Once Again ... Another Million Letters!

19 MILLION IN 18 YEARS

For the eighteenth consecutive year, WLS again in 1947 received another million letters—1,083,554 to be exact! In the 18 years that WLS has been under its present management, 19,157,402 letters have been received from listeners—more than a million a year average! The WLS audience is responsive and loyal—loyal to the station and to the advertisers who make possible WLS programs ... which means WLS Gets Results!

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with Koy, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
The talent-packed new Dinah Shore — Harry James show is one more good reason why WMT, Eastern Iowa’s only CBS outlet, is famous for good listening. There are 1,131,782 people within WMT’s 2.5 MV line . . . and a walloping-high percentage listen loyally at the 600 KC spot on the dial. Technically, it’s Iowa’s best frequency. Actually, it’s an advertiser’s entree to one of the richest farm-and-industry markets in the world. Get all the facts from the Katz Agency man . . . and CALL FOR WMT.
It takes the FLEET to make the BIGGEST CATCH

New England is the third largest market in the United States for population density and buying power.
Yet to reach all of New England's important markets with two or three stations is practically impossible.
You need local impact in the many important city and suburban trading zones.
Yankee's 23 home-town stations provide this impact. Each of these home-town stations is dialed for local, regional and coast-to-coast programs — has the local acceptance, the responsive audience you need for direct sales stimulation in every neighborhood trading area.
Through Yankee — and only through Yankee — you can reach 89.4% of New England's radio homes. That kind of coverage is bound to produce for you in this volume market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

UNITED AIRLINES, through N. W. Ayer & Son, Chicago, and American Airlines, through Ruthrauff & Ryan, New York, considering spot campaigns to publicize return of DC-6 planes. TWA, through BBDO, New York, set for spot campaign, in four cities for four weeks effective March 24 to promote Constellations.

NEW-BORN INTEREST of Acting Chairman Tobey of Senate Interstate & Foreign Commerce Committee in radio may extend beyond clear-channel hearing April 5 in which FCC's authority over allocations is all but preempted. With both FM and TV allocations in hot dispute, next Tobey move (not necessarily in his name) may well be in connection with severe shortage of TV allocations.

BATTLE OF major proportions now foreseen over controversy stirred up by complaints that editorial policies of KMPC Los Angeles are dictated by G. A. Richards, principal owner also of WJR Detroit and WGAR Cleveland. FCC, on basis of pending complaints, is undertaking investigation.

ALL TALK of NAB's Los Angeles Management Conference spilling over into third day (Wednesday, May 19), can be discounted. Board, with heavy agenda, is opposed to idea and has scheduled its meeting for 10 o'clock that morning.

ALTHOUGH announcement hasn't yet been made, New York News will lose out by 4-3 FCC vote on its controversial FM proceeding for one of New York facilities. Decision will be based on individual merits rather than editorial policy of newspapers.

RADIAL Correspondents Assn. and Republican National Committee can't come out and say so, but they'd be most pleased if 100 or so correspondents who want seats at Philadelphia convention would change their minds. Association has 387 names and only 260 seats.

DESIRE of Edwin W. Pauley, West Coast tycoon and former Democratic party power, to enter radio transceesnd application for TV in San Francisco (see story page 81). While confirmation was lacking, it was learned authoritatively he is dickering for Thackrey stations KLAC Los Angeles (which has TV construction permit) and KYA San Francisco, regional independents, for about $1,000,000.

SOME OBSERVERS wonder whether wave jumping will again be resorted to by our Latin neighbors in view of upcoming NARBA sessions. Both State Dept. and FCC are testing recent jump of HIST, Dominican Republic, to 1040 kc, 1-A clear assigned to WHO Des Moines. Official list, however, shows station on 1050 kc, Mexican clear to which it (Continued on page 94)

Upcoming

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.


(Other Upcomings on page 93)

Business Briefly

LEVER PURCHASE • Lever Bros., Cambridge, Mass., has bought 11:30-12 noon Saturday period on CBS starting April 3, but will not disclose product, agency or name of show. Underwood-Pennant format planned, possibly Junior Miss. Lever has renewed Aunt Jenny weekday series on CBS 12:15-12:30 p.m. through Ruthrauff & Ryan, New York.


EQUITABLE RENEWS • Equitable Life Assurance Society of U. S. signed 52-week renewal contract with ABC for This Is Your FBI, Fri., 8:30-9 p.m. Agency, Warwick & Legler, New York.

SCHAEFER BEER SPONSORS • Schaefer Beer to sponsor Sports Album, 5-minute video package, on WCBS-TV, preceding Brooklyn Dodgers home ball games. Agency, BBDO.

DISTRICT MEETINGS ARE SCHEDULED BY NAB

DATES for eight NAB district-area membership meetings this summer announced Friday (early story page 14). Schedule follows: District 4 (D., C., N., C., S., Va., W. Va.), Hotel Greenbrier, White Sulphur Springs, W. Va., July 26-27; District 3 (Pa., Md., Del.), Bellevue-Stratford, Philadelphia, July 29-30; District 1 (New England), Hotel Somerset, Boston, Aug. 2-3; District 2 (N. Y., N. J.), Hotel Sheraton, Rochester, Aug. 5-6; Districts 7 (Ky., Ohio) and 8 (Ind., Mich. in part), joint meeting, French Lick Springs Hotel, French Lick, Ind., Aug. 9-10; District 9 (Ill., Wis. in part), Palmer House, Chicago Aug. 12-13; District 10 (Ia., Mo., Neb.) and 12 (Kan., Okla.), joint meeting, Muehlebach Hotel, Kansas City, Aug. 16-17; District 11 (Minn., N. D., S. D., Wis. in part, Mich. in part), Radisson Hotel, Minneapolis Aug. 19-20.

NBC SUMMER SCHEDULING SAME AS OTHER NETWORKS

NBC has notified affiliates it will pursue same summer program scheduling, because of daylight time problem, that other networks have arranged.

No formal announcement of plan made at NBC headquarters in New York, but it was understood network would install system of recorded repeat broadcasts to deliver programs at accustomed hours.

BROADCASTING • Telecasting

STARS TAUGHT BY TV

TELEVISIONING of celestial bodies through telescopes will lead to increased public knowledge of universe, Capt. Guy W. Clark, superintendent of U. S. Naval Observatory, said Friday on basis of Thursday night telecast on WMAL-TV Washington. Audience was able to see moon and stars as if looking over shoulder of astronomer, Capt. Clark said, describing telecast as step forward in teaching astronomy. Feature arranged by Burke Crotty, WMAL video director, who lashed camera to face plate of 40-inch observatory reflector.
WSIX gets results for advertisers of beauty products. And the proof is in a long list of year in year out renewals. As a sample, two outstandingly successful manufacturers have used quarter-hour shows on WSIX for well over four years each. Evidently, these sponsors count on WSIX for consistent, productive coverage of Nashville’s 51-county retail trade area. Consult with your nearest Katz representative for other success stories and more complete information about the way WSIX can help with your sales problem.

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

IN - Indianapolis

"Promotion"

With a potential of 400,000 radio-families in Central Indiana, WFBM recruits LISTENERS by consistent, year-'round program promotion. Seven different media persistently pound home the "what, when, where" of WFBM programs. WFBM's 4-color taxi posters are carried nearly 5,000,000 miles a year. Legitimate playgoers find WFBM display ads in every playbill. Baseball and hockey fans are reached in every home-game program. Counter cards, window streamers, and posters are placed in drug and grocery stores by personal calls every week in the year! Display ads in Indianapolis newspapers support sports and special event broadcasts...while selected groups receive direct mail promotion of WFBM programs of special interest.

Best of all, we think, is RADIO—used constantly to win new listeners for WFBM programs.

All promotion (except announcements) includes the name of the sponsor or the product advertised.

Persistent program promotion is one reason why... WFBM is "First in Indiana" any way you look at it!

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency
And KULA says Aloha to Linda and her sponsor Lever Brothers and their agency, National Export Advertising Service. Lever Bros. join with such other national advertisers as Peter Paul with their daily newscast (thanks to Brisacher, Van Norden & Staff), and Vox Pop sponsored by American Express Company ... American Chicle ... Procter and Gamble ... Kool Cigarettes ... Alden’s Incorporated ... Tintex ... E-Z Lighters ... Mother’s Home Life ... and many other national spot advertisers who have learned the value of KULA’s one station coverage of the Hawaiian Market. Your product too, may enjoy the good, old fashioned Hawaiian Hospitality in “The New West of America.
The listeners are big enough to vote!

Here's a revolutionary notion—letting the listeners, of all people, get into the act of medal-pinning in Radio. But there it is—Radio Mirror magazine has just done it—in the first nation-wide listener's poll. And it turns out that Radio's most intense fans, who listen to Radio most devotedly, and who love it best—jump by the thousands at a chance to vote for their favorites.

And they vote CBS

13 "firsts"—as many as for all other networks put together—went to CBS programs or personalities.

And here they are—the PEOPLE'S choice:
FAVORITE RADIO PROGRAM: ARTHUR GODFREY
—for two shows—both CBS-created Package Programs
—Godfrey's Chestfield Show and “Talent Scouts” (Lipton)

FAVORITE NEW PROGRAM FOR 1947: “MY FRIEND IRMA”
—again a CBS-created Package Show (Swan Soap)

MOST PROMISING NEWCOMER: VIC DAMONE
—first nationally spotlighted by CBS on “Talent Scouts”
—now starring on “Saturday Night Serenade” (Pet Milk)

FAVORITE DRAMATIC PROGRAM: LUX RADIO THEATRE

FAVORITE COMEDIENNE: JOAN DAVIS (CBS Co-op)

FAVORITE HUSBAND-WIFE TEAM: OZZIE AND HARRIET
(International Silver)

FAVORITE FEMALE VOCALIST: DINAH SHORE (Philip Morris)

FAVORITE SHOW FOR CHILDREN: “LET’S PRETEND”
—another CBS Package (Cream of Wheat)

FAVORITE EDUCATIONAL PROGRAM: THE CBS AMERICAN
SCHOOL OF THE AIR—CBS-created, now in its 18th year

FAVORITE COMMENTATOR: LOWELL THOMAS (Ivory Snow)

FAVORITE DAYTIME SERIAL ACTOR: KARL SWENSON
—at “Our Gal Sunday” (Anacin). Also appears on NBC

FAVORITE DAYTIME SERIAL ACTRESS: BETTY WINKLER
—at “Rosemary” (Ivory Snow)

LOOKS LIKE MORE PROOF OF CBS' WINNING WAYS

... in programs that please most (CBS-created and
produced Godfrey Shows, Irma, mr.ace and JANE,
Suspense, Abe Burrows, Studio One, Hoagy Carmichael... all evidence of CBS' commanding lead
in creative programming)

... in programs that deliver most (CBS leads all
networks in size of audience delivered for each
advertising dollar spent for time and talent)

... in programs that serve most... the great CBS
documentaries, the unmatched CBS news service,
the powerful lineup of public affairs broadcasts... all have helped win for CBS such recognition as
that of the New York Times, which has labelled CBS
programming “far and away the leader”

Columbia Broadcasting System
Feature of the Week

At the "Man of the Month Club" luncheon (1 to r): Mori Greiner, editor of "Swing;" John T. Schilling, WHB vice president and general manager; Mr. Hillix and Mr. Davis.

"IN KANSAS CITY we choose to have only first-rate leaders," Don Davis, president of WHB Kansas City, told that city's top executives in government, business, education and civic affairs at a dinner March 8.

The dinner meeting was proof that Mr. Davis meant what he said. Those attending welcomed a new member into Kansas City's most select society—the "Man of the Month Club." He was Kansas City Chamber of Commerce President Albert Hillix. The club is a dream-come-true for Mr. Davis, designed to provide proper recognition for achievement and encourage civic leadership "by the fittest." It is sponsored by WHB and Swing, WHB's monthly pocket-size magazine.

Each Kansas Citian making the (Continued on page 77)

On All Accounts

If the Procter and Gamble claims that "Duz Does Everything" are true, it seems predestined that the Compton Agency account executive for that product is Seaward Woodard. Mr. Woodard is probably the only man in the industry who has done more than Duz.

A few of Mr. Woodard's previous occupations include a stretch in an automobile factory, a tour as a Studebaker salesman, a stint as a construction gang worker, a job loading flat cars in a lumber camp, a hitch at a gasoline pump, a job in the men's furnishing section of a department store, and a radio post at 11½ cents an hour in a condenser factory.

Covering more ground in his early occupations than his own latter day friend, "The Walking Man," Mr. Woodard went from Oregon to California, to Chicago, to Detroit, to Kansas City and finally to New York. During all this journeying Mr. Woodard confesses that the stir he made in industry circles might easily have won for him the designation, "Mr. Hush."

Mr. Woodard met destiny in the form of a mailroom slot in the Benton & Bowles agency. Graduating from the sponge and glue-pot to the traffic department, his affinity for advertising spurred his advancement into the radio production field. From there he moved to Compton Advertising Inc., New York.

Within six months after joining the Compton organization, Mr. Woodard was assigned to the Duz account where he remained for eight months before making a two-year switch to the Crisco section.

After 18 months of service with the Merchant Marine, Mr. Woodard rejoined the agency, going back to the Duz group where he successfully made the ascent to account executive.

As functionary on this remarkably successful account, Mr. Woodard is in charge of its three radio programs—Truth or Consequences, The Guiding Light, and Road of Life.

Married and the father of three children, he is alternately a skiing and tennis enthusiast, maintains a productive home workshop, and is currently studying piano. While he is strictly a steak-and-mashed potatoes man, he has a fondness for mayonnaise garnished with salad, and would rather have ice cream than apple pie, if he can't have both.
One of the richest markets in the nation awaits your sales messages over the air-waves of this popular Hoosier station. Never in the history of this active Indianapolis territory have so many buyers had so much money. Money with which to buy the things you can make them wish for over WISH.
NORTH CAROLINA is the South's No. 1 STATE and North Carolina's No. 1 SALESMAN is WPTF 50,000 WATTS NBC AFFILIATE 680 KC Raleigh, North Carolina FREE & PETERS National Representatives
AN UNEXPECTEDLY amicable agreement ending the AFM's long-standing ban against live music on television and putting three years of musical peace in network broadcasting was signed last Thursday in New York by James C. Petrillo, AFM president, and executives of the four major networks.

Under terms of the agreement:

- AFM musicians may perform for television productions of all kinds.
- Present contracts between the AFM and the networks were renewed for three years—no change in wage scales or the number of musicians hired by the networks or their owned and operated stations.
- Networks may duplicate programs on AM and FM and may use musicians on cooperative and local participation programs at no extra charge.

Still unsettled were wage scales for television performances, but both the union and the networks expressed belief these cases would be negotiated individually as they arose.

The AFM-network agreement, most comprehensive in the history of relations between the union and broadcasters, covered all phases of broadcast music save that originating on FM. Negotiations in that domain have been held by Mr. Petrillo and FM broadcasters, and it is expected separate agreements covering FM originsations will be reached.

The agreement renews present contracts for three years from their expiration date last Jan. 31. Present contracts call for top scale of $191.45 per week for regular staff musicians.

The network agreement was announced at a news conference at which cordiality between union and network representatives was unrestrained.

Frank E. Mullen, executive vice president of NBC, heralded the agreement as "of the greatest significance to the entire broadcasting industry. Peace has been established on the network front with the removal of the many burdensome restrictions which impeded the orderly progress of AM and FM sound broadcasting and television," Mr. Mullen said.

He announced that it was intended to form a network program on NBC television would be as NBC Symphony, under the direction of Arturo Toscanini, Saturday, March 20. NBC would simultaneously televise the symphony as it was performed on its aural network. Mr. Mullen said David Sarnoff, president and board chairman of RCA, probably would appear on the symphony telecast.

Mr. Petrillo and Mr. Mullen both stated that agreements as to wage scales for musicians performing in the symphony would be settled before Saturday night.

Although no other network reported plans for such immediate use of live music on television, all said they intended to take full advantage of the lifting of the ban.

Permission to Television

The joint announcement by the union and the networks said, with respect to television:

"... Musical programs—broadcast on AM networks may also be broadcast on television simultaneously; and musicians employed under the AM contracts will also be subject to assignment for independent television programming. Television pickups of public events, including live music, such as parades, activities at stadium and arenas and the like, may also be picked up via television; and use of filmed transcriptions of television shows, for the purpose of making such broadcasts available to the affiliates of the originating stations, will also be permitted.

"All parties, feeling it was too early to set a fixed rate pattern"

(Continued on page 14)

NETWORK-AFM PEACE PACT

Petrillo Firm on Discs

TEXT of joint statement by AFM and networks:

It was announced today by James C. Petrillo, president of the AFM, and by spokesmen for ABC, CBS, NBC and WOR, New York key station of MBS, that a complete settlement had been reached on all issues which have been in negotiation between the AFM and the networks since last December.

The main terms of the settlement are as follows:

The contracts now in effect between the AFM locals in New York, Chicago and Los Angeles and the stations owned by the networks at these points are renewed for a period of three years. There will be no changes in the former salary schedules or in the number of musicians employed at these stations.

The contracts will be modified (Continued on page 88)

CLEARS' FATE

By RUFUS CRATER

A TEN-DAY VERSION of FCC's three-year clears-channel proceeding was shaping up last week for the Senate Interstate & Foreign Commerce Committee's hearings starting April 5 on the Johnson Bill (S-2231) to break down the clears and keep the 50-kw lid on power.

The battle again will find clears-channel stations and their Clear Channel Broadcasting Service arrayed on one side, advocating continuation of the clears and use of higher power to solve the nation's radio coverage problem. In the other camp will be the regionals and locals, protesting that break-downs are the true solution and that high-powered clears will create monopolies which imperil both the smaller stations and the nation's listeners.

That much was obvious from the more than 300 letters which committee spokesmen said they had received since broadcasters were invited to give their views on the Johnson measure [BROADCASTING, March 8]. Numerically, letters favoring the bill are preponderant. But clears-channel advocates showed clearly that they do not intend to relent.

Acting Chairman Charles W. Tobey (R-N.H.) meanwhile served notice that "we do not contemplate a Roman holiday with a protracted hearing during which those best equipped financially can put on the best show." He felt that "obviously, licenses must be treated alike with respect to time." It was not generally felt that more than 10 days would be spent on the hearing, and the consensus among observers was that the time might be nearer one week than 10 days.

"We certainly do not intend to conduct a repetition of the lengthy clears-channel hearing held by the FCC," Chairman Tobey wrote to CCBS Counsel Louis G. Caldwell in a letter released by the committe. (Continued on page 87)
Petrillo Millennium, Or Is It? AN EDITORIAL

IF THERE'S a gimmick in the AFM-network agreement, it isn't discernible to the naked eye. And broadcasters are accustomed to gimmicks when James Caesar Petrillo is on the trigger end.

Jimmy either has seen the light, or has listened to sound public relations counsel. The joint statement of the four networks and AFM is this generation's modern miracle in music.

Television can have music, with no strings attached. So can FM. The co-op problem, pay or no pay, is settled, and settled as radio, rather than AFM, proposed. There are no understandings which would mean featherbedding, standbys; no increase in pay scales.

It's a clean sweep, on paper, except for the concession on sustained employment of existing staffs for three years. Networks also have made concessions as to owned-and-operated stations, but these need not necessarily set the standard for independents and affiliates.

FM is now assured of live music without sanctions, as was agreed temporarily 10 weeks ago. TV can use network (and we presume AM station) staff musicians. There remains to be settled the form of contract for independently-owned stations, but the pattern seems set. The recording ban is yet to be resolved. And maybe that's where Jimmy will concentrate his heavy fire.

We hope the network-AFM agreement is a harbinger of good faith and above-board dealing in all union-industry relations. Broadcasters, and all others concerned, should be mindful of the fact that their determination to stand up and fight may have dampened the Petrillo ardor; that the passage of both the Lea and the Taft-Hartley laws had a depressing effect upon AFM and other unions. We'll venture you haven't heard the last of AFM efforts to amend the 1909 Copyright Act to provide a performing right in recordings for musicians, and which would pave the way for a sort of per rendition royalty for AFM members. Such a provision would have dire forebodings for independent stations dependent upon recordings. That's a bridge to be crossed when reached.

And we hope that if the AFM-network agreement is the dawning of a new era that a generous portion of it will flow over to other unions which have made impassable the road toward economic normalcy in a still all-too-troubled world.

Network—AFM
(Continued from page 18)

for such television use of musicians' services, agreed that, instead, individual rate arrangements would be made from time to time to meet program needs as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case."

In a prepared statement of his own, Mr. Petrillo said, "We have pledged that the rate pattern for live music during this development period for television will be reasonable. It will be available on a basis that this new, but growing, industry can afford to pay."

Both parties pointed out that the agreement provided that musicians could perform for television films as well as live telecasts. The agreement did not, however, affect Mr. Petrillo's ban against the use of music on motion picture films designed primarily for movie theatre use and still unavailable to television.

Not to be overshadowed by the perhaps more dramatic feature of the agreement covering television was the renewal of present network-AFM contracts at no change in wage scales or in the number of musicians hired.

Mr. Petrillo's agreement on this point was regarded as a concession; he had previously stated his intention to seek higher pay and greater job opportunities for his musicians.

Questioned as to his reason for reversing his position on this matter, the AFM president said: "They (the networks) simply said they couldn't give us any more money or any more men."

Mr. Petrillo was also asked if he intended, now that his negotiations with the networks had been completed, to open talks with recording manufacturers against whom his musicians have imposed a ban since last Dec. 31. His answer was negative. "We're finished with recording," he said.

It was made clear that AFM musicians would continue to play non-recorded network programs intended to be broadcast only once. He will ask no greater fees, he said, for performances on programs which are transcribed or recorded for delayed broadcast or repeats in various time zones.

Representing the networks at the news conference were Mr. Mullen; Charles R. Denny, NBC vice president and general counsel; Joseph H. Ream, CBS executive vice president and secretary; Mark Woods, ABC president; Robert D. Swesey, MBS vice president and general manager; Theodore C. Streibert, WOR New York president and Mutual vice chairman.

Films of the conference were made by an NBC television crew for presentation on a later broadcast.

ENGINEERING

By J. FRANK BEATTY

NEW developments in electronics, promising important benefits to broadcasting, will be unveiled at the NAB Engineering Conference during the May 17-21 industry convention at Los Angeles.

The Thursday-Friday engineering program will, for the first time, bring together in separate NAB session most of the leading figures in broadcast engineering. Agenda is nearing completion and will be announced within a fortnight.

While NAB ear-quarters officials were sitting tight on technical items slated for Los Angeles revelation, it is known that several papers will cover techniques and devices not hitherto discussed. One new invention has not yet been perfected in the laboratory but progress to date indicates it will be ready by mid-May barring unforeseen trouble.

Two processes still in the developmental stage will be demonstrated at the engineering luncheons. One of these, stereophonic sound, will be shown by Dr. H. A. Leedy, of Armour Research Foundation. It is understood the process utilizes multiple sound tracks and speakers. Another process, telecasting, demonstrated at the NAB Atlantic City convention last September.

What may be a development of utmost importance in AM allocations engineering is tentatively scheduled for presentation before the engineers. Complete secrecy surrounds the development.

The engineering sessions are expected to draw an attendance of 500, based on interest shown in both technical and management fields. The main two-day convention May 17-18 will be confined to industryside problems at the management level, but many top station executives indicate they want to take part in the engineer meetings.

The paper-panel technique will be used by NAB during the technical discussions, with outstanding figures presenting papers and delegating taking part in discussion. Programs for three panels—AM, FM, and TV—are about complete.

Jake R. Poppel, WOR New York, president of Television Broadcasters Assn. and member of NAB Engineering Executive Committee, will preside at the television panel. Paul A. deMars, consultant and member of the NAB committee, will direct the FM discussion. Mr. deMars pioneered FM operations while chief engineer of Yankee Network. Orrin W. Towner, chief engineer of WHAS Louisville, will preside over the AM discussion.

In charge of proceedings on the...
FAX FUTURE

AUTHORIZATION for some form of commercial operation for facsimile was expected to come out of last week's three-day FCC hearing on proposed standards for the new service.

The hearing, held before the Commission en banc with testimony by pioneers in the development and use of facsimile, reflected substantial agreement on the form the standards should take initially, but showed decided differences of personal opinion on the form to be ultimately preferred.

Center of most of the disagreements was the question of line widths—8.2 or 4.1 inches, or both.

The Radio Technical Planning Board's Panel No. 7, composed of representatives of the various segments of the facsimile field, recommended that both widths be used so that the public could choose the one it prefers. But individual panel members had their own personal views of which is better, though they were willing to let both be given a try-out.

It was this "dual standard" that appeared to disconnect FCC most. Nevertheless it was generally felt that facsimile would be permitted to go into commercial operation, though there was a feeling among some observers that it might be done by tentative or limited standards designed to stimulate even greater technical experimentation.

The need for commercialization of the service was repeatedly emphasized, not only to help pay for the development of facsimile but as an aid to FM. John V. L. Hogan, one of the leaders in the field, told FCC flatly that if it is kept in experimental status, "I think you will have no facsimile service." The witnesses were enthusiastic over public demand for the service.

Finch Telecommunications' system of color facsimile transmissions was outlined by President W. G. H. Finch, who emphasized that his Colorfax could be operated under the same standards as black-and-white. Under questioning, Finch spokesmen said elongation of the image would result under circumstances where a color transmission was received on a monochrome recorder. They emphasized that color equipment would cost about the same as black-and-white, and would use ordinary paper in contrast to the processed paper used in monochrome recorders.

Most of the testimony advocated simplex transmissions in the FM band—88-108 mc—but two groups were more outspoken for multiplexing: Alden Products Co., headed by Milton Alden, and WCAU Philadelphia, which features daily facsimile broadcasts.

There was extensive questioning from the bench and from FFC Assistant General Counsel Harry M. Plotkin with respect to the desirability of time-sharing by FM and facsimile within the same band as against other possible assignments for the new service. For the most part the witnesses denied that interruption of FM sound programs for facsimile broadcasts would drive listeners away.

Principals in the hearing, which opened Monday and continued through Wednesday morning, included Mr. Hogan, with whom Philip G. Lucek appeared as Washington counsel; Mr. Finch, for whom James Lawrence Fly of New York was attorney; Mr. Alden, with W. Theodore Pierson as Washington counsel, and representatives of WFL Philadelphia and the Philadelphia Inquirer; the Miami Herald (WQAM, WQAM-FM); WCAU Philadelphia and the Philadelphia Bulletin.

Day-by-day account of the sessions, held before all members of the FCC except Chairman Wayne Coy:

MONDAY

Mr. Hogan, testifying first as chairman of RTPB Panel 7, (Continued on page 88)

March 22, 1948 • Page 15
NEWS OF black ink operation is happily received at WVET Rochester, N. Y. Celebrants (I to r) are Hal James, radio director, Ellington & Co.; Dick Ingersoll, stockholder; Larry Harding, WVET program director; Jack House, WVET vice president, and Larry Kennedy, Charles Rumrill & Co. agency vice-president.

VIDEO FACTS are presented to advertising personnel during recent CBS TV Clinic in Chicago by George Moskovics (second from I), WCBS-TV New York commercial manager. Audience (I to r) are Don Nathanson, Toni Co., radio director; Genevieve Lemper, Foote, Cone & Belding timebuyer; Lee Rosenberg, FCB vice president, Bill Edwards, western CBS radio sales manager.

COMPLETING negotiations for Motorola, Chicago radio firm which will begin sponsorship of NBC telecast, is Robert Flanagan (center), acting advertising director of company. With Mr. Flanagan are (I to r) Jules Herbuveaux, NBC television director, Central Division; John McPartlin, NBC national spot sales and television representative in Chicago; Oliver Morton, NBC Central Division manager national spot sales; A. S. Gourfain Jr., Gourfain-Cobb Advertising Agency, which has Motorola account.

EVEN A MARCH BLIZZARD could not stop KIOA Des Moines, Iowa, from making field intensity measurements by Helicopter Pilot Robert Bromberger III and Henry Dolstra KIOA's consulting engineer.

NEW YORKERS go dog-sledding at CAB convention at Quebec. (I to r) Mrs. Ben Pallett, Compton Advertising; Bob Burton, BMI, Norm Knight, MBS, and a well-wisher.

CBS TV show, "Tonight On Broadway," (Lucky Strike) is talked by (I to r), rear. Wm. S. Paley, CBS chairman, Emerson Foote, president, F&C, Front, Clarence Derwent, Actors Equity, Martin Gosch, packager-producer. "TRUSTY," symbol for "Farm and Home" program on WHIM Providence, R. I., records his crow. Watching operations are (I to r) John Gayton, Horton Noyes Co., producer; Bob Cooke, Industrial Trust Co., sponsor, George Taylor, WHIM.
KSTP-TV

NBC last week announced the signing of "the first station affiliation contract in the history of television" by Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis president, and Frank E. Mullen, the network's executive vice president.

The contract provides for full NBC television network service for KSTP-TV. Under terms of the agreement both the NBC television feature service, consisting of all unsponsored NBC video network programs, and NBC-sponsored network television shows were available to KSTP-TV effective March 17.

Mr. Mullen said that pending construction of interconnecting facilities to the Midwest by radio relay or coaxial cable, NBC Television will provide the station with a program service on film, on

merce after serving as deputy administrator of the National Recovery Administration.

As chief of the communications division, one of groups which comprise the mobilization planning staff, Mr. Peebles will also be designated as a special assistant to the chairman. Other divisions in the industrial resources branch, which includes communications, are power and utilities, transportation, and production facilities.

The exact number of staff members to be included in the Communications Division is not presently known, but it is estimated that the overall NSRB agency will require a staff of approximately 350 persons. Spurred formation is indicated in the opinion held by government sources that the Communications Division will be fully manned by the end of this month. It is expected that a radio section chief will be named in the Communications Division.

Mr. Peebles will benefit by the experience of key men in industry who will constitute an advisory committee to him periodically. Although members of the committee have not been selected, it is anticipated that about 12 leaders in radio circles will be named.

One of the tasks of the division would be to weave all radio interests into highly integrated alarm system and medium for guiding populations and cities during emergencies such as atomic bomb, guided missile, or bacteriological attacks. Application of this system to peacetime emergencies would also be considered.

Advice Sources

The interdepartment government committees, such as the FCC and Telecommunications Coordinating Committee, would also be used as sources of advice by NSRB.

In the development and evaluation, executive orders and regulations concerning mobilization, the division would coordinate with the NSRB General Counsel.

A roster of key radio personnel will be developed to form the nucleus of wartime machinery by the Manpower Division, under the Human Resources branch, which is headed by James C. O'Brien, a career radio man.

Fred E. Henderson, former superintendent of manufacturing engineering at Point Breeze, Md. Western Electric Co. Works, has been appointed to supervise plans for strategic relocation of industry, which might conceivably affect radio interests.

Another division of the Mobilization Planning Staff will be handled by Matthew Robinson, former vice president of Atlas Corp.

There is heavy speculation in Washington circles that the directorship of the War Information and Censorship Division, under the Human Resources branch, also will be filled soon.

A library on the five-year censorship plan, left by Byron Price, wartime chief of censorship, upon termination of service, has been assembled and will be used if a completed new plan can not be developed by the time that a war might break out. Basis for the war information activities presently will be the Elmer Davis report.

March 22, 1948 • Page 17
FIVE-YEAR television growth into an industry serving 40,000,000 persons having 12,000,000 receivers in 140 principal U. S. markets was predicted at a three-day television seminar held last week by General Electric Co. at Electronics Park, Syracuse, N. Y., and Schenectady.

With 125 management and engineering executives attending, officials of GE covered operating, programming and technical phases of television in a Tuesday-Wednesday-Syracuse clinic, with W. R. C. Baker, vice president in charge of electrics, serving as host.

The two-day meeting in Syracuse was followed by a one-day seminar at Schenectady. There the guests saw special programs and heard a series of talks.

Television is finally on the march because the system is fundamentally sound for the broadcaster and consumer, Dr. Baker said at the Tuesday dinner meeting. He announced the company's $25,000,000 plant at Syracuse will be devoted mainly to television manufacturing and engineering by the end of the year, and declared TV is still in its infancy despite its tremendous growth up to this time.

GE disclosed development of a new 11-inch direct-view TV tube in which an aluminum-backed fluorescent screen is used. It will be introduced in the Model 502 GE receiver. Advantages claimed are twice the light, and improvement in detail and contrast. The screen was developed by Vincent J. Schaefer, GE's famed rain and snow-maker.

Broadcasters and other guests were advised by M. F. Mahony, vice president of Maxon Inc., to adopt a broad outlook on advertising rates when they enter the television field. "The new telesat- ter," he said, "should immediately adopt policies of education, research and cooperation with advertisers."

Mr. Mahony declared advertisers should be offered low-cost pro-

grams built along the lines of popular broadcasts. They should not be too concerned with the size of audiences but rather a program of cooperation in all ways with advertisers for the good of the industry, he suggested.

A. A. Brandt, general sales manager of the GE Electronics Dept., speaking on "Television Receivers," predicted TV set production will be a $500,000,000 business by 1932, with opening of new areas calling for 12,000,000 sets in use by that time. A recent trip to main television areas convinced him TV soon will be "a great postwar industry exerting a far-reaching impact on the lives of our citizens," he said.

"Sponsors Not Sold" J. D. McLean, commercial manager of WPTZ, Philco station in Philadelphia, said TV sponsors will not be "sold" programs in the general sense of the word. "Your sales will probably be informal arrangements with sponsors involving the setting up of working agreements whereby they will participate in the cost of producing the program which is needed," he said.

Two basic conditions were listed by Mr. McLean in discussing local time sales—the first arises during the first months of operation of a new station and the second comes when the number of sets has risen to a point where circulation becomes an important factor and competitive stations are on the air.

In looking for a sponsor, he said "you turn naturally to those organizations who want to build circulation as much as you do. Here are some logical prospects: Your local public utility wants to build its power load; department stores know it will be an ideal selling medium for them and will be interested in program experiments to learn how to display their wares; home appliance dealers want to sell sets; sports programs will have a definite appeal to the brewers."

"Going into the second phase, where stations are selling competitively, he suggested salesmen should be informed on all phases of technical and general television operation when they contact prospects and service accounts.

Discussing station schedules, Al G. Zink, program supervisor of WRGB Schenectady, said audience participation and interest in programs are easiest to produce. Parlor games are consistently popular and easy to stage, he said, advo-
cating programs showing television receivers in use from the camera's viewpoint as "an eye of the narrator," and every trick of the stage and Hollywood that can be done in easy fashion by the television camera.

Clark Jones, of the WRGB staff, said the program director is the most cog in the television program machine. "At home, you see and hear what the problem is. You transmit it, and nothing more," he said. As requisites for a program director he listed familiarity with equipment, expression, and sensitivity to the audience.

Equipment Needs Paul Adanti, WRGB supervisor of control room operation, described necessary studio and control equipment and advised careful market and audience analysis along with availability of program material before equipment is purchased. He favored two smaller studios against one large studio.

F. G. Caldwell, sales manager of the GE Transmitter Division, reviewed problems involved in television network and prospects for growth of this phase of the industry. C. A. Priest, manager of the division, gave the formal talk of the two-day Syracuse session.

In Schenectady Thursday the guests viewed special programs and heard these talks by staff members: "Eight Years of Operation WRGB," R. W. Welpott, assistant to the WRGB station manager; "Studio Maintenance Problems," B. W. Cruger, assistant to the engineer; "Relay and Transmitter Maintenance," R. L. Smith, supervisor of maintenance.

