disrupting the
Hooper figures.

The company a fortnight ago
modified its original ban and said it
would issue a New Orleans re-
port next week.

"that it will not be necessary to set
up any (regulatory) machinery." Mr. Morin, in discussing the ult-
imate outcome of the subcommittee
study, said "those of us who participated in the
session were so far from being clear
as to whether newspapers constitu-
ted the greatest security threat." He cited the armed forces them-
selves and Congressmen and Sen-
ators as other threats. The subject
matter offered at the conference,
Mr. Morin said, "was much too
ambiguous to put your finger on."

Points to Source

The Washington Evening Star
tioned that all those present at the confer-
cence "realized the seriousness of the
problem with which Mr. Forrestal
is confronted, but also were aware of
the pitfalls of peacetime censor-
ship."

Mr. McKeelady added that they
also were in agreement that in air-
ing his vexing problem Mr. For-
restal "is not trying to sell any-
thing." He opined that "the No. 1
place to stop leaks is at the source.

Asked if he felt there was oppo-
sition to a peacetime censorship
plan, as severe in character as that
imposed during wartime, Mr.
McKeelady acknowledged that there
was among the conferences a pre-
vailing spirit of "skepticism as to
whether it would work."

Capt. Robert Berry, aide to Sec-
retary Forrestal, said he was not
in a position to measure the temper
of the conferences because, at the
earlier meetings of the National Defense
Dept., all military personnel were
barred from the conference room
at the conclusion of their introduc-
tory remarks.

"Everyone recognized," Capt.
Berry explained, "that a problem
existed." He, too, conceded that "the method of solution is the most
difficult part."

News representatives attending the
conference besides Messrs. Wilson, Morin, McKeelady, Williams, Dawson, Ament and Mill-
er were:

Berrv Parric, editor-in-chief, INS; M. Morin, president, New York Daily Press Assn.; Robert V. Brown, editor, Editor & Publisher; William A. Dalley, Washington representative, Na-
tional Editorial Assn.; Paul W. Follett, president, National Conference of Busi-
ess Papers Editors; Edwin Balmer, editor, Red Book of National Assn. of Magazine Publishers; Eugene Duffield, McCaw-Hill Publications; Perry Oth-
er, Popular Science Monthly; H. P. Forman, president, House Magazine Publishers; James E. L. McKeelady, director of public affairs, CBS; Kenneth Berkeley, vice president, ABC; William P. Brooks, vice president, NBC; A. A. Schecter, vice president, NAB; Louis G. Caldwell, Washington attor-
ey for Glenn Coast Broadcasting
Service; J. R. Poppele, president, Tele-
vision Broadcasters Assn.

RADIO NEWSMEN PRESS
CAPITOL BAN ISSUE

UNDETERRED by seeming pas-
sive resistance of the House For-
eign Affairs Committee and its
ban on radio, television, and news-
reel coverage of hearings [BROAD-
CASTING, March 1], the Radio Cor-
respondents Assn. is going ahead
with plans to force the committee
into affirmative action.

The association, through its presi-
dent, Albert L. Warner of MBS, will formally request, possi-
ibly today, that radio and tele-
vision be allowed to air the hear-
ings when MaJ. Gen. Claire Chen-
ault testifies later this week. This
will necessitate a yes or no reply
from the committee.

The correspondents' previous
petition against the committee's
ban a fortnight ago was cordially
received by Chairman Charles
Eaton (R-N. J.) and promised
"sympathetic attention." But no
decision has been forthcoming from
the commitee since that time.
Clear Channel

(Continued from page 14)

stations reportedly could be affected adversely by competition from distantly located powerful clear channel stations. In any event, these reports led Senator Johnson of Colorado to introduce a bill which would prohibit power in excess of 50,000 watts and to permit duplication of powerful clear channel frequencies. The latter action would, of course, be in keeping with present scarcity of AM frequencies. Pending hearings and final consideration of this bill, this Committee voted unanimously to advise the Federal Communications Commission to hold in abeyance any decision in its clear channel hearings. Hearings on the Johnson Bill before the full Interstate and Foreign Commerce Committee will begin on or about April 5. It is estimated vari- ous to learn the facts, all the facts. It believes that licensees themselves are the best authorities on the facts. Enclosed herewith is a copy of the Johnson Bill and a copy of our letter to the Committee. We invite your full and frank comments. If you plan to testify, please notify the committee promptly. If you cannot be present, we shall be pleased to make your let- ter or comment a part of the record.

Sincerely yours,

CHARLES W. TOBEY
Acting Chairman

K&E Borden Show Moves To N. Y., Wolfe to Coast

CONSIDERABLE reduction in radio activities in Hollywood office of Kenyon & Eckhardt has been taken place as a result of East of agency's Borden Show (Borden Co., New York). Program will originate from New York March 31 broadcast.

Personnel changes effected by the program move will bring Robert Wolfe, as- sociate radio di- rector of agency's New York office, to Hollywood as office head, replacing Claire Oim- stead, resigned. Jesse Butcher, as- sistant to Mr. Oimstead, also leaves.

Hollywood office still retains two shows on Coast, half of Tom Breneman's shows in Holly- wood (Kellogg Co., Battle Creek, Mich.) and Noah Webster Says (Wesson Oil & Snowdrift Co. Inc., New Orleans).

WRS

(Continued from page 14)

izations of their networks.

These events, in large measure, were responsible for the formation of the Natl. Assn. of Radio Station Representatives and the subsequent filing of complaints with both the Dept. of Justice and the FCC against network representa- tion of independently-owned affiliates.

Mr. Conley stressed the fact that the change in representation was not occasioned by any dispute or dissatisfaction with the NBC or- ganization. He intimated that the decision was based solely on strict business principles, the best offer being accepted.

The NBC representation for Westinghouse began in June 1940, and in the words of Mr. Conley "they did an excellent job for us and our relations with them are cordial."

Solicitations Made

But about six months ago it be- came known that the NBC Spot Sales contract would run out Dec. 31, 1945. Seven or eight national representative organizations began working. They approached WRS and found that the organization would listen to offers.

"The presentations made by all the organizations were well done. There was little to choose between them," said Mr. Conley.

The Free & Peters organization, however, had an edge on all its competitors before the presenta- tions started. F&P already had represented one of the WRS sta- tions, WOWO, prior to June 1940. When it had to give up the assign- ment after NBC took over for the whole Westinghouse string, the fact that F&P had done a good job at that time and had yielded graciously to its successor was undoubtedly a factor during recent negotiations. However, those in- side, declare that the whole matter was decided merely as a "cold busi- ness deal," with the best offer winning.

It is also known that NBC Spot Sales sought a contract renewal. It is known that its offer was given very serious consideration because of the esteem in which Westinghouse held it. It just failed to match the F&P offer, it is understood.

During the negotiations, which were held in the Philadelphia WRS headquarters, it became known that three possibilities were being consid- ered: NBC continuance; representation by station or establishment by WRS of its own sales organization.

So seriously was the latter proj- ect being considered that it is not impossible that Westinghouse may still set up such an organization to work along with Free & Peters. With acquisition of the Westinghouse account, it is understood F&P plans to expand its staff. It is expected that personnel will be added to handle Westinghouse ex- clusively. Since the contract, effective the first day of 1949, runs for three years, F&P will be able to do long-range planning in taking on people and laying out its card.

The contract, negotiated for WRS by Mr. Conley and for F&P by H. Preston Peters, covers only standard stations. Westinghouse television and FM time, when available for commercial sponsorship, will be the subject of separate rep- resentative transactions.

Quaker Oats Firm Realigns Accounts

QUAKER OATS Co., Chicago, sponsors of Those Websters on MBS, Sun., 5-5:30 p.m. (CST), has appointed Sherman & Marquette, Chicago, to handle adver- tising for its Quaker Oats product effective July 1. Firm simultane- ously announced a realignment of other accounts among its three agencies.

