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

IN RADIO as in your industry, the public has an uncanny ability to select the best values from any number of competitive offerings. Best values are always "popular".

WHO's unmatched audience in Iowa is proof that WHO gives this State the sort of radio it wants and needs. In the mass of 58 Iowa counties shown at right (in which there are many other stations) from 5:00 a.m. to 6:00 p.m., WHO gets an average of 57.1% of all radio listening, according to the 1947 Iowa Radio Audience Survey.

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

WHO
for Iowa PLUS

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President * P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Again, we at WLW are proud to acknowledge the honors bestowed upon us by the 1947 Committee on National Radio Awards of The City College of New York.

This is the fourth consecutive year The Nation's Station has received top honors for promotion in this annual competition. And it is the second consecutive year that WLW's All-Over Station Promotion entry has won dual honors... the Award of Merit for the most effective promotion in the 50,000-watt station classification... the bronze plaque for being selected, among all award winners, for the outstanding achievement in radio promotion during 1947.

Because sound promotion always has been an important function of our station operation, it is indeed gratifying to receive national recognition for our efforts. WLW's promotional activities are basic and two-fold: to keep our listeners informed of our sincere efforts to provide them with the best possible radio service and programming... to make our clients' advertising more resultful.
New England listens to YANKEE

The Yankee Network is a dominating sales factor in New England.

Yankee's 23 home-town stations cover more communities, reach more people than any other combination of stations.

Through their Yankee home-town stations New Englanders hear the programs of New England's largest regional network — plus the programs of Mutual Broadcasting System, the world's largest network — plus their own local station features sponsored by their local merchants.

That's why it's Yankee for good listening in New England.

That's how you can reach 89.4% of New England's radio homes — with a one-package buy.

Ask your Petry Man for the plan.

Acceptance in THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday, 33rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.

Represented Nationally by EDWARD PETRY & CO., INC.
BROADCASTING

Closed Circuit

WALLACE ORR, account executive with N. W. Ayer & Son, Philadelphia, for 17 years, will buy Booth, Vickery & Schwinn Inc., advertising agency with offices in New York, Baltimore, and Philadelphia. Formal announcement expected next week. Mr. Orr recently started TV program syndicate.

WITH CLEAR-channel fat in Congressional fire, State Dept. formally has asked Mexico to join in request for postponement of NARBA under present terms for at least year from scheduled August sessions in Montreal. Deemed practical certainty Mexico will join and that both Canada and Cuba will accept extension of present North American AM allocations.

AMERICAN AIRLINES investigating television station construction and operating costs with view to setting up own video network in Southwest, with six or seven stations hooked together by radio relay and programmed largely from single source. Economies in programming through this method and in relaying (AA figures it can transmit programs integrity for about 20% of rates cited by AT&T) should enable network to get on black-ink basis quickly, AA anticipates.

TAG "Laughing Lady" may be used in next P&G Truth or Consequences contest.

WELCH'S GRAPE JUICE pondering advertising expansion in West. Firm recently decided to sponsor two 15-minute segments of CBS Meet the Missus. TV on KTLA Hollywood considered.

RUTHRAUFF & RYAN, New York, which has been placing spots announcement campaign for Orange Crush in Canada, contemplates extending spots to U.S. markets.

TELEVISION PLANS for Philip Morris through Biow Co., New York, likely to be revealed soon.

WMAL-TV, Washington Star-owned, will affiliate with its AM network ABC—within sightline. Station has been transmitting CBS network TV programs since latter has no Washington outlet.

SEVEN-LEAGUE STRIDES of television causing reappraisals by CP holders not only in FM but also in AM. Question being asked now is whether new or expanded AM facilities in major markets can be expected to pay off before TV cuts in on aural circulation to extent that investment would not be prudent.

"MEN, MICE AND MONEY" is title of five-installment series authored by M. H. (Deac) Ayersworth, NBC's first president, which begins (Continued on page 106)

Upcoming

April 5: Hearings on Johnson Bill (S-2231), Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.
April 6-7: Third annual Georgia Radio Institute, U. of Georgia, Athens, Ga.
April 7-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 8-9: U.-Canadian RMA Boards, Royal York Hotel, Toronto.
April 9: AWB Special Meeting with NAB officials, NAB Hdqtrs., Washington.
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles. (Other Upcomings on page 76)

Business Briefly


RECORER ON FM • Six hours of music sponsored by Columbia Records on WABF (FM) New York, 6-12 p.m., starting April 6. Contract 52 weeks, is fourth six-hour package on WABF. Others sponsored by Philco Corp., Stromberg-Carlson and Admiral-Sachs-Quality.

PURE OIL RENEWS • Pure Oil Co. May 3 renewes, 52 weeks, Pure Oil News Time on 34 NBC stations, five-a-week, 6:45 p.m. (CST). Commentary from H. V. Kaltenborn Mon.-Wed., etc. Richard Harkness TUES.-THURS. Agency, Leo Burnett Co., Chicago.


SEEKS WINCHELL PROBE • PROBE approval expected, possibly this week, by House Rules Committee of resolution (HR5-514), introduced March 29 by Rep. William J. Miller (R-Conn.). Resolution urges Interstate Commerce Committee to conduct full and complete investigation of statements on world situation by Walter Winchell on March 28 ABC broadcast. Rep. Miller told BROADCASTING he is not criticizing Mr. Winchell but wants him to present information officially to Congressional committee without necessarily disclosing sources. When released by Rules Committee, resolution will go to floor for action by House.

NEW NBC SURVEY REVEALED • Results5 of comprehensive survey in Washington, D. C., area to determine number of individual listeners for any given broadcast by means of listener diaries, modified by James Seiler, WRC research director, announced by NBC April 2. Survey concentrated on individual listening habits as opposed to those of family groups. NBC officials claim it is first survey of this character attempted. Results based on projected listening habits of 810 individual over age 17, selected in precision sample from total metropolitan population.

Page 4 • April 5, 1948

Bulletin
In Philadelphia---
Nearly Everybody Reads The Bulletin

In Memphis---
Nearly Everybody Listens To

WHHM

WHHM
Independent—But Not Aloof
Memphis, Tennessee

Patt McDonald, General Manager
Forjo & Co.
Representatives
Let the advertiser who only wants to get his radio feet wet use Spot Radio. Let him wade in slowly.

Let the advertiser who wants to make the biggest possible splash use Spot Radio. Let him dive in.

For the naked truth is that fully controlled, accurately directed, highly localized Spot Radio is the perfect springboard for any advertiser wanting to feel the full power of the radio medium.

Represented nationally by

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Atlanta • Boston

Any advertiser can — and most advertisers should — use Spot Radio
Get thar with the Mostest in your battle for WATERLOO (IOWA)

It's one of the most important markets in northeast Iowa—where WMT is the No. 1 station. It's a market worth conquering, a prosperous industrial city of 65,000, widely known for farm machinery and meat packing. Waterloo led the nation in percentage of increase (35%) in business volume for '47 over '46, as evidenced by bank debits. And it's the shopping center for the rich surrounding agricultural section.

Conquer Waterloo too with WMT—the big gun in Eastern Iowa radio, the area's only CBS outlet. Ask the Katz man.

WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

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

Says Agencies Need More Station Facts
EDITOR, BROADCASTING:
I have a suggestion to make for what it is worth. Many of your station advertisers fail to give agency people the type of information we so badly need in evaluating radio in competition with other advertising media in their own markets. More information about radio's ability to sell goods, as well as reach so many “radio families,” would be of help in allocating to radio a proper place in general advertising budgets. I think someone, probably the NAB, should do the kind of promotion job for radio that the ANPA does for black and white.

Mrs. Claire Cari-Cari
Director of Station Relations
Gudher Adv. Agency
St. Louis

Changes Strike Responsive Note
EDITOR, BROADCASTING:
By the way, please accept my congratulations on the “New Look” in BROADCASTING. We find your magazine tops in attempting to keep up with this rapidly changing radio industry.

Ralph J. Robinson
Exec. Vice President
WACE & WACE-FM
Chicopee, Mass.

Market Study Story Stirs Recollections
EDITOR, BROADCASTING:
I enjoyed your Mr. Thompson's Washington market spread very much, and got quite a kick out of comparing my own recollections of Washington radio with the facts in the story. It was a swell story, and very readable.

Tom Means
Assistant to John Cowden
CBS
New York

Sees Market Studies' Value to Industry
EDITOR, BROADCASTING:
Study No. 1 of major radio markets included in the March 29 issue of BROADCASTING is well done. Congratulations. Unquestionably, these studies will help radio in survey markets and BROADCASTING will have again proved its value to the industry.

Henry Liebeckshutz,
Advertising Inc. of Washington,
Washington, D. C.

First in Major Market Series Called Excellent
EDITOR, BROADCASTING:
I have just finished reading the current issue of BROADCASTING. I think the coming series on the study of major radio markets is a wonderful idea. It is a completely thorough and excellent job.

I wonder if you are planning to incorporate the complete series in one volume when it is finished. In the meantime, of course, I will guard them very closely.

Howard E. Stark,
Director, Radio Dept.,
Smith Davis Corp.,
New York.

Editor's Note: Reader Stark's suggestion for publication of the market series in a single volume will be considered later. Favorable action depends upon subscriber interest and publication costs.

Durr's ‘Philosophy Of Freedom' Analyzed
EDITOR, BROADCASTING:
I read with interest your account of Commissioner Durr's news conference in Chicago [BROADCASTING, March 1].

I was particularly impressed with the following quotation from his address before the Lawyers Guild: “To withhold from the people any information or ideas on the supposition that they may have a harmful tendency is as inconsistent with democracy as to deprive them of the vote out of fear that it may be exercised unwise. . . . To suppress the advocacy or rational consideration of ideas by a threat of punishment is as much an act of aggression against democratic government as to deny access to the ballot box by force”

I agree whole-heartedly with Commissioner Durr. That is why I insist that the Mayflower dictum stands as one of the most utterly incongruous principles ever laid down by a federal bureau of a democratic nation.

I hope that Commissioner Durr is equally willing to view the implications of the Mayflower ruling with respect to its "suppression of ideas by threat of punishment" as clear-eyed as he apparently does when he considers the rights of political candidates, and the possible invasion of those rights when those candidates are labeled arbitrarily as of questionable loyalty.

If Mr. Durr is completely consistent in his philosophy of freedom, he will vote for the abolition of the Mayflower dictum, when the present hearings are concluded.

Rex Howell
Managing Director
KFXJ
Grand Junction, Col.

Broadcasting • Telecasting
In the food field, WSIX more than pays its way by selling kids and their mamas on the all-important breakfast and supper cereals. A half-dozen national producers have used dominant amounts of time for two, three and five years without a break. Evidently they recognize WSIX's power to sell the goods in Nashville's 51-county retail trade area. Plan now to let WSIX help boost your sales in this area. Call your nearest Katz representative for more facts and figures; and the ways WSIX can fit into your program.

WSIX gives you all three: Market, Coverage, Economy
TELEVISION broadcasters, present and future, got their first good look at prospective video network costs last week. They blinked, for the most part chose to keep quiet until they could mull over what they had seen.

● AT&T, which has been providing intercity service along its New York-Washington coaxial route without charge, filed with FCC on Monday five alternative rate systems which it proposes to put into effect May 1. [BROADCASTING, March 29]. They would cover all AT&T television network facilities, whether coaxial cable or radio relay.

The Western Union followed on Tuesday with formal submission of the charges it plans to make for use of its two reciprocal radio beams between New York and Philadelphia. It has filed for operation before the

AT&T's contemplated completions in 1948

AT present AT&T's television relay facilities include one coaxial cable channel each way between New York and Washington and one reciprocal radio beam each way between New York and Boston. The Washington-New York link has tie-ins at Philadelphia and Baltimore.

In June two more channels on the Washington-New York coaxial route are to be added and during the political period this four-channel route is to be set up so that they will be available for program service out of Philadelphia and leaving one channel for the feed into that city from New York and Washington. This means that these coaxial channels can be made simultaneously and will alleviate greatly the time-sharing situation for the video networks. In June it also is planned to extend the coaxial link from Washington for one-way service to Richmond, Va.

AT&T in October plans to open a two-way coaxial service between Cleveland and Chicago with intermediate tie-in to Toledo. The same month a two-channel hookup between Chicago and St. Louis is planned and also a single channel between Cleveland and Buffalo running toward Buffalo. Toledo and Detroit are to be connected by a double-channel coaxial and Chicago and Milwaukee by a single channel running toward Milwaukee.

By the end of the year it is hoped that a double coaxial link will be available between Philadelphia and Cleveland with a tie-in at Pittsburgh.

national political conventions in Philadelphia in June and July [BROADCASTING, March 15].

● A revision of AT&T's existing local-channel television rates appeared to be in the making. Observers thought the pattern was set Tuesday in proposed AT&T files five alternative rate systems with FCC based on charge of $3.50 per airline mile per month for eight hours daily service. Western Union contemplates $4,700 monthly for reversible New York to Philadelphia channel.

local-channel rates filed by New York'sтелевизионной системе, a member of the AT&T system.

Though the television network rate structure set up by AT&T is based on a charge of $3.50 per airline mile per month for services by the first use of the intercity facilities would be at the rate of $2.50 per mile per month for four hours daily.

The tariffs provide that the $2.50 four-hour schedule and the base of the monthly rate plan wherever two or more stations must share the use of the interchange facilities. This would apply to the use of the local coaxial cable currently used or usable for television - New York-Washington link - since stations in each city outnumber the circuits available.

It was felt, however, that the shared-channel schedule will be eliminated as more facilities become available.

For comparative purposes, eight hours' daily service between New York and Philadelphia on an unshared channel would cost approximately $3,905 a month. With two or more stations sharing time on the channel, the monthly rate per station would be $2,775 for four hours use daily. Two stations sharing time on the channel in New York, for example, would thus pay a total of $5,550 for eight hours - four hours each - while a single station could use the channel for eight hours for $3,905 at the unshared-channel rate.

If channels suspended by FCC, the rates will become effective May 1. It seemed doubtful that the Commission would intervene unless strong opposition is evidenced by the television industry. Though the rates are substantially lower than those proposed and subsequently withdrawn by the telephone company last summer, some opposition was evident, though its strength

and extent could not be judged until the full implications of the tariff schedule could be studied.

Lawrence Phillips, director of the DuMont television network, said he thought it "regrettable that full recognition was not given to the present embryonic state of the industry, the relatively small number of receivers outside of the New York area and the inability of the AT&T to give service on an adequate basis if all networks require the desirable rates for transmission."

Mr. Phillips said it was not possible to calculate accurately now the "commercial practicability of television network operation under the AT&T proposed rates," but that a "quick review makes it seem possible that the proposed rates might be practicable under network operations on a really commercial basis, which they cannot be for some time." The Western Union plan

contemplates a $4,700 monthly charge for one reversible channel between New York and Philadelphia, covering the eight-hour period from 4 p.m. to midnight seven days a week. Each hour added to the 4-12 block on a regular basis would cost $340 a month, and each extra hour on an occasional-use basis would cost $25.

F. E. d'Huy, Western Union vice president in charge of development and research, said his company's service, "unlike any other available by common carrier, provides for the transmission of video programs in either direction over the same channel. The unique two-way, reversible feature provides a major economy for the broadcaster."

It was also pointed out that there will be added expense for terminal equipment or local loops since WU will beam the signals

(Continued on page 99)
Things are happening fast in Baltimore—are you up-to-date? WMAR-TV, Maryland’s first television station, is on the air daily on Channel 2. WMAR-FM is also going strong and operates daily on Channel 250 (97.9 Mc.). Write for availabilities.

Represented by THE KATZ AGENCY, Inc.
500 FIFTH AVE. • NEW YORK 18
Next month, we anticipate, WHB in Kansas City will offer greatly expanded facilities to carry your sales message to the rich Midwestern Marketland. WHB is swinging up to —

10,000 WATTS 710 KILOCYCLES FULL-TIME

Get next to a good thing, Mr. Advertiser! See your John Blair man and join the Swing to WHB.

Page 12 • April 5, 1948
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

...and where YOU can afford
to put a "big" Radio program
(see back page of this insert)
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WED</th>
<th>THUR</th>
<th>FRID</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 P.M.</td>
<td>6:45 P.M.</td>
<td>6:45 P.M.</td>
<td>6:45 P.M.</td>
<td>6:45 P.M.</td>
<td>6:45 P.M.</td>
<td>6:45 P.M.</td>
</tr>
<tr>
<td>9:00 A.M.</td>
<td>12:00 N</td>
<td>12:00 N</td>
<td>12:00 N</td>
<td>12:00 N</td>
<td>12:00 N</td>
<td>12:00 N</td>
</tr>
<tr>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
<td>9:45 A.M.</td>
</tr>
<tr>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
<td>10:00 A.M.</td>
</tr>
<tr>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
<td>10:30 A.M.</td>
</tr>
<tr>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
<td>10:45 A.M.</td>
</tr>
<tr>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
<td>11:00 A.M.</td>
</tr>
<tr>
<td>Noon</td>
<td>Noon</td>
<td>Noon</td>
<td>Noon</td>
<td>Noon</td>
<td>Noon</td>
<td>Noon</td>
</tr>
<tr>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
<td>12:30 P.M.</td>
</tr>
<tr>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
<td>1:00 P.M.</td>
</tr>
<tr>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
<td>1:15 P.M.</td>
</tr>
</tbody>
</table>

**Notes:**
- Sunday: Various broadcasts including news, music, and specials.
- Monday: Morning shows, news, and music.
- Tuesday: Special programs and music.
- Wednesday: News and music programs.
- Thursday: News and music.
- Friday: News, music, and special events.
- Saturday: News, music, and special shows.
**EXPLANATORY NOTES**

LISTING IN FOLLOWING ORDER: STATION NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME Instances, STARTING DATE. S: STATIONS SUSTAINING, R- RE-BROADCAST ON EAST COAST.

**ABC**

<table>
<thead>
<tr>
<th>Time</th>
<th>Mon. 25-33</th>
<th>Wed. 25-33</th>
<th>Fri. 25-33</th>
<th>Sat. 25-33</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 P.M.</td>
<td>WMAJ, Philadelphia</td>
<td>WJAC, Pittsburgh</td>
<td>WBBM, Chicago</td>
<td>WWJ, Detroit</td>
</tr>
<tr>
<td>1:30 P.M.</td>
<td>WCBS, New York</td>
<td>WOR, New York</td>
<td>WABC, New York</td>
<td>WINS, New York</td>
</tr>
<tr>
<td>2:00 P.M.</td>
<td>WCAU, Philadelphia</td>
<td>WWSB, Cincinnati</td>
<td>WCAE, Cleveland</td>
<td>WMAL, Washington</td>
</tr>
<tr>
<td>2:30 P.M.</td>
<td>WJZ, Baltimore</td>
<td>WWHO, Des Moines</td>
<td>WXYZ, Detroit</td>
<td>WTVT, Orlando</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>WABC, New York</td>
<td>WOR, New York</td>
<td>WABC, New York</td>
<td>WINS, New York</td>
</tr>
<tr>
<td>3:30 P.M.</td>
<td>WCAU, Philadelphia</td>
<td>WWHO, Des Moines</td>
<td>WXYZ, Detroit</td>
<td>WTVT, Orlando</td>
</tr>
</tbody>
</table>

**CBS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Mon. 25-33</th>
<th>Wed. 25-33</th>
<th>Fri. 25-33</th>
<th>Sat. 25-33</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 P.M.</td>
<td>WRC, Washington</td>
<td>WOR, New York</td>
<td>WABC, New York</td>
<td>WINS, New York</td>
</tr>
<tr>
<td>1:30 P.M.</td>
<td>WCAU, Philadelphia</td>
<td>WWHO, Des Moines</td>
<td>WXYZ, Detroit</td>
<td>WTVT, Orlando</td>
</tr>
<tr>
<td>2:00 P.M.</td>
<td>WCAU, Philadelphia</td>
<td>WWHO, Des Moines</td>
<td>WXYZ, Detroit</td>
<td>WTVT, Orlando</td>
</tr>
<tr>
<td>3:00 P.M.</td>
<td>WCAU, Philadelphia</td>
<td>WWHO, Des Moines</td>
<td>WXYZ, Detroit</td>
<td>WTVT, Orlando</td>
</tr>
</tbody>
</table>

**Teletesting Notes:**

- Stations listed are those where the test is available.
- Stations marked with an asterisk (*) indicate that the test is available for rebroadcast on the East Coast.
- Stations marked with a plus (+) indicate that the test is available for rebroadcast on the West Coast.

**News Summary**

- Stations listed are those where the news summary is available.
- Stations marked with a plus (+) indicate that the summary is available for rebroadcast on the East Coast.
Big enough to be smallest

Obviously, you've got the best in Radio when you can spend money for a "big" program and still get listeners at small cost.

That's why the shrewdest buyers of Radio -- the men who use Radio most and know it best -- so overwhelmingly prefer the two top U.S. networks, the TYPE I networks, the "big audience" networks.

Advertisers can afford to put a "big" program on a TYPE I network because these networks, with their stronger, better-balanced facilities and stronger schedules, deliver more customers in more markets to their programs -- producing the lowest cost per customer in all Radio!

And more of the hundred largest users of Radio prefer CBS to any other network. For the unbiased figures show that CBS delivers its "big" audiences at LOWER costs than ANY other network.
BULOVA WATCH Co., New York, has signed for series of nightly time announcements over WBEN-TV Buffalo, when station begins telecasting in late spring. Bulova is first advertiser to contract for time on WBEN-TV, and also was first sponsor on WBEN when the AM station started in 1928, according to station officials.

ALLIED ARTISTS has appointed Mal Boyd & Assoc., Hollywood, to handle radio exploitation for movie, “Song of My Heart.”

CHALFONTE-HADDON HALL, Atlantic City (resort hotel), through its agency, Lamb, Smith & Keen, Philadelphia, has prepared one-minute video films of the hotel, its private beach and varied recreational facilities, for 13-week, twice-a-week test campaign on WFIL-TV Philadelphia. Campaign may be extended to other cities following test.

GOUCH INDUSTRIES, Los Angeles (Phileo radio sets), March 23 started for four weeks two weekly 12-minute television series, Baseball Previews, on KTLA Los Angeles. Series consists of video films made of major league baseball teams training in Florida. Agency: Noble Adv., Los Angeles.

SHAW'S, Santa Monica, Hollywood, and Los Angeles (retail jeweler), has appointed Bass-Luckoff of Hollywood to handle advertising. Radio may be used.

NORGE APPLIANCE DEALERS of Charleston, W. Va. area have signed with WKNA Charleston for 780 news broadcasts over one-year period. Contract calls for 10-minute programs Mon.-Fri. 4:30 p.m., 8 p.m., and 11 p.m.

HOLLYWOOD STARS, professional baseball team, has appointed Hunter Adv., Los Angeles, to handle advertising. Budget for season will run between $5,000 to $10,000. Radio spots may be used.

FLOTHER PRODUCTS Inc., Stockton, Calif., has appointed Roy S. Durstine Inc., New York, to handle advertising for its canned fruits and vegetables. Account will be served by the agency’s Pacific Coast and New York offices with ROBERT L. NOURSE Jr., Pacific Coast manager, as account executive. Media plans have not been set as yet.

EASTERN COLUMBIA, Los Angeles (department store), has adapted its aural radio jingle to television and is using it twice weekly on television station KTLA Los Angeles—once weekly for 13 weeks on Shopping at Home (started April 1) and once weekly on Olympic Stadium Wrestling Matches broadcast (started March 31). Stedel Adv., Los Angeles, directs store’s aural radio and video activities.

38TH DISTRICT Agricultural Assn. has appointed Lisle Sheldon Adv., Los Angeles, to handle advertising for Solano County District Fair being held April 30-May 2 in Dixon, Calif. Spot announcements and interviews from the fair will be carried to all Sacramento stations by remote.

TAN BARK CLUB, Los Angeles, has appointed Roche-Eckhoff & Assoc., to handle publicity for Seventh Annual National Horse Show to be held June 15-20 at the Horse Palace, Hollywood. Budget of approximately $3,000 is planned. Radio may be used.

JERSEYMAID Milk Products, Los Angeles (ice cream), April 12 starts four-week schedule of five daily spot announcements on two Los Angeles stations, KHH and KEC. Agency: Mogge-Privett Inc., same city.

Success Story,
American Way

He delivered his first network broadcast as a sustaining news feature for Mutual in November of 1937. The time: 7 p.m. His program was the original news “co-op”—a network show carried locally by Mutual stations and sponsored by (or available for sponsorship by) local advertisers. His first sponsor was the American National Bank, of Denver, which is still with him.

Each year his audience has grown. So have his sponsors. They find they can enjoy the prestige of a network program at local time cost and pro-rated talent cost. They favor the idea of reaching a ready-made, loyal audience with money to spend.

Since Mutual is more than 450 stations, and the Fulton Lewis, Jr. broadcast is sponsored on 299, perhaps there’s an opening in your city. If you are (or have) a client with a limited budget and want to make the most of it, get in touch with the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18—or Tribune Tower, Chicago 11.
NO CLAIMS...

Proof THAT

WIP Produces

We have a local program called "The Unseen Advisor". 7:00 P.M. nightly. Sponsored for seven years by the same client. Client recently felt he had saturated his market, dropped the program. We made this announcement: "We are thinking of taking this program off the air. If you want it to stay on, write us a letter." That is all we said. We made that announcement ONCE. We got 7,382 letters. No contest ... no giveaway ... no premium. 7,382 letters from one announcement. Period.

WIP

PHILADELPHIA

BASIC MUTUAL

Represented Nationally by Edward Petry & Co.
ALEXANDER GRAHAM BELL

was first with his invention of the telephone which became a reality on March 10, 1876 with the famous message to his assistant, "Watson come here! I need you." Just as Bell needed Watson, you need WJR because WJR is...

first

IN POWER AND RESULTS

MICHIGAN’S GREATEST ADVERTISING MEDIUM

WJR

50,000 WATTS

CBS

THE GOODWILL STATION FISHER BLDG. DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.

Represented by

PETRY

THE GOODWILL STATION

FISHER BLDG. DETROIT

G. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.
Sell 'em while
they’re hot... and they’ll love you in December as they do in May

Thirty-seven national spot and local advertisers used 50,000-watt WCCO last Summer. Just as they have every Summer for an average of eight years each. Just as they probably will again this Summer.

How come?

For one thing, WCCO’s 37 year-round advertisers know that if they use summer campaigns, chances are their customers will be buying as much of their merchandise next Fall as they’re buying this Spring.

But these 37 companies don’t buy Summer advertising simply as investments in the future. They have discovered that “dog day” selling pays off during the Summer. Because almost as much cash is spent for retail products in WCCO territory during the Summer as in any other season of the year. More than $645,000,000 in June, July and August!

To sell one-quarter of your Northwest market—June, July and August—and to make sure that your customers will love you next December as they do this May, join these 37 WCCO Summer advertisers. Just ask WCCO or Radio Sales and we’ll show you how to sell ‘em while they’re hot!

Data supporting statistical summaries are available on request.

Represented by Radio Sales... Radio Stations Representative... CBS
Feature of the Week

"YOU ARE NOW an honest-to-goodness, cash 'stakeholder' in WOW-Land—the richest part of God's great big green world," says the letter sent to agencies and advertisers last Friday, April 2—WOW's 25th birthday.

Claim was staked out by the Omaha station through a deposit of a silver dollar in The Omaha National Bank. With each letter went a real bank looking showing the deposit.

"You are now a part of WOW-Land," continues the letter. "You've got money invested here. It's your money!

"I hope you'll keep your investment in WOW-Land—and keep on investing advertising dollars on WOW. For spending dollars on WOW is just like putting money in the bank!" The letter is signed by John J. Gillin Jr., WOW president and general manager.

Attached is a map of WOW-Land, with black dots showing

(Continued on page 94)

On All Accounts

From oil sales to audience surveys, from program producer to radio director—that's a capsuled resume of the 16-year period James Fonda has been associated with radio in one form or another. Jim has been radio director of the Chicago office of Foote, Cone & Belding since last September.

The lean, distinguished gentleman from Charleston, Miss., was born in 1907. His first big job in the early 30's served as a convenient springboard for his radio career. Jim was assistant advertising manager of the Pennzoil Oil Co. on the West Coast where an unusual opportunity presented itself in the form of a new audience survey organization. He got in on the ground floor of Radio Survey, which actually antedated both Hooper and Nielsen. As a matter of fact, only the Crosley poll operated at that time (1933) and a growing industry was not yet rating-conscious.

The association proved fruitful. One day Jim was called upon to discuss business with Lord & Thomas, forerunner of the present Foote, Cone & Belding. Shortly thereafter he joined the agency as program producer. Branching into the production end, he served as co-director of talent for FCB's Adventure of Philip Marlowe (for Lever Bros. Pepsodent Div.). He took administrative charge of Hollywood Star Time (for Frigidaire).

While these duties feathered the Fonda cap, Jim still regards as his most interesting assignment a show he produced for the Armed Forces Radio Service in which he served from 1943 to 1946. It was titled Jubilee, a weekly all-Negro series which AFRS beamed overseas to talent-starved GI's.

Last year Jim was transferred to Chicago where he replaced Richard Davis, producer of the Bob Hope Pepsodent show, who temporarily filled the position at the time of FCB's realignment. The Chicago branch, under Mr. Fonda, is concerned with the following programs: Hint Hunt (for Armour) and portions of the Breakfast Club and Ladies Be Seated (for Toni)—Chicago originated; Radio Reader's Digest (for Hallmark) and Give and Take and This Is Nora Drake (also for Toni)—New York-originated; and Man Called X (for Frigidaire) and The Saint (for Trim Hair Tonic)—Hollywood-originated. Another mystery (for Toni) currently is being added to the list. In connection

(Continued on page 98)
"We're not so old in the Army List,
But we're not so young at our trade."
—Kipling, "The Irish Guards."

As of April 2, 1948, Radio Station WOW celebrates its twenty-fifth birthday—which is old, as age goes in the radio business. But ripe age, alone, is no guarantee of effectiveness in love, war or the operation of a broadcasting station.

Age is not so important as wide experience, digested and assimilated, powered by the energy and enthusiasm required to translate knowledge into action.

It is the operational "know-how", born of twenty-five years experience, plus the energy and enthusiasm of its still youthful staff, that keeps WOW tops in its field—tops in listening audience—tops as an advertising medium.

That's why, Mr. Advertiser, in the territory within a radius of 200 miles from Omaha, RADIO WOW CAN DO YOUR ADVERTISING JOB ALONE!
DOES A SOLID SELLING JOB IN CLEVELAND

THAT'S WHY . . . WHK CARRIES MORE LOCAL PROGRAM BUSINESS THAN ALL OTHER CLEVELAND STATIONS COMBINED!
CLEAR AT CROSS ROADS

By RUFUS CRATER

FOR THE FIRST TIME in more than 20 years of radio regulation, a Congressional committee today (Monday) undertakes a hearing to settle the always controversial clear-channel question.

The hearing, on the Johnson Bill (S-2231) to break down clear channels and keep the power ceiling at 50 kw, opens at 10:30 a.m. before the Senate Interstate & Foreign Commerce Committee.

Thirty-four witnesses for and 26 against the bill are in the tentative lineup announced by the Committee Friday, plus spokesmen for each of the four major networks who will appear in response to specific invitations from the Committee (see list of witnesses this page). With last-minute additions, it was thought the witness list might swell to around 70. About 10 full days of hearings are expected.

The opponents of the bill will be heard first, despite their plea that customary procedure entitles them to last voice.

Even though their witnesses outnumber those favoring the measure, the clear-channel advocates clearly face an uphill fight. Some 700 letters have been received by the Committee since it invited AM broadcasters throughout the nation to give their positions on the bill. Except for those from clear-channel stations, committee spokesmen reported, these almost exclusively have favored the breakdown legislation.

About 70 stations have outlined their positions but asked that they be kept confidential, reportedly because many were fearful of having their views made public.

FCC, which has devoted much of the last three years to study and hearings on the clear-channel question, plans to offer no testimony. Its silence was dictated by the pendency of its own decision, which is being held up on instruction of the Senate committee pending completion of the Johnson Bill hearings.

The Clear Channel Broadcasting Service, composed of all of the independently owned 1-A clear-channel stations except KSL Salt Lake City, will lead off the presentation against the bill. The opening day probably will be consumed by testimony of Louis G. Caldwell, CCBS counsel; John H. DeWitt Jr., president of WSM Nashville and CCBS engineering director; James D. Shouse, president of WLB Cincinnati and other Crosley Broadcasting Co. stations; and Victor A. Sholis, director of WHAS Louisville and also of CCBS.

The principal arguments of the main adversaries—the clear-channel advocates and the advocates of clear-channel breakdowns—were summarized in statements given Broadcasting this Friday by Mr. Caldwell of CCBS, and Donald Treloar of KGEZ Kalispell, Mont., who will represent the Montana Assn. of Broadcasters. Mr. Treloar's views will also be representative of those of Ed Craney, head of the Pacific Northwest "XL" stations, long-time opponent of clear-channels, and of the other anti-clear-channel stations.

The CCBS view, as outlined by Mr. Caldwell, emphasize the dependence of large areas and populations upon clear-channel stations, the "inadequacy" of present clear-channel service from the standpoint of signal strength, and the fallacy of arguments that higher power will threaten smaller stations, tend toward monopoly, or bring large segments of the nation's population under the sway of the social views of a few stations.

The clear-channel supporters also will undertake to convince the committee that enactment of the Johnson Bill will imperil U. S. radio's international position by failing to protect this nation's channel rights under the North American Regional Broadcasting Agreement (NARBA).

International effects of the Johnson Bill already have been seen, with U. S. communications authorities in agreement that it will

(Clears at Cross Roads)

Capital Hearings Begin Today

By ED KEYS

FM RECEIVERS in the nation's public transportation vehicles will be as commonplace within 24 months as radios in private autos.

This was the amazing prediction—anchored in what appeared to be a strong foundation—by Richard C. Crisler, executive vice president of Transit Radio Inc., Cincinnati, which may be the harbinger of:

A boon to the entire FM industry.

Broader fields for sponsors on FM stations.

Phenomenal growth of the transit radio phase of the industry.

Stimulation to greater radio listening.

Mr. Crisler presented some convincing facts, revolting about encouraging developments and overwhelmingly favorable public reaction to radioizing the public transportation systems of the nation, which would merit the respectful attention of the skeptics.

The Transit officials revealed that 96.66% of the passengers surveyed during tests in six American cities wanted FM reception in the transit vehicles regularly.

Surprisingly-consistent results of the surveys were as follows:

Mr. Crisler verified the successful completion March 30 of tri-cornered negotiations between Transit Radio Inc., WCTS Cincinnati (FM affiliate of WKRK, Times-Star station), and the Cincinnati Street Railway Co. to guarantee Cincinnati bus and street car passengers specialized FM program fare to relieve the monotony of rides between shop, office and home.

The contract provided for the immediate installation of FM receivers in 300 of their public conveyances. Installation will be completed in about six weeks.

But this is just the start, Mr. Crisler advises.

The transit company is also going to install FM receivers on the remaining 800 public transportation vehicles at a later date.

When all Cincinnati Street Railway Co. vehicles have been FM-equipped the entire transportation system of the city will be humming with music, news, shows, and advertising, because there will not be a public transportation vehicle without it.

Commuters, too, will benefit.

The Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, will also be furnishing entertainment [Broadcasting, Feb. 29].

A contract was signed by the

(Continued on page 87)
In This Issue...
Congress to Hear Johnson Bill       21
Bright Prospects for Transit FM      21
High Spots of NAB Convention       22
Wilkinson Resigns as FCC Counselor 22
New NAB Directors Elected          23
Durr FCC Reappraises?               23
Lemke Opposes Heard                 24
American Tobacco Names Agencies     25
AAA to Consider TV                  25
CBS TV Clinic                       27
Regulations on AM Duplication      29
Room Says TV May Be Cheapest Media 29
Advisory Group on Censorship       30
3 Sign Network TV Affiliate Pacts   30
Communications Phase of Defense    30
Prevention Ordered on STA's         32
Taft Protests Duplication Policies 34
Approval of WOOO Sole Seller        46
Fossum Brand Names Chairman        48
Hollywood Ad Club Discusses TV Film 50
ABC Explains Stock Issue            60
Page 14

NAB'S BIG WEEK

(Management and Engineering Conference agendas on page 88.)
PROGRAM for NAB convention week in Los Angeles Nov. 17-21 was drawn up Friday at NAB headquarters, including main events of the Management Conference May 17-18 and the Engineering Conference May 20-21.
Panel techniques will be used for both meetings, with prominent speakers covering specific topics and delegates then joining in floor discussion of some of the major issues.
Opening day of the Management Conference will include the keynote address of NAB President Justin Miller in the morning following customary greetings by local dignitaries. A well-known speaker is slated for the Monday luncheon but details had not been completed Friday.
Monday afternoon will be one of the high spots, with the Standards of Practice slated for a working-over by the membership. Revised standards were distributed last week by NAB [BROADCASTING, March 29]. Another high spot comes Tuesday when FCC Chairman Wayne Ohy is slated to address the luncheon. The annual dinner, devoted entirely to entertainment, takes place that evening as final event of the management meeting.

WILKINSON RESIGNS

RESIGNATION of Vernon L. Wilkinson, for the last three years assistant general counsel of the FCC in charge of broadcast services, was submitted to the Commission last week, effective April 9. Mr. Wilkinson will enter private practice as a lawyer in Washington.

Mr. Wilkinson joins the Washington radio law firm of Hales & McKenna, which will become Hales, McKenna & Wilkinson.

While no announcement was made at the FCC, it is thought that Harry M. Plotkin, senior assistant general counsel in charge of litigation and administration, promptly would be named to the important broadcasting post - most active of the legal assignments in the FCC. Mr. Plotkin was named an assistant general counsel in 1944, after having served three years on the FCC's legal staff. He has been the anchor man in the law department on broadcast policy matters.

Mr. Wilkinson, a long-time friend and associate of former FCC Chairman Charles R. Denny, became an assistant general counsel on April 16, 1946, shortly after Mr. Denny was elevated to a commission, and when now Commissioner Rosel H. Hyde was promoted from assistant general counsel in charge of broadcasting to general counsel. A native of Washington state, he had worked at the Department of Justice with Mr. Denny in the Lands Division. During his incumbency at the FCC he earned a reputation for fairness and objectivity among broadcasters and attorneys in his handling of broadcast matters.

Mr. Wilkinson has headed the broadcasting division in a time of unequalled expansion of the broadcasting field. The number of AM

(Continued on page 88)

Management, Engineering Agendas Drafted

NAB will take the "long-hair" out of technical topics to broaden the appeal of the Thursday-Friday Engineering Conference.