Seminar Attendance
Abels, G. R., WCOM Parkersburg, W. Va.; Adams, Harry E., WIBC Indianapolis; Allan, W. P., WRCA Schenectady; Akerman, Ben, WGST Atlanta; Alderman, Gordon, WGEA Syracuse; Atlas, Ralph L., WIND Chicago.
Barber, Elmer, WSKG Cedar Rapids, Iowa; Barnes, F. F., KGE San Francisco; Bates, Al, WWN Washington; Becker, W. E., AGE Syracuse; Belle, I. S., WSB Syracuse; Berg, Hal, WLW Cincinnati; Blank, Frank, KFEL Denver; Blackburn, D. K., WBTB Hartford; Booth, Robert, WTAG Worcester; Mass., Bretherton, Thomas S., WZOL Toledo; Bullock, Mark, KFAB Omaha; Burns, W. L., KQV Pittsburgh; Cahan, W. C., CKLN, Windsor, Ont.; Chamberlin, A. B., CBS New York; Chaplin, Merril F., G-E Micro-
apolis; Chaplin, Wells, WKWD St. Louis; Chatterton, O. D., KWWL Long New Wash.; Chin, Howard, CBS New York Chinsky, George, WRGB WNTV New York; Clark, C. S., WTRY Troy, N. Y.; Coddell, Edward, KAGY New York; Comer, James, WEC, Atlanta; Conklin, D., Syracuse U., Syracuse; Daniels, R. C., WCAE Pittsburgh; Delar, Lincoln, Delar, Lincoln, Mrs. KXLA Sacramento, Calif.; Douthas, J. H., KGE Dallas; Drisko, George, WRIH Rochester, N. Y.; Falknor, Frank B., CBS Chicago Foster, G. F., G-E Kansas City; Free man, Ping, WWJ New York; French, Theo., WILK Wilkes Barre, Pa.; Gardner, Kenneth, WHAM Rochester N. Y.; George, Carl C., WGAN Cleveland Haas, George, WWOR New York; Hall, Roland, WCOF Boston, Hanb G-E Boston; Harre, Arthur, WJTV Atlanta; Hart, E. B., WWN Birmingham, N. Y., Hendrickson, Bob, KJTV Syracuse; Hiner, F. P. KFMB Houston; Hilburn, George WRGB Chicago; Iannone, M., WOR New York; Kelley, Charles J., WUAC WJAC; Kelty, R. A., KTVF Anchorage; Kincaid, Mrs. E., KBEF San Antonio; Komrí, H. H., WJYK Cleveland; Koser, Max, WMIN Minneapolis; Kelley, James WPTF Raleigh; Kreck, J. F., WJZ Baltimore; Kublick, N. C.; Kondrad, Lorr, Syracuse; Lamphier, Charles J., WFOX Miami; Lamm, Walter, WAGA Atlanta; Lasse, B. J., WTVY Steubenville, Ohio; Lawson, Chisholm, New York; Leichthal, O., KFYR San Antonio; Link, Miss., L. D., WSBF-SF Syracuse; Masse, Hubert, WSBF Schenectady; Mahoney, M. F., Maxon Inc., New York; Mandernach, H. J., WC IN New York; Mason, W. L., KDVA WGBH, Boston; McClelland, J. R. N., WIBA Pittsburgh.

RACKS of picture tubes "aluminized" in the Buffalo, N. Y., tube works of GE. Aluminum is vaporized on the back of the fluorescent screen inside the tube and acts as a reflector to improve light output, image detail and contrast.

For television personnel changes, programs, etc., see various notes departments in this issue.
Proving Ground for 800 Stores!

Friedman-Marks is one of the 10 larger men's clothing manufacturers in America.

They make clothes for over 800 retailers throughout America. Last Fall they opened their own retail department...in their own home town...Richmond.

They figure it is good business to find out the best way to sell clothes to men, and then pass on the information to their retailers.

So they made tests of all kinds of advertising media, including radio.

After just 5 months, here's what Mr. Dan J. Friedman of Friedman-Marks wrote, "I am convinced that a major portion of the success of our retail operation is due to the reaction we are getting from WLEE listeners."

Friedman-Marks just added John Nesbitt's Passing Parade to their audience-participation show and spots.

All on WLEE, of course!

Got something to sell in Richmond?

W-L-E-E
Mutual... in Richmond

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

Represented by Headley-Reed

March 22, 1948 • Page 19
FARM CAMPAIGNS

By BILL THOMPSON

RADIO STATIONS in America's rich farm belt will get a big yield from advertisers of farm products this year if they can make room for a few more availabilities in their already crowded program schedules, and if manufacturers can lick production bottlenecks.

These two "ifs" bulk large in forecasts for this year as made by representatives of eight advertising agencies and 20 stations in agricultural areas from Virginia to the Rockies and from the Great Lakes to the Gulf.

Both national advertisers and station management are increasingly aware that farm income has more than doubled since 1940. With an anticipated average income of $6,000 in 1948, the farmer and his family is expected to be a fertile field for food, hardware, and appliance campaigns. To this end, many large stations have added farm program directors or increased their share of farm audience programs, and advertisers are prepared to up their radio budgets.

Boosting Budgets

Funk Bros. Seed Co., Bloomington, Ill., which spent $20,000 on radio last year, is ready to boost that figure "if the grain comes through." Funk's 15-year review of programs on corn over WLS Chicago continue this year. E. H. Brown Advertising Agency, which handles the account, also is planning a spot announcement campaign.

Allied Mills, Fort Wayne, Ind., and De Kalb Agricultural Assn., De Kalb, Ill., look to radio as their "best bet" this year, according to L. B. Hamilton, both accounts for Western Advertising Agency. Allied (Wayne Feeds) has renewed its early morning transcription Let's Go Visiting from the sixth to the eighth hour. This year, the program is aired from 26 stations covering an area from Pennsylvania to Missouri and South to Florida. The De Kalb association (hybrid seed corn) will use five-minute programs in 32 markets spread through 18 states. Extension into other markets is "possible."

P. E. Hurst & McDonald Agency is preparing a campaign to advertise Sherwin Williams Paint Co.'s "Weed-No-More," a spray solution which increases the yield per acre 25%, according to S.W. Sherman & Marquette agency will push Quaker Oats feeds with a broadcast called Men on the Farm on a number of stations in the Midwest, and International Milling Co.'s Robin Hood flour account will be handled by H. W. Kaster & Sons agency, which plans spots in 75 eastern and midwest markets.

Dancer-Fitzgerald-Sample agency will keep General Mills products before the public through ABC and NBC network shows, and C. C. Fogarty agency will try to convince Babson Bros., Chicago milling machine makers, that its spot campaign of last year should be renewed.

Sold Out

KTRH Houston, KABC San Antonio, KFEL Denver, and WINS Columbus are supplying more and more farm service programs. Almost without exception, their farm programs are sold out. These stations have noted increased interest in farm programs and national spot billing aimed at reaching farm audiences: KMA Shenandoah, Iowa, KSOO Sioux Falls, S. D., WDSY Minneapolis (Avery-Knodel); WLS Chicago, WOW Omaha, KXOK St. Louis, WIBC Indianapolis, KTRH Houston, KABC San Antonio, KFJR Bismarck, N. D., WINS Columbus, Ohio (John Blair); WCMF Corinith, Miss., WRUF Gainesville, Fla., WPFD Flint, Mich. (Burns-Smith); and WSB Atlanta, WJR Detroit, KSL Salt Lake City, WRNL Richmond, Va., WWVA Wheeling, W. Va. (Petry).

Lou Nelson, timebuyer for Wade Advertising, whose client, Miles Labs, is one of the nation's top farm radio advertisers, said farmers have money to spend but that they are not making the mistakes following World War I in going on a buying spree. The farmer wants and needs new farm equipment and materials with which to improve his home and farm buildings, Mr. Nelson said. They are, he added, becoming more and more "urbanized" in their buying habits, particularly of nationally advertised brands.

Fleishmann's Yeast, General Electric, Maxwell House Coffee, and Pillsbury Flour all indicate they are interested in reaching farm markets.

Equipment manufacturers such as International-Harvester, GE, and Philco also are using farm stations to some degree.

In the case of International-Harvester, which recently observed its 100th anniversary with a gigantic display of farm equipment in Chicago, it found hundreds of farmers with cash money to spend but were unable to do much except order-taking due to production problems. IH plans to use radio extensively to introduce its new line of deep-freeze units and refrigerators for farm homes with rural electrification, but must iron out production problems before starting its campaign.

Glen Snyder, general manager of WLS, said the station's farm programs were in wide demand by national advertisers and that, here again, it was a question of availability.

New High in ABC Gross for Quarter

FIRST quarter gross time sales for ABC were estimated at $31,650,000, which the network said continues to set new high records, as the sale did last year. The estimate for the initial three months is approximately 10% higher than the same period in 1947.

MULTIPLE OWNERSHIP RISES

Ad Prospects Viewed

By BILL THOMPSON

MORE homes have two, three and four or more radios in the United States today than at this time last year when CBS made a comprehensive survey of radio ownership, the American Music Conference reported Wednesday in Chicago. Homes not having any sets decreased nearly one-third, the report also shows.

AMC, formed last October by a group of musical instrument manufacturers and music merchandisers "to make America more music conscious," has just completed a study similar to Columbia's. In addition to radio facts, however, the new survey embraces "all musical attitudes and tastes in America." A comparison of CBS and AMC results shows that while in 1947 a total of 6.2% of the homes surveyed had no radios and 60.2% had one each, today the count is 4.3% and 54%, respectively.

Of 4,625 homes checked by AMC, 2,445 had one radio, 1,234 two radios, 430 three radios, 227 four or more and 189, none. The conference claims its survey

AMC's Survey on Number of Radios in Home

(a survey by the Columbia Broadcasting System: "Radio Ownership and Total Listening"—1947.)

Multiple Ownership Rises

vated, taken by A. S. Bennett Associates, New York, has covered the nation as thoroughly as that of CBS.

A total of 4,308 families were asked by AMC, "How many hours per week do you listen to music on the radio?" Answers showed that 27.4% listen from 10 to 19 hours, 21.4% from 20 to 29, 17.5% under 10 hours, 11.6% from 30 to 39, 10.5% over 50 hours, 6.7% from 40 to 49, and 4.9% do not listen to music at all.

"What types of music do you prefer?" of the 4,278 families. Church music and hymns drew 60.6%, popular dance music 59.8%, old favorites and folk tunes 54.7%, semi-classical and operetta 42.8%, cowboy and hillbilly music 37.8%, classical 33.8%, and boogie-woogie 19.3%. (The total exceeds 100% because some people gave more than one answer.)

AMC is headed by a board of trustees of which Louis La Mair, president of the National Assn. of Music Merchants and of Lyon & Healy Inc., Chicago, is chairman.

The conference recently offered to furnish radio stations, through NAB, brief tie-in commentaries on music, and packaged shows dealing with music appreciation. A clearing house for background and factual material on subjects related to music, and a speakers' bureau also are planned. These facilities would be available to all stations.

RADIOs IN HOMES

BROADCASTING • Telecasting
WAGA’s January Hooper was terrific... but

LOOK AT FEBRUARY!

HOOPER STATION LISTENING INDEX
City Zone
MONTH, FEBRUARY, 1948

CITY: ATLANTA, GA.

Total Coincidental Calls—This Period 16,336

SHARE OF AUDIENCE

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<th>TIME</th>
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<th>WAGA</th>
<th>D (Network)</th>
<th>E (Network)</th>
<th>F (Network)</th>
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<td>23.8</td>
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★ The only station in Atlanta showing an increase in ALL 5 rated periods — February over January!
★ Leading not two, but THREE networks — mornings, Saturdays and Sunday afternoons!
★ Leading TWO networks — afternoons and nights!
★ Sure, WAGA’s January Hooper was great — but February’s “super-dooper” Hooper, with an increase for each rated period is the crowning achievement in LOCAL know-how!
★ Watch that “590 Express” go! Call Avery-Knode and just say, “Tell me more about Atlanta’s best radio buy!”

Atlanta's

WAGA

5000 WATTS • 590 KILOCYCLES

National Representatives — AVERY-KNODEL, INC.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA
DON'T GET STUCK IN MUD LICK (Ky.)!

We don't want to dish up any dirt on Mud Lick (Ky.), but the very name itself is fairly good proof that you ought to keep your shoes out of there. Yes, and your sales efforts, too.

WAVE doesn't broadcast to the Kentucky swamps, hills or bottoms. Mud Lick probably doesn't even hear us. But WAVE is heard — completely and thoroughly — in the Louisville Trading Area, where there's more business than in all the rest of the State, combined!

Try, us. You'll be surprised how low our rates are — and how effectively your message is put over to our multitude of real buyers. We've got our feet on the ground, but NOT in Mud Lick!

LOUISVILLE'S WAVE

5000 WATTS  970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

Page 22 • March 22, 1948

COLLEGE SLATES RADIO CONFERENCE FOR APRIL

THE ROLE of higher education in the development of radio will be the theme of the second annual radio conference at Lindenwood College, St. Charles, Mo., April 23. Among speakers scheduled for the conference are: Edward Breen, KVFD Ft. Dodge, Iowa; Joe Du-Mond, KXEL Waterloo, Iowa; Marguerite Fleming, radio consultant, Harris Teachers' College, St. Louis; Ray Dady, station manager, KWK St. Louis; Irving Dillard, editorial writer, St. Louis Post Dispatch; Soulard Johnson, executive secretary, KMOX St. Louis, and Dr. I. Keith Tyler, director of radio education, Ohio State U.

Colleges and universities whose radio departments have been invited are: Blackburn, Christian, Concordia, Fontbonne, Harris Teachers', MacMurray, Maryville, McKendree, Monticello, Principia, Shurtleff, St. Louis U., Stephens, Washington U., Webster, Westminster and William Woods.

Lindenwood's radio department, under direction of Martha May Boyer, is being expanded. Construction of a low-power campus station is planned. The college now has modern soundproof studios and complete equipment for monitoring, amplifying and recording.

UNDER CONSTRUCTION in St. Louis are this building and tower from which the St. Louis Globe-Democrat will present FM, television and eventually facsimile broadcasts. Structure is diagonally across street from the newspaper plant. The Globe-Democrat contemplates launching its FM operation, KWGD (FM), in July with radiated power of 218 kw on Channel 251 (98.1 mc), and made application to FCC Feb. 20 for a television permit. In charge of the operations is E. Lansing Ray, president and publisher of the Globe-Democrat, with Charles W. Nax, general manager and Wells Chapin radio engineer.

WWJ-TV SURVEY 'NBC Newsreel' Leads Popular Programs

RESULTS of the first program popularity survey taken by WWJ-TV Detroit have just been released. Out of 5,900 total mailings, WWJ-TV received 1,250 replies covering specific comment on 18 shows representing overall programming of the station, according to W. E. Walbridge, sales manager.

Of the total replies, 65% came from homes, 24% from public places, 11% dealers. At the time of the survey there were 6,000 video sets in Detroit, 4,400 in homes, 1,200 in public places, and 400 with dealers.

Ratings were listed under "excellent, good, fair, bad." Highest in the "excellent" class was NBC Newsreel, which is one reel weekly, run twice, Wednesday 8-8:15 p.m. and Friday, 3:30-3:45 p.m. The program is sustaining. It received 337 excellent, 93 good, 10 fair, 1 bad, out of 463 replies on 2,220 mailings.

Sports got the next highest ratings, with hockey getting 313, basketball 278, and wrestling 257 in excellent category.


THE INSIDE TRACK

N. C. Broadcasters Sell Wares In Retailers Own Journal

IF THERE are any North Carolina merchants who don't understand radio and its selling power -- it's because the retailers haven't read their own house organ.

The February issue of the Carolina-Virginia Retailer was filled from cover to back page with radio editorial and advertising matter through an arrangement between the North Carolina Merchants Assn., sponsors of the trade magazine and the North Carolina Assn. of Broadcasters. The cover of the 33-page journal, which reaches 6,000 members of the merchants' association, was graced by a portrait of Harold Essex, WJSJ, WMIT Winston-Salem, president of the state broadcasters' association. Explanations and statistical matter on FM, video and broadcasting and articles written by local, state and national industry figures were included.

Known as first radio edition, the issue will become an annual feature.
Another Bright Star in the Westinghouse Group

During the week of April 4, KEX programs will hit the airwaves of the Pacific Northwest with a tenfold increase in power! For advertisers, this increase from 5KW to 50KW means single-station coverage of the Oregon market plus much of Washington ... one of the nation's richest, fastest-growing areas. It also means that BMB maps of KEX coverage are obsolete. Soon there will be available a "mail-map" defining the station's new coverage.

In the areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland ... Westinghouse stations offer a combination of program-skill and transmission-power that brings unusually high listenership at exceptionally low cost. When you put Westinghouse stations at the top of your schedule, results follow. Check with our national representatives for availabilities.
ASCAP Sues BMI Also Be Named Defendant

By EDWIN H. JAMES

AMERICAN SOCIETY of Composers, Authors and Publishers, in an answer to a federal anti-trust suit, last week asked the U. S. court to join Broadcast Music Inc. as a defendant in the action and sharply attacked BMI as an "unlawful combination of broadcasters acting...to control the market (in music) as both buyer and seller."

The ASCAP answer was filed in response to a suit brought last June in the U. S. District Court of southern New York by the Antitrust Division of the Dept. of Justice (Broadcasting, June 30, 1947). The federal complaint charged ASCAP with monopolizing the control of music performing rights through operation of an international cartel.

In its answer ASCAP characterized BMI as a music publisher and the owner of other publishing houses. "BMI threatens to extend these tactics of absorption and expansion to embrace the entire world," the answer said, "thus hoping to destroy all associations of composers and authors and to make the composers and authors of the world subservient to the American broadcasting industry." ASCAP charged that in 1940 and 1941 the radio industry "utilized BMI as a tool with which to 'persuade' the members of ASCAP to offer their music to broadcasters on more 'satisfactory' terms."

"Today," the ASCAP answer said, "ASCAP is confronted by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."

Contract Significance

The reference to the possible use by broadcasters of BMI tunes and the exclusion of ASCAP music was seen as significant in view of the fact that present contracts between

ASCAP and broadcasters are in effect until Dec. 31, 1949, and provide automatic renewal until Dec. 31, 1958—unless ASCAP asks for an increase in rates for the renewal period.

In the answer to the federal suit, ASCAP asserted that during the 1940-41 period when ASCAP music was not used on the air, "members of ASCAP were deprived of both their chief source of revenue and their main means of bringing their new music to the attention of the American public."

The agreements with ASCAP were finally reached, the answer alleged, only "when this economic embargo had been in effect for a sufficient period (and) the broadcasters knew that they could impose their own terms upon ASCAP."

According to the ASCAP answer, if the anti-trust suit against the society were successfully prosecuted, "ASCAP would be restrained from accepting the American performing rights to the repertoires of any foreign society unless similar rights should also be made available to BMI."

"This would mean that BMI, which is already an unlawful combination in restraint of trade, would have a potential stranglehold on the music of the world and American writers would have been forced to pay for their own destruction."

'Real Issue'

The "only real issue" in the government's action, ASCAP alleged, was "whether the government can compel ASCAP to retire from the foreign field and thus surrender to BMI a large volume of foreign music which BMI can use the next time the radio industry shuts ASCAP music off the air."

The ASCAP answer asked that BMI be joined as a defendant in the case and also sought dismissal of the government's suit.

BMI spokesmen said that they contemplated no action; none would comment on the ASCAP charges.

Parlez-Vous?

KNOWLEDGE of French by the promotion department of WLOW Norfolk, Va. made possible a novel and successful promotion stunt earlier this month. Car cards, written in French and advertising several of the station's programs, were placed on Norfolk busses March 5. By March 8, the station had received over 500 phone calls asking for the translation.
How d’yuh like this, for mail-pull?

We’ve been telling you for yars and yars that Red River Valley people really “go” for WDAY. But here’s a case history that surprised even us!

One of our WDAY advertisers recently put on a 28-station contest, using a lot of the best stations in Mid-America. At the close of the campaign, the Agency told us the various costs-per-entry. WDAY led the list, with a cost of .087. The average cost for the other 27 stations was $2.43!

Any WDAY advertiser can tell you that WDAY and the Red River Valley are hard to beat. But for an actual resident’s advice, ask your local representative!
KDYL LEADS AGAIN

AWARDED TO KDYL
for excellence in local production and programming, in the 1947 Advertising Awards Competition conducted by the Salt Lake Advertising Club:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Prize</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>Gold Award</td>
</tr>
<tr>
<td>AUDIENCE</td>
<td>Gold Award</td>
</tr>
<tr>
<td>PARTICIPATION</td>
<td>Gold Award</td>
</tr>
<tr>
<td>VARIETY</td>
<td>Silver Award</td>
</tr>
<tr>
<td>SPORTS</td>
<td>Silver Award</td>
</tr>
<tr>
<td>MUSIC</td>
<td>Silver Award</td>
</tr>
</tbody>
</table>

Of a total of 14 awards, KDYL won seven, as many as the other four Salt Lake stations combined. And KDYL was the only station to make a clean sweep in any classification, winning both awards in News and Audience Participation.

This is further evidence of KDYL's leadership in showmanship, the attribute that wins and holds radio audiences.

KDYL, offering top-rated NBC network shows and prize-winning local features, is Utah's popular station.

RADIO MOST POPULAR HOBBY IN MINNESOTA

RADIO LISTENING is the favorite leisure-time hobby of Minnesotans, according to a recent impartial public opinion poll conducted by the Minneapolis Tribune.

The state-wide poll, reflecting recreational interests of a representative cross-section of people 21 years of age or older, showed that 64% of the women questioned favored radio listening as a hobby and 42% of the men claimed radio listening as their most enjoyable spare time pursuit. Radio listening was the major leisure-time interest for a total of 48% of both sexes. Results exceeded 100% because many persons named several interests.

A total of 45% preferred reading as their number one hobby. Of those interviewed, 42% of the men and 49% of the women liked reading best.

Radio listening next to radio listening and reading in popularity were movie-going, watching sports contests, and listening to music, respectively.

Town residents named radio listening first and reading second. Farm people selected radio first, reading second and movies third.

WTAD-FM Quincy Starts With 45 kw on 99.5 mc

CULMINATING two years of planning and building, WTAD-FM Quincy, Ill., went on the air March 10 with 45 kw on 99.5 mc (Channel 258).

WTAD-FM will broadcast 12 hours daily, 9 a.m.-9 p.m. When transmitting equipment becomes available its power will be raised to the authorized 53 kw.

Station's two-story concrete and steel plant is designed to accommodate future expansion. It features a 750-ft. tower, topped by a 54-ft. pylon. Two new studios, with polycylindrical sound-treated walls and a separate control room, are located on 10th floor of WCU Bldg. with the WTAD studios and offices.

George Arnold Jr. and William Burghart are station co-managers and Merritt Milligan is program director. Lee Broadcasting Inc. is licensee.

WPDX-FM Is Launched On 95.1 mc With 20 kw

WPDX-FM Clarksburg, W. Va., took the air with 20 kw on 95.1 mc (Channel 236) March 11, Raymond C. Warden, station manager announced.

The station, an independent, broadcasts 3 to 9 p.m. daily. Program fare includes music, news, sports and special features. Licensee is the Clarksburg Broadcasting Corp.

SCHEDULED nine-week cross-country tour of NBC Jr. Bendix Radio; "Or Leave It" program slated for April 4 has been canceled. Show instead will go to New York for four broadcasts, April 4, 11, 18, and 25.

SHIP OF FRIENDSHIP
Radio Helps Send Food Cargo
To Old Orleans, France

HALF A MILLION pounds of food and 50 head of cattle, a gift from the people of New Orleans to those of old Orleans, France, were on their way to the French city last week, marking the culmination of a radio public service project.

The "Ship of Friendship" bearing the food and cattle sailed from New Orleans last Monday. The idea for such a project came from Joseph Rosenfeld Jr., the "Big Joe" of WNOE New Orleans' mid-night-to-dawn Two Joes show, according to James E. Gordon, WNOE manager. (Little Joe is Joe Rosenfeld III).

"Big Joe" promoted the "Ship of Friendship" idea "practically single-handed," said Mr. Gordon. Every night beginning Jan. 5 during the early morning hours he plugged the idea and encouraged contributions. Beginning Feb. 1 he also used two other daily periods, 2:35-3:05 p.m. and 9:30-9:45 p.m. to help along the "Ship of Friendship" idea. New Orleans civic organizations and individual citizens did the rest.

When the "Ship of Friendship" delivers its cargo the younger of the "Two Joes" will be on hand to help make the presentation to the mayor of the French city. He sailed from Galveston two days ahead of the "Ship of Friendship," passage paid by WNOE, the station reports.

RMA-IRE SPRING MEET SLATED FOR SYRACUSE

NEW developments in FM transmitters and antennas, along with progress in microwave relays and communications equipment will be reviewed at the spring meeting of the RMA Engineering Dept. and Institute of Radio Engineers to be held April 26-28 at the Hotel Syracuse, Syracuse, N. Y.

Committee meetings and social events will be held during the three-day session. Papers scheduled include these:


A Mystery Story

BY WGN OF CHICAGO

PART I—The Mystery

The mystery is that a program not broadcast in Milwaukee won the Milwaukee Journal's 18th Annual Radio Poll.

"Family Theatre" polled six times as many votes as its closest rival, "Lux Radio Theatre," in winning top program honors, according to the Milwaukee Journal last February 1. Over 7,000 ballots, a new record, were tabulated.

PART II—The Solution

"Family Theatre," a Mutual origination, is carried each Saturday evening over WGN in Chicago between 8:30 and 9:00.

PART III—The Conclusion

WGN coverage in the important county of Milwaukee (Population: 850,000) is unequaled by any other Chicago station . . . it constitutes one of the most important "plus" factors obtainable on any radio station anywhere. You get the most out of your Chicago radio on WGN.

A Clear Channel Station...
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
719 Lewis Bldg., 333 SW Oak St., Portland 4
Throughout 15 Years of

KDYL Salt Lake City, has been

Way back in 1933, when John Blair & Company were made its national representatives, KDYL, Salt Lake City, was a thousand-watter on 1290 KC. In every year since, national spot business on KDYL has increased... sometimes as much as 50%. Today, with 5000 watts on 1320 KC, KDYL carries more national spot accounts than any other station in the whole Intermountain area.

That kind of success didn't just happen. It was made to happen... by progressive station management under Sid Fox since 1922... by aggressive representation through John Blair & Company since 1933.

You can look for continued success from that same combination. KDYL has FM established and starts soon with the first television transmitter between the Mississippi River and the Pacific Coast. And your John Blair man has all the facts that advertisers need to use KDYL profitably... today, tomorrow or a year from now.

...A Fine Radio Station...
Fine facilities and fine programming give KDYL the big, loyal audiences that advertisers need!

It's no wonder that Sid Fox and his KDYL staff have been able to catch and keep big audiences. They know radio, and they know people ... particularly their own listeners. And they give those listeners the best ... first! For instance, in 1947, KDYL won seven of all fourteen Salt Lake Advertising Club Awards for the finest local radio productions ... with such programs as “Something for the Ladies” and “The Western Farmer.” KDYL also carries plenty of other excellent live-talent programs and the best NBC shows. FM broadcasts have been on the air for more than a year, and the KDYL Television Playhouse starts soon with commercial operation scheduled for Fall.

As a result, KDYL is the popular station in the rich nine-county oval surrounding Salt Lake City. It's an area representing 78.67% of Utah’s entire population, 84.25% of its retail sales, 86.62% of its buying income. And advertisers reach that rich market on KDYL at rates that mean profits.

Ask your John Blair man for complete factual information about KDYL and the Intermountain market.
UN ASSEMBLY

Radio Rights, Duties To Be Studied

VIEWS of the United Nations General Assembly regarding the rights and obligations of radio and other media will be formulated at the United Nations Conference on Freedom of Information scheduled to get under way tomorrow (March 23) at Geneva, Switzerland.

Heading the U. S. delegation is William Benton, former Asst. Secretary of State and now a member of the U. S. National Commission for UNESCO. Other delegates are Sevillon L. Brown, editor and publisher, Providence Journal; Erwin D. Canham, editor, Christian Science Monitor; Zechariah Chafee Jr., Harvard Law School professor; Harry Martin, president, American Newspaper Guild; and John Carter Vincent, U. S. Minister to Switzerland.

Among the alternate delegates are Oveta Culp Hobby, executive director, KPRC Houston, and Howard K. Smith, chief European correspondent, CBS. Luther J. Reid, special assistant to the Asst. Secretary of State for Public Affairs, will act as press relations officer.

Included on the provisional agenda are (1) discussion of freedom of information principles, (2) consideration of fundamental principles regarding news and information media, (3) measures to facilitate gathering of information, (4) measures to facilitate international transmission of information, (5) measures concerning free publication and reception of information, (6) drafting a Charter of Rights and Obligations for the various media, (7) continuing machinery to provide for free flow of information, (8) problems in establishment of governmental and semi-governmental information services, and (9) means by which conference recommendations can best be effected.

In addition to UN member states, 11 non-member states and a number of specialized agencies and inter-governmental organizations are expected to participate in the conference, scheduled to run through April 24.

FIRM WILL REPRESENT RURAL OUTLETS IN U. S.

RURAL RADIO Co., Cincinnati, has been organized as a national station representative firm for farm stations. The company also will handle farm programs of metropolitan stations.

President is Fred A. Palmer, head of Fred A. Palmer Co., consulting firm. John Davis, formerly of WHKC Columbus and WRFD Worthington, Ohio, is manager of Rural Radio's New York office which opened last Monday at 23 W. 45th St. Robert Burns, formerly of WJLS Beckley, W. Va., will be manager of the Chicago office, to be opened April 1 in Garland Bldg.

Mary McBride Is Editor Of New Advertising Book


SIXTEEN WOMEN who have themselves reached the top in advertising describe the opportunities in their field—the training needed, the advancement and the money that can be made in this book written for Advertising Women of New York Inc., and edited by Mary Margaret McBride, NBC woman commentator, who became a radio public as Martha Dasey over WOR New York.

Public relations, fashion illustrating, market research, radio, publishing, the advertising agency, and other related fields are examined in the 14 chapters by top career women. Book is outgrowth of the Survey of Advertising Course, conducted for the past 19 years by the Advertising Women of New York Inc.

WASA Starts in May

CONSTRUCTION of facilities for WASA Havre de Grace, Md., is expected to be completed May 1 and broadcasting will begin on 1600 ke with 5 kw daytime shortly thereafter, according to Jason T. Pate, president of The Chesapeake Broadcasting Corp., station permittee. The one-story stucco building will carry a modernistic design.

His Sponsors Alone Make a Sizeable Audience . . .

Sponsored locally on 293 Mutual stations, this famed news commentator works for a lot of different local advertisers at the same time. He keeps them all grinning happily as they cock an ear at their ringing cash-registers. Also they enjoy the thought that their network program is billed at a low pro-rated talent cost and a low local time cost.

His program is the original "co-op." It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. It's "live"—and the local sponsor's message (also "live") is synchronized so well that millions of listeners think of the program as the local sponsor's own show.

Since Mutual is 464 stations, and the Fulton Lewis, Jr., program is sponsored on 293, that leaves some desirable availabilities. If you want a ready-made audience for a client (or yourself) perhaps there's an opening in your city. Call, write or wire the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18—or Tribune Tower, Chicago 11.

Page 30 • March 22, 1948
THE LONG ISLAND STORY!

WHLI DELIVERS MORE LISTENERS PER DOLLAR IN LONG ISLAND'S LARGE QUALITY MARKET THAN ANY OTHER STATION, INCLUDING THE NEW YORK CITY 50,000 WATTERS!

Of course WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town

and Conlan, January 1948, for Hempstead

<table>
<thead>
<tr>
<th>Percent of Listening Audience By Stations (Conlan)</th>
<th>*DAYTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>NETWORK STATION A</td>
<td>22.5%</td>
</tr>
<tr>
<td>NETWORK STATION B</td>
<td>21.1%</td>
</tr>
<tr>
<td><strong>WHLI</strong></td>
<td>14.9%</td>
</tr>
<tr>
<td>NETWORK STATION C</td>
<td>14.2%</td>
</tr>
<tr>
<td>NETWORK STATION D</td>
<td>10.6%</td>
</tr>
<tr>
<td>STATION E</td>
<td>4.0%</td>
</tr>
<tr>
<td>STATION F</td>
<td>2.9%</td>
</tr>
<tr>
<td>STATION G</td>
<td>1.8%</td>
</tr>
<tr>
<td>ALL OTHER STATIONS</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

WHLI 1100 on the dial • Between WBN and WNEW

and WHNY 98.3 on the FM dial in the middle of the dial

HEMPSTEAD, LONG ISLAND, NEW YORK

"The Voice of Long Island"

ELIAS I. GODOFSKY, President • PAUL GODOFSKY, Executive Vice-President • JOSEPH A. LENN, Vice-President, Sales
WCBM TO 680

AFTER a quest of more than six years for regional facilities, WCBM Baltimore last week won FCC authority to move from 1400 kc with 250 w to the 680-ke channel with 10 kw day and 5 kw night. President and principal owner is John Eimer, former NAB president.

The Commission in a final decision by which the

WCBM casting

last 680 kc application of Lomar Broadcasting Co. for Lancaster, Pa., and

deny those of WCBM and three

others [BROADCASTING, Sept. 15, 1947].

In a separate decision FCC meanwhile made final its proposed decision to grant Northwestern Ohio Broadcasting Corp.'s application for a new station on 1150 kc with 1 kw directional fulltime at Lima, Ohio [BROADCASTING, Oct. 20, 1947]. Competing 1150-ke applications of WOOP Inc., Dayton, and Sky Way Broadcasting Corp., Columbus, were denied.

In the 680-ke case, denials were issued to Lomar Broadcasting, Lancaster; Tower Realty Co., Baltimore, and Foundation Co. of Washington, which was applying for a Philadelphia station. Denial to Tower Realty was without prejudice to any action FCC may take on Tower's petition, pending since

Regional Grant Given;
Lima Made Final

last October, to change its application to 1470 kc at Towson, Md., instead of 680 kc at Baltimore. WRNY Rochester's bid for full-
time and increased power on 680 kc (1 kw day and 500 w night, in lieu of 250 w daytime only) originally was part of the proceeding but was severed a week ago for

further hearing independently.

FCC's decision eliminated the Foundation Co. application on grounds of interference to WOOP and WNBC New York and for failure to meet certain engineering

standards. Under the equitable-
distribution provisions of the Com-

munications Act, FCC preferred

Baltimore for a grant instead of Lancaster, because of the greater number of persons and larger area that would be served.

The Commission recognized "the

facts of the limited number of

services available to the City of Lancaster which indicates that

Lancaster, rather than Baltimore, should be favored under the "fair and equitable" requirements of Sec. 308 (b)." But, FCC noted:

in a comparative proceeding such as this, unless one of the commu-

nities involved has no fulltime

transmission facility or unless there is no primary service to part of the

proposed service area, we can find no compelling reason to justify our sanction of the exceptions to the Standards of Good Engineering Practice and resultant inefficient use of the frequency which would come about from the proposed Lancaster operation.

WCBM is one of seven Baltimore stations and is affiliated with Mutual. Mr. Eimer has been associated with the station since 1930, and has overall supervision of operations. From 1944 until he became associated with WCBM, he was in the newspaper and advertising business in Baltimore, where he is active in civic affairs in addition to prominent participation in radio organizations. Jointly with his wife, he owns 49% of the common stock and 29.8% of the first preferred stock of WCBM. George H. Roeder is general manager, secretary-treasurer, and minority stockholder.

Lomar Principals

Lomar Broadcasting at Lancaster, where there are two existing stations, is owned by Frank Z. Temerson, Lancaster businessman, and Mark A. Braynes, radio man and wartime major in the Army. For three years Major Braynes was in charge of the Armed Forces station in Panama.

Carl F. Steinmann, Baltimore attorney and businessman, is chairman of the board and principal owner of Towr Realty, of which Gen. Philby Hayes, USA (Ret.), is president. Foundation Co. of Washington, which also is seeking a Washington station, is owned by 10 stockholders headed by Eimer W. Pratt. Attorney stockholders include Lawrence J. Heller, former owner of WINX Washington; Frank H. McIntosh, Washington consulting radio engineer; Richard K. Lyon, Washington attorney, and Stephen W. Heller, son of Lawrence Heller.

