Digging Deep

That’s a snow plough high up on Colorado’s Rabbit Ears Pass. It cuts such a clean swath through drifts that walls of the cut resemble a carefully plastered room.

It digs deep. And that’s a tip for you folks who buy radio time. You’ve got to dig a lot deeper for the down-to-earth facts than ever before.

Spot radio has soared from $13,206,000 in 1935 to $86,206,000 in 1946, and the increase up has not halted!

It’s a problem and a big responsibility, too... to protect clients every step of the way.

Down here in Baltimore your time problem is a little simpler. Just use the station that delivers more listeners-per-dollar-spent than any other station in town. That would be W-I-T-II, of course. That’s the successful independent in this big network town.
Together the Ulivi Brothers, B. J. and Paul, have had 50 years' experience in the retail furniture and appliance business in Coal City, Illinois (population, 1,852). Ulivi Brothers Furniture and Appliance store is a busy, modern establishment, one of the most flourishing businesses in Grundy County.

The brothers' successful partnership started in 1935. Within a few months fire destroyed the new store and threatened to do likewise to the partnership. But Paul and "Red" Ulivi rebuilt the furniture department, added an appliance section, put in the town's first modern glass store-front and, today, are planning still further expansion.

When the Ulivis pay tribute to WLS popularity, they do so from an intimate knowledge of the people in their community. As dealers for bottled gas, in addition to their store business, they go into more than 1,000 homes throughout the county. Two trucks make daily deliveries.

BMB shows WLS to be the leading station in Grundy County (88% day, 96% night), an important market with its 18,800 population, 67% rural. The county's effective buying income for 1946 was 18 million dollars, retail sales 11 million and gross farm income over 12½ million dollars.

Here is another example of a prosperous market within the 12 billion dollar market that is intensively and effectively covered by WLS. And the Ulivi brothers are just two among thousands of progressive merchants in the rich Midwest who know and respect WLS for its popularity ... its service ... its influence!
One of a series. **Facts on radio listening in the Intermountain West**

14-City Hooper Survey Reveals

**Intermountain Network Delivers 40.4% Of Afternoon Audiences**

The Winter, 1947 Hooper reveals that there are 25% of the sets in use from 12 noon to 6 p.m. in Salt Lake City and 13 other intermountain cities—and the Intermountain Network delivers 40.4% of the audience. This is substantially more than the audience delivered by any other network and almost twice the combined audience of two competitive networks.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

**HOOPER STATION LISTENING INDEX**

<table>
<thead>
<tr>
<th>Intermountain Network Cities</th>
<th>Shore of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time &amp; Day</td>
<td>Sets In Use</td>
</tr>
<tr>
<td>12 Noon - 6 p.m. Mon. thru Fri.</td>
<td>25.0</td>
</tr>
</tbody>
</table>

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

**X** Comprised of 15 A network stations.

**Y** Comprised of 10 B network stations.

**z** Comprised of 15 C network stations.

Ask Avery-Knodel for further details.

---

**THE INTERMOUNTAIN MUTUAL NETWORK Inc.**

**Concentrated Coverage where the people live**

Avery-Knodel, Inc. National Representatives

ABC EXECUTIVES have had preliminary talks with Bremer Broadcasting Corp. officials looking toward possible tieup with WATV Newark, N. J. until network’s own New York video outlet is on the air.

FM, lagging somewhat in contrast to TV’s swift pace, may get real lift when results of research at National Bureau of Standards on coverage are finally told. K. A. Norton, Bureau physicist and former FCC allocations expert, has concluded that FM signals can be extended far beyond line of sight with antenna height, rather than power, most important factor.

TOKY Co. through its agency, Kudra Agen-
y Inc., N. Y., has bought Tuesday night, 8 to 9 p.m. period on NBC television network. Type of program has not been determined.