In line with the realignment, the agency announced three new ap- pointments to its staff. They in- clude: Clifford Bolgard, formerly with Young & Rubicam, as media director; Charles Wilcox, formerly with Batten, Barton, Durstine & Osborn, as research director, and Chester Miller, formerly with Dancer-Fitzgerald-Sample, as head of copy and planning. These three formerly were situated in Chicago offices.

Lineup of new accounts includes following assignments: Sherman & Marquette—Quaker Oats, Quaker Puffed Wheat and Puffed Rice, Sparkles, Ful-O-Pep foods and Pack-O-Ten; Ruthrauff & Ryan—Ken-L-Ration, Quaker Corn Goods, Quaker Fruit Cereal and Quaker Fastina, and LaRoche & Ellis—Aunt Jemima pancake flour, Muffets and Aunt Jemima ready-mixes.

With the exception of Sherman & Marquette, none of the agencies disclosed any realignments within their own offices.

ABC Files Delay At SEC on Stock DELAYING amendment was filed with the Securities and Exchange Commission in Washington last Wednesday by ABC on its request to sell 250,000 shares of its $1 par value stock [BROADCASTING, March 11].

The amendment gives ABC 20 days or until March 23 to decide whether to amend its statement in accordance with SEC recommen- dations or whether to withdraw. If neither of these actions is taken, the company could conceivably file another delaying amendment.

The network plans to sell the stock to its affiliates as soon as the statement becomes effective. Price of the stock cannot be determined, however, until SEC approval is obtained.

Proceeds would be used for capital expansion and tentative plans call for spending of over five mil- lion dollars for television facilities alone.

NBC Gross Income

NBC's 1947 record gross of $65,690,001 contributed to the RCA gross income of $314,032,572 for that year [BROADCASTING, March 1]. The NBC figure represented an increase of 7.9% over 1946.

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Standardized Time
(Continued from page 15)

have a difficult time obtaining a majority in both Houses.

To add to the confusion, Sen. J. Howard McGrath (D.-R. 1.) has a bill pending on the Senate calendar which would empower the District of Columbia Commissioners to decide whether that area will adopt daylight time. The bill was passed last year on a one-year trial basis and the current bill makes the Commissioners' power permanent.

Sen. McGrath's bill has been favorably reported by the Senate District Committee and is slated to be called up within a few weeks. Chances for its passage are conceded to be good by Congressional observers.

Favorable action on the Rhode Island Senator's bill would also indicate little chance for either of the uniform time bills pending before the Senate Commerce Committee.

Interest in the broadcasters' plight was given by a spokesman for Sen. Reed's group. The principal reasons for introducing his bill. The Louisiana legislator claimed support of his measure by the National Grange, American Farm Bureau Federation, a federal employees' union with 10,000 members, and a letter carriers' group.

Following is the text of Sen. Reed's bill:

To amend an act to save daylight and to provide uniform time for the United States.

That it be enacted by the Senate and House of Representatives of the United States of America in Congress assembled:

That the first sentence of section 2 of an act entitled "An Act to save daylight and to provide standard time for the United States," approved March 30, 1924, (8100), is amended by adding after section 4 the following:

"SEC. 4. (1) That at 2 o'clock antemeridian of the last Sunday in April of each year the standard time of each zone shall be advanced one hour, and at 2 o'clock antemeridian of the last Sunday in September in each year the standard time of each zone shall, by the retaining of one hour, be returned to the mean astronomical time of the degree of longitude governing said zone so that between the last Sunday in April at 2 o'clock antemeridian and the last Sunday in September at 2 o'clock antemeridian in each year the standard time in each zone shall be one hour in advance of the mean astronomical time of the degree of longitude governing each zone, respectively.

SEC. 3. That the Act entitled "An Act to save daylight and to provide standard time for the United States", is amended by adding after section 4 the following:

"SEC. 4. (a) No other time than the time established in this Act as the standard time for the zone in which any place of business engaged in interstate commerce is located shall be employed, maintained, or used at such place of business in connection with such business. Any person knowingly and willfully violating the provisions of this subsection shall be fined not to exceed $1,000.

(b) No other time than the time established in this Act as the standard time for the zone in which any officer, agent, or employee of the United States, or of any employee of the United States, or of any political subdivision thereof, is located, shall be employed, displayed maintained, or used by such officer, agent, or employee, in the conduct of his official duties. Any such officer, agent, or employee, knowingly and willfully violating the provisions of this subsection shall be fined not to exceed $1,000.

SEC. 2. That the Act entitled "An Act to save daylight and to provide standard time for the United States", is amended by adding after section 4 the following:

"SEC. 4. That at 2 o'clock antemeridian of the last Sunday in April of each year the standard time of each zone shall be advanced one hour, and at 2 o'clock antemeridian of the last Sunday in September in each year the standard time of each zone shall, by the retaining of one hour, be returned to the mean astronomical time of the degree of longitude governing said zone so that between the last Sunday in April at 2 o'clock antemeridian and the last Sunday in September at 2 o'clock antemeridian in each year the standard time in each zone shall be one hour in advance of the mean astronomical time of the degree of longitude governing each zone, respectively.

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For his war service he was awarded the Most Excellent Order of the British Empire by King George VI in 1947.

The duPont awards, established six years ago, are given in memory of the late financier, who was a devoted radio listener. Prizes are supplied from a permanent trust fund originating from Mr. duPont's estate.

Previous winners of the duPont awards were: 1946, WHO Des Moines, WKY Oklahoma City, Elmer Davis; 1945, KDKA Pittsburgh, WNAX Yankton, S. D., Lowell Thomas; 1944, WJR Detroit, WGAC Worcester, Mass., H. V. Kaltenborn; 1943, WLW Cincinnati, WMZ Macon, Raymond Gram Swing; 1942, KGEI San

duPont
(Continued from page 15)

former NAB President.

Arrangements have been in charge of Mrs. duPont, Mr. Aylesworth, first president of NAB and foundation advisor to Mrs. duPont, and William H. Goodman, secretary of the foundation.

Basis for the WFLI honor is believed to be its intensive campaign for tuberculosis control, including many and varied promotional efforts. All activities revolved about the station slogan "X-ray, X-plore and X-PELL.""Mr. Murrow joined CBS in 1935 as director of talks and education after serving as assistant director of the Institute of International Education. In 1937 he became chief of CBS European staff in charge of the London office and spent two years abroad in government service. Upon his return to the United States in 1945, he was elected CBS vice president to supervise all news, special events, educational and kindred broadcasts. He foreskew this executive position later to return to the microphones.

Cited by George VI

For his war service he was awarded the Most Excellent Order of the British Empire by King George VI in 1947.

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15-Inch TV Tube
A FLAT-FACED 15-inch video tube giving a picture of 135 square inches, about 12 square inches larger than produced by oval-shaped tubes of the same diameter, has been announced by Zetka Laboratories, Clifton, N. J. Company reports that new processing methods provide for a clear black-and-white picture with "distortion virtually eliminated." An ion trap does away with the ion spot found in some tubes, Zetka says.
Disc (Continued from page 20)

ard Radio, to go through with personal contracts in fear of union expulsion. The contracts are between the Center, Mischa Novy, Jimmy Zito and The Bachelors, according to Standard.

Capitol Records likewise has been balked in a move to induce contract artists to perform. The Capitol strategy, however, is not known since the exclusive personal contracts refuse to comment. Smaller record companies in Los Angeles were reported to be planning nonunion recording sessions in defiance of AFM.

Although Phil Fischer, AFM Local 47 representative, would not comment, it was learned that he had telephoned one independent recording studio rumored to be renting its facilities for nonunion recordings. He is said to have asked the studio manager if such was the case.

The manager was placed in a dilemma since support of the union might involve a secondary boycott which, in concert with the nonunion request for facilities would risk possibility of a union blackball at a later date.