Chairman Wayne Coy and (Continued on page 49)
We've got that far-away look...

And it's more than a look. We've got that faraway coverage, too! When we moved to 630, with 5000 watts, it was equivalent to adding 140,000 watts on our old frequency . . . it enabled us to reach 3½ times more people than any other station in this important $320 million retail sales area.

Now a million people in 79 prosperous counties look and listen to WSAV as their favorite source of entertainment and information. These loyal listeners can become your customers, if you set your sales clock at 630 in Savannah!
When the Orthophonic phonograph, developed in Bell Telephone Laboratories, was introduced in 1925, it represented an outstanding advance over previous acoustical types. Even more important to the progress in mechanical-acoustical and electro-acoustical systems, it represented the practical application of a basically new design tool—the equivalent circuit.

The close analogy between elements in electrical and vibrating mechanical systems has long been recognized. Inductance corresponds to mass; capacitance to elasticity; electrical resistance to mechanical resistance, etc.

But it remained for the engineers of Bell Telephone Laboratories to integrate these facts into a practical design tool—to recognize and utilize the equivalence, not merely between parts, but between systems.

Once the fundamental idea of the "equivalent circuit" was applied, it quickly proved its merits as a practical, effective tool of transducer design. Employed in the design of the revolutionary Orthophonic phonograph, the equivalent circuit technique later became a standard procedure in transducer design.

The concept of the equivalent circuit is one of the many advances originating in Bell Telephone Laboratories that have contributed materially to progress in communications equipment.
it means better quality in Western Electric equipment

In designing Western Electric microphones, crystal filters and recording and reproducing equipment, Bell Laboratories applies its long experience and thorough knowledge in the use of equivalent circuits.

The results are twofold: product designs that mean greater dependability and improved performance, and precise manufacturing information that gives better control of quality during production.

The use of equivalent circuits is another example of the thorough research and careful manufacture which typify all Western Electric products—for radio broadcasting, radio communications, sound distribution and industrial uses.

—QUALITY COUNTS—

OTHER WESTERN ELECTRIC EQUIPMENT IN WHICH THE EQUIVALENT CIRCUIT IS A USEFUL DESIGN TOOL

LOUDSPEAKERS

Finest in the Western Electric line is the dual-unit 757A—handling 30 watts, giving uniform response from 60 to 15,000 cycles, having a 90 degree coverage angle.

CRYSTALS

This new line of crystals for oscillator control ranges from 1.2 KC to 50 MC. All are engineered for improved accuracy and stability.

REPRODUCERS

The 9A, specially recommended for vertical cuts, and the 9B, used to best advantage on lateral cuts, have low distortion and provide maximum elimination of record noise.
'Gene', WLAC Disc 'Jerky' Rates High on State Campus

As the time rolls around to eleven most nights at Mississippi State, you can bet your last dollar that 75% of the disc jockey followers on the campus are tuned to the "Sterling Dance Hour" from radio station WLAC, Nashville, Tennessee, which features one of the most popular disc jockeys of modern radio—Gene Noble.

Gene out-pollled every one of his opponents 2 to 1 in a recent popularity " Gallup Poll" on the campus, and this self-styled human edition of musical terms has proved his worth to late State listeners.

A typical Wednesday evening broadcasting: The familiar call of "It's boogie-woogie on Wednesday Night" resounds over the speaker, and the hour of music begins. The program is open to all written requests, but Gene refrains from verbal requests over the phone.

"As the program progresses, one listens to one of the most unlimited sources of coined phrases ever heard, and his descriptions of music and people are unique. Blues are either gut bucket, low down, or intestinal fortitude, and females are always called "fillies." Gene plays havoc with requests, and joys upon ridiculing the various college listeners who always have a bone to pick with him.

Yes, that's Gene and the Sterling Dance Hour—every night at 11, except Sundays. Station WLAC, Nashville, at 1510 on your dial, Columbia Broadcasting System.


50,000 WATTS CBS
Affiliate

Represented by
PAUL H. RAYMER CO.

DEMOGRAPHY

EXPANSION of the Voice of Democracy contest, as a feature of National Radio Week, into one of the main educational events of the year is planned by NAB, Radio Manufacturers Assn. and the U. S. Office of Education.

Working with the U. S. Office of Education, the organizations propose a contest which will focus attention of American youth on principles of democracy and draw many times the total of 20,000 entries received in the first contest last November.

First steps toward planning of National Radio Week activities were taken last Monday at a meeting held in the BMB board room, New York, by representatives of the sponsoring associations. Date selected for National Radio Week was Nov. 14-20 [CLOSED CIRCUIT, Feb. 1] that's happened.

Though much of the week's program is still in the early discussion stage, the project began to take shape as the joint committee went into all angles. As it now stands, one contest is proposed due to confusion last year over the simultaneous letter-writing contest sponsored by Assn. of Women Broadcasters and the high school competition.

Assistance Offered

Active cooperation is promised by the Office of Education, which endorsed the 1947 Voice of Democracy contest. Dr. John W. Studebaker, U. S. Commissioner of Education, highly praised 1947 project and plans to use the contest material in schools all over the nation. NAB is preparing a condensation of speeches by the four contest winners from which a transcription will be cut.

Top level Steering Committee in charge of Radio Week is to be named in the near future. It likely will include Dr. Studebaker and presidents of the three associations.

A Joint Operating Committee will be appointed. Suggested for the chairmanship at last Monday's meeting was W. B. McGill, advertising manager of Westinghouse Radio Stations.

The Junior Chamber indicates it will greatly expand its role in Radio Week this year. Besides enlisting its local organizations, the chamber will go into towns where it is not organized and promote the Voice of Democracy contest.

New approach to radio dealer participation is planned this year, with promotional activities operated through distributors instead of on a national basis. Electric institutes in some 50 cities are expected to join the project and work with dealers, and public utility companies all over the nation will be contacted.

FM Assn., Television Broadcasting

4 More Names Are Added To Lemke Bill Witnesses

LIST of witnesses slated to testify against the Lemke Bill (H.J.Res. 78) in hearings before the House Interstate & Foreign Commerce Committee March 31-April 1 [BROADCASTING, March 8 and 15] continued to grow with the addition last week of four more names.

Proponents of the measure, which would grant FM part of the 44-50 mc band in addition to the 88-108 mc band on which it now operates, were heard early in February [BROADCASTING, Feb. 9] in hearings next week will afford opponents an opportunity to present their views.

Latest names added to the roster of witnesses are: Jack R. Poppele, president of TBA; F. J. Bingley of Philco Corp, and a member of TBA board; Daniel E. Noble of Motorola Inc. and chairman of Panel 13, Radio Technical Planning Board; and Dr. Thomas T. Goldsmith of DuMont Labs.

Essay Contest Regular Radio Week Feature

ERS Assn., National Retail Dry Goods Assn. and other merchandising and promotion groups will be invited to take part in the 1948 Radio Week. The whole project is getting under way well ahead of the schedule of Commerce.

Though the AWB letter contest may not be continued, participation of women's groups will be arranged. Plans will be taken up at a liaison meeting of NAB and AWB to be held in April, Pat Griffith, new NAB director of women's activities, is to be enlisted in the Radio Week program.

Promotional and educational results of the 1947 Voice of Democracy contest are still appearing, and will continue for some time. Besides the Office of Education transcription project, other activities are being considered. Among them is a proposed movie short of the four girls who won the $500 scholarships. Also in the works is a suggested appearance of the winners at the NAB convention in Los Angeles.

The Joint Radio Week committee plans to meet again April 26 in Washington. By that time detailed plans will be ready for approval. Special National Radio Week stationery will be printed this year.

Attending the New York meeting last week were: Robert H. Richards, Junior C. C.; Robert K. Richards, Hugh M. P. Higgins, Edwards P. J. Shurick (Free & Peters) and Harold Fair, for NAB; James D. Secrest, Mr. Mc Gill, H. J. Guelin Jr. (RCA-Victor) and Kenneth W. Sickinger (Stewart-Warner) for RMA; Nora Hammisfahr for Fred Edean Organization, handling RMA's Radio in-Every-Room campaign.
CHANGING KMAC from 250 watts to 5,000 watts, unlimited ... from 1240 kilocycles to 630 kilocycles

CHANGING KISS from 3,000 watts to 50,000 watts at 99.5 megacycles ... in the center of the FM band.

CHANGING our coverage pattern ... from 100,000 radio homes to more than 300,000 radio homes ... from 500,000 people to 1,250,000 people.

CHANGING to everything new ... new studios — new offices — new transmitters — new frequencies — new power, radiated from "Texas' Tallest Tower"!

KMAC AND KISS GIVE YOU MORE FOR YOUR MONEY. SEE PEARSON.

TOWERS OF STRENGTH IN SAN ANTONIO

KMAC AND KISS

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

HOWARD W. DAVIS OWNER

Represented Nationally By

JOHN E. PEARSON CO.
PRIVATE AGENCY SHOW CRITICIZED BY MUNDT

REP. KARL E. MUNDT (R.-S.D.) co-author of the Smith-Mundt Bill, last week attacked U. S. radio programs shortwaved overseas by private agencies as "disgraceful" and "indefensible."

Private concerns employ "second rate talent" and beam "fourth rate programs" to an "uninformed" Europe, Mr. Mundt said. He spoke in New York to a combined luncheon meeting of the Export Advertising Assn. and the Export Managers Club at the 28th annual get-together.

Advertisers, such as the exporters group, can voluntarily play a vital role in spreading a true picture of American life, culture, and freedom, he told the meeting.


Mr. Burbach

KSD-TV almost making money

After 15 Months St. Louis Station Close

to Paying Own Way

KSD-TV St. Louis is indirectly making money for its owner, the St. Louis Post Dispatch, George M. Burbach, general manager of the station, told a group of station officials attending NBC's Midwest Workshop Monday in Chicago.

KSD-TV took the air 15 months ago.

Addressing a luncheon meeting in the Drake Hotel, Mr. Burbach said the St. Louis TV operation is "$1,000-a-month from paying its floor expenses," but, he added, the Post Dispatch took in about $50,000 from television advertising during the past year "which more than evens up the family account."

"We expect to be completely out of the red when baseball gets into full swing this summer," said Mr. Burbach. "Only a possible shift from a five to a seven-day weekly schedule would keep us in the hole. We are getting enough business to be uneasy about how to handle it."

He revealed that KSD-TV's $200 hourly rate will be raised "substantially" May 1.

"We will put this increase into effect without even bringing up the subject of how many television sets there are in town," he said.

"We don't have to discuss such details when we sell television in St. Louis. Our advertisers know TV is far beyond the experimental stage there."

Mr. Burbach said KSD-TV's rates "would not be so high as to give us back what a program costs us--plus", but should be in line with the old-fashioned storekeeper's policy: "Give the customer a stick of candy, then he'll be back."

He emphasized that television is costly, but suggested several ways to "cut corners." KSD-TV, for example, has a standby newsreel organization--subject to call--which eliminates the high cost of a full-time newsreel staff, he said.

For smaller stations, he advocated "listening to remote stations" and, when alone, "remains alone--then you won't even need a studio."

Protestants Create Radio Commission

FORMATION of a Protestant Radio Commission, a cooperative agency of 16 major denominational and eight inter-denominational bodies, was completed last week in New York.

A commission spokesman said the purpose of the organization is to encourage a wider and more intelligent use of radio for religious purposes; to maintain Christian standards of public decency and good taste in commercial programs; to serve as Protestantism's representative before the FCC; to represent Protestantism on inter-faith broadcasts; to further cordial relations with the radio industry, and to help ministers and church leaders to make more effective use of radio.

The commission plans to institute a comprehensive research study of the field of religious radio and its relations to the church, as one of its first projects.


The Federal Council of Churches of Christ in America was designated as the general administrative and fiscal agent for the commission.
We have been flattered
(imitation is the sincerest form of flattery)

WARC
(broadcasting only 120 days)
is first (already)
in Rochester, N.Y.

\[ \sqrt{\text{FIRST}} \ldots \text{in Rochester to sign Sibley, Lindsay & Curr (the largest department store between New York and Buffalo) to a one year non-cancellable contract for a WARC PRODUCED show one hour daily from 7 to 8 AM across the board Monday thru Friday!!! That's 260 hours, Sir!} \]

\[ \sqrt{\text{FIRST}} \ldots \text{to develop an active teen-ager organization—"WARC 950 Club" with a registered membership of 3,528! Their initial event was a huge success for 3,125 members and their guests danced to their heart's content and filled the huge Sports Arena to capacity!} \]

\[ \sqrt{\text{FIRST}} \ldots \text{to develop a LOCAL luncheon participation-type program "Meet the People." We blushingly admit the appeal is the same as another ABC show at 11:00 A.M. EST!} \]

\[ \sqrt{\text{FIRST}} \ldots \text{to incorporate LOCAL on the air spot wire recorded interviews on the Newscasts!!} \]

\[ \sqrt{\text{FIRST}} \ldots \text{to present a smooth easy-listening late evening program "Music to Dream By."} \]

ABC in Rochester, N.Y.

WARC 950 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY
in BLACK
& WHITE
Knoxville's
Best Bet
Represented by:
DONALD COOKE, INC.

88% of the families in
this 5-Port Area listen
regularly to

KPRC

KPRC reaches five of America's
largest shipping ports. They are
KPRC reaches Boston in ten- 
mele. Houston exceeds Los Angeles,
Myrton J. McKee (25%); Doris
Coffey (4%). Martin Williams,
who did not participate in the sale
and who has a disputed claim in
the amount of $2,000, has 8% in-
terest. WBBW is authorized to use
1500 kc with 250 w fulltime.

WTMJ-TV Proposes New Rates Effective April 1

A NEW SCHEDULE of rates will
go into effect April 1 at WTMJ-
TV, the Milwaukee Journal tele-
vision station, it was announced
Tuesday. Transmitter charges will
range from $25 for a 20-second
slide, film or card, to $200 an
hour for a live program, includ-
ing facilities. Program facilities
charges begin at $50 for five
minutes in the studio, and $30 for five
minutes of film, and are graduated
to $250 an hour in the studio and
$75 for an hour of film. Ample
rehearsal time is allowed for both
studio and film shows.

The station quotes no rates on
remote pickups, reserving the
right to base these on program
conditions, and lists no program
production charges. Rates are for
actors, musicians, announcers,
transcriptions, and other talent “are
dependent on cost and availability.”
Rates for sets, backgrounds, and
props are based on cost.

Page 40  •  March 22, 1948
Both Famous for their Spots!

Spots broadcast on WCAU... with its 50,000 Watts extending in all directions... reach more people than any other Philadelphia station.* That's why time buyers select WCAU first for their SPOTS in the Philadelphia market.

WCAU
50,000 WATTS - CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION
The Philadelphia Bulletin Station

*Hooper.
VIDEO SOCIAL ASPECTS

TOPIC AT BOSTON U.

TELEVISION was hailed as an incomparable instrument for improving social and international relations in a speech by James S. Powers of the Yankee Network, and chairman of a video clinic held at Boston U. on March 12.

Today's children can, with the aid of television, "learn more about the world by the time they are 10 than their grandfathers could learn in a lifetime," Mr. Powers said.

Philip Caldwell, chief of General Electric's transmitter sales division, also addressed the clinic, speaking on the development of television. Using non-technical language, he explained the operation of various types of video relay systems and described the setup of regional networks.

PRELIMINARY to launching of television operations of WBZ-WBZA Boston-Springfield this spring, buttons in recognition of lengthy service with the Westinghouse-owned stations were presented recently by WBZ Station Manager W. C. Swartley (second from l) to four veteran staff members. Receiving 15-year buttons were (l to r) Robert S. Halloran, office manager and auditor; John F. McNamara, eight news supervisor, and Malcolm McCormack, announcer, while Program Manager W. Gordon Swan (far r) was awarded a 20-year button.

A question and answer period followed the formal discussions. The audience of 800 included Boston U. students, teachers, agency representatives and the general public. Clinic was opened by Prof. Samuel Gould, head of the department of radio and television of the university's School of Public Relations.

AMERICA'S SMART SET IS EVEN SMARTER*

"ADimiral" Radio is in the forefront in design and hearing quality in fine radios ... and Admiral spots are in the forefront on WHHM.

Admiral dealers have found it pays off at the register to run spots on the station that's rated first in the nation among the independents.

MORE LISTENERS PER DOLLAR IN MEMPHIS

It's also an Admirable Quality when you find a radio station that's in the forefront with the listeners at low cost. That's why your Memphis budget should include . . .

WHHM

The Mid-South's only 24 hour station!

MEMPHIS, TENNESSEE

PATT MCDONALD, general manager FORIOE & CO., representatives

*ADimiral's Smart Slogan

WCBM

(Continued from page 32)

Conra. Robert F. Jones and George E. Sterling did not participate in either the 680-ke decision or the 1150-ke proceeding, in which Northwestern Ohio Broadcasting Corp. won a grant for a new station in Mr. Jones' home town, Lima. Conra. Jones had been a minority stockholder in the company before he was appointed Commissioner.

The owners of Northwestern Ohio, which has a Class B FM grant, are three Lima businessmen: George E. Hamilton (45.45% plus), president; William L. Rieckman and Robert W. Mack (27% plus, each), vice president and secretary-treasurer, respectively.

In reaching its decision, FCC concluded the Lima applicant should be preferred because "Lima receives only three radio services whereas the City of Columbus receives a minimum of five unlimited time radio services, including the four network services. That a regional channel . . . is normally intended to serve a metropolitan district and that Sky Way Broadcasting Corp. would achieve a more efficient use of the frequency by serving a larger population day and night," FCC said, are "outweighed by the greater need in respect to radio broadcast service at Lima." The Dayton applicant, WOOP Inc., was found "technically unqualified."

Sky Way Broadcasting, FM conditional grantees for Columbus, is owned by 28 persons, none of whom has more than 8% interest. Gustav Hirsch, owner of an electrical engineering business, is president. Stockholders include a group of minority stockholders in applicants for Dayton, and Elyria, Ohio. Among these are Ronald B. Woodard, 47.2% owner of WIZE Springfield; Mr. Hirsch, Loren M. Berry, J. Frank Gallaher, and Roy W. Ammel.

Work Started on Studios Of KTLN Denver Daytimer

WORK has started on studios for KTLN Denver on the mezzanine of the Park Lane Hotel. Alf M. Landon, former Kansas Governor and 1936 Republican Presidential nominee, was granted authority for the station after withdrawing an application some months ago for a station in Englewood, a Denver suburb.

Construction of a transmitter south of Denver for the 1,000-watt daytime station on 990 ke is to begin as soon as recent snows have melted, according to W. F. (Bill) Gillin, manager. Mr. Gillin formerly was with Englewood Radio & Recording Co., which also applied for an Englewood grant but subsequently withdrew its application.
• The Miami Herald introduced paid radio station listings in the interest of better coverage and better service for readers and stations alike. Since this innovation in radio-newspaper relations, The Herald has...
  1. Added the popular and informative John Crosby radio column.
  2. Expanded its radio listings to include daily art.
  3. Enlarged its local column of radio news and comment.

Today only The Herald gives complete coverage of radio news in Metropolitan Miami,—another significant service of Florida's Most Complete Newspaper.

The Miami Herald

Affiliated Station: WQAM, WQAM-FM — Miami's First Station
Piedmont Shirt Co.

Dear Sirs:

I wish to express the appreciation of myself and my company for the nice article concerning our recent adoption of radio as our main advertising medium.

As mentioned to Miss Small in our recent interview, we are extremely well pleased with the initial reaction and results being obtained on our national broadcast and our sponsorship of "William L. Shirer and feel that we are pioneering in radio advertising with a degree of success which will enable us not only to maintain our present rate of expenditures but increase it considerably for the future.

Shepard Saltzman
President
Piedmont Shirt Co.
New York City

Reactions to Format Change Received

The following letters commenting on BROADCASTING’S changes in design have been received by the editors spontaneously and without solicitation. We appreciate the comments and regret that restrictions make it impossible to publish all such letters which we have reached.

EDITOR, BROADCASTING:

BROADCASTING’S new inside dress is a welcome recognition of the fact that a 1948 is really here. Congratulations to all concerned in this notable improvement... Gene Katz
The Katz Agency
New York

EDITOR, BROADCASTING:

One of life’s minor tragedies is the fact that you always hear from people when something goes wrong... But never when things go fine, or better than ever. All of which brings me to the point of this note. It is simply to compliment you for BROADCASTING’s “new look.” The magazine is infinitely more readable and more visually attractive before.

My congratulations to you.
John Cowden
Promotion Service Director
CBS New York.

EDITOR, BROADCASTING:

Reading Broadcasting each week is a must for all staff members here at KUNI... To get caught without a copy is similar to forgetting to put on your pants in the morning.

Robert R. Whetly
Program Manager
KUNI Eugene, Ore.

EDITOR, BROADCASTING:

The new make-up on the book is really sharp...

All except those bleed pictures, which I can’t get used to... Maybe it’s because I’m afraid you’re going to trim the funny off some satchel-shaped VIP who stands too close to the edge of the page.

Charles W. Baltzrepe
KITE San Antonio, Tex.

EDITOR, BROADCASTING:

Just a few lines to congratulate you upon the “New Look” which I see in my magazine every week now.

Though a “break” from the recent BROADCASTING tradition, it is very attractive and highlights more colorfully, I think, the excellent coverage you give to the most pertinent and important radio news of the week in the front pages.

Don L. Kearney
National Sales Manager
Cooperative Program Dept.
MBS New York

EDITOR, BROADCASTING:

Congratulations on the wonderful job you are doing...

Ed M. Anderson
President
WBBO Forest City, N.C.

EDITOR, BROADCASTING:

I don’t know who the guy is who is changing the format now but I heartily agree with him. The only negative suggestion I have is that you are going to have a hell of a lot of trouble with those bleed photographs—but maybe not.

Howard J. London
Radio Director
National Federation
For Infantile Paralysis
New York

EDITOR, BROADCASTING:

This new makeup of yours really looks swell. I find it very readable, too. Congratulations!

Charles A. Batson
NAB Washington, D.C.

EDITOR, BROADCASTING:

I’m not sure whether I like your new format but I’ll give it a fair trial.

Edgar Kobak
President
Mutual Broadcasting System

EDITOR, BROADCASTING:

We also like the new typography and layout in Broadcasting weekly—sort of freshens up the appearance and makes for easier reading.

Lee M. Fremont
Promotion Director
KFEL Denver

EDITOR, BROADCASTING:

Just a note to let you know that each weekly issue of BROADCASTING is received by our entire staff with open arms... Congratulations on swell publication that’s a decided service to the entire industry.

Del Hester
Program Director
WPAG Ann Arbor, Mich.

EDITOR, BROADCASTING:

Let me add my congratulations to the words I am sure you have received for the new BROADCASTING format.

In my opinion it is a great improvement, much easier read and should even make advertising more productive.

While it might seem a minor thing to you, I have found the classified section much easier to read, eliminating the necessity of reading two or three full pages in order to hire an announcer.

Phil Hoffman
Vice President
KRNT Des Moines.

EDITOR, BROADCASTING:

You really have put into effect some splendid new features in the last few months and we appreciate them very much. Congratulations on the rapid strides BROADCASTING has consistently made.

John G. Ballard
Dir., National Sales and Adv.
Nunn Stations, Lexington

EDITOR, BROADCASTING:

Just a note to compliment you on the type face and format of BROADCASTING these days.

Always pleasant reading, it now becomes even more attractive to the eye.

Lee Fendren
National Sales Manager
KLZ Denver

EDITOR, BROADCASTING:

Just a line to compliment you upon the improvement in the layout of BROADCASTING during the past few weeks. The old girl has certainly had her face lifted which is undoubtedly a good idea every so often. Your new set-up is very readable and I like the way you are handling the headings for each story.

Clair R. McCollough
President
WGAL Lancaster, Pa.

EDITOR, BROADCASTING:

Congratulations on your new heads and the classification of your... (Continued on page 90)

BROADCASTING • Telecasting
PART IS LUCK. PART WE PLANNED THAT WAY—BACKED BY 18 YEARS’ EXPERIENCE IN STRONG LOCAL PROGRAMING.

RECENTLY—

1. WLVA received final C. P. for 590 kc at 1,000 watts D. & N. coverage increase—200%.

2. WLVA received FIRST PRIZE in General Mills Jack Armstrong contest for greatest number of contest winners per radio family.

3. WLVA awarded 2nd prize in NRDGA competition for best local farm show. Local sponsor C. M. Guggenheimer Corp., produced by WLVA.

4. WLVA awarded Honorable mention in competition for best Teen-age show. Sponsor: C. M. Guggenheimer Corp. Produced by WLVA. TWO out of TWENTY-NINE NRDGA radio awards went to WLVA.

PART IS LUCK. PART WE Planned THAT WAY!
EXECUTIVES of James M. Cox stations discuss television at recent strategy meeting. Seated (1 to r): Robert Moody, general manager, WHIO Dayton, Ohio; James M. LeGare, general manager, WIOD Miami, Fl.; J. Leonard Reinsch, managing director of Cox stations; James M. Cox Jr., and John Outler, general manager, WSB Atlanta. Standing (1 to r): Milton Scott, chief engineer, WIOD; Robert Fidor, commercial manager, WIOD; Ernest Adams, chief engineer, WWHO; C. F. Dougherty, chief engineer, WSB; Anna Mae Busklee, secretary to Mr. Reinsch; Frank Gaither, commercial manager, WSB; M. K. Toalton, production manager, WSB; Robert Holbrook, assistant chief engineer, WSB, and Marcus Bartlett, program manager, WSB.

PHILLY TV BIDS

THE WEALTH of Gimbel's Inc., parent organization of the multi-million-dollar department store chain, will be mobilized behind its Pennsylvania Broadcasting Co., if the latter is given the one remaining television channel in the Philadelphia area.

This promise climaxed two days of FCC hearings (March 11 and 12) in Philadelphia in the contest between Pennsylvania Broadcasting Co., operator of WIP, and the Daily News Television Co., the latter a combination of Philadelphia's tabloid Daily News and the independent WIBG Philadelphia.

Gimbel's, 'Daily News' Vie at Hearing

Judge J. Fred Johnson, Arthur Kaufman, a director of Pennsylvania Broadcasting, executive head of Gimbel's Philadelphia and vice president of Gimbel's Inc., reported that the Gimbel organization would make one million dollars available to Pennsylvania Broadcasting if it should be given the video license.

He added that if such a sum should prove inadequate, even more would be made available.

On cross-examination by William A. Roberts, of Roberts and McGinnis, attorneys for Daily News Television, Mr. Kaufman emphasized that not only would such funds be advanced but that the broadcasting affiliation had never been turned down in its requests for funds.

Earlier in the hearing, Benedict Gimbel, president of Pennsylvania Broadcasting, testified that if his organization were given the license, it was prepared to operate without a profit or even without commercial revenue for some time.

The hearing raised the question of whether a newspaper should be given a TV license in order to compete with other newspapers in the same area already holding such permits, and the further question of whether an exceptional AM record is a proper basis on which to award an applicant a TV license.

The Daily News stressed the importance of television rights in its competitive position with the Philadelphia Inquirer, operator of WFIL-TV, and the Philadelphia Bulletin, operator of WCAU-TV. WIP stressed its past AM record.

Lead-Off Witness

Lemuel Schofield, director and general counsel of the Daily News and a prominent Philadelphia lawyer, was lead-off witness for the Daily News. The Daily News bid also was bolstered by the claim of D. R. McCullough, the tabloid's editor, that a newspaper association with a television station gave the latter advantages in operation, particularly in news and picture coverage.

Another witness for the Daily

NEW TOWER

More Effective Power

New tower and transmitter now completed. 465 foot and 300 foot ground system provides 100% increased coverage.

Listeners hail improvement to WEMP service area.

Kenneth M. Cumming

KENNETH M. CUMMING, 54, radio engineer in charge of RCA communications in New Brunswick, N. J. since the first of the year, died March 13 in Plainfield, N. J. Mr. Cumings joined RCA in 1919.
No other transmitter gives you the important benefit of all key circuits in just two drawers*. It's exclusive with Westinghouse and it offers you these advantages:

- **your transmitter won't become obsolete**. Important FM developments are added to your unit by a simple drawer replacement.
- **you stay on the air** while one unit is being serviced, a stand-by can be slipped readily into place.
- **maintenance and inspection are easier**. Plug-in cables are long enough to permit inspection while the chassis is in operation.
- **tube selection is unnecessary**. Any tube that registers "good" will work in the Westinghouse-developed "pulse-counting" center frequency control circuit*

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment. That cut your installation costs, simplify maintenance and keep you on the air.

Get the full story on the way these transmitter extras can mean money in your pocket. Ask your nearby Westinghouse office or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*One generates the FM carrier and adds the audio; the other contains the "pulse-counting" center frequency control.

**Here are more of these advantages!**

- replace tubes in a matter of seconds
- easiest in the industry to inspect and service
- "finger-tip" reach for all tubes from the FRONT of transmitter
- only one control to adjust output power
- entire unit in only 3 cubicles cuts installation costs

J-02146

See the 10-kw FM transmitter at our exhibit in booths 62-69, Main Floor, at the I.R.E. Convention, New York, March 22-25
...over five million people listen to one station every week
KNX
Los Angeles • 50,000 Watts
ONE does not expect a society of musical composers and publishers whose business is harmony, however close, to give voice to the disinclined creaks of a fish-widow who finds a new competitor peddling the same kind of mackerel in an adjacent stall. It is that kind of surprising yelp, however, that ASCAP has emitted, now that the federal government has accused it of chasing a cartel.

ASCAP, still peddling the same old fish story, is howling that there's nothing wrong with its pitch or product, but just look next door where a monopoly—oh, whisper the evil word—has suddenly sprung to life under the guise of BMI.

In its answer to the federal anti-trust suit (see story this issue), ASCAP whines that it is confronted "by the tacit threat that, if it shall at any time refuse to bow to the will of the broadcasters, the radio industry could once more shut ASCAP's music off the air and utilize BMI in the same monopolistic manner as was done in 1941."

Perhaps a significant omission of this ASCAP allegation is needed. In 1940-41, it might be recalled, broadcasters quit using ASCAP tunes because ASCAP demanded new fees about twice as heavy as those prevailing previously. A similar situation could occur again only if ASCAP decided to hoist its rates still higher. The contracts between broadcasters and the society are automatically renewable after Dec. 31, 1948, until Dec. 31, 1958—unless ASCAP asks for rate increases in the renewal period.

Its new fish wife's croak ill becomes ASCAP. If, indeed, it is getting competition from the next stall now, so much the better for the customer. If ASCAP wants to raise its price of carp, it can watch the buyers flocking to the next stall where the fish are just as tasty and their prices are at a level people can afford.

THE OUTLOOK for facsimile has never been brighter. After three days of FCC hearings which produced singularly little controversy (see story this issue), the new service appears destined to receive an early blessing for operation on a commercial basis.

Its development will be evolutionary, not revolutionary. That production bugaboo with which other branches of the radio art are so familiar must be overcome. The public must be sold that it is good. Programming techniques must be perfected. But these are obstacles which can and will be hurdled.

The important point is that facsimile get the green light. In commercial status it can begin, at last, to contribute to its own development.

Of no less importance, perhaps, will be its contribution to the growth of FM sound broadcasting. Broadcasters have not yet found much black ink in Page Facsimile advertising, even though the return on investment is limited at first, will help there, in addition to widening the FM audiences. With the rapid strides that television is making in the major markets, this may be a vital contribution by the now swaddling facsimile art.

ONE WHIPF of the Washington atmosphere tells you unmistakably that the FCC is behind one—probably one—marked TV. And the broadcasters too?

The TV stampede has the FCC smothered. In virtually every major market there are more applications than available assignments. Certain of the applications are of the \"ringer\" class, a procedural device which automatically throws all applicants into hearings. Others would not have been filed except for the fear that the hat is being passed around for the last time in the foreseeable future.

The FCC meeting of the \"up-stairs\" band for commercial television. Within the next few months something tangible must be done.

There are many imponderables. Little is known about propagation in the 500 mc range. Applications for commercial use of the band haven't been filed, because there are no commercial standards, and in fact, no known usable equipment. It's up to manufacturers and prospective broadcasters to acquire the know-how; not the FCC. The FCC, in devising the low-band allocations, made it abundantly clear that the structure was inadequate and temporary and that there were not sufficient assignments available for nationwide competitive service.

Opening of the 500 mc band for commercial TV probably would alleviate the pressure for licenses even though the band is not immeasurably larger. Aspirants not yet financially heeded probably would be willing to wait. The art could develop gradually and normally, as did AM. The public would be protected on reasonable amortization of its investment in lower band receivers. First things would come first.

In fairness to the FCC, it must be recalled that when the present allocations were devised, it was generally felt they would hold for at least ten years, allowing for gradual development of the upper band, and normal depreciation of investment of both public and telecaster.

The flash-flood of TV applications these last few months has inundated that time-table.

This perplexing allocations problem challenges the wisdom of seven Solomons.

LET'S scan a few of the headlines.

President Truman lashes out against Hank Meighan and his Communist supporters in his first out-and-out campaign threat.

President Truman lashed out against Hank Meighan and his Communist supporters in his first out-and-out campaign threat.

President Truman lashed out against Hank Meighan and his Communist supporters in his first out-and-out campaign threat.

The FCC grants television permits to Dispatch Inc. in Erie and Picture Waves Inc. in Columbus. Edward Lamb, attorney and licensee of WDTO Toledo, whose ideologies have been questioned, and who was named the CIO portal-to-portal cases, is president of one and substantial stockholder of the other. And FCC also granted Lamb-connected operations two FM stations in Springfield and Mansfield.

The FCC is pondering punitive action against G. A. (Dick) Richards, chief owner of WJR, WGAR and KMPC—all 50,000-watters—because of alleged dictate of the editorial lines pursued by hisnewmen at KMPC.

The FCC last week reversed Commissioner Robert F. Jones, who had denied a petition of UAW-CIO, Detroit to go after the facilities sought by WCAR in Pontiac, Mich. The reversal came the same day WCAR's hearing had been scheduled to start. Just a few headlines, that's all.

H ow ard Sidney Meigh an is a man who has always delighted in bringing together people with ideas and people with money, to use his own words. Self-indulgence in this direction in the years since he entered Columbia U. in 1924 has brought him together with such varied people and institutions as Rodgers and Hart, a Russian rug-maker named Victor Victor, J. Walter Thompson Co., and the Columbia Broadcasting System, of which he is a vice president and general executive.

A veteran of 20 years in and around radio, Mr. Meighan may well be one of the first men who declared authoritatively that radio was here to stay. This was in 1929, a period when the permanency of nothing seemed certain. He reached this conclusion while preparing for the J. Walter Thompson agency, his first employer, a comparative analysis of broadcasting and commercial movies.

Mr. Meighan went to J. Walter Thompson Co. from the Columbia class of '28. Behind him were law studies and a brief undergraduate triumph in the first Rodgers and Hart musical comedy, "Half-Moon Inn." Young Howard, who already had reached his full height of 5 feet 4 inches but weighed only 155 pounds, did a song-and-dance routine with a short man. "They loved us in Buffalo, Rochester, and Pittsburgh," he recalls.

He was about well-rounded if angular youth, when he entered the agency, eager to apply himself to commercial art. He was assigned instead to an apprenticeship in the card index section. In no time at all he was promoted to doorbell-pushing—taking part in a house-to-house canvass on behalf of Lux Soap Flakes. Mr. Meighan was very conscientious about this, and says he has scars on his foot to prove it.

"It taught me a great deal about how people live," he says. The lessons learned then were to be applied years later at CBS in "mod sequence" programming. Among them was the theory that the tempo of soap operas should be very slow in the morning, accelerating into the afternoon with the pace of the housewife's day.

It was soon after learning about life and Lux that Mr. Meighan wrote the early report on radio mentioned above. When in due course J. Walter Thompson established the first agency radio department, he was one of its leading spirits. He was also active in formulating the first American Assn. of Advertising Agencies contract with the NAB, and was...

(Continued on page 58)
SALES MESSAGES ARE LIKE SEEDS...