SHOULD advertising agencies get air credit? Revival of question by Jack Gould, New York Times radio editor, at AAAA convention at Virginia Beach last week had delegates pondering anew. Gould contends desire of agencies (Continued on page 106)

Closed Circuit

**Upcoming**

April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.  
April 13-14: Radio and Business Conference, City College of New York.  
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.  
(Other Upcomings on page 71)

**Business Briefly**

BRUNO BUYS WNEW TIME • Bruno-News York Inc., distributors of RCA-Vector radio and TV receivers and recordings, has bought total of 11½ hours weekly on WNEW New York starting today (April 12). Programs include 24 hours on WNEW disc m.c. shows, six daily half hours of Art Ford’s Milkman’s Matinee, and 25 minutes of Music Until Midnight across board. Sale involves more than $200,000 in annual billings, Ira Herbert, WNEW vice president, says.

RICHFIELD REVERSE • Reputedly banking on unofficial Sacramento assurances that California will not continue daylight time beyond close of normal daylight period, Richfield Oil Corp. April 8 reversed earlier cancellation of Richfield Reporter and will renew for 18th successive year on NBC western stations through Hixson & O’Donnell Adv., effective May 11.

CLOTHING FIRM USES TV • Barney’s Closet, New York, launched $25,000 spot TV campaign April 4 on WABD and WCBS-TV, both New York, to run through the baseball season.

**BROADCASTING** • **Telecasting**

**Tobey Blisters RCA, Says FCC Once “in Cahoots”**

CHARGE that FCC and “a certain part” of radio industry “have been in cahoots before” was levelled Friday by Acting Chairman Charles W. Tobey (R-N.H.) of Senate Interstate Commerce Committee, who pledged: “But they won’t be in the future, if I can help it.”

His charge, during Committee hearings on Johnson Bill (earlier story, page 21), followed blistering attack on RCA, which he claimed “did its damnedest to hamstring FM,” and on FCC, which he said “should be condemned” for its handling of FM allocations.

Sen. Tobey supported often-raised claims of Prof. Edwin H. Armstrong, FM inventor, that FCC moved FM upstair primaries on basis of work by K. A. Norton of Bureau of Standards, formerly of FCC.

“FCC did it on one man’s opinion, and it wasn’t worth a damn,” he declared. “I’m speaking of Norton.”

He said RCA saw FM was “a good thing,” tried to buy it, and couldn’t. RCA, he charged, “did everything they could to hold Armstrong down.”

He predicted TV would face reallocation comparable to FM.

Sen. Homer E. Capehart (R-Ind.), only other Committeeman present, questioned advisability of Senate Committee taking sides in such questions, or of promoting any service—AM, FM, or TV. “It doesn’t belong here and I regret that it has been brought up,” he declared.

“You’re over-rulled,” Sen. Tobey snapped. He said his committee is concerned with radio matters “any time, anywhere.” Committee, he said, “should be against deceit and forearmed tactics.”

He said he had “proof in my desk” that FCC altered the records in FM allocations—another charge which has been raised by Prof. Armstrong referring to 1945 allocations reports. He promised that this subject—which brought FCC denial of tampering after investigation conducted at Sen. Tobey’s behest—may be brought up again.

Sen. Tobey’s charges came early in anti-Johnson Bill testimony by Raymond F. Guy, manager of radio and allocations engineering for NBC. To questions from Sen. Tobey, Mr. Guy said he did not think it “unfair” to sell present television sets to public. Nor did he think television would be moved upstairs “for a long time, if ever.”

Sen. Tobey countered with prediction that present video sets would be “sold down the river” in five years.

To charges against RCA, Mr. Guy said he was willing to stand on recent statement of C. B. Joliffe, RCA Labs. Chief, answering Armstrong charges during hearing on Lemke Resolution (H.Res. 78).


Mr. Guy said NBC opposed breakdown of clear and was not recommending higher power now, though power boosts might be necessary in future. He opposed any statutory limitation on power, warning it would insure failure of U. S. NARBA negotiations.