Petriollo Asked to Set Date

Text of the letter sent to the AFM president by Standard Radio follows:

"You will please take notice that this company, Standard Broadcast Transcription Service Inc., hereby makes demand upon you as the bargaining agent for our employees who are members of your organization, to meet with us and confer with us in good faith with respect to wages, hours, terms and other conditions of employment and/or the negotiation of new agreements and/or new questions arising thereunder in the execution of another contract at such time and place as you shall indicate within a reasonable time of the date hereof.

In the event you fail to indicate such time or place within 15 days of the date hereof, we will publish in such conferences, such time and place shall be in the office of the National Symphony contained in City of Los Angeles at 10 a.m. March 22, 1948.

"Please be advised that this notice is given to conform to the Labor Management Relations Act of 1947.

The letter contained this note:

"In the event you are not the authorized collective bargaining agent for the AFM kindly advise us who is.

Though AFM has not permitted its members to perform for television, except in a few isolated instances, the AFM Washington, D.C. local last week granted permission for five members of the National Symphony to appear on the Capital Citizen program of WNBW, NBC Washington TV outlet.

Paul Schwartz, AFM local president, explained that the performance was in connection with a drive to raise funds to finance the symphony next season. He added that the permission had no relation to the AFM's national policy and that it was purely a one-time community promotion broadcast. The program was scheduled at 8 p.m., March 3.

The conferences were recessed following an interim agreement by the networks and the AFM late in

BASEBALL

ATLANTIC REFINING CO. is completing arrangements for its 13th consecutive season of sponsorship of professional baseball broadcasts, according to an announcement by James R. Petriollo, firm's advertising manager.

Regional networks will carry all the home games of the Philadelphia Athletics and the New York Giants. In Eastern Pennsylvania, all the games of the Pittsburgh Pirates in the Western part of the state, contents on the road to be reconstructed by WSPD, together with the home games of the Boston Red Sox and Braves in the New England States.

In addition, the home games of the Dodgers and Phillies will be televised from Shibe Park over WPTZ Philadelphia. All games played by Baltimore Orioles in the International League will be broadcast with WLB Baltimore. The road games will be reconstructed.

The company, which is arranging for co-sponsorship of all the games, already has assigned members of announcers, Mr. Rollins said. In Philadelphia Byrum Sam and Chuck Thompson will handle aural while Claude Haring will do the television. In Boston Jim Bly and Tom Hussey will announce the play, while in Pittsburgh, Rosey Rosewell and Bob Price will do the games. Bill Dyer drew the Baltimore assignment.

A two-day session for members of the announcing staff was held in Philadelphia's Warwick Hotel Feb. 29-29 to bring the members up to date on rules, the handling of commercials and the quality of products to be discussed on commercials.

The participating in the discussion were: Mr. Rollins; Hugh Field, director and manager of Atlantic's research and development department; Charlie Berry, American League umpire; Frank Shaugnessy, president of the International League, and Norton Cotterill, Les Qualey and Tom McMahon of N.W. Ayer & Son, the advertising agency which has directed the company's sports broadcasts since their inception in 1936.

CUTE tricks useful in getting Wallace-for-President propaganda on the air and carrying charges of communistic connections have been developed by the Wallace campaign managers.

The third-party techniques, unveiled before a "Tar Heel Students for Wallace Rally" held Feb. 28, at Chapel Hill, N.C., are described as part of the basic "progressive" policy during the Presidential elections.

Details of the policy were revealed in the Feb. 29 issue of the Raleigh (N.C.) News and Observer, which operates WNAO Raleigh.

Two specialists in liberal-front promotion, Mary Price, a well-known progressive leader, and Mike Ross, CIO organizer, tipped off the group of 126 students, instructors and visitors at the U. of North Carolina rally on the propaganda techniques to be used during the election campaign.

As to radio, this basic instruction was included in the packet of propaganda material and the oral suggestions, as reported by the newspaper were:

"Get on the radio stations. There are many which give free time, especially to college groups, if you sell them on the idea that it is a public service feature. Ask for time to hold a forum with candidates of other parties taking part. A good trick is to offer four persons to debate the third party issue or other issues. You don't bother to explain that all four are pro-Wallace."

Another tip:

"Get into organizations, and try to get pro-Wallace speakers on the program. Newspapers and radios generally will carry speeches made at civic clubs when they might otherwise refuse them."

And another:

"If people call you a Red, brush it off as a smear. If they go too far, remind them that they can be sued for libel. Go push the New Republic, liberal magazine. It carries Wallace's speeches."

SLEIGH-OF-RADIO

Liberals Brief N. C. On Time Grab Art

Because of the "increasing importance and rapid growth of international broadcasting" a radio handbook for listeners has been published and edited by O. Lund Johansen, Copenhagen, Denmark. The 96-page paper-bound volume lists the short and long wave stations throughout the world which may be heard regionally and generally.
Stay Out
(Continued from page 18)

favoring U. S. control of excessive radio advertising compared to 54% for self-control by radio and 22% specifying nobody. On the other hand, listeners were evenly divided on the matter of keeping profits of stations from becoming too high.

As to responsibility for carrying both sides of public issues, 22% mentioned the government, 55% preferred self-regulation by radio.

In Question 11, 75% would rather have advertising than pay a $5 program fee to the government, with 20% favoring this fee. This question was framed to meet objections of radio critics that the 1945 question created an impossible hypothetical situation, the listener this time being promised the same program service.

Not quite half (49%) of this 20% group favoring a $5 fee would be willing to pay $10. It was found, and only a fourth of the latter (2%) would pay $25 a year.

These results, according to Dr. Lazarsfeld, provide "a clear picture of what a vote would look like if people had to decide between industry and government regulation." They also indicate the potential market for subscription radio, after allowing for rural factors.

The 1945 survey showed 13% would pay $5 a year, 5% $10, 1% $25. However, the questions are different and results are not considered comparable because the same program service was not promised in 1945. In any case, each shows that more than three-fourths of listeners would rather have advertising than pay a $5 fee.

Listener opinion of radio advertising parallels the 1945 results, with 32% in favor of advertising on the air, 35% "don't particularly mind," 22% "don't like but I'll put up with it," 9% flatly against it and 2% don't know.

In a series of eight questions on commercials, it was found that highest agreement came on the three questions favorable to advertising. Dislike of commercials was found more pronounced in higher educational and socio-economic levels, according to Dr. Lazarsfeld, who said the figures portend mounting criticism of commercials in view of the rising educational level. Low income groups, while less critical of commercials, are more in favor of regulation.

Dr. Lazarsfeld made a side study of an apparent inconsistency in the positions of 258 respondents who in general believe private industry rather than government should run radio but say the government should see there isn't too much advertising on the air. He traced this to desire to attain a specific goal despite general opposition to federal control.

He concluded that the first NORC survey greatly overestimated the number of people who are in favor of government regulation just as it greatly underestimated the number who want more serious programs.

Like the 1945 study, the current results show such a large majority of the population accepting radio advertising that Dr. Lazarsfeld feels the subject can be considered closed at present. While in future studies devoting more attention to other aspects of the radio scene, "At the moment, the matter is beyond reasonable doubt," he concluded.

As to regulation, he said, "The radio industry can obviously not do much to change people's general outlook on social matters. But it seems that by a judicious handling of their advertising policy, they would be likely to reduce the number of those who call for some kind of government regulation."

Dr. Lazarsfeld emphasizes survey indications that the desire for serious programs is increasing. He said this desire does not rise uniformly as education increases, but jumps up suddenly once a person has gone to college. He found many serious program listeners "even on the social level where it is not fashionable to be highbrow."

Not Promoted

"It might be that this kind of program is not well enough promoted or that these programs do not come at the right time," he suggested. Advent of FM stations, which he said must cater to more specialized audiences, was cited as a factor showing need of studying the problem. Inconclusive findings, he added, show that war experience may have made veterans more interested in serious programs.

In his conclusions Dr. Lazarsfeld noted that the position of radio hasn't changed in two years, at points where comparisons with 1945 data are possible. "It still has the same whole-hearted approval of the large majority of the population," he said, "and there is still the same sector of people who criticize radio mainly in reference to its advertising policy."