"And some fell among thorns; and the thorns sprang up, and choked them. But others fell into good ground, and brought forth fruit, some an hundredfold..."

RADIO TIME BUYERS sow the "seeds of sell" up and down the land. The fruit of that sowing depends upon the fertility of the ground... in this case, the receptivity of a particular audience to a selling message.

Here at WSAI, a sales message is not something to be grafted to a program. Our programming is built to sell products... to produce PURPOSEFUL TUNE-IN by the people who buy those products. We believe this purposeful tune-in is the radio equivalent of the paid subscription in printed media... that it produces the most sales for the advertising dollar.

Cincinnati time buyers know this... that's why WSAI CARRIES MORE DEPARTMENT STORE ADVERTISING THAN ALL OTHER CINCINNATI STATIONS COMBINED!

CINCINNATI WSAI

A·B·C


March 22, 1948 • Page 31
Respects
(Continued from page 50)
tapped again later when the con-
tact was re-drafted.
Mr. Meighan left J. Walter
Thompson after two years to be-
come vice president and general
manager of Scott Howe Bowen. His
successor at the Thompson agency
was Linnes Nelson, who had been
his assistant as chief timebuyer.
At Bowen Mr. Meighan was
credited with having closed the first
exclusive station representation
contract in radio. By this time he
was building a reputation as a
prodigious trader as well as a
phenomenal salesman. The firm
represented stations all over the
U. S. and Mr. Meighan felt obliged
to visit each of them as often as
possible.
The game of cross-country bad-
minston with himself as shuttle-
cock told on him presently. He was
hurrying to keep a date at the Wal-
dorf-Astoria in New York one day
in the spring of 1905 when he col-
lapsed within sight of his goal. As
he sometimes remembers it, when
he regained consciousness he was
heading the radio department for
a rather fabulous advertising fig-
ure named J. Sterling Getchell.
Actually, his dramatic fade-out at
the Waldorf was followed first by
a restful interlude in Bermuda, where his doctor sent him.
He left J. Sterling Getchell after
about six months for a post as
account executive with CBS Radio
Sales. Five years later he was
named eastern sales manager of
Radio Sales, and in August 1945
was appointed vice president in
charge of station administration,
which includes offices supervision
of Columbia's owned-and-operated
stations. In January 1948 Mr. Meighan
was elevated to his present post
and became a general executive of
CBS Radio Sales.

Although this job involves
scrutiny of a great many other de-
partments of the network, he has
retained his early interest in sales
and in arranging happy meetings of
"people with money and people
with ideas," or with merchandise,
or salable services. Currently he is
devoting much time to development
of a wide network, as possible.
In spite of the increasing pres-
sure of his network duties, he still
keeps fingers in a number of wildly-
varied extracurricular pies.

Supports Others
For many years Mr. Meighan has
acted as middleman for inventive
but non-commercial geniuses with
great ideas but not much money to
back them. One of the inventors he
steered in the direction of capital
was Victor Victor, the redundant
Russian mentioned in the opening
paragraph, who had devised a
method of producing lommeus rugs.
Mr. Meighan—or "One-Percent"
Meighan as he is known in inven-
tive circles—owns a piece of that
patent, and also a share of the
rights to a patented hatband de-
scribed merely as revolutionary.
The son of a doctor, Mr. Meighan
always has had a keen interest in
medical science. He reads widely in
that field and has been known to
astonish luncheon companions with
fragments of medical lore tossed off
between courses.

Polities has been a hobby of his
for some years. For eight years he
was acting mayor of Mamaroneck,
N. Y., where he was born in 1906,
and where he later became a direc-
tor in Young Republican affairs there.
He was married seven years ago
to the former Maryelaine Pryor, of
Scaradale, N. Y. The Meighans and
their young daughter, two-and-a-
half-year-old Melissa and five-and-
a-half-year-old Deborah make their
home in Mamaroneck, where there
have been Meighans since 1725.
Mr. Meighan is a member of the
Larchmont Yacht Club, the Yate
Club and Delta Kappa Epsilon.
He is also a director of the Knicker-
bocker Savings and Loan Assn.,
an activity which provides further
exercise for his theories about
people with money and people with
ideas.

Clifford E. McFadden
CLIFFORD E. MCFADDEN, 41,
supervisor of production and traffic
for J. M. Mathes Inc., New York,
died suddenly March 15 in his of-
fice. Mr. McFadden, who joined the
agency in 1938, lived in Ridgefield,
Conn.
The Voice of America gives to other nations a full and fair picture of American life, aims and policies, plus factual news of the world and the United States.

Broadcast in twenty-three languages, these programs blanket Europe, Latin America and the Far East, with a potential radio audience of more than 150,000,000 persons.

Of the thirty-two hours of daily broadcast, approximately one-fourth of the time is devoted to news, one-half to additional comment and informational programs, and the remainder to music and entertainment.

A substantial part of these daily programs is recorded and, due to the excellent quality of these transcriptions, such recorded portions cannot be distinguished from the live transmissions.

Today, as from the beginning, the recorded parts of these broadcasts are on AUDIODISCS.

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.**

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
Radio Acceptance Poll Rates College Honor

JIM and Marian Jordan—Fibber McGee and Molly of long-standing radio fame—will receive honorary degrees April 15 for their "outstanding good taste and all-round family appeal." The degrees (doctors of law) will be conferred by St. Joseph's of Indiana at Collegeville, Ind., tabulation headquarters of the Radio Acceptance Poll, which terminates next month.

While the honors will be based in part upon their RAP showing to date, they will be extended chiefly in recognition of the "good taste" which has characterized the couple's 30 years of entertainment, according to the Rev. Henry A. Lucks, St. Joseph's president.

Simultaneously, RAP headquarters announced the Fibber McGee and Molly show as the "most acceptable" from a good taste standpoint after 30 weeks of balloting. No details for that week were disclosed. Cumulative ratings based on 19 weeks of balloting (up to and including Feb. 21) showed programs and individual performers ranked in the following order:


Most Acceptable Performers—Molly, Harlow Wilcox, Fibber (of the same show), Dennis Day and Don Wilson (Jack Benny program).

Least Acceptable Programs—Bob Hope and Jim Backus shows.

Least Acceptable Performers—Elliott Lewis (of Fitch Bandwagon) and Vera Vagabond (Hope show).

College-student monitors also took the Fitch Bandwagon to task for its "barely acceptable" program of Feb. 15 which brought such ball-sheet comments as "bad taste for radio ... definitely not suitable for children listeners." Reference was made to one instance in the script which utilized a questionable play on words.

WLVA Wins Prize

FIRST PRIZE for stations in the General Mills - Admiral Radio "Name a Bird" contest, conducted on ABC's Jack Armstrong, was awarded to WLVA Lynchburg, Va., in a special broadcast March 4. WLVA took first place by having more listeners per radio family than any other station over which the program is aired. E. H. Welborn, representative of General Mills, presented a check for $125 to Philip P. Allen, WLVA general manager, during the broadcast.

Mr. Allen, in turn, presented the check to Walter C. Chapman, executive director for Virginia Society for Crippled Children. The money will be used in the society's annual Easter Seal sale for funds to carry on its work, Mr. Chapman stated.

"Passing Parade"

JOHN NESBITT'S "Passing Parade," which started as a Mutual co-op on Feb. 2, has been sold thus far to 67 stations, the network said last week. Before the end of March, more than 100 local advertisers will be participating in the show, according to Bert Hauser, MBS director of co-ops.

INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS
OF SALES POWER

Mr. Wilson is vice chairman of the committee, which includes the following business leaders:

Mr. Wilson is a director of the committee, which includes the following business leaders:


Commercial

HERBERT J. PETERSON, formerly with sales staff of WMMJ Pekin, Ill., has been appointed sales manager of WQIL Gatesburg, Ill., succeeding LEE KRAMER, resigned.

THOMAS B. PRICE, sales manager of WWBB Pittsburgh, Pa., resigned effective April 1 to join WVPY Beaver Falls, Pa., as sales manager. Mr. Price has been with WWBB since 1953, and was named sales manager in 1941. He has been active in Pittsburgh radio circles as director of Pittsburgh Radio & Television Club Pittsburgh, Pa., the latter group representing the latter group representing the latter group representing the latter group representing the latter group representing the latter group representing.
You get two complete transmitters...

...when you buy the Western Electric 10KW FM!

In this 10 kw transmitter the 1 kw driver is your standby equipment. If your final amplifier or its power supply should fail, a simple operation (taking less than a minute) puts you back on the air—with the driver itself as your emergency transmitter!

This Western Electric feature gives you still another safeguard against off-the-air time. If your main source of power fails, your emergency power source may be too small to handle a 10 kw transmitter. In that case, just cut back to 1 kw operation!

This is only one of many reasons why you should consider Western when you go to 10 kw FM. For complete information, please call your local Graybar Broadcast Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
- QUALITY COUNTS -
GLEN JOCELYN, who joined Chicago advertising house of Wally de Weede & Co. in 1947, has been named vice president in agency's new Roilette office with headquarters in Roilette's Brooklyn, N. Y. prior to joining this agency, Mr. Jocelyn was connected with the Group head for Daimler-Werkautomobile, Ltd., Chicago.

W. MASON ANCKER, creative consultant, has joined the advertising agencies and formerly with Mason Inc., Sherman K. Field, Inc., Jones & Co., has joined William H. Weintraub & Co., New York, in his new position as manager of agency's New York office.

VICTOR A. BENNETT, who has been with Bremer Broadcasting Co., WAT News, N. J., as vice president and national sales director, has formed Victor A. Bennett Co., advertising agency, with offices at 155 West 57th Ave., New York. Prior to his affiliation with Bremer Mr. Bennett was account executive with WOR New York and previously was in charge of transportation services for New York Sun.

Mr. Bennett will direct all advertising in the New York area.

HARRY PACK, former assistant production manager of Watters & Thompson Co., Los Angeles, has joined Dunn Advertising Co. in the same capacity, as production manager, replacing RAY PROCKNOW resigned to work in production at Capitol Records Inc., Los Angeles.

JOHNNY GAZURIAN and NORMAN McCAVE have joined Pita, Carlson & Oat Co., Hollywood, as account executive and artist, respectively. Mr. Gazurian formerly was production manager for Jere Bayard & Assoc., Los Angeles, Mr. McCave was in animation department of Warner Bros. Inc., all city.

LYMAN PETERS Inc., has moved offices to 805 N. Brand Blvd., Glendale, Calif. Telephone: Chapman 5-816.

CHARLES F. RUCK, formerly with Harri, Hurst & McDonald Inc., Chicago, and LLOYD F. DAVIS, formerly with Conravy, Miller and Oat Inc., have announced opening of their own agency, Ruch, Ruck and Oat, with offices at 135 N. Wabash Ave., Chicago.

AUSTIN F. BEMENT, partner and vice president of Bement & Bement Inc., Chicago, has resigned. Mr. Bement was situated in agency's Detroit office of which he was director.

BERNARD B. SCHNITZER has resigned as vice president of Garrett & Oat San Francisco, to become partner in Patterson agency (now known as Elliott-Daly & Schnitzer).

KENYON & ECKHARDT'S has moved its Canadian office from Montreal to Toronto, with new quarters at 304 Bay St. W. J. PROBST is manager. Telephone: Adelaide 8314.

JOHN U. REBER, vice president in charge of radio, J. Walter Thompson Co., New York, and MELINA MILLER, radio vocalist, who were to be married March 19 at Edgar Bergen's Hollywood home.

JAMES LOVICK, formerly of Stewar-t-White & Partners Ltd., has formed his own agency, James Lovick & Co., with offices at Vancouver, Calgary and Toronto.

ROBERTA WINCHELL, former executive secretary to James EMMETT, general manager Swane, Drake & Bennett Inc., has joined Packard & Co., has been named agency office manager.

WILLIAM H. HOLMES, former head of his own advertising service, has joined Justin Prout Automotive, Inc., Baltimore and New York, as consultant. He previously was advertising manager for Packard Motor Car Co. and has been with Consolidated 4G television.

MILTON SAMUEL, director of West Coast radio publicity for Young & Rubicam, has been appointed West Coast director of public relations publicity, in addition to present duties.

BILL ALLEN, formerly with E. I. Du Pont De Nemours & Co. and Scott Paper Co., Chester, Pa., has joined Lindsay Adv., New Haven, Conn., as contact man and junior account executive.

PYRENE L. SMITH, who prior to 1946 was with Paramount Pictures, has been appointed assistant manager of motion picture department for Young & Rubicam, New York. He has been with agency since 1941.

WILLIAM ZERWECK, former sales supervisor of Paris in Fort, New York, has joined Westinghouse Electric & Co., New York, as head of production department.

WILLIAM D. WHITE, formerly with CFRA Toronto, where he handled station operation for ten years, has joined Benton & Bowles, New York, as head of Canadian station operations. His newest assignment also will include handling of Procter & Gamble Canadian radio activities.

JEAN STAPLETON, who has been associated with CLAIRE BARRERE in his new program representation agency, has taken leave of absence to accept part of Myrle Mae in Frank Pay Co. production of "Harvey" on tour.

PARK HAY, vice president of the new division of Proctor & Gamble Co., New York, with whom he has been associated for seven years, has resigned, effective March 31.

RALPH H. WHITAKER, new advertising agency specializing in television, has been formed by RALPH H. WHITA KER, who last week announced his resignation from New York based agency, 40 East 57th St., New York, to open April 15. Mr. Whitaker has been account executive with ABC for the past two years, and previously was an executive of Kenyon and Eckhardt Advertising Co. in St. Louis, where he also has been with Curtis Advertising Co. and the McCann, E bell & Kesler Co. and the McCall Corp.

Mr. Whitaker, who will have his office at 860 Madison Ave., New York, as vice president and national advertising manager, has announced his resignation from New York based agency, 40 East 57th St., New York, to open April 15. Mr. Whitaker has been account executive with ABC for the past two years, and previously was an executive of Kenyon and Eckhardt Advertising Co. in St. Louis, where he also has been with Curtis Advertising Co. and the McCann, E bell & Kesler Co. and the McCall Corp.

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Handiest Mike Arrangement You've Ever Seen

From up there to down here is just one s-w-e-e-p.

When your microphone is mounted on the Dazor Floating Arm, you get the flexibility of a hand instrument without the weight of holding one. A touch of the fingers floats the mike from the tall to the short speaker, from announcer to soloist, from interviewer to guest. Once it's placed, the mike remains in that position without fastening of any kind, due to a patented enclosed spring force.

The Dazor pedestal model, illustrated above, extends the reach of the emcee in the studio, auditorium or night club . . . gives him the welcome feeling that he is free from mechanical chores . . . keeps him on top of the program. A universal model, fastened to table, desk or speakers' stand, provides similar assurance for the individual broadcaster or small group.

Plane, train and police dispatchers—who want hands free for writing, typing or chart operations—lose no time with mikes that are readied or pushed back in an instant. In addition to supporting the microphone of your choice, the Dazor Floating Arm can be individualized to meet any space or mounting limitations peculiar to your layout.

Phone Your Dazor Distributor for details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.
**Sponsor**

**First!**

**ON THE DIAL**

**IN LISTENING**

**IN NETWORK**

**WSJS**

**LEADS**

**DAY AND NIGHT**

**IN NORTH CAROLINA’S RICH TRI-CITY MARKET**

**WINSTON-SALEM**

**GREENSBORO**

**HIGH POINT**

WRITE FOR OUR BMS FOLDER

**AM WINSTON-SALEM FM**

**NBC AFFILIATE**

Represented by

**HEADLEY-REED COMPANY**

**BROADCASTING • Telecasting**

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**Chapin Promoted By General Foods**

HOWARD M. CHAPIN, formerly sales and advertising manager of the Jell-O Minute Division of General Foods, has been promoted to director of advertising for the General Foods Corp., replacing Mrs. E. B. Myers, who has retired.

This was announced last week by Charles G. Mortimer, Jr., General Foods marketing vice president, who said that Mrs. Myers has agreed to handle special assignments for him during the rest of 1948. Mrs. Myers joined the firm in 1930, serving successively as director of Consumer Service, product merchandising manager, and advertising director.

Mr. Chapin joined General Foods in 1929 as an advertising manager, and in 1937 was named assistant to the president of the former General Foods Sales Co., Inc. He was an associate advertising manager from 1938 to 1945, when he joined the Office of Strategic Services.

On his return to General Foods in 1946 Mr. Chapin became associate advertising manager of the Maxwell House division, and later that year was appointed to the Jell-O Minute Division.

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**Pabst TV Film**

ONE time video film productions are being undertaken by Pabst Sales Co. (Blue Ribbon Beer) for free distribution to television stations throughout the country. Featuring the story behind the introduction of the Eddie Cantor Show, film is budgeted at $18,000-20,000. Star will direct picture which is expected to run 20 minutes. No direct commercials are to be used; plan is only to insert product for recognition purposes without any attempt made at direct pitch.
you get stars like these

PEGGY LEE
JAN GARBER
KING COLE TRIO
JOHNNY MERCER
PAUL WESTON
REX MAUPIN
DUKE ELLINGTON
TEX RITTER
MERLE TRAVIS... and 40 others

you get programs like these

MUSIC FROM HOLLYWOOD
SUNDAY SALON
JUKE BOX REVIEW
HAYLOFT JAMBOREE
SUNSET & VINE
MY SERENADE
DINNING SISTERS
ALVINO REY... and 19 others

easiest way to

SELL TIME

Offer Sponsors Big-Audience Programs
With Small-Cost Price Tags

No wonder more than 300 stations have gone all out for Capitol’s Transcription Service. It offers so much! Star names, sure-fire programs—yes! And more: a Vinylite library of 3000 selections of almost every type, with 50 more added each month. 35 hours of material (27 programs) every week. Flexibility! Easy to make up special programs for any sponsor. Voice tracks of stars (they “chat” with your announcer) and musical backgrounds for commercials. Finished, polished programming—the appeal of a live show. Big program format book tells all about stars, numbers, timing, etc. Easy-file cabinets have 3-way cross index. You locate anything—presto!

Sell time easier, faster. Be wise—Capitol-ize on Capitol’s many selling features. Investigate today!

free! Demonstration record and complete details. Send name, address, and position on station letterhead.
Address: Capitol, Sunset & Vine, Hollywood 28, California
Page 60 • March 22, 1948

CAPT. ANDREW CRUSE, veteran in fields of communications, electronics and engineering and formerly with FCC, has been elected assistant vice president of International Telephone & Telegraph Corp. He will be in charge of radio operating department. Capt. Cruse joined FCC in 1939 as assistant chief engineer and later served as acting chief engineer.

LARRY FINLEY PRODUCTIONS, Hollywood, has announced plans for stock company to be utilized in television productions to make possible reservoir of acting talent. At first Mr. Finley hopes to use Hollywood talent in live and film productions and eventually to organize units for touring nation's stations to show-case his firm's productions.

WHO IS WHO IN MUSIC Inc., Chicago, has announced new 1948 revised and enlarged edition of its "Bing: Crosbyana True Biography-Photography-Diography" will be published April 5. Written by Dr. J. C. H. Miles, book is biography of Bing Crosby and is first in series of books on personalities of world of music to be published by firm.

TELEVISION REPORTER PRODUCTIONS, Hollywood, has been formed to package live and film program formats with headquarters at 1538 N. Laurel. Associated in organization are CLETIE ROBERTS, new commentator of WOR Hollywood, and RICHARD KROLIK, formerly in charge of special projects for ABC. Both men have 15-minute films are currently in production, known as "Western Living" and "Clete Roberts Reports."

GEORGE G. HERZ, has announced his resignation as secretary of entertainment Enterprise Production Inc., New York. His future plans are indefinite.

CAPITOL RECORDS Inc., Hollywood, has declared regular quarterly dividend of 66 cents per share on its $3.60 cumulative preferred stock payable April 1.

J. P. SIEGBURG Corp., Dayton, Ohio, has announced new Select-O-Matic 200. Library which will be shown March 31 in Savoy Plaza Hotel, New York, and April 1 in Stevens Hotel, Chicago. Outstanding features of instrument, according to Sieburg, are: Will hold library of 100 records; automatically selects and plays any record in library without necessity of touching record; pickup arm or mechanism; plays either, or both sides of any record without turning record over; plays records in vertical position; gives 14 hours of continuous music without repeating single selection. Sets are designed for both industry and home use.

REAR ADMIRAL WALTER A. BUCK, U. S. Navy, has been appointed president of Radio- marin Corp. of America. Veteran of 30 years in the Navy, Admiral Buck is former Paymaster General and a chief of Bureau of Supplies and Accounts. In 1945 he was director of Navy Material Re- distribution and Disposal Administration, and later chief of Property Disposition Branch. He retired March 1.

GENERAL ELECTRIC Co. has opened new radio set manufacturing plant at Clyde, N. Y. Known as Clyde Receiver Works, it will produce RCA Manufactures, plant will make table models sets.

HOOPER TELE RATINGS have been suspended for N. W. Ayer & Son and WABD New York. Interviews for second monthly survey of New York video audience were made March 8-14.

DR. JOHN A. HUTCHENS has been appointed director of Westinghouse Research Laboratories, Pittsburgh, succeeding Dr. L. WARRINGTON CHUBB, who is retiring from active direction but will continue to serve in advisory capacity. Dr. Hutchens has been asso- ciate director of the labs for past four years.

EVELYN & PEACOCK Assoc., Los Angeles market and opinion research company, has announced opening of branch office at 406 Montgomery St., BONNIE HUTCHINGS formerly BND West Coast research director, will be in charge of new office.

JERRY SIMON, former publicity di- rector for New York office of Malleson Records Inc. March 13, joined Arthur H. Miller Assoc., New York public relations firm, and an account executive. ELLIOTT Y. BOGERT, former account executive for Guest-Galley Inc. Los Angeles, and his wife, ZEPHA SAMOIL- OFF BOGERT, formerly with Edward S. Kelley Co. same city, account executive, have established mechanized management firm on own in New York City. Firm, under name of The Bogerts, is located at 319 W. 63 St.

HASSLETON A. LAWING, former Greensboro, N. C. sports editor, has started Radio Bureau to service stations of the two Carolinas and Virginia, with headquarters at 614 S. Elm St., Greensboro.

JERRY FAIRBANKS Inc., Hollywood, has signed IVAH TRESAULT, and JOHN MCGUIRE, actors for major roles in coming's revolution film series for NBC titled "Public Prosecutor."

HAL STYLES, director Hal Styles School of Radio, Los Angeles, is the father of a girl, born March 9.

DON HERTZ, Chicago, freelance writer and actor with Chicago Community Fund, has been named director of Fund's radio department, succeeding LEE SCHOLLER, resigned.

KRIC-FM at Beaumont is Launched on 99.5 mc

KRIC-FM Beaumont, Tex., has gone on the air with its interim operation. Station holds a construction permit for 19 kw power and will eventually utilize a 495-foot tower. KRIC-FM is on 99.5 mc (Channel 256). Studios are at 130 Wall St., Beaumont.

Speakers on station's inaugural broadcast March 1 included Phillip E. Dusenberg, general manager of KRIC and KRIC-FM; E. C. Davis, vice president of KRIC Inc., the local dignitaries.

Ed Dittert, KRIC sports commentator, was m. c. of the opening program. Mr. Dittert has relinquished his programming duties at KRIC and KRIC-FM to concentrate on sports. Taking over as program director of KRIC and KRIC-FM is Robert L. Tucker who went to his new post from WFRD Worthington, Ohio.

RCA Contracts

SIGNING of three new contracts for delivery of RCA 5 kw TT-5A television transmitters and associated equipment was announced this week by RCA Engineering Products Dept., Camden, N. J. Deliveries are to be made to the following stations: WFMN Indianapolis; WLWC Columbus, Ohio; and WFMJ Youngstown, Ohio.
Deadly Partner of Fire!

Roaring fire + blind terror + ignorance of what to do = PANIC...treacherous killer!

In America's never-ending parade of fires, panic claims hundreds of tragic victims year after year—in homes, apartments, hotels, public places.

Fire in all its terrible phases kills nearly 1000 people a month! Most of them die not in spectacular blazes but in small fires that never make the headlines. It is a shameful picture.

Learn what to do in case fire ever traps you—and you'll have a better chance to escape panic and get out alive.

A 48-state program to combat fires already has been launched by experts on fire, through The President's Conference on Fire Prevention.

Join this fight! Interest your school, your clubs, your local authorities in a program to stop fires in your community.

Follow these all-important rules at home: 1. Replace frayed electric cords and faulty appliances with new ones bearing the seal of the Underwriters' Laboratories. 2. Repair and clean heating and cooking equipment. 3. Avoid misuse of flammable liquids. 4. Be careful with matches and smoking.

Do your part—and you'll help halt fire and all its deadly partners!

Send right now for the booklet "Report on Research," which points out the causes of fire panic, and outlines ways your community can protect itself against fire. Address: The President's Conference on Fire Prevention, Washington, D. C.

* * *

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

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

THE WHITE HOUSE

"The danger of fire is with us every hour—day and night. We must use all our experience, all our knowledge, all our organizational facilities in a ceaseless fight to conquer it."

March 22, 1948 • Page 61
Broadcast men through the years have been generous in informing us of their exact likes in audio equipment. When asked, "what is your pet peeve about all makes of broadcast station audio equipment" they were quick to reply, "lack of quick accessibility to all parts in case of trouble."

So Gates men went to work. Eight engineers were asked to submit working models of their ideas of the most serviceable equipment possible to manufacture. As you might expect, there were eight different ideas, but on one they all agreed — parts-resistors, condensers, terminal strips, wiring, must be accessible from the front without removing the equipment from the cabinet; without removing style strips and without plug-in devices. From constructive suggestions of broadcast men to long thought out action by Gates engineers, the Gates "SA" line of audio equipment was born.

**SA22 Culting Amplifier—used in pre-checking before broadcasting. Self-contained speaker with curve pitched to penetrate using only low volume level. 8.5'4' rack space required.**

**SA8 Volume Indicator Panel—designed to check 5 circuits by means of wheel selector. 4-R-8.5 V/U. Range 2.5 V/U steps. Type 562 illuminated meter. Requires 3' rack space.**
We at Gates feel there is no line of audio equipment that will even approach in quality, design ideas and longevity that of the "SA" series of equipment. The housing and front drop-down panel are of cast aluminum even to the hinges. You can reach every part, the very smallest, simply by opening the front door. The tubes and large transformers are on the back so they will not be in the way of some small part. Power transformers and reactors are designed for a maximum of 40 degree temperature rise inside a cabinet. Audio transformers are quad-shielded to produce and not just approach FM noise requirements. Filter capacitors in the large part plug in just in case of a line surge of undue proportions. Quality of materials is plainly evident. Thinking in design is dominantly noticeable. Even the instruction book has been engineered to tell you everything.

Not strangely, the long planning developed new and faster ways of construction which does not excessively price these definitely better "SA" equipments. Why not write today for the complete story on radio's newest and most modern audio equipment—the "SA" series of Gates Audio Amplifiers which is complete from preamplifier to multi-cabinet installations. Yes—they will be on display at the NAB Convention, May 17 in Los Angeles.

"G" YEAR ATES...in '48

SA7 Power Supply—for use with up to ten preamplifiers. Requires 7" rack space and delivers well filtered plate current and steady filament voltage.

SA66 General Purpose Amplifier—a multi-purpose line, monitor, audition and recording amplifier. Will bridge or couple low impedance to line. Three outputs, one padded for line. Requires 10 1/2" rack space.
March 12 Decisions...

DOCKET CASE ACTIONS

AM-1340 kc
Announced proposed decision looking toward grant of application of Clear-
wright Broadcasting, Inc., for new station at Clearwater, Fla. 1340 kc 250
w unil., and denial of application of Lee Broadcasting Co., Inc., seeking
same facilities at Lakeland.

Petition Granted
Adopted order granting petition of Wireless Corporation requesting im-
mediate consideration of its motion to strike the proof of answer filed by
1st petition of Village Bost, Co. Incor-
soa, to strike documents to show exceptions to anwes by Edwin Medd; de-
ned motions to strike exceptions to anwes by Edwin Medd by Village Bost, Co. and
Rahway Bost, Inc. and requests that Village Bost, Co. Insoar as it requests se-
proceedings in Dockets 6756 et al and
850 et al.

BY COMMISSION EN BANC

AM-1320 kc
Frank A. Gandio, Rio Piedras, P. R.—
Granted new license to 1320 kc 250 w unil.,
engineering cond.

The Master Bost. Corp., Rio Piedras,
P. R.—Granted new license to 1320 kc 250 w unil.,
Engineering cond.

KGBS Harlingen, Tex.—Designated
for hearing application to change fre-
quencies from 1940 to 2050 kc to 1920
w 5 w change, trans. loc. and trans. facil. and made ROA Denver party to
Proceedings.

KCRK Elnid, Okla.—Designated
for hearing application to change fre-
quencies from 250 w to 1 kc 5 w and
install new trans. facil.

AM-1096 kc
King Seattle, Wash.—Granted CP in-
crease power from 1500 kw to 50 kw stn.
5 w change and make changes in DA-93 and install
new station.

Petition Granted
WRNY New York City, N. Y.—Granted in
part petition of WRNY to sever from com-
mercial operation of station WNYD, licen-
tes of WKNJ, Willochi Falls, Tex., order to
show cause why its CP as mod, to in-
crease power and operation be not be
modified to afford greater protection to
the station.

KECA Los Angeles—Adopted mem-
ordrup In 1947 and require that Com-
mission issue to Wichita Bost. licensees of
KWF, Wichita Falls, Tex., order to
show cause why its CP as mod, to in-
crease power and operation be not be
modified to afford greater protection to
the station.

KCHC Denver, Col.—Designated
for hearing application to change loca-
tion of station to Denver, Col., to install at
site of 1315 kc 250 w unil.,

Petition Granted
The Mutual Bost. Co., and WEMB San Juan, P. R.—Designated
for consolidated hearing application of Martinez-Rodrigues Bost. Co. for new
station at San Juan, P. R., with application of WEMB for mod. CP to
5 w change from 1920 to 1500 kc.

The Toledo Blade Co., Toledo, Ohio—
Designated for hearing application for new
station 1790 kc 1 kw unil. DA to
be consolidated proceeding with applica-
tion of Continental Bost. Corp. and
The Midwestern Bost. Co.

West Columbia, S. C.—Designated
for hearing application for CP to change
loc. of station 700 kc to 15 w, change loc. and
install new trans. and DA-10, and
ordered that Edw. A. Andrade, of C. P. &
Olson & (s), be made parties to
Proceedings.

WMMW Meriden, Conn.—Designated
for hearing application for CP to change
loc. of station 1390 kc to 50 kc, change loc. and
install new trans. and DA-10.

Petition Granted
KTKC Fresno, Calif.—Granted peti-
tion that Commission's action of Dec. 13, 1947, granting application of
Tulear-Kings County Radio Assoc. for new station at Woodland, Calif., be mod. to
subject proposition to change facilities at Woodland, Calif., to what
-er interference, if any, it may receive from proposed operation of KTKC at
Fresno with 50 kw.

Fresno Merger
Adopted order granting petition of J. R.
Rodman and Tulear-Kings County
Radio Assoc. for

(1) Removed from hearing docket and dismissed at request of applicant, application to change facilities of
KTKC to Fresno, Calif., from 1340 to 970 kc.

(2) Removed from hearing docket and application of Tulear-
Kings County Radio Assoc. for CP to change facilities of station KTKC to increase power to 50 kw on
change trans. site and move main stud-
line from Whaling to Fresno Calif.

(3) Granted applications for consent to assignement of CP for FM station
KFRS-Fresno, Calif., assignment of
license for new am station and CP for AM station KTKC.

Further ordered that Commission's action in granting said petition and ap-
lications is subject to further con-
tions that (1) upon consummation of assignment of license and the station
KTKC to California Inland Bost.
Co. Tulear-Kings County Radio Assoc. shall within 10 days thereof surrender to
Commission CP for FM station KFRS-Fresno; (2) upon commencement of program tests for above
application and CP for AM station KTKC, E. Rodman and Tulear-Kings County Radio Assoc.
shall within 10 days thereof surrender to
Commission his license for operation of KFRS-Fresno, Calif., from 1340 to 970 kc.
and his application for change facilities of program tests for above
application.

D.A/ N

MARCH 12 TO MARCH 18

BROADCASTING • Telecasting

Page 64 • March 22, 1948
March 16 to April 1 at Wilkes-Barre, in re television applications Dec. 8790 and 9680.

George M. Hughes, Florence, S. C.—Granted petition to leave to amend its application to specify 840 kc in lieu of 780 kc etc.


Continued hearing on application of Charles Weisman, 300 N. 13th, Morgan City, La., from March 11 to March 31.

Granted petition of WFAT Paterson, N. J., for continuance of consolidated hearing scheduled for March 11, to April 4, re approval of station and that is WFMD Frederick, Md.

JAW-CIO Rome Corp., Detroit, Mich.—Denied petition for leave to amend its application to specify 1120 kc in kc-W, and 1.5 kc-W, uni. in lieu of 860 kc-W, uni. Granted in part joint petition of five applicants for TV stations in Cleveland, for continuance of hearing from March 18 to May 24 at Cleveland.

March 12 Applications . . .

ACCEPTED FOR FILING

AM-1000 kc
Southland Corp., Atmore, Ala.—CP new standard station 1080 kc 250 w, D.

AM-900 kc
Realitti Bestg. Inc., Georgetown, Del.—CP new standard station 900 kc 1 kw DA-D.

Modification of CP

WLDF Orlando, Fla.—Mod. CP new frequency etc. for extension of completion date.

AM-1410 kc

License for CP

KSMN Marquette, Iowa.—Permission to cover CP new standard station.

AM-1320 kc
Davis Bestg. Inc. Inc., Lewiston, Me.—CP new standard station 1130 kc 250 w D. AMENDED to change frequency to 1320 kc, change power to 500 w.

Bunker Hill Bestg. Co., Boston—CP new standard station 950 kc 1 kw D. Request facilities of WORL Boston. AMENDED to change power to 5 kw, change WORL officers, directors and stockholders.

Pilgrims Bestg. Co., Boston—CP new standard station 950 kc 5 kw D. Request facilities of WORL. AMENDED to change frequency to 1320 kc, change power to 500 w.

AM-1400 kc
Francis J. Kergalin, Mich.—CP new standard station 1400 kc 250 w uni. D.

AM-1500 kc
Missouri Valley Bestg. Co., Marshall, Mo.—CP new standard station 1500 kc 500 w D.

AM-1490 kc
Bet J. Smith, Alliance, Neb.—CP new standard station 1490 kc 250 w uni. D.

SBA—710 kc
KOB Albuquerque, N. M.—Extension of SBA 770 kc 25 kc-W 50 kc-W, uni. for period stated in A.M. (SBM) May 1. AM-1230 kc
Belen Bestg. Co., Belen, N. M.—CP new standard station 1230 kc 250 w uni. D.

WLAN—290 kc
FM Milwaukee, Wis.—CP new standard station 1600 kc 25 w. AMENDED to change power from 250 w to 500 w.

Modification of CP

WNZQ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

WFJZ Freeport, Ill.—Same.
KDFH-FM Curb, Iowa—Same.
WEWL-FM Royal Oak, Mich.—Same.
KUBR St. Louis—Same.

Modification of CP

WJAF-FM Morgantown, W. Va.—Mod. CP new FM station to change ant. height above average terrain from 2 ft. to 11 ft. and make changes in ant. system.

Exp. TV Relay

WBEN Inc., Area Buffalo, N. Y.—CP new experimental television relay station on 6950-6975 mc 0.1 w emission special for FM and broadcast in accordance with Sec. 4.121(b) and 4.163. Also CP new remote pickup station 132.75, 152.87, 152.99, 153.47 mc 50 w emission special for FM, hours in accordance with Sec. 4.460.

Modification of CP

WNHC-TV New Haven, Conn.—Mod. CP which authorized new commercial television station to change ERP from vias. 1.82 kw, 0.957 kw to vias. 18.9 kw, 9.45 kw.