New type of seminars with intricate scientific formulas sidetracked in favor of practical operating problems, is planned. The general idea, according to Royal V. Howard, NAB engineering director, is to talk the language of both the station manager and engineer so that both can learn the latest technical developments.

Station executives, managers and engineers alike, also will be told how to use these developments in day-to-day operations. Important scientific data will be presented but the format is designed to avoid the classroom aspect generally at engineering meetings.

Mr. Howard and Neal McNaughten, assistant director, are polishing off an agenda in which coverage, new methods and dollar-mark talk will dominate. They are following plans approved by the NAB Engineering Executive Committee.

Television Discussions

Most of the Thursday engineering meeting will be devoted to television. Ten engineers active in TV development will take the whole program apart to see what makes it tick. Starting with the radio wave as it leaves the transmitter, they will go into propagation traits of the TV frequencies, transmitter power, studio equipment, field pickups, coaxial lines and all the way to servicing of receiving sets in the home.

Closing the Thursday proceedings will be discussions and demonstrations of magnetic tape recording. An evening event is planned but is not ready for announcement.

FM comes in for its share of attention Friday morning. Another feature of this session is to be revelation of a new system of measuring co-channel interference. This method is described as an important step forward in that it permits measurements of interference from other stations without shutting down any of the stations involved.

Developer of the process is Rob-

(Continued on page 88)
NAB BOARD VOTE

By J. FRANK BEATTY

NAB's new Board of Directors, facing a list of critical industry problems, will have seven new members when it meets for the first time in Los Angeles May 19, following the two-day Industry Management Conference. The old board holds its final meeting May 15.

Six of the seven were elected in the March balloting. The seventh post must be decided in an April run-off election. Calvin J. Smith, KFAC Los Angeles, and Harry W. Witt, KNX Los Angeles, were tied in the 16th District vote.

The 28-man board will reflect few changes in complexion as a result of the elections though several key industry figures will retire at Los Angeles. The new members, however, are fresh faces on the air at least in long experience. FM engineering strength of the new board will be augmented but these factors are not expected to upset present policies.

With the Standards of Practice slated for Los Angeles action, the board has one new anti-code member in Edward Breen, of KFVD Fort Dodge, Ia. At Atlantic City last September Mr. Breen was one of the hottest code critics advocating instead a simple broadcaster's creed. Later he headed a group conducting a nationwide poll designed to show the extent of industry opposition to a code.

The newest set of standards incorporates a creed [BROADCASTING, March 29], but at the same time retains many of the limitations opposed particularly by independent stations.

Take Up Code Suggestions

The day after the Los Angeles convention, board members will take up suggestions offered in floor debate on the code. Unless opposition is serious, the board may adopt the new standards finally with provision for minor drafting. NAB By-Laws give the board complete power to adopt and enforce a code but the directors have been leaning over backwards to produce standards that will have industry blessing and support.

As the international situation becomes more serious, code discussion may be subordinated by the board as well as the membership. On the new board will be many directors who served during the war. Most of the others directed station operations during the period and are familiar with pre-war and wartime broadcasting problems.

NAB already has arranged with Ernst & Ernst, New York auditing firm in charge of voting, to conduct the run-off election. Ballots will be mailed today (April 5) to the 16th district's 81 stations, to be returned to Ernst & Ernst by April 20.

Sixteen directorships were voted on in March, comprising the eight directors-at-large (elected annually) and the even-numbered districts.


NEW NAB directors include (1 to r) Harry Bannister, WWJ Detroit; Henry W. Slavick, WMC Memphis; William B. Quarton, WMT Cedar Rapids, Ia.; Robert Enoch, KTOK Oklahoma City; Everett Dillard, KOZY Kansas City. No photo available of Edward Breen, KFVD Fort Dodge, Ia. who also was elected a director.

DURR CANDIDATE? Acceptance of Post Again Questioned

DESPISTE well-timed reports that a draft movement had spontaneously developed for reappointment of Clifford J. Durr to the FCC for a second seven-year term beginning July 1, serious doubt existed last week whether (1) he would be a candidate; (2) whether the President would nominate him; (3) whether the Republican-controlled Senate would confirm him, if nominated.

Now in his fifth year, the Alabama left-wing Democrat is said to be considering return to private law practice for personal financial reasons. The father of four children—the eldest of college age, the youngest an infant—Mr. Durr has confided that he must decide whether to make the break from Government now or resign himself to a $10,000 per annum Government stipend for the next seven years, and risk the hazards of later appointments.

FCC Chairman Wayne Coy is disposed to support Mr. Durr's re-election, if he wants it. He regards the Alabaman as a conscientious public official, and one who, by virtue of seven years on the FCC, knows the regulatory ropes. But Mr. Coy, it can be stated, has not yet urged the reappointment at the White House.

Alabama's senators—Lister Hill and John J. Sparkman—are expected to endorse Mr. Durr's reappointment on "native son" grounds if for no other reason. An anomalous situation exists, however, because of defection from Truman ranks of both Alabama senators over the civil rights issue. Mr. (Continued on page 82)
50-mc FM SCRAP

Lemke Bill Hearings Held

STaunch opposition to Congressional assumption of authority over frequency allocations was raised last week as the Senate Interstate & Foreign Commerce Committee completed its hearings on the Lemke Bill (H. J. Res. 78).

The two-day session was devoted to testimony by opponents of the measure, which would give a portion of the 50-mc band to FM in addition to its present 88-108 mc band. Advocates of the measure were heard in February [Broadcasting, Feb. 9].

FCC and RCA in particular took the opportunity to present detailed replies to the oft-repeated charges of Prof. Edwin H. Armstrong, FM inventor, that they individually had held back the development of FM.

Congressional observers felt no inclination, after the hearing, to change their earlier view that there is little chance of the Lemke measure being enacted.

While there was no reference to the Johnson Bill to break down clear channels (S-2281), on which the Senate Interstate & Foreign Commerce Committee opens hearings today (see story page 21), the respective spokesmen for FCC, RCA, and Philco Corp., and representatives of the mobile services made clear that they felt Congress should leave allocation matters to the Commission.

FCC Comr. George E. Sterling pointed out that "even with its background of regularly handling radio matters, and even with its skilled technical staffs, the Commission required more than a month of hearings, and approximately eight months of study and investigation of the evidence submitted, before it was in a position to reach a final decision with respect to the proper place of FM in the spectrum."

He said that "frankly, it seems to us that the only sound basis for a decision in a matter of this nature is a record such as that compiled by the Commission in its November 1947 hearing during the necessary period of time which the services involved set out in detail the basis for their needs for the frequencies. It seems to us that such a decision was made with respect to the proper place of FM in the spectrum before the Commission"

TWO DAYS of hearing on Capitol Hill last week revolved around the question of whether or not a portion of the 50-mc band should augment the FM 88-108 mc band. Congressional observers were of the opinion that the Lemke Measure stands little chance of being enacted. A spokesman for private industry and the FCC also inferred that allocations matters might well be left to the Commission.

require such a decision to be reached in this way instead of by legislation such as H.J. Res. 78."

Above 400 mc

The question of a possible opening up of the band above 400 mc for commercial television inevitably came up, and found both RCA and Philco in opposition to an early move in that direction.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division of RCA, estimated at one point that color television is "still five years away" though RCA is "working very hard" and has made "a lot of progress" in color work.

Comr. Sterling did not commit the FCC to its final plans for its proposal to give to non-broadcast services the present Television Channel No. 1-44-50 mc—whichever FM interests also are seeking. But he did say that there is "serious ques-

tion" whether FM needs the space more than "the police and other services," and whether intercity relay broadcasting—some FM spokesmen requested the band—"would make for an efficient use of the limited frequency space available."

Here the Commission is considering the possibility of using studio-transmitter link facilities around 940 mc for FM intercity relays.

Committee attendance at the hearing was relatively sparse as other legislation—notably the debate on the European Recovery Plan—demanded members on the House floor. Principal committee members in the session were Chairmen Charles A. Worthington (R-N. J.), and Reps. Leonard W. Hall (N. Y.), Robert Hale (Me.), Harris Ehrlich (Penn.), and James L. Dolliver (Iowa), all Republicans.

Running account of the two-day session follows:

WEDNESDAY

Comr. Sterling, the first witness, told the committee that the Lemke Bill represented a "most unwise" approach to allocations. He said it fails to take into account either the scarcity of spectrum space or the possible impact of such a law upon the needs of other services. It would be a most obvious invitation to the FCC to use their authority to take a final decision about the placement of FM in the spectrum. However, at the end of the hearing, the information would be left with Congress.

A LABOR jurisdictional dispute which put the station right in the middle snagged WCAU-TV plans to televise the American Opera Co. "Bartered Bride" at the Academy of Music, Philadelphia, March 30 and forced the Bulletin to cancel the program.

Though permission had been obtained from the opera company and AFM, negotiations hit a snarl when IATSE, the stage hands union (AFL), refused to work with WCAU's CIO technicians and cameramen.

James M. Douglas, business manager of IATSE, Local 8, Philadelphia, told WCAU officials on Monday he was under orders from the New York office to demand that AFL technicians and cameramen be substituted for WCAU's men—members of CIO's American Communications Assn.—that his whole organization would refuse to work the production.

WCAU officials pointed out that substituting AFL men for their own would be a violation of a WCAU-ACA contract and thus subject to a fine, which was impossible. Mr. Douglas then reported that he was in no position to negotiate and re-

BROADCASTING • Telecasting
IN A SWIFT reallocation of its $12,000,000 account, American Tobacco Co. last week named two major agencies to take over its vast advertising schedule.

The appointments were made within three days after Foote, Cone & Belding dropped the account March 25 over a disagreement in policy [Broadcasting, March 29].

Batten, Barton, Durstine & Osborn was designated Monday, March 29, as agency for the major Lucky Strike portion totalling approximately $9,500,000 in annual billing.

Sullivan, Stauffer, Colwell & Byles had been previously named on Saturday March 27 to handle Pall Mall representing a yearly expenditure of about two and a half million dollars.

So sudden were the new moves of the cigarette company that Bernard C. Duffy, president of BBDO, informed Broadcasting that he became aware of the agency's appointment late Sunday before the news was released to the trade. Cutting short a Florida vacation he arrived in New York on Monday to learn that, without even having submitted formal presentation and presumably on the basis of its general advertising policy, his agency had been named to handle the multi-million-dollar Lucky Strike business.

Explaining that BBDO would formally take over the account "as soon as we can absorb it," Mr. Duffy said that it was yet too early to formulate a specific policy and approach to the new business. Presumably, therefore, there will be no immediate change in programming, and the Hit Parade and Jack Benny Shows will continue, as proposed by the agency, with no significant variation in format.

One question posed by the new alignment is the disposition of BBDO's Kool Cigarettes account. It is an accepted policy of advertising agencies to service only one cigarette firm at a time, and in line with that principle Mr. Duffy acknowledged that Kools will be handled by another agency designated by the Brown & Williamson Tobacco Corp. Billing of Kools, sponsors of the Red Skelton show, is in the neighborhood of a million dollars a year.

Total Billing Soars

With the acquisition of the Lucky Strike business, the billing of the agency is estimated now to be in the vicinity of $70,000,000.

Among the clients already represented by BBDO are E. I. du Pont de Nemours & Co., U. S. Steel Corp., National City Bank of New York, General Mills, The B.F. Goodrich Co., Chrysler Corp. (Soto division), and E. R. Squibb & Son.

The SSC&B appointment of the American Cigarette and Cigar Co. (Pall Mall cigarettes) formerly handled by FC&B was made only two days after the latter agency's resignation of the account. The agency's overall billing will be in the neighborhood of $10,000,000, and with the new addition will run close to $12,000,000.

Little more than 19 months old, the agency started its career with about $5,000,000 worth of annual billing. It has thus more than doubled its business in slightly more than a year of operation.

The agency has indicated no plans to change the current programming policy of Pall Mall and it is assumed that for the time being The Big Story will continue in its present form on NBC. William Spire will be SSC&B account executive.

N. W. Ayer & Son has been named to continue handling Lucky Strike television advertising. The agency has already arranged a new weekly show for its client, titled Barney Blake, starting Thursday, April 22, 9:30-10 p.m. on WNBC television network. The agency will immediately take over the spot announcement television campaign.

Foote, Cone & Belding, however, will finish out the Thursday Night Broadway series which starts April 6 at 7 p.m. on WCBS-TV New York. The program is contracted for three weeks. If at the end of the three week session the American Tobacco Co. decides to continue with the show, the N. W. Ayer & Son agency will then assume its production.

The $12,000,000 void created by Foote Cone & Belding's relinquishing of the American Tobacco account has already begun to fill with the appointment of that agency for the Glass Container Manufacturers Institute to handle its million-and-a-half-dollar yearly advertising budget. The industry plans a three year advertising campaign. It is not known whether radio will be used.

6 on AAAA Staff

Turnbull, Scheidker, Beuckerton Promoted by Association

AMERICAN Assn. of Advertising Agencies last week named the following as vice presidents: Richard L. Scheidker, to handle public relations, creative services, and commission and estimate discount activities for the AAAA; Herald Beuckerton, in charge of media operations, radio production and research, and Richard Turnbull, agency administration and mechanical production. All three are former assistant executive secretaries of the association.

Mr. Beuckerton has been in the advertising agency field for 15 years, beginning with financial advertising in the Midwest. He transferred to New York in 1932 and in 1944 was added to the AAAA staff.

Before joining AAAA in 1946, Mr. Scheidker served a four-year term in the Navy, emerging as a lieutenant-commander. Previously he had been vice president and director of the Anfenger Advertising Agency, St. Louis.

Mr. Turnbull joined the AAAA in 1926 as assistant treasurer and since 1945 has been assistant executive secretary.

BROADCASTING • Telecasting

April 5, 1948 • Page 25
BURRIDGE D. BUTLER, who disproved the often-expounded theory that radio is a "young man's game," died March 30 at his winter home in Phoenix after a brief illness. He had observed his eightieth birthday on Feb. 5.

In 1926, at 58, Mr. Butler purchased WLS Chicago. It soon became preeminent among stations devoted to farm and rural service. Afterward he acquired control of KOY Phoenix and KTUC Tucson. The stations were operated in conjunction with the Prairie Farmer, published in Chicago, and the Arizona Farmer.

Mr. Butler's death came suddenly. He was strolling in a citrus grove adjacent to his home March 23. He lost balance and fell backwards to the ground. Rushed to St. Monica's Hospital in Phoenix 12 miles away, he died a week later, from complications.

Services in Phoenix

Funeral services were held Friday afternoon in Phoenix. At the hearse of his widow, his body was cremated, the ashes to be returned to Chicago for further services. Dr. John W. Holland, staff pastor of WLS, delivered the eulogy. Mr. Butler left no other survivors.

A giant of a man, Mr. Butler had been a familiar figure at NAB sessions for many years. His last appearance was at the 1946 convention in Chicago.

His entire adult background up to the time he purchased WLS from Sears, Roebuck had been that of a militant publisher who dealt in the unorthodox. At various times he had owned 15 different newspapers, all of which had prospered under his direction. In addition to being a journalist, he had been associated with newspaper publishing, sometimes as reporter, more often as publisher and owner, at Grand Rapids, St. Paul, Minneapolis, Kansas City, Omaha, Des Moines and Chicago, and Phoenix. One of his early assignments was coverage of the Johnstonstown flood, which he reported for the Associated Press.

At 40, Burridge Butler had planned to retire and devote his time to travel and writing. But he bought the Prairie Farmer in 1909 and from that day on never took the typewriter or the microphone.

When radio came along, he seized upon it with the conviction that a broadcasting station could do much for the farmers and would be an ideal companion for his farm publishing activities.

Few people knew about Burridge Butler's philanthropy. He had financed many boys and girls through school. During the first World War, he was Illinois state director of the U. S. Working Boys and Girls Service. He served as a trustee of Blackburn U., a self-help school for boys and girls, which he had heavily endowed. He was a member of the National Council, Boy Scouts of America.

Born in Louisville

Burridge Davenale Butler was the son, grandson and great-grandson of clergymen. He was born in Louisville Feb. 5, 1868. He left home in his 'teens, after attending public schools. Successively, he sold papers, became a streetcar conductor and worked as a rodman in a steel rolling mill.

Mr. Butler's first wife, the former Winifred Whitfield of Grand Rapids, died in 1904. He married 11 Hamilton Busey in 1906.

A man of many hobbies aside from his philanthropies, Mr. Butler was a member of the Chicago Historical Society, the Art Institute, Chicago, and Field Museum, Chicago. His pet agricultural hobby was growing of cactuses and in other years he roamed the desert contours of his ranch and sometimes to Mexico and California to gather the many species of that plant. He owned an extensive art collection as well as an experimental farm. He maintained two homes, in Hinsdale, near Chicago, and in Phoenix. He attended the Christian Disciples Church.

KX-FM Storied

KX-FM, Hollywood outlet of CBS, started operations March 30 with six-hour daily schedule, 3-9 p.m. Station is duplicating its AM program schedule. KX-FM is assigned Channel 36 (88.1 mhz). Effective radiated power authorized under construction permit is 297 kw.

Georgia Institute

To Begin Tomorrow

Miller, Reinsch Slated to Speak

At Annual Affair

THIRD ANNUAL Radio Institute of the Georgia Assn. of Broadcasters opens tomorrow (April 6) at the U. of Georgia in Athens.

Extensive two-day agenda has been set up with such speakers as NAB President, James Miller; J. Leon Scher, manager of WAGA Schenectady, N. Y., has submitted his resignation as a member of the FM Assn. board of directors to President Everett L. Dillard, WASH Washington. Resignation was effective April 1. Mr. Asch said he is associated with W. R. David, General Electric Co., also an FM director, in business enterprises and felt the same firm should not be on the board. Mr. David leaves GE April 1.

THE AMERICAN FEDERATION of Musicians officials noted performances for records or transcriptions went into its fourth month last week, and there were no indications of early reconsideration of the union policy.

The last official word from James C. Petrillo, AFM president, on the subject came three weeks ago when he reiterated his statement that "we are through." Following a query to his office last week was answered with a similar remark.

Major recording companies were continued to issue new releases pressed from master records cut before the work stoppage which began at midnight last Dec. 31. The large companies were understood to have accumulated masters to provide new releases for at least a year, and, it was believed, none is particularly eager to resolve the AFM situation until the backlog of unmade considerable expense, may be diminished.

Meanwhile, an official announcement from NBC and RCA last week confirmed a report in BROADCASTING March 16 that NBC's radio recording division activities had been drastically curtailed.

Effective April 1 RCA Victor announced that processing activities formerly performed by NBC including the processing of masters and the manufacture of pressings from masters recorded for clients by NBC, RCA also took over processing and pressing service for all transcriptions, slide film and phonograph records.

NBC continues to take care of programing and marketing of the NBC Thesaurus, and to provide programming service to advertising agencies and clients. NBC recording facilities were made available in New York, Washington, Cleveland, Chicago, Denver, San Francisco and Hollywood. RCA Victor will maintain sales service offices in New York, Chicago and Hollywood.

The move, which resulted in severe reduction of the NBC radio recording staff, was said to have been an economy measure taken at least in part because of the musicians' ban against recordings.
NOW IS THE TIME to get into television, CBS President Frank Stanton told some 250 owners and top management executives of CBS affiliated stations attending a one-day television clinic at New York’s Waldorf-Astoria Hotel last Wednesday.

Declaring that television’s meteoric progress is destined to equal, if not surpass, the outstanding success story of sound broadcasting, Mr. Stanton said:

“Every index of television is on the high upswing. There are about ten times as many receivers in use today as there were a year ago. Twenty-two stations are now on the air; 74 have filed for construction permits and 177 applications are awaiting action of the FCC. Permits for every one of the 400 stations which will be permitted to operate in the country’s 140 metropolitan areas will be assigned before the end of the year. Advertisers in, and revenue from, television are moving upward at a fast rate.”

Stating that “CBS feels there can be no half-way measures in building a network,” Mr. Stanton said the network is “driving unceasingly for full power to the top.” He pointed out that wherever television stations are on the air they have captured the public imagination. Television, he declared, “has already begun changing the family habits of America. It is still too early to predict its full impact, but it is certain at least to repeat the accelerated growth curve of radio.”

William B. Lodge, director of general engineering for CBS, told the meeting that 100 to 120 video stations will be broadcasting by the end of 1949. He described the amount of work that needs to be done to bring the public to television, and the equipment needed for television operation, from the small satellite station which originates none of its own programs, depending entirely on network service, to the large, well-equipped, metropolitan station with studios, mobile units and complete equipment.

Mr. Lodge

Mr. Moskovics

250 Attend New York Sessions of CBS

TELEVISION stepped from behind the skirts of its infancy to the music of its own tunes in mid-town New York last week when a six-day show of RCA television antennas was held to the roof of the 36-foor, Daily News Bldg., where it will be installed for WPIX, “New York Daily News” video station. First installment of this new antenna -T6A—in New York, the WPIX bat-wings will soar 754 feet above the street. Its transmitter are scheduled to be completed in May, and WPIX is due to go on the air June 15.

“reaches the whole purchasing board of a family at one time with messages all can understand and remember,” Mr. Moskovics said that television will aid in the giant-size selling job required to move the 150 billion dollars worth of merchandise which will be produced by the nation this year. Advertisers using television, he said, have increased from 30 in January 1947 to 210 in February 1948. Their use of time also has increased, he reported, citing 159 advertisers using 205 video periods in November, compared with 210 advertisers sponsoring 375 periods in February.

Other speakers representing the network at the one-day video clinic included William C. Gittinger, vice president in charge of network sales, who predicted that AM and TV will complement each other rather than compete; Herbert V. Akerberg, vice president in charge of station relations; Leonard Hole, associate director of television, and Lawrence W. Lowman, vice president in charge of television. Mr. Lowman invited those attending the clinic to visit the WCBS-TV facilities in Grand Central Terminal Bldg., where new studios are now under construction.

Edward R. Murrow, CBS news analyst, spoke on world affairs during the luncheon period, when the group also watched a CBS video program, Missus Goes a-Shopping, telecast from a supermarket in a New York suburb and received on video sets in the dining room. In a demonstration of remote pickup techniques, cameras were trained on the guests, who were able to watch themselves on the receivers viewing screens.

WGN-TV Given Big Sendoff by ‘Trib’

Chicago Daily Publishes 40-page Sunday Television Supplement

PREPARATORY to launching of WGN-TV Chicago today (April 5), Chicagoans were greeted over the weekend with a special 40-page Sunday television supplement designed to launch the Chicago Tribune’s video outlet in a printed blaze of glory.

Prominently displayed were articles based on interviews with Wayne Coy, FCC chairman; J. R. Poppele, president of Television Broadcasters Assn. and MBS director; Gov. Dwight Green of Illinois, and Mayor Martin H. Keneally of Chicago. A signed article by Frank F. Schreiber, general manager of WGN Inc., and a two-column spread by Larry Wolters, Tribune radio editor, telling of initial programming operations tonight at 7, also are featured.

Mr. Coy foresaw television “as an unrivaled medium for spreading cultural and educational understanding” among the American people and hailed the Midwest as a growing force in the billion-dollar industry.

Mr. Poppele, interviewed in New York, urged readers to buy TV receivers now rather than wait for further developments. Present sets would not be obsolete within 10 years, he said, pointing out that he has had a receiver since 1938.

Another highlight of the special section is a glossary of video terms for the layman. Cartoons, brief biographies of WGN-TV personnel, short items and numerous feature articles make up the supplement, which also includes dealer advertising.
LADIES' DINING room of the N. Y. Ad Club is opened as Mary Margaret McBride, WNBC New York commentator, cuts ribbon. Eugene Thomas (II), club president, and Charles C. Greene, managing director, supervise cutting.

HUCK FINNS are (I) James A. Noe, former governor, owner of WNOE New Orleans and KNOE Monroe, La., and Gen. Clair Chennault. The general caught the fish aboard "Noe's Ark."

HOWARD CLOTHES sponsors boxing on WABD (TV) New York. Seated (I to r): John McNeil, DuMont commercial manager; Samuel Sennett, Howard president; LeGrand L. Redfield, Redfield-Johnstone, agency. Standing, Irving M. Cohan, Howard adv. manager; Samuel Koppel, Howard board chairman; Angus Machintosh, WABD.

NEW FILM processing machine is examined by J. R. Duncan (kneeling), Crosley acting TV director, and Chester Herman, WLWT (TV) Cincinnati program director.

VARIETY co-op, "The Happy Gang," goes Mutual. Seated, I to r: Bert Pearl, star; Phillips Carlin, MBS program v p; (standing) Garry Carter, whose firm holds U. S. rights to series; Charles Michaelson, director, Garry Carter Inc.; Bert Hauser, MBS co-op sales manager.

TARGET at Franklin County Sportsmen Show is Allen Saunders, WCHA Chambersburg, Pa. announcer. Archer Chuck Wolfram watches complacently. Station was a sponsor of show.

KELLOGG's Corn Flakes' 50th anniversary is celebrated by (I to r): Fanny Johnson, original "Sweetheart of the Corn"; Mary Barber, Kellogg's home economics director; Dr. Willis Dunbar, WZKO Kalamazoo.

"MERCHANDISE" is inspected by store co-owners, Herb Hollister (r), KBOL Boulder, Col. licensee, and Jim Yeager, ex-U. of Col. coach.

OSCAR KATZ (center), CBS research director, orients his new assistants, Harper Carraine (II), assistant research director, and Edward Reeve, research projects manager. Messrs. Carraine and Reeves joined the research department in 1938 and 1939, respectively.
AM DUPLICATION

NBC, CBS FM Rules
Given to FCC

NBC and CBS last week explained to the FCC their rules governing duplication of AM network programs on FM stations.

In a brief paragraph, CBS recited the “equal treatment” policy governing duplication. The policy was outlined in a letter by Julius F. Brauner, secretary and general attorney, in response to an FCC request for all networks (see MBS and ABC policies in BROADCASTING, March 22).

Mr. Brauner said that CBS on Jan. 29 had advised its affiliates as follows:

... beginning Feb. 1, without cost to affiliates or charge to our advertisers, all CBS commercial programs which affiliates carry on AM (with the exception of those programs as to which you have been advised agencies have required no duplication on FM), and sustaining programs as well, will be made available to our affiliates’ FM stations, it being understood that in fairness to network clients all such commercial CBS programs receive equal treatment during your hours of AM operation for duplication.

Mr. Brauner added that the network has not yet formulated policies on non-affiliated FM stations in communities where there are no AM affiliates, but in communities where its regular affiliate does not carry the program on FM but another FM station might desire so to do, pointing to the complexity of the problems.

NBC Regulations

Frank E. Mullen, NBC executive vice president, in a letter to the Commission the network’s affiliates may duplicate over their FM facilities, but must carry the programs in the same form as when broadcast over AM, without deletion, additions or modifications. He cited provisions of the interim agreement with American Federation of Musicians that no charge would be made for duplication.

If an NBC affiliate duplicates one commercial program it must duplicate all, within the hours of its AM operation.

UN Gives Dorothy Lewis Radio Coordinating Post

THE APPOINTMENT of Dorothy Lewis as coordinator of women’s broadcasts by the United Nations Dept. of Public Information, following her resignation from NAB two months ago, was announced last week.

Mrs. Lewis is active in women’s organizations and the radio industry for many years. Mrs. Lewis joined NAB in 1942, and was serving as coordinator of listener activities at the time she resigned. She founded and helped build the Assn. of Women Broadcasters, in which she is a life vice president, and also instigated the formation of radio councils throughout the country.

Her new appointment was effective March 29.

REAM LAUDS TV

TV May Become Cheapest Of Media, He Says

“TELEVISION is expensive, but from the advertisers’ point of view, it may well be the cheapest of all media,” Joseph H. Ream, executive vice president of CBS, said April 1 in an address before the Chicago Federated Advertising Club.

“Some people have said that television is the greatest advertising medium ever created by the genius of man,” Mr. Ream stated. “I think this is true, but I prefer to think of it as the greatest sales tool. This is because television is able to do something which none of the other great advertising media can do—it can actually demonstrate the product to the customer.

“It has been estimated that the cost of demonstrating an automobile to 1,000 prospects is $5,000—$5 a demonstration,” Mr. Ream continued. “The demonstration of a home appliance in a house-to-house canvass can sometimes be done for as little as 50c per demonstration. A demonstration of a kitchen product by a girl in a store will sometimes cost no more than 10c a person. Yet today on television the demonstration of a product can be projected into the home before the eyes of the family group at a cost of only 3½c.

“This cost has been calculated on the basis of an average evening program in New York City over our television station WCBS-TV, enjoying only the average rating of 1.5."
**WLWT and WTVR Contract NBC TV**
Cincinnati and Richmond, Va., Raise Total to Three
WLWT Cincinnati and WTVR Richmond become the second and third affiliates of NBC's television network under contracts signed last week. NBC's first video affiliation contract with KSTP-TV St. Paul-Minneapolis was signed March 17 [Broadcasting, March 22].

James G. Shouse, president, Crosley Broadcasting Corp., signed for WLWT, video affiliate of WTVR and NBC's new Virginia affiliate. WLWT began commercial operation Feb. 15 after a period of experimental telecasting as WLXT.

**CENSORSHIP**

The network programs will be recorded on Kinescope film and sent to Cincinnati. Many will be scheduled within 24 hours of their telecasting in New York, according to Mr. Shouse.

Contract for WTVR was negotiated by Wilbur M. Havens, president, Havens & Martin, operator of WTVR and its AM associate WMBG Richmond, which is also an NBC affiliate. Both contracts were signed for NBC by Frank E. Mullen, executive vice president of the network.

WTVR test patterns are now on the air daily. During the "shake-down" period, a regular test pattern will be broadcast 3-5 p.m., Monday-Friday. WTVR plans formal operation about June 1.

**STREAM OF FIRSTS**

Three Networks 'Leak' Word Of Television 'Firsts' -

**DEFENSE**

**Radio-Press Advisory Body Is Suggested**

CREATION of a radio and press body to serve in an advisory capacity to Defense Secretary James V. Forrestal is under way following rejection of his proposal for a national plan for voluntary peacetime radio and press censorship by a press media committee March 29.

Representatives of radio, press and motion picture interests composing the committee made it clear in a resolution presented to Secretary Forrestal that any system bearing even the slightest resemblance to censorship to prevent security "leaks" would be unacceptable [Broadcasting, March 29].

"We do not believe," the resolution advised, "that any type of censorship in peacetime is feasible or desirable in the public interest."

The committee did recognize the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new military weapons.

A wise solution would be the re-appointment of the National Military Establishment in the event of a war, suggested, but it acknowledged that this responsibility should be shared to some degree by all media of public information. The resolution recommended that nine representatives of 14 radio, press, and movie organizations be designated by the defense chief as a Security Advisory Council.

"We recommend," the resolution stated, "that these organizations respond and that the council be available to the Secretary for advice and discussion of the security problem from the viewpoint of the press, the radio and the moving picture industry. Establishment of such continuing liaison, we believe, will be mutually helpful to the information media represented and to the Secretary of Defense."

The Security Advisory Council would consist of a representative of the NAB, National Assn. of Magazine Publishers, American So-

**WMAR-TV Third CBS TV Affiliate**

Three-Station Network Includes Also WCBS-TV and WCAU-TV
SIGNING of The Baltimore Sun television station, WMAR-TV, as the third outlet in the CBS video network was announced March 29 by CBS. Other members of the network are WCBS-TV New York and WCAU-TV Philadelphia.

Agreement on the WMAR-TV affiliation was reached between Neil H. Swanson and E. K. Jett, representing the Baltimore Sunpapers, and Herbert S. Klein, president of the Sunpapers for CBS-TV. Mr. Swanson is vice president and executive editor of the Sunpapers; Mr. Jett, former member of FCC, is vice president and manager of the radio division of the Sunpapers.

On Air Since October
WMAR-TV, on Channel 2 with aural power of 9 kw and visual power of 17.1 kw, has been broadcasting since October 1947. It operates seven days a week. Station's feeds to the CBS video network are to include coverage of the Pimlico race meeting, highlighted by the Dixie Handicap May 8, and the Preakness May 15.

Terms of the contract were not divulged. It is understood, however, that for the present the pioneer Baltimore outlet also will continue to teleset selected programs of both ABC and Dumont. Since last October WMAR-TV has telecast more than 1,000 hours—a substantial portion of which locally originated.

**VISIBLY JITTERY** from its cold-war fever, America moved steadily ahead in assembling its national defense system's framework, which will rely heavily on the radio industry for strength and support.

Spectacular activities on Capitol Hill tended to overshadow organized interest in broadcasting. But government officials were not excluded from these preparations as much importance as efforts to secure a draft, universal military training, additional funds for atomic development and the European Recovery Program and to strengthen the armed forces.

**Communications Phase Progressing Rapidly**

Official confirmation of his appointment as director of the vital NSRB Communications Division, is expected at a later date. A group of assistants will be named to work with him on matters including broadcasting and mobile radio, it is reliably reported. An advisory committee from the radio industry will be formed to counsel Mr. Peebles.

Mr. Peebles, who was formerly an active member in the Institute of Electrical Engineers and American Institute of Electrical Engineers, also served under General MacArthur's Occupation Administration as Administrator of Civilian Communications.

Mr. Peebles

Mr. Jett

Continued on page 77

Page 30 ● April 5, 1948
Signs of the times?

Some time ago everybody bid for that porker. He was a bargain at $30.50 per hundredweight. Then all of a sudden nobody wanted him at $22.25 per hundred pounds.

Fortunately, the makers of packaged, branded goods aren’t exposed to such fluctuation in prices to the same degree.

But they sure are wide open for sniping by the opposition. Today the battle for brands is on in full sway.

Down here is the country’s 6th largest city, if you use radio, there’s a way to keep your brand on top and selling.

Use W-I-T-H. That’s the hard-working sales station that has become one of the most successful independents in the country.

In this big city, W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers know this ... they’ve been using W-I-T-H as the backbone of their schedules. W-I-T-H pays off with low-cost sales.

Try it...chances are you’ll like the action it gives you.
ELIMINATE STA'S

ORAL ARGUMENT was ordered by FCC last week for May 7 on the Commission's proposal to abolish granting of special temporary authorizations to AM stations. A number of objections to the proposed change have been received.

Many of the parties which have filed comment on the matter take issue with the Commission's stand that the increasing number of operating FM stations now makes the issuance of STA's unnecessary, particularly in view of the crowded condition of the AM band. Objectors contend that in the small town areas, where STA's are more often sought, FM stations have yet to begin broadcasting. Further it is noted that the public in these areas own relatively few FM receivers.

The broadcasters on the whole emphasize the loss to listeners of vital, local special event-public service programs.

STA's as a rule have been granted by the Commission to day-time only stations for broadcast in evening hours of important local public events such as high school athletic contests. The stations usually operate on considerably reduced power for these night programs to protect other stations regularly licensed for night operation and entitled to protection, it was indicated.

Asks Postponement

WNYC, New York City-owned outlet (830 ke, 1 kw, limited to WCCO Minneapolis), asks that proposed change be postponed at least until the proportion of FM receivers in New York is sufficient to make the effective use of FM facilities comparable to AM. WNYC estimates that only 3% of New York's set owners have FM.

Postponement likewise is asked by WMRO Aurora, Ill. (1250 kc, 250 w day) for a six-month period. WMRO's only FM outlet, WBNU, assigned to the Copley Press Inc., is not yet operating and a small minority of FM receivers exist in the area.

Andrew G. Haley, Washington radio attorney, on behalf of his own KAGH Pasadena, Calif. (1300 kc, 1 kw day) and several other broadcasters, also notes the relatively few operating FM stations and small percentage of receivers in the public's hands. His brief also represents WBEL Beloit, Wis.; WBET Brockton, Mass.; WNWV York, Pa.; KMJU Grand Island, Neb.; WEEB Southern Pines, N. C.; WSFT Thomasston, Ga.; WAUX Waukesha, Wis.; KWWB Wichita, Kan.; and San Gabriel Valley Broadcasting Co., San Gabriel, Calif., permittees. Most are daytime only stations and some have FM authorizations not yet on the air.

WPFB Middletown, Ohio (910 kc, 1 kw day), cites its STA experience and need for special event privileges. WIL Urbana, Ill., U. of Illinois outlet assigned 5 kw day on 580 kc, and WOI Ames, Iowa, Iowa State College station, assigned 5 kw day on 640 kc, emphasize educational factors involved as well as need for STA's for special athletic events. WKAR East Lansing, Mich. (870 kc, 5 kw day), Michigan State College station, takes like view and believes door should not be completely closed.

Harry J. Daly, Washington attorney, cites the small community need as one reason why STA's should be given more liberally. He urges that more Class IV local stations be assigned.

McCONNELL ELECTED INDIANA GROUP HEAD

PRESIDENT of the Indiana Assn. of Broadcasters for the coming year is G. Bruce McConnell, president of WHOT South Bend and WBHU Anderson and Eighth District director of the NAB. Mr. McConnell, with the following other officers, was elected at a meeting of the association in Indianapolis March 26:

Gerald F. Albright, WKBV Richmond, vice president; Warren G. Davis, WSUA Bloomington, secretary; William F. Rippetoe, WBOY Terre Haute, treasurer, and Dan Park, WIRE Indianapolis, executive secretary.

Plans were discussed for dedication of the new radio center to be opened this year at the Indiana State Fair. Next meeting of the association will be held in June.
A Coast-to-Coast Favorite COMES TO CHICAGO!

THIS story-telling, humorous philosopher of the air waves from Los Angeles, California to Ithaca, New York, is now being heard in Chicago with his new show, featuring live participations, over WGN from 3:30-4:00 PM Monday thru Friday.

A Clear Channel Station... Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eichelberg
235 Montgomery St., San Francisco 4  411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4
FM THREAT

DEATH KNEE for FM broadcasting may develop from the present network policies on FM-AM duplication, David G. Taft, manager of WCTS (FM) Cincinnati (affiliate of WKRC) and a director of FM Assn., declared in an official protest to J. N. (Bill) Bailey, FMA executive director.

If continued, the present policy "would relegate FM to a very secondary role and would probably mean that in time it would die out completely," Mr. Taft wrote.

The network requirement that FM stations carry all or none of their commercial musical programs and only sustainers also broadcast over their AM transmitters will have "a very detrimental effect on the future of FM in the average American market," Mr. Taft wrote.

Taft Next on CBS Presidential Show

THE CBS OFFER of free air time to seven Presidential aspirants brought three acceptances, one tentative acceptance and one refusal as of April 1.