Sen. Johnson felt international agreement, not high power, is key to protection against interference from other nations. Sen. Hawkes (R-N.J.) said he’d lost faith in U. S. international negotiations, declaring we’ve been (Continued on page 106)

**Bulletins**

TELEVISION officials continued talks on fees with AFM union headquarters in New York Monday. Probably will resume negotiations there today. Industry represented by Charles Deny, NBC vice president; Joseph MacDon-ald, ABC vice president; Lawrence Phillips, DuMont Television Network director; Arthur Israel, assistant to president, Paramount.

POSTPONEMENT of hearings on uniform time bills, scheduled April 15, made necessary by extension Johnson Bill hearings. Sen. Clyde M. Reed (R-Kan.), subcommittee chairman, indicated “early next week” likely time.

**50 KW COMPROMISE**

PROSPECT of compromise on Johnson Bill (S-2231), possibly by retention of 50-kw power ceiling but with provision against breakdown of clear channels, was indicated Friday afternoon by Sen. Edwin C. Johnson (D-Colo.), author of pending breakdown bill.

In Senate Commerce Committee hear-
ings on measure (see story this page), Sen. Johnson said he was “a thousand times more interested” in limiting power that in duplicating clear, and that his bill would never have been introduced but for clear-channel pressure on FCC for “immediate” power boosts. He said bill was designed to stop “what would have been disastrous.”

When NBC representative, Raymond F. Guy, suggested that Committee in-
struct FCC to withhold its own decision on clear channels and power and that Johnson Bill then be withdrawn, Sen. Johnson said this “might be a very good solution.”

Page 4 • April 12, 1948
OUTSTANDING
in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

Represented by ROBERT MEEKER ASSOCIATES
CHICAGO  SAN FRANCISCO  NEW YORK  LOS ANGELES
We're BIG

because our listeners tell us so.

we have 9 volumes of letters received by WBIG from friends who commend this station ... a station that believes in happy and healthful living and that the best public service is the best business.

greensboro, n. c.

5000 w. day & nite

columbia affiliate

edney ridge, director

represented by hollingbery
YANKEE STATIONS OPEN More DOORS

WFAU — Augusta, Me.  WONS — Hartford, Ct.  WMTW — Portland, Me.
WJOR — Bangor, Me.  WHYN — Holyoke, Mass.  WHEB — Portsmouth-Dover, N. H.
WICC — Bridgeport, Ct.  WLHH — Laconia, N. H.  WEAN — Providence, R. I.
WXKL — Concord, N. H.  WCOU — Lewiston - Auburn, Me.  WSYB — Rutland, Vt.

Yankee stations are home-town stations in every sense. They penetrate their respective trading areas, city and suburban, so thoroughly that you can saturate these areas in your sales effort.

There is the home-town appeal of the local station and local programs. Add to this the Yankee and national programs heard over this same station and you have an unbeatable combination to open the doors to thousands of homes.

Buy one station, buy a group, buy the whole network. There are 23 stations in all, affording you the greatest flexibility in spotting your advertising exactly where you want it, or doing a complete network job to reach all New England markets, with maximum local impact in each and every market.

"This is The Yankee Network"

Member Mutual Broadcasting System
I N 1947 television sets be-
gan to roll off assembly
lines and into American
homes; applications for
video stations swamped the
FCC. In the first months of
1948 the manufacture and
sale of sets continued to
mount; stations applied for
last year began to go into
operation; AT&T announced
extensions of its coaxial cable
and radio relay facilities that will
provide intercity transmission of
video programs beyond the New York
Washington area in the near fu-
ture; Western Union also entered
the video network facilities field,
both companies filed video trans-
mission rate schedules with the
FCC aiming at regular commercial
service before the political con-
ventions in Philadelphia.