TV-60-66 kc
Uteca Observer-Dispatch Inc., Utica, N. Y.—CP new commercial television station on Channel 3, 60-66 mc ERP 15.5 kw, 7.75 kw uni.

TV-104-210 kc
West Virginia Bestg. Corp., Wheeling, W. Va.—CP new commercial television station on Channel 2, 104-210 mc ERP 17.1 kw, uni.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial television station to increase ERP from 12 kw to 15 kw.

APPLICATION DISMISSED

Frank Sinatra, Palm Springs, Calif.—CP new standard station 1290 kc 1 kw D. DISMISSED March 8, request of applicant.

TENDERED FOR FILING

TV-82-88 kc
Thomas S. Lee Enterprises Inc., 4/b as Don Lee Bestg. System, La Jolla, Calif.—CP new commercial television station on Channel 6, 82-88 mc ERP 16 kw, 10 kw.

TV-174-180 kc

Assignment of License

WFAR Charleston, S. C.—Consent to assignment of license to George Graham

March 15 Decisions . . .

DOCKET CASE ACTIONS

FM-100.7 mc
Announced order granting application of Unity Corp. Inc. for Class B FM station at Springfield, Ohio, subject to approval by Secretary of Trans. site and ant. structure, subject to Canadian objections within 15 days, and further subject to following channel assignment and cond.: 109.3 mc (Channel 264); 10 kw ERP: ant. height 175 ft above average terrain. (Comm. voting for further hearing in this proceeding.) FM-109.3 mc
Announced order granting application of Unity Corp. Inc. for Class B FM station at Mansfield, Ohio, subject to approval by CAA of Trans. site and ant. structure, subject to Canadian objections within 15 days, and further subject to following channel assignment and cond.: 103.7 mc (Channel 287); 7.25 kw ERP: ant. height 345 ft above average terrain. (Comm. voting for further hearing in this proceeding.)

Petitions Denied

Announced memorandum opinion and orders denying petitions filed by Mansfield Journal Co. requesting other and hearing and requiring recall of CP heretofore issued to Richland Inc. for Class B FM station at Mansfield, Ohio.

March 15 Applications . . .

ACCEPTED FOR FILING

AM-1380 kc
Kansas City Bestg. and Television Co., Kansas City—CP new standard station 1380 kc 5 kw D. AMENDED to change name of applicant to Wendell Zimmerman, Carl J. Jones, Roy L. Morris and D. P. Varner, respectively, for Kansas City Bestg. and Television Co. Kansas City Bestg. and Television Co. Inc.

AM-380 kc
Butterfly Bestg. Inc., Billings, Mont.—CP new standard station 380 kc 5 kw D. AMENDED to change hours from D to Uni., install DA-N.

(Continued on page 78)
Population Soars
Over 145 Million
UNDER STIMULUS of an unprecedented annual birth rate increase and a continuing low death rate, the population of the United States last year experienced a record annual increase and rose to a record high in excess of 145 million persons on Jan. 1, 1948.

According to estimates released March 10 by J. C. Capt, director of the Census Bureau of the Department of Commerce, the increase during 1947 amounted to approximately 2,687,000 persons, and exceeded the previous record increase of 1946 by approximately 400,000. During the period between April 1, 1940, date of the last census, and Jan. 1, 1948, the population increased by approximately 13,700,000 persons, or 10.4%.

Provisional estimates of the population, including persons in the armed forces overseas for recent months are as follows: Nov. 1, 1947, 144,949,000; Dec. 1, 1947, 145,149,000, and Jan. 1, 1948, 145,340,000. The great population increase during 1947, according to Mr. Capt, was due largely to the rise in the number of live births during 1947, which was placed at approximately 3,908,000, a record never equaled in this country in the past. Continuation of a low death rate and a net immigration of about 215,000 persons also contributed to the large population increase.

Johnny St. Leger, "captain" of Sibley's "Dawn Patrol," consulted Warner, the weather bird, for forecasts in mock broadcast before Sibley employs...

**260-HOURS CONTRACT**
Rochester Department Store—Signs for Year Over WARC

ONE-YEAR CONTRACT for sponsorship of 260 presentations of Sibley's "Dawn Patrol," a music, weather and news show aired 7-8 a.m., Mon.-Fri., over WARC Rochester, N. Y., has been negotiated by Sibley, Lindsey and Curr in Rochester, which claims to be the largest department store between New York City and Buffalo.

The radio campaign is part of an extensive promotion effort being undertaken by Sibley's under direction of store's advertising manager, Willard Campbell, who has mobilized all of firm's 2,450 employes behind the drive.

Mr. Campbell, who for three years conducted a similar campaign for a Hartford, Conn., department store, Fox's, over WTIC Hartford, and who assisted in preparation of the Joske Report on Retail Sales and Advertising, likens the Sibley broadcasts to machine gun fire in support of the "big gun" barrage. Big gun, he says, is Sibley's rotogravured Tower Topics, mailed eight times a year to 150,000 homes in Rochester and 15 surrounding counties.

The Sibley store was familiar with radio's advantages as an advertising medium before undertaking its newest venture into this field. It received a National Retail Dry Goods Assn., 1947 award for its 15-minute women's program, "Tower Clock Time," on WHAM Rochester. Announcement of the contract for sponsorship of Dawn Patrol was made by Hav Nash and Assoc., Rochester.

**Speed Filming Possible With Portable Recorder**

VIDEO PRODUCTION has gotten another boost with announcement of a portable wide-range tape recorder synchronized to film speed by William V. Stancil, head of the West Coast equipment firm bearing his name.

The unit, currently in production, may be used in shooting film as well as in projection of talking films, according to Mr. Stancil. The instrument, designed by Mr. Stancil, utilizes a perforated tape and introduces high fidelity of sound to narrower gauge films.

According to Mr. Stancil, the new recorders will retail for approximately $1,000.

DESPITE financial difficulties employers of Canadian Broadcasting Corp. receiving less than $6,000 a year are to receive a double annual increase on April 1, according to CBC General Manager Dr. A. Fregin. Increases are to take care largely of increased cost of living, and to take the place of another cost-of-living bonus.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Janisky &amp; Bailey</td>
<td>Executive Offices, National Press Building, 1239 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>Adams 2614</td>
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<tr>
<td>McNary &amp; Wrathall</td>
<td>904 National Press Bldg., Dl. 1200, Washington, D.C.</td>
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<tr>
<td>Paul Godley Co.</td>
<td>Labs: Great Notch, N.J.</td>
<td>Little Falls 4-1000</td>
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<td>George C. Davis</td>
<td>801-814 Munsey Bldg. — District 6406, Washington, D.C.</td>
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<tr>
<td>A.D. Ring &amp; Co.</td>
<td>50 Yrs' Experience in Radio Engineering, Munsey Bldg., Republic 2347, Washington, D.C.</td>
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<tr>
<td>There is no substitute for experience Glenn D. Gillett and Associates, 905 National Press Bldg., Ma. 3273, Washington, D.C.</td>
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<tr>
<td>Lohnes &amp; Culver</td>
<td>Munsey Building, District 4119, Washington, D.C.</td>
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<tr>
<td>Frank H. McIntosh</td>
<td>710 14th St., N.W.-Metropolitan 4477, Washington, D.C.</td>
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<td>Russell P. May</td>
<td>1469 Church St., N.W. De. 1234, Washington 5, D.C.</td>
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<td>Harold B. Rothrock</td>
<td>George B. Baire, Associate, 1908 Ely St., N.W., National 6196, Washington, D.C.</td>
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<tr>
<td>Garo W. Ray</td>
<td>961 Broad Street, Phone B-2058, Bridgeport, Connecticut</td>
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<tr>
<td>Worthington C. Lent</td>
<td>Consulting Engineers, Washington, D.C.</td>
<td>1200 18th St. N.W. Room 1210, District 4127</td>
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<tr>
<td>Dick B. McKey &amp; Assoc.</td>
<td>1730 Connecticut Ave., N.W. Washington, D.C., Adams 3711</td>
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<tr>
<td>Weldon &amp; Carr</td>
<td>Washington, D.C.</td>
<td>1605 Connecticut Ave., Mi. 4151, Dallas, Texas</td>
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<tr>
<td>E.C. Page</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 8679, Washington 6, D.C.</td>
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<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue, Washington 6, D.C.</td>
<td>Michigan 2261</td>
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<tr>
<td>Andrew Corporation</td>
<td>Consulting Radio Engineers, 263 E. 79th St., Triamle 4400, Chicago 18, Illinois</td>
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<tr>
<td>William L. Foss, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>867 18th St., N.W., Republic 8803, Washington, D.C.</td>
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<tr>
<td>John Creutz</td>
<td>212 Bond Bldg., Republic 2191, Washington, D.C.</td>
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<tr>
<td>Gille Bros.</td>
<td>1108 Lillian Way, Gladstone 0178, Hollywood, California</td>
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<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Highland Park Village, Dallas, Texas</td>
<td>Justin 8-6108</td>
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<tr>
<td>Anderson &amp; Merriman</td>
<td>New York City, New Orleans</td>
<td>88 W. 49th St., American Bldg., Langsens 3-0898, Lake Charles, La. 6-1480</td>
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<td>Guy C. Hutcheson</td>
<td>1100 W. Abram St. Phone 1218, Arlington, Texas</td>
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<tr>
<td>A.R. Bitter</td>
<td>Consulting Radio Engineers, 622 Madison Avenue, Toledo 4, Ohio</td>
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<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson, Telephones 4-8460, Fort Worth, Texas</td>
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<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineer, Wash., D.C., 345/46th St., S.E., TW 0231, Birmingham, Ala., P.O. Box 2468, 5-9224,</td>
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<tr>
<td>Robert M. Silliman</td>
<td>Consulting Radio Engineer, Specializing in Antenna Problems, 1011 New Hampshire Ave., Re. 6646, Washington, D.C.</td>
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</table>
TIME AND PROGRAM SALESMAN ACCOUNT EXECUTIVE

Here’s an opportunity for the right man to make a key spot for himself in the mid-west headquarters of a leading radio station representative.

You bring us thorough radio station or representative experience plus ability to develop and service worthwhile business.

We back you with an agency - respected organization, a small list of outstanding stations, and complete sales tools for intelligent representation.

Write fully, covering experience, personal data and salary required.

Box 944 BROADCASTING

Salesman. Experienced or learn radio sales with opportunity in all phases of radio. Drawing account against commission. WROB, Gardner, Mass.

Page 68 • March 22, 1948

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 advertising rates change 10c per word—$1 minimum. One inch ads acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Classified Department, Broadcasting Magazine, 870 National Broadcasting is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

250 watt station manager in city of 10,000 population. Must understand all phases of management including details of putting new station on air within the next six months. Salary and commission for progressive man. Give complete details as to experience, salary arrangement and at least three references. In first letter. Midland Daily News, Midland, Michigan.

Classified Advertisements

Salesmen

Transcription salesman now on road who would like to add weekly recording to his present work. May be married or single. Call New York or Washington office for details. X-920, BROADCASTING.

Hawaii. Opportunity to spend three months in bustling Honolulu in grand vacation spot in world for top-notch salesman or sales couple. Permanent desk position for man who qualifies after three-month period. Living quarters guaranteed. Reply immediately. Full details. Box 992, BROADCASTING.

Help Wanted

Manager

Wanted immediately-English-announcer with first class phone ticket. Mutual view on time, $1500 per month. Five day week, time and half over 40 hours. Air mail reply. KPOW, Powell, Wyoming.

Announcer-disc jockey, experienced ad and well versed in participation show, disc and photo must precede interviews. WMWM, Meriden, Connecticut.

One announcer. One engineer or combination ad by established network affiliate. Looking for permanent position. Good salary. Write or wire Don Hays, WWWE, Davenport, Iowa.

Announcer—500 watt NBC affiliate expansion program needs young and enthusiastic topdilng announcer. Must have experience handling live audience. Large metropolitan market. Box 928, BROADCASTING.

Announcer—Independent station needs two staff announcers strong on discs and news. Must do marketing and promotions shows starting salary $320 monthly. Send disc, photo and credentials. Box 932, BROADCASTING.

Central California stations will have opening for top grade announcers with first phone licenses. Good advancement possibilities. Good airability, network affiliation. Good working conditions, minimum salary $72.50. Send full details, expense and background photo. Box 803, BROADCASTING.

Progressive, aggressive network station. Regional position, Dependents only. Call for job description. For work staff, disc shows, $50 base, 48 hours of good telephone talent and picture. Box 993, BROADCASTING.

Sports announcer by June 1—Experience to handle football, basketball, baseball. Also, help part-time announcing or news. ERCO, Endicott, Oklahoma.

Good first class announcer-engineer needed at progressive station, phone or write W. E. Harkness, WLRF, Leesburg, Fla.

Can You Wake Up A Sleeping City?

WANTED — A “man on wire” man with eastern sales experience to make it possible to sell our lines to non-listeners on their sets and switch listeners in a big competitive market.

Field is wide open. No station in town has one-man morning show. Good money for producer. Morally minded net affiliate in one of notions top ten markets in East.

In first letter tell us about your experience, type of work and proof of performance. If there’s possibility of getting this job for you, tell why. Give you complete details in personal interview.

Box 991, BROADCASTING

Technical

Chief engineer wanted. Must be thoroughly experienced, energetic, responsible and capable. Salary about $20,000 per year. Secretarial help will be available. Must have broad knowledge of electronic and mechanical engineering and experience in designing, installing and operating radio broadcast stations. Box 958, BROADCASTING.

 Montana Combination operator-anouncer, with good voice, excellent disc, KPRI, Livingston. Housing available.

Production-Programming, others

Complete staff now being organized for new and unique station, Applications being taken for positions of sales manager, chief engineer, announcers. Send complete information, including salary and dates of resignation. Box 928, BROADCASTING.

Announcer for 10,000 w independent station. Must have experience in both selling and air talent requirements, with first letter to WCYT, Bristol, Va.-Tenn.

Situations Wanted

Manager

In ALL SINCRITY

Now general manager. Must go to warm climate due to 2 year old daughter’s health. 3 years experience. Manager basic net station $20,000 3 1/2 years. Best references. Available immediately at owners request for offer. Write Box 992, BROADCASTING.

Combination manager and commercial manager for small station or sales manager for larger station with practical experience. Family man. Civic-minded. References. Box 951, BROADCASTING.

Attention—Owners southern or west coast stations. Close ties to big cities. Executives desire permanent location west coast or south. Will bring personal and management in desirable community. Salaries reasonable, share profits, option on partial ownership. Box 964, BROADCASTING.

Chief engineer-attractive location. Secure position and opportunity. Salary based on experience and training. Box 950, BROADCASTING.

Need a manager? Eleven years experience all departments including assistant manager. Must be able to guide a big city station. Box 987, BROADCASTING.

TV technician, Available to right organization. Experienced in all phases of television since coming over from radio in 1940. Desire program manager’s position in one of the TV network origination point. Box 993, BROADCASTING.

Specialist in station operation seeks pos- sition as general manager. Bachelor’s degree in Electrical Engineering. Many years experience in all phases of broadcasting. Needs position of chief engineer or station manager. Box 997, BROADCASTING.

Assistant manager—Six years experience all phases radio, particularly program production. Permanent. References. Box 980, BROADCASTING.

Manager—Now assistant program manager-program director, metropolitan ABC affili- ate. Second largest ABC station in city. Experience includes sales, news, music, programming and programming. Desires city station and market certainly. results guaranteed. Box 975, BROADCASTING.

Manager with license. Would like to do sales position with you, can also sell, announce, experience in all lines of broadcasting. Desires city or large market position. Box 961, BROADCASTING.

Manager. Man with successful record both sales and programming wants permanent station manager position in large city under 100,000. No armchair executive but healthy active man who can sell both local and national business, has best all around knowledge of handling both listeners and sales. Co- production, clearvisão, sales and program, etc. Box 985, BROADCASTING.

Manager—Young, ambitious, capable. Thorough background in all phases of radio, programming, promotion. Prefer middle west but will consider other locations. Box 978, BROADCASTING.

Situations Wanted

Manager

20 year man! Nationally known executive, seeks position to the credit of West Coast. No job too large or small. Write Box 925, BROADCASTING.

Station manager—$50 weekly and per diem. Nine years broadcasting experience, both station and engineering. Send references. Box 917, BROADCASTING.

Announcers

Experienced announcer, complete operation, excellent newscaster and time salesman. Present employment in announcing and sales record. Prefer eastern states. Must be available March. Box 948, BROADCASTING.

Announcer, 7 years experience, desires new pastime experience. Salary very fair. Must be of proof of ability. Excellent mail pull. Requires additional announcer to fill in on nights. No object. Will go anywhere. Now employed. Write for personal interview request. Box 866, BROADCASTING.

News and special events. Top network news, announcing, production. Must be competitive. Wish to relocate in east by early spring. Residence details and salary request. Box 925, BROADCASTING.

Attention Chicago studios, disc jockey with high school education, college training, pleasant voice. Arrived Chicago March 8, 1948. Vacancy in disc jockey division. Residence already established. Box 239, BROADCASTING.

Announcer, married, 25, graduate New York’s leading radio school. Travel. Prefer central region. No objection to western locations, Parksburg, W. Va. Box 948, BROADCASTING.

Announcer, 8 years experience. Desires steady position in northeast. Box 950, BROADCASTING.

Experienced announcer; sports, news, production. Must be APBA or comparable. Must have excellent references. Must be available immediately. Box 955, BROADCASTING.

Young announcer. Experienced, versa- tile. No genius, but promise top-notch work for established, dependable, sober. Box 958, BROADCASTING.

Have I reached the limit of my ability? Want Texas or southwest, where efforts are rewarded. Six years experience. Am- bition—Radio-Box 973, BROADCASTING.


Situations Wanted

Manager

Job desires anywhere in the United States. Prefer to work in Texas, Louisiana or New Mexico. Send picture on request. Bert Bailey, 912 Wil- son Ave., Chicago, Illinois.

Applicant, 51, veteran, formerly with WPeleng, speaks German, Spanish, Cantonese, Mandarin, widely traveled Europe, North America, Orient, 85% of news, music (Bach to be-bop), scriptwriting, sales. Educated U. of Chicago, Columbia. Has groved long-neglected news via wire-re- recording, special events, remote, tennis, basketball, etc. Also experienced in disc, photo on request. Bert Bailey, 912 Wil- son Ave., Chicago, Illinois.

Experienced announcer desires job any- where in U. S. Talent preferable. In- terest in sports and TV. References: Frank George, 1250 E. 63rd St., Chi- cago 37, Illinois.

Announcer-operator-salesman—experi- enced in pastime and now employed. Desires new situation with long-term deal. Sober, reliable, unlimited training. Desires position in eastern city. Details and salary request, all replies answered. Box 987, BROADCASTING.

Announcer—married, 22, some experience, well trained, pleasant voice. Two years broadcasting experience. Desires position to continue. Disc on request. Box 984, BROADCASTING.

Experienced announcer. Single, sober, industrious. Desires Georgia or above Mason-Dixon. Box 961, BROADCASTING.

Accredited news-sportscaster with over six years radio experience seeking permanent midwest or eastern connection. Box 978, BROADCASTING.

BROADCASTING • Teletacing
Desire position as staff announcer on progressive station and, it is desired, to attend National Academy of Radio Technique, New York. Disc submission available. Address: Clarence 225 S. Main, 172 East 7th St., New York, N. Y.

Experienced announcer-program director—Young woman college graduate. Box 977, BROADCASTING.

Tired of specialists who can’t handle routine? Topflight announcer, newsman, ten years key station, desires eastern connection. Young family. Write Box 969, BROADCASTING.

An engineer with a future wants to contact a station with a future. A young man, two years training in radio engineer experience, graduating from Purdue in June, looking for a position in broadcast work. D. L. Ackworth, R.R. 2, Lafayette, Indiana.

Chief engineer—Active ham. Available. Box 967, Birmingham, Alabama.

First class operator, active ham. Available. 609 S. 95th St., Birmingham, Alabama.

Chief engineer—Married, one child wants permanent position. 6 years AM, FM and TV experience. Well grounded for all technical aspects of the business. Box 969, BROADCASTING.

Chief engineer—Wants a change in his life. Interested in engineering or sales. Box 969, BROADCASTING.

First phone transmitter operator, one year experience, wants any type of broadcasting. Salary $150 minimum. Box 969, BROADCASTING.

First class operator, sub tropos. 26 years experience. Interested in engineering or sales work. Box 971, BROADCASTING.

I'd like a chance in radio. Experienced and training more important than salary. Veteran, single with 6 years college training in engineering, no degree. Interested in position in any radio or television work. Box 973, BROADCASTING.

Broadcasting.

must notice.

salary. Veteran, single.

Chief or engineer in sub tropos. 26 years experience. Interested in engineering or sales work. Box 971, BROADCASTING.

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For Sale—New towers, any height, immediate delivery. We also erect and service towers, own crews. Call, write, or phone 3803 John Greene, Mid-South Tower Company, Southern Pine, N. C.

For sale—New 250 watt transmitter, WE 310-B. Adjusted for 250-100 watt operation. Includes tubes and manuals. Available immediately to highest bidder. WAAT, Miami, Florida.

For sale—Absolutely new Winchacher tower, complete, including 4 lighting, 1 extra set metal earth anchoring, top guy set and mounting plates for CB, M FB, and CB-RF. Also new General Electric type HY-4-A, 6 bay antenna, complete for installation atop Winchacher type 300 tower. Tower, pat antenna both stored and ready for immediate delivery at cost price $1145.00. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately or at a substantial saving. Radio Station KWW St. Louis, Mo.


1000 watt Western Electric Type 355E transmitter. In excellent condition. Available immediately. Station KDL, Duluth, Minnesota.

CENSUS

A RELATIVELY LARGE increase in elderly persons will shrink demands for extreme styles in consumer goods in a population which will have reached 166,000,000 by 1975, according to conclusions reached in a forecast published by the Census Bureau.

The report was prepared by P. K. Whelpton, associate director of the Scripps Foundation for Research in population problems, Miami U., Oxford, Ohio, with the assistance of Hope Tsisdale Eldridge and Jacob S. Siegel of the Bureau.

United States population figures expected in the future by age, sex, color, and nativity, according to different sets of assumptions about trends in fertility, mortality, but not immigration, are presented in the study, titled "Forecasts of the Population of the United States."

For Sale (Cont'd)


Wanted to Buy

Station wanted—General manager network station, program director independent, want to team up. What will $20,000 cash buy? Box 903, BROADCASTING.

Low (old) b & n d FM transmitters wanted. Please state power, manufacturer and condition. Box 973, BROADCASTING.

miscellaneous


XECR MOBILE STATION PLAN GETS FCC OKAY

MEXICAN Government plan to set up XECR as roving mobile station, with operation on 1060, 1460 and 1490 kc, was agreed to by FCC with reservation that objection could be raised later if interference to U. S. stations is reported.

The operation would last only through 1949, according to Mexican officials, and would entail about 10 days of broadcasting from each of since 50 towns, using the frequency best suited in each instance.

Since the operation would be for a limited time, it was pointed out that the FCC would have no claim to priority of those channels. Purpose of the plan is not indicated, although it is believed to be a government educational project.

Armour Luxor Cosmetics Business Goes to Lever LEVER BROS., Co., Cambridge, Mass., has purchased the Luxor cosmetics business from Armour & Co., Charles Luckman, Lever president, has announced. Sale of the business which was grossing annually between $1,500,000 and $2,000,000 annually becomes effective July 1, after which Lever Bros. will market Luxor items.

Mr. Luckman stated that the Luxor business will be carried on by the Pepson division of Lever in Chicago, which already distributes Lever toiletries to drug, syndicate and discount stores.

This marks the second Lever Bros. purchase of a cosmetics firm. In July 1947 the firm bought Harriet Hubbard Ayer Inc., which now operates as a separate subsidiary of the company.

Harley C. Renollet

Harley C. (Hal) Renollet, 46, agriculture director of KOA Radio, 300 14th, had just March 11 of a cerebral hemorrhage suffered earlier in the day. Mr. Renollet, a native of Paulding County, Ohio, for nine years was vocational agriculture instructor at Brookville High School in Montgomery, Ohio, and from 1934 to 1944, he served as 4-H Club leader in that county. In January 1944 he was county agricultural agent of Butler County, Ohio, before joining the NBC station. Surviving are his wife, Edna, and daughter, Martha Bess, 7, of Denver, and a daughter, Mrs. Robert Barnes of Boulder, Colo.

"WORLD WORDS," a guide on pronunciations of names in the news, compiled by CBS vice-president Cabell Greet, is to be published this fall. Each of the 5,000 entries contains 50,000 entries, or twice as many as the last guide published in 1944.
OUI S. SMITH has been appointed field manager for WATF, San Antonio, Tex. He succeeds BEN J. KERNAN, who has become an advertising manager for Studer Photo Co.

ERIC W. PAPER has been appointed public relations director of WATV-FM, Newark, N. J.

Doris Burke, formerly of WDFW-Jacksonville, Fla., has joined public relations staff of Bremer Broadcasting Co. He owns and operates WAAT-FM, and WTVT Newark.

F. G. SMITH, general manager and production director of KCMO Kansas City, Mo., has been initiated into Kansas City Professional Chapter Delta Chi, Kansas City Press Club.

Speech Tournament

SPEECH TOURNAMENT to help foster communication skills and make the importance of young people has been announced by the City of Cleveland and Western Reserve U. The newly high school students will compete in a First Annual WGAR-WBU Speech Tournament, which will be held in Cleveland during April and May. Project is combination of university's annual speech tournament and WOAR's annual declamation contest. Winner of grand award will receive four-year scholarship at WBU and part-time employment in the radio station. Four divisions into which competition is divided will be tape, mimic, essay, and oratory. Preliminary contest will be held at WBU in May, with final May 1 for four successive Saturdays. WOAR will broadcast the tournament. Invitations have been sent to over 45 high schools in 22 counties.

KOMO Open-House

"A GREAT radio station heralds the future, today" was the theme of Seattle in promoting its open-house which attracted more than 5000 persons to station's new studios during four days of official opening. Story of its new modern facilities was told through presentation of tape records, drug store, panels, street banners, transit cards, cards in 14 large booklets in western Washington and Canada, including special ten-page section in Seattle Times, plus brochures for trade and public. Station's radio promotion, staff, was augmented by its agency, Mac Wilkins, Cole & Weing and especially retained services of Hildebrandt, Evans & Merrill. Promotion with spot was the special radio section in the paper. Cover featured invitation to public by KOMO, and the full-page section sponsored jointly by station's eight stations and featuring catch-line, "Radio Belongs to You!"

Brer Rabbit Party

CANDY and ice cream social, called Brer Rabbit Party, was held early this month at studios of WOAY Silver Spring, Md. and the special sponsorship of that station and Hecht Co., local department store, which sponsored the party. Two weeks before event WOAY advertised the party in local dailies, transcribed by Program Director, Erie Wilson, in the medium of radio dialect. Each day Uncle Remus told his young listeners a new story of Brer Rabbits, bringing him closer to Silver Spring each day. During party which was wired by WOAY, Brer Rabbit appeared in form of actor dressed in rabbit costume, bowing and listening to Brer Rabbit led parade of some 50 cars from studios. As car appeared on outside of Studio, he was ushered into special "rabbit palace" erected outside. he will be in the store until Easter telling with boys and girls visits him. KFI Thread.

TTYING in coverage of several feet of thread with coverage made possible by main thread and new vertical antenna (750 feet), KFI Los Angeles has issued a note declaring the new vertical antenna to which is attached spool of bristle-colored thread so that "a use thread," letter reads "and 750 feet of thread would make a care lots of buttons and patches . . . and 750 feet of antenna makes out the tallest in this part of the district."

Open for Business

ONE-PAGE promotion letter, "Open for Business," has been sent by WCAU-TV Philadelphia to prospective advertisers and sales representatives of the new outlet. Attached to letter is page out of brochures and proofs of a full page ad in the Philadelphia Bulletin announcing the opening March 1. In the letter, G. Bennett Larson, WCAU director of television, points out station's power and tower height as weapon for sponsor de- vices. He reaches market with sales message. He concludes by saying that for potential entrepreneurs, advertisement will make personal call on would-be sponsors or agencies to outline advantages to be gained by participating in television immediately.

WoNC Pamphlets

PAMPHLETS calling attention to current and future WoNC promotions will be sent over WNYC New York, will be included in April-WoNC "Handbook for Parents" which is to be distributed by Health Dept., to parents of new-born babies. The 150-page volume and promotional pamphlet will accompany birth certificates mailed by the Health Dept.

Host to Philco Dealers

AS PRELIMINARY promotion prior to opening of WTVR Richmond, now under construction, station played host to some 100 Virginia Philco dealers at special dinner given by Philco general manager, welcomed the group. With Fred Dilley, sales manager of radio- television, Philco Corp., spoke of new developments in the field. Boys rushed into the meeting bearing the station's new logo "Philco TV Daily." As entertainment and to preview the show, "Jockey Grant." WTVR presented two-hour program which deans viewed on special Philco receivers placed throughout the meeting room.

WOFA Folder

FOUR-PAGE folder on audience-participation program titled "How to Listen" has been released. WOFA Studio, San Antonio, Tex., has been prepared and sent out by that station. Fold-out sheet is illustrated with map of WOFA's service area, story of WOFA and local merchants cooperating with station's "Open for Business" promotion. Fold-out sheet is planned for period of one year. Fold-out sheet is to promote radio- television, Philco dealers, and "How to Listen" program. Fold-out sheet is plan for period of one year.

"Leap Year Bride" promotion was held this week at WHWL-WTVR Charleston, W. Va., and WTVR Virginia Philco dealers will have had four successive Saturdays. WOFA-WTVR in Charleston, W. Va., will hold a- day promotion for period of one week in each city, Merchants cooperating with station's display are given courtesy announcements. Station also has sent letters to principals of all high schools in southern Indiana in conjunction with new membership enrollment drive for afternoon-teen-age show, "The Music Makers Club," Letters outline activities of club and what it does for students.

NBC Guide

NEW NBC PROGRAM guide, "On the Dial," making its debut this month, replaces former selective guide to radio programs, "This is the National Broadcasting Co.," which ceased publication in October. Restyled guide includes current and future NBC programs under general subject headings, and helpful biographies of personnel and backgrounds of programs. Leaders in radio and television, heads of national organizations, radio councils, educators, etc.

MORE than $20,000 in merchandise will be awarded winner on new contest on "Jack Oregon and the Green Belt" on KOMO in western states and originating at KNBC San Francisco. Contest is search for "Treasure Island," an island somewhere in the world where to which identifying clues are given each week. Two parties are called by telephone on each program and first to correctly locate the island will win. To qualify contestant must submit in 25 words or less reason for supporting American Cancer Society.

Comment Campaign

TO INTRODUCE Fort's Grape-Nuts Wheat-Meal, General Foods Inc., New York, has launched a "money-back-for-comment" campaign over its "Fort's Paces Life" weekday series (NBC, 11-11:30 p.m.). Users, after submitting comments on the new product, will get the purchase price back. Promotion will end May 1. Young & Rubicam, New York, is the agency.

WEEK Car Cards

CARICATURES of NBC stars are being used by week Peoria, Ill., in car card advertising series. Silk-screen cards are done in three-color combination and feature drawing of NBC personalities in each time of each show and banner reading: "Now on WEEK, 1300 on Your Dial."

Katz Brochure

WITH its cover designed as piece of sheet music, four-page colored folder prepared by Katz agency, New York, describes new Thursday night musical show, "Song in Our Hearts," on WWJ Philadelphia. Presentation gives information, schedule, and cost of the 25-minute program.
IRE Meeting Starts; 15,000 to Attend
MORE THAN 15,000 radio engineers and guests are expected to attend the conclave of the Institute of Radio Engineers which opens today (March 22) at the Hotel Commodore and Grand Central Palace in New York, and is slated to continue through Thursday, March 26.

A total of 185 radio and electronic equipment manufacturers will display apparatus valued at more than $6,000,000 in the vast Grand Central Palace. At the opening technical session, set for 2:30 this afternoon, IRE members will describe new tubes and circuits for use in home receivers, particularly FM, to reduce the cost of sets without sacrificing efficiency.

One of the papers to be read outlines a new method of broad-casting by supersonic sound beyond range of human hearing, which reportedly eliminates noise. Requiring no vacuum tubes, this system is known as "reflected power" communication.

On Tuesday evening a panel of experts from the Atomic Energy Commission and the Research and Development Board of the Dept. of Defense are scheduled to discuss the role of electronic devices in atomic research and development.

Wednesday morning will be devoted to "Advances Significant to Electronics," a summation of the present and future of the electronics field.

TELEVISION and FM radio set servicing and installation courses, including laboratory exercises with video and FM equipment, have been added to radio servicing curriculum of YMCA Trade and Technical School of New York City. The 50-week course, to be offered Mon., Tues., and Thurs., starts April 5 in radio laboratories of Walter Hervey Junior College, New York.

WALTER ENGELS, member of New York News picture staff for 14 years, has been appointed head of local newswide division of WPIX. News-televis ion station which is scheduled to begin operations in New York June 25. He will be assisted by JANES FREZZOLINI, electronics engineer, formerly with New York Daily Mirror. PAUL KEough and AGNES MOSS have been named to WPIX newsroom editing department as newsreel editor and film cutter, respectively.

DONALD S. CORDRAY, former news- caster and special events announcer at WARK Akron, Ohio, has joined news staff of WJR Detroit. Mr. Cordray, veteran of 14 years AM and TV experience, has done writing, announcing, produc- ing and special events. He formerly had his own commercial television pro-

JOHN COLE has joined news staff of WHK Cleveland, as news-announcer.

MILTON MILLER, veteran newspaper- man and sportscaster, has signed to do series of soccer programs devoted to showing under- standing of mun- zummaier's Sunday pro- gram over WWJ Woodside, N.Y. and WCM-F, both New York. He is managing editor of Eastern Soccer News and his soccer column is syndicated in many newspapers.

HOWARD K. SMITH, chief of CBS European new staff, has been named to five-member board of consultants to American delegation at United Na- tions Freedom of Information conference to be held in Geneva starting March 23.

PHIL KERRY, news editor of KROH Pueblo, Colo., has won top honors in radio news division of Denver Press Club's first annual Awards of Merit. He was cited for al- ternate imagination, selectivity, speed and fullness in his coverage of Colorado State prison break last Decem- ber. Mr. Kerry is former staff member of Denver Post and San Diego Daily Journal. He is cur- rently on leave from KROH, and is editing Rocky Mountain Life Magazine.

ALVIN B. BAUER, former assistant county agent for Onto- gano County, Wash., has joined KDKA Pittsburgh, Pa., as farm service director. He succeeds BURTON HUTTON, who resigned to become assistant state supervisor for 4-H Clubs of Oregon. While in Oregano County Bauer gained nick- name from boys and girls for his pro- fessionalism in farm service programs.

AL A. FRANCES, formerly with Mer- riam & Martin, Cleveland public relations firm, has been named news editor of WHFB Canton, Ohio. He previously was news editor of WHO Cleveland and prior to that had been reporter on Cleveland Plain Dealer. At WHFB Mr. Frances re- ceives guidance from ROBERT FRENCH, who resigned to become general manager of Raven Broadcasting Co. Columbus, Ohio.

HENRY CASSIDY, NBC's European news director, and LEON PEARSON, roving European editor, will help JACK BEGON, NBC's Rome cor-respondent, cover Italian elections on April 18, the network said last week. The two also will supervise shooting of films to be flown to U. S. for show- ing on NBC television stations.

SHELTON (PETE) PETERSON, news and special events director of KLZ Denver, has been elected member of board of directors of Denver Press Club.

HERN PLAMEB, farm service director of WHO and WHO-AM Des Moines, is the father of a girl born March 8.
made the decision to develop more Canadian programs for U.S. network exchange.

W. JOHN DUNLOP, supervisor of institutional broadcasts of CBC Toronto, has been appointed supervisor of CBGB's international exchange programs in addition to his other position. He is expected to develop more Canadian programs for U.S. network exchange.