President Truman declined an invitation to appear on the network's Wednesday night "Presidential Timber" series, according to a CBS spokesman, saying he was unable to accept further speaking engagements due to the press of official duties.

Harold Stassen inaugurated the series March 31, 10:30-10:45. Sen. Robert Taft (R-Ohio) is slated to speak this Wednesday April 7. Henry Wallace will air his views on April 21 or April 28. Gov. Earl Warren of California is set tentatively for April 14.

 Replies have not yet been received from Gov. Thomas Dewey of New York and Gen. Douglas MacArthur, CBS said.

Gov. Dewey also is scheduled to make a political address over ABC on Thursday, April 8, 9:30-10 p.m.

'Times' Spot Drive

AN INTENSIVE spot campaign, believed to be the first sponsored by the New York Times to plug an editorial feature, is scheduled to start April 12 on five New York stations. One-minute spots and station breaks will be heard, mostly in the morning, on WOR WJZ WHN WNEW and the Times outlet, WQXR. Campaign, to run two weeks, will promote publication of Winston Churchill's war memoirs beginning April 16. Advertising was placed by St. Georges & Keyes, agency for the Times.

The Local Touch That Sells!

Sell the Atlanta Trading Area - 1,425,000 people who spend $456,712,000 yearly* - at lower cost with WGST, Georgia's second largest station in family coverage.**

WGST
ATLANTA
5000 Watts Day CBS 1000 Watts Night

DEMOCRATIC LEADERS STAR IN ABC TV SHOW

FORERUNNER of what promises to be a summer of political telecasts, ABC and the Democratic National Committee last Wednesday staged an hour-long video program featuring Democratic party leaders picked up in four cities, New York, Philadelphia, Washington and Baltimore. The program, broadcast March 31, 5-6 p.m., was said to have marked the first time a coaxial cable video network has handled a four-point program origination.

Starting in the studios of WFIL-TV Philadelphia with talks by Sen. Francis J. Meyers (D-Pa.) and William N. Beach, Democratic convention manager, who outlined plans for the party's national convention in July, the program switched next to New York, where acting Mayor Vincent Impellitteri and Robert F. Wagner Jr., chairman of the city's planning commission, spoke to the video audience.


Produced under supervision of Paul Mowrey, ABC national director of television, the program was broadcast by WFIL-TV Philadelphia, WMAR-TV Baltimore, WABD New York, and in Washington by both WMAL-TV and WTGT.

Taft Protests Present Network Policies

If all Cincinnati FM stations with AM affiliates air the same shows, incentive for mass buying of FM sets will be eliminated inasmuch as normal AM sets are cheaper than combinations, he argued. Since static is rarely a problem in Cincinnati and since network lines are limited to 5000 cycles, the public would be denied the advantages of FM, discouraging FM set sales, he contended.

Mr. Taft contended that if FM became a free service, set promotion would be stopped, another "serious blow to FM." He said that "if the network sponsors were given a free ride on the FM station, the local and national spot advertisers would demand the same privilege." He added that if WCTS duplicated, "it would be necessary for us in all honesty to rebate our present and past FM advertisers the full amount billed since our station went on the air."
Surprised?
IT ACTUALLY COSTS LESS MONEY TO BUY
FAR MORE LISTENERS IN THIS RICH MARKET
WHEN YOU PICK KPRC an NBC affiliate

YOUR SALES POTENTIAL IS HIGH IN THIS RICH GULF
COAST TRADING AREA
In Texas, the famous cattle state, Harris County (which is Houston's home county) leads all others by a wide margin in both dairy and beef cattle. Adjacent Montgomery county tops the state in hogs. And Jefferson County, in which Beaumont and Port Arthur are located, is the state's leading rice producer. Oil boosts buying power another notch. And shipping caps the fabulous climax: the transient officers and sailors of Houston-docked ships spend 100 million dollars plus in the market, each year, according to port officials.

KPRC does have a tremendous audience. Yet Standard Rate and Data shows KPRC time costs are less. As for listeners, here's how an independent survey reveals their actual division between KPRC and the second Houston station, here named "B".

Hooper Station Listening Index in Beaumont-Port Arthur

<table>
<thead>
<tr>
<th>Time</th>
<th>KPRC</th>
<th>STATION &quot;B&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>11.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Afternoon</td>
<td>27.9</td>
<td>7.1</td>
</tr>
<tr>
<td>Evening</td>
<td>29.8</td>
<td>16.1</td>
</tr>
<tr>
<td>Sunday Afternoon</td>
<td>20.2</td>
<td>7.6</td>
</tr>
</tbody>
</table>

All you buy is Houston, yet we deliver Beaumont and Port Arthur... important shipping ports. (Beaumont exceeds Boston in tonnage; Port Arthur exceeds Los Angeles).

KPRC also leads all but one of six local stations in Beaumont—leads all but one of six local stations in Port Arthur. KPRC dominance in this vast area is obviously and firmly established.

KPRC
HOUSTON
950 Kilocycles • 5000 Watts

National Representatives, Edward Petry and Company • Affiliated with NBC & TON, Jack Harris, General Manager

April 5, 1948 • Page 35
This is Ken Roberts, a terribly frequent caller at the Aces', and a radio announcer to boot (which mr. ace would like to do).

This is mr. ace, advertising man of sorrows -three of whom are shown in this picture.

These feet belong to a heel called Paul. Paul is mr. ace's brother-in-law. He's steadily unemployed, except for the job he does on mr. ace's nerves.
And this is JANE, mr. ace's devoted little wife, who holds him in the hollow of her head.

They keep calling this show names

Names like “the prize comedy package among the season's entrants” (Variety) . . . “a gladsome gift to network programming” (Billboard) . . . “CBS' captivating number” (New Republic) . . . “Very, very, funny” (N. Y. Herald Tribune) . . . and stuff like that.

But even those names don’t do justice to our mr. ace and JANE.

For how, after all, do you define the dimensions of big-time Radio laughter? How can you find a name for the gaiety of the audience—and of the sponsor, too—when Radio comedy is written and played by experts?

One clue, of course, is that mr. ace and JANE are the same Goodman and Jane Ace (more name-calling) of “Radio's earliest and sharpest husband-and-wife program” (Time).

Surely it's a surprise to just about nobody that this latest CBS-built program—written, produced and directed by Goodman Ace—is a hit. For it has all the action, situations and lines which make for really big audience laughs. It is expert new Radio comedy with all the “if” removed.

So to listeners all over America . . . and to the advertiser now looking for a better program . . . CBS can offer no better advice than more name-calling (from the N. Y. Post):

“This is bright, refreshing . . . Don't miss it . . .”

It's on CBS, Saturday night at 7:00, EST.

Columbia Broadcasting System
A HALF-INTEREST in the Miami Beach, Fla., Sun and Star, sole local dailies, has been acquired by the Fort Industry Co., it was announced last week by George B. Storer, president of the firm which is licensee of WGBS Miami as well as of AM, FM and video properties in other parts of the country. Price is understood to be in the neighborhood of $300,000.

Acquisition of the newspaper interest by the radio firm is one of the few such purchases by broadcasters.

In 1944 Eugene Pulliam, operator of WIRE Indianapolis and WAOV Vincennes, Ind., bought the Indianapolis Star and the Muncie (Ind.) Star for $2,500,000. In November 1946, the Pulliam interests bought the Arizona Republic and the Phoenix Gazette of Phoenix. Mr. Pulliam, however, was originally a newspaperman who started as a reporter on the Kansas City Star and later established Central Newspapers Inc. in Indiana. The Fort Industry Co. has until now been interested in radio exclusively.

Mr. Storer will become chairman of the board of the Miami Beach Pub. Co., which publishes the Morning Star, the Evening Sun and Sunday Sun-Star. John D. Montgomery will continue as president and publisher of the paper.

WGBS, a CBS affiliate, is assigned 10 kw on 710 kc and holds construction permit for boost in daytime power to 50 kw. The new 50-kw plant is being installed on a site three miles northeast of Hialeah and will afford coverage of the entire Caribbean area, station claims. WGBS also holds permit for FM and a request for television Channel 7 (174-186 mc) is pending at FCC.

The other Fort Industry radio interests include: WSPD, WSPD-FM and WTVT (TV) Toledo, Ohio; WAGA-AM, FM and TV Atlanta, Ga.; WJRK, WJRK-FM and WTVT (TV) Detroit; WWVA and WWVA-FM Wheeling and WMNN Fairmont, W. Va., and WLOK and WLOK-FM Lima, Ohio. WSPD is said to be the third commercially licensed station in the U. S., established in July 1921.

J. Harold Ryan, past president

Marts Gets New Position In MBS Central Division

CARROLL MARTS, assistant to Ade Hult, vice president of Mutual's Central Division in Chicago for the last two years, has been named business manager, Mr. Hult announced Tuesday.

Resignation of Dewitt Mower, Mutual's Midwest sales manager, and Robert White, an account executive, also was revealed. Messrs. Mower and White, who are going into business for themselves, plan to book traveling radio shows.

Mr. Marts has been associated with Mutual for five years.

Downey Retires

WILLIAM E. DOWNEY, assistant chief of the Field Engineering and Monitoring Division of FCC, has retired after 30 years of federal radio service. He was honored by about 100 FCC colleagues at a testimonial dinner last Wednesday. Mr. Downey entered federal service in 1918 as assistant radio inspector with the San Francisco district of the Commerce Dept., later joining the Washington staff of the Federal Radio Commission and its successor, FCC. During the last war he was in charge of the wartime Radio Intelligence Division for the South Pacific area.
There's a lot more to it than this...

In any kind of business these days you certainly have to get around. But in the highly complex advertising field of Spot Radio there's a lot more to it than this.

To cash in on Spot's tremendous sales-making potential—to give advertisers the kind of expert service they need and want, a number of qualities are required. Weed and Company representatives have them all.

First there's training and experience; you can't even get started without them. Then there are the intangibles of timing, associations, persistence—and maybe even a little luck. But, most important of all—are expert knowledge and plain hard work. For these are the two factors that produce most of the results most of the time...the two factors that make Weed and Company service so valuable to any advertiser.

Weed and Company radio station representatives

new york    boston    chicago    detroit
san francisco    atlanta    hollywood

Apr 5, 1948 • Page 39
if A. STOFFREGEN

Small mug of Bier; a farm editor in the making.
DOES HE KNOW ABOUT CHICKENS?

The saga of Joe Bier, WOR farm editor. What he can save 4,029,547 farm folks in a year's time, isn't hay!

At 3 AM six days a week, WOR's Joe Bier sneaks out of bed, checks to see that wife Wilhelmina is covered. At 4:05 he's clomping his heels along the lonely sidewalks of Broadway.

At 5:41 AM, Joe's feeling chipper. The farm news has been snatched off the tickers. Last-minute weather reports and price lists are in. The fruit and vegetable quotations from Washington Market—rushed to WOR five minutes after they were set—are sorted, and stacked precariously close to Joe's cigar.

Joe takes a final look. Potatoes are up. Broilers are down two cents. Joe Bier grins. "Still get a kick out of it," he tells the man in the control room. "Farmers never knew what the market would bring for them before we started broadcasting these early market quotations. Makes me feel good; helping out this way." Joe flicks the ash off his cigar. The clock hand slides to 5:45—and Joe Bier is on the air!

WOR's Farm Editor starts his "News of the Farm" program with a rousing march. It wakes up the farm folks (and Joe) like a stiff bracer of well water. In upstate New York, a farmer listens in the barn while he milks. In New Jersey, a farm family around the kitchen table, waits to hear what Joe Bier says about the weather before the plans for the day are set. All up and down the 18 states where WOR can be heard, farmers check with Joe Bier.

The Bier Without the Froth: Farmers have a feeling for Joe. He has a built-in, eight-cylinder respect for farmers and they know it. A farm wife put it into words: "Of all the voices I hear on the radio," she wrote, "yours tells more of the man behind the voice than any."

What does the voice tell? That there's no froth to Joe Bier. He's as plain as mashed potatoes. He could pass as a member of local Board of Trade. You'd trust him with your last gulp of water on a desert island. Joe's hair is going sparse on top but his salt and pepper mustache is a substantial crop. Behind the bifocals, his eyes look at you square and straight.

Joe Bier is addicted to home and family the way some men are addicted to gin rummy. "My wife, Minnie," he'll say without a trace of self-consciousness, "makes the darned best roast beef, grows the darned best roses." This, after 35 years of marriage. Joe's other loves are his son, his daughter-in-law, his house in Woodhaven, L. I., television, and farmers.

Like all the people who make up WOR, Joe Bier is a friendly soul. He's been with WOR for 18 years, and like Martha Deane, the McCanns, John Gambling and the others . . . he is the heart and brick and steel that have made WOR loved and great.

From Hymns To Hens: Joe Bier has sung in almost every church in Manhattan. On December 28, 1921, the Premier Quartet (Joe Bier, Baritone) sang over the wireless-telephone. His wife had to travel ten miles to listen in. From then on, papa Bier was in radio. As an announcer, a singer, and finally as a farm reporter.

"News of the Farm" was the first big-league farm program in the East. (11 years ago, WOR decided it was high time that some station served the 4,029,547 farm folks in the 18 states where WOR can be heard). When Joe Bier became Farm Editor, he plunged into the job like a pitchfork. "You can't help farmers unless you know them," he says. Joe knows them. He speaks at grange meetings and agricultural shows, goes to county fairs and church suppers. If some wiseacre heehaws at farmers, the effect on Joe is like filling his studio with boll weevils. "Farmers?" he lashes out, "Farmers are smart. And modern? Say, I'm the man who knows."

He knows. Because Joe Bier, over WOR, feeds the farmer a mass of modern farm data, and they use it. The U.S. Department of Agriculture, Farm Bureaus, the experimental station of Rutgers and other colleges—all depend on Joe Bier to help get their scientific facts right into the Eastern farmers' homes.

continued
Farmers credit Joe Bier and WOR with saving their crops, improving their breeds, and adding to their bank balances. "You certainly helped me save my trees," a Connecticut man wrote after an ice storm. Before the ice had a chance to rip branches from the trees Joe Bier had gone on the air, telling the farmers what to do.

"You have no idea what your accurate weather reports mean to me," a farmer reported, "I had only one load of hay get wet and that's a record, seeing all the rain we had during haying". And still another wrote: "The insects were ruining my tomatoes until you told us about that new spray. Much obliged, Joe."

**Penetrating Poking:** Joe Bier's WOR program is said to be the most listened-to local farm program on the air. According to some penetrating poking done among 15,000 Eastern farmers by the U.S. Department of Agriculture... 85% of those who answered queries, said they listened to WOR's Joe Bier. WOR, a station that can be heard by 4,029,547 farm folks, feels proud about serving this important part of the population.

**WOR Reminds The Sponsor** that WOR can be heard by people in the most highly concentrated farm area in America; and that farm folk hereabouts, have an annual effective buying income of some $3,051,572,000. Not exactly hay.

**Finally,** Joe Bier's reputation is a priceless asset for a sponsor. Farmers believe in Joe, in what he says and in what he sells. As one farmer from Pennsylvania wrote him, hieroglyphics and all: "I certainly owe a lot to you and your program, Mr. Bier. Well, got to get out and clean the barn?@¼%$.

---

Mutual

**WOR**

*heard by the most people*

*where the most people are*
CCNY Will Discuss AM and Television
Fourth Annual Radio, Business Conference Starts April 13

A PANEL of outstanding radio industry figures is slated to open the Fourth Annual Radio and Business Conference sponsored by the City College School of Business, New York, with a discussion of “What Can We Expect from Radio and Television?” on Tuesday, April 13.

Panel members include: Fred Allen, NBC comedy star; Harold E. Fellows, WEEI Boston general manager and CBS manager for New England; Gerald O. Kaye, general sales manager, Bruns-New York (RCA distributor); Gordon Mills, manager of radio department, Kudner Agency; Paul B. Mowrey, national director of television, ABC; Robert A. Schmid, vice president in charge of station relations, MBS, and James D. House, president, Crosley Broadcasting Corp.; Ted Cott, WNEW New York vice president and program manager, will preside over the panel, which is to start at 8:30 p.m.

Awards Luncheon
Sessions on Wednesday, April 14, will be highlighted by the Awards Luncheon at the Hotel Roosevelt at noon, when the annual CCNY awards (BROADCASTING, March 29) will be presented by J. W. Grant, chairman of the National Radio Awards Committee, and associate dean of the College of Liberal Arts and Sciences. This is to be followed by a speech by Arthur Godfrey, CBS star, on “Public Service Possibilities of Commercial Radio,” and the presentation of bronze plaques to Regentown, producer of Goodyear, The A & P’s 25 Greatest Story Ever Told on ABC, adjudged the outstanding program created and broadcast in 1947, and to WLW Cincinnati, for “the outstanding achievement of promotion during 1947.”

The afternoon session starting at 2:30 p.m. will be devoted to a panel discussion of “The Business Future of Radio and Television.” Panel members include: Harry Bannister, WWJ Detroit general manager; George C. Dibert, J. Walter Thompson Co. vice president; Bruce Dodge, radio production director, B & O Co.; John H. Hayes, general manager, WIX New Orleans; Henry Krause, director of television, NBC, and Craig Lawrence, general manager, WCOP Boston. A. A. Schechter, vice president, will be panel chairman and moderator.

Paramount Newsreel
PARAMOUNT Pictures is offering a daily video ten-minute newreel to be sponsored by one advertiser nationally five days a week on an exclusive basis, priced between $400,000 and $500,000 for 52-week contract.

ARCHITECT’S drawing shows Yankee Network’s new WNBC-TV-FM transmitter under construction in Medford, Mass. The Boston station expects to launch its video outlet in June on Channel 7 (174-180 mc). The tower and antenna will stand 467 feet above ground. Both TV and FM antennas are to be mounted on some pole atop tower. Effective radiated power of the television antenna will be 327 kw for both visual and audio. WNAC-FM, also under construction, is assigned Channel 253 (98.5 mc).

500-900 MC

COMMENTING on a speech given March 23 by Wayne Coy, Federal Communications Commission chairman, at the President’s Luncheon of the Institute of Radio Engineers, Dr. Allen B. DuMont, head of the DuMont Laboratories Inc., declared that “the suggestion that television should utilize some of the higher frequencies between 500 and 900 mc seems to me to be premature.”

“There are numerous objections to this suggestion,” he continued. “In the first place, the propagation characteristics in this band are very inferior to those of the present assigned television channels. In addition, at the present time it is impossible to build transmitters with comparative power to those transmitters in the present band. Furthermore, the design of receivers to cover both the present band and the band between 500 and 900 mc would be extremely costly.

Receiver Importance

“For some time I have been emphasizing the importance of properly designed television receivers. In the receivers manufactured by this company, extremely good selectivity has been obtained at small additional cost, and with additional stations coming on the air we find that this selectivity is absolutely essential. Certain receivers on the market without this selectivity have encountered difficulty in properly separating the signals from the various stations. We have found that with the selectivity built into our receivers it is possible in many areas to get more stations in the present channels. For instance, it would be possible in Los Angeles to have a station in each of the 18 assigned channels rather than on alternate channels as at present.

This fact should provide a very considerable number of additional channels. It should be pointed out, however, that in order to obtain the additional channels, it is necessary that all transmitters be located within a relatively short distance of each other, say a mile or two, to maintain the desired ratio between the signal from the various transmitters.

“This is true in the case of Los Angeles, as all transmitters are located on Mt. Wilson. It is possible to accomplish the same thing in any city in the United States where co-channel interference is not a problem. The situation in Los Angeles, for instance, is that there are no other large cities in the immediate vicinity and hence the co-channel problem is not a serious one.

“On the East Coast the problem is somewhat more difficult because of co-channel interference between major cities close together, as for instance, New York, Philadelphia, Baltimore and Washington, although it may be possible to obtain some additional channels along the East Coast by taking into account the ability of properly designed receivers to select stations operating even on adjacent channels.”

RCA Victor Sees High Chicago TV Set Sales

RCA VICTOR expects to sell $10,000,000 worth of television sets in the Chicago area in 1948—one third of the volume which forecasters say Chicagoans will buy. But only 2,000 receivers will be available for this sales area between now and July.

H. C. Chapman, Chicago manager of the company, made this announcement before 300 dealers at an RCA Victor “Television Warm-up” Tuesday night at Chicago Sherry Hotel.

“If freight shipments continue to be curtailed and we are forced to rely on the overburdened trucking industry, if selective service is taking 5,000,000 youngsters out of industry, if we have industrial mobilization again, di-

WCBS-TV Increases Its Evening Rates

Hourly Cost Rises From $400 To $700 Under New Card

WCBS-TV New York has increased its evening rates from $400 to $700 an hour under a new rate card for the CBS key video station which became effective April 1. “The increase in charges is moderate,” George Mowry, commercial manager of the station, said, “in comparison with the continued upward spiral of set sales.”

New card also introduces frequency discounts for WCBS-TV as follows: 5% for 26 times, 10% for 52 times, 12½% for 104 times, 15% for 208 times or more, all to be broadcast within one week.

Class “A” rates are: 60 minutes, $700; 45 minutes, $560; 30 minutes, $420; 20 minutes, $350; 15 minutes, $280; 10 minutes, $235; 5 minutes, $200; 1 minute, $150 (for sound film or radio features). Rates for rehearsal purposes are charged at $200 an hour, as used, with availability guaranteed at a ratio of five to one of air time.

For studio set-up and strike, the charge is $50 an hour or rate.

Film facilities charges are: 60 minutes, $125; 45 minutes, $105; 30 minutes, $85; 20 minutes, $75; 15 minutes, $65; 10 minutes, $55; five minutes, $45. Those rates are for sound film and include the pre-broadcast run-through that is required at least twice for the actual broadcast. Additional time needed for rehearsal of commentators and interpolation and cueing of material is charged for at the rate of $100.

The standard charge for remote pickups is $800, with normal equipment and crew, including rehearsal at the remote location.

Time signals, on sound film and averaging 20 seconds, cost $75 each, including the film facilities.

All charges for both air time and facilities are subject to 15% commission to recognized agencies.

WNB T News also put the rates into effect April 1 (BROADCASTING, Feb. 21): Base rate of $750 an hour for transmitter time, 7-11 p.m. Monday through Friday and 1-11 p.m. Saturday and Sunday, with three-fourths of the base rate for 5-7 p.m., Monday through Friday, and all other periods at half the base rate. Studio time is $1,000 an hour; $750 an hour for film studio; both charges including rehearsal time.

"BROADCASTING • Telecasting

April 5, 1948 • Page 43
Today's the great news for WGN-TV starts telecasting in
DAY !!!

SPORTS

CHILDREN'S PROGRAMS

WGN-TV

HOME ARTS

PLAYS

VISUAL ANIMATED EDUCATION

all Chicagoland...

CHICAGO ON CHANNEL 9 [186-192 MEGACYCLES]
WOOD SALE

PROMPT action by FCC on ABC's WEOA, Mich., for $850,000 to Grandwood Broadcasting Co. is seen in the report last Tuesday by the Commission that Liberty Broadcasting Inc. had withdrawn its competitive bid for the station.

Liberty's move to dismiss its application came March 26 as FCC denied its petition to postpone for two weeks the comparative hearing which had been set for March 29 [BROADCASTING, Feb. 23]. Liberty sought the continuance in order to repair its financial condition.

Grandwood is owned by Harry M. Bitner, Indianapolis broadcaster, and his family and associates, while Liberty is principally owned by Roy C. Kelley and Ray M. Veenstra.

WOOD, a 5-kw NBC affiliate on 1300 kc, was acquired by ABC in its $3,600,000 purchase of King-operated WXYZ Detroit [BROADCASTING, July 22, 1946]. FCC stipulated that ABC must hold Wood in trust pending re-sale.

The network subsequently negotiated with Liberty for purchase of Wood and Commission consent was given in December 1946. The transfer was never consummated, however, and ABC sold the station to Grandwood subject to FCC approval. Liberty then filed a new request under the Arco advertising procedure offering to match Grandwood's $850,000 offer [BROADCASTING, Nov. 10, 1947].

In seeking continuance of the comparative hearing Liberty advised the Commission it had been refused further extension of a $550,000 loan commitment from Modern Woodmen of America, Rock Island, Ill., and therefore was no longer financially qualified. The two-week continuance was asked in order to pursue a prospective loan from the International Bank of Washington, D. C.

FCC's order denying the extension request found that both Grandwood and ABC's King-Trendle Broadcasting Corp., opposed any further delay, that "an early disposition of the matter would serve public interest" and that "petitioner is unable to represent that it has a firm commitment for the financial resources which would be consumed if the requested continuance were granted." Thereupon Liberty made and was granted its oral petition for dismissal of its application without prejudice.

After approving the Liberty dismissal the Commission further ordered that the Grandwood application be removed from the hearing docket. An FCC spokesman stated that this necessarily does not mean a hearing on the merits of the proposed individual assignee is precluded. Revised intra-commission memoranda must be drafted which will be more detailed than the preliminary review which is usual in the comparative proceeding, it was indicated. The closer study might show need for development of certain information in a hearing.

"We attribute the high percentage of families in Tulsa entering the contest, to the wide coverage this program had in this territory."*

It is the percentage of families from Tulsa entering the contest, has constantly been above the national average.**

Mr. George L. Ketcham
Promotion Director
Radio Station KTUL
Tulsa, Oklahoma

March 15, 1948

We would like to take this opportunity to again express our appreciation for the splendid cooperation of the KTUL personnel in announcing the winner of the Ford car last week.

We have heard many comments in regards to the interview which indicates the wide coverage this program had at that time of day. We receive a comparison of the entries in our Chiffon contest each week. At the present time, we only have this for the first three weeks of the contest, and I know you will be interested to learn the percentage of families from Tulsa, entering the contest, has constantly been above the national average.

We are interested in the report covering the last week of the contest, for we feel sure we will exceed any previous percentage. We attribute the high percentage of families in Tulsa entering the contest, to the wide coverage this program has had in this territory. We would like to express our appreciation to you for the many things you have done in the past year, promoting the interest in the Hint Hunt Program and the sale of Armour products.

L. A. McDonald

"Hint Hunt (CBS) 3:00 p.m.

TULSA, OKLAHOMA

JOHN ESAS, Vice-Pres. & Gen. Manager

5,000 Watts

CBS

Avery-Knodel, Inc.
Nat'l Representatives

BROADCASTING • Telecasting
**DOUBLE-COVERAGE!**

Your KFJZ-WRR Combination Gives

**A Double-Shot at the Fabulous**

$2,000,000,000 Ft. Worth-Dallas Market

**Two Powerful Stations for a Single Price**

Separate or Simultaneous Schedules!

**TEXAS' ZEST RADIO BUY**

**KFJZ-WRR AREA**

(100 Mile Radii)

*Population ... 1,898,300  *Wholesale Sales $1,662,055,000.00
*Buying Income ... $1,890,148,000.00  Bank Deposits ... $1,904,769,000.00
*Retail Sales ... $1,239,913,000.00  Radio Families ... 410,033

**NATIONAL REPRESENTATIVE**

**WEED & COMPANY**

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

*Broadcasting • Telecasting*
FRANK M. FOLSOM, executive vice president of the RCA Victor Division, Radio Corp. of America, was elected chairman of the board of the Brand Names Foundation at its annual meeting March 29 in the Waldorf-Astoria in New York. Mr. Folsom, in the merchandising and sales promotion field for 35 years, succeeds Edward S. Rogers, chairman of the board, Sterling Drug Inc., New York.

Henry E. Abt was reelected president of the Foundation; named as vice chairman of the board were W. T. Holliday, president, Standard Oil Co. (Ohio), Cleveland, and Donald B. Douglas, vice president, Quaker Oats Co., Chicago. Theophil H. Mueller, president, Julius Kayser & Co., New York, was named chairman of the executive committee, and Gervin MacBain, treasurer, Bristol-Myers Co., New York, was reelected treasurer of the foundation.


A symposium featuring five key executives in merchandising and sales promotion was conducted during the afternoon session, attended by more than 500 national and local advertisers, advertising agency executives, media men and public relations counselors.

Speaking for the national advertiser, Mr. Folsom, the Foundation's new board chairman, compared America's continued acceptance of democracy and free enterprise with this country's "faith in brand names and advertising. All have helped our country make tremendous strides economically and socially," he said.

Other speakers were Stephen A. Douglas, sales promotion director, the Kroger Co., Cincinnati; James Rotto, sales and publicity director, Hecht Co., Washington; Alfred B. Stanford, national director, Bureau of Advertising, American Newspaper Publishers Assn. and C. D. Southard, vice president and director of sales promotion, Butler Brothers, Chicago.

Firms which have been in constant operation for 50, 75 and 100 years were cited during the noon luncheon meeting, at which L. R. Boulware, vice president of General Electric, New York, was the speaker. Mr. Boulware challenged manufacturers to apply the same practices in creating and selling the "job package" as they use in creating and selling their "product package."

WMT Planning Farm Field Day Second Week in July

WMT Cedar Rapids, Iowa, is now making plans to sponsor a National Farm Field Day during the second week of July. The event will take place on three farms located about 20 miles from the station's transmitter. Iowa State College of Agriculture, Soil Conservation Service and Farm Bureau groups will assist Chuck Woester, WMT farm service director, and Leo Cole, promotion manager.

All types of farm machinery and equipment will be displayed and operated. Highlight event will be a tractor stepladder, where tractors having different attachments will be put through an obstacle course. WMT will again display its annual Farm Gadget Show.

AN INTENSIVE DRIVE in behalf of religious unity, inspired by the Chapel of the Four Chaplains which is under construction in Philadelphia, is the theme of a contest conducted by KYW Philadelphia.

The Westinghouse station is endeavoring to raise money for purchase of carillonic bells to be used in the chapel, which is being built in commemoration of the four chaplains who gave their lives aboard the USS Dorchester in February 1943. Listeners were asked to submit donations plus letters written on the subject: "We had religious unity during the war. How can we maintain it in the peace?" Distinguished representatives of the Protestant, Catholic and Jewish faiths picked the 100 best letters. Writers were awarded tickets for the state-wide premier of "Miracle of the Bells," held in KYW's main auditorium studio.

Chairman of the drive in Philadelphia is Dr. Daniel A. Poling, pastor of Baptist Temple, whose son was one of the four chaplains who died aboard the Dorchester.

RMA ADV. COMMITTEE PLANS SET CAMPAIGN

RMA Advertising Committee last week urged that the gains made in the successful Harvard advertising campaign (Feb. 28-March 2) be applied to "grass roots" campaigns in a number of towns throughout the country by means of a workbook or some similar device. A recommendation to that effect will be placed before RMA board of directors when it convenes with its Canadian counterparts in Toronto this week.

Meeting Tuesday at the Stevens Hotel, in Chicago, the committee devoted the day's session principally to a resume of the Feb. 28-March 2 plan, built around the slogan, "A Radio for Every Room—a Radio for Everyone." It also approved a subcommittee recommendation calling for observance of National Radio Week Nov. 14-20. Promotion would be on local levels including such organizations as the National Electrical Retailers Assn. and U. S. Junior Chamber of Commerce.

Three representatives of NERA were guests at the luncheon. Clifford Simpson, managing director, outlined a plan for National Radio Week, which would tie in radio dealers with the campaign in cooperation with RMA and NAB.

AMERICAN LEGION has announced new planning list of 904 stations for "Decision Day," weekly 11-minute transcription public service program, as released by the Joint Survey Committee of National Public Relations Div., Radio Branch. Full-time use of program series no longer is permitted.
A few weeks ago, WPTZ produced and broadcast the first of a new series of television programs called "The Nature of Things," featuring Dr. Roy K. Marshall, noted Philadelphia scientist. Perhaps you have seen the show over the NBC television network.

The very first week "The Nature of Things" was on the air, it drew a rating of 214—a most respectable figure, actually higher than three of the five sporting events on the schedule for that week!

Motorola representatives saw the program in New York . . . liked it . . . bought it for the network beginning April 1st!

We're calling this particular program to your attention because for one thing, it substantiates our contention that a television program doesn't necessarily have to be elaborate in order to be effective and entertaining. More than that, however, "The Nature of Things" demonstrates what happens when an engaging personality with a natural flair for showmanship is coupled with experienced production and direction.

If you're contemplating television for your company or your client, we think our experience, facilities and record in television here at WPTZ will be most interesting and valuable to you. If you would like to know more about the service we have to offer please give us a call or drop us a line.

PHILCO TELEVISION BROADCASTING CORP.
VIDE FILMS

THEORY and practice conflicted in a panel discussion on film's application to television, sponsored March 29 by the Hollywood Advertising Club.

Speaking for the theory of film, William Bacher, movie producer and one-time creator-producer of Hollywood Hotel, pointed out that women influence the purchase of considerable merchandise, and something more than sports telecasts and comparable nighttime fare must be offered to attract them.

Citing his own experience, Mr. Bacher said that movie producers were first unwilling to allow previews of their movie properties on Hollywood Hotel; later, he said whether they realized the sales impact, it was possible to select and choose.

Don McNamara, Telefilm Inc. television director, observed that present programs and feature presentations in film is the modest factual and feature subject handling. He characterized this and commercial shows as the "black ink" film productions at present.

He conceded that film libraries are able to rent at prices below what present production costs allow. But he pointed out that such sources of supply are beginning to thin. Further, he pointed out that local attempts to produce free, though live, had to be met with material of universal appeal. In this realm instance of static local sport and women's appeal programs were being done around the country but he felt that Hollywood angles to this type of programming offered a plus factor not available in any other city.

Landers' Viewpoint

Lew Landers, currently directing The Public Prosecutor series for NBC through Jerry Fairbanks Productions believed that "people who are going to produce film must look to the studio and not to radio or stage. This was disputed in a measure by Mr. Bacher who observed that the force controlling television is that controlling radio which is extending to the new medium of television-

Rudy Vallee, head of his own independent film video unit, announced that he expected to offer a 25 minute film package featuring Lionel Stander and others in Colaña Life originally based on a radio script. If bought, he said that the package would likely be priced in the neighborhood of $5,000 per presentation.

Harry MacMahan, head of Five Star Productions, advanced his position in "do's" and "don'ts". Do's: Use color in making original commercials on Kodachrome since it offers better gray values at present and may be used again when the medium is able to transmit color.

Among the don'ts: Don't use radio commercials as script; use actors to demonstrate the product and announce to handle the commercial; don't make one film at a time but think of a series in terms of a theme adaptable to 6 or 13.

Larry Finley, head of his own transcription firm as well as audio packaging operation, cautioned against too heavy film investments at present "because you can't get your money back." Recognizing that stations can't operate without programs and sets can't be without programs either, he proposed that set makers subside the making of films.
In the interest of improved customer service and higher quality recording at lowest possible rates, a realignment of electrical transcription activities in the broadcasting field has been arranged between the National Broadcasting Company's Radio-Recording Division and the RCA Victor Division of the Radio Corporation of America.

Effective April 1, 1948, the RCA Victor Division will sell and service customers directly for processing of masters and manufacture of pressings from masters recorded for clients by the NBC Radio-Recording Division. In addition, the RCA Victor Division will render processing and pressing service for all electrical transcriptions, slide film and phonograph records.

The NBC Radio-Recording Division will continue to handle the programming and marketing of NBC Thesaurus, its recorded musical program service, and NBC Syndicated Programs, comprising complete recorded programs. NBC will continue to supply full programming service to advertising agencies and clients, including production, direction and script writing, and will make available complete studio and recording facilities for master recording and reference recording for clients' use in connection with broadcasting.

Recording facilities of the National Broadcasting Company will be available in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Hollywood.

The RCA Victor Division will maintain sales service offices in New York, Chicago and Hollywood, where processing and pressing facilities for all types of recording are available. RCA Victor will maintain studios in these cities for all types of recording other than recordings used in connection with broadcasting.
Occupational Ills

RADIO held its share of troubles for Robert Cleary, KCMC Texarkana, Tex., engineer March 24. Notified by a neighbor while he was on duty that his apartment was on fire, Mr. Cleary streaked for the door but braked to a halt when he remembered that FCC regulations required him to be on hand when the station was transmitting. When Mr. Cleary eventually arrived home, he was told, the fire apparently started from a short circuit in his home radio set.

ACTORS EQUITY ASSN.
TO PRODUCE TV SHOW

ACTORS' EQUITY ASSN., AFL theatrical talent union, is preparing its own video show for inspection by prospective sponsors, Television Theatre of the Air, with touring companies of name actors and actresses presenting video adaptations of Broadway hits around a circuit of cities with video facilities.

Bert Lytell will be in charge of the program, which will be produced by Equity and remain Equity property, with profits going into the Actors' Fund. Music Corp. of America is agent.

Pointing out that “it would be impractical for one live company to do a television program every week,” Equity said that “it is probable that a show would originate in New York, followed by a performance with the same cast from another city a few nights later.”

Frank Lawrence, BBDO Secretary, Dies March 27

FRANK M. LAWRENCE, 75, secretary of BBDO, New York, died March 27. Funeral services were held March 30 in Christ Episcopal Church, Glen Ridge, N. J.

Mr. Lawrence had been associated with the agency since 1896, when it was the George Batten Co. When the agency was incorporated, Mr. Lawrence became secretary as well as media head. After the merger with Barton, Durstine & Osborn, he relinquished the direction of the media department to Ben Duffy, now president of the agency, but continued as secretary.

Surviving are his wife, Mrs. Constance R. Lawrence, and three sons, William W., of the BBDO marketing and merchandising department; Robert N., and Frank M. Lawrence Jr.

Day-Duke-Tarleton Staff Is Realigned

Promotions, New Appointments Announced by N. Y. Agency

FIVE new appointments and promotions have been announced by Day, Duke & Tarleton Inc., New York.

Robert S. Simpers, formerly an account executive with J. Walter Thompson, joined the agency as vice president. G. Dudley Perrine and Samuel H. Weber were promoted. Mr. Perrine, who was assistant treasurer and assistant secretary, has been named treasurer and secretary, and Mr. Weber, formerly secretary, is a new vice president and general manager.

Maria J. White, who has been radio timebuyer for the Bow Co. and Benton & Bowles, now holds the same position for Day, Duke & Tarleton. Paul S. Valentino, formerly art director for Shellmar Products, New York, is the agency’s new art director.

AIR TOO CONTROLLED,
SAYS WNYC’S SIEGEL

"A COMPLEX pattern of controlling agencies has developed in the past 25 years in radio broadcasting, contradicting the axiom that the air belongs to the people," Seymour Siegel, WNYC New York general manager, told a gathering of the City Federation of Women’s Clubs in New York last week.

Speaking on “Control Factors in Radio," Mr. Siegel listed the “controlling agencies” in broadcasting: FCC broadcasters, advertisers and advertising agencies, educators, and listeners. Outlining how each group has a hand in the control of what may not be aired, the speaker challenged the argument that the listener “has the power of the air,” saying that the radio “is one of the most powerful instruments in the hands of the listener.”