The time was ripe for video net-
works to begin to shape more
definite than the working agree-
ments which have linked New York,
Schenectady, Philadelphia, Balti-
more and Washington during the
recent past, when the three New
York video stations have fed pro-
grams to the other cities and oc-
casionally picked up programs from
them, sharing the limited
network facilities provided with-
out charge by AT&T on an equal
basis.

NBC on March 12 called some
25 of its AM affiliates with video
stations either now operating or
due to be by the end of the year
into a meeting at which the net-
work outlined its plans for video
network service, offered the sta-
tions firm affiliation contracts.
CBS on March 31 held an all-day
video clinic for any of its AM affiliates
that might be interested, got close
to 100% representation.

ABC, currently hampered by lack
of a New York station of its own
but hoping to have one on the air
by August, also has started lining
up affiliates. DuMont, with no AM
organization to use as a base for its
video network, last week installed
Halsey Barrett, formerly with CBS,
as station relations director to
build an affiliation structure around
the five DuMont O & O stations
now operating or planned. E. P. H.
James, CBS vice president in
charge of research, took to the
road, visiting Mutual stations with
video plans throughout the country
with the goal of developing a pro-
gram of television activity to pre-
sent to the Mutual board at its next
meeting on May 20.

NBC and CBS, two networks
whose video plans are furthest
along, are attacking the television
network problem from points of
view so widely divergent as to be
almost directly opposite. CBS
following its AM affiliation con-
tracts as closely as possible on the
theory that the network-station
relationships in television will be
largely the same as in sound
broadcasting and that it would be
silly to discard a formula developed
and found workable over the past
30 years just because the contem-
plated service calls for the trans-
mision and broadcasting of pic-
tures as well as sound.

NBC's theory is that television is
so much more expensive an oper-
ation than sound broadcasting
that the economics of the AM net-
work cannot be applied to a video
chain; that a network cannot bear
the video line charges and pro-
gram costs alone; that the affiliates
will have to contribute to the ini-
tial expense of network opera-
tion in order to share its future
profits. Top video executives of both

NBC and CBS, however, frankly
state that the affiliation contracts
they are drafting today will be re-
vised from time to time in light of
actual operating experience and
probably resemble the video
affiliation contracts they will be
signing a couple of years hence.

As of last week, here is how the
television network situation shaped
up:

AFFILIATES

NBC-0 & O: WNB New York, WNBW
Washington, KSTP-TV St. Paul, WVT
Cincinnati, WTV Richmond (effective
June 1, with AT&T starting coaxial
cable service from Washington about
that date.)

CBS—O & O: WCBS-TV New York;
WCAU-TV Philadelphia, WMAR-TV
Baltimore.

WORKING AGREEMENTS

NBC—WFB Philadelphia. Du
Mont—O & O: WAB New York,
WITI Washington.

OUTLOOK AMONG GRANTEES, CPs, AND APPLICATIONS

ABC AM Affiliates in TV

AUTHORIZED BY FCC . . .

<table>
<thead>
<tr>
<th>Location</th>
<th>Call</th>
<th>Permittee/Licensee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KBLA-TV</td>
<td>American Bestg. Co.</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>KFMB-TV</td>
<td>The Jackson Cross Bestg. Co.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV</td>
<td>AMERICAN BESTG. Co.</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM-TV</td>
<td>AMERICAN BESTG. Co.</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WDAY-TV</td>
<td>Des Moines-Trendle Bestg. Co.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WTCN-TV</td>
<td>Minnesota Bestg. Corp.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPTV-TV</td>
<td>AMERICAN BESTG. Co.</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WFAA-TV</td>
<td>Triangle Publications</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WBAP-TV</td>
<td>Carter Publications</td>
</tr>
</tbody>
</table>

APPLICATIONS PENDING . . .