SPEAK UP

UNIQUE criticism has been received by KXMT, ABC affiliate in San Bernardino, Calif., from a listener regarding one of its network shows. Listener wrote:

"To Mr. Malone and Mr. Roso Dolan:

"M. Malone: I'm a little hard of hearing. Would you please talk a little louder? So we can hear.

In your Gangbusters and Murder Broadcast!"

Sincerely,

A. S. WATSON"

KXMT requests that if Mr. Malone or Mr. Dolan reads this, "we plow that has been heard and talk a little louder for Santa Barbara listeners.

JOHN FRANKLIN, recently freight announcer and former with WPZC Philadelphia, has joined KYW Philadelphia.

ROBERT "Bobo" BENSON, KYW Philadelphia, is the father of a girl, Mary Margaret.

JAMES FURNESS, has been appointed member of production staff of WPIL-Philadelphia, a former staff and sports announcer with WJLS-TV New York, has been appointed supervisor of CBGB's network operations.

TOM BENSON, former supervisor of announcers at OKY Winnipeg, has joined International Service of Canadian Broadcasting Corp. as Prairie region producer for service with headquarters at Winnipeg.

JACK WARREN OOSTHRED, formerly a gag writer for the Old Gold show in Chicago, has been appointed producer of the "Top of the Pops" program. During war he was manager of Fifth Army Combat radio station in England and was creator of war-program series, "March of Liberty." IRWIN LEWIS, member of WINS New York's television staff, is the father of a boy, David, born March 12.

BENNIE LONDON, with CBS for 17 years, has been appointed assistant for seven years for WCBS-TV New York. He has been appointed producer of the "George Burns and Gracie Allen" radio show and the video outlet. He is expected to specialize on productions of sports programs.

ALBERT RAYMOND, former assistant to WALTER A. PIERSON, manager of CBS building operations, has been appointed supervisor of theatre operations for the network. CHARLES HOLTEN, who formerly supervised theatre operations, has been transferred to WCBG-TV New York operations.

DENNIS SARTAIN, news editor of WXYZ Grand Rapids, Mich., has been appointed program director succeeding GORDON W. H. W. microscopy, resigned (BROADCASTING, March 15). Before joining WXYZ, Mr. Sartain was city editor of WBBN Chicago, and now is city editor of the Chicago Tribune.

BILL DELMAR, formerly a weatherman for WPIL Philadelphia, has been appointed to direct 12 weather shows of NBC's "New York Weather Center," "Standard Hour" (Standard Oil of California).

CLIFF HANSEN has joined KJZ-TV Seattle, as chief announcer. His former position was announcing staff of KOMO Seattle, where he announced weather programs. He is a former student of Western Michigan College, including "Standard Symphony" and "Jr. Fan Club.""
**Programs**

**Junior Jackeys**

JUNIOR JACKEYS from throughout Tennessee have the opportunity to gain "all" experience and earn new series started on WNBK Nashville. Conducted by Joe Johnson, director of music for RCA Victor, Spade Cooley, who will present the jukebox and attract many of the nation's leading artists, will also be featured in a series of programs.

The Junior Jackeys, who are comprised of the nation's leading artists, will be featured in a series of programs. The first program will be presented on WNBK Nashville on Saturday, 9:30 to 9:30 p.m. Each week six young artists, aged from 12 to 16 years, will participate in the show. The weekly programs will be taped and played back on the following Monday.

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**Family Problems**

DEVIOTED to problems of family life, a new program has been started on WNBK Nashville, by Marion Reshe, first woman to have her own radio program on her own station.

The program is titled "Hillbilly Hit Parade," and will be presented on WNBK Nashville on Saturday, 9:30 to 9:30 p.m. Each week six young girls, aged from 12 to 16 years, will participate in the show. The weekly programs will be taped and played back on the following Monday.

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**Rededication Series**

ATTEMPT to "awaken American citi- zens to a reeducation of their heritage" is being made by ABC Hollywood with new series of programs titled "Your American Heritage." Programs include daily "Great American Speeches" pro- gram and historical series designed for children, now in preparation. Much of station’s music programs will be de- volved to music by American composers, particularly folk and patriotic songs. Reminder that school is everyone’s job will be given at each hour and half-hour. A program will be presented on WNBK for the show.

**Fire Company Quiz**

TO KEEP members of Shomokan, Pa., volunteer fire company informed about social events at fire company's social halls, "Thirty Thirty Alarm" program has been started over WNBK Shomokan. The quiz format, program presents members with 30 questions, 10 on com- pacts, with intermittent music. Program is aired every Sunday night from local rooms of fire house. Fire company has signed a 5 week contract with WNBK for the show.

**Garden Show on TV**

ANNUAL Greater St. Louis Flower and Garden Show was televised March 11 by KSDK-TV St. Louis. For one hour, two cameras dolly to prize winning exhibits which included a rodeo horse, cow, and barn, with 4-H-ers, and local school children, were in attendance. The show was broadcast on Saturday, 7:30 to 10 p.m. KLLC Documentary

**Drunken Driving**

A new program on KLLC is "Drunk Driving," devoted to problems and hospital conditions are some of the subjects being taken up in a new public service program series which started March 15 on KLLC Hollywood. Program, to run one- hour, has a weekly, features on the scene interviews regarding problems in drinking.

**Disc Daughter**

FATHER-AND-Daughter disc jockey team has been introduced by WBZ- Wahu in Boston, Mass. The regular Saturday morning record show, featuring day, every new record on the week- end market, has a new personality-Mr. Dorey's seven-year-old daughter Carol. Carol reviews children's records and discusses their likes and dislikes.

**Who's Who in Science**

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**When It's BMI, It's Yours**

Another BMI "Pin Up" Hit—Published by Republic

I WOULDN'T BE SURPRISED

On Transcriptions: NBC THESAURUS—Sammy Kaye.


**RCA Victor Records**

**Top New Hits for Your Turntables from RCA Victor**

**Spade Cooley**

WHISTLE Bait and Blonde Fiddle Blues RCA Victor 20-2742

**Hall Sisters**

Money, Money, Money, and Teach Me, Teach Me, Teach Me RCA Victor 20-2738

**Tony Martin**

You and the Night and the Music RCA Victor Album P-207

**Ray McKinley**

Airway and Cincinnati RCA Victor 20-2726

**RCA Victor Records**

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Another BMI "Pin Up" Hit—Published by Republic

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On Transcriptions: NBC THESAURUS—Sammy Kaye.


**RCA Victor Records**
weekly series was started on WPTL-TV Philadelphia as a regular Wednesday evening feature from 8 to 8:15 p.m. Titled "KEEPER OF THE DIAMONDS," the series features Dr. I. M. Levi, of Philadelphia's world-famous Franklin Institute, who presents as his guests prominent figures from various fields of scientific research. Explanations of recent experiments and discoveries are couched in terms understandable to laymen.

Under-Water Shows
DIVING BELL submerged 25 feet under the surface of Lake Erie was athleticism point of five programs aired early this month on WMBM Miami Beach, under auspices of U. S. Army and Air Force recruiting service. Designed to promote advancement of enlistment in the Army, the broadcasts featured interviews with Army officials and demonstrations of ceremonies of new recruits. Diving bell was patented by Jack Diamond, Navy veteran, and developed over two-year period of experimentation.

SEARCH for talent is underway in Danbury, Conn., by WLAD that city. For its new series of "Talent Scout Shows," Local Lions Club and WLAD are collaborating in the shows which will run for ten weeks. Each week an outstanding performer is chosen by the audience to participate in final play-off contest. WLAD is offering a prize to the grand jury.

Children Producers
YOUNGSTERS of Buffalo have prepared series of broadcasts to be heard over WKBW Buffalo, N. Y. titled "This Is Your City." Grade and high schools in Buffalo have been divided into units and each unit created a show. Another group handles all publicity. One drama was performed by a group secured information about historical characters from the old city. The drama is aimed at eliminating poverty among children of all ages, races and color who have worked together. Program is under auspices of Board of Community Relations.

Command Repeat
FOLLOWING recent documentary presentation of "Last Water Hole" on Columbia Pacific Network stations, network received request from the Governor and the President of the United States. The President asked if it was possible to have the program broadcast to all stations across the nation. Unusual aspect to repeat broad cast was in that all stations being heard in Arizona united to carry 75 minute feature with full credit to CBS.

TO SAVE electric power in current Ontario power shortage, CBL and CJBQ Toronto, has curtailed broadcasting hours, while power is being maintained by both stations as long as possible without interfering with normal coverage. Main CJBQ studios at Toronto also have been equipped with standby motor-generator plants to take care of operations during daily electric power cut-offs.

VIDEO FARE AVAILABLE IF THEATRES WANT IT
THEATRES can obtain the technical developments necessary to establish video as part of their screen fare if the industry wants it, Fred Albin, RCA engineer, advised the Theatre Owners of America during their board meeting in Los Angeles March 10.

Mr. Albin reported that RCA is aiming to produce a unit which will film, develop and project video within a matter of seconds and only awaits support of such from the motion picture industry. He exhibited large screen results which RCA had obtained. Similarly, Loren Ryder, Paramount sound department head and president of the Society of Motion Picture Engineers, demonstrated the results obtained through his organization's 66-second film. James H. Nicholson, chairman of the Southern California Theatre Owners Assn. video committee showed the results he had obtained in personal experimentation. All three pointed out that theatre television can be a present reality if theatres seek to adopt the medium.

Charles Slouros, president of National Theatres, said that he was preparing to spend $1,000,000 for television proved its theatre worth.

The TOA board is understood to be watching the theatre-video code which has been submitted to local stations and advertising agencies in Los Angeles as any pattern so established is expected to be adopted in other cities.

GROWING CHILD?
Texas Writer Peeks Around—
Coroner at Video—
AMALGAMATED aural radio and video forces may "be wowing us nightly long before press and pulp it begin sniffing social implications," Sam Acheson, Dallas Morning News historian, has editorially surmised with an admonition for retention of radio's best qualities.

Crystal-gazing in an editorial entitled "Hail, Video," Mr. Acheson took cognizance of statistics which he said, indicate there are now 300,000 television sets in the nation, and concluded this may mean television will become a household name sooner than most people anticipate.

"It may be that a sightless radio will long exist, a sort of yardstick alongside the sleek and powerful video of, say, 1968," Mr. Acheson said. "If radio as we know it today became a lost art, many of its best qualities would be missed. Chief among these is its power of arousing the imagination. The human voice, alone, the radio has shown us, can conjure up such ter-

chers as well as ecstasies and beauties as could never be equaled by visual art.

"One more thought before we turn the microphone over to video," Mr. Acheson continued. "We owe a great debt to the aural radio in a vital matter of manners. It is safe to say that all of us are better listeners today than we were before radio came into our homes. Good programs have forced all of us to listen and hear more."
RADIO IN CUBA

HAVANA:—This little island of five million souls and of only 500,000 radio homes can show Uncle Sam a thing or two in the sphere of radio freedom.

And it proposes to show the North American nations why it can't get along with fewer facilities in the standard band when the next NARBA (North American Regional Broadcasting Agreement) conference, tentatively scheduled for Montreal in August, takes place.

There are no Blue Books, bans on editorializing or duopoly regulations here. Stations, till now, have operated with almost complete freedom except for an old law that prohibits the publication or broadcast of spot news from 11 a.m. Sunday to 11 a.m. Monday. The law originally applied to newspapers to enable their staffs to have that full day of rest.

Goar Mestre, 35-year-old Yale-educated fourth generation Cuban, is “Mr. Radio” on the island. And he wields a powerful influence throughout Latin America as vice chairman of the Interamerican Asso. of Broadcasters.

Mestre is sponsoring a model law radio law which, among other things, would end this Sunday “censorship” of spot news. All Cuban broadcasters (and there are 53 stations in Havana, a market of nearly a million) will openly lobby for the legislation. They do it that way in Cuba.

There and other interesting aspects of Cuban radio were ferreted out during the inauguration March 11-13 of Havana’s new “Radiocentro,” three million dollar entertainment and cultural center built by Goar Mestre, his two brothers, Luis Augusto and Abel, and Angel Cambo, one of the founders of CMQ, key station of the seven-outlet Cuban network. The poured concrete and marble edifice incorporates the latest in engineering and acoustical developments in radio (except television) and houses three stations, all owned by the Mestres and Cambo. They’re applying for their fourth station in Havana, each to offer a separate programming technique. They call it “mood programming” too.

Open house was held practically all week long for the Cuban public, with drinks and refreshments served to all comers. The dedication fell on the fiftieth anniversary of CMQ, which turned a net $1,400,000 in time sales last year. The whirlwind series of celebrations made the average Hollywood premiere look like a side show.

Every speaker, from the Republic’s president, Ramon Grau San Martin, through the Minister of Communications and the governors of the respective provinces, spoke of radio’s freedom and the rights of station owners, politicians and the public to say what they please practically when they please. Goar Mestre, during the ceremonies, made seven full-length speeches and also did a roving mike tour of the headquarters with President Grau and his retinue. Then President Grau ad libbed for nearly an hour.

Every political faction has its finger in at least one of Havana’s “independent” stations, the only exceptions apparently being the CMQ operation and RHC, which means Radio Havana Cuba. The latter operation runs a network too. The Havana key stations of these two networks do all of the programming. Affiliated stations do not have local studios.

The head of the Cuban delegation won’t be selected until the new president is named in June. The Mestre group is supporting appointment of Luis Machado, one of Cuba’s most distinguished international lawyers, who was on the NARBA delegation which evolved the Inter-American Agreement two years ago and from which Cuba walked off with the radio bacon in the form of a dozen new assignments on clear channels, including 640 kc now used by CMQ with 25,000 w.

Evidently it’s Mexico’s turn to put the NARBA heat, for this time it is seeking revision of the regulations on clear channels to permit duplication almost everywhere. It is proposing a full-scale reallocation of the spectrum.

In addition to Cuba’s elite (and the Cuban Juan Q. Publico), Radio-centro dedication was attended by some 30 advertisers, agency men, NBC network executives, with whom the Mestre organization co-

WMPs MEMPHIS 68

On Your Radio

10,000 W Day Time
5000 W Night Time

You can Hear the

Represented by
TayLor & Howe. Nowoden
Radio Sales
11 N. 12th St.
New York 12, N. Y.

PROGRAMMING

CUBA may have the answer for the hard-pressed independent station in the major market looking for a new programming theme—FCC permitting.

Havana’s new Radiocentro boasts a 250-w station called “Radio Clock.” You can tune in at any hour and get the headline news and a flock of spot announcements, all in a minute.

“Radio Reloj” works this way: A metronome ticks away in the back-ground of a small studio. Two announcers work at separate microphones. On the minute announcer No. 1 whacks a gong. He gives the correct time.

Announcer No. 2 chimes in with two 5-second announcements. Announcer No. 1 returns with 30 seconds of news. Announcer No. 2 returns with two 5-second announcements. That takes 55 seconds. The other five has plenty of time for the gong and the correct time announcement.

There are a total of 4,320 announcements made during an 18-hour day. The advertiser pays $297 per month (American money) for each daily block of 135 announcements.

Radio Reloj now realizes $7,000 a month and has a potential of $9,000, according to Goar Mestre, president and general manager, who also runs the 25,000-w CMQ, and the 5,000-w CMFB, which is the classical music station. Radio Reloj is netting $3500 per month. It was purchased for $15,000 six months ago.

Time, News & Spots In One Minute

Would Retain NARBA Status Quo

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 inexpensives. Write for details and quotations.

Employers Reinsurance Corporation

Insurance Exchange Bldg.
Kansas City, Missouri

Broadcasting • Telecasting
operates, and a group of newsmen, who flew in March 10 and out on March 14.

Spokesman for American broadcasters was Gilmore Nunn, NAB board member and delegate to the Inter-American Assn. of Broadcasters conference in Buenos Aires. He emphasized the strong bonds of friendship between Cuba and the United States in radio and cited the need for its preservation in this troubled world.


FM Grant Holders Stalling, FCC Told

FMA Charges Attempt to Stifle Competition; Asks Action

FM Assn. in a petition slated for filing today (Monday) asked FCC to take "drastic" action against broadcasters accused of holding their FM grants to keep out competition.

Contending that many channels are closed to applicants because of stalling by CP holders, FMA asks the FCC to conduct "show cause" revocation proceedings in cases where the Commission feels the CP holders have been "negligent" in putting FM stations on the air.

The action was taken by direction of the FMA board (Broadcasing, March 5). In a letter transmitted to the Commission, Bill Bailey, FMA executive director, enclosed the board's March 5 resolution asking careful investigation of all applications to extend permits for FM station construction as well as show-cause revocation proceedings where negligence may be involved.

In a statement accompanying the announcement of the petition, FMA reminded that "others would like to establish FM stations and provide good service to the public but in those crowded areas where channels are limited and where established broadcasters have con-

Six U. S. Broadcasters

Guests on French Trip

SIX AMERICAN broadcasters were scheduled to leave for France last Saturday, March 29, as guests of the French Broadcasting System and Air France.

At a luncheon in their honor at the Plaza Hotel in New York Pierre Orenesse, new director of FBS in United States, expressed the hope that their trip would result in a heavier exchange of culture and education between France and U.S.

Those who planned to make the trip are: Frederick Bate, assistant to the vice president, NBC; William Finishesbire, national program director, CBS; John S. Hayes, vice president and general manager, WINX Washington, D.C; representing independent stations; Robert Swezy, vice president and general manager, MBS; Thomas Velotta, vice president, ABC, and A.D. Willard Jr., executive vice president, NAB.

WKRG to Join CBS

WKRG Mobile, Ala., is scheduled to join CBS as the 174th affiliate on April 4, the network announced last week. WKRG operates with 1 kw daytime, 250 w nighttime on 710 kc. It is owned and operated by Kenneth R. Giddens and T.J. Rester, F.E. Bushy is general manager.

**Feature of Week**

(Continued from page 10) outstanding contribution of the month to community life is designated "Man of the Month." He is featured in Swing, and presented to radio listeners in a quarter-hour program broadcast over WHB the first Sunday of each month at 12:30 p.m. (CST). His story is presented in dramatic narrative form with music.

Members of the "Man of the Month Club" serve WHB as an ex-officio advisory board, counselling the station on public interest programming and service in behalf of the Kansas City area.

**Canada's Fourth Market**

WINNIPEG

A "MUST" BUY

CKRC

630 K.C. NOW 5000 WATTS

REPRESENTATIVE: WOOD & CO.
Airmark of Distinction

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.
NEW CAB BOARD (I to r): Paul LePage, CKCV Quebec; Fred Lyons, KWK Mountain Home, AR; John Spitzer, KBMW Vancouver; Dick Rice, CFRN Edmonton; George Chandler, CJOR Vancouver; Ken Soble, CHML Hamilton; Ralph Snellgrove, CFOS Owen Sound; Jos. Sedwick, CAB counsel, Toronto; Abe Klein. Photo was taken with Pele Lulonde, CKAC Montreal; A. A. Murphy, CFQC Saskatoon, all of whom serve on the board.

U. S. AND CANADIAN broadcasters at CAB ski meet. I to r: Otto Brandl, ABC New York; Mr. and Mrs. Carlos France, York; Mrs. Jim Gross, NBC; Mrs. Arthur Webber, NBC; and Mrs. Winfield Smith, ABC. (Photo by Pete McGuire.)

License Renewal
Application for renewal of FM broadcast license filed by: KPYW-Philadelphia.

Modification of CP
1. WDSU-TV w/CP New Orleans--Moder. CP new commercial television station to decrease ERP from 21 kw, aur. 10.5 kw to 19 kw, aur. 9.5 kw.

WAP-V T. Fort Worth, Tex.--Mod. CP new commercial television station for extension of completion date.

WAVE Inc., Louisville, Ky.--CP new experimental television relay station on 6975-7000, 6975-7125 mc, power 5.1 kw, emission special and unil. In accordance with Sect. 4.151 (b) and 4.163.

Reinstatement CP
Granite District Radio Bestg. Co., Salt Lake City--Reinstatement of CP new remote pickup station KOSO on 1622, 2020, 1510, 2700, 50 kw 9.3, A3 emission, hours in accordance with Sec. 4.603.

License Renewal

AM STATION DELETED

FM CP DELETED

TENDERED FOR FILING
TV--198-204 mc
Edwin W. Pauley, R. B. Chambersen, and A. V. Benderlen, 6/7 as Television Calif., San Francisco--CP new commercial television station on Channel 11. 198-204 mc, ERP vs. 31.35, aur. 15.6 kw.

TV--210-215 mc
F. M. Radio and Television Corp., San Jose, Calif.--CP new commercial television station on Channel 23, 210-215 mc, ERP vs. 3.75 and aur. 16.6 kw.

TV--180-182 mc
Niagara Lumber Co., Niagara Falls, N. Y.--CP new commercial television station on Channel 18, 180-182 mc, ERP vs. 33.1 kw aur. 11.6 kw.

TV--180-186 mc

ASSIGNMENT OF LICENSE
KFNW Shemidlaw, Iowa--Consent to assignment of license to Capital Bestg. Co.

AM--1200 kc

(Continued on page 80)

AND HERE'S WHY!

"THERE'S MORE "SETS IN USE"
An Average of 45% More Than National Average.

Youngstown Ratings
Network Shows
Average 100% Higher

A Greater Audience
At Lower Cost

Ask HEADLEY-BEED

THE Rich Mahoning Valley

March 22, 1948 • Page 79
Voluntary acquisition of control of licensee Morris' Inc., for new station to be located at 1060 kHz, West Valley, Calif. (Elmer Lawrence Donze). 1947

Grant of permission to station WKBZ, Lebanon, N.H., to move tower 250 feet closer to station WLBZ, Lenox, Mass.

Authorization of application of the Communications Commission for the 450-wafer hearing with which the applications of the Commission's Technical Bureau were consolidated for hearing. 1947

Grant of application for the reassignment of station WYAF, Dayton, Ohio, to channel 13.

Extension of the grace period for an application for change of ownership of a station in New York City.

Authorization of an application of WDGY, Minneapolis, Minn., for a hearing with which application is consolidated.

Grant of leave to an application for a change of ownership of the station WCNR, N. Michigan Avenue, Chicago, Ill.

Transfer of Control

WQXO, Kansas City, to transfer of control of the station KMOV, Kansas City, Mo.

TENDERED FOR FILING

Eugene P. O'Sullivan, Inc., Denver, Colo., to file a new application for a commercial television station on channel 37, 54-60 mc.

FM—58.7 mc.

Serve Broadcasting Co., Anderson, Ind., to file a new application for a commercial television station on channel 2, 54-60 mc.

FD—54-60 mc.

Murphy Best, Co., Des Moines—new commercial television station on channel 5, 54-60 mc.

TV—140-180 mc.

Tepeka Best, Co., Inc., Topeka, Kan.—to file a new application for a commercial television station on channel 7, 140-180 mc.

AM—1230 mc.

Columbia Broadcasting System, Inc., San Francisco—new commercial television station on channel 9, 140-180 mc.

WJZ—54-60 mc.

Leonard Murel Rose, Elmer Lawrence Donze and Norbert Bernard Donze, partners, as Oak Park Broadcasting Co., Con way, Ark.—new commercial television station on channel 2, 54-60 mc.

Acquisition of Control

WDGY, Minneapolis—indirect acquisition of control of station WQXO, Minneapolis, Minn., by stockholders of WDGY, Inc., and KFOR, Lincoln, Neb.—indirect acquisition of control of station WTVG, Toledo, Ohio, by stockholders of KFOR, Inc.

KOIL, Omaha, Neb.—indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) on channel 12, 140-180 mc.

KPGU, Bellingham, Wash.—consent to assignment of license and control of station KPGU, Inc.

March 18 Decisions

BY COMMISSION EN BANC

Assignment of License

WMIT, Charlotte, N. C.—granted voluntary assignment of license and control of station WBNK, Charlotte, N. C.

WCHS, Charleston, W. Va.

for FM station from Gordon Gray, individual, to Radio Station WMIT, partner.

Transfer of Control

KSBX, KS-BX-PM, San Jose, Calif.—authorized to transfer of control of station KSBX, San Jose, Calif., to Leo J. Owen.

TENDERED FOR FILING

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FD—54-60 mc.

MURPHY BEST, CO., DES MOINES—new commercial television station on channel 5, 54-60 mc.

TV—140-180 mc.

Tepeka Best, Co., Inc., Topeka, Kan.—to file a new application for a commercial television station on channel 7, 140-180 mc.

AM—1230 mc.

KFOR, Lincoln, Neb.—indirect acquisition of control of station WTVG, Toledo, Ohio, by stockholders of KFOR, Inc.

KOIL, Omaha, Neb.—indirect acquisition of control of Stuart Investment Co. (stockholder of licensee) on channel 12, 140-180 mc.

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WE LOVE OUR LISTENERS
Yes... and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIL and its listener friends. They buy any good product we tell them about.

WAIL
Winston-Salem, North Carolina
Representatives: The Walker Co.

BROADCASTING * Telecasting

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BROADCASTING * Telecasting

TV APPLICATIONS

FIVE APPLICATIONS for new commercial television stations were filed last week with FCC. Four of the applicants presently have other broadcasting interests.

Television California, new partnership headed by Edwin W. Pauly, until February special assistant to Secretary of the Army Kenneth C. Royall, seeks Channel 11 (198-204 mc) at San Francisco. Station would have effective radiated power of 31.25 kw visual and 15.66 kw aural with antenna height above average terrain of 1,256.4 ft.

Mr. Pauly, who gave his net worth in excess of $1,000,000 and annual income in excess of $400,000, has contributed $360,000 of the total $400,000 capitalization of the partnership firm for 90% interest. R. H. Chamberlain, real estate operator, holds 6.25% and V. E. Breeden, vice president, William R. Staats Co., San Francisco and Los Angeles investment banking firm, holds 3.75% interest. One-time aide to the late President Roosevelt, Mr. Pauly stated in the application he was prepared to meet annual operating losses to extent of $150,000.

Rural Service

A rural service outlet at San Jose, Calif., to serve the Santa Clara Valley, is sought by FM Radio and Television Corp., permittee of FM station KRPO there and which is chiefly owned by Willard L. Gleeson, president and majority owner of Broadcasting Corp. of America, operator of several California outlets including KARO (TV) Riverside. Channel 13 (210-216 mc) and power of 33.2 kw visual is requested at San Jose.

The new TV applicants:

Jacksonville, Fla.—Florida Broadcasting Co., Channel 4 (66-72 mc), 14.4 kw visual, 17.4 kw aural, total cost estimated $197,500, first year operating cost $50,000, revenue unknown. Applicant is licensee WMBR that city.

Milwaukee—Wisconsin Broadcasting System Inc., Channel 11 (198-204 mc), 24 kw visual, 13 kw aural, total cost $191,200, first year operating cost $191,200, revenue $70,000. Applicant is licensee of WKOY Milwaukee.

Niagara Falls, N. Y.—Niagara Falls Gazette Pub. Co., Channel 10 (186-192 mc), 23.1 kw visual, 11.61 kw aural, total cost $233,725, first year operating cost $66,000, revenue unknown. Applicant is owner WHLD and WJIL-FM that city.

San Francisco—Television California, Channel 11 (198-204 mc), 31.35 kw visual, 15.66 kw aural, total cost $274,070, first year operating cost $150,000, revenue $75,000. Partnership: Edwin W. Pauly, independent oil producer, 90%; R. H. Chamberlain, real estate operator, 6.25%; V. E. Breeden, vice president, Wm. R. Staats Co., Los Angeles and San Francisco investment banking firm, 3.75%.

San Jose, Calif.—FM Radio and Television Corp., Channel 13 (510-516 mc), 33.2 kw visual, 16.6 kw aural. Total

 cost $188,450, first year operating cost $156,000, revenue $156,000. Applicant is licensee WDSM that city.

PIONEERING IN KANSAS CITY

Television with all the excitement of Broadway and all the comfort of home is here in KANSAS CITY. Just follow the signs to the KANSAS CITY MARKET.

O. R. WRIGHT
Sales Mgr.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

First Call
for
THE
1948
NAB
Convention
ISSUE

March 22, 1948 • Page 81
WCBS-TV ADDS SEVEN TO PRODUCTION STAFF

ADDITION of seven producers and directors to the staff of WCBS-TV New York, as part of the CBS station's expansion program was announced last week by Worthington C. Miner, director of CBS television.

New appointees are Nat Karson, Broadway producer, who will be a consultant producer; directors, Ed Mablay and Ace Ochs; and associate directors, Robert Merrill, Kenneth Reed, Kingman T. Moore and Hugh Muir Rogers.

Mr. Karson has been connected with numerous New York theatrical productions as producer, director and scenic designer; Mr. Mablay has written numerous radio plays for CBS as well as Broadway productions; Mr. Ochs has written, produced and directed for CBS; Mr. Merrill is a music composer and has been associated with several theatres as director; Mr. Reed was formerly connected with N. W. Ayer & Son, Philadelphia, and Young & Rubicam, New York; Mr. Moore was formerly with RKO Radio Pictures in editing and production, and Mr. Rogers is a former staff member of Time Magazine.

A PAYING PROPOSITION

EDUCATORS, network and local radio station representatives from nine western states attended the first annual Western Radio Conference in San Francisco, March 20 and 21. One of the keynote addresses was given on March 20 by Dr. Herbert C. Clish, superintendent of San Francisco schools, who was chairman of the opening session.

Dr. Watt A. Longley, superintendent, San Francisco city schools, recommended the use of radio in school education. He said: "The radio has been a tremendous factor in the development of social, political and moral attitudes. It is imperative that educators understand the full potentialities of the radio and acquaint the boys and girls in our schools with its use."

Other Speakers

Other speakers at the opening session, whose themes were based on the subject, "Responsible Use of Radio in Public and Human Relations and Education" were: Jennifer Pierce, public service director of NBC, Hollywood; Dr. H. H. Fisher, chairman of the Hoover Memorial Institute and Hoover Library at Stanford U.; Dr. A. J. Barkly, dean of the school of education at Standford U. James Day, public service director, NBC, San Francisco, opened the conference.

At a luncheon meeting on the opening day, Paul Speegle, radio editor of The Chronicle, presided. Guest speakers were: Bill Thompson, the "Wallace Wimple" of the Fibber Magee and Molly show; Richard Reeves, former director of the Assn. for Education by Radio and Luke Roberts, KOIN Portland, Ore.

The March 20 afternoon session was devoted to the subject, "The Local Stations and Community Education." Francis Noel, of California State Department of Education, Sacramento, was chairman. Speakers were: William Sener, KUSC, U. of Southern California; J. F. Tighe, KTIP Porterville, Calif.; O. H. Brown, KSBR (FM) San Bruno, Calif. and McCalm Smith, U. of California.

"Radio and the School—Achievement and Challenge" was the subject of first session of second day. Hale Sparks, radio administrator, U. of California, Los Angeles, was chairman. Speakers were Frances Frater, of the McClatchy Broadcasting Co.; Majorie McGilvery, Mountain View High School; Everett Brau, principal, San Luis Obispo, Calif., Junior High School.

Afternoon session of first day was devoted to subject, "Of Mikes and Men's Minds." Norman Ostby, assistant vice president, ABC, Hollywood, was chairman. Speakers were: Dr. Peter Odberg, president, Reed College, Portland.

WESTERN MEET

Educators and Radio Men Assemble

Ore.; Allen Miller, director, Rocky Mountain Radio Council and Stanford Radio Institute; Glen Shaw, manager, KLX Oakland, Calif.; Harlan Adams, dean of arts and sciences, Chico, Cal. State College and Nancy H. Riordan, president, director, CBS, Los Angeles.

John C. Crabbe, director of radio, College of the Pacific, Stockton, Calif., was in charge of the program's evening session.

In conjunction with the conference there were exhibits by manufacturers and retailers of audio-visual equipment and by the stations and networks participating in the meetings.

CHICAGO TV SOCIETY STEERING UNIT NAMED

REPRESENTATIVES of advertising agencies, stations and the television production field met last Wednesday in Chicago to lay the groundwork for a local society designed to foster the advancement of the city's television industry. Two previous meetings were held last month [BROADCASTING, Feb. 23].

The new organization, meeting at the Sheraton Hotel, elected a steering committee of nine members to set up its structure and offer recommendations for procedure. Officers will be elected at a meeting next month. Membership will be open to all persons associated with the video field, it was announced.

Chosen for the committee were: Agencies—Holman Faust, vice president and radio director, Mitchell-Faust Adv. Co.; Arnold Rolland, television director and account executive, Malcolm-Howard Adv. Agency; Fran Harris, vice president, the Sky's the Limit, Madison,

stations—Reinald Herrenricht Jr., program director, WARK Chicago; Paul Karson & Katz station; Don Cook, engineer, WGN-TV, Chicago Tribune station; Fred Killian, ABC.

Production—Arnold Rodner, president, Television Advertising Productions; Fred Kiles, King Studios; Betty Babcock, free lance producer.

Mr. Rodner is serving as temporary chairman.

NBC Appoints Two To Key Video Jobs

Blackburn Is National Program Chief, Wade Production Head

FOLLOWING the increase in the number of NBC television affiliates and the planned completion this year of additional NBC owned-and-operated video outlets, NBC Television announced that it would appoint Norman Blackburn as national program director.

Mr. Blackburn, formerly vice president of the J. Walter Thompson Hollywood office, will be charged with overall program planning for the video network. Warren Wade, of NBC Television, simultaneously was appointed production manager. He will supervise program production of NBC's owned-and-operated TV stations.

HEARTY congratulations are extended by John Outler (r), general manager of WSB Atlanta, to Fred E. Mogenheimer, secretary of Mason, Au and Mogenheimer, Brooklyn confectioners, at a cocktail party following initial WSB Born Dance program, sponsored by the sweets concern.

Pleased onlookers are Franklin Dyson (11), Moore & Hamm, New York agency, and Frank Gaithiiner, WSB commercial manager.

Red Cross Newspaper Ad Policy in Freeport Hit

IMPLIED endorsement of newspaper advertising by the local Red Cross chapter at Freeport, Ill., has been protested by Dave Taylor, commercial manager of WFPRL Freeport. In a letter to Freeport Red Cross officials he said the chapter had directly solicited paid newspaper advertising, resulting in additional local revenue for the local newspaper.

Mr. Taylor wrote that broadcasters are glad to donate all possible time to the Red Cross but objected to the endorsement of newspaper advertising.

In a letter to the local chairman, Philip Schenkenberg, of Red Cross midwestern headquarters, St. Louis, said the Red Cross does not expect advertisers to make additional media expenditures to promote Red Cross projects nor does it ask free broadcasting time from stations when such time would ordinarily be sold to sponsors.

Phenomenal Value!

17 JEWEL - 2 PUSH BUTTON CHRONOGRAPH 29 / 50

INCABLOC SHOCK RESISTANT FEATURE

- Sweep second hand - Radium Dial - Anti-magnetic - Unbreakable crystal - Stainless steel back (formerly $75.00) - IDEAL FOR PHONOGRAPH ENGINEERS & BROADCASTING ENGINEER. ALSO AVAILABLE IN 18 K. GOLD Cased for $64.50 (Plus 10% tax) FORMERLY $125.