WRFC Planning to Start
Soon as Athens Daytimer

WRFC plans to go on the air soon as an independent Athens, Ga., daytime station. Staff of the new station has been announced by the permittee, Radio Athens Inc.

General manager is L. H. Christiansen, formerly manager of WGGA Gainesville, Ga., and WSGC Elberton, Ga. Other staff members: Claude Williams Jr., commercial manager, at one time with WFOH Marietta, Ga.; Charles McClure, program director, formerly with WSB Atlanta; Sue Parks, public relations, previously with WSPR, R. L. Lowery, engineer, formerly with WRDW Augusta, Ga., and F. L. Fitzpatrick, engineer, from Wilmington, N. C.
1. **LONGFELLOW HOUSE**, Pascagoula, Miss.
   One of the South's famed ante-bellum homes.

2. **INGALLS SHIPBUILDING YARDS**, Pascagoula, where large luxury liners and cargo ships are being built or refitted. Another new Southern industry that means more employment, bigger pay rolls, and added retail sales.

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

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

---

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
Only WBAL Gives

WBAL-TV
For Television

WBAL-TV's superb facilities and "know how" are already showing excellent results. Twenty local programs, weekly, originate in the main television studio (30 ft. x 50 ft.) and 15 local programs, weekly, originate in the "Air Theatre." We've found Baltimore talent excellent for television in both quantity and quality. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in Television are on WBAL-TV."

WBAL-TV's antenna is located near the center of population of Baltimore City. It is 447 feet above ground, 837 feet above sea level. Effective radiated power 32,600 watts video, 17,200 watts audio.

WBAL-TV — NBC AFFILIATE
2610 N. Charles Street
Baltimore 18, Md.
WBAL's local programs are of a size and quality unexcelled by any radio station — anywhere. Add to that the NBC "America's No. 1 Network" Parade of Stars. So we say with pride—"The Greatest Shows in Radio are on WBAL."

WBAL's "New World of Tomorrow" studios are the most modern with the finest facilities in the country. WBAL's power —50,000 watts, is the greatest amount allowed any American commercial radio station.

Day in and day out—WBAL gives Baltimore, America's 6th city, programming and radio reception of the very highest quality. There's a plus market, too, of parts of Pennsylvania, Virginia, W. Virginia, Delaware and all of Maryland.

WBAL —50,000 WATTS—NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
Represented Nationally by Edward Petry & Co., Inc.
Editorial

Sense or Censorship

VOLUNTARY CENSORSHIP for radio and the press as recommended is washed up for the present.

That became evident last week when representatives of the public information media met with Secretary of Defense Forrestal and recommended that the proposed full-time Information Advisory Council be rejected. They offered to create an informal security advisory council. (See story this issue.) This proposal from a group representing radio and the printed media indicated a certainty that there will be no formal censorship unless the world situation changes materially for the worse or some overly enthusiastic newspaper broadcasts or publishes defense secrets.

Meanwhile in Geneva at the United Nations Conference on Freedom of Information the U. S. asked all nations to eliminate censorship of news except that "relating directly to the maintenance of national security."

Broadcasters are rightfully jealous of their rights as Americans to present the news in full when it happens. It is in the American tradition. During the past war radio far outstripped all other media because of the speed and accuracy of its reports. Authoritative surveys showed time and again that radio was the first news source.

But while broadcasters are zealous in presenting full news coverage they also recognize their responsibility to Americans to safeguard the nation first. The secret of a new defense weapon must be guarded as carefully by every broadcaster as though a code of censorship did exist.

Fortunately radio's newsmen by and large are the best in the business. The corps of news gatherers and commentators who report from the Capital are almost without exception journalists' top echelon. Some have been trained entirely in radio, others have newspaper and magazine background, but all are well schooled in factual reporting and analysis. The majority have reported World War II at home and abroad.

With men like these handling the news, security, radio news-wise, is in good hands.

Communist sense needs no censorship.

Code & Competition

FOR THE next seven weeks the Code hot-stove league is in session. From now until the NAB convention in Los Angeles May 17-18 all and sundry can digest and dissect the proposed standards for American broadcasters.

Vast improvements have been made. The code now is affirmative, it isn't ever will be. But standards have been under which all in radio can live, pride and dignity.

It'll be considered at the Los Angeles convention will not be a rejects-roller. To-be-forgetten Atlantic City has been; September, this is no steam-mitten.

The, every segment of radio this is not, and by a representative committee, wouldn't a "Thou-shalt-notes." But there is wort, puffed code; if it is it self-planned and study following the eventful discussions held at Atlantic City.

We do not look for a voice vote, without discussion, at Los Angeles. Of its nature, the code is controversial. All important documents are controversial—the Bible, the Constitution, the Balfour Declaration, the UN Charter.

But by May the code may shrink to secondary status. This world is troubled again. There are more men in uniform. "Defense" construction is being resumed. There's talk of voluntary censorship. Radio, along with all industry and all arts, may be donning war toga again.

More immediate are radio events at home.

There are just too many stations for the business available. Reports of rate-cutting are becoming more frequent. In the fight for survival, business heretofore unacceptable is hardened permissible under the code) is being solicited. All radio thereby gets the black eye.

The newspapers went through it a generation ago. Many of them died. Those that survived adhered, by and large, to rate ethics or were without substantial competition. The big difference is that natural laws of competition prevailed; there was no licensing authority.

What has all this to do with the code? Or with possible war? Everything, because a code, judiciously contrived and observed, will give to radio the virility, health and stability it must have to condition it for any eventuality short of Government intervention. And healthy radio will frustrate overt moves toward Government ownership. Competition will take its toll. After all, that's the American way.

Beverly Thompson Whitmire

Honesty sometimes produces momentary discomforts for those readily confessing inadequacies. But it also pays handsome dividends to its loyal subscribers. Beverly (Bevo) T. Whitmire's reward for bringing out and subscribing to this rich virtual was appointment as manager of WFBC Greenville, S. C.

Mr. Whitmire got his desserts in this fashion: WFBC took the air with 250 w on 660 kc May 20, 1933. Mr. Whitmire at that time was assuring citizens attractive news fare at his assistant city editor's desk at The Piedmont, Greenville's afternoon newspaper. He also was serving parttime as a newsphotographer for that publication.

Fearful that a few blades of grass might spring from beneath his shoes, he resolutely set out to find an avenue into radio.

A local photo-finishing company provided the opportunity. It placed him on the air once a week with a show entitled, Thrills of News Photography. Mr. Whitmire utilized an imaginary scrapbook of news pictures as the dramatic vehicle for bringing to life before his audience news stories he had covered.

The post of WFBC manager became vacant a few months after station began operation. Mr. Whitmire started a campaign to get the job, knowing full well that he was lacking in the experience pre-requisite.

Abundantly armed with confidence and courage, he set off for the office of ex-Senator Roger C. Peace the station's publisher-owner. His six-word appeal, if nothing more, was disarm:

"Send me around to run it," implored the radio neophyte.

"What do you know about radio?" was the not unreasonable retort.

"Nothing, but I'll run the little thing for you," honestly but confidently responded Mr. Whitmire.

The station owner's deep grunt terminated negotiations that day. In this rich virtue was the crisp reply.

"Any instructions?" Mr. Whitmire asked.

"Stay out of my hair and stay off the air," was the crisp reply.

"Hours?" inquired Mr. Whitmire.

"Quiet when you get through," he was advised.

"That's all!" Mr. Whitmire wanted to know.

"That's all," was the laconic reply offered by Mr. Peace in promoting Mr. Whitmire from virtual obscurity in the industry to the post.

(Continued on page 58)

BEVERLY THOMPSON WHITMIRE

BROADCASTING • Telecasting
Good music weaves a spell that attracts and holds listeners, keeps them close to the station that gives them the music they love. More than half a million families in and around New York spend so much time listening to WQXR and WQXR-FM that no other station can reach them so effectively. And because these music lovers are better-income families in the world’s biggest and richest market... advertisers find them valuable and profitable customers. For bigger sales more easily made, use the stations distinguished for good music and the news bulletins of The New York Times.
Respects

(Continued from page 56)
of WFBC station manager.

In the 15 years since Mr. Whitmire took over its management WFBC has been highly successful. It will soon begin operating a powerful FM station.

Mr. Whitmire’s popularity began spreading at phenomenal speed throughout the community. He became known to Greenville’s man on the street simply as “a swell guy,” to commentator Robert St. John as “a unique raconteur” and to singer Conrad Thibault as “an excellent host.” Author Glenn Allan describes him as being “completely uninhibited.”

Estimates suggest that people who say “there’s only one like him,” are guilty of gross understatement.

Now, as general manager of a 5-kw NBC outlet, owned and operated by the News-Friedmont Co., Mr. Whitmire, familiarly known as “Bevo,” is an outstanding civic leader, with a finger in just about every community pie.

Almost single-handedly he captured the interest and imagination of the community and discreetly squeezed the community pocketbook for enough to acquire a home for Greenville’s Little Theatre, which has grown to a membership of 2,400 during his two-year tenure as its president.

Seizing an opportunity to buy an abandoned military theatre, the radio executive spearheaded a successful drive for $25,000 to purchase and remodel the structure. He supervised renovation of the 500-seat theatre, then adjusted his heavy schedule to permit him to play the role of Jim Conover in “The State of the Union.”

Love of the theatre is a family characteristic. The radio official’s father years ago managed Opera House, a legitimate theatre, in Greenville.

Other Activities

Somehow, despite the multitude of his other activities, Mr. Whitmire finds time to teach a Sunday school class and act as a guardian angel to an Episcopal Brotherhood of high school boys. He has just wound up a term as treasurer of the Greenville Community Chest and is also active in the Kiwanis Club.

Pass are foreign to Mr. Whitmire’s golf score cards. Consequently, he finds it more relaxing to spend some of his “spare moments” in his home workshop.

As if his agenda weren’t packed full enough, he reserves time in the summer months to take the helm of his sleek yacht “Lollipop” and take friends for cruises down the nearby Saluda River.

But Mr. Whitmire never permits other activities to detract from his home life, for his chief interests are his wife and young daughter.

He married the former Mildred Edwards of Charleston in 1930.

Their daughter, Beverly McBea, was nine last Thursday. The family lives in the home in which Mr. Whitmire was born.

The head of the house takes justifiable pride in the concoctions he whips up at the full-size drugstore fountain he installed. Among the specialties of the house soda fountain is singer Margaret Speaks, who suggested “Let’s change it from Bevo’s home to Club Bevo.”

Mr. Whitmire’s reportorial ability is amply demonstrated when an emergency puts him on the air. When Greenville’s largest laundry was destroyed by an explosion and fire, the station manager, Mr. Whitmire, commandeered the State Highway Patrol chief’s car and they sped to the scene. Mr. Whitmire brought listeners an on-the-spot broadcast complete with names of the victims, and interviews with survivors and firemen. This completed, he dashed for the Little Theatre to rehearse only to find himself the only member of the cast on hand. The others were at the fire.

The 44-year-old Bevo Whitmire was educated at Sewanee Military Academy, George Washington University, and Pennsylvania State University. He attended the University of Pennsylvania School of Journalism.

In addition to managing WFBC, he has been an active partner in the Interscort Advertising Co., owner and operator of WAYS Charlotte, WKIX Columbia and WCOG Greensboro. He is one of radio’s most energetic ambassadors of good will.

Proven Enthusiasts

CITIZENS of Cedar City, Utah are avid basketball fans. When it became apparent that play-by-play descriptions of the Branch Agriculture College games at Compton, Calif., could not be carried by KSUB Cedar City due to prohibitive costs, 100 of the local residents contributed $1 to $25 each to pay for the line and remote control charges.

On All Accounts

(Continued from page 18)

with these shows Jim finds extensive travel occupying much of his time and energy.

He is married to the former Margaret Brayton, an actress in her own domain whom he met in his production days on the coast. His hobby is golfing, though he admits it as a prejudice against Chicago weather which obviates indulging the sport on a year-around basis. He and his wife live in Chicago.

CBS has announced that “The Adventures of Christopher Wills,” network’s Tuesday night series, has been recommended by National Safety Council as a public-service series, conservation type. The public-service program, sponsored by the Victory Division of Chrysler Corp., Highland Park, Mich., is heard 9:30-10 p.m. Tuesdays.

HOME OF

P. H. HANES

KNITTING COMPANY

Hanes underwear and hosiery are known and worn the world over.

Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.
Ordinarily, we don’t try to sell our advertisers on the idea that we regularly serve their customers who live 497 airline miles from our transmitter. But, when listeners from that distance buy time on KVOO to advertise to their own folks . . . well, we thought other advertisers ought to know about it!

The Chamber of Commerce out in Clovis, New Mexico, 497 airline miles from Tulsa, now sponsors a half-hour “Clovis Campfire” program on KVOO every Saturday night to tell and sell their friends and our friends on Clovis, the “Cattle Capital” of the west! Produced in Clovis, this show is designed to invite people from all over the west to visit Clovis on business and pleasure.

The first broadcast drew mail from 16 western states so evidently a lot of folks like to gather ‘round the KVOO Clovis Campfire on Saturday nights to hear a swell show!

Thanks, Clovis, for inviting us to be “pardners” with you in sending the “Clovis Campfire” to your friends and our friends all over the west!

EDWARD PETRY & COMPANY, INC.
National Representatives
NBC AFFILIATE UNLIMITED TIME
ABC STOCK

EXPLANATION of the basis on which affiliate stations would be offered stock is contained in an amendment filed by ABC with the Securities and Exchange Commission to its original request for sale of 250,000 shares of its $1 par value stock [Broadcasting, March 1].

Plans call for sale of the stock as soon as SEC approves the registration statement and makes it effective. The ABC amendment states that a particular time for the statement to become effective will be requested in a "so-called price amendment" to be filed at a later date. Price, however, cannot be announced until SEC approval is obtained.

According to the amendment, the number of shares offered to each affiliate station will be determined on the basis of compensation received by the station from the network during 1947, with adjustments made for rate changes since that time.

A minimum of 100 shares would be offered to each affiliate with the number in every case a multiple of 100 shares. Each station would be notified of the "firm offering" and the number of shares being offered it and would be furnished a subscription form to be filled out and returned in a specified time.

Each station would then have the right to subscribe, subject to allotment, for such additional number as it may desire.

WMBG
RICHMOND, VIRGINIA
IS ALWAYS
A STEP AHEAD

V IN SALES
V IN SERVICE
V IN SATISFACTION
V IN SOUND
V IN SIGHT*

*WMBG's Television Station, WTVR, will soon join the ranks of other pioneer Television Stations... Now on the air! Our FM Station, WCOD, is currently celebrating its first year of 18 1/2 hours per day continuous service.

WHEN PLANNING YOUR CAMPAIGN PLAN ON USING

WMBG
The Station of Progress
5000 Watts
AFFILIATED NBC

REPRESENTED BY JOHN BLAIR & COMPANY
the Westinghouse station serving Portland, Oregon (19th in retail sales) and its trading area (one of America's richest and fastest-growing markets)

NOW increases its power from 5,000 to 50,000 watts.* For advertisers this means one-station coverage of most of the Oregon market, plus a substantial slice of Washington. If you want to sell the Pacific Northwest, do it the powerful way: use KEX with its

50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc - KYW - KDKA - WBZ - WBZA - WOWO - KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

*BMB maps of KEX coverage are obsolete after April 8, 1948. In preparation: a "mail-map" to define new coverage
March 26 Decisions...

DOCKET CASE ACTIONS

Petitions Denied

Announced memorandum opinion and order denying petitions for rehearing filed by Easton Pub. Co., Catskill, Pa., and Steel City Boc. Co. of Bethelhem, Pa., directed against decision of Commission granting application of Allentown Boc. Co., for new station Allentown, Pa., and denying petitions by mutually exclusive applications for same facilities at Easton and Allentown, respectively. Comp. Comm. designated that petition of Easton Pub. Co. should be granted.

March 26 Petitions

Announced order granting petitions for rehearing of Interstate Boc. Corp. (KLO), Ogden, Utah, and Lakeland Boc. Co., of Inverness, Fla., for rehearing, as far as they request that grant made of application of Missoula, Mont., C&D on October 27, 1949, be vacated.

March 26 Decisions

Petitions Granted

Announced order making final proposed decision and granted application of Fulton County Boc. Corp., for new station Atlanta. Ga., 1530 kw 50 kw-D 10 kw-N until, subject to CAA approval of site. Commission ordered that exceptions filed by WSOB, Charlotte, N. C., be considered.

March 26 Applications

ACCEPTED FOR FILING

Modification of CP

WFL, Chicago.—Mod. CP increase power, etc., for extension of completion date.

KOA, Omaha, Neb.—Voluntary acquisition of control of licensee corporation by James Stuart and family through sale of common stock of original preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

Modification of CP

WDGY, Minneapolis.—Voluntary acquisition of control of licensee corporation by James Stuart and family through sale of common stock of original preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

License for CP

WWRM, Vicksburg, Miss.—License to cover CP new standard station.

Acquisition of Control

KOFO, San Francisco.—Acquisition of control of licensee corporation by James Stuart and family through sale of common stock of original preferred stock holdings of Stuart Investment Co. by Charles T. Stuart and family.

Modification of CP

KDFM, Beaumont, Tex.—Mod. CP increase power, etc., for extension of completion date.

ACCEPTED FOR FILING

Modification of CP

KRFM, Fresno, Calif.—Mod. CP new standard station.

March 29 Decisions...

DOCKET CASE ACTION

Announced proposed decision looking toward denial of application of Rensselaer Heights, N. Y., to open station at Mattawarren, N. Y., by reason of public interest and convenience.

New WSKI Studio

OPENING of a new branch studio in Barre, Vt., by WSKI Montpelier, Vt. (250, 1220 kw), on March 21 was officially opened by Barre’s Mayor Willey, who dedicated the studio to the after service of the town.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision looking toward denial of application of Bremen, N. H., to increase power of station WACT, N. H., to 3 kw to operate on channel 11, in the same manner a similar application has been granted to the Commission’s proposed decision.

March 26 Decisions...

Announced decision granting petition denying of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

Vindicator Printing Co., Youngstown, Ohio.—Granted decision granting of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

Petitions Denied

Vindicator Printing Co., Youngstown, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

WDRB, Penna. City, Ohio.—Granted petition to discontinue without prejudice application.


Petitions Granted


Mussigkee Broadcasting Co., Muskegon, Mich.—Granted petition to discontinue without prejudice application.

KRB, San Diego, Calif.—Granted petition for leave to amend application to add new commercial television station for allocation to San Diego.

Mid-Continental Boc. Co., Port Neches, Tex.—Granted petition for leave to amend application to specify 225 250 kw in lieu of 1500 kw.

The New Mid-West Boc. Co., Toledo, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

March 26 Decisions...

DOCKET CASE ACTIONS

Petitions Denied

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

Action on Motions

(by Commissioner James)

Vindicator Printing Co., Youngstown, Ohio.—Granted petition to discontinue without prejudice application.

New Wolf Boc. Co., Youngstown, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

WDRB, Penna. City, Ohio.—Granted petition to discontinue without prejudice application.


Mussigkee Broadcasting Co., Muskegon, Mich.—Granted petition to discontinue without prejudice application.

RKG, San Diego, Calif.—Granted petition for leave to amend application to add new commercial television station for allocation to San Diego.

Mid-Continental Boc. Co., Port Neches, Tex.—Granted petition for leave to amend application to specify 225 250 kw in lieu of 1500 kw.

The New Mid-West Boc. Co., Toledo, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

Action on Motions

(by Commissioner James)

Vindicator Printing Co., Youngstown, Ohio.—Granted petition to discontinue without prejudice application.

New Wolf Boc. Co., Youngstown, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

WDRB, Penna. City, Ohio.—Granted petition to discontinue without prejudice application.


Mussigkee Broadcasting Co., Muskegon, Mich.—Granted petition to discontinue without prejudice application.

RKG, San Diego, Calif.—Granted petition for leave to amend application to add new commercial television station for allocation to San Diego.

Mid-Continental Boc. Co., Port Neches, Tex.—Granted petition for leave to amend application to specify 225 250 kw in lieu of 1500 kw.

The New Mid-West Boc. Co., Toledo, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

Action on Motions

(by Commissioner James)

Vindicator Printing Co., Youngstown, Ohio.—Granted petition to discontinue without prejudice application.

New Wolf Boc. Co., Youngstown, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

WDRB, Penna. City, Ohio.—Granted petition to discontinue without prejudice application.


Mussigkee Broadcasting Co., Muskegon, Mich.—Granted petition to discontinue without prejudice application.

RKG, San Diego, Calif.—Granted petition for leave to amend application to add new commercial television station for allocation to San Diego.

Mid-Continental Boc. Co., Port Neches, Tex.—Granted petition for leave to amend application to specify 225 250 kw in lieu of 1500 kw.

The New Mid-West Boc. Co., Toledo, Ohio.—Dissolution of consolidated hearing re Dockets 5443 et al., to June 14 and Youngstown.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.

March 29 Decisions...

DOCKET CASE ACTION

Announced decision granting petition of Consolidated Television Stations, Inc., for new station to operate on channels allocated to San Antonio, Tex., and metropolitan district; hearing to be held April 5.
The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air. We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service. In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.
Decisions Cont.:  

WESB San Juan, P.R.—Granted petition for leave to amend its application to add aerial photographs of proposed transmitting site.

Pyor Dillard, Raymondville, Tex.—Granted petition for leave to amend its application to specify 1 kw in lieu of 250 w D. 1040 kc. and specified application removed from hearing docket.

WTOD Toledo, Ohio—Granted petition for reinstatement of application as amended to request 1470 kc. 1 kw.

Texas Bostg. Co., Houston—Granted petition in part for dismissal of application and ordered that petition be removed from hearing docket.

KNOE Monroe, La.—Granted petition for continuation of consolidated hearing from March 29 to April 28.

Crescent Bay Bostg. Co., Santa Monica, Calif.—Granted in part petition to amend its application to specify 1 kw in lieu of 250 w D. 1460 kc. insofar as petition requests reconsideration of amended application, it is dismissed.

California Bostg. Co., Santa Monica, Calif.—Granted petition for leave to amend its application to specify 500 w in lieu of 250 w 1460 kc.

Intermediate Circuit Inc., Dallas, Tex.—Granted petition to amend its application to divulge its application for TV station.

KTOW Oklahoma City—Denied petition for enlargement of issues in re application.

WWIZ Vineyard, N. J.—Granted petition for continuance of hearing from March 29 to April 16.

W M U S Muskegon, Mich.—Granted petition for continuance of hearing from April 1 to April 22 in which filed proposed findings.

Donald W. Reynolds, Okmulgee, Okla.—Denied petition for continuance of hearing from April 6 to April 14, 1948, and denied petition for request of issues 1 and 3.

KWTQ Springfield, Mo.—Granted petition for continuance of hearing from March 31 to April 30.

Mr. Wendell Walker Laurnec & Saloman Chicago, Ill.

Dear Wendell:

With 5 successful appearances on Hit Hunt...and the Variety under our thumb...we think that WCHS would spell it all out... But...with a com- plete exposi- tion in Charleston, W. Va., Virginia outlets who was acceptance in out louting... For figures, who knows 1 at a WCHS tel me your secrets in a sm bo d y or spoke up for the common man... Now if that’s what the common man wants... WCHS, Shows that they are answering instead of WCVS public service policy... 5000 watts of that policy to air...all of W CHS Virginia's people to the station people to go around Charleston, W. Va., vs. Alg.

WCHS Charleston, W. Va.
A Statement in the Advertisers' Interest

The proposed N. A. B. code wouldn't exist if all radio stations would program their entire schedule with showmanship . . . and spend a greater share of their advertising budget for listener promotion.

KRNT does just that, and enjoys the highest Hooper ratings in Des Moines. At the same time, KRNT is carrying the largest advertising schedule in its history.

That's listener preference . . . advertiser preference too.

Radio Station KRNT
Des Moines, Iowa
50 KW—One of the larger members of the G-E transmitter family. Note wide doors, providing full accessibility for “walk-in” maintenance. Like all high-power G-E transmitters, this model uses transformers filled with a non-inflammable liquid. This eliminates necessity for fireproof vault and lowers installation costs and insurance.

General Electric’s complete new line of AM TRANSMITTERS—now in production

1 KW—Compactness is an outstanding quality of this sturdy equipment. Reliable, high-standard performance makes it an ideal transmitter in its power class. Now in stock and ready for immediate delivery.

10 KW—Tube switching from the front panel minimizes program outages. This model is a unified assembly of exciter-modulator, power amplifier, and rectifier-control units.

TRANSMITTER-CONTROL CONSOLE
This versatile unit can be used to control a transmitter of any power rating. The deluxe version includes a separate clock panel for timing transmitter interruptions; also, an executive type desk and chair of matching color.
HERE are five outstanding AM units that will help you profit from your station investment. Featuring lower cost per hour of broadcast service, these transmitters are built to one high standard of quality, backed by one source of responsibility. Every detail of this completely new line reflects the unequalled engineering and operating experience of the General Electric Company.

The G-E line of broadcast equipment covers all your station needs—transmitters from 250 watts to 50,000 watts, complete studio equipment, the AM station monitor and accessory units to fit every requirement.

Whether you are planning a new station or modernizing an existing one, take a big step in the right direction by calling your nearby General Electric broadcast representative (see list below), or write to Transmitter Division, General Electric Co., Electronics Park, Syracuse, N. Y.

*G.E. built its first commercial broadcast transmitter in 1922. Since that time the company has produced broadcast transmitters whose combined power ratings total over 2,500,000 watts.

5 KW—An exclusive G-E feature of this transmitter is the spare tube switching of all high-power stages from front panel. Air-cooled throughout, as are all G-E standard broadcast transmitters.
FCC Actions

(Continued from page 64)

Applications Cont.

TENDERED FOR FILING

TV—186-192 mc


Columbia—Montour Bestg., Corp., Bloomsburg, Pa.—Granted new FM station on channel 284, 104.7 mc.

AM—1400 kc.

Sidney H. Tinley Jr., Rockette—new standard station 1400 kc 250 w unl.

AM—1360 kc.

Lorell Sun Pub. Co., Lowell, Mass.—CP new standard station 1060 kc 5 kw unl. DA.

March 30 Decisions

ACTIONS ON MOTIONS

(By the Commission)


Liberty Bestg., Inc., Grand Rapids, Mich.—Granted oral petition requesting dismissal without prejudice its application for assignment of license of WOOD; furthermore that application of Grandwood Bestg., Co. be removed from hearing docket.

(Chairman compareering)

Rochelle Bestg., Sterling, Ill., and WTXA Springfield, Ill.—Ordered that consolidated hearing scheduled for March 31 in this proceeding, be continued to April 12.

WXO Aberdeen, Wash.—Ordered that hearing scheduled for March 21 be continued to April 12.

The Four States Bestg., Co., Inc., Hagerstown, Md.—Granted petition for dismissal without prejudice of its application.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission, on its own motion continued hearing scheduled for March 31 to April 12.

WOGY Minneapolis, Minn.—Granted petition for new station proceeding on application of UAW-CIO Bestg., Corp.

WJR Detroit—Granted petition for leave to amend its TV application to specify different equipment.

Foundation Co. of Washington, D. C.—Complaint dismissed hearing scheduled for March 29 to April 29.

The WGR Bestg., Co. et al., Cleveland—Continued consolidated hearing on TV applications from May 24 to June 14 at Cleveland.

Columbia Bestg., System Inc., San Francisco—Granted petition for continuation of consolidated hearing on TV applications from April 5 to May 24 at San Francisco.

(WOJY)

(By the Secretary)

KTOW Oklahoma City, Okla.—Granted license for new station 850 kc 250 w day and for change of station location.

WPFD Worthington, Ohio—Granted license for new station 3 k kw B.

WAVE Inc., Area of Louisville, Ky.—Granted CP new exp. television relay station.

WLNE Muscle Shoals Bestg., Corp., Area Muscle Shoals City, Ala.—Granted license for new remote pickup station.

KMYC Marysville, Calif.—Granted mod. license to change studio location.

Following were granted mod. CPs for extension of completion dates as shown:

WSFA-FM Montgomery, Ala., to 7-14-48; WRBA-FM Rome, Ga., to 7-14-48; KYVE-FM San Luis Obispo, Calif., to 3-8-48; WCED-FM Dubois, Pa., to 7-14-48; WCMN New Brunswick, N. J., to 7-7-48; WKPT-FM Kingsport, Tenn., to 7-7-48; KCIN-FM Portland, Ore., to 6-16-48; WCMW-FM Canton, Ohio, to 7-1-48; WWVA-FM Wheeling, W. Va., to 5-15-48; WIBA-FM Madison, Wis., to 10-1-48; WICH-FM Fort Worth, Texas, to 6-15-48; WTAD-FM Quincy, Ill., to 10-15-48.

WBUY Lexington, N. C.—Granted license extension to change by 1450 kc, hours to unit, using 250 w and make changes in trans.

WHAW Weston, W. Va.—Granted license for new station 1450 kc 250 w uni. and change studio location.

WHQI-AM Quincy, Ill., to 7-14-48; WPMN Quincy, Ill., to 7-14-48; WQGA-AM Granite City, Ill., to 7-14-48.

WFBX-FM Montgomery, Ala.—Granted license for new station 1450 kc 250 w uni. and specify studio location.

WRBKH Brigham City, Utah—Granted license for new station 800 kc 250 w D.

WROL Knoxville, Tenn.—Granted license to use old main trans. for aux. purposes with 1 DA and 1 CP.

WJJD Chicago, Ill.—Granted license to use old main trans. for aux. purposes with 20 kw.

WATV Newark, N. J.—Granted mod. CP change of vertical ant. and sound trans. and change of station location.

WKIZ Muskegon, Mich.—Granted mod. CP change of television trans. and change of station location.

KGY San Gabriel, Calif.—Granted CP install aux. trans. at present location of main trans. to be operated on 630 kw.

WBQQ Augusta, Ga.—Granted change of location.

Following were granted extension of completion dates as shown: WRJN Raeford, N. C., to 7-21-48; KWWF-FM St. Louis, Mo., to 10-14-48; WJLN-FM Lancaster, Pa., to 6-13-48; KUNP-FM Eugene, Ore., to 10-7-48; KBGR-FM Harrison, Tex., to 1-3-48; WSB-FM Fall River, Mass., to 7-18-48; WMLL Winfield, Ind., to 7-20-48; EFAC-FM Los Angeles, to 7-27-48; WKIU Griffith, Ga., to 5-1-48; WSAU Wausau, Wis., to 7-14-48.

WMN St. Paul, Minn.—Granted license to use old main trans. and change ant. and sound trans. and change of station location.

WPMX Marion, Tenn.—Granted license to install aux. trans. and change of location.

KCMK Spartanburg, S. C.—Granted mod. CP for approval of ant. and trans. location.

KWK Akren, Ohio—Granted license install, new trans.

KCCM Clarkesville, Texas—Granted mod. CP change of vertical ant. and change of location.

Wkir San Jose, Calif.—Granted extension of completion date to 10-7-48.

WVUE Miami, Fla.—Granted extension of completion date to 10-7-48.

WKXJ Truckee, Calif.—Granted license extension to 6-19-48.

WDMM Des Moines, Iowa—Granted license for new station 1150 kc 1 kw DA unl. and specify studio location.

WLRB Carrollton, Ga.—Granted CP reinstatement, new, trans. on 1150 kc 250 w D.

WTAW College Station, Tex.—Granted CP make changes in vertical ant. and change of location.

WNOI Kokomo, Ind.—Granted CP reinstatement, new, vertical ant. and change of station location.

KQSKY Dallas, Tex.—Granted make changes in vertical ant. and mount FM ant. on AM tower.

KGSO Granite Dist. Radio Bestg., Co., Asst., Salt Lake City, Utah—Granted reinstatement of CP new remote pickup station, and to change type trans.

WTYO Rochester, N. Y.—Granted mod. CP change of type trans., approval of ant. and trans. location aid to specify studio location.

Following were granted extension of completion dates as shown:


March 30 Applications

ACCEPTED FOR FILING

AM—680 kc

WVOK Birmingham, Ala.—CP change frequency from 680 to 660 kc, to 6-13-48; increase hours from D to uni., increase power from 250 to 500 w.

WHQI-AM Quincy, Ill.—Mod. license increase power from 100 w-n W 250 w to 250 w D.

KKC Tulare, Calif.—Mod. CP change frequency, etc., for extension of commission completion dates.

AM—1540 kc

James H. Furr, Monroe, Mich.—CP new standard station 1540 kc, power 250 w D.

AM—1310 kc


(Continued on page 70)

FCC's Radio Broadcasting Forms Considered

COMMITTEE on Radio Broadcasting for the Advisory Council on Federal Reports is to meet April 16 at the U. S. Chamber of Commerce, Washington, to consider forms of the FCC's new radio broadcasting forms prior to their printing. Meeting has been called by Ben Strouse, general manager of WWDC Washington, committee chairman.

Several communications have been received by the Council in reply to its invitation for comment on the forms (broadcasting, March 8). These include suggestions from the FCC Bar Assn. and Frazier & Peter, radio management consultant.

Comments will be received by Russell Schneider, Advisory Council executive secretary, 1615 H St., N. W., Washington, up until the date of the radio committee meeting at 3 p.m., must be limited to points confined to procedural and not policy matters, Mr. Schneider stated.

Composed of representatives of national business organizations, the Council has been formed at the instance of the Bureau of the Budget to advise in simplifying and improving questionnaire and reporting procedures of Federal agencies. Mr. Stottle succeeded Wayne Coy as chairman of the Committee on Radio Broadcasting when the latter became FCC chairman.

Zoning Board Considers

New Towers for KYW

SPECIAL HEARING has been called for today (April 5) by the zoning board of Whitemarsh Township (Pa.) on the application of a company to erect two 465-foot transmission towers adjacent to its present transmitting site.

R. E. White, KYW manager, wrote the township that the station wants to bring its transmissions to maximum efficiency, in order to be able to invoke international law against XEPD Mexico City, which is beaming programs on KYW's frequency.

KFRB Fairbanks Becomes CBS' 4th Alaskan Outlet

CBS' fourth Alaskan affiliate, KFRB Fairbanks, joined the network February 1, operating unlimited time with 1 kw on 1290 kc. Other CBS affiliates in Alaska are KFQD Anchorage, KINY Juneau, and KTKN Ketchikan.

WIOU Koko- mo, Ind., 100 w on 1350 kc, replaces WKMO as the CBS affiliate in Kokomo, the network announced. WCUM Cumberland, Md., operating with 100 w on 1460 kc, becomes a basic supplementary CBS station on May 30, bringing to 175 the total of CBS affiliates.
send coupon today
get 16" record free

with complete story of Capitol's low cost
Transcription Library that helps you
sell new sponsors

"During one month we signed up these sponsors for Capitol
Transcriptions shows—all on one-year contracts:

De Soto distributor  12 quarter-hours weekly  Eddie LeMar show
Furniture            3 quarter-hours weekly  Alvino Rey
Jeweler             7 quarter-hours weekly  Jan Garber
Jeweler             2 quarter-hours weekly  Juke Box Review
Jewelry             2 quarter-hours weekly  Lullaby in Rhythm

I am now out to sell Music from Hollywood, an outstanding
program if there ever was one."

WIZZ is just one of more than 300 stations using the Capitol
Library. And what a library! Big names? Get these:
Peggy Lee, King Cole Trio, Johnny Mercer, King Sisters, Duke
Ellington, Stan Kenton, Tex Ritter, Merle Travis, Gene Krupa,
just to name a few.

Fresh material? Each week you get enough for 27 programs (35
hours). Wide variety? 3000 selections in basic library, with more
added all the time. Simple-to-use? Big format catalog makes it
A-B-C easy. Cross indexes and filing cabinets provided. Flexibility?
Exceptionally so, with musical backgrounds for commercials, and
artists' voices on separate tracks.

Quality recording? Vinylite throughout. But hear the proof for
yourself. Mail coupon now.
FCC Actions (Continued from page 68)

Applications Cont.
Assignment of License
WFAK Charleston, S. C.—Voluntary assignment of license from J. B. Fugate, Mrs. Dorothy Chapman Fugate and Frederick Kennedy, d/b/a Charleston Bats, to George Graham Weiss. AM-1270

Paris Best, Corp., Paris, Tenn.—New standard station subject for approval of trans. site and ant. system by CAA, and denied application of applicant for leave to amend to specify 5 kW D in lieu of 1 kW unil. Denied application in favor of CMA, Meadville, Ill. AM-1490

Modification of CP
ENO Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

REX-FM Portland, Ore.—Same.
Assignment of CP
WNJD Meadville, Pa.—Voluntary assignment of CP from H. C. Wintow to Meadville Bats Service Inc.
Modification of CP
KFYO-FM Lubbock, Tex.—Mod. CP new FM station for extension of time to complete construction.

WSLU Baton Rouge, La.—Mod. CP new noncommercial educational FM station for extension of completion date.

TV—66-72 mc
Donny Best, Co., Fresno, Calif.—CP new commercial television station on Channel 4, 66-72 mc, 15 kw vis. 7.5 kw unil.

TENDED FOR FILING

Transfer of Control
WARK Chicago—Consent to transfer of control of licensee to Raymond J. Funkhouser.

Assignment of License

KOPP KOPP-FM Ogden, Utah—Consent to assignment of license to Ogden Bats, LLC, doing business as Ogden Bats, LLC.

March 31 Decisions
DOCKET CASE ACTIONS

AM-1480 kc

Announced decision granting application of Radio Wisconsin, Inc. (for new station Madison, Wis., 1480 kc 1 kw unil. 5 kw D) subject of approval of trans. site and ant. system by CAA, and denied application of applicant for leave to amend to specify 5 kW D in lieu of 1 kW unil. Denied application in favor of Edwin Mead for same facilities at Rockford, Ill. AM-1490

New adopte decision granting application of Village Bats, Co. (new station Oak Park, Ill., 1490 kc 250 kw unil. and application of Beloit Bats, Co. for new station Beloit, Wis., 1490 kc 100 kw unil. subject to approval of trans. site and ant. system by CAA, following applications for 1490 kc 250 kw unil. are denied. The Kithin Bats, Co. and Vincent G. Cory, both Kithin, Ill. and Community Bats, Co., Oak Park, Ill. AM-1500

BY COMMISSION EN BANC

FM Authorizations

Authorized cont. grants for one Class A and three Class B FM stations; issuing CPs for two Class A and two Class B outstations and issuing in lieu of previous cont. eight Class B CPs (see story this issue).