<table>
<thead>
<tr>
<th>Location</th>
<th>Call of AM Affiliate</th>
<th>Applicant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>WRGB</td>
<td>Birmingham News Co.</td>
</tr>
<tr>
<td>Hartford, Conn.</td>
<td>WHDT</td>
<td>Hartford Times Inc.</td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>WACO</td>
<td>Jackson Bestg. Co.</td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>WPGD</td>
<td>Jackson Bestg. Co.</td>
</tr>
<tr>
<td>Waco, Tex.</td>
<td>WCAN</td>
<td>AMERICAN BESTG. Co.</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KCME</td>
<td>Cowles Bestg. Co.</td>
</tr>
<tr>
<td>Bismarck, N. D.</td>
<td>KFYI</td>
<td>WDAY-TV Bestg. Co.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>KOMO</td>
<td>AMERICAN BESTG. Co.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>KSTP</td>
<td>KSTP-TV Bestg. Co.</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WBBF</td>
<td>Broadcasting Foundation Inc.</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>WAYS</td>
<td>Inter-City Adv. Co.</td>
</tr>
</tbody>
</table>

(Continued on page 90)
WSB-TV in Atlanta, Georgia, has been granted Channel Number 8. Complete RCA equipment has been ordered. Excellent studio and transmitter facilities are now under construction.

WHIO-TV in Dayton, Ohio, has been granted Channel Number 13. Complete RCA equipment has been ordered. In the final stages are plans for transmitter and studio facilities.

WIOD-TV in Miami, Florida, has applied for Channel Number 5. Complete RCA equipment has been ordered, subject to FCC action. Plans for transmitter and studio facilities have been made.

Training of personnel in television techniques has been under way for nearly two years. Each station will reach its commercial television status with thoroughly tested equipment, studio facilities, and with trained, experienced personnel.
$5,000 COULDN'T!

Five thousand dollars couldn't pay production costs for even one half-hour program of the Cavalcade of Music ... Yet this entire 52-week series is available for local and regional sponsors at station time plus a small service fee.

The Cavalcade of Music (transcribed) is a big-time musical. It features D'Artega's 35-piece orchestra, 16-voice chorus and a top-flight guest appearance every week. Guest stars include: Tommy Dorsey, The Modernaires, Anita Ellis, Vaughn Monroe, Tony Russo, Riders of the Purple Sage, Tito Guizar, The 4 Knights, Rose Murphy, Frankie Carle and many others.

The Cavalcade of Music is available NOW on 600 Lang-Worth stations—exclusively! For cost and time availability contact the Lang-Worth affiliate in any desired market.

LANG-WORTH, Inc.
111 W. 57th Street, New York

* D'ARTEGA

JUNE E. HANSON, former director of talent and audition for CBS Chicago, has joined Davis-Harrison-Simmonds, Los Angeles, as vice president in charge of radio, effective April 15. He will supervise aural radio and television activities of D-H-S clients, best known of which is Gadget-of-the-Month Club Inc.

SAMUEL E. HUNSAKER, formerly in creative department of N. W. Ayer & Son, New York, has joined Armstrong, Schleifer & Ripin, New York, to organize aural radio and television department. He will be director of the new department. BRYCE ALYN GORMAN has been appointed director of marketing and research for the agency.

ROWLAND VANCE and RICHARD HAGER have joined copy staff of G. M. Basford Co., New York and Cleveland agency.

KENNETH D. TWYMAN, formerly with Liebmann Breweries Inc. as vice president in charge of sales, has joined Lennen & Mitchell, New York, as account supervisor. He will supervise the Rappert account.

RICHARD M. MASON, formerly with Chambers & Wiswell, Boston agency, has joined James Thomas Chirurg Co., Boston and New York, as vice president in charge of packaged products. For past ten years Mr. Mason has specialized in promotion of packaged products to general consumer field. LEO H. HARDIMAN, treasurer of the agency, and HOWARD G. SAWYER, vice president in charge of copy, have been elected to board of directors.