MONEY BACK IN 10 DAYS IF NOT SATISFIED WITH ACHIEVEMENT

117 W. 42 St., N. Y. 18

MAIL ORDERS POSTPAID - FILL OUT, S. H. R. SHIPPER, CO. O. D. or send check or money-order. Address all mail orders to ADLEY JEWELERS

BROADCASTING  Telecasting
Fax Future
(Continued from page 15)
traced the development of facsimile, and said that last April there were only two main points of difference between standards proposed by the Radio Manufacturers Assn.'s facsimile committee and those proposed by Panel 7.
Panel 7, he recalled, felt that standard "definition" and "length of available scanning line" should be stated in terms of "index of cooperation" and that a single value—984—should be established for this index. The recommendation looked toward two standard values: 492 as well as 894. Panel 7 felt that by standardizing the index of cooperation, rather than the length of available scanning line and the definition, facsimile recorders of any page width might be used interchangeably on either one of the two index values, just as television sets receive pictures on varying size screens.
Under the RMA proposal, he testified, transmission of photographs could involve serious distortion.
Favored Index
Mr. Hogan pointed out that the panel in its pre-hearing conference two weeks ago went on record favoring the use of both 984 and 492 index values "until such time as a single value can be selected." He said he was confident the 984 index—invoking an 8.2-inch width with definition of 105 lines per minute, permitting transmission at the rate of 220 lines per minute—would ultimately be preferred. By comparison, he said, a 492 index value—based on 4.1-inch width and 105 lines per minute—would transmit at the rate of 14 square inches per minute.
Under questioning he said that, "all other things being the same," it would be possible to use a 50% narrower channel if the index value were 492; that a 4.1-inch width recorder could be converted to 8.2 with little expense, and that both values could be accommodated by changing the rate of paper feed.
Mr. Hogan said the RTPB panel, with Mr. Alden not voting, adopted a resolution "found no multiplex proposal that would meet the FCC requirements" and therefore had "limited its recommendation to simplex operation."
Panel 7 felt provision should be continued for experimentation in multiplex transmissions.
Testifying as president of Radio Inventions Inc. and Faximile Inc., Mr. Hogan said "thousands and thousands" of persons have seen General Electric equipment built to RTBP standards, and that the service is "wanted." He said the patent to the broadcaster would be "exceedingly favorable," estimating $5,000 to $5,000 would put a small FM station into the facsimile business and $12,000 to $15,000. But he said "a little more elaborate" installation. He estimated a top-quality combination receiver would cost $800 to $900, and that a "deluxe" recorder and scanner would cost $250 but could be brought down to $100 "reasonably soon" through quantity production. Paper, he said, costs about 1 cent per sheet and could be reduced to 25¢ of that, with the result that a 15-minute edition would cost one cent.
Questions from Mr. Plotkin, he said facsimile operation in the AM band would be feasible but not desirable, and that operation on television frequencies would be very feasible. He did not feel that there would be room for both simplex facsimile and FM within the same band if both services develop to the proportions expected. However, he thought that multiplexing would be perfectly, and said allocations should be reconsidered in "two or three years."
Asked whether there was any possibility that the FM band where facsimile might operate on a simplex basis, Mr. Hogan suggested the "lower part of the television band." Mr. Finch told the Commission that his firm's Colorfax could be operated on the same standards as the black-and-white facsimile, that the recorders would be about the same in cost, and that the paper used in Colorfax—ordinary paper, unprocessed—would cost about 26¢ per 100 feet as against 8¢ per 100 feet of normal paper. The color machine, he said, operates at one-fourth the speed of the black-and-white machines.
Colorfax Copies
Mr. Finch offered copies of Colorfax transmissions, which Dr. LaVerne Philpott, Finch Telecommunications director of research and development, said were produced by scanning each line with 20 or 25 lines—blue, green, and red, with an amber filter for black. The colors are reproduced in the recorder by pigment leads of the corresponding color.
According to Mr. Plotkin, Dr. Philpott said that due to the different operating speeds a black-and-white recorder would elongate color transmissions four times. But, he said, it was not proposed to use color in the transmission of non-photographic material. He said a color recorder could be converted to black-and-white by substituting black leads for the colored leads, and could pick up black-and-white transmissions without distortions. Most of the Finch color work, he continued, had been done in the laboratory.
Mr. Crooks, director of News-Transit Radio
(Continued from page 15)
with card questionnaires which they fill out and return. Questions cover acceptance of programs being broadcast, preference suggestions and other comments.
WWDC-FM is broadcasting a special format of light classical music and news for the test. Transmissions are 10:30 a.m.-12 noon, 4-6 p.m. and 7:30-8:30 p.m. The programs are aired in 20-minute segments with 18 minutes of music and two minutes of news. Announcements, which may be as infrequent as commercial, are planned every five minutes.
According to proposed plans Capital Transit several months hence would allow WWDC-FM to equip some 500 buses and some of the Transit Radio receivers and speakers. It is expected the franchise would include a flat fee and percentage agreement. Each vehicle installation costs $175, according to Mr. Strouse. WWDC and WWDC-FM general manager. He said no expense would accrue to either the bus line or the public in the installation or operation of the system.
WWDC-FM most of the day for the transit audience would program an easy-to-listen-to-fare of good music, news and sports information and similar programs. Commercials would be sold to advertisers at an estimated rate of about $1 per guaranteed 1,000 transit listeners. The home audience would be a bonus. Commercials would be limited to not more than one every five minutes and to length of 30 seconds.
Initial trials in Washington produced excellent reception in varied sections of the city. WWDC-FM is assigned Channel 266 (101.1 mc) with effective radiated power of 20 kw.
Mr. Strouse pointed out that while the music was designed to provide bus riders a soothing background to overcome the disagreeable traffic sounds, the programs would be highly acceptable to the home audience.
Announcing...
the appointment of WILLIAM G. RAMBEAU COMPANY as EXCLUSIVE NATIONAL REPRESENTATIVE for...

(Continued on page 64)
Mr. Alden stated the company also has an 18-inch width recorder available as a utility model suitable for use in public places. Producing enlarged-print copy, the model exposes 51 inches of paper at a time and is easily read at distances of 20 feet or more.

Summary of the Alden preference for the 4.1 system was offered by Alexander Nyman, the firm's technical director. Among the points he made for the smaller width were the following:

- Economy of recorders and paper; simple copy preparation through use of single-column, continuous presentation format; important news or announcements could be cut in any time without delay until end of a multi-column "page" in larger width system; public display on utility model possible through four-fold enlargement; particular suitability to multiplexing on FM not perhaps AB later; immediate adaptability to transmission on regular telephone lines.
- Lower power consumption, simplicity of synchronization makes it ideal for farm area or mobile use; no extra equipment required, workable on any FM receiver or tuner; better quality, more economy, more compact size; single column permits readjustment in scanning to get better photograph definition: wire circuit adaptability makes system suitable for foreign market consumption where public wired broadcast systems exist.

Mr. Nyman said multiplexing might be accomplished by carrying the facsimile signal on the upper 3,000 cycles of the FM channel, with modulation about 25%. He said no filter is required on the FM receiver but an inexpensive one is placed on the facsimile recorder to cut out the aural signal. He indicated interference would be greater with multiplexing of the 8.2-inch system.

On Tuesday afternoon Finch Telecommunications presented a quarter-hour technicolor movie illustrating varied applications of facsimile in business and industry. E. Z. Jones, general manager of WBBA and WBBB-FM Burlington, N. C., went on record supporting the RTPB Panel 7 proposal. He termed facsimile "the poor man's television."

Some experiments in network multiplexing have been tried, Mr. Jones said, in conjunction with the Dixie Relay Network, composed of FM outlets in North and South Carolina.

Comprehensive exhibit of its 8.2-inch width facsimile operations was entered by Triangle Publications Inc., operator of WFIL-AM, FM, TV and FX, and publisher of the Philadelphia Inquirer. WFIL General Manager Roger W. Clipp testified that the "immediate establishment of commercial standards is not enough, in and of itself," in spur facsimile progress. "Implicit in the economies of the situation is the necessity of assuring to facsimile a permanent home in the spectrum" as assurance to manufacturer and public alike, he said.

Mr. Clipp indicated he would like to see separate frequencies for facsimile but that present simplex operation in the FM band would be satisfactory.

WFIL Investment

Capital invested in facsimile by WFIL, according to Mr. Clipp, is $67,496.85, with $57,611 of that amount representing equipment. Operations expense for January, the first full month of operation, was given as $4,686.46. Two editions per day were aired.

A public acceptance survey conducted by WFIL-FX at recorder display sites, computed on 945 questionnaire returns, showed 83.4% had viewed a facsimile newspaper for the first time and that 73.6% would like a home set. Mr. Clipp reported 79.6% would pay $100 for a recorder, 31.2% would be willing to pay $200 and 5.7%, $500. National and international news ranked highest in popularity.

Louis E. Littlejohn, chief engineer of the Inquirer stations, related technical details of operation.

Merrill Panitt, editor of the Philadelphia Inquirer Facsimile Edition, told the Commission, "We feel this considered facsimile to be a marriage of the newspaper and radio." Mr. Panitt did not favor the 4.1-inch system, on grounds that it is not adaptable to a facsimile newspaper. Lee Hills, managing editor of the Miami Herald, operator of WQAM and WQAM-FM, testified facsimile should be given the commercial green light to get it "off the ground." He said public reaction has been very good to the WQAM-Herald single column 8.2-inch width transmissions. Mr. Hills favored the simplex system, sharing hours with FM aural broadcasting. Expressing strong preference for the 8.2-inch width, Mr. Hills said if 4.1-inch were chosen exclusively the Herald would drop out of facsimile.

G. Bennett Larson, vice president in charge of television for WCAU Philadelphia, affiliate of the Philadelphia Bulletin, favored immediate commercialization of facsimile even to the extent of FM multiplex. He believed more multiplex experience is needed, however.

WCAU-FM is being interrupted daily around noon for about 1¼ hours of 4.1-inch simplex facsimile transmission, Mr. Larson said. WCAU has 8.2-inch equipment on order, he told FCC, estimating that the larger size would cost about four times as much.

Robin D. Compton, engineer in charge of television and FM for WCAU Inc., supported Mr. Nyman's testimony in behalf of FM multiplexing and said that the average FM receiver today does not deliver to the listener faithful reproduction above 8 or 10 kc. He favored 4.1 as best for multiplexing.

Although WCAU would go on commercial facsimile basis if FCC permitted, Mr. Compton stated his personal opinion was that experience is insufficient at present to warrant authorizing a full commercial system. As to WCAU experimentation Mr. Compton said some 20 recorders have been used in about 100 different locations up to 70 or 80 miles from the station. Even where FM reception was not too good the facsimile system functioned satisfactorily, he said.

FM Assn. presented for the record a resolution favoring multiplexing and stating that no channels in the 88-108 mc FM band be assigned exclusively to facsimile.

De Neuf Statement

Rural Radio Network Inc., permitted for six FM stations in New York state, entered a statement by Donald K. De Neuf, chief engineer, which asked immediate adoption of standards and recommending RTPB Panel 7 proposals. The 8.2-inch system was favored.

Agreement with RTPB Panel 7 recommendations also was expressed for RCA by Charles J. Young, in charge of facsimile development and research for the RCA Laboratories Division. He outlined RCA work in the field since 1930 and indicated a single standard is desirable. Mr. Young declined to comment at any length on multiplexing. He said the last work on multiplexing was in 1941, at which time considerable intermodulation trouble was experienced.

WHEN Harold V. Hough, radio director of WBAIP Fort Worth, insisted on wearing his hat in the lounge of Chicago's swanky Ambassador East Hotel between sessions of ABC Central Division affiliates meeting, everybody understood. Harold is from Texas, where a man does as he pleases. Others in picture (l to r) are Howard Lane, director of Marshall Field Radio Enterprises; John Norton, vice president-station relations, ABC; and Eugene Carr, radio director, Brush-Moore newspapers (WHBC and WHBC-FM Centen, Ohio, and WPAY Portsmouth, Ohio).
ST LINKS MUST MOVE TO 940-952 MC BAND
FM BROADCASTERS holding temporary authorizations for studio-transmitter links should plan to change at an early date to the ST allocated band of 940-952 mc, FCC stated last week. Commission noted that equipment is now available and temporary authority interference problems are increasing.

Because equipment for 940-952 mc heretofore has not been readily available and because FM stations have desired studio-transmitter circuits, FCC has granted temporary permission for ST operation on other frequencies, and this would not result. This particularly had been unused television channels.

The Commission noted that a New Hampshire FM station already is employing the new high ST band equipment and it appears more will be generally available within months.

Benoit Going to Mexico
Firm Post; Given Leave
WALTER E. BENIOIT, radio and electronics executive of Westminster Electric Corp., has been granted a two-year leave to serve as treasurer of Industria Electrica de Mexico in Mexico City, according to Walter Evans, vice president in charge of all Westinghouse radio activities. Mr. Benoit will leave for Mexico City March 26. Industria Electrica de Mexico was organized in 1945 by Mexican and American capital for the production of a complete line of electrical and electronics equipment.

LEGISLATORS GUESTS OF NERN AT DINNER
NEW ENGLAND Congressional delegation was entertained Thursday by New England Regional Network in the Mayflower Hotel, Washington at the second annual dinner in connection with the New England Round Table program on which members of the delegation participate.


UNITY'S FM
UNITY Corp., licensee of WTD and WTD-FM Toledo, received grants from FCC last week for new Class B FM stations at Springfield and Mansfield, Ohio.

At the same time the Commission issued a petition by Mansfield Journal Co., former Unity rival, which had asked that a previous FM grant to WMAN Mansfield be recalled and had also opposed Unity on charges that Edward Lamb, owner of Mansfield stations, "is not qualified to be" a licensee [BROADCASTING, Feb. 9].

It was the Journal's contention that WMAN had campaigned against establishment of a competitive station in Mansfield and that Unity's Mr. Lamb had written a book on Russia which advocates overthrow of the U. S. by force [BROADCASTING, Feb. 9].

But FCC ruled that the Journal's claim that it is not in the public interest to grant either the Unity or [WMAN] applications is not sustained. The Commission has full and complete information regarding these applications and nothing new is contained in the instant petitions such as would warrant a rehearing on these applications."

Jones Dissents
Com'r Robert F. Jones disented from the Unity grants, voting for further hearing on each application.

The grants were issued "subject to Canadian objections within 15 days" from March 12, and subject to the usual conditions with respect to approval of transmitter sites and antenna structures by the Civil Aeronautics Administration.

The Springfield grant was for use of 100.7 mc (Channel 284) with 10 kw effective radiated power and antenna height 345 feet. In the Mansfield case, the Mansfield Journal, Unity, and WMAN originally went through the Commission's antenna height with antenna height 176 feet. The Commission ruled that there was no merit in the Journal's claim that failure to keep all three applications in consolidated hearing was a violation of its own chances for a grant. The Journal contended this might be the result (1) if one of the three Mansfield channels were allocated elsewhere; or (2) if a new applicant should apply for the third channel and get into competition with the Journal. Grant of WMAN's application and severance of Unity's, the Journal argued, would take away the Journal's rights to oppose the two others and deprive it of its rights to "due process."

In addition to its FM application, the Journal and its affiliated Lorain Journal Co., of Lorain, Ohio, have pending AM applications (for 250-w daytime stations on 1510 and 1140 kc, respectively). FCC has proposed to deny both the AM and FM applications, on grounds that the newspaper firm's owners had sought consistently to suppress competition. The two newspaper firms will oppose this proposal in oral argument.

L. A. ANGELS TELECASTS TO HAVE COMMERCIALS
BBDO Hollywood is projecting series of 25-30 film commercials for use during telecast of the Los Angeles Angels under sponsorship of Standard Oil of California.

No fixed budget has yet been determined for production of commercials. Plans call for 30-second and one-minute commercials, although ratio of each has not yet been fixed.

Although agreement provides that telecasts are non-exclusive, it is believed that P. K. Wrigley, owner of the Angels as well as the Chicago Cubs, would not be likely to sell the rights to another sponsor as well. It is believed he may see fit to allow other stations to offer the games as program fare in addition to KTLA which will carry the games for Standard.

Whether the signboards of other advertisers at the ballpark will be left up had not been worked out last week.

The 66-day game home schedule of the Angels will start April 18 with Stadaham paying an estimated $50,000 for time and the rights [BROADCASTING, March 15].

Gen. Taylor, Wife Hurt
Parachuting From Plane
BRIG. GEN. TELFORD TAYLOR, on leave from his post of FCC general counsel and more recently chief U. S. war crimes prosecutor at Nuremberg, was injured along with his wife and children when they were forced to parachute from a crippled U. S. Army plane over Berlin last Thursday.

Gen. Taylor has been hospitalized for a gashed scalp, cuts and bruises and severe shock, and his wife suffered minor injuries, according to U. S. Army headquarters in Berlin.

SINGLE AM-FM-TV FEE IS ANNOUNCED BY BMB
A COMBINED subscription fee plan for AM, FM and television broadcasters, effective immediately, was adopted by the Broadcast Measurement Bureau's executive committee last week.

The plan provides that a broadcaster who owns any combination of the three types of stations in the same city may subscribe to BMB for all such stations by the payment of a single subscription fee, based on the total revenue of the stations. If the combination fee is higher than the total fees he would pay under separate contracts, the broadcaster may subscribe separately.

The same method of audience measurement which applies to AM stations will apply to FM and video, BMB said. BMM hopes the new plan will encourage subscriptions by FM and television broadcasters.

Theatre Video
LOS ANGELES theatre owners will get a look at the RCA cinema video equipment at meeting of Southern California Theatre Owners Assn. March 30. In addition, J. H. Nicholson, head of Television Relay Co., will demonstrate his film-off-video-screen system.

Baltimore's
Listening
Habit

BWC

MUTUAL
BROADCASTING SYSTEM
JOHN BLUM, President
GEORGE H. RODER
General Manager
Exclusive National Representative
WEED & CO.
New York, Chicago, Boston, Detroit, Los Angeles, Seattle, San Francisco
PACT REACTION

COMMENTS by broadcasters in connection with the three-year agreement reached last week by AFM and the four major networks follow in part:

Justin Miller, NAB president: "I am happy to observe that the negotiations have reached a successful culmination. This shows clearly that broadcasters and musicians can calmly and reasonably work out the solution of their problems to their mutual benefit."

Frank E. Mullen, executive vice president of NBC: "The arrangements are of the greatest significance to the entire broadcasting industry. Peace has been established on the network front. Willingness of the AFM to cooperate with the broadcasters for the development of television is most heartening and will provide a great stimulus to the entire television industry. I am certain that the development of television in the United States will provide new and additional employment to the members of the federation. We propose that already established sound programs such as the NBC Symphony, the Fred Waring Show, the Chesterfield Supper Club, and the Telepipe Hour will be televised in the very near future."

Mark Woods, president of ABC: "I believe the agreement reached by the four networks with Mr. Petrillo and his associates means that the television industry has met the most important and probably the most complex problem facing the industry."

By the terms of the agreement, all of the networks, except one, will afford a five year contract when it was picked up by the networks.

"The agreement provides that when a contract expires in 1950, it will be replaced by a new one to last for five years. The agreement includes a provision that the parties will meet in 1949 to fix a rate pattern for television use of musicians services, instead of the present rate pattern."

"The agreement also provides that the AFM and the networks will cooperate in the televising of operas and operettas, musicals, and recitals."

"The agreement also includes a provision that the networks will cooperate with the AFM in the televising of operas and operettas, musicals, and recitals."

"The agreement also includes a provision that the networks will cooperate in the televising of operas and operettas, musicals, and recitals."

JIMMY TOOTLED
Sounds a Quavering "A" At the Conference

TO THE AMUSEMENT of everyone at the news conference announcing the AFM-network agreement last week, Mr. James C. Petrillo was handed a trumpet, an instrument he once played for a precarious living before he became boss of the AFM.

Mr. Petrillo was brought to the conference by Charles B. Denny, NBC vice president and general counsel, who is perhaps the highest paid musician in the music industry. Mr. Denny and Frank E. Mullen, NBC executive vice president, suggested that Mr. Petrillo test his trumpet's lips—which has been put to active use but other uses since."

Mr. Petrillo, not unnerved, looked the trumpet note which he play most musical ears in the room identified as an approach to "A."

GUILD TV WARNING
Has Little Effect

Producers Claim That Position of Union Is Untenable

UNCERTAIN by movie producers last week greeted the Screen Actors Guild in Hollywood when SAG issued a statement March 16 that "no producer has the legal right to sell or use for television any film made for exhibition in theaters."

In most quarters this was interpreted as an advance stand by the actors in preparation for the start of negotiations for a new contract, scheduled to begin in early April. The implication was that by the time the new negotiations began, the unions would have a new contract to negotiate.

"As to the future, the whole subject of television is something to be considered in current negotiations," in the opinion of Charles Boren, labor relations head of the De Mille Bros. and President of the United Artists Producers. Similar sentiments were voiced by other representatives of the smaller producing units.

SAG stand springs from plan of Dr. Ferenc Fodor, president of Audio Pictures who also has organized Television Libraries Inc., to sell for television film backlog of more than 40 producing units. Specifically, the SAG letter which was mailed to over 300 producers said "our attention has been called to a report in the press that certain producers are about to sell for use in television certain motion pictures made for theatre exhibition."

Dr. Fodor told Broadcasting that the Guild position is untenable in light of past contract terms. Further it is believed that the film industry is unlikely to relinquish its contract position on television since it offers a source of revenue which will grow in the face of a declining world market.

De Mille Case Appealed
To U. S. Supreme Court

THE LONG FIGHT of Cecil B. De Mille against American Federation of Radio Artists was carried to the Supreme Court March 17 when the movie producer's attorneys filed an appeal from the California Supreme Court.

Three state courts have upheld AFRA's rights in suspending Mr. De Mille's movie career for failure to pay a $1 assessment, purportedly of a political nature, in 1944. Attorneys for Mr. De Mille have advised the Supreme Court that the trial court abridged his constitutional rights. The compulsory assessment violated, they said, his freedom of speech, and denied him his right to work.

Network—AFM (Continued from page 18)

to permit the use of the services of musicians on AM and FM, simultaneously and interchangeably, on educational and public relations, and local participating programs.

In the field of television broadcasting, both parties agree to cooperate fully in making the services of musicians available for television.

Thus, it was announced, that musical programs broadcast on AM networks may also be broadcast on television, and vice versa. Also, television programs, for the purpose of making such broadcasts available to the affiliating stations, will be permitted. All parties have agreed to meet the AFM's demands as they arise. All such arrangements will be subject to mutual agreement by the parties involved in each case.

Mr. Petrillo stated that the AFM is opposed to the developmental stage of television broadcasting today and wishes to help it grow. Accordingly, he pledged that the rate patterns set during this period would be reasonable and economic ones which the television industry could afford to pay.

It was understood that the development period during which the slow fluid would continue until both the AFM and the television broadcasters agree that it was feasible to set long-term rate patterns. The AFM has told the networks that it will continue to be available for television purposes during the three-year period.
Clears' Fate
(Continued from page 87)
channel broadcasting shows that it was instituted for the benefit of these listeners," he declared.
He pointed out that Mexico has one 250-kw and two 150-kw stations in operation on Mexican clear channels. "No station in this country would be assigned to these channels because of interference with which they would suffer at night. Conversely the best way for us to keep our channels clear is to use adequate power on them both to render a reliable service in this country and to discourage their use in other countries," he wrote.
James D. Shouse, president of WLW, called the Senate committee's attention to the fact that WLW operated with 500 kw from April 1934 to March 1939. "I personally had the experience of operating Station WLW with this power, and since the latter date with the reduced power of 50 kw," he said. "I would like a sufficient opportunity to acquaint the committee with my experience in this connection and the conclusions which in my opinion should be drawn therefrom."
Ernest L. Wilkinson, Washington attorney for KSL, reviewed the urgency of clear-channel decision in view of NARBA negotiations and told the committee that KSL had presented "compelling evidence to FCC in support of its bid for 500 kw. "We are ready and anxious to present a summary of that evidence, together with other relevant material, to your committee, in opposition to" the Johnson bill, he said.
On the other side—endorsing the Johnson measure—were virtually all of the other letters thus far received by the committee, according to committee spokesmen.
Warner C. Tidemann, manager of the TE Albert Lee, Inc., felt that so-called "super-power stations" would merely become a medium for doing the business of advertising with small consideration for the listening public other than to cram an advertiser's message down the throats of the listeners." He said:
As you point out, it would undoubtedly lead to the concentration of national advertising into a few very powerful and monopolistic stations strategically located throughout the country. Their claims of coverage naturally would affect tremendously the advertising dollar, which even at the present time, does filter down to that of our size.
He said KATE and other smaller stations "take a place of leadership in the community which could not be attained by the higher powered stations.
Tom Watson Jr., general manager of WSNF Belle Glade, Fla., took a similar position:
...You who govern, it seems to me, are called upon in these decisions to say which is the destiny of radio; public service on a level permitting adequate performance in behalf of the citizen, or service of private, moneyminded groups on a level permitting performance primarily in behalf of money-minded groups. In more generalized terms, you who govern must now decide whether radio is to further the cause of the individual, or become still another force in the sure process of regimentation..."
Lou Poller, owner of WFBA, 150-kw transmitter at Chester, Pa., told Sen. Tobey that "what you propose is truly an implementation of the traditions of democracy in a most practical way." He struck out "at the set-top confusion of the networks" and their "ball-and-chain network contracts."

OFFICERS and directors of New Jersey Broadcasters' Assn. posed for the camera at their March 12-13 meeting in Asbury Park. Seated (1 to r) are: the officers: Roland Tranchard, WAAT Newark, secretary-treasurer; James Howe, WCCW New Brunswick, president; James Cosman, WFAT Paterson, vice president. Standing (1 to r) are: the board members: Edward Kahn, WMID Atlantic City; Walter Reid Jr., WCAP Asbury Park; Thomas Tighe, WJL-KF Asbury Park; Irving Teetzell, WFPG Atlantic City; Paul Alger, representing both WITM Trenton and WSNJ Bridgeton.

WTAR sets your sales a-zooming...because:
NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940...43% MORE customers, 67% MORE new households to supply, says Bureau of Census, And...WTAR keeps right on delivering the BIG share of this healthy market.

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WMAR - TV BALTIMORE RATES ARE ANNOUNCED
WMAR-TV Baltimore, owned and operated by The Sunpapers, has announced its rate card No. 1. One-time rate for one hour is $200, half-hour $100, quarter-hour $80, 10 minutes $60, 5 minutes $40, announcements of one-minute or less $32.
This basic rate includes transmitter and film facilities, services of staff announcer and recorded music as background for film commercials. It also applies to programs and announcements relayed from other stations and by a network. The rate does not cover programs or announcements using live talent or which require extra production facilities and personnel on the part of the station.
All live talent programs (including remotes) produced by WMAR-TV will be offered as "special features."

TV IN POLITICS
TELEVISION will enable political candidates to achieve even more intimate contact with the voters than aural radio has made possible and it will vastly change political strategy, Brig. Gen. David Sarnoff, president and board chairman of RCA, told a Washington, D. C., audience Friday night.
Gen. Sarnoff's remarks were made at a dinner sponsored by the Newcomen Society in tribute to the memory of Thomas A. Edison, whom he called "America's greatest inventor."

"We have but to recall the tremendous effect of radio broadcast- ing upon the social and political life of the nation to look forward to the profound effect which television is certain to have on domestic habits and politics," said Gen. Sarnoff.
Referring to the Presidential campaign and the extensive plans being made to televise the national political conventions, Gen. Sarnoff declared that political candidates are more than ever in the spotlight, no longer able to hide behind a microphone with eyes cast down on the printed manuscript.

Potent Force, Sarnoff tells Edison Dinner

Voters will become acquainted with the "complete personality" of candidates through television, and there will be less necessity for candidates to travel, the RCA executive said, for "television will take them directly into every city and every home." He predicted that before many years have passed the majority of the 37,000,000 American homes (90% of all U. S. homes) now equipped with radios will have television.

"More Americans have seen President Truman by television in one evening than saw Lincoln during his entire term in the White House," Gen. Sarnoff added. "In 1861 the population of this country numbered 38,000,000. Today more than that number of people live within the areas already covered by television."
Gen. Sarnoff recalled that "Edi- son established an early alliance with television in 1889 when he demonstrated his invention of the 'kinescope' that recorded small motion pictures on a strip of film."

Paying eloquent tribute to the noted inventor, Gen. Sarnoff said: "Edison lived through the comparatively mortality of his creative force."

RATES CARD RELEASED BY CHICAGO'S WGN-TV
FIRST RATE CARD for WGN-TV, the Chicago Tribune video station, was released Wednesday by William A. McGuiness, commercial manager of WGN Inc.
Rates quoted for each of seven time categories apply only to Class A time, between 7 and 11 p.m., with a 75% figure (of basic rates) pertaining in each when teletac- cing falls between 5 and 7 p.m. (Monday & Friday). Other periods derive an amount of 50% of basic costs.

Salmon in New Post
ABC SPOT SALES department last week announced that Earl B. Salmon has been named eastern sales manager, succeeding John W. Brooke, who has been promoted to the ABC network sales department as account executive. Mr. Brooke will specialize in videos. Mr. Salmon joined ABC Spot Sales in 1944.
Clears' Fote
(Continued from page 18)
tee. "So much of that record as may be pertinent, or perhaps a digest of it, may be made a part of the record before this committee."

FCC itself planned no presentation. The Commission's decision, unique in a proceeding of this kind, was sent to the committee Friday in a letter by FCC Chairman Wayne Coy telling them that the tendency of the clear-channel case made it inappropriate for FCC to comment on the proposed legislation.

Meanwhile, it became apparent that FCC and other communications experts had conceded the need not only for a postponement of the August conference to revise the North American Regional Broadcasting Agreement—in which the U. S. position will depend upon the outcome of the Johnson Bill and the clear-channel case—but also for a substantial extension of the NARBA conference now in effect [BROADCASTING, March 8, 15].

State Dept. officials reportedly are considering such a course, but it was learned in other quarters that Mexico may itself ask for a postponement of the NARBA conference and thereby make it unnecessary for the U. S. to suggest that action. With proposals for changes in NARBA due May 1, it would be infeasible to meet that deadline and comply with the Senate committee's request that the clear-channel decision be held up until after the hearing on the Johnson bill.

It was believed that Canada would agree to a NARBA conference postponement, so that the only real concern was for Cuba's reaction. Unofficial reports, however, were that Cuba would be content to retain the status quo, despite its bid for a dozen 1-B channels when the new NARBA is worked out.

Tobey Threat
Sen. Tobey, who since assumption of the acting chairmanship of the Senate committee has been an outspoken inductor of both FCC and the industry, indicated he might resurrect the 1946 Interim NARBA conference with an investigation of charges "that our country bargained off valuable frequency rights in 1945." He implied that if such charges are true, the only remedy would be to have the FCC make the hearings public, so the witnesses could be cross-examined.

In some quarters, thought was being given to a proposal for horizontal increases in power as a means of accomplishing wider radio coverage, which would mean stronger signals over all stations with no increase in relative signal strengths. A 10-fold increase, for example, would boost 250-watters to 2.5 kw; 5 kw outlets to 50 kw, and stations to 500 kw.

Reports were circulated that NAB might enter an appearance for the Congressional hearings, but these were discounted in view of the association's hands-off attitude toward the clear-channel question, on which the interests of NAB members are divided.

While the CCBS planners as detailed a presentation as the committee will permit, its chief adversary in the FCC hearings, the Regional Broadcasters Committee, was reported by Attorney Paul D. P. Spang to make no appearance at the Congressional sessions.

It was understood that Ed Craney, managing director of the Pacific Northwest "XL" stations and a member of the BBC, who appeared prominently in the 1944 hearings on clear channels and power, would not appear personally. His position, it was understood, would be presented by Don Treloar, owner of KGEZ Kalispell, Mont.

KOB's Viewpoint
In the more than 300 letters received by the Senate Committee was one from President T. M. Pepperday of KOB Albuquerque, asking the committee, in view of the major domestic and international problems involved, to reconsider and permit FCC to issue its decision in the three-year-old clear-channel case without waiting for the Johnson bill hearings. Mr. Pepperday wrote:

... if, as your committee apparently believes, this [FCC] decision is final, then the Department of Commerce and your committee would have the power to correct any errors made by the Commerce Commission and to correct the past decision. The purpose of your committee and Congress should be to serve the public interest. It is the public interest that the Commission's decision was made in the public interest, there would be no necessity for further delays.

KOB said it was unlikely that FCC's decision would be considered wholly unsatisfactory—"unless we assume that the attitude of the Commission, which your committee has approved, have a complete lack of capacity to determine the interest of the public in any respect."

The commission announced that hearings would start on April 5 (heretofore, starting date has been listed as "on or about April 5").

It appeared likely that most of the independently owned clear channel stations would file appearances for the hearing in addition to CCBS. Whether the networks planned to take part apparently was undecided.

Others on Hand
The number of other licensees who would be on hand could not be foretold. Committee spokesmen said that many of the 300 odd broadcasters who had submitted statements had indicated that distance or other factors would prevent appearances by them. However, many of these asked that their letters be made a part of the record. Others were said to have asked that their statements not be entered in the record.

Clear-channel stations asking to be heard include WLW Cincinnati, the only U. S. station which ever operated with 500 kw during regular broadcast hours; WHAS Louisville, whose director, Victor A. Sholis, is also CCBS director; WSM Nashville, headed by John H. DeWitt Jr., CCBS engineering consultant; KSL Salt Lake City, only independent-owned 1A station which is not a CCBS member.

Others, including WGN Chicago, were known to be planning appearances.

CCBS Attorney Caldwell wrote Chairman Tobey that his group would need "substantial time," pointing out that FCC's record on the Johnson bill appeal has taken three years to compile and totals 6,047 pages of testimony and 404 technical and statistical exhibits running to "thousands of pages, introduced by all interested groups, concerns and classes of stations in the radio industry" and by experts in other fields.

Refers to Tobey Letters
He referred to Mr. Tobey's letter to broadcasters enumerating "reports" of economic injury that would result from the use of higher power independent-owned stations (BROADCASTING, March 8), declaring that such reports "are demonstrably contrary to the technical and economic facts."

Sen. Tobey responded:

It may be that you and your group believe these reports are not correct, but there are obviously hundreds of radio station licensees who believe to the contrary. The committee has a right to assume that one group is as correct in its beliefs as the other until it hears the facts.

The Senator offered a similar reply to Mr. Sholis of WHAS, who charges of economic injury as "a luxury rights" based on "myths." To Mr. Sholis' disclosure that WHAS planned to present witnesses "representing our rural and small-town audiences" and his assertion that the interests of this class of listeners should be "paramount," Sen. Tobey replied:

We have not heard from the principal broadcasters; if requests for appearances from others who are competent and have perhaps 50 kw which they believe they will be given the fullest consideration. While I fully appreciate that radio listeners are much concerned, I am of the opinion that many members with a question of monopoly in radio broadcasting.

On the same subject, Sen. Tobey wrote to Mr. Caldwell:

Insofar as the question of service to rural listeners is concerned, I do not inform but it appears significant that it is the usually insidious opinion of the several hundred licensees who have any say within the committee on this subject that they render a more satisfactory local service than do stations far distant from the local market. However, these are matters that undoubtedly will be discussed fully at the hearing.

Mr. Sholis maintained that the Johnson Bill "would torpedo once and for all any hopes of giving rural listeners a reasonably good radio signal" and would "strip the U. S. of our international rights to protection from interference on these channels..." He said he "saw Cuba walk off with valuable facilities to which it was not entitled on any basis of moral justice." In the interim NARBA conference two years ago, Sen. Tobey wrote back:

I note with interest your assertion that our country bargained off valuable frequency rights. I have heard that fact and assume that we should not understand why we should have done so. I do not understand the statement of the Johnson Bill will strip our domestic broadcasting while the same country contributes to the General public within the U. S. to dominate broadcast hours..."

President DeWitt of WSM told the committee that the Johnson Bill would be a "terrible blow" to listeners in small communities and rural areas. "The blight of clear-

(Continued on page 88)
NAB Engineering
(Continued from page 14)

half of the NAB headquarters staff will be Royal V. Howard, director of engineering, and Neal McNaughten, assistant director.

Magnetic Recording

Papers on magnetic tape recording will cover new developments in that field. The whole subject of recording will be emphasized, interest may reach 1,500.

NAB Recording & Reproducing Standards Committee. This project, revived after wartime interruption, looks toward international uniformity in the near future.

Receiving careful attention in the project is magnetic recording. First subcommittee to complete its work is Project Group I, preparing a glossary of recording terms and definitions. Subcommittee chairman, Warren Birkenhead of Capitol Records, Hollywood, was praised by Robert M. Mack, NAB secretary-treasurer, as the author of the standards executive committee.