"There are some indications that within this constant picture there are some changes as to detail. While two years ago daytime serials were rather controversial type of program, this time mystery programs seem to be more subject to criticism. In this survey more people than in the previous one are satisfied with the amount of local news they are getting over the air."

"It might well be that these details reflect the effect of our surveys on the broadcasters and station managers. It would be too optimistic to assume that they notice the criticisms which we bring out and adjust their policies accordingly? Maybe we should take the general success of radio more for granted and in subsequent studies go into more detail of specific program types."

"The general changes in the social scene since the end of the war also seem to be reflected in our survey. Fewer people now than two years ago want the government to run a selected list of industries about which we questioned our respondents. I am in

—

Hon. Charles C. Greene
Dorems & Co.
Chicago, Ill.
Dear Charlie:

Mention of Walter Reuther in town another day... Big man in automobile union.

Just tell me... Guess the WCHS studio is one of them new post-war cars... drive a 1948 Stutz Bearcat myself... old age wa's the opinion today... Union is high dispersion... West Virginia and people is made situation... that Walter Reuther has to say. Although he was in Charleston on his 14 hours, Mort Cohn interviewed him for broadcast... only station here to do it. Course, WCHS is the Charleston station to do it, what with 5000 watts at 580... plus CBS programs, etc.

Just another reason why people always say in Charleston, WCHS is first in public service.

Yrs.,

Raymer

WCHS

Charleston, W. Va.
**QUESTION 1**

Do you have a radio in working order? Yes 91% 9%
Do you usually read a daily newspaper? Yes 90 10
Do you usually read a weekly newspaper? Yes 40 60
Do you read any magazine regularly? Yes 61 39

**QUESTION 2**

In every community, the schools, the newspapers, the local government, each has a different job to do. Around here, would you say that the schools are doing an excellent, good, fair or poor job? How about the newspapers? The radio stations? The local government? The churches?

- Excellent
- Good
- Fair
- Poor
- Don’t Know

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
<td>13%</td>
<td>46%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>Radio stations</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td>Local government</td>
<td>4</td>
<td>38</td>
</tr>
<tr>
<td>Churches</td>
<td>22</td>
<td>54</td>
</tr>
</tbody>
</table>

**QUESTION 3**

Do you ever feel like criticizing . . .

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you read your newspaper?</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>When you see a movie?</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>When you listen to the radio?</td>
<td>67%</td>
<td>33%</td>
</tr>
</tbody>
</table>

**QUESTION 4**

I’d like to ask you how fair radio stations and newspapers generally are. For example, do you think radio stations are generally fair in giving both sides of public questions? How about newspapers in general?

<table>
<thead>
<tr>
<th>Radio Stations</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair</td>
<td>79% 55%</td>
</tr>
<tr>
<td>Not Fair</td>
<td>13 37</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>8 8</td>
</tr>
</tbody>
</table>

**QUESTION 5**

Do you ever feel like criticizing . . .

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you read your newspaper?</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>When you see a movie?</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>When you listen to the radio?</td>
<td>67%</td>
<td>33%</td>
</tr>
</tbody>
</table>

**QUESTION 6**

A. As far as your own listening is concerned, is the radio giving too much time, about the right amount, or not enough time to . . .

<table>
<thead>
<tr>
<th></th>
<th>Too Much</th>
<th>About Right</th>
<th>Enough</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>News about other countries?</td>
<td>16% 59%</td>
<td>16% 9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News about this country?</td>
<td>3 65</td>
<td>26 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News about things around here?</td>
<td>2 27</td>
<td>7 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B. How about the newspapers you read? Do they give too much space, about the right amount, or not enough to . . .

<table>
<thead>
<tr>
<th></th>
<th>Too Much</th>
<th>About Right</th>
<th>Enough</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>News about other countries?</td>
<td>14% 64%</td>
<td>12% 10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News about this country?</td>
<td>2 72</td>
<td>19 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News about things around here?</td>
<td>2 73</td>
<td>18 7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

clined to interpret this change in the following way. Right after the war, people were impressed by the efficient way in which the government handled all problems of war production. Now two years later, this memory has worn off and the traditional American stereotype that private industry is more efficient has come to the fore.

The same interpretation seems applicable to the appraisal of newspapers in comparison to radio stations. During the war, the desire for immediate information on daily events was obviously overwhelming. As a result, radio's technological advantage as to immediacy made people overlook the fact that newspapers had the advantage of greater detail. Now that things have quieted down somewhat, more people than before get their news from the newspaper. Consequently, the whole attitude toward newspapers seems to have improved. Four-fifths of the respondents still feel that radio stations are fair (practically the same proportion of last time); but the proportion of respondents who feel that newspapers are fair has risen from one-third to one-half. I still feel that the nature of the media is so different that comparison based on such attitude data should be made with great caution if at all.

In both surveys there is a question which asks people which of the five institutions do an 'excellent job.' People have become more critical of all institutions, but least so regards to churches.

The 1945 survey showed 82% of listeners believing radio was doing a good to excellent job, but the figure dropped to 70% in the present study with little change noted for newspapers. The radio decline was ascribed to the enthusiastic public reaction in 1945 to radio's war service record.

A breakdown on comparison of radio and newspaper fairness in giving both sides of public issues was made. Taking the 13% who hold that radio is not fair, it was found that 3% blame station owners, 2% blame commentators or announcers, 4% advertisers, 2% someone else, 2% don't know.

On the other hand, nearly half (19%) of the 37% who consider newspapers unfair placed the blame on the owner, with 6% blaming columnists or reporters, 3% advertisers, 5% someone else, 4% don't know.

This was construed by one observer as a danger signal against editorializing by radio stations, since six times as many listeners blame the newspaper owner over the advertiser for unfairness, and three times as many blame the owner as against columnists or reporters.

Listeners are not very alert in seeking out new programs, it was found. Only 35% make a special effort to find them, with 64% making no special effort and 1% answering "don't know." They learn about new radio pro-grams through newspapers 45%, by dialing around 32%, by radio announcements 26%, friends or relatives 24%, magazines 3%, don't find it out 10%, other 1%.

Conceding that most people listen to news broadcasts, the study showed that 52% otherwise listen to both serious and entertainment.
Stay Out, Uncle Sam
(Continued from page 85)
programs and more satisfied with what they get; 26% listen for entertainment and very seldom listen to serious or educational programs; 20% like both but wish there were more serious programs; 2% don't know.

Favorite shows ran roughly in this order—news, comedy, quiz and audience participation, dance and popular music, dramas (other than mystery), public issue discussions and talks, mystery, sports, semi-classical music, classical music, hillbilly and western, religious, farm, serials, livestock and grain reports, home-making programs.

The extent of radio listening is roughly the same as two years ago, though the tabular results are not directly comparable. Listening ranges from about 30% who don't listen in the day and 5% in the evening, to small portions who listen over six hours a day. Highest average listening ranges between 31-60 minutes to two-three hours daytime, and 51-60 minutes to three-four hours night.

FC&B Promotes Rood
A. EDWARD ROOD, for the past five years with Foote, Cone & Belding, New York, assistant secretary-treasurer, has been elected a vice president of the firm.

5,433,574 People
REMEMBER what
they hear on...

PHILADELPHIA'S PIONEER VOICE
WIP
BASIC-MUTUAL
Represented nationally
by EDWARD PETRY & CO.

Page 86 • March 8, 1948

QUESTION 8
Which one of these four statements comes closest to what you yourself think about advertising on the radio?