MAKELIM Assoc., Hollywood, in expansion brought about by centralization in Hollywood office of public relations directions for its Chicago and New York offices, has added three men to executive staff and has transferred JOHN PAUL ANDREWS from Chicago office to Hollywood. New members are GEORGE GALE, former manager of Dorland Inc., Los Angeles; ROBERT McELWAINE, former head of his own Los Angeles public relations office, and EDWIN DUZAN, formerly with U. S. Adv., Chicago.

DAVID J. COWEN, former account executive with Deutsch & Shea Inc., New York, has joined the New York office of Cappel, McDonald & Co., as an account executive.

JOE DEAN, formerly of Bell-Dean Adv., Passaic, N. J., has joined Gunn Mears, New York. Bell-Dean offices have been closed, with most of the accounts being absorbed by Gunn-Mears.

EDWARD S. LANCASTER Jr., formerly a correspondent in Customers Service Department of Stanley Works, New Britain, has been named production manager at the Hartford office of Wilson, Haight & Welch Inc., New York and Hartford advertising agency.

PAUL W. FAULKNER, former account executive with Mike Goldgar Inc., New York, has joined Richard & Gunther Inc., New York, as account executive.

JAMES SHELDON, executive producer and program manager at WOR New York, will join Young & Rubican, New York, April 19 as director of We the People (CBS, 9-9:30 p.m. Tuesdays). Program is sponsored by the Gulf Oil Corp., Pittsburgh. Mr. Sheldon previously had been director of radio for MacFarland Avenue & Co., New York.

BENTON & BOWLES, New York, has leased the former Majestic Records studios, including recording studio which will be converted into offices. Agency, which maintains offices at 444 Madison Ave., will move some of its departments into the newly leased quarters.

GERRY SPOLANE HARRINGTON, formerly with Grey Adv., New York, has joined copy staff of Doherty, Clifford & Shenfield, New York.

LEON A. KAMINS, account executive with Brooke, Smith, French & Dorrance Inc., Detroit, has resigned. He formerly was director of radio with AAF, serving overseas with Fifth Air Force. Prior to military

(Continued on page 82)
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

To California’s great central valleys, add western Nevada. That's the Beeline. Then add 2 Billion in buying power—and you’ve got the Bonanza Beeline.

You need on-the-spot radio to sell the Beeline market. Natural barriers surround this market and turn away outside radio signals. Yes, you need the five BEELINE stations—located right in Beeline cities.

As a combination or individually, the BEELINE stations are your top buy. Look at KMJ Fresno, for example. Its current Hooper rating for the Sunday through Saturday 6 PM - 10 PM period is more than three times higher than the next closest station. Ask Raymer for more on the Beeline.

McCLOTHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA  •  PAUL H. RAYMER CO., National Representative

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Frequency</th>
<th>Power</th>
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<tbody>
<tr>
<td>KFBK</td>
<td>Sacramento (ABC)</td>
<td>6500 watts</td>
<td>1550 kc.</td>
<td></td>
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<tr>
<td>KOH</td>
<td>Reno (NBC)</td>
<td>1000 watts</td>
<td>630 kc.</td>
<td></td>
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<tr>
<td>KERN</td>
<td>Bakersfield (CBS)</td>
<td>1000 watts</td>
<td>1410 kc.</td>
<td></td>
</tr>
<tr>
<td>KWG</td>
<td>Stockton (ABC)</td>
<td>250 watts</td>
<td>1290 kc.</td>
<td></td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno (NBC)</td>
<td>5000 watts</td>
<td>880 kc.</td>
<td></td>
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</tbody>
</table>

April 12, 1948 • Page 11
Three hour high fidelity recording is easy with the MAGNETONE®!

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatcher's monitoring, police radio monitoring and many other long period recording usages.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in 1/2, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Outstanding characteristics of the MODEL BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction.

Available with High and Low Impedance Inputs and 500 Ohm Balanced-Line Output

Write today for detailed specifications of the "MAGNETONE"

Washington Market Story Wins Praise

EDITOR, Broadcasting:

Broadcasting magazine is to be congratulated on its presentation of the study of the Washington market.