C. J. LeBel, Audio Devices, has been named chairman of Project Group B, dealing with preparation of standards on distortion, signal-to-noise ratio and record level.

Added to the engineering program last week was a Friday evening informal tour of the new MBS-Don Lee studios in Hollywood, with Lewis Allen Weiss, MBS board chairman and Don Lee, vice president and general manager, as host and sponsor. An inspection tour of Mt. Wilson is on the Saturday program.

Intense interest in the management conference Monday and Tuesday of convention week has been shown by station owners and high executives, according to NAB Secretary-Treasurer C. E. Arney J. Registration of 1,500, despite the fact that the conference is confined to industry problems at the management level, this compares with registration of 1,877 at Atlantic City last year, and total known attendance of 2,700.

Rapid growth of the industry, with new stations taking the air by the hundreds and with NAB membership over 2,000, promises a large meeting despite the elimination of such topics as sales and broadcast station usage. An unusual feature of this year's convention will be the number and scope of the six special clinics, being of a specialized nature, will be presented during the series of NAB district meetings scheduled to start in late July.

District Meetings

District meetings in the East and Midwest will run into late August, according to tentative plans. Three West Coast district meetings will be held in September, with the Southern areas to meet in October. The area plan, in which more than 1,000 neighboring district members must be consulted because individual district memberships are growing so rapidly that combined meetings are cumbersome.

Typical of events already listed on the agenda of the Los Angeles meeting are the three-hour panel in which the future of AM, FM, TV and facsimile will be discussed by industry authorities and officials of the FCC. As soon as lined up, each segment of the panel will take up a half-hour.

Other panels will cover broadcast advertising from the management viewpoint; employee-employer relations, along with wage-hour problems; discussion of the Standards of Practice, which may take up more than the allotted time; should heated debate develop; the NERC survey of public opinion of radio [BROADCASTING, March 8], along with BMB and other recent matters; FCC and ASCAP contract loopholes; legislative and international frequency developments.

The summary of problems now facing broadcasters, with trends during the past year and issues still to be faced, will be presented in the keynote address by President Justin Miller.

FM Plans

The FM Dept. is well along in plans for this portion of the meeting. Two speakers on FM will be presented, the FM Executive Committee's convention subcommittee decided at a meeting held last week at the Hotel Syracuse, Syracuse, N. Y.

The subcommittee decided to approach FM's future from two perspectives—the wholly FM station and the station planning to go FM. Suggested as the "wholly FM" speaker was Everett Dillard, pioneer FM station owner, engineering consultant and president of FM Associates, who is the only NAB director in the FM B class [BROADCASTING, March 15].

Attending the subcommittee meeting were D. Martin, WNBF, FM Binghamton, N. Y., subcommittee chairman, and Arthur C. Stringer, NAB FM Dept. director. Leonard L. Asch, WBCB, Schenectady, N.Y., Arney, John E. Allen, and Willard D. Egolf, WBBC, FM Bethesda, Md., an NAB director, were unable to attend.

Mr. Arney will leave Washington on May 21 to attend the convention. He will stop in Chicago to complete arrangements for the 1949 convention which will be held April 6-13 at the Stevens Hotel. Chicago also was chosen for the 1950 convention during the NAB board's February meeting at Hot Springs, Va. Mr. Arney was instructed to secure an option for that group meeting.

Arney, however, faces a problem Los Angeles April 25, he will tackle the maze of problems that must be cleared up in the brief three-week period before the meeting.

Mr. Stringer, who directs the heavy and light equipment exchange, will leave April 30 and arrive in Los Angeles May 3. Plans for the heavy exhibit in the mall and foyer of the Hotel Biltmore, as well as the transcription and program exhibit in a second floor display rooms, are moving along.

Though the hotel will not accommodate high towers and some of the items shown in the Atlantic City Convention Hall last summer, Mr. Stringer said the exhibit promises to surpass anything in the convention history. Many new items that were developed during the past two months will be unveiled, he indicated.

Exhibit Dates

Exhibits will be open Monday morning, May 17, through the 21st. Transcription and program firms will be able to audition their products in the second-floor rooms.

Added to the list of exhibitors [BROADCASTING, March 15] are Conference 15, NAB Radio Recording Division and SESAC in the light field, and Audio Devices in the heavy equipment category.

In mailing registration and hotel reservation blanks, NAB reminded that only NAB can allot space in convention hotels. Members were asked to return forms promptly, along with payment (minimum advance payment is $15 for the engineering conference).

The $2.50 deduction for advance registration has been discarded, and NAB announced no refunds will be granted since commitments are made on the basis of advance registrations. However, pre-registration fees will be refunded persons compelled to abandon plans for attendance prior to the convention date if prompt notice is given.

While NAB will not handle transportation for the delegates, it has issued a convention bulletin listing special rail arrangements. Pennsylvania Railroad plans a special train leaving New York Wednesday, May 12, 4:30 p.m., and arriving in Los Angeles Saturday at 10 a.m. The train will stop at Newark, North Philadelphia, Harrisburg, Pa., Altoona, Pa., Pittsburgh and Fort Wayne, Ind.

Special cars will leave Washington at 5:30 p.m. and be attached to the convention special. New England delegates can take the Colonial Express leaving Boston at 9 a.m.

Baltimore & Ohio Railroad operates through Pullman service between Washington and Los Angeles, leaving Washington daily on the Capitol Limited at 5:30 p.m. Pennsylvania Railroad operates a similar service. B&O announced it would offer special accommodations or a special train if sufficient number of delegates desire.

Airlines have offered to operate special planes where demand justifies. Here, too, arrangements must be made direct.

Calendar of convention events tentatively lined up like this:

May 15 (Saturday)—NAB board meeting.
May 16 (Sunday)—Registration in gallery at Biltmore Hotel; training session at Atwater Kent.
May 17 (Monday) 9 a.m.—10 a.m.—Management conference; equipment exhibit open (will remain open through Friday).
May 18 (Tuesday) 10 a.m.—5 p.m.—Management conference; banquet.
May 19 (Wednesday)—NAB golf tournament for BROADCASTING Magazine trophy registration. Engineering conference in gallery of Biltmore.
May 20 (Thursday) 9 a.m.—11 a.m.—Engineering conference.
May 21 (Friday) 10 a.m.—5 p.m.—Engineering conference; evening inspection trip.
May 22 (Saturday) 9:30 a.m.—Buses leave Biltmore for Mt. Wilson trip.
THEREFORE, the FORRESTAL Plan for voluntary peacetime censors is being applied to its last breath and will be administered the coup de grace after subcommittee findings are studied by a full press media committee, March 29 and passed on to Defense Secretary James V. Forrestal.

Such was the opinion of authori-
ty sources in the Pentagon’s cap-
tal who have studied the plan. At
the outset the voluntary censorship
idea was generally believed to be
unfeasable [BROADCASTING, March 15], although both newsmen and
the DoD of Defense were believed to
have earnestly sought a balance be-
 tween the evils of peacetime censor-
ship and the dire conse-
quencies of security “leaks,” the
problem could not be resolved and
the plan reputedly will be rele-
gated to the scrapheap.

Designed to be a clearing house to advise information media
this is going to bring you more than one word of praise.

William R. Seth
Manager, Advertising & Promotion
NABC New York

EDITOR, BROADCASTING:

Congratulations on the new type
makes reading Broadcasting
Magazine even easier than before.

But then you’re always making
smart moves . . .

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

CBS Will Broadcast Part
Of Wallace Chicago Rally

CBS said last Thursday that it has agreed to broadcast a portion of the Wallace-for-President rally to be held in Chicago Stadium April 10.

The program is scheduled to be heard over CBS 11:30-11:55 p.m. on that date. The network said that Henry Wallace originally had been slated to make a 15-minute broadcast on CBS March 22. How-
ever, after President Truman’s New York speech disclaiming any wish for Wallace support, the Wal-
lace organization asked for “im-
mediate equal time” to reply.

When CBS demurred, the Wal-
lace group cancelled plans for the
March 22 broadcast and said they would settle for April 10, accord-
ing to a network spokesman.

Mr. Wallace also asked the other three networks to turn up to answer the President’s talk. ABC had previously allotted him 10:45-11 p.m. on Thursday and Mr. Wal-
lace utilized the time to reply to Mr. Truman’s 7:45-8:10 p.m. 8:15-8:30 Friday night and NBC’s was still announced as of Friday.

Voluntary Censorship Plan Is Opposed

on the degree of secrecy contained in material on various national de-

fense projects, the plan was given to 22 representatives of aur-

al-visual radio, newspapers, maga-

zines, motion pictures and learned
interests for consideration at a
Pentagon meeting March 3 by
Secretary Forrestal.

The group appointed a sub-
committee headed by C. McCel-
key, editor of the Washington
Evening Star, to examine the mat-
ter exhaustively. Subcommittee
met at the Pentagon March 15 and cashed each of its members on public
relations divisions of the armed
forces and Dr. Vannevar Bush, Research and Development Board
chairman.

Mr. McKelvey declined to reveal
the nature of the recommendations
that would be presented by his com-
mittee to the full press body at
10:30 a.m., March 29, at the Pen-
tagon, but he explained that he was “very hopeful that
they will accept the subcommittee
recommendations.”

‘Virtually Scrapped’

Other newsmen, however, indi-
cated there is no provision in the subcommittee recommendations
for creation of regulatory machinery.

They were coupled with pro-
nouncements by national defense officials that the plan will be aban-
donned if not acceptable to the full
press media, lead to the inevitable conclusion that the Forre
tal Plan is virtually scrapped.

Other members of the eight-man subcommittee who studied the plan at length are: Lyle C. Wilson, general manager, Washington UP office; Relman Morin, chief, Wash-
ington AP bureau; Justin Miller, president, NAB; Edwin Balmer, editor, Popular Science Magazine; Welton C. Ament, vice president and
general manager, Washington Tele-
casting, and general manager, Warner Pathé News, representing all news-
reels, and George E. Peterson, presid-
ent, Aviation Writers Assn.

Rep. Clare Hoffman (R-Mich.)
intimated March 10 that the House
Expenditures Committee, of which he is chairman, may include the
Forrestal Plan in its projected in-
vestigation of over-all government plans to impose censorship through-
out various departments [BROAD-
CASTING, March 15].

Two Promotions of ABC
Announced by Kintner

Robert E. Kintner, executive vice
president of ABC, last week an-
nounced appointments in connec-
tion with A.B.C. television: Richard Monahan, ABC’s legal de-
partment, has been named admin-
istrative assistant and attorney for television and Bert Schwartz, with function publicity depart-
ment since 1942, is now manager of television publicity.
H. T.'s Hooper—33.4

President Truman's broadcast message to Congress on March 17 asking for universal military training and revival of selective service got a Hooper rating of 33.4—his highest daytime rating since the record 64.1 for his V-E Day announcement, according to a CBS statement received on a special Hooper survey.

full translated texts to Russia, Austria, Germany, Poland and Czechoslovakia. The following reports of the reaction to and editorial comment on the speech.

Zoomar for KTLA

KTLA Hollywood last week became first western station with its own Zoomar station. Ordered last year, lens was delivered by Jerry Fairbanks.

Time Bills Doomed By Tardy Hearings

Death knell for uniform time this year seems to have been sounded with the announcement by Sen. Clyde M. Reed (R-Kan.) last week that the hearing on the matter would not be held until April 13, less than two weeks before part of the nation switches to daylight time.

Sen. Reed, chairman of an Interstate Commerce Subcommittee which also contains Sen. Owen Brewster (R-Me.) and Sen. Ernest W. McFarland (D-Ariz.). The group will consider both Sen. Reed's bill (S-2226) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) providing for national standard time [Broadcasting, March 8 and 15].

In his announcement, Sen. Reed reveals that his bill was introduced at the request of the ICC, which, in several annual reports, has recommended bringing the matter under central control so as to have a uniform practice at all times.

"I am not personally committed to the provisions of this bill," says Sen. Reed, explaining that his real purpose is to determine "the broad public convenience and desire in the matter of time standards."

According to the Kansas Republican, these three issues are involved:

(1) Whether a single time standard prescribed by the ICC and to cover a "measure of time for all purposes" should be used throughout the various zones.

(2) Whether daylight saving should be observed from April to October, or

(3) Whether the same measure of time should be uniform throughout the year.

All interested parties are invited by Sen. Reed to appear at the hearings and express their views.

Calif. Time Battle

Seeking a permanent daylight savings law, the California State Broadcasters Assn. will ask the state legislature to submit the proposition to popular vote in the November elections. This follows a resolution to this effect at the meeting of the association at Los Angeles March 12.

Detroit Asks DST

Daylight saving time was won in Detroit last week when the City Council voted S-3, one vote short of approval, for the switch. Of concern to many farmers and ill health, also favors putting the clock one hour ahead from April 24 to Sept. 26, and final approval is expected at a meeting of the Council March 23. Suburban communities and farm leaders indicated districts surrounding Detroit would accept DST, but farmers protested the change.

AM Duplication

Mutual and ABC have told FCC that they permit their affiliates to duplicate AM network programs on FM, but have set up requirements to govern the duplication policy.

ABC reported that it requires an affiliate who duplicates any ABC programs over its FM outlet to duplicate all such programs carried on the AM station, whether commercial or non-commercial.

Mutual said it had a similar requirement with respect to network commercial programs only.

The two networks outlined their policies in response to letters sent out by FCC to all networks late last month in connection with the FM Assn.'s petition for rules against affiliation contracts which prevent AM-FM duplication [Broadcasting, March 1]. CBS and NBC have not yet replied.

ABC attached a copy of a telegram sent to all its affiliates following the recent lifting of the then temporary lifting of the duplication ban by the American Federation of Musicians. Signed by ABC President Mark Woods, the telegram said in part:

"This is to advise you that we hereby grant you permission to retransmit simultaneously over your AM and FM station our ABC network programs provided we are not prohibited by law to so do. We earnestly request that you treat all advertisers equally and to accept our network sustaining programs the same equal treatment, you duplicate on your AM and FM stations all of the ABC network programs, commercial, sustaining, and network sustaining which you carry on your AM station.

On the same subject, Mutual Vice President and General Manager Robert D. Sweeney wrote the Commission:

MBS and ABC Permit It But Set Standards

In order to be completely fair to all of our advertisers, we have required our affiliates to honor over their FM facilities all of the commercial programs which they are carrying over their AM facilities, to propose to broadcast any of such programs over their FM facilities.

In other words, we expect them to give all of our advertisers the benefit of any additional service accorded to any of our advertisers, provided there are no unusual circumstances, such as incompatibility of the operating hours of an affiliate's FM facility with those of its AM facility.

In question-and-answer form, ABC, in its reply to the specific queries posed by FCC in its Feb. 26 letter:

"May AM affiliates broadcast the AM network programs simultaneously over affiliate's FM facilities?"—Yes.

"If affiliate broadcast some of the network programs over AM station, are they required to carry over the FM station all network programs which they carry over the AM stations?"—Yes.

"May non-affiliated FM stations in communities where there are no AM affiliates carry your network programs?"—Yes, provided our consent is obtained.

"In the communities where your representatives do not carry the network programs on FM, may another non-affiliated FM station carry these programs?"—Yes, provided our consent is obtained.

The letter was signed by Joseph A. McDonald, vice president and general attorney of ABC.

Mutual's reply to the other queries was given by Mr. Sweeney as follows:

"We have permitted several non-affiliated FM stations to carry our network programs in communities where we have no AM affiliate. We have no rule or policy on permitting a non-affiliated FM station to carry our network programs in cases in which the facility of an affiliate is unavailable.

Our decision as to whether to allow would be entirely upon the considerations of the public interests involved.

STUDY SHOWS FARMER DEPENDENCE ON RADIO

Extent of farm listener dependence on radio for information on nutrition is shown in another in the series of homemakers studies by the Dept. of Agriculture.

Thirty-eight percent of farmers get their information on nutrition from radio compared to 56% from newspapers and magazines combined, the survey reveals, with 30% depending on friends, neighbors or family and 29% on booklets and pamphlets. Data are based on a study conducted in the Richmond, Va., metropolitan area.

Radio was found equally effective among various groups of homemakers regardless of age, education, race and income, it was reported. Women under 44, along with better-educated and higher-income women, figured higher in the percentages giving papers and magazines, friends and neighbors, and booklets and pamphlets as sources of information. About one out of ten with high-school or college training rated radio as the most effective medium as against three out of ten women with less information.

SECOND edition of Canadian Radio Yearbook, edited by Hugh Newton, has been issued at Toronto. Book contains reference to all Canadian radio legislation, code of ethics of Canadian Assn. of Broadcasters.

Radio's Thrilling Half-Hour Transcribed Detective Show!

"Boston Blackie" Radio's greatest point-per-dollar buy!

In New York

C. E. Hooper May-June, 1947

Conspicuously Beats All Competition on Stations From Coast-to-Coast.

WRITE

F. S. Hooper & Company

175 Madison Road Cincinnati 12, Ohio

Hollywood

New York Chicago

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A TELEVISION news program was voted an award for the first time in the National Headliners Club history when the club announced its medal winners and honorable mentions last week. Edward R. Murrow, Morgan Beatty, and Al Warner also were cited.

WPIL-TV Philadelphia, owned by the Philadelphia Inquirer, was honored for its "general excellence in the daily presentation of an up-to-the-minute televised news reel of events taking place the same day as shown."

In the aural radio division, the panel of 11 judges made the following awards: Mr. Murrow, CBS, for the "best foreign on-the-spot radio reporting for his coverage of the wedding of Princess Elizabeth and Philip in England lastfall"; Mr. Beatty, NBC, for "outstanding assigned radio reporting in his broadcasts of the Texas City explosion," and Mr. Warner, MBS, for "outstanding domestic coverage in his reporting of the Congressional hearings in Washington."

Mr. Murrow also was the recipient of two other awards during the past fortnight, the du Pont award for his "outstanding radio newscasts" and a special citation from the Overseas Press Club.

**BUDGET**

FATE of FCC's appropriation for the coming fiscal year is now in the hands of a joint Senate-House committee following Senate approval last Monday of a $6,360,000 figure. No date has been set yet for the conference committee meeting, but it is expected to take place this week.

The House early last month [BROADCASTING, Feb. 9] backed up the recommendation of its Appropriations Committee and voted the appropriation of $6,200,000 for the '49 fiscal year.

On the Senate side a few weeks later [BROADCASTING, March 8] a subcommittee headed by Sen. Clyde M. Reed (R-Kan.) heard testimony from FCC Chairman Wayne Coy and Comrs. Rosel Hyde, E. M. Webster and George Bridges and then decided to increase the House figure by $100,000. This action was backed up by the full committee [BROADCASTING, March 15].

Members of the Senate group are Sens. Reed, Styles Bridges (N. H.), Leverett Saltonstall (Mass), Republicans, and Theodore F. Green (R. I.) and Richard B. Russell (Ga. Democrats). Sen. O'Mahoney, chief committee proponent of increased funds for FCC, is not a member of the conference group.

When the measure reached the Senate floor last Monday, Sen. Joseph C. O'Mahoney (D-Wyo.), a member of the Appropriations Subcommittee, introduced an amendment which would give the agency an additional $125,000 over and above the $100,000 increase so as to restore the Budget estimate.

The Wyoming Democrat introduced a letter from Chairman Coy in answer to one the Senator had written asking what services would have to be abandoned by the FCC if the $100,000 increase were the only one granted.

**Problem of Choice**

Mr. Coy replied that the problem would be one of choosing between "doing a very inadequate job" on a number of activities or "doing a good job on the most important ones."

He said "present thinking" was to do the best job on one activity—the allocation of frequencies and the performance of the Inmarsat's.

The logic in choosing this activity over safety and special services, testing of equipment and col-lateral monitoring and other work, said Mr. Coy, serves to emphasize the importance of receiving the full increase.

Sen. Reed said he "readily granted" that the work of the FCC had increased. "The science of electronics," he said, "has developed since the war, and in the past five years, it would nor-mally have developed in 50 years."

The Kansas Republican said it was also true that the number of applicants has increased, but he presently added, "I think the backlog is somewhat less than it was some months ago . . ."

"As I may have concluded Sen. Reed, "we allowed $100,000 above what the House allowed. I do not think there is need for more than that."

The majority agreed with Sen. Reed and Sen. O'Mahoney's amendment was rejected.

The question of the salaries of Commissioners of FCC and other agencies also crept into the debate on the Senate floor Monday, when Sen. Arthur V. Watkins (R-Utah) asked the Senate to strike out that portion of the Economy Act of 1952 which limits salaries of mem-bers of the Tariff Commission to $10,000.

Sen. Watkins said he understood other Commissioners' salaries had since been raised but not those of members of the Tariff Commission. Sen. Reed replied that this was not the case and that all Commissioners of this sort, including the FCC and FTC, were limited to $10,000.

**STATION SALES**

See early story page 40

MILLION DOLLAR business in station transfers was run up by FCC last week in approving the following sales:

WFDF Flint, Mich. ($100,000, 1 kw), transfer of control from Howard M. and Frederick S. Lock in exchange for $275,000.

WIDF Flint, Mich. ($1470, 1 kw), assignment of license from Drohlich Broadcasting Corporation to WIDF, Inc. ($100,000. Comr. Clifford S. Dorr voted no on the recommendation).

KJRO and KJRO-FM San Jose, Calif. ($100,000, 1 kw, AM $210,000, FM $37,500). The W. W. Johnson Co., Minneapolis, is to buy KJRO-FM and KJRO.

KHON Honolulu, T. H. ($8000, 2 kw, FM $250,000, assignment of license from H. S. Yee and transfer to A. B. Zeng of Honolulu, T. H., for $250,000 and further transfer to W. H. E. Turner for $250,000 and further transfer to Turner for $250,000 are approved by the Commission.

KFJ, Bonham, Texas, for $95,000, sale to Robert W. Jones.

KSAF, Aransas City, Kan. (1200 kw, 1 kw, FM $25,000), transfer of license from KSAF Station, New York City, to KSAF Broadcasting Co. New York City, for $75,000.

KFWB, Los Angeles, $250,000.

The WDFP transaction, negotiated two years ago [BROADCASTING, June 23, 1947], had been designated for hearing in October but FCC last week reconsidered and approved the sale.

All outstanding stock in Flint Broadcasting Co., including license, is said by the Lumber City paper to wish to move their families to more healthful climates. Trebit Corp. is owned 50% each by Arthur R. Treanor, former Booth Newspapers vice president and editorial counsel, and WFBM Inc, licensee of WFBM Indianapolis and controlled by Harry M. Binner and family.

The transfees are to take over the station within two weeks, according to Harry M. Binner Jr., WFBM general manager. Lester W. Lindow, former general manager of WRNY and WRNY-FM Rochester, N. Y., and present WFBM station manager for the Bitters, is to become WFBM general manager. The Katz Agency also is to be named WFBM national representative, it was indicated.

Commission in the WWOK case granted a petition by the Drohlich Bros. for reconsideration and grant without hearing. The assignee, Co-operative Radio Co., is headed by Howard C. Evans, former commercial manager of KPRC Houston, Tex., who holds 25% as vice president. Economic interest is held by group of local businessmen and Harold B. Rothrock and George B. Bairey, Washington consulting engineers, and Franz O. Willen-bucher, attorney. None owns more than 5% interest.

The Drohlichs sold WWOK because of unexpected "wholesale" granting of new competitive stations in that area [BROADCASTING, Sept. 8, Dec. 22, 1947].

Mr. Peabody, KSJO transferee, is publisher of several weekly and semi-weekly papers in the San Jose area. The transferees are Redwood Broadcasting Co., licensee of KIEM Eureka, Calif., owning 60%, and 22 individual stockholders owning remaining 40%. KSJO license is under San Jose Broadcast ing Co. Radio itself is 51% owned by William B. Smullin, KIEM general manager, and 49% by Eureka Newspapers.

Double action occurred in the KRON case. FCC regranted transfer of 25% interest from the 50% holding of President Fitkin and his wife to Mr. Turner and approved sale by Mr. Hardy of 25% from his 50% interest to Station Manager Edwards. The Commis-sion had rescinded the first transaction [BROADCASTING, Dec. 22] to order advertising of the sale in compliance with the tariff rule. Finally, Mr. Hardy-Edwards deal also was held to be subject to Avco procedure.

FCC last week also approved assignment of license of WMIT (FM) Charlotte, N. C., from Gordon Gray to Radio Station WMIT, partnership composed of Mr. Gray and members of his family. No money is involved. Mr. Gray is also chief owner of WSJS and WSJS-FM Winston-Salem, N. C.
FC Revises Three Fulltime Regionals

THREE FULLTIME regional assignments (1,150 kw, 1,050 kw, 950 kw) were granted by FCC almost a year ago, when they were reconsidered by the Commission last week and revised to daytime only authorizations with the nighttime repeats dropped for hearing. The action stemmed from two petitions for reconsideration filed by KSAI Salina, Kan. and KRKC Seattle, Wash.

The authorizations affected an area under the calling letters of KTOR Coolidge, Ariz., 1,150 kw, 1 kw fulltime, directionalized at night; Mosby's Inc., permittee of KQFM Great Falls, Mont., 1,150 kw, 5 kw fulltime, directional antenna at night, and KFJI Klamath Falls, Ore., holder of CP to change from 100 kw to 1,240 kw to 1 kw fulltime, directionalized at night, on 1 kHz.

Request of KSAI (1150 kw, 5 kw day, 1 kw night) to boost its night power to 5 kw also was designated for consolidation in the nighttime hearing as was another request of KRKC Los Angeles (1150 kw, 2.5 kw day, 1 kw night) to change day power to 5 kw and move its transmitters site. Mosby was concerned about its power to move its transmitter with its antenna efficiency and FCC is concerned about night interference to KRSC. KRKD (on present assignment) and KRKC (1 kw on 1110) also were made parties to the proceeding. KSAI at time of April 1947 decision had sought 5 kw fulltime.

A third petition for reconsideration of the April 1947 action, filed by KRKD and directed against the grant to Gila Broadcasting, was dismissed by FCC.

The Commission also adopted an order granting petition of Connecticut Electronics Corp. to modify the Dec. 4, 1947 grant on 740 kc to Harvey Radio Labs, Inc. Harvey requested to move its daytime and nighttime to 740 kc at Cambridge, Mass. (WTAO). The modification makes it subject to any possible interference from the proposed station of Connecticut Electronics Corp. requested at Bridgeport, Conn. The Bridgeport application, seeking 1 kw day and 740 kc, is pending at FCC and has been designated for hearing. Harvey initially consented to the modification.

Disney Beats Plans Video Sponsorship

A TELEVISION show titled News Review of the Week will be sponsored in the United States in which television facilities are available this fall by Disney Hats, Frank H. Lee, president of the Frank H. Lee Co. (manufacturer of Disney anna and Lee lines), revealed to the Disney sales staff at its annual convention in Danbury, Conn., last week.

Jack Beltaire, Disney's vice president in charge of sales and advertising, told the group that the "television audience is a natural audience for us. The home that has a television set spent anywhere from $200 to $400 for that set. What better market could be found for Disney hats, which range in price from $10 to $50?"

Noran Kersta, director of television for NBC, also appeared before the Commission. He said that today 13 cities already have television and that by Sept. 1, 16 additional cities are expected to have it. By the end of the year, he said, it is estimated that there will be over a million sets in operation in the U. S.

FC Reverses Ruling On Union Petition

WCAR-UAW FIGHT

FC last week reversed Commr. Robert F. Jones' ruling which denied UAW-CIO Broadcasting Corp.'s petition to amend its Detroit AM application so as to request 1130 kc, the frequency on which WCAR Pontiac is seeking to improve its position [BROADCASTING, March 8].

The action was taken late Wednesday, the day a Commission hearing was to have started on WCAR's application to move to Detroit, but instead increasing WCAR's power to 1 kw, daytime only, to 50 kw day and 10 kw night. James D. Cunningham, FCC examiner for the hearing, adjourned the proceeding Thursday. With the UAW-CIO application added to the proceeding, the hearing will be adjourned until further notice.

Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld, counsel for WCAR, protested strongly against the Commission's decision, saying that WCAR was in no position to proceed with its presentation until he had an opportunity to study the contents of the FCC order overruling the UAW-CIO to come into the proceeding. FCC spokesman replied that the order had not been written, which led to the week-end adjournment of the hearing.

Mr. Scharfeld protested that the full Commission had acted upon the UAW-CIO petition for review of Commr. John L. Adams' ruling—which was taken in a motions hearing—before granting the UAW-CIO to come into the proceeding. FCC spokesmen replied that the order had not been written, which led to the week-end adjournment of the hearing.

Ream of CBS Supports In RE Turn Talk

would continue to make its facilities available without charge to spokesmen representing opposing views on issues of public interest, he said.

James Lawrence Fly, who was chairman of the FCC in 1941 when the Mayflower case was decided, and who was sitting at the speakers' table, was asked by William Hedges, REC president, if he would speak on Mr. Ream's speech.

Mr. Ream, speaking extemporaneously, said that "in terms of the fundamentals involved here, Mr. Ream's speech..."
JONES HITS COLLEAGUES FOR DETROIT ACTION

FCC COMR. Robert F. Jones took colleagues to task Friday in dissent against reversal of his ruling that UAW-CIO Broadcasting Corp. should not be allowed to amend its Detroit AM application and get into 1190-ke hearing of WCAB Pontiac, Mich. (earlier story, page 93).

Majority conceded union-identified applicant's amendment was not complete, but said it was "substantially complete" and acceptable under FCC rules. To reject it, majority said, would be inconsistent with announced policy. They held it met requirement of being filed 20 days before date of hearing on application with which it conflicted. Dissenting, Comm. Jones said:

I believe the procedural rule that competing applicants must file their applications not less than 21 days before date of hearing shall be interpreted to mean an application that meets statutory requirements and the conditions under the Commission's rules. In this case answers to (six) questions of the application and same size "operations" were omitted. Without such answers the UAW-CIO Broadcasting Co. application for the day before the hearing was deficient in minimum requirements to be considered "an application under the rules of the Communications Act, and when attacked by Commission on such specific deficiencies, the decision must be made upon the sufficiency of the application on such 21st day. Nor are such deficiencies, when attacked by opposing applicant, corrected by amendments and an affidavit of "no consideration" for the applicant's amended, file subsequent to the 20 days prior to the hearing.

WALLACE ORR PRODUCES VIDEO SERIES FOR PHILCO

WALLACE ORR, who resigned N. W. Ayer & Son vice presidency after 17 years with agency, is producing television package show of major league ball teams in spring training for Philco. Series, including nine 10-minute films to be presented starting tomorrow (March 23) over WLWT Cincinnati. First eight to be shown Tuesday and Thursday, 7:45 p.m. (EST); final film to be screened Saturday evening before Cincinnati Reds' opening.

Robert E. Dunville, Crosley Broadcasting Corp. vice president-general manager, says series will advertise Philco video sets. Account placed through Tri-State Distributing Corp., Cincinnati Philco distributor.

TWO PROPOSED AM GRANTS ANNOUNCED BY FCC

DECIIONS proposing to grant new AM station on 1240 kc, 250 w fulltime at Eufaula, Ala., to Alabama-Georgia Broadcasters Inc. and new AM outlet on 1010 kc, 1 kw day at Baltimore to Radio Television of Baltimore, video permittee, reported by FCC Friday. Commission would deny respective competitive requests of Andrew College Broadcasting Co. for 250 w on 1240 kc, at Cuthbert, Ga., and WLOW Norfolk, Va., seeking change from 1 kw day on 1590 kc to 5 kw fulltime on 1010 kc, directional night.

FM ASSN., in move to help Radio Mfrs. Assn. in consigning FM receivers to areas where stations are opening, sent questionnaire to all FM permittees Friday asking when they plan to start operation and if they are carrying baseball programs.

WHOM CLAIMS HARDSHIP IN PROPOSED PROGRAM RULE

FCC was asked Friday by WYOM New York to include discretionary waiver clause in its proposed rule to require that stations originate majority of non-network programs from city of their main-studio location [BROADCASTING, March 1].

New York foreign-language station said proposed rule is "basically sound" in that it would compel stations to carry programs originating from local home stations. But in WHO's case, petition said, rule "would be unfair and would amount to a deprivation of property without due process." Petition, filed by Marcus Cohn of Washington law firm of Cohn & Marks, noted that when Generoso Pope and associates bought WHOM for $450,000 in October 1945 they specifically told FCC they planned to program for metropolitan New York and not Jersey City, where main studios are located, and pointed out these programs would originate from New York studios. Similar representations were made in subsequent applications—both successful—for power increase to 5 kw and for license renewal, petition said.

FINAL GRANT TO SKYLAND FOR 5 KW 980 KC IN DAYTON

FCC DECISION granting Skyland Broadcasting Corp.'s application for new fulltime Dayton, 980 kc station on 980 kc with 5 kw (DA fulltime) and denying WTOL Toledo's bid for same facilities was announced Friday. As in proposed decision [BROADCASTING, Nov. 10], FCC ruled that Skyland proposed more efficient use of frequency on basis of area and population to be served. It is Dayton's third AM station (all 5-ke regionals).

Grant to Skyland was conditioned on Ronald B. Woodyard, president and 17.48% owner, disposing of his 45% interest in WIZE Springfield within 90 days, due to overlap between stations. Similar requirement was imposed when Skyland received Dayton Class B FM grant [BROADCASTING, Jan. 19]. Mr. Woodyard and Loren M. Beery, vice president and 17.48% owner, are also minority stockholders of FM permittees for Elyria and Columbus. Remainder of Skyland stock held by 13 other Dayton business and professional men. Network affiliation will be accepted if available.

LOTTERY LAW ASPECTS OF WNOE SHOW STUDIED

WNOE New Orleans' Don't Say Hello show [BROADCASTING, Feb. 16] is under study for possible violation of lottery law, FCC indicated Friday.

Question of legality was raised by Mississippi Valley Broadcasting Co. in petition seeking to have its own 1060-ke application given comparative consideration with two others for New Orleans, including WNOE's.

FCC replied memorandum opinion that petition should be denied "irrespective of the question as to whether the program in question is a lottery program or not and irrespective of the action of the Commission in regard to opening of the WYNO [WNOE] hearing record to take testimony regarding this program."
On the field a triple play is thrilling — on the air it means greater listening. Our listeners approve of the WINS three-way programming. They like music, news, and sports — and in that order. (They told us so in 10,000 letters received in a two-week period recently). “It’s easy listening,” they wrote. “There’s something for every member of the family.”

We’ve knocked many a “homer” for our clients, too. One was just nice enough to let us know that WINS secured for him the lowest cost-per-thousand response of the 101 stations he was using from Coast-to-Coast. Another told us to take a bow for pulling the second greatest number of letters of the eight New York stations in his campaign. (The first just nosed us out; the third was far behind).

It takes teamwork to win . . . and WINS has the team!
You walk into an eerie room. The door swings shut and you're wrapped in a silence so complete that it's an effort to listen. Sound in this vault-like cavern is reduced to the minimum of hearing.

But even silence has a sound of its own. Faintly you hear a subdued hiss; sometimes a soft hum. Scientists have suggested this may be the "noise" of molecules hitting the eardrums. Others wonder if it is caused by the coursing of the body's bloodstream.

On the walls, ceiling, beneath the open, grated floor of this RCA sound laboratory, hangs enough rug padding to cover 250 average living rooms. Sound is smothered in its folds—echoes and distortion are wiped out...

When acoustic scientists at RCA Laboratories want to study the voice of an instrument, they take it to this room of silence. What they hear then is the instrument itself—and only the instrument. They get a true measure of its performance.

Information gained here is part of such advances as: The "Golden Throat" tone system found only in RCA Victor radios and Victrola radio-phonographs... superb sound for television... the true-to-life quality of RCA Victor records... high-fidelity microphones, clear voices for motion picture sound systems, public address systems, interoffice communications.

Research at RCA Laboratories moves along many paths. Advanced scientific thinking—put into practical form—is part of any product bearing the names RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.