I'm in favor of advertising on the radio ........................................ 32%
I don't particularly mind advertising on the radio ...................... 25%
I don't like advertising on the radio, but I'll put up with it .......... 22%
If it were up to me, I'd cut out all advertising on the radio ....... 9%
Don't know ........................................................................ 2%

QUESTION 9
Here are some comments that have been made about radio advertising, or commercials. I'd like to know which ones you agree with and which ones you disagree with.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't Know</td>
<td></td>
</tr>
<tr>
<td>commercials spoil the program by interrupting it</td>
<td>60%</td>
</tr>
<tr>
<td>commercials give useful information about things you may want to buy</td>
<td>74%</td>
</tr>
<tr>
<td>commercials are boring and repetitious</td>
<td>58%</td>
</tr>
<tr>
<td>commercials are noisy and distracting</td>
<td>46%</td>
</tr>
<tr>
<td>commercials are worthwhile because they tell who pays for the program</td>
<td>65%</td>
</tr>
<tr>
<td>commercials claim too much for the product</td>
<td>60%</td>
</tr>
<tr>
<td>commercials are often amusing and entertaining</td>
<td>63%</td>
</tr>
<tr>
<td>commercials are often in bad taste</td>
<td>46%</td>
</tr>
</tbody>
</table>

QUESTION 13
On an average weekday, about how many hours do you listen to your radio . . .

Morning Afternoon Evening Total

Days

None, don't listen ................................................................ 29% 38% 5% 2%
Up to 15 minutes ................................................................ 6 3 1 2
16-30 minutes ................................................................. 11 8 4 2
31-60 minutes ................................................................. 20 17 16 6
Over 1 hour to 2 hours .................................................... 15 17 27 14
Over 2 hours to 3 hours ................................................... 10 6 8 16
Over 3 hours to 4 hours .................................................. 5 4 16 13
Over 4 hours to 5 hours .................................................. 3 2 7 10
Over 5 hours to 6 hours .................................................. 1 3 7 10
Over 6 hours .................................................................. 1 3 4 8

QUESTION 14
Here's a set of cards listing different kinds of radio programs. Would you mind looking through those cards, and telling me the types of programs you like to listen to in the daytime?

Now which types of programs there do you like to listen to in the evenings?

<table>
<thead>
<tr>
<th>Daytime</th>
<th>Evening</th>
</tr>
</thead>
</table>
| News broadcasts .......................................................... 72% 74%
| Comedy programs .......................................................... 21 59
| Quiz shows, other programs where studio audience takes part .. 27 56
| Dance and popular music ................................................. 33 49
| Complete drama plays (either than serials) ....................... 15 46
| Talks or discussions about public issues ......................... 22 44
| Mystery programs .......................................................... 11 41
| Sports programs ........................................................... 23 33
| Semi-classical music ...................................................... 22 33
| Classical music (symphonies, opera, etc.) ....................... 13 30
| Hillbilly and western music ............................................ 23 26
| Religious and devotional programs ................................ 34 21
| Talks on farming ......................................................... 16 9
| Serial stories .............................................................. 31 8
| Live stock and grain reports ................................-------- 34 6
| Home-making programs ............................................... 30 6

None 4
Don't know 1
Don't listen 10 3

* Less than 0.5%.

QUESTION 17
Of course, most people listen to news broadcasts on the radio. But which one of these statements best describes the way you yourself use the radio for other types of programs?

| I listen to the radio for entertainment and very seldom listen to serious or educational programs | 26% |
| I like to listen to both serious and educational programs, and I'm satisfied with what I get now | 52 |
| I like to listen to both serious and educational programs, but I wish there were more serious programs | 20 |

Roesler Will Head '5th Network' Sales
Former Timebuyer Is Given Post
With Paul Titus Group
GEORGE O. ROESLER, formerly a timebuyer with Henri, Hurst & McDonald Inc., Chicago, announced Wednesday he has been appointed sales manager of Radio America Inc., "Fifth Network" being formed by Paul M. Titus and associates (See story page 26).

Mr. Roessler, a founder of Broadcast Sales, which was absorbed by Taylor-Howe-Snowden Radio Sales last June, said he was named head of Radio America's sales organization following a conference in Chicago with Mr. Titus and Howard Pearl, one of his associates.

"Network sales offices will be opened in the near future in New York, Atlanta, Dallas, San Francisco and Los Angeles. Sales headquarters will be in Chicago," Mr. Roessler said.

He added that Radio America expects 300 stations "in all parts of the country" to join the network by May 15. Major studios will be in New York, Chicago and Los Angeles.

Ford Dealers Not Picking Up Package Sponsorship
FORD Co. dealers are not picking up sponsorship of the Louis Cowan package, RFD America, Thursdays on MBS, but the Ford Motor Co. has paid for the talent cost and will continue to do so until the end of the first 13 weeks (April 1). J. Walter Thompson, agency handling Ford dealers, originally had made the RFD America show available with a 13-week option to dealers who might have need for a farm service or advertising slanted specifically at the farm market. However, the dealers have discovered that the Fred Allen show (which they sponsor) on NBC, and a spot announcement campaign covers all their advertising needs, and it was explained. After April 1 the show is scheduled to continue on the network. The Louis Cowan office has revealed that it has another sponsor interested in the program.

LIBEL and SLANDER
Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS
REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI
Feature of Week
(Continued from page 10)
stand for some time as one of radio's contributions to the annals of news reporting.
A time log of activities at WPAy tells the stirring account by itself;
11:17 a.m.—The accident.
11:33 a.m.—WPAy news staff
ers had confirmed reports and placed the first bulletins on the air.
11:46 a.m.—Associated P
ews Bureau in Columbus broke news on wire after receiving a long
distance call from the Portsmouth
station.
11:48 a.m.—Follow-up broadcast
by WPAy furnished details on victims killed in crash. Story cleared
simultaneously by WPAy to AP.
11:48 a.m (plus) — Columbus AP
bureau requested pictures from WPAy and, assured they
could get them, gave delivery instructions.
12:15 p.m.—Additional details
broadcast.
12:30 p.m.—Reporters made first
telephone calls to WPAY.
12:30 p.m. — WPBD Worthing-
ton, Ohio, took story from WPAy
newroom. WCPO Cincinnati also
asked for coverage.
1:30 p.m.—WPAy aired informa-
tion provided at 12:30 p.m. by re-
porters at scene. WCPO aired via
wire recorder a 5-minute word
picture it had received by telephone
from WPAY. It repeated the
broadcast at 2:30 p.m. and
3:30 p.m. — Another
roundup story to AP by WPAy.
5 p.m.—WCPO aired story with
repeat broadcasts at 6 and 7 p.m.
6 p.m.—Complete 15-minute
newscast given by WPAy. This
included interviews with train pas-
sengers and roundup story with
witness stories. Mr. Kuhn, in mean-
time, had been instructed to de-
line his negatives to AP Hunt-
ington bureau. The negatives were
developed and dispatched over
wirephoto. AP correspondent Dick
Boyd told WPAY officials it was the
first time, to his knowledge, that a station news staff had pro-
vided an AP wirephoto.

HALF A CONTINENT away, Dr. Kenneth Baker II, NAB research director, had
lunch with 150 members of the Minneapolis Ad Club and gave preview of NORG
survey results. Grounded in Washington by weather, he addressed the club over
a two-way telephone arranged by Merle S. Jones, manager of WCCO Minneapolis.
A chair at the Minneapolis table contained a large photo of Dr. Baker. Eating
some Maryland creamed chicken lunch in WTOP Washington studios were Earl
Gammens (center), ex-WCCO manager who introduced Dr. Baker, and Rep.
Walter H. Judd (R-Minn.), who addressed club.

‘VOICE’ SLASH

ACTION of the House Appropriations
Committee in slashing the $34,378,000 requested for the
‘Voice of America' and allied ac-
tivities to $28,000,000 [BROADCAST-
ing it March 1] was backed last
week by the full House of Repre-
sentatives.

Rep. John Taber (R-N.Y.),
chairman of the Appropriations
Committee, said he was not con-
vinced the increased funds could be
‘economically and wisely ex-
pended.' He pointed out that in
the time the Smith-Mundt bill has
been in effect, the State Dept. has
not been able to carry out that
phase which calls for the fullest
possible use of private enterprise
in the program.