You have added another "blue ribbon" to your already overcrowded showcase.

I, along with many others I'm sure, look forward to your continuing studies of other markets in future editions.

Robert M. Reusche
Headley-Reed Co.
New York

EDITOR, Broadcasting:

Your special study on Washington, D.C. is very interesting. I hope that you will put out a similar publication for other major markets.

It would be helpful some time if you were to publish a list of FM stations now on the air in order of their frequency. The television news in your magazine is very interesting.

Raymond M. Bell
Professor of Physics
Washington & Jefferson College
Washington, Pa.

EDITOR, Broadcasting:

Congratulations! Study No. 1 is certainly effective and the idea is outstanding. Am looking forward to the future studies in this series.

Again, sincere congratulations.

John Patton Williams
President
Transcription Sales
Springfield, Ohio

Columbia U. Grateful For VD Editorial

EDITOR, Broadcasting:

We appreciate very much your editorial send-off to our VD Project. We assure you it will be of help to us, and we want to thank you.

The project, by the way, is progressing well. In a few weeks we shall have another release, with further details about performers and cooperating organizations.

Erik Barnouw,
Program Director
University Radio Committee
Columbia U., New York.

Credit Where Credit Is Due Suggested

EDITOR, Broadcasting:

We smalltime disc jockeys, scattered throughout the nation, will get a laugh from the caption beneath the picture of Rush Hughes, St. Louis disc m.c., on page 68, of the March 1 issue.

It gives Mr. Hughes full credit for 'dusting off the 1918 recording of 'Now Is the Hour' and plugging it to popularity.'

... This past fall several good recordings of it were made for English consumption. The tune capped Britain's popularity polls for over four months before it was imported to the U. S. shortly before the Jan. 1 ban.

... When another Kurt Webster comes along to resurrect a tune like "Heartaches" through his own efforts alone, let's then give him adequate credit.

George L. Brooks
Music Librarian
KDIX Dickinson, N. D.

'Man-in-Street' Advice

Best, Davis Believes

EDITOR, Broadcasting:

Your Feb. 7 issue ran a story titled "Spot Impact," written by Bruce Robertson.

I read, with a half-happy feeling, the answer to one of the questions submitted to listeners in the St. Louis area on the worn and tattered subject of radio commercials.

The question asked was: "Do you have any suggestions as to how radio advertising might be improved?"

The answer was: "No suggestions."

And this comes after all we have heard from our dear listeners concerning our singing spot jingles; our "cures-for-plies,—sort feet,—bad breath,—personal odor" spots at meal-times; and our many commercial announcements considered—by these same dear listeners—to be "bad taste!"

All I now have to say is this: They had their chance and didn't take it! Now let these "I'm-agin-all-commercial" people henceforth and forever hold their peace! If over 8,000 people answer "No suggestions," then there can't be too much wrong with what we're doing now!

Get this! Out of the thousands interviewed in this Petry survey, more than 62% (62.5) responded to this "they're-really-asking-for-it ain't-they-folks' question with an easy-going, so-what answer of "No suggestions!"

"No suggestions"—this kind of answering can lead to a one-button receiving set! No suggestions—no new programs, no new ideas.

The very nature of broadcasting is controversial—some like it hot, some like it cold! You can sell...
Wally Kay... who conducts WJW's two top juvenile programs... has found that the way to a woman's heart is through her children. As scores of listening mothers say... Kay's programs "entertain but do not unnerve" their youngsters.

Cousin Kay's Corner... across the board at 4:45-5:00 P.M. gives Cleveland children the personal recognition program that juvenile dialers desire. Because Cousin Kay's Corner keeps children busy and happy... parent response is pronounced!

Storybook Merry-Go-Round... at 4:00-4:30 P.M. on Sunday... has become a symbol of delightful entertainment for small fry... endorsed by PTA leaders and recommended for selective dialing by The Radio Council of Greater Cleveland.