DESERED FOR HEARING

Bunker Hill Bats, Co., Boston—Designation for hearing application for Class B FM station in consolidation with applications of Beacon Bats, Co. Inc. and others.


CP Reinstated

WHEB, Inc., Portsmouth, N. H.—Granted application for reinstatement of Class B CP for Class B FM station; construction to be completed by June 24.

Dana Latham, Executor of Estate of C. Nervin Dunbar (deceased), Los Angeles—Granted application for reinstatement of CP for Class B FM station, extended due date of record to June 27.

Designated for Hearing

WFZM Penn-Allegheny Bats, Inc., Ali- tentown, Pa.—Denial of application for new CP to specify Class B operation for new station 106.1 kc in lieu of Class A FM; made Allentown Bats, Co. permanent 96.5 (106.1 net) in Allentown, Pa., party to proceeding.

Action Denied

Penn-Allegheny Bats, Inc., Ali- tentown, Pa.—Adopted memorandum and order and denied application for reinstatement of Class C CP for new application of Allentown Bats, Co. for additional time to complete construction of proposed Class C FM station in Allentown, Pa. (WKAP-FM); denied petition of Penn-Allegheny Bats, Co. for reconsideration thereof.

March 31 Applications

ACCEPTED FOR FILING

AM-1490 kc

The Connecticut Electronics Corp., Bridgeport, Conn.—CP new standard station, 76 kc, 1 kw D-DA. Amended re corporate structure.

AM-1290 kc

Griner-Dillen Bats, Bea, Bay City, Mich.—CP new standard station, 1290 kc, 1 kw D-DA. Amended re change frequency from 1280 to 1350 kc.

Acquisition of Control

WLAN—or WRC-FM Hartford, Conn.—Acquisition of control of licensee corporation from W. A. Berger, Assn., in which he owns nearly 100 shares of stock, to Ralph H. Boteler, William B. Carter, Frank H. Heidbreder, W. Dan Stewart, Charles H. Westphalen, W. C. Dubois, and John G. Merwin, for consideration to Hugh Smith and Hubert Leggett.

Modification of CP

KINDE-BM-FC licensed to Tampa-Mod. CP new FM station for extension of completion date.

WJAX-FM Jacksonville, Fla.—Same.

License for CP

WELW Eyewitness Bats, Inc.—License to cover CP new FM station.

Modification of CP

WKRB-FM Muskegon, Mich.—Mod. CP new FM station for extension of completion date.

WESI-FM Bradford, Pa.—Same.

License for CP

KTBN Weintela Bats, Inc.—License to cover CP new FM station.

TV—174-180 mc

The Birmingham News Co., Birmingham, Ala.—CP new commercial television station on Channel 5, 174-180 mc, ERP Vis. 25 kw, aura 12.8 kw and unil.

Central Bats, Co., Davenport, Iowa—CP new commercial television station on Channel 5, 76-82 mc, ERP Vis. 12 kw aur, 7 kw unil.

San Antonio Television Co., San Antonio, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP Vis. 12 kw aur, 7 kw unil.

License Renewal

Applications for renewal of standard broadcast stations filed by: RAYX Water- tower, Iowa, WLBB Carrolton, Ga., and WLOG Braddock, Pa.

TENDED FOR FILING

TV—174-180 mc

Hudson Valley Bats, Inc., Albany, N. Y.—CP new commercial television station on Channel 7, 174-180 mc, ERP Vis. 25 kw, aura 12.8 kw and unil.

Assignment of License

KGRN Fayetteville, Ark.—Consent to assignment of license to Fayetteville Bats, Inc. to WOPA-FM, Mt. Mitchell, Vt.

Assignment of License

KGRN Fayetteville, Ark.—Consent to assignment of license to Fayetteville Bats, Inc. to WOPA-FM, Mt. Mitchell, Vt.

Assignment of CP

WLON Front Royal, Va.—Consent to assignment of Class C CP station to Sky-Park Bats, Corp.

AM—2150 mc

WTRF Bellaire, Ohio—CP change hours from D to unil. install DA-N using 1 kw on 1 kw unil.

FM—99.8 mc

Bloom Radio Inc., Bloomburg, Pa.—CP new FM station on 99.8 mc, ERP 14 kw, Aura 7 kw.

(Continued on page 72)

AMERICA OPPORTUNITY LAND, SAYS SARNOFF

DAVID SARNOFF, president and chairman of the board of RCA, said: “The United States today is even more the land of opportunity than it was when I arrived here nearly 50 years ago,” in an article which appeared in the April issue of American Magazine.

The radio magnate, who started his climb as a $5 a week messenger boy for a New York Postal Telegraph branch, stated in “In America there's luck enough for all.” He disputed the argument that opportunities are fewer today than in his youth by reviewing the future of such scientific discoveries as television, weather controllers, and the ultrafac, an RCA-developed communication system combining television and facsimile. “International television is nearer than most people realize,” he declared, stating that no technical problems remain unsolved.

“Science is forcing world competition and [we have] more science, not less. But we especially need more social science,” Mr. Sarnoff wrote. “Industrial science has been, and will continue to be, lavish with its gifts. But basic problem in creating a better way of life is to learn how best to accept and use those gifts for our spiritual enrichment and the strengthening of our democracy.”

Radio Libel Law Studied

At Meeting In Nebraska

FORMULATION of a radio libel measure for introduction in the 1949 Nebraska unicameral session was expected to highlight activities at the annual meeting of the Nebraska Broadcasters Assn. held April 2 at North Platte, Neb.

Harry Peck, KFOR Lincoln, asso- ciation president, presided over the meeting, which was attended by 20 representatives of 15 sta-
THE GEORGIA MAJOR MARKET TRIO

1. Concentrated coverage in Georgia’s 3 major markets
2. Listener loyalties built by local programming in Georgia’s 3 major markets
3. Dealer loyalties in Georgia’s 3 major markets
4. Merchandising assistance in Georgia’s 3 major markets

*1000W Night

Represented by THE KATZ AGENCY, INC.
KXEL HAS CHANGED LISTENING HABITS IN IOWA

In the new Conlan survey KXEL listening runs up to 9.6% more of the total listening homes surveyed than all other stations combined.

KXEL—50,000 watts
Josh Higgins Broadcasting Company
WATERLOO, IOWA
Represented by Avery-Kneidel, Inc.

THE LONG ISLAND STORY

Vacationers by the thousands pour into Long Island during the summer months. There's no summer letdown.

This summer sell Long Island's extra-large quality market with advertising over WHLI—the station that delivers more listeners per dollar than any other station heard here including the New York City 50,000 watters.

WHLI 1100 KC BETWEEN WHN AND WNEW AND WHNY (FM) 98.3 MC IN THE MIDDLE OF THE DIAL

LONG ISLAND

Page 72 • April 5, 1948

WHM Actions (Continued from page 70)

April 1 Decisions

BY COMMISSION EN BANC

Oral Arguments

On basis of comments received with respect to its proposal of Feb. 3 to abrogate granting of special temporary authorizations to standard stations, Commission now issues an order to be held at its Washington offices on May 7.

CARTE licensee, Inc.

WABX Harrisburg, Pa.—Granted assignment of CP for KXEL stock from Harold C. Bishop to WABX Inc. newly formed by Corp. in which Bishop will own 50% interest, and W. T. Wright 50% interest in cash and $230 of capital stock.

Assignment of License

WAOV Vincennes, Ind., assigned license of Vincennes Broadcasting Co., Inc., for new KXEL license. Corporation all of which is part of same corporation which is all stock of assignor (to separate radio and newspaper activities).

Extension Granted

WJAR-TV Providence, R. I.—Granted extension of completion date for new TV station to Aug. 15.

Petition Denied

Don Lee Bertzig, System, San Francisco—Accepted memorandum and order denying petition for new application for TV station in San Francisco to be removed from pending docket and granted conditionally.

AM—1490 kc

C. & D. Bestco, Inc., Chester, S. C.—Granted CP new station 1490 kc 250 w untl, subject to approval of trans. site and anti-system by CAA and provided applicant agrees to satisfy interference of blankets passing through for new assignment.

AM—1270 kc


AM—890 kc

Pleasant Valley Bestco., Oxnard, Calif.—Granted CP new station 890 kc 1 kw D and disallowed petition filed Feb. 9, requesting that this application be turned down without hearing.

AM—1480 kc

KYES Merced, Calif.—Granted CP change from 1480 to 1480 kc, increase 250 w to 5 kw, install DA-N. change trans. and trans. location (Comer, Durr for hearing).

Modification of CP

KYAK Atchison, Kan.—Granted Mod. CP to specify new trans. site and changes in DA, subject to hearing by applicant. submission of plans showing new composite antenna, and amplifier comply with Sec. 346 of rules, and that applicant S. H. Patterson dines all interest in new station in KYAK.

Hearing Designated

KJAY Topa, Kan.—Designated for hearing of application requesting that new station be mod. to specify power of 1 kw D and location of studio, and made KFPR and KPRL parties to proceeding. Also denied petition requesting that Commission grant temporarily on a temporary basis to KJAY that KJAY should not operate until KYAK ceases operation on 1450 kc.

AM—390 kc

Pleasant Valley Bestco., Oxnard, Calif.—Granted CP new station 390 kc 1 kw D and disallowed petition filed Feb. 9, requesting that this application be turned down without hearing.

AM—1480 kc

KYES Merced, Calif.—Granted CP change from 1480 to 1480 kc, increase 250 w to 5 kw, install DA-N. change trans. and trans. location (Comer, Durr for hearing).

KXEL hearing assigned

Rock River Valley Bestco., Waute.

town, Wisc., and Metropolitan Bestco., Tex.—Granted for hearing in consolidated proceeding on new station 920 kc 250 w D and application for license for new station 920 kc 100 w D.

AM—1280 kc


Hearings Before FCC

APRIL 5

FM—Hearing

WHIP Silver Spring, Md.—For FM facility.

WPIC-FM Alexandria, Va.—Same.

Northern Virginia Bestco., Inc., Arlington, Va.—Petition denied.

TV—Further Hearing

The News Syndicated Bestco., Water.

bury, Conn.—For television facilities.

AM—Capital

Cape Pride, Inc., Co., Trenton, N. J.—CP 1260 kc 1 kw untl.

WBZB Inc., Trenton, N. J.—CP 1260 kc 5 kw DA.


AM—Hearing

WCFL Chicago—Mod. CP 1000 kc 5000 kw DA.

The windham Bestco., Willman.

tie, Conn.—CP 1260 kc 250 w untl.

Parties Respondent: WNBC New Haven, Conn., WBRC Hartford, Conn.

AM—Hearing

Kickapoof Prairie Bestco., Inc., Springfield, Mo.—CP 1380 kc 250 w untl.


APRIL 6

AM—Hearing

The Companion Electronics Corp., Bridgeport, Conn.—CP 740 kc 1 kw untl.

Westco Bestco., White Plains, N. Y.—Same.

Huntington-Montclair Bestco., Inc., Huntington, N. Y.—Same.


To be held in Common Council Chambers, at Bridgeport, April 5; in County Office Bldg., at White Plains, April 6; and in Court Room, Town Hall, Huntington, April 7.

APRIL 5-9

TV—Hearing

Don Lee Bestco., System, San Francisco—For television facilities.

S. H. Patterson, San Francisco—Same.

KROW Inc., Oakland, Calif.—Same.

Television Productions Inc., San Francisco—Same.

Leland Hotler, San Francisco—Same.

Radio Diablo Inc., San Francisco—Same.

Columbia Bestco., System Inc., San Francisco—Same.

To be held in Conference Room Basement, Federal Office Bldg., Civic Center, San Francisco.

APRIL 6

AM—Hearing

M. Pleasant Bestco., Mt. Pleasant, Tex.—CP 890 kc 1 kw D.

AM—Hearing

Santa Rosa Bestco., Santa Rosa, Calif.—CP 1210 kc 250 w untl.


APRIL 7

Exp.—Renewal

WVZH Southington, Conn.—For renewal of license.

AM—Hearing

Crescent Broadcasting Corp., Sheno.

dah, Pa.—CP 980 kc 5 kw untl. DA-DN.


APRIL 7-8

AM—Hearing

Concord Bestco., Corp., Niagara Falls, N. Y.—CP 1280 kc 250 w untl.

Party Respondent: WHER Erie, Pa., WHAM Rochester, N. Y.

APRIL 7-9

TV—Hearing

New England Television Co., Inc., Fall River, Mass.—For television facilities.


To be held in City Service Room, USPHD Red, Fall River, April 7-8; and in New Bedford Public Library, New Bedford, on April 9.

APRIL 8

AM—Hearing

WHAM Arlington, Va.—CP 1390 kc 5 kw untl.

(Continued on page 75)
WXYZ is the ONLY station in Detroit that offers you a complete merchandising operation, plus proved sales power!

Last year a citrus packer (name on request) decided to introduce his line in the Detroit market. Because of its national reputation in merchandising, WXYZ was given the job. In cooperation with the food broker for the account, the station's merchandising staff undertook the complete assignment: jobbers, distribution, point-of-sale promotion, etc. Demonstrations that tied in with WXYZ advertising were conducted in supermarkets...an average of 600 cans a store were sold...a total of 26,858 cans sold over a 13-week period. In the first half year, sales zoomed from sixty-sixth place to forty-fifth...and to twelfth place in the second half year!

If you have a product to sell in Detroit, this story is important to you for several reasons...

FIRST: it proves the tremendous sales power of the station. Jobbers are willing to cooperate on WXYZ-advertised goods because they know that WXYZ moves merchandise.

SECOND: it illustrates a complete merchandising service that is unique in Detroit. It does not consist of just sending out letters and providing the usual merchandising helps...WXYZ's staff of food and drug experts does the entire job from start to finish.

THIRD: it shows you that, at WXYZ, the emphasis is on efficiency and service...on getting more for your advertising dollars than you can get on any other Detroit station.

If you are in the competitive selling market in Detroit—or planning to be—remember: WXYZ is the merchandise-minded medium for your product!

...your best bet—both ends of the alphabet

ABC
American Broadcasting Company

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

WXYZ—New York 50,000 watts 770 kc  KGO—San Francisco 50,000 watts 810 kc
WENR—Chicago 50,000 watts 890 kc  WMAL—Washington 5,000 watts 630 kc
KECA—Los Angeles 5,000 watts 790 kc  ABC PACIFIC NETWORK

April 5, 1948 • Page 73
HERMAN BESS IS NAMED AS DIRECTOR OF WLIB

APPOINTMENT of Herman Bess as director of WLIB New York effective March 29 was announced last week by Mrs. Dorothy S. Thackrey, president of the station. Mrs. Thackrey added that she has "canceled all negotiations regarding the sale of the station."

Formerly sales manager of WMCA New York, Mr. Bess resigned that position to head the General Broadcasting Corp., which has applied to the FCC for purchase of WOV New York. Mr. Bess will remain with WLIB until the WOV application is approved, he said.

There will be no personnel changes at WLIB, Mr. Bess said, but the station's programming format will be changed from light classical music and news to block programming of popular music and news starting April 5.

RCA VICTOR's latest table model radio, to retail at $59.50, is described by the firm as having "powerful receiver in a small hardwood cabinet." With four tubes and one rectifier, set operates on AC or DC.

They Say....

"... NOBODY wants to legislate the editorial page out of existence, just to be safe. Nobody wants to pass laws requiring both sides of a story.... These things are common and voluntary practices of the press. Why are fearful persons so certain that it would be different in radio?... The federal gag on free expression and the demand for its continuance betray an almost insulting lack of faith in the people who operate radio stations. They betray an almost equal lack of faith in the public intelligence...."

From an editorial in the Chicago Daily News.

"...THE EXISTENCE of the Mayflower Decision has contributed to the tremors which afflict radio in the presence of controversy. The F.C.C.'s heavy hand is its licensing power.... It seems to us that the federal licensing power plus the influence of public opinion is more than ample to control this. A radio station earns its listeners by offering palatable fare. Competition should be sufficient to insure diversity. Listeners' preferences would police the air against special pleading. To argue otherwise is to contend that the public lacks all discrimination, and that free speech is for all Americans except those who happen to own radio stations."

From an editorial in the St. Louis Post-Dispatch.

"...IT IS not often that we have found occasion to commend Mr. James Caesar Petrillo's labor relations conduct. But unless there is some other rethink discernible in the settlement with the radio networks one can only say of it that he has achieved a measure of statesmanship... Though he has personified for years the labor dictator, made possible under New Deal laws and policy, this performance deserves applause.""

From editorial in New York Herald-Tribune.

"...IT IS NECESSARY to acknowledge at the outset that the constitutional standards for this sort of thing—absolutely unlimited freedom of speech and assembly and the press—cannot apply to radio broadcasting.... For the sovereign to license anybody and everybody to operate a radio station—even were we all rich enough to buy one—will be to license chaos. We must allocate bands to certain responsible broadcasters. And the sovereign's duty becomes seeing that the use of the common air is for the common benefit.... The present state of affairs, which amounts to federal censorship, is far from reassuring. An owner's censorship would be even more ominous. But it is not at all true that there is no middle way.""

From editorial in Bergen (N. J.) Evening Record.

"...WITH THE abrupt cessation of the radio [logs] usually carried day by day in Spartanburg (S. C.) newspapers.... The Tribune.... immediately began publishing a complete weekly radio log.... Public response to this feature has been so pleasing to us that The Tribune has made it a permanent fixture of the newspaper regardless of any other developments between the local press and radio. As you know, radio and newspapers go hand in hand like coffee and doughnuts. Together they help build a mighty city or community; pulling apart they can tear it to pieces...."

From an editorial in The Textile Tribune, Spartanburg, S. C. weekly.

Barrett Is DuMont Video Station Relations Head

HALSEY V. BARRETT, formerly sales promotion manager of CBS Television, joins the DuMont Television Network today (April 5) as manager of a newly created stations relations department.

In his appointment, Lawrence Phillips, director of the DuMont network, pointed out that the network "is entering a period of rapid expansion. Our interest in this phase of television is reflected in the establishment of a stations relations department."

Mr. Barrett was associated with Time magazine, and with WOR and WNEW New York before the war, during which he served as a lieutenat in the Navy. On his release from service he joined CBS. He is a charter member of American Television Society and is presently chairman of the ATS publicity committee.

THE WORM TURNS

And Listeners Do the Giving,

Not Station or Sponsor

FROM WNEW New York last week came indications that the public, groaning beneath the weight of free washing machines, refrigerators, radio-phonographs, prefabricated houses and other gifts offered in giveaway shows and contests is a turning worm.

WNEW listeners, egged on by Gene Rayburn and Dee Finch, who conduct a daily show on that station called Anything Goes, have sent WNEW more than a thousand widely-assorted items in response to suggestions that they send in "a thing," the station reports.

Prize-winning entry came from Mrs. Edna Norton. She sent WNEW her husband, Charles. "He'll clean your studio, shine shoes, run errands, aid the sound effects man, etc.," she wrote. Messrs. Rayburn and Finch rewarded Mrs. Norton by doing their three-hour morning show on April 1 from the Nortons' Manhattan apartment.

LIBEL and SLANDER

Invasion of Privacy. Violation of Copyright. Plagiarism. These daily hazards can be INSURED.

We pioneered this field and now insure Newspapers and Broadcasters without risk. Our EXCESS POLICY is adequate, effective and professional. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI.
WPIK Drops FM; Says No Site

CAPITAL CASUALTY

WPIK-FM Alexandria, Va., at 9 p.m., March 31, ceased operations. The overshadowing spectre of television, WPIK Alexandria, WPIK-FM was and one of seven on the air in the operation was found to be too distant for efficient operation. Alexandria is in the immediate vicinity of Washington's National Airport and across the Potomac River from the Capital's major military air installations. Several other lesser commercial and private air fields also exist in the Virginia area. Beside the 13 FM and four video outlets, metropolitan Washington has six fulltime and six daytime standard stations, not including WPIK.

Japanese Radio

ADVANCES and shortcomings of Japanese radio and electrical industries are pictured in three survey reports now on sale at the Office of Technical Services, Department of Commerce, Washington, D. C. Report PB-85176, dealing with electronic equipment, costs 50 cents; PB-85177, transmission lines, wave guides and fittings, and dielectric materials, 50 cents; PB-85178, electronic power supplies, 25 cents.

for all transcriptions.

PLATING

- Top quality reproduction
- High-speed service
- Superior craftsmanship
- Vertical or Lateral recordings
- 100% pure VINYLITE
- Sample Bradley with every processed master
- NO ORDER TOO LARGE
- NO ORDER TOO SMALL

THOMAS J. VALENTINO INC.
Dept. SC-1600 BROADWAY
New York City 19, N. Y.
Cl. 6-6475

WNJR

is right as rain in north jersey
... where your message is beamed to a rich market of 1,000,000 homes.
5000 WATTS

Studio and Business Office
91-93 Holsey Street
Newark, New Jersey
Phone—Market 3-2700

New York Office
309 Fifth Avenue
Phone—Vanderbilt 6-0890
THE PACE has slowed on swift according to sentiments expressed fonna Theatre Owners Assn. in Hollywood, March 31.

Factors influencing this reversal of programming fare aired by KTLA and WEXL, Hollywood which is considered adaptable to theatre presentation. While SCTOA still considers the medium a vital program adjunct, it believes that the present course calls for adaptation of "public television" while the future calls for development of their own programming suitable for theatre presentation.

J. H. Nicholson, television committee chairman for the theatre men, is continuing with experiments involving filming off television sets but appears to be slow ing the extension of his service to theatre clients. Ultimately "theatre television must develop its own ideas," he told BROADCASTING.

Seeking National Action

In line with the future development SCTOA is advising the national body of the Theatre Owners of America to establish a permanent paid committee to concern itself with the medium. On a Los Angeles level a luncheon is expected for mid-April at which local exhibitors' plans for development will be announced.

On the positive side, all were impressed with the potency of television as an advertising medium. This was seen as an outlet for theatre owners as well as movie producers. Key concern expressed at the meeting dealt with the release of entry into active theatre television, at the meeting of Southern California, March 31.

seem to stem from lack of con-

several pictures produced for the theatre consumption as video fare. Exhibitors felt that the film for television should be produced for it and theatre fare should not be placed in competition with itself by use as telecast material.

DAVID JOINING WPTR, NEW ALBANY OUTLET

W. R. DAVID has joined Patroon Broadcasting Co., Albany, N. Y., as vice president in charge of engineering and member of board of directors, effective today (April 5).

Patron is permittee of new AM station W P T R, under construction at Albany for a kw operation on 1540 kc. Station anticipates operation around June 1.

Herbert DuVal also has joined organization, effective today, as vice president in charge of sales.

Mr. David has been with General Electric Co. since 1919 in radio engineering, research, development, design and sales work. He is associate member of Institute of Radio Engineers and a board director of FMA. Mr. DuVal has been with GE since 1934 and has been in Navy Section of GE's Government Div. since 1942.

Max Marcin

MAX MARCIN, 68, writer-producer of Crime Doctor and FBI in Peace and War on CBS, died March 30 in the Tucson, Ariz., General Hospital after a year's illness. Surviving relatives are a brother and sister, both of New York.

Max Marcin

Mr. David

Mr. David

There's No
"HO-HUM"
AT
High-Hooper
KOIL
ON THE JOB FOR YOU
EVERY MINUTE
IN
OMAHA &
Council Bluffs

BASIC ABC 5000 WATTS
Represented By
EDWARD PETRY CO., INC.

Page 76 • April 5, 1948
Defense
(Continued from page 30)
sultant in the power branch of the War Production Board. Subsequently, through 1945, he held the positions of WPB assistant deputy director-general for distribution, deputy director, Office of War Utilities, and director of the latter office.

Other civilian defense bodies were stepping up their organization at the same time.

Spurred formation was under way at the National Defense Department's Office of Civil Defense Planning, under the guidance of Director Russell J. Hargrave, who recently revealed that radio and other communications would be the backbone of his organization [BROADCASTING, March 20].


Col. Barnet Beers, assistant to Director Hopley, told BROADCASTING March 31 that the office is making excellent progress on its organization and is moving forward faster than I've seen similar organizations move before.

The Civil Defense Office, Colonel Beers said, is searching for an expert to serve in the communication section of the technical division, which will also include medicine, engineering, atomic and transportation sections.

Panels of communications experts will be assembled later to offer advice to Mr. Hopley and the communications chief, Colonel Beers said.

Will Contact Plants

The Munitions Board of the National Military Establishment announced March 30 that representatives of the Armed Services are preparing to contact approximately 11,000 industrial plants to discuss types and amounts of products that could be produced for war.

Col. Fred W. Kunesh, chief of industrial mobilization in the office of the Signal Corps chief, revealed that surveys of the radio industry are already in progress and will ultimately cover a total of 600 plants producing or capable of manufacturing electrical and communications materials or products.

Colonel Kunesh, who personally lays the groundwork for surveys before engineers perform their duties, told BROADCASTING March 31 that he has contacted about 30 plants, including some producers of radio parts, and has found officials "very cooperative."

Plant officials appear to be most anxious to proceed with plans, Colonel Kunesh said.

Colonel Kunesh estimated that about 200 plants producing component electrical and communications parts or smaller finished products and 400 plants manufacturing larger finished items would be included in the survey.

Manufacturers of large quan-

tity items who have "a long lead time" (longer periods between time of letting contracts and reaching peak production) will be contacted first, the Signal Corps officer declared.

The overall list of plants to be surveyed will be expanded later to include approximately 24,000 of the estimated 86,000 industrial plants of recognizable size and productivity in the United States.

Government officials point out that although the survey will be a great stride in military-industry preparedness, it is but a part of a much greater preparedness activity contemplated.

Military representatives will advise the management of industry on the products the Armed Services need in the event of an emergency, the management will select the product it believes itself best capable of producing with maximum speed and volume in an emergency and provide the representatives with data concerning production capacities and potential problems.

Thomas J. Hargrave, Munitions Board chairman, in announcing the survey, stated that although it is projected on the long-range basis, its value to our national security in an emergency, near or distant, is immeasurable. If only partially completed by the time an emergency occurs, the work already completed will be of inestimable assistance in gearing that part of our industry to emergency war production."

BERNADENE HAYES and RAY GORDON have been added to cast of Jerry Fairbanks Productions' (Hollywood) "Public Prosecutor" video film series for NBC.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

OPERATION TELECAST
Special Frequency to Be Used
--In Series at AMA Meet--

SPECIAL FREQUENCY will be used when Northwestern U. Medical School telecasts series of operations from Chicago's Passavant Hospital to 97th annual meeting of American Medical Assn. June 21-25 in Chicago.

This will prevent restaurants, taverns and homes from picking up operating room scenes, one of which is expected to be the birth of a baby by Cesarean operation.

Receiving screens will be installed in classrooms of the medical school (in downtown Chicago), in the Sheraton Hotel, and at Navy Pier, where sessions of convention are to be held. More than 10,000 physicians are expected to attend the AMA meet.
50 mc FM Scrap
(Continued from page 24)

to the various other services to seek additional frequencies in the same manner," he said.

The former FCC chief engineer reviewed at length the hearings and studies which preceded the decision to move FM from the low band to the high, followed by another hearing when Zenith petitioned unsuccessfully for space around 50 mc for FM in addition to 88-106 mc. The move “upstairs,” he insisted, was based upon engineering considerations which were valid then and are valid now.

Chief among these, he said, was the desire to avoid interference from sporadic E layer and F-2 reflections.

In defense of FCC’s assignment of television and safety services in the 50-mc region despite the interferences encountered there, Mr. Sterling pointed out that further development was necessary in the ultra-high frequency range which is expected to be television’s ultimate home. "Accordingly," he explained, "some television channels which might be available for immediate use were allocated in the 50-mc region even though it was known that these channels would be subject to interference."

Other Services

With respect to other services placed in the 50-mc area, he noted that their operations are conducted on an intermittent basis and that the possibility of repeating messages in these services further minimizes the interference problem.

Mr. Sterling rejected as "wholly without substance" such charges as those of J. E. Brown of Zenith and Prof. Armstrong that the grounds for the reallocation of FM have since been proved fallacious, and that FCC acted against the greater weight of evidence. To Prof. Armstrong’s claim that K. A. Norton, whom famed "Norton’s Curves" were a factor in the reallocation, has since admitted a basic error, he said:

Mr. Norton admitted this prediction to have been in error not only because the Commission arrived at a final decision with respect to the classification of FM broadcasting in the spectrum. In arriving at its final FM decision the Commission in no way relied on this early and erroneous prediction with respect to 50 mc. The statement by Major Armstrong that the error referred to in his testimony was the basis for the Commission’s action is false, together with its claims of error without foundation.

Because of the complexity involved, he said, such errors of prediction "can hardly be said to detract from the stature of the man who makes them."

Answers Armstrong

In response to Prof. Armstrong’s charges that a portion of FCC’s May 1945 allocations report had been tampered with, Comr. Sterling submitted detailed memoranda recently submitted by FCC Chairman Wayne Coy to Sen. Charles W. Tobey (R. N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee. Mr. Coy, who investigated the charge at Sen. Tobey’s behest, said he found “difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty.”

The charge related to a sentence in a secret allocations report and its counterpart in the report as later made public. Prof. Armstrong claimed the secret report recognized a basic error by Mr. Norton while the public report denied any error.

With his letter to Sen. Tobey, Chairman Coy submitted a memorandum by FCC General Counsel Benedict P. Cottone covering the investigation of Prof. Armstrong’s charges. Mr. Cottone said “we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission’s reports were based have in any way been tampered with or altered.”

Changes Explained

Mr. Coy said the change in language was in the handwriting of Cyril M. Braun, now chief of the Engineering Dept.’s FM Division, but that “I am positive that Mr. Braun is not the author. . . . My conversations with him lead me to believe that he performed no other function with respect to this language than to record it on a master copy” which he was keeping as coordinator of FCC staff work on the report. He said Mr. Braun does not recall who suggested the change, but that “I am certain that wherever the change came from, it was first approved by the staff as a proper answer” to the exhibit to which it related.

Mr. Cottone’s memo maintained that “it was quite evident from the record in the closed hearing that the basic error attributed to Mr. Norton in Exhibit No. 577 [filed by Prof. Armstrong and others] had not in fact been made.

Mr. Sterling foresaw ultimate use of microwaves for FM intercity relaying, but said FCC meanwhile is considering the feasibility of using, studio-transmitter link frequencies—940-952 mc—for this purpose. Preliminary studies, he said, indicate this “may be feasible at least from a technical standpoint.”

Mr. Sterling was not questioned by the Committee but may be recalled later.

Mr. Poppele, TBA president, told the Committee that video channels have been reduced from 13 to 13 since 1940 and that further reductions “might very well nullify the investment made in television today by private enterprise and the public, which is supporting television and accepting it with unbounded enthusiasm.” He reiterated that 13 channels are inadequate for television.

‘Billion-Dollar’ Industry

He said television “is now on its way to rapidly becoming a billion-dollar industry,” but has been stunted by a shortage of channels and “its backbone can be broken by further channel retenchment.”

If Channel 1–40–50 mc were given to FM, “it might mean that television service could be reduced to 11 channels, so that mobile and emergency services could be given adequate spectrum space.”

He predicted video set production would increase from 180,000 in 1947 to 750,000 this year and 1,400,000 in 1948; that the dollar value of sets would grow from $74,000,000 to $400,750,000 in the same period. Total industry production, he said, was $4,554,000 in 1940 and 3,700,000 for 1947; will approximate $397,000,000 this year and reach $472,750,000 in 1949.

F. J. Bingley, technical assistant to the vice president in charge of engineering of Philco Corp., said adoption of the Lemke Bill would obsolete existing FM sets and create uncertainties that would slow the production of receivers, perhaps endangering broadcasters reluctant to take assignments in the 50-mc band since most sets now will not receive that band.

Aside from the “disservice” to FM, he said, the bill would "add a tremendous handicap to television" by cutting the number of channels, and also would be harmful to nonbroadcast services. He maintained that "such important services as aviation and public communications... should not suffer as a result of unnecessary expansion of FM service, which is already adequately provided for in the 10-mc band."

Under questioning, Mr. Bingley said he did not feel qualified to say whether a trend away from FM is indicated by the continued manufacture and promotion of receivers which do not contain FM.

RCA Position

Dr. Jolliffe, executive vice president in charge of RCA Labs Division of RCA, said the bill would "confuse and delay the advancement of FM and television" and other radio services.

Obviously answering Prof. Arm-

Page 78 • April 5, 1948

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING • Telecasting
strong's frequent charges that RCA has sought to impede FM, Dr. Jolliffe reviewed at length the company's work in this field, dating to 1924, and in other developments in the higher frequencies.

He said NBC was "the first of the major networks" to apply for an FM license, the first to propose duplication of programs on FM, one of the first to urge FCC to open up the higher frequencies to new broadcasting services, and the first to recommend to FCC that FM be given commercial status.

Dr. Jolliffe asserted:

The statements that RCA and NBC, together with the FCC, CBS, other radio networks, companies and individuals "retarded" FM are utterly groundless. The only "proof" offered for such charges is the "silent treatment" alleged to have been given to FM; the assumption that "high policy" at RCA was against FM, and the allegedly inadequate frequency allocations given FM by the FCC.

Armstrong's allegation of the "silent treatment" is based on a newspaper article of 1936 in which the president of RCA did not refer to FM. Nor, for that matter, did NBC refer to television because neither of those subjects was germane to his discussion.

The assertion that only five channels were made available to FM as the result of the FCC hearing in 1936 is contradicted by the fact that 14, not 5 channels, were allocated. Moreover, the original allocation was increased to 36 channels for television.

The allocation that "high policy" dictated disinterestedness in this new service is denied by the activity of RCA in every aspect of FM development.

Dr. Jolliffe said that "perhaps Armstrong's greatest error was his assertion that RCA actively opposed FM at the 1940 hearings before the FCC." Actually, he said, "RCA recommended FM."

The RCA Labs executive conceded that television is a "threat to the existing order." More than that, he said, it is "a reality...a revolution in broadcasting."

He maintained that FM can not be best promoted via a feud with television, and considered it "unfortunate that Armstrong should lend his name to an attack on television. He has even gone so far as to suggest that the very thing of which he so much complains in the case of FM-moving it to a higher place in the frequency spectrum-be done to television."

He told the committee that "the television industry could be shaken to its foundations" if the number of video channels is further reduced.

**THURSDAY**

Dr. Thomas T. Goldsmith, research director, Allen B. DuMont Labs., defended the Commission's action in assigning FM the 88-108 me band and said that if FM were given the 50-me band, even for relay, it would encounter interference and fading, present sets would become obsolete, and television service would be "seriously" disrupted.

Rep. Robert Hale (R-Me.), referring to Prof. Armstrong's testimony in February, asked if it were true that adverse decisions by FCC had retarded FM. Dr. Goldsmith replied that it was true to some extent but that the decision was "the ultimate best good of the public."

Dr. Goldsmith described FM as "another way of getting sound broadcasting to the public." He said that television will supersede FM by adding sight to sound, but he said later that this might not take place for 10-20 years.

Comparing AM to FM, the DuMont executive said that FM was superior only in that it had more programs to offer on more channels. Otherwise, he said, there was practically no difference in urban areas.

**IRAC Hit**

Daniel E. Noble, chairman of Panel 13, Radio Technical Planning Board, and also vice president of Motorola Inc., Chicago, centered much of his attack on the Interdepartmental Radio Advisory Committee (IRAC), which he said had allocated "more than half of the total useful channels in the radio spectrum below 450 mc."

"There seems to be no valid reason," said Mr. Noble, "for the reserve or the storage of a large number of channels by IRAC on the basis of future war-time needs, since IRAC can take control of all channels in time of national emergency."

"If IRAC had not been so prolific in its demand for channels," he continued, "FCC would have had an easier task in allocating channels for commercial and city and state governmental use." In the "desirable" mobile frequency band between 30 and 220 mc, Mr. Noble said that Federal government assignments exceed the non-Federal government mobile assignments by two to one.

The PM problem, he said, requires two decisions: (1) number of channels given to FM should be relative to demands of other important services and (2) selection of spectrum space depends on rela-

---

**BRIDGED 'T' ATTENUATOR**

_TYPE 410-481_

10 steps, 4 db/step. Linear attenuation with detent. 2½" diameter, 2½" depth.

_TYPE 420-282_

20 steps, 2 db/step. Linear attenuation with off position and detent. 2¼" diameter, 2¼" depth.

**POTENTIOMETER**

_TYPE C720-2A3_

20 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1¾" diameter, 1¾" depth.
FROWN ON GIVEAWAYS

PRIZE GIVEAWAYS on your show. The merchandise is donated free, with only the donor’s trade mark name given in presenting merchandise, are to be dis- cussed according to Scott, director of broadcast advertising of Canadian Assn. of Broadcasters. In a circular to CAB member stations he asked for opinions so that policy can be formulated, and advises that a number of stations have turned down such free merchandise prize offers.

WGHF (FM) JOINS RURAL AFFILIATION of WGHF (FM) New York with the Rural Radio Network Inc., Ithaca, N. Y. [BROADCASTING, March 1], was announced April 1 by W. G. H. Finch, the station’s president. WGHF will originate facsimile programs for the other stations in the network area, which was discussed. The Rural Network is scheduled to begin operations early next month with three of its six projected FM outlets.

680 kc Grant Involved

ASKING FCC to reconsider its decision to drop to 680-kec grant to WCBM Baltimore [BROADCASTING, March 29] Tower Realty Co. of Baltimore told the Commission last week that its own earlier proposal to make the grant to Lancaster, Pa.

Towers, petition, seemingly unique, pointed out that FCC’s original proposal anticipated a grant of 680-kec to Lamor Broadcasting Co., Lancaster. That proposal was based on the “equitable distribution” provisions of the Communications Act, and Tower said it did not think FCC would fail to make the proposed decision final. Consequent to the petition, Tower decided to amend its application and apply for 1470 kc with 1 kw, daytime only, at Towson, Md. But FCC did reverse its pro-
Censorship
(Continued from page 80)

for Clear Channel Broadcasting Service; Theodore F. Koop, news director, CBS Washington; J. R. Poppele, president, Television Broadcasters Assn., and A. A. Schechter, vice president, MBS.

The resolution commended Secretary Forrestal "upon steps now being taken . . . to coordinate military establishment policies designed for the quick and full release of all information to the American people compatible with the necessary protection of knowledge which should not be revealed to potential enemies."

"We do believe," the report said, "that consciousness of the fact that security of the nation could be compromised by careless or premeditated publication of classified military information on technical, scientific developments should impose an effective restraint on all responsible media of public information."

Few Violations

Subcommittee questioning of those in charge of information branches of the three armed services revealed only three instances since V-J Day when stories regarded as injurious to security had been deliberately or carelessly published.