Mr. Taber called for a reorgan-
ization of the State Dept., declar-
ing that the ‘incompetence and
disloyalty prevalent in the depart-
ment are a serious menace to the
U. S."

One of the two chief targets
of his attack was William T. Stone,
director of OIE under which the
‘Voice' operates, who, Mr. Taber
said, ‘is well known for his lack
of capacity.'

Some government officials re-
portedly feared that the amount
appropriated would be insufficient to
combat Russia's stepped-up campaign. They claimed the or-
iginal estimate had been trimmed to the ‘absolute minimum' con-
sidered necessary.

However, Rep. Karl E. Mundt
(R-N.D.), co-author of the Smith-
Mundt Bill, commented that the 18% cut might not be as crippling as
it seems. He said there was an excellent chance that the program
may eventually get $40,000,000.

Mr. Mundt explained that the State Dept. had been given con-
siderable latitude in allocating its
funds, and could, as far as Con-
gress was concerned, spend the
whole amount on radio.

Sen. H. Alexander Smith (R-
N.J.), has also suggested a $40-
000,000 or $50,000,000 minimum for the next year for the program. The
New Jersey legislator has esti-
ated that the Russians are spend-
ing ten to fifteen times more than the
U. S. for this type of activity
during the current year. This
would mean a Soviet expenditure
of $120,000,000 to $180,000,000 a
year.

Meanwhile the ‘Voice' last
week began beaming a third daily
shortwave news program to Czecho-
slovakia from its New York studios
to help pierce the information
blackout imposed on that nation
by its new Communist rulers.

Starting March 1 a 15-minute
news program has been sent to
Czecholovakia every day at 11 a.m.
New York time, 5 p.m. Czech
time. The Czechs already had been
getting daily half-hour and 15-
minute 'Voice' news summaries.

The new broadcast will be
beamed from New York to London,
and then relayed by BBC short-
wave to the Continent, according to a
State Dept. spokesman. Other
‘Voice' broadcasts to eastern Eu-
rope are relayed by the powerful
U. S. transmitter at Munich.

In Oklahoma City

5500 Watts

KOKO

House Backs
Committee

RADIO INTERNSHIPS
PLAN AGAIN READIED

RADIO news "internships" by
which college journalism teachers
take summer training in broadcast
station newrooms will be offered
for the fourth successive summer,
according to Arthur C. Stringer,
NAB director of special services
and secretary-treasurer of the
Council on Radio Journalism.

The internships are financed by
individual stations as part of the
council's continuing campaign to
raise the standards of radio news
and college instruction in the sub-
ject.

Application forms to be used by
members of college journalism de-
partments are available from the
council, which carefully sifts can-
idates before placing them at sta-
tions.

As a result of the project, 19
qualified teachers have been given
practical training in station news-
rooms, where they absorb earthy
experience as well as impart their
own knowledge, according to Mr.
Stringer. The overall result, he
said, is that stations and the in-
dustry benefit, along with students
and the public, as the general level
of college training is raised.

A review of the 1947 interne-
ships has been published by NAB,
with accompanying letter by Presi-
dent Justin Miller. "This unique
cooperation on the part of the
broadcast industry and educators
illustrates how much can be ac-
complished when interested groups
pool their thinking and planning," he
wrote.

Griffith Joining NAB
Public Relations Dept.

PAT GRIFFITH, radio writer and
daily and newspaperwoman, has been
named to take charge of women's acti-
vities at the NAB, joining the Dept.
of Public Relations under Robert
K. Richards, director. She will co-
ordinate activities of the Asan.
Women Broadcasters and the
parent organization.

Miss Griffith has been director of
information in the Washington
bureau of the Manila Evening
News. She has written and pro-
duced television and radio pro-
grams on Washington stations
since the end of the war. She was
a WAC during the war.
WCAU-TV STARTS

By HERMAN BRANDSCHAIN

WCAU-TV, the Philadelphia Bulletin's new television station, went on the air with its initial test pattern on Channel 10 on March 1—and carried its first CBS network show on a "sneak preview" basis on March 3. Actual operations, including showing of local programs, is not expected to be fully under way until April.

The WCAU-TV test pattern created interest and a stir. The interest was evidenced by engineers who admired the clarity of the pattern. The stir was created by the fact that the pattern interfered with reception of WFIL-TV, which is on Channel 6.

The interference resulted in double images impinging on the screens of some television receivers. Word was castastrophic but the interference was not caused by disorders in station equipment and set owners were assured service engineers would adjust their receivers as quickly as possible. Meanwhile, WCAU-TV decided to curtail its test pattern period to an 8:30 to 7:30 period, instead of from the planned 9 to 9 period, in order not to interfere with WFIL-TV.

The station will have a visual power of 25 kw with an aural power of 26.4 kw.

Construction of the WCAU-TV tower and transmission facilities were harassed by inclement weather. The tower is 737-feet high, 207 feet atop the Philadelphia Saving Fund Building. Work is currently being pushed on the WCAU-TV station, which should be ready for use sometime in April.

John Dearing, RCA service company chief, gave the final tests for WCAU-TV Wednesday as the station's going on the air, disclosed that the installation was one of the finest he had checked to date and that the transmitter and the antenna were the most efficient he had seen.

Set owners from such distant points as Philadelphia, New York, Boston, Hartford, Orlando, Chicago, and Detroit, have reported that they are receiving strong pictures of the test pattern.

NO TV CHARGE

WHEN FORD Motor Co. and the Ford dealers of Milwaukee sponsor telecasts of the Milwaukee Brewers baseball games on WTMJ-TV this spring and summer they will be the station $27,000 for time and facilities [CLOSED CIRCUIT, Feb. 23] but the ball club is making no charge for the video rights to its games.

Long Time Benefits

Reporting on television sports-casting in Milwaukee in his column, "Maybe I'm Wrong," R. G. Lynch, sports editor of the Milwaukee Journal, said: "Thanks to the perception of the long time benefits of television on the part of Lou Perini, president of the Boston Braves and actual head of the Milwaukee baseball club, all home games of the Brewers will be televised in the coming season. And for this season the ball club is making no charge to the television sponsor and it is just about alone in this attitude."

The column continues with a quote from Mr. Perini, as follows:

"Television is new. It is a wonderful thing. I want to help it along. Right now we would not know what to charge and we would not have some sets where the fee could not be very large. After a season of television we will know more about it. No matter how many sets there are, however, I don't think any baseball fan will stay away from the park to look at baseball on television, but it will be interesting to fans who can't get to the park. It will keep them interested in our team and it may interest others and make new fans or bring back old ones.

"I'm on the National League's television committee and I am very much interested in this new thing. We want to have something to say about how baseball is presented by television. If it is on the wrong right, we'll change it. If it is done wrong, it may harm us. We would like to have television show the players, not only as a team. One night, along with televising the game, the cameras might feature one man—show him as he comes to the park, gets ready, shows his batting position, his stance at bat. The announcer might point out things about the player, how he does things. This would be in education for the boy sandlot ball and hope to become ballplayers."

"People will want to come out to the park and see these players." Mr. Lynch.

"The Texas Rangers transcriptions of western songs have what it takes. They build audiences. The price is right—scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

WIRE OR WRITE FOR COMPLETE DETAILS.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

The Texas Rangers

EVEN IN THE LEAD

WINSTON-SALEM, NORTH CAROLINA

Respectively:
The Wider Co.

Spot Sold Out

ALTHOUGH only on the air with test pattern one day, and with programs officially still three weeks away, WCAU-TV Philadelphia, the Philadelphia Bulletin's new television station, finds itself sold out for spots. WCAU-TV, which began operating on Channel 10 (195-195 MHz) on Monday, March 1, reported that it had so many spot requests by Tuesday that it will be completely sold out for the initial days of programming.

Toni Will Sponsor CBS Evening Show

Firm Plans to Enter Nighttime Network Field April 1

TONG Company, which in January indicated serious interest in entering the nighttime network field [BROADCASTING, Jan. 28], announced March 2 it will begin sponsorship of a CBS Hollywood-originated program in the 9:30-10 p.m. (EST) Thursday segment beginning April 1.

While the actual title has not been decided as yet, according to Harold Bloomquist, Toni advertising manager, it will be a mystery series with original production, possibly highlighting a name star. Show would provide a slight departure in format, it was indicated, to which the firm's commercials would be especially adapted.

Series will increase Toni's radio budget from last year's $4,000,000 to a peak of $5,000,000, it was disclosed, representing five-sevenths of the firm's total advertising expenditures for 1948. The organization has already advertised most of its daytime programs, including Give and Take and Ladies Be Seated.

Mr. Bloomquist pointed out that with the advent of the spring season, Toni was desirous of taking advantage of its anticipated rush season by entering the nighttime market and capitalizing on listeners who work daytime hours.

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BROADCASTING • Telecasting
DENIAL of charges made by the Radio News Club, Hollywood, Calif., that G. A. Richards, president of KMPC Hollywood, as well as others of the station, were fired, was announced yesterday at a meeting at the radio station by J. H. C. Woodson, the vice-president and general manager.

Mr. Reynolds said that Clete Roberts, formerly KMPC director of public affairs, and two writers were dismissed because of operating expenses and to conform with contemplated program changes and not "because of any differences in viewpoint in the treatment of the news."

The Radio News Club, which announced last Wednesday that it had turned over to the FCC documents allegedly showing that Mr. Richards had tried to bring about a slanting of news broadcast over KMPC reported that Mr. Reynolds said in a meeting with FCC representatives last March 1 that he had no knowledge of such practices in news handling on KMPC.

Of the material forwarded to the Commission by the Club, the FCC said it contained copies of written orders from Mr. Richards to Mr. Roberts instructing him to slant the news to please owners in their letter to the Commission termed such a practice a departure from "accepted standards."

"In recent weeks the question has arisen as to station KMPC has not violated those accepted standards," the letter said. "Mr. Richards discharged the director of public affairs and two other editors, adding two other managers under circumstances that seemed to warrant investigation by any group professing to be concerned with new standards," the letter continued.

"Evidence has been submitted to the RNC," the letter said, "purporting to show that the dismissals in the KMPC news department followed requests by Clete Roberts as public affairs director and news commentator to follow an editorial line laid down by Richards. . . . We believe," the letter continued, "that the situation outlined above should be brought to the attention of the Federal Communications Commission. We believe, further, that this is a situation which applies itself to the attention of the radio industry generally and to the public, insofar as it feels entitled to a fair and unbiased presentation of the news."

Denying the Radio News Club's charges and explaining why KMPC had reached a decision to dismiss Mr. Roberts and two writers Mr. Richards said:

"Mr. Roberts was doing a 15-minute commentary each day in addition to special events and Mr. Lewin (one of the writers dismissed) spent most of his time in assisting Mr. Roberts in their preparation. Mr. Roberts, desiring to work primarily on special events, represented an expense that was out of all proportion to our needs, and our operation did not justify his retention or that of the other two men. Our present staff, with our present budget, is amply sufficient to present all of our newscasts."

Mr. Reynolds added that "our complete file of newscasts is open to inspection by the FCC, and that even with the closest of scrutiny no bias or indication of slanting of news will be found in any of them."
WLAP LEXINGTON GRANTED SHIFT TO 630 kc 1.5 kw

GRANT of WLAP Lexington’s application to move from 1450 to 630 kc and boost power from 250 w fulltime to 5 kw day and 1 kw night (directionalized) was announced by FCC Friday in 3 to 2 decision on long pending case. Decision denied competing applications of Queen City Broadcasting Inc., Cincinnati, and Scripps-Howard’s WCPO Cincinnati.

As in unanimous decision, [Broadcasting, June 9, 1947], FCC majority held that grant to Nunn family’s WLAP would better meet equitable-distribution requirements of Communications Act. Majority composed of Comrs. Durr, Walker, and Webber. Comrs. Hyde and Jones favored Queen City. Chairman Coy and Comr. Sterling, whose channel was dismissed, after oral argument on case, did not participate.

Queen City is owned 50% by J. Leonard Reinsch, managing director of Cox stations (WSB Atlanta, WIO Dayton, WIOD Miami) and Mrs. Reinsch; and 50% by Frank H. McIntosh, Washington consulting radio engineer, and Mrs. McIntosh.

TV APPLICATIONS FILED FOR WHEELING, UTICA

FIRST applications for television stations at Wheeling, W. Va., and Utica, N. Y., filed with FCC Friday by Wheeling and Utica Observer-Dispatch, respectively.

WWVA, Fort Industry station, requested Channel 12 (204-210 mc) with 32.49 kw visual and 17.1 kw aural powers. Estimated installation costs: $256,500; estimated annual operating costs: $120,000. WSTV Steubenville, Ohio, is seeking reallocation of Channel 12 from Wheeling—only one available there—to Steubenville. Fort Industry interests have video grants for Toledo (WSPD) and Detroit (WJW), and application for Miami (WGBS).

Utica Observer-Dispatch, permittee of WKCI (FM), asked for Channel 3 (60-66 mc) with 15.5 kw visual and 7.75 kw aural powers. Transmitter would be located everywhere. Installation costs estimated at $224,655; first year’s operating expenses, $75,000; first year’s revenues, $25,000.

RADIO OFFICIALS ATTEND CORRESPONDENTS DINNER

BROADCAST industry representatives at annual White House Correspondents Assn. dinner to President Truman, held Saturday night at Statler Hotel, Washington. At NBC table were: Frank M. Russell, William R. McAndrew, Mahlon Glascock, Ernest de la Ossa, Gus Margraf, J. S. DeRussey, Jay Royen.

CBS representatives included Earl H.Gam- mings, Adrian Murphy, Joseph H. Ream, Ted Church, Ted Koop and Douglas Edwards. Other guests included Robert H. Hinckley, Bryson Rash, ABC; Sam H. Kauffman, WMAI; Philip G. Loucks, Paul M. Segal, Paul A. Porter and Arthur Scharfeld, radio attornies; Oswald Schuette, RCA; Joseph L. Miller, labor counsel; Paul Miller, Gannett stations; Barnet Nover, Claude A. Mahoney, commentators. Entertainment was provided by Spike Jones company.

NAB FINDS WIDE INTEREST IN LOS ANGELES CONVENTION

NAB to mail registration forms this week for participation in Los Angeles convention May 17-21. Advance fee to be $30 for two-day session and $15 for engineering meeting. Usually large number of inquiries received from members, according to C. E. Arney Jr., secretary-treasurer.

Program plans considered at session of board’s convention committee. Meeting to be programmed at management level. Other personnel of member stations may attend, but committee suggests summer-fall district meetings will be of more value to them. Basic program format includes panels, followed by discussion. Members of board program committee: Howard Lane, WJID Chicago, chairman; Har- old E. Fellows, WEEL Euston; Robert T. Mas- son, WMRN Marion, O.; William B. Smullin, KIEM Eureka, Calif.; T. A. M. Craven, WOL Washington; William B. Way, KYVO Tulsa.

Entertainment and transportation plans discussed at Hollywood meeting of Southern California Broadcasters Assn., with committee members scheduled to meet this week.

TWO DROP REQUESTS FOR TV MODIFICATIONS

PETITIONS to drop requests for CP modifications filed at FCC by Yankee Network’s WNAC-TV Boston and Fort Industry Co’s WTVO Detroit. Dismissals would sever applicants from consolidated hearings in respective cities. WNAC-TV sought to switch from Channel 7 (174-180 mc) to Channel 13 (210-216 mc) while WTVO sought to switch from Channel 2 (54-60 mc) to Channel 5 (76-82 mc).