"On the other hand, testimony was received from each of the three services attesting the willingness . . . to obtain proper clearance in the 'twilight zone' of security," the subcommittee report disclosed.

Meanwhile, civil-military relations were undergoing changes thousands of miles from the Capital scene. The Army issued a new statement of policy placing correspondents in overseas Army areas directly under control of the Secretary of the Army and the Army Chief of Public Information rather than under overseas commanders.

The Army announced that "unfavorable criticism of Army policies or of an individual will not be considered as a basis for discreditation." The action stemmed from a long controversy between General MacArthur and correspondents. One of the key figures in the verbal exchanges was Bill Costello, CBS correspondent.

NBC TV Newsreel Adds Wednesday Night Period

NBC VIDEO network will broadcast the NBC Video Newsreel on Wednesdays, 10-10:10 p.m., each week starting April 7, the fourth regular period for this program. The show also is broadcast on Monday, Friday and Sunday nights, the last two sponsored by General Electric Co. and Oldsmobile Division of General Motors, respectively.

The ten-minute news program is prepared for NBC by Jerry Fairbanks Productions, under the five-year contract recently negotiated between this film manufacturer and the network. Paul Alley, formerly NBC newsreel editor and now with Fairbanks, continues to supervise production of the NBC television newsreel.

MIDNIGHT MAYOR
Wheeling Names WWVA Man Honorary Manager

Newman Whitaker at the microphone for a night session.

JIM WHITAKER, newsmen and announcer at WWVA Wheeling, W. Va., does such a good job of publicizing his city that Mayor Carl G. Bachman and the city council have appointed him honorary "Sunday Night City Manager" of the city.

City council resolution creating the position cited Mr. Whitaker for his capable coverage of weekly council meetings over the past two years, for community services he had performed and for initiating a rat extermination drive.

"Jim Whitaker," the resolution read, ". . . is hereby authorized to voice the friendship and goodwill of the people and council of the City of Wheeling to the nation on his Sunday evening programs from 11:30 p.m. to 1 a.m." The announcer also was authorized to use his title during his broadcast.

Disc jockey, grocer, farmer—all find speed pays

Transcriptions and radio scripts move regularly by Air Express. In the radio business, speed pays.

Frozen foods, as well as food equipment parts, represent a big share of Air Express business. Food industries find speed pays.

Even baby chicks—in countless numbers—travel this fastest way. In any kind of business, speed pays.

Speed pays in your business, too!

Air Express is the fastest possible way to ship or receive. Goes on all flights of Scheduled Airlines. Door-to-door service, no extra cost. And rates are low: 35 lbs. goes 800 miles for only $8.60, 15 lbs. for $3.90. Use it regularly. Phone local Air Express Division, Railway Express Agency, for fast shipping action.

- Low rates—special pick-up and delivery in principal U. S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.

Make Every Month "Perfect Shipping Month"—Use Air Express

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

April 5, 1948 • Page 81

Center Your Attention on

Center of the Dial
860 kn
MILWAUKEE
Durr
(Continued from page 28)
Durr has been an avid supporter of racial equality.
All labor elements, non-commercial and educational broadcasters and various cooperative organizations, it is surmised, would rally to the support of Mr. Durr. But the majority of the nation's broadcasters are known to feel that Mr. Durr's philosophy is in the direction of common carrier status and perhaps eventual Government ownership. He has championed every crackdown against the established order in standard broadcasting since he assumed office and was the staunchest advocate of the Blue Book, accepting it as a compromise when his more extreme proposal of setting mathematical formulae of commercial versus sustaining programs was vetoed two years ago.
Mr. Durr, should he decide to enter private law practice, probably would specialize in corporation practice. He practiced law in both Alabama and Wisconsin before joining the Reconstruction Finance Corp. in Washington with the onset of the Roosevelt administration in 1933. He served in various legal and policy capacities with RFC agencies until his appointment to the FCC in 1941.

NAB Board
(Continued from page 23)
Districts must decide quickly if they desire to hold elections at the district meetings scheduled to start in late July [Broadcasting, March 22]. For example, George D. Coleman, WGBI Scranton, Pa., director of District 3, must reach a decision in time to permit mailing of nominating forms by May 29, since the district meets July 29-30 at the Bellevue-Stratford, Philadelphia.
First use of the mail ballot system revealed a flaw in the By-Laws due to lack of provision for incumbents or nominees to withdraw their names if they do not desire to run. Mr. Gillin, nominated both as district director and director-at-large, was given his choice and withdrew altogether. He has served well over a decade. Mr. McConnell stayed out of the nominating by submitting the name of another station executive for the eligibility list. Messrs. Harris, Ryan and Way preferred not to run for reelection but their names appeared on the ballots under By-Laws requirements because they received nominations.
Suggested remedy for this flaw is a change in the By-Laws giving all nominees a chance to withdraw within five days if their names are on the ballots.
Twenty-nine persons were nominated twice for vacant directorships in the recent balloting, with one person nominated in three categories.

Independents Seek Two NAB Directors
Cott Starts Petition to Get 5% Membership Support
A MOVE aimed at amendment of the NAB by-laws to assure presence on the NAB board of at least two representatives of non-network stations was started last week by Ted Cott, vice president and program director of WNEW New York.
Mr. Cott, who was one of the leaders of the movement to revise the proposed NAB code, said he was hopeful of acquiring signatures of 5% of the NAB membership, the number needed to initiate a by-laws change, on his petition.
The amendment proposed by Mr. Cott would change Article VI, Section 2, Paragraph B to provide:
There shall be 12 directors—five, three from large stations, two from medium stations, two from small stations and two from independents (non-network) stations. In the event that the station represented by a ballot is not acquired during the tenure of service on the board, the position shall be declared vacant and filled by the board as provided in Section 2.
Mr. Cott said his petition would point out that problems of independent stations are "frequently unlike those of network affiliates." The independents, he said, felt that "their interests could be better protected" if at least two members of the NAB board represented non-network stations.
Meanwhile, approval of the revised NAB code [Broadcasting, March 29] came from Bernice Judis, vice president and general manager of WNEW. "The early mistake in not taking independent station operations into consideration has been rectified," she said. "This is now a genuine industry document, which reflects the experience and participation of hundreds of radio stations. WNEW hopes that its activities in relation to the code have been of positive help in formulating the final standards. Members of our staff have been active in the revisions, and we are pleased that so many of our recommendations have been accepted."

Zoning Board in Philly Studies Tower Complaint
ZONING BOARD of Adjustment in Philadelphia took under advisement last Tuesday application of Franklin Broadcasting Corp. to erect a 350-ft. tower in the Roxborough section of Philadelphia where residents complained against building of the structure. The company has construction and operating permits for an FM station with call letter WILN.
The company plans to buy the site from Samuel F. Houston, father-in-law of Lawrence M. C. Smith, president of the station. Abraham L. Freedman, attorney for the company, said the station will cost $75,000 at the outset.
AM GRANTS

THREE 1-KW DAYTIME stations and a fulltime local outlet were authorized last week by FCC. One existing station was granted improvement of facilities.

Craig Broadcasting Co., Chester, S. C., received permit for 250 w fulltime on 1490 kc. Grant is subject to condition that operation must await switch by WKIX Co., Columbia, S. C., from the local 1490 kc assignment to 1 kw day, 500 kw night on 1320 kc

Craig Broadcasting Co., Oxnard, Calif., was assigned 1 kw day on 910 kc. Its petition of Feb. 9 for grant without hearing was dismissed.

Third 1 kw daytime authorization, on 1280 kc, went to Carolina Broadcasters, Anderson, S. C K Y O S Merced, Calif., was granted change of facilities from 250 w on 1490 kc to 5 kw on 1480 kc with directional antenna at night. Commissioner Clifford J. Durr voted for hearing.

KSPAN, Fulltimer outlet on 860 kc, was granted modification of permit to move transmitter and studio site from Canyon, Tex., to Hereford, Tex. Consent also was given for change of name from Randall County Broadcasting Co. to Hereford Broadcasting Co. Marshall Formby and John Blake are partner-owners.

In related actions the Commission last week also denied petition of S. H. Patterson seeking temporary waiver of condition attached to his permit for KJAY Topanga, Kan., to allow operation on 1440 kc with 1 kw simultaneously with his KVAK Atherton, Kan., on 1450 kc. KJAY holds CP for 5 kw day, 1 kw night on 1440 kc and FCC has stipulated it may not commence broadcasting until KVAK switches from 250 w on 1450 kc to 1 kw on 1470 kc.

KVAK at the same time was granted modification of its permit for the change to make adjustments in directional array and specify a new transmitter site. Modification included conditions that Mr. Peterson submit data showing that the new equipment conforms with FCC's rules and that he divest himself of all interest in the station. There is pending with the Commission an application for assignment of license of KVAK from Mr. Peterson to Albert Alvin Amada, local physician, for $80,000 [BROADCASTING, April 7, 1947].

An application for modification of the KJAY permit to specify 5 kw night instead of 1 kw was denied by FCC for hearing and KPRO Riverside, Calif., and KEIO Pocatello, Ida., were made parties to the hearing. Mr. Patterson also is owner of KSAN San Francisco.

FCC also denied petition of WERC Erie, Pa., to reinstate its application for change from 250 w on 1230 kc to 5 kw on 1260 kc, directional, and to modify accordingly the Commission's Nov. 6, 1947 order. This ruling had enlarged the issues of a Feb. 5, 1945 order for WERC to show cause why it should not move to 1450 kc to also include 1260 kc. WERC then had filed for 1250 kc but in late January FCC dismissed the application as unnecessary. The show cause order had been made upon request by WLEI Erie, which sought to move from 1450 kc to 5 kw day, 1 kw nighttime, on 1260 kc [BROADCASTING, Feb. 19, 1947].

The new station grantees and respective ownerships:


Chester, S. C.—Craig Broadcasting Co., 1490 kc, 250 w, unlimited. Owners: Frank H. Craig, real estate dealer, and farmer, 50%, and Morgan J. Craig, since 1946 on inactive list of Army as major. Craig also was active in service 1912-1914.

Liberal, Kan.—Seward County Broadcasting Co., 1270 kc, 1 kw daytime. Co. owner: A. H. M. Landon, independent oil producer, ex-Governor of Kansas and 1936 Republican Presidential nominee, member of KYLIN Denver and KCLIO Leavenworth, Kan., 65% interest; William Lee Larrabee, president, Star lumber Co., 20%; Wilbur V. Griffith, real estate and insurance dealer, and Ralph E. Colvin, vice president and general manager of Star lumber, 7½% each.

Oxnard, Calif.—Peace Valley Broadcasting Co., 910 kc, 1 kw, daytime. Sole owner: Eva Miller Gimmes, president, Oxnard Press Courier, publisher daily Press-Courier. The grantee has been in newspaper work for 32 years, with Omaha World Herald, and recipient of Pulitzer award for distinguished public service.

BROADCASTING • Telecasting

April 5, 1948 • Page 83
COLUMBUS STATION SAYS COVERAGE JUSTIFIED

A. E. MICKEL, general manager of WPGA and WGBA, Columbus, Ga., said last week that the stations treated the so-called Ku Klux Klan episode, which led to a demand for revocation of their licenses [BROADCASTING, March 29] as "any hot story would have been." His statement was in reply to the petition filed with FCC by F. W. New, editor and publisher of the weekly Georgia Tribune at Columbus, who protested the handling of stories purporting to link him with a Klan meeting at which three members of the Columbus Ledger-Enquirer staff claimed to have been mistreated. He said a formal answer will be submitted to FCC by the station's Washington counsel, Dempsey & Koplovitz.

While the Columbus Ledger-Enquirer newspapers and the radio stations have common ownership, he said, "the stations operate independently and have in no way whatsoever been influenced by the papers in this case. WGBA and WGBA-FM feature news, and this story was treated as any hot story would have been handled.

Mr. Mickel denied that the stations "editorialized." The Ledger editor, he said, was asked for a statement and recorded an editorial which was broadcast "purely because of its news value." He continued:

Endeavoring to cover both sides of the question, these stations made arrangements to use a radio station studio in Atlanta so that we might obtain a statement by Dr. Samuel Green, Grand Dragon of the Klan. A broadcast loop was ordered in and kept live for five hours so that we might procure such statement, which was broadcast by tape recorder once over WGBA-FM and again over both stations on the following day.

He pointed out that WGBA and WGBA-FM also recorded and broadcast a 10-minute statement by Mr. New, in which "our listeners first learned the details of New's petition to FCC." He denied that Mr. New was "challenged" to answer charges, asserting that when Mr. New failed earlier to appear to make the recording this fact was announced in "order to answer the many telephone calls from our listeners.

To claims of censorship, he said that Mr. New agreed, during discussions just before the recording was made, that in a broadcast over another station he had made "certain statements which had no bearing on the case." In the recording for WGBA, he said, Mr. New eliminated these statements and "certain statements" which Mr. Mickel did not consider to be in good taste.

TV APPLICATIONS

Landson Among Five Asking Channels

APPLICATIONS for five new commercial television stations, including one initiated by Alf M. Landson, Governor of Kansas and 1936 Presidential nominee, were filed last week with FCC.

Partnerships, each composed of the same three independent oil producers, have applied for new commercial video outlets in San Antonio, New Orleans, Phoenix and also to seek TV in Corpus Christi [BROADCASTING, March 16].

Channel 5 (76-82 mV) is sought by the group as San Antonio Television Co. at San Antonio. Applicant is a partnership of R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. Messrs. Wheelock, Pickens, Coffield, and John B. Mills, also oil producers, as well as stockholder in many Texas, New Mexico, Arizona and Oklahoma hotels, doing business as Phoenix Television Co., seek Channel 5 at Phoenix as Phoenix Television Co. Plans contemplate erection of a 260-foot antenna atop the Westward Ho Hotel.

Mr. Landson of Topeka, is doing business as Landson Television Broadcast Co., has applied for Channel 5 (76.82 mV) at Denver. Station would be operated in conjunction with its KTTLN, an AM outlet authorized and under construction. An independent oil producer, Mr. Landson also is a permittee of KCLO Leavenworth, Kan., and 65% owner of Seward County Broadcasting Co., Liberal, Kan., permittee of new AM station (see story this issue).

Channel 7 (174-180 mV) in

BROADCASTING • Telecasting
Just 3 weeks till deadline...

The 1948 NAB Convention Issue will feature an expanded analysis of competitive radio billings. Hitherto unreleased figures on 24 general product groups; product name, amount the sponsor spends, where he spends it and what his money buys. Timely figures based on the last 3 months of 1947 and the first 3 of 1948.

Watch, too, for Broadcasting's capsule analyses of radio success stories. Program, type, sponsor, how it's produced, how it's merchandised, what it's designed to accomplish and its sales record.

PHOENIX ARIZONA

PHOENIX METROPOLITAN CENSUS ONLY 121,000.

ARIZONA TAX COMMISSION FIGURES SHOW KOY-LAND (MARICopa COUNTY) RETAIL SALES AT $317,827,000 FOR 1947, 1940 SALES ONLY $71,920,00

PHOENIX POST OFFICE SHOWS 245,212 PERSONS RECEIVING MAIL.

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

KORTE E. BUTLER-PRESIDENT

WIS.-IILL. CASE

DECSIONS in the complex, long contested Illinois-Wisconsin scramble for 1490-1490 kc were issued by FCC last week to:

1. Grant request of Radio Wisconsin Inc., for 1 kw fulltime, direct to Madison, Wis., and deny application of Edwin Mead for the same facilities at Rockford, Ill. Also denied petition of Radio Wisconsin to amend to request 5 kw day, 1 kw night.

2. Grant application of Village Broadcasting Co., for 250 w fulltime on 1490 kc at Oak Park, Ill., and approve request of Beloit Broadcasting Co., for 100 w fulltime on 1490 kc at Beloit, Wis.


In the 1490 kc case, Comrs. Wayne Coy, Paul A. Walker and E. St. Webster considered that the application of Community Broadcasting should be preferred to that of Village Broadcasting. Comrs. Walker, Webster and Clifford J. Durr further contended that the grant should be made to Elgin rather than at Beloit and Oak Park.

But Comr. Durr, citing that interference by the proposed Beloit operation to WCLO Janesville, Wis., is substantial within meaning of the Commission's rules, held that Elgin is a more direct community apart from Chicago than Oak Park and should receive local service. With the majority preferring Oak Park over Elgin, however, it was considered that the request of Village Broadcasting should be preferred.

Regarding the 1490 kc case, Comrs. Walker, Durr and George E. Webster decided that the Mead application to that of Radio Wisconsin but for the fact the grant to Beloit precluded a grant to Mead.

FCC originally had proposed to approve the Mead request but in supplemental proposed decision in March and final decision in late June in 1947 [Broadcasting, July 7, 1947] the Commission held the Beloit grant took preference over Mead's request. The Mead application had not been filed until April 1946 while the 1490 kc hearings had been concluded in March of that year.

The 1490 kc rulings have fluctuated among Elgin Broadcasting, Village Broadcasting and Beloit Broadcasting individually and in combination. The Commission on Feb. 18 set aside the existing grants to Elgin Broadcasting, as well as Radio Wisconsin, and ordered another oral argument [Broadcasting, Feb. 28].

Radio Wisconsin is headed by Morgan May of Superior and owned by a group including Harry Stuhoff, former Congressional Minnesota Tribune editor, and stockholders in Arrowhead Network stations and a group of Wisconsin and Minnesota newspapers.

Village Broadcasting is a partnership over 60% by William L. Klein, who is 80% owner of United Broadcasting Co., Chicago radio advertising, transcription and production firm Joseph Triner, president of Joseph Triner Corp., maker of proprietary medicines and wholesale liquor distributor, and Charles M. Hickman, local attorney, held 25% each.

Beloit Broadcasting is owned solely by Sidney R. Bliss who with members of his family are virtually sole owners of the Gazette-Printing Co., Southern Wisconsin Radio Inc., and is licensee WCLO Janesville, Wis., of which Mr. Bliss has been manager for 15 years.

Network Hits At TV Grants Policy

YANKEE NETWORK told FCC last week that its new policy of changes in the television allocations plan [Broadcasting, March 29] "constitutes legal error." The protest was filed against the Commission's refusal to hear Yankee's Oregon television application which seeks a channel currently allocated to the Hartford-New Britain area-in consolidation with the Hartford-New Britain applications FCC ruled that changes in the allocations plan, such as that sought by Yankee, must be preceded by separate rule-making proceedings.

Yankee's protest and request for reconsideration, filed by W. Theodore Pierson of the Washington law firm of Pierson, Ball, added this comment: "It is clear that the FCC's rules "clearly provide" that an application that is mutually exclusive with an application for another community's channel "would be entitled to a comparative hearing.

The FCC's policy, the petition said, is "unreasonable and unfairly discriminatory." Yankee also protested FCC's ruling that the network had failed to offer evidence in support of its request.

As an alternative to its request for reconsideration and admission to the Hartford hearings, Yankee asked that it be allowed to intervene, that the issues be enlarged to include questions with reference to Yankee's qualifications and its proposal to move a Hartford channel to Bridgeport, and that the hearing, set for April 19, be postponed 60 days.

RADIO-BRED CORN

Guatemala Project of KMA

Owner Is Success

Mr. Langfitt (1) and Researcher Enrique Salas inspect Guatemalan corn test plot.

AMERICAN FARMERS may fall heir to revolutionary corn growing techniques, thanks to KMA Shennando, Iowa.

KMA has been making corn news for the last three years. Its farm service director, Merrill Langfitt, who has traveled more than 41,000 miles during the past year rounding up this news, is presently at Antigua, Guatemala, furnishing daily reports for KMA on the work of Iowa State College's Tropical Research Center there. The Center is an endowment of the May family, owners and operators of KMA.

Earl E. May in 1945 visited President Charles E. Friley of Iowa State College and made suggestion that Guatemala maize might contain characteristics which would materially increase the U. S. yield. Work commenced that year, with Mr. May providing finances and President Friley furnishing scientific "know-how."

Yields have been increased 25 bushels to the acre, according to the KMA officials. Experiments are said to have been more successful than scientists had anticipated. Meanwhile KMA listeners are being supplied news of some of the latest and most spectacular developments in the world of corn.

HOWARD J. MCCOLLISTER

10660 BELLAGIO, LOS ANGELES • BR 04705

Broadcasting • Telecasting
Clears at Cross Roads (Continued from page 81)

be impossible to meet the May 1 deadline for submitting proposals for changes in NARBA. The U. S. is understood to be ready to ask for an extension of the present NARBA for at least a year beyond the March 28 deadline, in order to accommodate a postponement of the treaty revision conference currently scheduled for August.

Continuation of the clear-channel system under national limitations kept at 50 kw consequently appeared likely for at least a year longer.

Representatives of the FCC and of the Senate committee told State Dept. officials a week ago that in their view extension of NARBA was the only course open under the circumstances [Broadcasting, March 29].

At that meeting were FCC Chairman Wayne Coy and Comr. George E. Sterling; Assistant Secretary of State Garrison Norton and Walter Radius, director of the Office of Transportation and Communications under Mr. Norton, and Comr. Edwin C. Johnson (D-Colo.), author of the Johnson Bill and ranking minority member of the Senate committee. Sen. Charles W. Tobey (R-N.H.), acting chairman of the Committee, was unable to attend that meeting but reportedly had already indicated his agreement that an extension of NARBA is necessary.

Stress Service Need

The clear-channel stations will stress to the Committee that "approximately 60% of the area of the U. S. and over 33,000,000 of its population (scattered over virtually all the states) are dependent on skywave service from clear-channel stations for their only nighttime broadcast reception, and a very much larger area and population are dependent on this skywave service for any choice of programs... .

"It is conservative to say that over 40,000,000 people in this country are solely dependent on clear-channel stations at night, and many more are dependent on clear-channel stations for a choice of programs."

Mr. Caldwell noted that only clear-channel stations provide skywave service and that "the other classes of stations (Class 5, regional, and local) are so hemmed in by interference which they mutually cause to each other at night that they serve only relatively small areas embracing the cities in the central and the immediate environs."

Enactment of the Johnson Bill, he insisted, would undoubtedly increase the number of stations serving city listeners, "at the expense of the all too meager service now available to the many millions who depend on clear-channel stations for service."

It is expected to make a strong bid for its plan of achieving nation-wide radio coverage through the use of at least 20 clear-channel stations operating within proper power limits.

Mr. Trelorar, representing the views of the Montana Assn. of Broadcasters in particular and regional and local stations in general, told Broadcasting that "there is no doubt that the independent broadcaster anywhere in the nation today is alarmed because he is in jeopardy, and has shown himself to be in full accord with the Johnson Bill." He continued:

As to the power of a radio station, it comes down to this formula. The great stress in the Congress is, in effect, determining the sphere of influence which will be given to one voice of the air. Failure to pass this bill means giving the rents of publicity information over to one man, regardless of what city he might be from. At the circle enlarges, the influence of one man's voice coming from one super-station. This voice grows stronger as the local and regional stations go, because of their natural limitations to compete. If this should happen, small stations all over America would be stifled. Frank, honest discussion of local issues, upon which democracy thrives, will be stifled if the clear-channel group succeeds in making this airways grab by defeating the Johnson Bill.

Meanwhile, Mr. Craney of the "XL" stations circulated a letter admonishing broadcasters that "If you want to stay in this business of broadcasting you better do everything within your power to see to it that this bill becomes law."

On the other hand, President B. J. Palmer of WHO Des Moines, a clear-channel station, wrote to Sen. Tobey declaring opposition to the Johnson measure on grounds that "It will harm radio broadcasting; that instead of better service to all radio listeners it will be less; that it will seriously jeopardize radio assets and resources now possessed by the U. S."

He maintained that "superpower" is a "myth from the minds of people with little vision."

Col. Palmer also noted that "key stations in the defense pattern in time of war are inevitably clear-channel stations. Only clear channels with ample power can alert given areas and activate regional and local stations in that area. Military records substantiate this."

W. W. Ryan, general manager of KFI Los Angeles, another clear-channel outlet, found it not surprising that advocates of the breakdown bill outnumber its opponents. He told Sen. Tobey in his letter, "If justice is to be done, the listener, a 'station vote' cannot be given even serious consideration in the decision... ."

He said the rural listener is "the person around whom this whole issue revolves," and that he is willing to abide by the vote of this type of listener.

FRANK S. MEGARGEE, 47, president of Scranton Broadcasters Inc., which operates WGBI Scranton, Pa., died of pneumonia March 30 in a Scranton hospital.

A radio engineer since childhood, when his hobby was constructing his own receiving sets, Mr. Megargee built that hobby into a successful business. Shortly after completing his college education (he was a graduate of Columbia U.), he opened a radio store in Scranton. In the rear of the store he set up and operated a 10-w station, which soon gave birth to WGBI.

Scranton Broadcasters Inc. was organized in 1925 and on Jan. 22 of that year WGBI began operation. Station operates on 910 kc with 1 kw daytime and 500 w at night.

First associates of Mr. Megargee in his radio venture were Al K. Harvey, engineer, and Carl Grossinger. Later Mr. Megargee assumed sole ownership. Mr. Megargee had made plans to expand WGBI's facilities and had applied for both television and FM permits.

He was also interested in other phases of radio. Before the outbreak of World War II his experiments with shortwave and intercommunication were carried on between trucks using the highways.

Surviving him are his wife, Madge Monaghan Megargee, four daughters and a son.

S-2231 Witnesses

(Continued from page 81)

John F. Cloggett, for WKDR Newberry, S. D.

Bert Georges, manager, WHEB Portsmouth, N. H.

Joseph L. Brechner, manager, WGY Silver Spring, Md.

N. Stigner, manager, WNIT New York.

Frank U. Fletcher, part owner, WARL Arlington, Va., and also representing WCMW Canton, Ohio.

Hubert Taft Jr., director, WKRC Cincinnati.

Morris H. Blum, manager, WANN Annapolis, Md.

Charles U. Wayland, counsel for WEE St. Louis.

Herbert L. Wilson, owner, WHLW Rutland, Vt.

Edward Breen, president, KVFD Fort Dodge, Iowa.

Walter Tison, president, WALT TOMPA, Fla.

Richard F. Lewis Jr., owner, WINC Winchester, Va.

H. H. D. Lake, director, KOAG Stillwater, Okla.

S. A. Cizlar, vice president, WKYW Louisville, Ky.

Rex Howell, manager, KFJS Grand Junction, Colo.

Arthur McCracken, manager, WGPA Bethlehem, Pa.

Austin A. Harrison, president, KSLW Joplin, Mo.

Byrne Ross, president, KLPR Oklahoma City.

Chot L. Gonce, KKXX Reno, Nev.

Fred Bailey or Dr. J. T. Sanders, National Grange.


N. J. Rohall, president, WNNR Norristown, Pa.

Andrew Jaramo, president, WKOP Binghamton, N. Y.

Ted H. Whitley, owner, WQTL Kansas City, N. C.

Martin Kirig, president, WSSC Glens Falls, N. Y.

April 5, 1948 • Page 87
NAB's Big Wish
(Continued from page 22)

er A. Fox, of the G. A. Richards
stations (WQG and WJR Radio"
WMPS in Philadelphia). Engi-
neers familiar with the work of
Mr. Fox, who is still ironing out
kinks in the process, believe it
will have widespread use, since in-
terference can be measured at any
given point without disrupting
broadcast service. Actual ratio of
strength of various signals is
shown.

Stereo sound demonstration
will be given at the Friday
luncheon by Mr. Donald A. Leedy,
acting director, Armour Research
Foundation, Chicago. Winding up
the Friday afternoon meeting will
be an FCC-industry roundtable in
which both groups will frankly dis-
uss common problems. A number of
FCC engineering specialists are to
take part, perhaps including
Commissioner George Sterling.

Guests of Weiss

Engineers and managers will be
guests Friday evening of Lewis
Allen Weiss, Don Lee vice presi-
dent and general manager, and of
Western Electric Co. at the new Mutual-
Don Lee studios. Saturday they will
take a tour of McWalter television
stations and the observatory.

The NAB Engineering Executive
Committee will hold the only ex-
ecutive session meeting sched-
uled thus far for convention week.
These meetings have been curtailed
under the new management con-
ference formula. The engineering
groups will meet at 5 a.m. during
the Biltmore, adjourning before
sessions resume at 10 a.m.

Though reservation forms for the Management and Engineering
Conferences were mailed only a
fortnight ago, replies have been
coming in rapidly, the NAB re-
ports. Late last week nearly 300
confirmed reservations had been
received for the management meet-
ing, with almost 100 received for
the engineering session.

Four out of five request rooms
or suites in the Biltmore Hotel,
seem of the week's proceedings.
Available rooms will be allotted in
order of receipt of reservations.

To stimulate attendance NAB
announced Friday it would give
individual "Certificates of Attend-
ance" suitable for framing to every
delegate attending, and a trophy
for the district having the highest
percentage of attendance. The
trophy will be a permanent one
to be held each year by the winning
district.

Analysis of reservations Friday
showed that exactly half come from
east of the Mississippi, with
New York and Chicago leading.
Texas ranks high in the western
reservations.

NAB board members will be
guests of the Los Angeles Cham-
ber of Commerce Thursday at a
Palm Springs luncheon. They will
be flown to the resort.

NAB MANAGEMENT CONFERENCE AGENDA

MONDAY, MAY 17 (10 a.m.)
Call to order—Howard Lane, WJJD Chi-
icago, chairman, Board Convention
Welcome address—William B. Ryan, KFI Los
Angeles, 5th District Depu-
ty.
Greetings from Los Angeles—Mayor
Fletcher Bowron.
Welsh Reeds, Southern California
Broadcasters Assn.—President William
J. Bledsoe, KKEK Pasadena.
Welcome to California—Gov. Earl War-
n.
"Radio Broadcasting a Profession"—
President Justin Miller.
"Buying Together and Selling	gether"—Executive	
President A. D. Willard Jr.
"Costs of Engineering service—
Labor Costs—Employer-Employer Re-
demands Rept. Dept. Review—panel
discussion by broadcasters.
LUNCHEON (12:30 p.m.)
Speaker to be announced.
AFTERNOON SESSION (2 p.m.)
"NAB’s All-Radio Presentation"—Eugene
Thomas, WOR New York, chair-
man Sales Managers Exec commit-
tee; Victor Ratner, CBS, chairman.
"Radio Engineering Practice—Judg-
Miller president; Harold Fellers, WEEI
Boston, chairman; John Bracher, KSYS Man-
hattan, N.J.; Willard E. Egolf, WBCC-
New York.
"Radio Measurement and Tech-
iques"—Robert C. Robert, WBAM
Chicago, chairman; George J. Miller,
KPOA Los Angeles, chairman.
"Television and Radio Tech-
bolics—Channels 5 and 7 in Wash-
ington Area," E. C. Page, RCA-
Victor consultant.
"Television and FM Transmitting
Plants," Raymond F. Gray, manager,
Radio and Allocations Engineering,
NAB, and John L. Seibert, project
engineer, NBC.
"The Small Television Stations," James
B. McLean, manager, Philco Television
Corporation.
"TV Studio Systems," M. A. Trainer,
manager, television equipment, RCA-
VICTOR.
"Light Sources for Television Studio
Luminaries," E. F. Carlson, Lamp Dept.,
General Electric Co.
"Remote Control Television Lighthouse,"
Capt. W. C. Eddy, director of tele-
vision Engineering, U.S. Navy.
LUNCHEON (12:30-2:15 p.m.)
Royal V. Howard, NAB engineering di-
rector.
"The Engineer’s Role in Broadcast-
ing," NAB President Justin Miller.
AFTERNOON SESSION (3:30 p.m.)
Frank Mars, ABC engineering vice
director.
"The CBS Grand Central Television
Studios," W. C. Estrin, chief en-
ergizing director, from a point
A. R. Chamberlain, CBS chief
engineer.
"Television Field Broadcasts, Includ-
ing Radio Relay," R. W. Clark, NBC.
"Network Facilities for Audio and
Studio Broadcasting," Ernst H. Schenck,
Broadcast Engineering, B & W Tele-
graph Co.
"Installation and Maintenance of Tele-
vision Receivers," Edward Edison,
RCA Service Co., Los Angeles.
"Automatic Speed for Magnetic Tape,
Demonstration of Tape Reproduction
at 30-feet per second," R. H. Ranger,
NAB, and Cameron, Automatic Tape
Editing Equipment.
"Television Monitoring and Test-
ing—Demonstrations," W. R. 
Payton, assistant chief engineer,
KYS, CBS, assistant, from a paper
by R. O. B. CBS New York.
LUNCHEON (2:15-4 p.m.)
Paul A. deBlaere, consultant, Raymond
W. N. Griswold, Exec. presiding.
"The Economics of Coverage in FM
Broadcasting," Everett L. Billard,
WASH Washington—KOZY Kansas
City, president of FM Assn. and mem-
ber West Coast Board of Directors.
"A Studio Transmitter-Link Radio Sys-
tem," J. E. Frasier, KFOR, Los
Angeles.
"A Transmitter-Link Radio System,"
David Packard, president, Hewlett-
Packard Corporation.
"A Transmitter-Link Radio System,"
Alfred J. Cusson, consultant, Dallas.
"A Transmitter-Link Radio System,"
Robert A. Fox, General Electric Com-
pany, Indianapolis.
LUNCHEON (12:30-2:15 p.m.)
"The Development of Magnetic Record-
BROADCASTING • Telecasting
How come WFBR is FIRST in Baltimore?

No radio station was ever accused of modesty. If you have super-power, you blow your top about it. If you sell your time for lunch money, you get up on your hind legs and yell.

But what does a radio station have to sell? An advertiser can't put a zillion watts in the bank—and no matter if he buys time for 2c a year, it's expensive if it doesn't deliver the goods.

Radio stations sell audience—and that's how come WFBR is first in Baltimore!

**FACT:**
For October-February, Hooper shows WFBR FIRST in morning period: 8-12 A.M.

**FACT:**
For October-February, Hooper shows WFBR FIRST in afternoon period: 12-6 P.M.

**FACT:**
During the months of October through February, WFBR led all other stations in Baltimore, according to Hooper Total Rated Time Periods from the Hooper Station Listening Index for the City of Baltimore.*

**FACT:**
WFBR seats 100,000 studio visitors yearly! WFBR audience broke all Maryland records for March of Dimes contributions! WFBR audience wrote in for 75,000 tickets because of one mention that a few were available! Yes, in America's 6th largest Market, WFBR is your first choice!

*Hooper Station Listening Index—October, 1947, through February, 1948.
WHAM is the station for TOP listening and also the place to visit in Rochester. 5,000 people each week witness 13 locally originated programs at Rochester Radio City. More than 35,000 people took guided tours during the first two weeks the building was open.

WHAM gives you Rochester, Monroe County PLUS 43 rich and prosperous Western New York counties over 900,000 radio homes.

For coverage... for listener loyalty... for prestige.

WHAM TOPS THEM ALL
Federal’s 342-A’s

END TUBE TROUBLES

at

KWKH

RADIO STATION

SHREVEPORT, LOUISIANA

February 14, 1948

Mr. C. J. Harrison, Sales Manager
Federal Tube Division
FEDERAL TELEPHONE AND RADIO CORPORATION
CLIFTON, NEW JERSEY

Dear Mr. Harrison:

You will doubtless be pleased to know that, since we replaced the driven-stage tubes in our 30 KW transmitter with two of your Federal 342A tubes, we’ve had no more tube troubles.

This is a real relief as frequent internal arcing had been causing us plenty of headaches. We certainly have told you about this situation, but we thought you’d like to hear, firsthand, that your tubes are doing such an excellent job for us. From now on Federal is the tube for us.

Very truly yours,

W. E. Anthony
Chief Engineer

RADIO STATION KWKH

OWNED AND OPERATED BY THE SHREVEPORT TIMES

TESTIMONIAL LETTERS like this prove that the extra quality and performance built into every Federal tube really pays off on the job.

Long service life—the ability to stand up under severe operating conditions—maintenance of original characteristics for the life of the tube. These are the result of Federal’s 37 years of research and experience in designing and manufacturing better broadcast tubes. The result of careful attention to every detail, and vigorous testing all along the line.

Write Federal today for information on broadcast tubes for your requirements. Dept. K909.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.

Export Distributors:—International Standard Electric Corp., 67 Broad St., N. Y.
FM LOOKING UP

It Will Replace AM, Dannem Declares


"Once manufacturers empty their warehouses of present sets—once FM sets become cheaper, nothing can stop it. FM will replace AM as the American system of broadcasting. Whether it will be five or ten years—I don't know."

Mr. Dannem, who is in charge of WTMJ WTMJ-FM and WTMJ-

NEW SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Varnum Ave., Wash., D. C.
District 1640

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS, MO.

LOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY FLYNANTE COMPANY, INC.
1814 Apache Tower Phone 7-3832
Oklahoma City, Oklahoma

Radio Towers, AM and FM, erected, painted and serviced east to coast.

ARCHER S. TAYLOR
Consulting Radio Engineer
MISSOULA, MONTANA
PHONE 8552

NATHAN WILLIAMS
CONSULTING ENGINEER
20 Algoma Blvd., Ph. Blackhawk 22
Oaksho, Wisc.

Lynne C. Simey
Consulting Radio Engineer
820 13th St. N. W., Ex. 8073
Washington 5, D. C.

George P. Adair
Radio Engineering Consultants
1823 M STREET, N. W.
EXECUTIVE 1230
WASHINGTON 6, D. C.

Lee E. Baker
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Londers Bidg.—Ph. 3621
SPRINGFIELD, MISSOURI

Radio Towers.

Radio Towers, AM and FM, erected, painted and serviced east to coast.

Radio Tower Service Corp.
American FM-TV
Room—Ground systems—transmission lines, painting, erection, dismantling.
Phone 304-46—Peoria, Ill.

Electrical Tower Service Corp.
AM-FM-TV
Erected—Ground systems—transmission lines, painting, erection, dismantling.
524 Hillcrest Terrace, Covina, California.
Phone 395-56—Peoria, Ill.

NATIONAL BROADCASTING RURAL JOURNAL

CHARLES H. GIERT, former chief engineer of WIP in Philadelphia, has been appointed chief engineer of W6XIS in Chicago.

AM FUNDAMENTALS: RADIO SYSTEMS—Transmitting, receiving, and servicing equipment.

Technical Information

FM LOOKING UP

It Will Replace AM, Dannem Declares


Once manufacturers empty their warehouses of present sets—once FM sets become cheaper, nothing can stop it. FM will replace AM as the American system of broadcasting. Whether it will be five or ten years—I don't know."