City of Dallas, Tex. (WRR and WRR-FM), appealing for Channel 10 (192-198 mc), peti- tioned to equalize TV allocation in area by adding Channel 10 to Dallas, (2) any other channel to Dallas or (3) any other facility to Dallas-Fort Worth. Five applicants seek one of three remaining Dallas facilities.

PROSPECTIVE TV AFFILIATES INVITED TO NBC MEETING

NBC HAS INVITED 31 prospective video affiliates, all with TV stations operating or expected to be before year’s end, to meet in New York March 12 to discuss video network plans. Present NBC program service arrange- ments with East Coast TV stations are tempo- rary.

Frank E. Mullen, NBC executive v-p, just back from Hollywood, said movie industry soon would find its fears of video competition as groundless as press fears of radio competition 25 years ago. Instead movie makers will find television the wave way to advertise pictures and good market for special pictures, he said.

SHOOTING for Magic in the Air, movie based on history of radio, now slated to start in July, distribution likely in November. Industry support contingent on approval of script by committee headed by William B. Ryan, KFI Los Angeles general manager. Jerry Brandt to produce.

COAST NEWSMEN MAY TESTIFY IN MAYFLOWER HEARING

POSSIBILITY that Clete Roberts and George E. Lewin, radio newsmen, would be called to testify during April 19 sessions of FCC’s Mayflower hearing developed Friday as FCC refused to accept, second-hand, published charges against news policies of KMPC Los Angeles, owner G. A. (Dick) Richards (earlier story on charges, page 89). Third, unnamed former KMPC newsmen, may also appear.

Ben Meyers, general counsel of Radio Di- rectors Guild, offered copies of published re- ports of their charges during Friday morning session of Mayflower hearings on station editorializing (earlier Mayflower story, page 16). FCC Chairman Coy refused them when Mr. Meyers said he did not have personal knowledge of former KMPC news executives’ allegations. It was thought charges might also be brought into hearings, now slated this month, on television applications of Mr. Rich- ard’s WGR Cleveland and WJR Detroit.

Pro-Mayflower forces Friday recited varying version of any decision modification. In that group were: Earle Mc- Gill, Radio Directors Guild president; George Heller, national executive secretary of AFRA; John Hogan, National Assn. of Broadcast Engineers & Technicians; Ted W. Nicoll, acting chairman, Assn. of Broadcast Unions and Guilds; Mrs. Bela Shick, National Council of American-Soviet Friendship; I. Keith Tyler, Institute for Education by Radio, Ohio State U.; Richard H. McConnell, president, National Assn. of Broadcast Unions and Guilds; Ray A. Wood, president, Local 1212 New York City, Radio & Television Broadcast Engineers.

Richard Hull, president, National Assn. of Educational Broadcasters, wrote FCC that due to divergent views within organization, only views of individuals would be expressed through letters.

Letters or statements submitted Friday reflect sympathetic Mayflower decision came from John R. McDonnell, president, NABET; O. Thomas Franklin, KYA San Francisco; George N. Shuster, president, Hunter College, New York, and Everett C. Parker, Joint Religious Radio Committee, New York.

Correspondence going all way or leaning to- ward editorializing came from William John- son, president, Religious Radio Assn.; Eric Johnston, Motion Picture Assn. of America, Inc.; Dr. John W. Studebaker, U. S. Commissi- sioner of Education; William E. Hocking, Harvard professor emeritus, and Maurice Lynch, financial secretary of Chicago Federa- tion of Labor, licensee of WCFL Chicago.

Mr. Shiskin, appearing before FCC in after- noon, denied Mr. Lynch’s statement as not being union policy.

Closed Circuit

(Continued from page 4)
In Detroit... it's
WWJ — The Detroit News

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

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

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

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

FIRST IN DETROIT... OWNED AND OPERATED BY THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

AM-FM

AM-1200 Kilocycles, 4000 Watts
FM—CHANNEL 24-B-77, 107.7 Megacycles

Associate Television Station WWJ-TV
IT takes courage, usually, to forecast radio weather. But when it is based on an extension of obvious trends, a forecast can be almost mathematically accurate.

So, let’s review and project the trends on Mutual. They’ll show why we say “1949 Is Mutual’s Year”—and what the far-seeing advertiser may feel impelled to do about it.

It has been common knowledge that Mutual has had two problems to lick—Facilities and Programs. And they’re about licked.

FACILITIES

In the past three years we have made extraordinary strides in building and solidifying our facilities, in expanding our coverage. We have added upward of 265 stations. Now, numbers alone (when you take power into consideration) are not the whole story. More important are these considerations: where have we added the stations and what kinds of stations have we added?

Here’s one answer: Mutual has more stations of 1,000 watts and over than any other network. You get another side of the picture when you realize that Mutual covers practically every one of the 100 top U. S. metropolitan markets.

In addition a great many of our stations (mostly in metropolitan markets) have completed power increases, others are working on C.P.’s and still others have applications pending. The net of all this is shown in our “Listenability” coverage figures—which as of February 1 were 29,600,000 radio homes (daytime).

From the Facilities standpoint, the job we set ourselves three years ago will have been practically completed by the end of 1948. But we won’t stop there—we already have new plans for the future.

PROGRAMS

This has been, if anything, a harder nut to crack—and while admittedly we’re not so far along here as in facilities, we have made considerable progress.

When people think of programs—they think of big names. By this criterion we think we are “on our way.” In the past year alone we have added Kate Smith (First Lady of the Air) and “Information Please” (No. 1 Quiz of the Air) and “PaddyAckkiss” and William Shirer, and Martin Block (Radio’s No. 1 Disc Jockey) and Jimmie Fidler and Billy Rose and Morton Downey and Burl Ives and John Nesbit.

There was a time (though we hate to admit it) when many of the big name stars used to mutter to themselves “I wouldn’t be heard dead on Mutual.” But that has changed—and how. Take for example just one of our great programs (and we are not the only ones who have called it “great”) the award-winning “Family Theater.” The Hollywood biggies alone (when you take in our coverage) have added?

YES, the big names are swinging to Mutual—for two reasons. They find themselves in each others’ company—good company that is. And they know that with our expanded coverage, they have the widening opportunity of being heard in most of the nation’s radio homes. They are glad to be heard live on Mutual.

For us, and for our advertisers, this means we are well on the way to lick our second problem—and we know (with the effort which our program department is putting into the business of building our day and night structure) that by the end of 1948 Mutual will be in the strongest program position of its 15 year history.

We have been building a strong Program Department in terms of personnel—people who know and can produce good radio. Also, our Program Service Facilities are being stepped up; our new Hollywood studios are the last word in planning and equipment and our Chicago studio expansion program is nearing completion.

TELEVISION

With television stations in operation or under construction by Mutual stockholders in New York, Washington, Chicago and Los Angeles, these key cities will be Mutual television’s chief originating centers. Our Boston affiliate will soon be on the air, while applications are pending for Bridgeport, Philadelphia and Cleveland. Other cities in which Mutual affiliates have filed applications include Buffalo, Cincinnati, Houston, Miami and Reading, Pa. Television-wise, Mutual is on its way.

WHAT DOES ALL THIS MEAN TO THE ADVERTISER?

Experience since the beginning of networks proves beyond doubt that a franchise on the air is one of the most valuable assets an advertiser can have—to keep his products moving and his business profitable—in good times and bad. Experience also proves that franchises are not bought—they must be built—and built on a network which has enough pulling and selling power to make the franchises pay out.

As in the past, so in 1948, Mutual is radio’s best buy—with the lowest per-thousand-homes cost of any network. In addition and in contrast to other networks, we are continuing to guarantee our rates for a full year. All the signs point to the fact that Mutual will be an even better buy in 1949—that 1949 Is Mutual’s Year.

And it follows, we submit, that Mutual is the network to look at seriously in terms of building your air franchise. And because building presupposes the passage of time—may we suggest that you begin now in 1948 to buy the time in which to consolidate your position for 1949 and the years to come. You will be joining many of America’s leading advertisers who are already buying and building on Mutual.