Mr. Dannem, who is in charge of WTMJ WTMJ-FM and WTMJ-

CHARLES BURGE, sales manager of WXOK St. Louis, has been elected post surgeon of Downtown Post, No. 1014, or Veterans of Foreign Wars.

New WBKB Equipment Designed by Station Staff

INSTALLATION of new equipment at WBKB Chicago, the Balaban & Katz video outlet, will make it possible for the station to televise shows "which are not now technically possible in any other station in the country," Capt. Bill Eddy, director, announced Monday. The new facilities, designed mostly by WBKB engineers to specifications of producers and directors, will be completed this year.

Present cameras will be replaced with new-type RCA studio image orthicons. A new control system will provide new methods of dissolving and fading. The station will be equipped to handle any standard type of film. The master control room soon will be able to integrate into a single program live action from two studios, scenes from film or slides on any of six projectors, events transmitted by remote crews, and material from WBKB's South Bend relay network.

Page 92 • April 5, 1948

BROADCASTING • Telecasting
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td>National Press Building Offices and Laboratories</td>
<td>1329 Wisconsin Ave, N.W. Washington, D.C. Adams 2414</td>
</tr>
<tr>
<td></td>
<td>Raymond M. Wilmotte</td>
<td>Paul A. deMars</td>
</tr>
<tr>
<td></td>
<td>Associate</td>
<td>1469 CHURCH ST., N.W. DE. 1234 Washington 5, D.C.</td>
</tr>
<tr>
<td></td>
<td>Russell P. May</td>
<td>1423 F St., N.W. Kellogg Bldg. Washington, D.C. Republic 3984</td>
</tr>
<tr>
<td></td>
<td>Herbert L. Wilson</td>
<td>1015 CONNECTICUT AVE., N.W. Washington 6, D.C. NA. 7161</td>
</tr>
<tr>
<td></td>
<td>Weldon &amp; Carr</td>
<td>Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td>A. Earl Cullum, JR.</td>
<td>Highland Park Village Dallas, Texas JUSTIN 8-6108</td>
</tr>
<tr>
<td></td>
<td>William E. Benns, JR.</td>
<td>Consulting Radio Engineer WASH, D.C. 3459 24th St., S.E., TW 0251 Birmingham, Ala. P. O. Box 3468 6-2924</td>
</tr>
<tr>
<td></td>
<td>McNary &amp; Wrathall</td>
<td>904 NATIONAL PRESS BDG. DI. 1200 Washington, D.C.</td>
</tr>
<tr>
<td></td>
<td>Paul Godley Co.</td>
<td>Labs: GREAT NOTCH, N.J. LITTLE FALLS 4-1200</td>
</tr>
<tr>
<td></td>
<td>George C. Davis</td>
<td>501-514 Munsey Bldg. - DISTRICT 9426 Washington 4, D.C.</td>
</tr>
<tr>
<td></td>
<td>A. D. Ring &amp; Co.</td>
<td>20 Years' Experience in Radio Engineering MUNSEY BDG. REPUBLIC 3247 WASHINGTON 4, D.C.</td>
</tr>
<tr>
<td></td>
<td>Glenn D. Gillett And Associates</td>
<td>992 NATIONAL PRESS BDG. NA. 3273 WASHINGTON, D.C.</td>
</tr>
<tr>
<td></td>
<td>John J. Keel</td>
<td>A Complete Consulting Service WARNER BDG. WASHINGTON, D.C. 13TH &amp; E ST., N.W. NATIONAL 0186 WASHINGTON, D.C.</td>
</tr>
<tr>
<td></td>
<td>Garo W. Ray</td>
<td>991 BROAD STREET PHONE 9-3055 BRIDGEPORT, CONNECTICUT</td>
</tr>
<tr>
<td></td>
<td>Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D.C.</td>
</tr>
<tr>
<td></td>
<td>Worthington C. Lent</td>
<td>Consulting Engineers WASHINGTON, D.C. 1200 18th St., N.W. Room 1210 DISTRICT 4127</td>
</tr>
<tr>
<td></td>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D.C. Michigan 2261</td>
</tr>
<tr>
<td></td>
<td>Kear &amp; Kennedy</td>
<td>1703 K ST., N.W. STEUHLING 7832 WASHINGTON, D.C.</td>
</tr>
<tr>
<td></td>
<td>Gille Bros.</td>
<td>1108 LILLIAN WAY GLADSTONE 8178 HOLLYWOOD, CALIFORNIA</td>
</tr>
<tr>
<td></td>
<td>Anderson &amp; Merryman</td>
<td>New York City New Orleans 31 W. 42nd St. American Bk. Bldg. Longacre 5-0029 Lake Charles, La. 8-1480</td>
</tr>
<tr>
<td></td>
<td>Preisman &amp; Biser</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N.W. Washington, D.C. ADAMS 7299</td>
</tr>
<tr>
<td></td>
<td>Dixie Engineering Co.</td>
<td>Telephone 4-5460 Fort Worth, Texas</td>
</tr>
<tr>
<td></td>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 622 Madison Avenue TOLEDO, OHIO</td>
</tr>
<tr>
<td></td>
<td>Merl Saxon</td>
<td>3524 South Henderson Telephone 4-5460 Fort Worth, Texas</td>
</tr>
</tbody>
</table>

April 5, 1948 • Page 93
New Business

(Continued from page 18)

Joan Tomkins will replace Charlotte Holland, however. April 12. NBC will continue the five-a-week series in 11-11:15 a.m. segment while CBS has scheduled it for 2:30-2:45 p.m. period which Toni originally bought in advance. Addition of another network will give the company six shows in May. Agency: Foote, Cone & Belding, Chicago.

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice, grape jelly, grapeade), April 7 starts for 13 weeks Wed. and Sat. 5:15-5:30 p.m. (PST) segments of Meet the Muses on CBS Pacific stations. Agency is Buchanan & Co., New York.

SWIFT & Co.'s Swift Show on the NBC television network, formerly heard Fri. at 1 p.m., switched to Thurs. at 8:30 p.m. on April 1. Program, which now stars Lanny Ross, replaces Swift Home Service Club. McCann-Erickson, New York, is agency for Swift & Co.

Happeople

HENRY M. SWARTWOOD has been appointed director of advertising of Kaiser-Frazer Corp., Willow Run, Mich. Formerly consultant on advertising and public relations with Kaiser Co., Mr. Swartwood will assume joint responsibility with HAL BABBITT, director of public relations, and NORRIS NASH, sales promotion manager, for combined operations of company's advertising, public relations and sales promotion departments. Prior to joining Kaiser organization, Mr. Swartwood was in Pacific Coast radio. He had been program manager of KQIN Portland and on board of governors of Oregon State Broadcasters' Assn.

Mr. Swartwood

ROBERT M. PRENTICE has been named assistant advertising manager of Calumet-La France Div. of General Foods Corp., effective April 1. Mr. Prentice joined firm in 1938, and served as advertising manager for export division before his new appointment. DAVID W. THURSTON, assistant export advertising manager, succeeds Mr. Prentice in that capacity.

THOMAS M. CURTIN has joined advertising staff of Westinghouse Electric Co., New York, after having served as advertising director of the Cargocaire Engineering Corp., New York.

Signal Oil Co. Sponsors Pacific League Baseball

SIGNAL OIL Co., Los Angeles, in co-operation with three other sponsors, March 20 started broadcasts over four stations of Pacific Coast League baseball games to run weekly for the next six months. League games broadcast are Oakland Oaks, Hollywood Stars, Los Angeles Angels and Seattle Raniers.

Co-sponsors include Pabst Sales Co., Los Angeles (Pabst Blue Ribbon Beer), on KLAC Hollywood; Brown & Williamson Tobacco Co., Los Angeles (Wing cigarettes), on KMPC Hollywood; Remar Baking Co., Oakland, Calif. (bread), on KKLX Oakland; Hanson Baking Co., Seattle (bread), on KING that city.

Fred Haney announces on KLAC; Bob Kelley, KMPC; Bud Foster, KKLX, and Leo Lassen, KING. Barton A. Stebbins Adv., Los Angeles, handles Signal Oil account.

REBROADCASTS of daily races of Western Harness Racing Assn. which started April 2 to continue to May 15 at Santa Anita Race Track, are being heard weekly for half-hour on KLAC Hollywood. Actual running is recorded daily on the spot for rebroadcast in evening.

Light of Happiness

ALTHOUGH STILL sightless, Paul Clark has realized a long-cherished ambition to present piano concerts for a radio audience. Quarter-hour concerts by the 42-year-old pianist are aired over W H C B C on Sundays.

Mr. Clark

sponsored by the Canton Refining Co. Mr. Clark's program is introduced by his original theme song. During the program he presents classical, popular and original compositions. The blind musician moved to Canton four years ago searching for employment. Failing to secure industrial employment, he has supported himself through piano playing engagements before service clubs and in places of entertainment. Radio is his newest venture.

Feature of the Week

(Continued from page 18)

"where a couple of thousand other ad-fraternity friends of WOW now have Silver Anniversary dollars on deposit ... WOW has 96% coverage in the county where you have your new investment ... WOW alone serves this area ... Ad-dollars invested here reap rich returns ..."

DEPT. of Audio-Visual Instruction of National Education Assn. through the executive secretary, Vernon Dementon, has cited WOW-TV Philadelphia for its part in preparing a demonstration of the educational potentialities of television for a conference of the association held in Atlantic City in February.

PHILADELPHIA'S No. 1 Station

SPORTS! MUSIC! NEWS! 10,000 Watts

REPRESENTED: Nationally by Adam J. Young, Inc.

Page 94 • April 5, 1948
**Program Hoopers**

**First 15 Evening—National**

(March 15 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-</th>
<th>Hooper-</th>
<th>Peo-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Truth as Or Consequences</td>
<td>136</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>31.7</td>
<td>21.4</td>
<td>+10.3</td>
</tr>
<tr>
<td>Jack Benny*</td>
<td>161</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>29.4</td>
<td>21.1</td>
<td>+8.3</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>141</td>
<td>S. C. Johnson &amp; Sons</td>
<td>Needham, Louis &amp; Broby</td>
<td>29.1</td>
<td>20.9</td>
<td>+8.2</td>
</tr>
<tr>
<td>Radio Theater</td>
<td>152</td>
<td>Lever Bros.</td>
<td>J. Walter Thompson</td>
<td>27.5</td>
<td>20.1</td>
<td>+7.4</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>128</td>
<td>Pepsodent Div.—Lever Bros.</td>
<td>Feitler, &amp; Co.</td>
<td>26.5</td>
<td>20.3</td>
<td>+6.2</td>
</tr>
<tr>
<td>Amos &amp; Andy</td>
<td>149</td>
<td>Lever Bros.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>24.9</td>
<td>23.3</td>
<td>+1.6</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>160</td>
<td>Ford Dealers of America</td>
<td>J. Walter Thompson</td>
<td>24.1</td>
<td>20.9</td>
<td>+3.2</td>
</tr>
<tr>
<td>Arthur Godfrey’s Talent Scouts</td>
<td>145</td>
<td>T. J. Lipton Div.—Lever Bros.</td>
<td>Young &amp; Rubicam</td>
<td>22.8</td>
<td>21.9</td>
<td>+0.9</td>
</tr>
</tbody>
</table>

*Benny and Winchell includes first and second broadcasts.

**Top 10 Daytime Program Hoopers**

(March 15 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-</th>
<th>Hooper-</th>
<th>Peo-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Gal, Sunday</td>
<td>79</td>
<td>Whitehall Pharmaceutical</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>9.1</td>
<td>7.6</td>
<td>+1.5</td>
</tr>
<tr>
<td>Big Sister</td>
<td>88</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>9.0</td>
<td>6.9</td>
<td>+2.1</td>
</tr>
<tr>
<td>Ma Perkins (CBS)</td>
<td>80</td>
<td>Procter &amp; Gamble</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>8.9</td>
<td>7.0</td>
<td>+1.9</td>
</tr>
<tr>
<td>Backstage Wife</td>
<td>143</td>
<td>Sterling Drug, Inc.</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>8.3</td>
<td>7.4</td>
<td>+0.9</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>158</td>
<td>Liggett &amp; Myers</td>
<td>Newell-Emmco</td>
<td>8.2</td>
<td>8.0</td>
<td>+0.2</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>76</td>
<td>General Foods</td>
<td>Benton &amp; Bowles &amp; Young</td>
<td>8.1</td>
<td>7.7</td>
<td>+0.4</td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>77</td>
<td>Whitehall Pharmaceutical</td>
<td>Procter &amp; Gamble</td>
<td>8.0</td>
<td>7.7</td>
<td>+0.3</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>143</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>7.8</td>
<td>7.9</td>
<td>+0.1</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>142</td>
<td>Sterling Drug</td>
<td>Young &amp; Rubicam</td>
<td>7.7</td>
<td>7.5</td>
<td>+0.2</td>
</tr>
<tr>
<td>Rosemary</td>
<td>64</td>
<td>Procter &amp; Gamble</td>
<td>Benton &amp; Bowles</td>
<td>7.6</td>
<td>7.5</td>
<td>+0.1</td>
</tr>
<tr>
<td>Grand Slam</td>
<td>48</td>
<td>Continental Baking</td>
<td>Ted Bates Inc.</td>
<td>7.6</td>
<td>4.5</td>
<td>+3.1</td>
</tr>
</tbody>
</table>

**Leading Pacific Program Hoopers**

(March 30 Report)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hooper-</th>
<th>Hooper-</th>
<th>Peo-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walter Winchell*</td>
<td>36</td>
<td>Andrew Jergens Co.</td>
<td>Dancer, Fitzgerald &amp; Sample</td>
<td>29.0</td>
<td>26.5</td>
<td>+2.5</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>36</td>
<td>S. C. Johnson &amp; Sons</td>
<td>Needham, Louis &amp; Broby</td>
<td>26.8</td>
<td>27.5</td>
<td>+0.7</td>
</tr>
<tr>
<td>Radio Theater</td>
<td>36</td>
<td>Lever Bros.</td>
<td>J. Walter Thompson</td>
<td>26.1</td>
<td>25.1</td>
<td>+1.0</td>
</tr>
<tr>
<td>Jack Benny *</td>
<td>36</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
<td>25.5</td>
<td>28.5</td>
<td>+3.0</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>36</td>
<td>Ford Dealers of America</td>
<td>J. Walter Thompson</td>
<td>24.0</td>
<td>22.1</td>
<td>+1.9</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>36</td>
<td>Pepsodent Div. Lever Bros.</td>
<td>Foote, Cone &amp; Belding</td>
<td>23.4</td>
<td>31.0</td>
<td>-7.6</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>36</td>
<td>Standard Brands</td>
<td>J. Walter Thompson</td>
<td>23.4</td>
<td>19.4</td>
<td>+4.0</td>
</tr>
<tr>
<td>Amos &amp; Andy</td>
<td>36</td>
<td>Lever Bros.</td>
<td>Ruthrauff &amp; Ryan</td>
<td>23.3</td>
<td>24.4</td>
<td>+1.1</td>
</tr>
<tr>
<td>Red Skelton (CH)</td>
<td>36</td>
<td>B. &amp; W. Tobacco Corp.</td>
<td>Russel M. Seeds Co.</td>
<td>21.8</td>
<td>24.7</td>
<td>+2.9</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>36</td>
<td>Lever Bros.</td>
<td>Young &amp; Rubicam</td>
<td>20.8</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Bandwagon</td>
<td>36</td>
<td>F. W. Fitch Co.</td>
<td>Young &amp; Rubicam</td>
<td>20.2</td>
<td>19.3</td>
<td>+0.9</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>35</td>
<td>Procter &amp; Gamble</td>
<td>Compton Advertising</td>
<td>20.0</td>
<td>20.4</td>
<td>+0.4</td>
</tr>
</tbody>
</table>

(1) = Computed Hooping

*Includes second broadcast

Parks Praises Promotion Work of Radio for Army

RADIO has been "generously cooperative" in both war and peace in promoting the Army's activities, Maj. Gen. F. L. Parks, chief of the Public Information Division, wrote NAB President Justin Miller in welcoming formation of a committee to spearhead radio's observance of Army Day April 6. Judge Miller is ex-officio chairman of the committee of 15, comprising Army veterans.

Committee members include:

- David Sarnoff, NBC board chairman
- William S. Paley, CBS board chairman
- Robert E. Kistner, executive vice president of ABC
- A. A. Schecter, vice president of MBS
- Ken R. Dyke, administrative vice president of NBC
- Harry Wilder, WSBY Syracuse; Albert Sklar, New York Times news chief
- Richard A. Borel, general manager, WBNZ Columbus, Ohio;
- John S. Hayes, manager, WINX Washington;
- Lester W. Lindow, manager, WFDF Fillet, Mich.;
- Edward M. Kirby, WMEN Nashville; Jack Harris, manager, KPBC Houston; James Hanahan, Scripps-Howard Radio Inc., Cleveland; Mark Finley, KKJ Los Angeles; Douglas Meservey, Simms-Meservey, Beverly Hills, Calif.

AM WLBR FM

HAS MORE LISTENERS IN THE LEANON AREA THAN ALL OTHER STATIONS COMBINED

—Robert S. Conlan Survey

Within 30 miles of Lebanon, Pennsylvania, over 1,000,000 buyers in six cities and eight counties—comprising a rich agricultural and steel market—spend $300,000,000 annually in retail sales... When considering Central Pennsylvania, be sure to specify—

![Image]

JULIAN F. SKINNELL
Operations Manager
REPRESENTED BY RAMBEAU

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

WCON
5000 WATTS • 550 KC

$356,669,000

Retail sales to families in WCON's coverage area were three hundred forty million, 12 billion dollars in 1947.

WCON is the medium to help you get your share. Write or wire for free copy of brochure. For readings by Companies for Alleghany Realty Co.
Help Wanted

**Managerial**

Are you a radio time salesman? Can you sell programs and keep them sold? There is a big, competitive market to be opened by a real radio salesman who is about to become a sales manager. A thousand watt, fulltime network station. Write fully to Box 17, BROADCASTING.

Network affiliate in northern Wisconsin has small town selling opening in established, prosperous territory. Pleasant working conditions, good earnings for ambitious, stable worker. Write full details to Box 65, BROADCASTING.

Experience time salesman for new 1000 watt Mutual affiliate. Send picture and salary requirements to KFPU, Bel- lin- gham, Washington.

**WANTED STATION MANAGER**

For regional network station in southern California. Must have list of good prospects and ring of salesmen. Prefer western man but not necessary. Evening submit detailed information relative to ex- perience and ambition in sales work. Also send picture and where available - Compensation, salary and profit participation. Log available immediately for right man.

**BOX 102, BROADCASTING**

**Salesmen**

Salesman for 5 kw unlimited time mid- western station. Must have good market. Need a lively, energetic person with good contacts. Salary and com- mission open. Box 104, BROADCASTING.

Wanted—Two salesmen—those who want to earn $7500 a year. Immediate, full- time openings in midwest. Give details, return of application material (trans- mitted, photography, scripts, etc.) forwarded to box numbers.

**Help Wanted (Cont’d)**

Announcer-disc Jockey, experienced ad- ditional voice talent. Must work at least 40 hours a week. Box 50, BROADCASTING.

Announcer—One all-round announcer able to handle news, sports and disc jockey work for 40 hours. Box 99, BROADCASTING.

Announcer—For central U.S. metropoli- tan market of 500,000. Must have follow- ing qualifications: 1. Experience, 2. Good recommendations. 3. Knowledge of programming. 4. Able to handle disc jockey shows. 5. Must have a high school diploma. 6. Congenial and willing to work. The position pays 60 dollars for 48 hours per week. Send particulars, with photo first letter, Box 75, BROADCASTING.

Announcer—Staff position with NBC affiliate in progressive market. Send résumé and detailed information to WTCH, Flint, Michigan.

Wanted—First rate all-round announcer who is able to gather and write local news. Eastern affiliate, starting salary $7500. Box 98, BROADCASTING.

Combination man who is good all- around. Start $531. KAVU, Havre, Montana.

**Technical**

Transmitter engineers, fulltime kilowatt. Car necessary. $50.00 weekly if accepted. Write to: WO, Quincy, Illinois.


Radio Engineer, capable of adjusting (or learning) complex directional an- tennas, for important network consulting. State detailed qualifications, education, and salary requirements. Box 118, BROADCASTING.

**Announcers**

Wanted—An announcer for 250 watt, fulltime network affiliate station in small market, northern New York area. Voice must be both handsome and acceptable. Write Box 13, BROADCASTING.

**Can You Wake Up**

A Sleeping City?

**WANTED** — A “morning man” with enough air personality and sales- manly qualities to do a good job on their sets and switch listeners in a big, competitive market. Field is wide open. No station is too small to be able to sell. Good money for producer. Prom- otorially minded net affiliate in one of the larger markets. Must come in on their sets and act as a producer. In first letter tell us about your experience, type of work and proof of performance. If there’s possibility of going to another station give us the information to be given complete details in personal interview.

**BOX 991, BROADCASTING**

**Situations Wanted**

**Managerial**

**THREE MEN IN ONE MANAGER!**

Can efficiently handle manager, sales manager, program director positions. Proven record successful operation. High integrity, ambition, will make new station a success. Good showman, humorous, aggressive and hard working. Previous experience available. May work on salary or commission. Available within 90 days, experienced contacting stations. Currently a small station manager-director-commercial manager. $7,500 minimum. Interested only in new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 95, BROADCASTING.

Commercial manager, experienced all phases radio. Thorough knowledge sales, programming, promotion. Box 69, BROADCASTING.

Manager—Wants executive position with metropolitan New York independent. Can even better brilliance of talent and with proper incentive. New York City. box replies appreciated. BROADCASTING.

New member of executive staff of top TV station. Desires sales manager’s po- sition. Must have at least 5 years experience in organizing present station sales operation. Desires extensive sales experience over 700 live shows. Will as- sist in organizing TV station. Salary in production if needed. Box 97, BROADCASTING.

**STATION OWNERS**

**SOUTHERN or WEST COAST!**

You can profit by the desire of the president and sales manager of nationally-known radio trans- mission company to make an im- mense home in warmer climate. The past records of these two men are well known; both thoroughly experienced in sta- tion management, sales and pro- gramming. Would consider national market to NBC, CBS, Chicago, New York. Interested in profit- making and preferably open on partial ownership. Address: Radio Dept., Suite 1102, 300 N. Michigan, Chicago 1, Ill.

Long on experience short on titles. Fifteen years behind microphone, over- working duties, raising profits, public relations, promotion, special fea- tures. Major station. Desire shift to more expansion in above capacity. Box 93, BROADCASTING.

**Announcers**

Announcer, 7 years experience, desires all night work. Will work in proof of ability. Excellent mail pull. Single, reliable and sober. Salary is no object. Will work anywhere. Now em- ployed. Details on request. Box 896, BROADCASTING.

Tired of specialists who can’t handle routine work. Needs announcer, 10-14 years experience. Ten key stations, desires eastern connection. Box 900, BROADCASTING.

Program director for northern New York station. Must be experienced with ad- ditional voice talent in addition to experienced announcers. Box 67, BROAD- CASTING.

Traffic girl with experience for midwest MBS affiliate. Unless experienced, do not reply. Write WROW, Madison, Wis.

**Situations Wanted (Cont’d)**

Employed, versatile sportscaster. No- employed south. Wants position prefer- ably upper midwest. Reply Box 77, BROADCASTING.

Announcer—Veter, trained in leading radio school. Write commercial, program- ming, news editing. Desires loca- tion in west, midwest, southwest. Will send disc and photo on request. Box 71, BROADCASTING.


Announcer, Sales, 6 months college of- ficial business school, years experience. Single. 25, Base salary $5250. Jeff Klevan, 5004 Kenyon Chicago 60, Illinois.


Experience announcer desires improvements. If you want a good newscaster versatile announcer—base salary $600. Send for disc. Box 68, BROADCASTING.


Announcer—Dues 1948, 23 years of age, married, will travel. Graduate of School of Radio 777, San Francisco with 4 years experience. Disc and photos on request. Write or wire J. J. Bajaclose, 4528 N. Harding Ave., Chicago 13, Illinois.

Announcer and/or continuity writer. Married, 34 years of age. desires some specialized training. No budding geniuses need apply. Box 97, Disc and photo on request. Box 110, BROADCASTING.

Experience announcer—program director to replace grade. Box 119, BROADCASTING.

**RADIO ACCOUNT EXECUTIVE**

To the Agency or Compan- ny with substantial present or poten- tial radio billings this 34-year-old New York advertising executive is anxious to prove his value.

Administrative skill, plus writ- ing ability and a thorough under- standing of radio advertising from 1938 to date, is supplemented by a knowledge of what makes a busi- ness “tick”—acquired when serv- ing as a business analyst for : Wall Street underwriter.

My talents are at your disposal if you have an advertising prob- lem. The opportunity to be of real assistance is paramount. Can we talk it over? Write

**BOX 62, BROADCASTING**

**Classified Advertisements**

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box numbers. Each insertion, $6.00, acceptable. $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 17, BROADCASTING, Dept. C. BROADCASTING is not responsible for non-inclusion of advertisements (fran- scriptions, photographs, scripts, etc.) forwarded to box numbers.
Overmodulation?

Not when you use the Western Electric 1126C!

Ultra-short time works these 3 ways

1. In AM, the Western Electric 1126C level governing limiter prevents splash or short interval adjacent channel interference caused by instantaneous overmodulation — and brings increased coverage more than equal to doubling transmitter power.

2. In FM, it eliminates oversights that might cause over-riding of guard band and distortion in receivers.

3. In any transmission system, it smoothly but positively prevents overload on power peaks and consequent distortion.

For full details on the 1126C, the most widely used level governing amplifier in broadcasting, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

Employment Services

Radio personnel—We have openings for junior and senior announcers, writers, program engineers, directors, salesmen, newscasters, special program operators, engineers, technicians. Wilson Employment Service, Inc., 815 N. Riverside, Cleveland, Ohio.

Want a job?? Numerous openings for managers, managers-engineers, chief engineers, technical, announcer-engineer, program director, copywriter, traffic-stenographers; salesmen that sell; receptionists, secretaries, and office staff—all having tickets. Today—write Wilson Employment Service, Box 412, Philadelphia.

SOUTHERN
MAJOR MARKET
FULLTIME STATION

An exceptionally attractive independent facility located in one of the south's most desirable and fastest growing markets.

This station is getting a large volume of business which can be definitely increased by certain changes in policy. Here is an opportunity to produce exceptional profits and enjoy one of America's finest climates. Price $132,000. Write or wire our nearest office.

BLACKBURN—HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C.
1411 New Hampshire Ave. National 1465

DALLAS
Clarence E. Wilson and Philip D. Jackson
Mercers Bank Bldg. — Central 7177
SAN FRANCISCO
Ray V. Hamilton
515 Montgomery St. — Esbrook S-7672

For Sale

Two RCA type 79-D transcription turntable recorders, new condition. Includes universal RCA pickups and equalizers. Under 75 percent of original Price $660 each. Box 79, BROADCASTING.


Station KWK
St. Louis, Mo.

Collins 212-B speech input console, complete with 400-D power supply and relay unit. Used two months. $600.00 each. Contact Robert J. McClatchy, Texas, W4KMQ.

FM for San Francisco Bay Cities. Have CP, need more capital. Will consider all offers. Opden Bos, 441 Burk St., Oakland, Calif.

1000 watt Western Electric type 3S511 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

BONDING COPPER

In Stock for Immediate Shipment.

See our Price List. Today.

J. L. CLARK METALS CO.
2108 S. Ashland Ave., Chicago 8, Ill.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write or phone 8502. John Greene, Mid-South Tower Company Inc., 415 N. C.

For sale—Absolutely new Wincharger type 300, 350° tower, including A-4 lighting. 12 foot steel mast fully adjustable. 1 top guy set and mounting plate. 1000 watt RF output. Also new General Electric type BY-6-A, 6 bay FM tower. Complete. Wincharger tower atop Wincharger type 300 tower. Tower FM antenna both stored and ready for immediate delivery at cost price of $114,413.50. Write or wire call collect. Chief Engineer, Hialeah, Florida, Zip. 33010.

KCLW Construction

CONSTRUCTION has begun on KCLW Hamilton, Tex. Station will be a 250-watt daytime station on 900 kc. It will have downtown studios and a studio building two miles west of Hamilton, Cita., Weatherby, Dallas, permitted, announced.

For Sale (Cont'd)

For sale—Thousand watts Western Electric transmitter converted for air-cooled 228-R-1 kilowatt Amperex tubes with rectifier and mo- tor generators for filament only. Also, Westinghouse 1 A frequency monitor. Price $7,250. Address all inquiries to John N. Rivers, President, WSCS, Inc., Francis Marion Hotel, Charleston, South Carolina.

WUSN at Charleston

LAUNCHED ON 1450 K

WUSN Charleston, S. C., will sign on at 250-watt full time on 1450 kc. Station is owned by the Southern Broadcasting Co. C. Norwood Ha- tie is president; and formerly with Middleton vice president and gen- eral manager. Middleton for- merly was assistant to the pres- ident of the Wilder radio station; and before that sales manager of WCBS New York.

WUSN staff includes J. Dra- ton Hastie, commercial manage Henry Hoppe, formerly of WEN Whipple, N. C., acting program director; Larry Martin, previous chief engineer at WCRK Morri- town, Tenn.; Hubert Wilke, for- merly with Young & Rubican Joyce Wilson, director of women's programs; Talmadge England, en- gineer, Mary Ann Collins, secre- tary to the general manager, at Richard Vorhies, secretary.

This station has been signed to handle play-by-play broadcasts of the Charleston Rebels' baseball games over WUSN.

KRLD—FM Dallas Take

The Air on Channel 22

KRLD-FM Dallas, Tex., took tv air with 50 kw on channel 22 at 9:25p.m., fulltime March 21. Licensee is KRLD Radio Corp.

CBS programs are being dupli- cated by KRLD-FM to account for the 75% of its time. The remainder of its time is devoted to local programs designed for F3 KRLD-FM is the third FM station in Dallas. Others are WFFA-F and KIXL-FM. Rates for KRLD-FM are $45 for a weekly national spot, $22.50 per day national, $27 an hour for local time and $13.50 for local spot.

McClatchy Firm Start

KBEI (FM) at Modesto

THE MCCALICHTY Broadcastin Co. of California was scheduled to launch its third FM station, KBEI Modesto, on April 1.

KBEI will be on the air dial 2-10 p.m. at 103.3 mc (Channel 277). The station has a 156-ft. one bay antenna and a 3-kw transmitter, radiating 4 kw power.

FM in Oak Park

WOAK, Oak Park, Ill.'s first FM station, is scheduled to begin broadcast- ing soon, according to Bernan Jacobs, station manager. WOAK a Class A station, will operate on 98 MC, and a 1 kw transmitter, Gale Broadcasting Co. Program di- rector is Jack Shefrin, formerly with KMBC Kansas City and WEEK Peoria.
Teletatus Report  
(Continued from page 10)

direct to microwave relay equipment at the station. WU uses a 5-Mc band for video transmission. Chilco Corp., cooperating with Western Union, is rushing the video equipment to completion. The New York-Philadelphia channels will be the first link in WU’s network video relay system.

The AT&T rates apply only to intercity video channels. Sound channels and the video links (local channels) between intercity channels and the studio and transmitter are extra, under rates already set up.

It has been expected, however, that AT&T would revise its local channel charges. Support for this belief was seen when New Jersey Bell Telephone Co. filed its own proposed local-channel charges. Whether they would mean a raising or lowering of an individual station’s expenses, authorities said, would depend on such variables as the length of the local or studio-transmitter channels in each case.

AT&T’s proposed intercity tariffs provide five different rate plans: (1) monthly service where allocation of usage, or time sharing, is not required; (2) monthly service where time sharing is necessary; (3) occasional service; (4) non-intercity service; and (5) occasional service on these shorter links. The latter plans, involving intercity links less than 25 miles long, and (5) occasional service on these shorter links. The latter plans, involving intercity links less than 25 miles long, are almost identical with New Jersey Bell’s proposed local-channel charges, and more significance was attached to that resemblance than to the likelihood that there will be any great demand, at least in the immediate future, for intercity network service to cities less than 25 miles distant from other television communities.

In each of the AT&T plans, the proposed rates cover the use of (1) interexchange channel, and (2) station connections. A station connection is required where a station transmits to or receives from an interexchange channel, and separate connections are required for transmitting and receiving. Thus two station connections would be needed by any station which originates as well as receives network programs.

The rates under the various plans are as follows (fractions of hours are counted as full hours):

**MONTHLY SERVICE WHERE CHANNEL SHARING IS NOT REQUIRED:** For use of the interexchange channels for eight consecutive hours (or fraction) each day, the rate is $35 per airline mile per month. Each additional consecutive hour per day costs $2 per mile per month. For occasional additional hours, the rate is $2 per airline mile per hour if the hours are consecutive with the regular daily service period; if the additional hours are not consecutive with the regular service period, the charge is $0.50 per mile per hour.

Station connection charges are $500 per connection per month, which covers the regular daily period of eight consecutive hours, plus $35 per connection per month for each additional consecutive hour per day. For occasional additional hours the charge is $5 per connection per hour if the hours are consecutive with the regular service period; otherwise, $10 per hour.

**MONTHLY SERVICE WHERE CHANNEL SHARING IS REQUIRED:** For use of the interexchange channel for eight hours (or fraction) per day, the rate is $25 per airline mile per month. Each additional consecutive hour of usage is charged at the rate of $4 per mile per month. For occasional additional hours the rates are the same as in the monthly service where sharing of facilities is not necessary.

Station connection rates are $350 a month for four hours use per day, whether the hours are consecutive or non-consecutive. Each additional hour’s use each day costs $50 per month. Occasional additional hours are charged at the rate of $5 per connection per hour if the additional hours are consecutive with the regular daily period; otherwise, $10 per connection per hour.

**OCCASIONAL SERVICE:** The rate for use of the interexchange channel is $1 per airline mile for the first hour of use and 25c per mile for each consecutive additional quarter-hour. The cost for station connections is $200 per connection per month, plus $10 per hour of use. The maximum charge for occasional service, however, will not exceed the charge for service at the monthly rates.

**MONTHLY SERVICE ON CHANNELS UNDER 25 MILES:**

The monthly charge is $175, plus mileage charges as follows: first day, 15% of the monthly charge; each additional non-consecutive day, same; each additional consecutive day, 10%.

Almost identical with AT&T’s rates for intercity channels less than 25 miles in length, New Jersey Bell’s proposed local-channel charges would be $175 a month (covering 24 hours of service per day), plus monthly mileage charges of $20 per one-quarter airline mile for the first 8 miles and $35 for each additional airline mile.

On an occasional-service basis there would be the $175 monthly charge, plus daily mileage charges of 15% of the monthly charge for the first day, the same for each additional non-consecutive day, and 10% of the monthly service charge for each additional consecutive day. Studio-transmitter channels would be provided at the same monthly rate as local channels.

The present local-channel charges of AT&T include $50 per channel for installation; $20 a month per one-fourth circuit mile for each channel; $250 for installation of transmitting terminal amplifier, plus a monthly charge of $60; $250 for installation of receiving amplifier, and a monthly charge of $90. Studio-transmitter channels are provided at the local-channel rates.

**KDON Expansion**

EXPANSION of KDON Monterey, Calif., is under way. A new mountain top transmitter house for KDON FM is nearing completion atop Mt. Baldy, near Salinas. KDON has applied to FCC for authority to increase its AM power to 10 kw.
ALERT news staffs of radio stations in the midwest area struck by a tornado March 19, arrived on the disaster scene with emergency crews to perform public services and furnish news coverage.

Comprehensive coverage was given by KMOX St. Louis through its co-operative news reporting system organized among community weekly newspapers in that area. The entire news staff of KMOX began phoning acquaintances—editors of newspapers in the towns hardest hit—when the first news of the tornado was reported. They received regular reports from towns where telephones were still up. The cooperative reporting system has been developed over the past two years by Rex Davis, KMOX news director.

Vicis of the tornado-struck area northeast of St. Louis were able to advise relatives of their safety via radio-telephone equipment operated by KXOK St. Louis. Shortly after announcement of the tornado was made, Bruce Barrington, KXOK news editor, dashed to the scene with the KXOK radio-telephone equipped station wagon. Upon his arrival he granted use of the radio-phone to victims anxious to contact their relatives.

His radio-telephone reports from the scene were broadcast at various times during the day by KXOK. Latest reports of deaths and damage were fed to the ABC Headline Edition news program.

Furnishing on-the-spot coverage for WLBH Mattoon, Ill., were Bob LaMere, program and news director, and Rolland Looper, commercial manager. In addition, they gathered casualty reports at the scene and at the Litchfield, Ill., hospital and made these available to authorities, news services, the American Red Cross and emergency units working at the scene.

Havoc wrought in three Indiana counties was described for listeners by WIBJ Indianapolis. Making arrangements with the U. S. Navy for loan of power equipment, Gen Kelly, newscaster and Jim Shelton chief announcer, joined the emergency caravan bound for Crawfordsville. They recorded eye-witness accounts and then proceeded to Holiday and Danville, Indiana, also hit by the tornado, before returning to the station to prepare a summary. Facilities of the Indiana State Police on the scene were used to relay casualty lists, messages and warnings to the WIBC studios.

**TOURNOAD**

**PICK-UP FOR WTAR**
Mobile Unit Makes Debut

At W & M Festival!

WTAR's mobile unit.

WTAR Norfolk has now a new mobile unit which was put into operation April 1, according to Henry Cowles Whitehead, program manager. Its first big job was the pick-up of the "Canadian American Day" festival at the College of William and Mary, with Pres. Truman, Canadian Prime Minister, Mackenzie King, and Virginia's Gov. William Tuck as guests.

The mobile unit contains two recording tables, a 20-w relay broadcast transmitter and receiver, a remote amplifier, and wire recorder. All units are fed into a central jack panel so that any part of the equipment may be used in connection with any other part of the equipment.

**SECOND annual examination for adver- tising, given by Southern California Advertising, will be given in Los Angeles April 17 and April 24.**
SPORTS QUIZ, featuring Tom Moore, Sports Director of WLS, Philadelphia, started on WFLY - TV March 29. The program, sponsored by Crismer's Philadelphia Motor Car Corp., featured Tom Moorehead and panel of three guest experts under title "Batter Up." Experts were selected on the basis of their knowledge of sports questions. A contestant who answered questions correctly was declared "winner" designated by lights on keypad, and then answered questions on his expert and television audience. Replays accumulated on a video consisting of questions and answers. This quiz works its way around the diamond until it asks a question the experts sewer correctly.

WLCR Birthday Party

BIRTHDAY PARTY is held daily by WLCR, Toledo, Ohio, when it presents its "Birthday Club Studio Party." Old and new friends are invited to celebrate their birthdays falling on the day of the show. Shows are presented by local artists, and WLCR arranges the "fixings." Visitors are asked so to bring their favorite selectees and refreshments. Their friends may enjoy happy birthday announcements over the WLCR Band. Party held daily 3:30 to 4:00 p.m.

TV baseball Clinic

IDEA BASEBALL clinic has been organized by WTMJ, Milwaukee, designed to teach boys the fundamentals of baseball and, at the same time, half-hour weekly televised clinic, which is scheduled to begin Saturday April 30. WTMJ's sports director and four professional players from Chicago are scheduled to appear and instruct boys in all phases of baseball. They will be accompanied by Chicago Mayor's Office agencies.

Career Problems

PROBLEMS encountered by women in pursuit of business success is basis of eight-week program "Secretarial Sky," currently being aired by WGN, Chicago, and Mutual's "Career Club," heard nightly on WGN. The program is sponsored by WGN and Mutual agencies.

Animal Cast

NINAL KINGDOM is the air at radio KDIP, St. Louis, May 9, where WLS Chicago plays a starring role in the "Animal Kingdom" series, which features various animals from different parts of the world. KDIP's weekly program is co-hosted by Mr. and Mrs. William Walker, who are well-known personalities in the St. Louis area.

Video at Exhibition

COMPLETE TELEVISION exhibition has been under way at RKD-TV since March 11, 1953. This week, the station's television studio is being used for an exhibition of television programs. The exhibition is being held at the RKD-TV studio and is open to the public. The exhibition features a variety of programs, including news, sports, and entertainment. Visitors are welcome to attend the exhibition and view the programs. The RKD-TV studio is located at 833 S. Main St., St. Louis, Missouri. The exhibition is open from 10:00 a.m. to 6:00 p.m. daily.

Keep your record shows up-to-the-minute with RCA Victor's latest!
INVEST YOUR AD DOLLAR

WCK Y-s-ly

L.B. Wilson

WCKY

50,000 WATTS OF SALES POWER

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia-Carolina Sea-board Market.

Advice Arts

ARNOLD BROWN BAILEY, radio in-

ventor and engineer, has formed Ar-

nold B. Bailey Corp., Scotch Plains,

N. J., to supervise new concern special-

izing in developing electronic communi-

cation equipment for AM, television, FM and

point-to-point microwave systems. Mr.

Bailey is credited with invention of ba-

sic coastal antenna used by police radio

and vehicular services, high-gain stacked

antenna system, point-to-

point antenna systems and omni direc-

tional beacon for airports, which is

understood, will be used by Civil Aero-

nautics Authority.

BUD WEBER, CLARENCE WHEELER

and GENE LUCAS, composer arrangers,

have been signed by Jerry Fairbanks

Productions, Hollywood, to work on te-

levised packages. First assignment will

be handling of score for "Public Prosec-

tutor" series being produced by Fair-

banks for NBC.

C. G. BENVIE, former program direc-

tor with EMPC Hollywood, has joined

Dea Autela & Graham, Hollywood pro-

gram publicity agency, to handle na-

tional syndication of its "Three Alarm"

program now heard on EMPC. Mr.

Renier is visiting key cities through-

out U. S. and also is touring commer-

cial television stations in connection

with getting a nationwide department in

the firm. Stations which have already purchased "Three Alarm" include: KEPM-El Paso, KYAR-FM Phoenix, KVOA Tucson, KEX bi Centro, KERN Bakersfield, KEMI San Francisco, KGW Stockton, KFBK Sac-

ramento and KOSH Reno.

FRONTIER PURCHASES

KRO AT MCALLEN, TEX.

PURCHASE of KRO McAllen, Tex. (1 kw fulltime on 910 ke), by Frontier Broadcasting Co., Fort Worth, from the Valley Broadcast-

ing Assn., Inc., of McAllen, was an-

nounced last week by Gene L.

Cagle, Frontier president. Frontier

also operates WACO Waco and

KNOW Austin.

Price involved in the proposed change of ownership was not dis-

closed, pending FCC approval of the

transaction. Decision to dis-

pose of KRO was made by unani-

mous vote of the 32 Rio Grande

valleymen who are share-

holders in Valley Broadcasting,

Mr. Cagle said. Firm is headed by

Judge Bryce Ferguson, of Pharr,

Tex.

Continuing as general manager of

KRO, which began operations

June 21, 1947, is Ingham S.

Roberts. Station is affiliated with

Mutual and the Texas State Net-

work.

Synthetic Crystals

WARTIME attempts at making synthetic piezo-electric crystals for

use in radio and electrical equip-

ment in place of natural quartz are described in five reports now on

table by the Department of Com-

merce. Reports were made by Amer-

ican and British investigators who

visited German laboratories and

plants after VE-Day.

LILLIAN MARIE LAUGHLIN, formerly

with WFAA and WACO, both at Waco,

has joined Stair Enterprises, Wilkes-Barre, Pa., booking agency, as

public relations director.

WIRE RECORDING Corp. of America

has announced portable wire record-

ing machines, "Wireway," described as

combination phonograph, radio and

telephone. Weighing 215 pounds and re-
tailing for $149.50, recorder includes

oscillator tube which permits broad-

casting to any radio tuned to its fre-
mency within 150 feet.

NATIONAL RADIO PROMOTION serv-

ice, San Antonio, has mailed the

fronts of series of weekly bulletins for

promotion work to its members, ac-

cording to W. FOUNSTONE JACKSON, orig-

inator of the organization. Mr. Jack-

son announced "The Case of the Disap-

pearing Gray Trout," which was

mailed without charge to stations in February. From

inquiries received as result of WFL and WACO, both in Phila-

delphia, partnerships were started. Bulletins are to be mailed to

members weekly, covering audience

promotion, merchandising and sales

promotion ideas, layout, copy and

suggestions. NRPS has offices at 508

Walton Ave., San Antonio. Mr. Jack-

son also is promotion manager for

Texas State Network.

BORIS LEIGH CRAIN, former account

executive with Boleford, Constantine &

Gardner, San Francisco, has opened his

own office in the same city as freelance

commercial writer.

ADVERTISING COUNCIL has moved its

Washington, D. C. office from 1015 Ver-

mont Ave., N. W., to 1205 18th St., N. W.

Telephone: Sterling 3153.

A. F. FILMS Inc., New York, has an-

nounced that "Les Actualites Fran-

caise," 15-minute French newscast de-

picting current events in Europe and

Africa, will be carried weekly by at

least four television stations. Stations

include WTVN-TV New York, WCII-

TV Baltimore, WWJ-TV Detroit, and

WON-TV Chicago.

EMERSON RADIO and PHONOGRAP

Corp. has announced its 32-inch-inch-

tscreen television model selling for

$1,495. Set replaces Emerson's 10-

set. Three-way portable (AC, DC, bat-

tery) also was announced by Emerson

with listed price of $99.95.

WSM Wins Again

RIGHT of WSM Nashville to ex-
cclusive use of the show title, gran

Ole Opry, has been upheld by all

other federal court, according to

Harry Stone, WSM general man-

ager. U. S. Judge S. C. Mize ruled late

last month, in a suit brought in the

southern division of the Southern District of Mis-

sissippi in 1943, that a permanent injunctio-

was granted to WSM Inc., restrai-

ing Chuck Williams and his Georgia

Peach Pickers from using the nam-

e Grand Ole Opry. Similar action

brought within the past year to

WSM in Kentucky and Georgia

likewise was successful.

SEMPER FIDELITY

Musician-Technician Proves

His Musical Theory

WITH A LIFE virtually dedicated

to fidelity in musical reproduction,

Harold G. Col Jr., 30-year-old

president of the Hartford, Con-

necticut Oratorio Society, is now di-

monstrating his acoustical experi-

ments over the air. In an unusual ar-

rangement, WKNB-FM Hartford

broadcasts Mr. Col's own music

program each weekday night, 10

p.m., direct from his home, at ar-

using his recordings and loudspeak-

er arrangement.

The young musician-technician

reputedly has the largest reco-

lection in New England—at

the majority are those he has

corded himself, in most cases, for

live performances. He has a com-
plex loudspeaker system, compris-

ing 18 speakers, to allow for ful-

est and most faithful reproduction of

the instruments and their tone

range. The resulting musical pr

gram, using facilities over FM, is said to be virtually flawlessly

moral reproduction.

In addition to recording of live

concerts from all parts of New

England for the last ten years, Mr. Col also has recorded a num-

ber of shortwave broadcasts, includ-

ing many European prewar mus-

festivals and Hitler's speech

his troops the day before they

waded the Lowlands.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-

advertised goods sell so well in Kansas and adjoining states.

WBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting
TEST REPORT published by the Pulse Inc. indicated that sets-in-use declined slightly during March, while Jack Benny continued to lead the list of top-rated evening shows and Fibber McGee and Molly reigned in Consequences, according to the second annual university radio poll.

Dr. H. J. Skornia, director of radio, Indiana U., Bloomington, announced that the survey, which included a telephone check of Bloomington, showed that a total of 66.1% of Bloomington listeners thought radio had improved, 11.5% felt it was getting worse, and 22.4% noticed little change. In other cities tested, 71% were of the opinion that radio was improving, 15% thought they were getting worse, 14% saw no appreciable change.

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

Ad Club TV Course
FOURTH ANNUAL advertising course on television offered by the Advertising Club of Baltimore will open tonight (April 5) at the WBAL-TV studios, with J. R. Poppe, vice president, secretary and chief engineer of WOR New York, speaking on “A General Introduction to Television.” Next Monday night’s speaker will be William Forbes, manager of the television department of Young and Rubicam. The ten Monday night sessions will close June 14. Course director is Theodore A. Newhoff, head of the Baltimore agency bearing his name. Assisting him are E. K. Jett, former FCC commissioner, now vice president in charge of radio of the Sunpapers, Baltimore, and Harold P. See, television director, WBAL.

Broadcasting • Telecasting

IT’S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Agencies
(Continued from page 12)

D’Arcy Adv., is executive vice president, and C. A. BRANDON, formerly an advertising executive with Balston Purina Co., is senior vice president.

ELLIOIT, DALY & SCHNITZER Adv., San Francisco and Oakland, has moved its San Francisco offices to larger quarters at 28 0’Farrell St.

ROBERT L. MOORE, formerly in research department of BBDO, New York, has joined executive staff of sales department of Bureau of Advertising, American Newspaper Publishers Assn.

DONALD McCABER, who formerly was news supervisor of Montreal office of Spitzer & Mills Ltd., is now manager of the agency’s Chicago office.

Sir Patrick, formerly president, D’Arcy Advertising, American Newspaper Publishers Assn., has been appointed president of the nation’s largest advertising agency.

William R. THREFALL has been appointed manager of Toronto office of Stewart-Lovick & Macpherson Ltd.

MANN HOLINER, first vice president in charge of radio at Lennen & Mitchell, Los Angeles, is in New York for month’s conferences in agency’s headquarters there.

DAVID KAPLAN, former advertising manager of Ever Ready Label Corp., has been appointed director of planning for Miller Adv., New York.

RADIO PROGRAMS HAVE IMPROVED, POLL SHOWS

LOCAL: More than two-thirds of the radio listeners queried by 64 Indiana U. students in 50 hometown communities, think radio programs have improved, according to the second annual university radio poll.

Dr. H. J. Skornia, director of radio, Indiana U., Bloomington, announced that the survey, which included a telephone check of Bloomington, showed that a total of 66.1% of Bloomington listeners thought radio had improved, 11.5% felt it was getting worse, and 22.4% noticed little change. In other cities tested, 71% were of the opinion that radio was improving, 15% thought they were getting worse, 14% saw no appreciable change.

AAAN Regional Meeting
WILL BE HELD IN RALEIGH

NATIONAL convention plans will be one of the topics of discussion during the annual meeting of the Southeastern Region of the Affiliated Advertising Agencies Network in Raleigh, N. C., April 5 and 6.

W. I. Brocston, national director of Gebhardt & Brocston, Inc., will furnish additional details about the national convention scheduled for Spokane, Wash., this fall. Guests will be welcomed to Raleigh by Lester Rose, secretary of the local Chamber of Commerce, during a breakfast April 5 at the Hotel Sir Walter.


THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Broadcasting • Telecasting

IT’S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Broadcasting • Telecasting

IT’S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Broadcasting • Telecasting

IT’S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO’S 3rd MARKET

WFMJ & WFMJ-FM

ASK HEADLEY REED

Broadcasting • Telecasting
**TELEVISION now has its mystery man contest. SweetHeart Soap, Bab-O and Mueller's Macaroni have jointly launched a six-week jigsaw puzzle feature on Missus Goes A-Shopping, WCBS New York audience participation program. A photograph of a prominent news personality, cut like a jigsaw puzzle, will be assembled gradually before the viewers can solve, with several pieces added each week. A jingle riddle gives additional clues. Contestants must identify "Mr. Who," write 25 words or less on why changes television has brought to your home," and write the statement on the back of a wrapper of the sponsors' product. Duane Jones Co., New York, placed the account.**

**CLUMB TV BANDWAGON NOW, SPONSORS URGED**

SPONSORS should be held to get in television now as insurance to obtain important time frames in the expansion to come, according to Lee Cooley, television director of McCann-Erickson Inc., who spoke March 25 at a meeting of the Television Assn. of Philadelphia. He emphasized that his agency did not urge sponsors to enter the medium for the immediate returns to be won, although he did cite instances of big selling jobs television has accomplished. McCann-Erickson points out to its clients that there will probably be fewer TV hours than AM hours and therefore franchises for good time may become scarce, Mr., Cooley said.

Kenneth Stowman, television director of WFLD, Philadelphia, president of the association, announced that the April meeting will be an inspection tour of one of the Philadelphia television stations. Agency executives present were invited.

Roland V. Tooko, vice president of the association and assistant general manager of WPTZ Philadelphia was in charge of program for the March 25 meeting.

**WDXY (FM) to Open**

WDXY, the WORD Spartanburg, S. C. FM affiliate, is scheduled to begin operations April 14, Walter J. Brown, president of Spartan Radio Co., has announced. The station has signed an exclusive contract with the Spartanburg baseball club to broadcast all games played by the Peaches this season. Becker's Bakery and Coca Cola Bottling Co. are to be the sponsors, with a contract price in excess of $12,000.

**Promotion**

**OPENING of fishing season, May 30, at Reno, Nev., will be observed by the

**KON Reno through a "Cast for cash and hook a prize." Station is inviting all anglers to bring in their catches from Truckee River and the studios before 8 p.m. on opening day for weighting. Any attaches $15 in Savings Bonds and cash prizes will be awarded by KONR for the largest catches. Fisherman snaring the heaviest trophy of the day may be awarded $50 bond. To promote contest, station is using quarter-card posters, especially printed newspaper advertisements and newspaper ads.**

**Award Banquet**

**BANQUET in honor of 25 area farmers who won Achievement Certificates given by WOWO Fort Wayne, Ind., was held by that station March 31. Award winners, together with some 50 country, home demonstration agents, soil conservationists, foresters, state and local public officials and such wives attended the banquet at which H. K. Benett, president, U. S. Soil Conservation Service, U. S. Dept. of Agriculture, was featured speaker. Award Banquet and banquet was aired over WOWO.**

**WPEN Mailing Piece**

**CONGRATULATORY Mailings to WPEN Philadelphia from Georges L. Keane, of RCA-Victor." A Visit Record Sales, has been coordinated and mailed as promotion by that station. Letter praises station's part in the "Visit" record. "There I Go!" Attached to permitted letter, which was distributed to the trade, is copy of trade press story by Broadcaster Music regarding the campaign, and card headed, "Do You Know—how to stop the Wheel of Fortune at the pay-off spot? WPEN doesn't put the fix on anyone, but its list of St. Louis plus the base on buyers..."**

**Dealer Contest**

**TO ENCOURAGE druggists and grocers to read "Sales-Ald's," merchandise letter prepared by P&O Tulls and mailed to 1,000 druggists and grocers in the area, station is conducting letter contest. Free commercial setting is offered as award. Druggists and druggists are asked to write in letter to read the following information in "Sales-Ald's:" A Dealer is awarded 100-word commercials. "Sales-Ald's" is directly prepared on ideal page. Letter is decorated with chocolate-coated candies that copy is imprinted in various colors.**

**Souvenir Menus**

**DEALER BANQUET held by Massey-Warren Co. in Regina, Sask., was highlighted by attractive souvenir menus prepared for the occasion by CHAB Moose Jaw, Sask. Station printed the special menus featuring the Massey-Warren "Sagebrush Serenade," head cheer on CHAB. Picture of the group appeared on front of menus and full page view of CHAB studios was displayed on back cover.**

**Air Promotion**

**"TAKING to the air," WJZ New York, April 1 began using a Douglas Leigh designed promotion to encourage promotion and advertising of its programs. Through blimp and especially lighted type, WJZ program was "aired" over New York's five boroughs and adjacent New Jersey and Connecticut. Flight hours have been set for the blimp's nights, until midnight, weather permitting.**

**'Radio at Random'**

**LOCALITY-PRODUCED radio column, "Radio at Random," is being written and run in local newspapers three days a week by KOOS Cove Bay, Ore. Spurred for advertising and column is written in regular newspaper style. In addition to topics of the column in the programs and programs, both local and network.**

First series of columns also is presenting sketches of KOOS staff member as introductions to the Public.**

**WMAZ News**

**NEWS DEPARTMENT of WMAZ Macon, Ga., is featured in latest mailing piece that station. Two full-page sheet presents pictures of news at station, a room, augmented story titled "Georgia Radio Stat," "First." Article was written by Floyd K. Baskette, associate professor of journalism at Emory University and WMAZ News sheet is in a folder containing letters from listers printing public service activities - WMAZ.**

**NBC Booklet**

**"BEHIND Your Radio Dial," a w and picture tour of NBC, radio's history of radio in general, distributed self-week by the network's schools and colleges, visitors to N. and WMAZ's and others. The booklet is up-to-date edition of "WGOs Behind Your Dial," which NBC published in a New book on NBC's with early programs and methods, new techniques and television, FM and Familian, sound effect engineers, programs, radio's part in war and peace and United Nations a Latin American Average.**

**WMAQ Ads**

**SERIES of 26 advertisements in the Chicago Sun-Times are used by WMAQ Chicago to promote program. An advertisement is by local and network clients. Twice weekly, ads containing 150-150 lines, are plugged morning a commercial. "Tuesday Commercial" is on WMAQ.**

**Ad Awards**

**DEADLINE for fourth annual Er Proests Award, given by Women's Advertising and Sales Club, was extended five weeks. Award will be made to both local and national.**

**Promotion Personnel**

**CHARLEY HOLMES, program director of WKDZ Va., has been made to newly-created position of program manager. He will be responsible for publicity, sales promotion, a new advertising and merchandising. Coordination of sales and program department will come under me next year.**

**PAUL L. BAIRSTOW, publicity director of WHK Cleveland, Ohio, has been a promoted director of program promotion manager that station.**

**BYRON SHRADER, continuity chief KAKE Portland, Ore., has been a promoted director of promotion and publicity relations of that station. Mr., Shradar succeeds KELMAR R. LAMSTER, who has resigned to re-enter newspaper advertising.**

**JOHN F. HARDESTEY, sales promotion director of WOL Washington, D. C., has been appointed director of promotion and additional politics for the program director for that station.**

**ROGER RICE OF KINO Seattle, has been named chairman of Seattle first annual advertising awards to be given by Advertising and Sales Club of Seattle. BILL HUFF BACH OF KOMO Seattle, has been named chairman of radio division.**

**HARRY RENFRO, director of public relations for KXKO St. Louis, has been appointed assistant chief of the new downtown post office.**

AFIPS headquarters in Hollywood will move to a new site by June, Brit, Ger and C. T. LaRossa, Toronto, has reported a program on KMPC Hollywood in the department's current official food-saving program.
Transit

(Continued from page 21)
ren Line and Transit Radio Inc., in 12 to install FM receivers in 30 of its vehicles. The line serves e Northern Kentucky-Cincinnati metropolitan area.

A new installation wrinkle has en Transit Radio e, which introduces vid volume set.

New rolling stock will be bipped with FM receivers when reaches Cincinnati to provide e service. Under an agreement between bus and streetcar manufacturers and the transit firms, installation will be accomplished at e manufacturing plants. ization ordinations are replaced.

Cincinnati streetpho made now ndently look forward to the y when they will have radio en- trainment regardles of what ble transportation vehicle they ride.

Contracts signed by the two anporation firms contained a t fee per vehicle to be paid e minimum guarantee. Mr. Cris- der, declined in the interest of anporation officials, to disclose t nature of the minimum guaran e, but it was understood that it was kept confidential to avoid possibility of phers draw erroneous impressions or being informed about the service.

Morris Edwards, who was appointed tident of Cincinnati Street Rail phs, who signed one of the conracts for FM broadcast service, termed "radio reception in icl transportation vehicles was interesting, modern and pro- essive development in transpor tion, in which my company was opy to participate."

Reactions Vary

Others shared Mr. Edwards' ews, in varying degrees, during actual tests of the FM service Cincinnati vehicles in Number 147. Three motor busses and one electric trolley bus were equipped id test runs made. These tests 'e said to have proved that with e use of six or eight speakers id volume set at low level, music as pleasing without being noisy. mplete absence of any fading or phical interference throughout e metropolitan area was noted, is said.

The FM service has been found particularly valuable for transpor tations because of state free id noise-free reception.

It was revealed in returns from formal survey conducted among passengers that 2,844 of them enjoyed music and news while rid ing, 115 did not. The balance of its was attributed to erroneously i market ballots. Ninety-six percent id they would like to have the service regularly.

In many of the other tested cities, transit officials are seriously con- dering action to keep their firms tuned to approaching FM times. n some, only paperwork remains
to effect the conversion to musi- cally-stimulated rides.

It is reliably reported that the nation's capital may be the next city providing transportation with a rush of radio pleasures.

Plans are proceeding also in Balti more for introduction of Transit Radio initially on 500 busses. E. J. Heublein & Company, owners of radio of the Sunpapers and former member of the FCC, is enthusiastic about prospects following tests completed two months ago. The initial installations in Baltimore may be completed by fall, with service to be supplied by WMAR-FM, which then will be operating with its full 250 kW.

Ben Strouse, general manager of WWDC and WWDF-FM, told BROADCASTING April 1 that plans which would allow WWDF-FM to equip some 500 busses and street cars with Transit Radio receivers and speakers, are "progressing very well."

"Very Promising"

Mr. Strouse indicated that only the return of WWDF-FM to one of the important negotiating transit officials presently stymies culmina tion of plans. He described pros pects of radio transportation routes in the city as "very promising and encouraging."

Transit Radio was introduced to the capital city March 16, alter testing two weeks of cots between street cars and busses [BROADCAST- ING, March 22]. The tests, in vari ous sections of the city, produced excellent reception.

Referring to Mr. Strouse each vehicle installation costs $175, but no expense would accrue to either the bus line or the public for in stallation or operation of the sys tem.

If granted, the franchise would include a flat fee and percentage agreement and WWDF-FM would program music made on de sign for the transit audience easy-to-listen to fare of good music, news and sports information and similar programs. Commercial breaks would be sold to adver tisers at an estimated rate of about $1 per guaranteed 1,000 listeners. The home audience would be between 50,000 and 75,000. Commercials would be limited to not more than one every five minutes and to 30-second length.

This plan is only a h by the efforts of Hulteb Taft Jr., president of Transit Radio Inc., and managing head of the Cincinnati Times-Star stations WKRC and WCTS-FM, a gant of an idea is being expanded into a radio advertising industry which may overcome assume multi-million-dollar proportions. Transit Radio, which manufactures the equipment, reportedly intends to place personal media rep re sentative in securing this advertising.

Transit Radio's crystal-controlled superheterodyne FM receiver, de signed to operate in the high band, is run on power from a customary 12-volt DC bus or trolley battery. Dimensions of the receiver are 19¾ " long, 5½ " wide, 7¾ " high. It is usually installed on the floor beneath the seat of the driver, who can control it.

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

The keen interest of transporta tion circles in the electronic dis position-soothers was demonstrated April 1, when Mr. Taft addressed the executive conference of the American Transit Assn.—at their request—in French Lick, Ind.

One executive of a national transportation company, according to Mr. Crisler, two weeks ago during a test run with an FM-equipped bus on the B smashed NPR, got a totally unrehearsed sample of the medium's inherent qualities.

A driving rain storm lashing the bus as it moved allowed Transit Radio had been "under selling the idea that the company (transit company) is rendering a public service." Widespread in Two Years

Queried as to when he felt radio installations in busses would reach proportions comparable to that in private automobiles, Mr. Crisler declared that the period en tailed should be "about two years."

Acknowledging that present tech nical limitations prevented installa tion of the sets in trains, Mr. Crisler intimated that other applications of the system were under consideration. He declined to elaborate on this aspect.

Mr. Crisler indicated that "very good" was the most pessimistic view he could utter regarding the system's prospects.

---

Chicago TV Week

A PROCLAMATION setting aside April 5 to 12 as "Television Week in Chicago" was announced Monday by Martin H. Ken neally, the city's mayor. The announcement urged citizens "to avail themselves of the opportunities afforded during the period to become better acquainted with this latest contribution to man's progress." Chicago's second television outlet—the Chicago Tribune's WGN-TV—is scheduled to take the air April 5. The pioneer WBKB, operated by Balaban & Katz, began experimental telecast ing in 1940.

New Post at State Dept.

Assumed by George Allen

GEORGE V. ALLEN, former U. S. Ambassador to Iran, was sworn in Wednesday as Assistant Secre tary of State for Public Affairs. He succeeds William Benton, cur rently heading U. S. delegation to International Conference on Freedom of Information meeting at Geneva.

The day after he took office, Mr. Allen spoke on foreign policy to a joint luncheon meeting of the Radio Executives Club and Overseas Press Club in New York.

CBS Gets Video Rights

To 21 N. Y. Race Events

SIGNING of exclusive video rights to 21 top-purse features and stake races at five New York tracks was announced today (April 5) by CBS Television.

The contract, signed by Robert F. Kelley, president of the New York Racing Assn., and Lawrence W. Low man, CBS vice president in charge of television, covers 18 racing days at the Jamaica, Aqueduct, Saratoga and Empire tracks.

ABC Promotes Brandt

OTTO BRANDT has been named manager of the eastern division of ABC's station relations department, succeeding Er nest Lee Jahncke, who has been assigned as liaison between the network and its television affiliates. Mr. Brandt began his radio career as an NBC page in 1933. He joined ABC's station relations department in 1945.

AL JOLSON takes his NBC "Kraft Music Hall" program to New York for broad casts of May 6, 13 and 20; on return to West Coast, program will originate from Chicago May 27 and Denver on June 3.

April 5, 1948  Page 103
MANSFIELD JOURNAL CO. APPEALS FM ACTIONS

MANSFIELD JOURNAL Co. Friday filed notice of appeal in U. S. Court of Appeals for District of Columbia from actions by FCC in January severing from hearing and granting Class B FM request of WMAN Mansfield, Ohio, and severing Class B FM request of Unity Corp. [Broadcasting, Jan. 19]. Mansfield Journal today is to file petition with Commission for rehearing of subsequent March grant to Unity [Broadcasting, March 22].

Publishing firm, which in January decision received proposed denial for Class B FM as well as for AM facilities of 250 w daytime on 1610 kc at Mansfield, in appeal contended FCC's action circumvented procedure normally established and provided for by Communications Act. It held right to due process of law was denied. Unity Corp., headed by Edward Lamb, is operator WTD and WTD-FM Toledo and holds permits for FM facilities in other locations.

ABC PLANS DISC PLANTS, GETS GOVERNMENT CONTRACT

ABC planning to install own recording and transcription facilities in New York and later Chicago as part of expansion program bolstered by acquisition of government contract worth more than $1,000,000, it was reported Friday in New York.

ABC is planning to install disc plants, formerly handled by NBC, taken over by ABC month ago. ABC will let subcontracts to transcription manufacturers for government work but will supervise all jobs. Network has not set definite date for expansion in New York and Chicago, but reportedly considering it for this year.

MINNEAPOLIS TV CLAUSE

MINNEAPOLIS television grant to North- west Broadcast Co. [Broadcasting, March 15] Friday was made subject to Minnesota Tribune Co. disposing of its 14.6% interest in Minneapolis Star & Tribune Co. (parent of Northwest Broadcasting) or of its 50% interest in licensee of WTCN and WTCN-TV Minne-apolis. Star & Tribune Co. is controlled by Cowles interests. Minnesota Tribune Co. is owned by family and associates of late Frank Murphy. FCC authorities said interlocking interests of Minnesota Tribune in two Minne-apolis television grantees was overlooked when Northwest Broadcasting received grant (for Channel 9). Ninety days allowed to achieve separation.

TV HEARING DEFERRED

HEARING on Hartford-New Britain television applications postponed by FCC from April 19 to May 24. With reference to Yankee Network's bid for one of Hartford's channels for use at Bridgeport, FCC deleted sentence of its ruling allowing Yankee's 15 days to file rule-making petition [Broadcasting, March 29]. Commission planning to pass upon Yankee's request for extension of that deadline when it considers Petition for rehearing (see story page 86). Two TV channels allocated to Hartford area. There are four applic- ants, aside from Yankee request to move one channel to Bridgeport.

KWK AGAIN GETS 5 KW NIGHT, ROCHESTER, MINN., AM GRANT

KWK St. Louis won its second grant for boost in night power to 5 kw, and Rochester Broadcasting Co. received its second authori- zation for new station at Rochester, Minn. on 970 kc, in FCC actions Friday. Earlier grants in each case had been set aside by Commission. [Rochester grant is company, principally- owned by group affiliated with Mayo Clinic, was authorized to use 970 kc with 500 w day and 1 kw night. Its original grant was for 1 kw fulltime but was set aside on claims of inter- ference [Broadcasting, Sept. 15, 1947].

Spokesmen said need to protect WHA Madison, co-channel daytimer, resulted in lowering day- time power below that for night. Principal stockholder of Rochester station is Mrs. Alice P. Mayo, wife of Dr. Charles W. Mayo of Mayo Clinic.

In KWK case, FCC reinstated CP issued last April to increase power on 1390 kc from 5 kw day and 1 kw night to 5 kw fulltime. Grant had been set aside on grounds of co-channel interference to WTSP St. Petersburg, Fla., and WMBG Richmond [Broadcasting, Sept. 29, 1947]. Restated CP, FCC specified that WTSP and WMBG must be protected. KWK will use DA at night.

TRANSCRIPT IN WBL CASE NOW EXCEEDS 4000 PAGES

THIRTIETH day of WBL Baltimore re- newal hearing, held Friday, highlighted by request of Public Service Radio Corp., com- peting company, for investigation of January anti-competition petition on WBL reprinted in affiliated Hearst Baltimore News-Post on Jan. 28. WBL Manager Harold C. Burke to be recalled by Commission (Monday) on matter.

Public Service, headed by Columnists Drew Pearson and Robert S. Allen, indicated it was interested in how WBL programming tied in with News-Post editorial policy. Reference also made to Jan. 28. 3 pages in petition replying William Randolph Hearst commended by Voters' League for anti-competition stand. WBL counsel stated vivisectionists declared professed time to air view of CP, FCC specified that WBL and WMBG must be protected. WBL will use DA at night.

Page 106 • April 5, 1948

At Deadline...

Closed Circuit

(Continued from page 4)

ings in April 17 Collier's on newstands Ap 9. Articles, described as exciting, if not so national, are distilled from upcoming Ayl- worth book.

CBC HAS REQUESTED another loan fr Canadian government of $1,250,000 for expi- sion of national coverage, understood to include increasing power of CBC Montreal a 50 kw. Vancouver to 50 kw, adding station Windsor, opposite Detroit, on 1550 kc, w 10 kw. That frequency now used by CKTB Catherines, slated for 1570 kc.

NEW wrinkle in selling radio medium stores, agencies and other groups being developed by NAB Retail Section. Dramati- success stories, such as that of H & P So Co., Cincinnati department store, to be co- bined with breezy radio catechism in transmis- sion series using radio program techni- que.

LATEST DEVELOPMENTS at RCA's rah- bors of wonder at Princeton will be view by FCC group April 11-12. Inspection will include TV developments in low end of "stairs" band, status of electronic color' (which RCA Lab. chief G. B. Jolliffe says still "nearly in the cellar"), and new instruments which automatically computes directional / tenna coverage patterns.

DONALD WITHERCOMB, now general man- ager of television operations of Meredith Pub- lishing Co. [Better Homes & Gardens, Succe- ful Farming]. Company plans to enter tele- sion on national scale, with emphasis on fa market field. Mr. Withercomb, who recen completed two years as radio coordinator for Baltimore Sunpapers, exploring sites in N. York state and Midwest.

PREOCCUPIED with Johnson Bill (S-223) hearings relating to clear channels, Sen. Interstate & Foreign Commerce Committee not expected to consider matter of TV allo- tions until clear-channel record is closed. Bi guess is FCC will be called upon later to explain whys and wherefores of video allo- tions.

TELEVISION'S swift pace has attracted least three big-name industrialists not here-Fore in radio who individually are explor- ing prospects of establishing stations in specific maximum of five major markets.

WLEE RICHMOND ASKS TV.

TELEVISION Channel 10 (192-198 mc) Richmond, Va., sought in application filed F. day with FCC by Lee Broadcasting Co., censee WLEE and permittee WLEE-F Richmond. Power asked: 27.3 kw visual, 12 kw aural. Initial cost $198,000, first year's operating cost $56,000. Applicant is Thomas G. Tinsley Jr., 99.6% owner, wi mother and father is majority owner WIT and WITH-FM Baltimore. WITH also T applicant.

HEARST AWARDED MEDAL

WILLIAM RANDOLPH HEARST Sr., own of Hearst stations and newspapers, awarded Distinguished Public Service Award by Nav Friday. Award, highest given to civilians, pr- nated by Secretary of the Navy L. B. Sullivan, who said Hearst through medium of station and publications "has consistently support strong armed forces . . . and importance c adequate defense establishment."

BROADCASTING • Telecast...
once upon a time...

...children's radio programs were heard, but not seen. Today, in Detroit, they're both SEEN and LISTENED-TO by a wide-eyed audience of thousands, in their own homes, through WWJ-TV. Detroit's only television station. For 75 minutes daily, WWJ-TV caters to "kids", whose enjoyment of these programs has been expressed through thousands of letters received from children and their parents. Naturally, WWJ-TV is proud to add this success to its long list of program accomplishments during its first year of operation.
"BLAZING new trails" is one way of putting it, another is "setting new standards." Somehow, we prefer to think of ourselves as the network with its sleeves rolled up—working, expanding, developing new ideas, new techniques—so as to give our listeners better programs and our advertisers a better advertising medium.

In living up to this concept, we've often taken the lead. And because actions speak louder than "copy"—let's look at some examples of this leadership; and at a few things we have up our rolled-up sleeve.

**COVERAGE**

We developed Listenability—a more dependable measurement of network physical coverage—to give advertisers a clearer picture of what they are buying. Our daytime Listenability figures created something of a stir last Fall; our nighttime figures will be released in the near future. Interest in Listenability is gaining because it is practical and always up-to-date.

**COVERAGE FROM WITHIN**

Here's another Mutual idea, rooted in the conviction (proved by countless surveys) that a station which is the only one in its market, dominates that market—where anywhere from 90% to 90% of the listening. Mutual has nearly 275 such stations—serving about 20% of the U.S. radio homes.

**PACKAGE PLAN**

To make time-buying easier and to deliver even greater value, we instituted the "Package Plan," whereby an advertiser gets, free of charge, all stations added to the network during the contract year. Since 1945 our Package Plan advertisers have received literally thousands of dollars in "bonus" time.

**RATE CONTROL**

To the best of our ability we've fought the rising cost of advertising. True, the rates for some of our stations went up—when their power and coverage increased. To offset this, we have, in three years, adjusted downward the rates for 114 of our stations—to the tune of $2,085 per evening hour. Moreover, we are the only national network that is continuing the full-year guarantee on rates (the others have cut it to six months). We think an advertiser should be able to budget at least a year ahead with some confidence that his costs won't jump.

**RESEARCH**

We are planning some studies and surveys on one of the most important aspects of radio—just another of the things we have up our sleeve that will be up the advertiser's alley.

**STATION CONTRACTS AND CONTACT**

After three years of work, we now have all our affiliates on a standard station contract. We also maintain a full staff of field representatives to call on stations and work with them on programming, sales, promotion and overall operations. These two Mutual ideas not only help our affiliates and us, but our advertisers benefit too.

**PROGRAM INNOVATIONS**

We think our Program people, under the direction of Phillips Carlin, have imagination: it shows up in the p.m. and they develop and discover. For instance, Variety said of our new Mutual Newsread—"It's about time one of the networks got around to a show like this." Opinion-Aire is the only discussion type of show that gives the listeners a chance to express their thoughts. Twenty Questions took a parlor-game and made it national entertainment, while Juvenile Jury gives the moppers the mike—and what a job they do! Other program innovations include Queen For A Day, Heart's Desire, Meet the Press and the award-winning Family Theater. And Mutual was the first to permit and use transcriptions for network broadcasts.

**PUBLIC SERVICE PROGRAMS**

We could tell you about the impact of our two recent series—"War Babies" and "Juvenile Jury"—gives the list-listeners a chance to express their thoughts. Seventy Questions took a parlor-game and made it national entertainment, while Juvenile Jury gives the moppers the mike—and what a job they do! Other program innovations include Queen For A Day, Heart's Desire, Meet the Press and the award-winning Family Theater. And Mutual was the first to permit and use transcriptions for network broadcasts.

**CO-OP PROGRAMS**

Mutual started the Co-op idea a dozen years ago with the Fulton Lewis, Jr. show: today it's one of the top Co-ops. Mutual started the practice of "big-name" Co-ops. Today Mutual leads the other networks in number of good Co-op shows and in volume—twice as many program sales as the next network.

**TELEVISION**

Don Lee, our Pacific Coast affiliate, is one of television's real pioneers—having been active in it for the past 16 years. WGN, our Chicago affiliate, will soon be on the air; and WOR will have stations in New York and Washington. Altogether we have 53 stations, mostly in major markets, under construction or with permits. A network organization is in the blueprint stage, and soon we'll be in the network TV picture actively.

**SIGNIFICANCE**

The progress we've made in the past three years can be expected to continue—because our sleeves are rolled up. Our stations are benefiting from affiliation with this kind of network—which explains why we could go from 100 to nearly 500 in two years. And advertisers with eyes on the future, might seriously ponder the advisability of buying Mutual now—for results now and a franchise in the competitive tomorrow.