Alone... or in an all-week combination... Wally Kay's WJW shows offer an advertiser a new way to a woman's heart... provide a tested formula... an established audience. The mail pull is terrific... more than 3,700 letters in a single recent week.

Cousin Kay's Corner at WJW sets off a chain reaction... a chain of enthusiastic letters from youngsters and their parents.

Audience reaction is reflected by the absorbed attention with which children enjoy Storybook Merry-Go-Round.

BILL O'NEIL, President
UNION OIL Co., Los Angeles, April 13 will present its annual report, known as Report for '47, via film on nine video stations including WBNY New York, WRGB Schenectady, WPTZ Philadelphia, WBAL-TV Baltimore, WNBW New York, KSTP-TV St. Paul-Minneapolis, WWJ-TV Detroit, WKBK Chicago, and KTLLA Los Angeles. Total budget is understood to be approximately $1,800 for nine station purchase. Press preview to be held in Los Angeles April 12. Agency is Foote, Cone & Belding, Los Angeles.

WEBER & PILE, Hollywood (clothing manufacturer), has appointed Allen & Marshall Adv., Los Angeles, to handle advertising. Radio may be used.

A. SAGNER's Son Inc., Baltimore (manufacturer of Northcool men's summer apparel), has signed with WMAR-TV Baltimore for sponsorship of telecasts of 12-day racing meet at Pimlico, Md., on package deal involving about $6,000. Account was placed through I. A. Goldman Inc., Baltimore, and will cover roughly one hour of direct pickup of Pimlico feature race of the day plus one other race.

BREITLING WATCH Corp., of the American & Wakemann Watch Co., will use three spots a week on WABD New York, effective April 19. Contract, to run 52 weeks, calls for video spots on Mon., Tues., and Thurs., preceding sign-off. Sterling Adv. New York is the agency, and TED BERGMANN of WABD times sales staff, is account executive.

GOLDBLATT Bros., Chicago department store, April 6 started daily 30-minute telecast, At Home With Barbara Barkley, from its State St. store. Program features home economics news and different celebrities passing through the city. It is televised before studio audience in the store's Home Service Center, 2:30-3 p.m. daily.

AIR NATIONAL GUARD Recruiting is releasing special one-minute film spots, officially approved, to number of TV stations throughout the country. Films were prepared by Television Adv. Productions, Chicago.

LUTHE HARDWARE Co., Des Moines, will sponsor Speak Up or Pay Up on nine Iowa stations starting April 16. Programs will originate in different city each week, with live show transmitted on Tuesday night for play-back on all stations following Sunday. Stations to be used include: KRNT Des Moines; KICD Spencer; KGLO Mason City; KMA Shenandoah; KVFD Fort Dodge; WMT Cedar Rapids; KBIC Ottumwa; KSFJ Creston and KFJB Marshalltown. Agency: Meneoueh, Martin & Sey- mour, Des Moines.

IDA'S Department Store, Washington, has started one-minute live video spots, Mon., Wed., and Fri. at 6:14 p.m. on WTTG Washington. Produced by I. T. Cohen Adv., Washington, the spots feature Model Mary Anne Hyde and Commentator Sherry Levine of agency's talent division, retailing fashions and accessories furnished by Idas.

STAMINITE Corp., New Haven, Conn., which last week appointed J. M. Hickerson Inc., New York, to direct its advertising, will begin test campaign in 16 New England markets May 10 on behalf of "Surface-Kleen" and "Surface-Nu," floor products. Radio will be used, but the schedule has not been set.

FORD MOTOR Co. and GENERAL FOODS are splitting sponsorship of Ringling Bros. and Barnum & Bailey Circus telecasts from Madison Square Garden, over WCBS-TV. Ford's share of the sponsorship covered last week, the opening circus performance on April 7, and yesterday's matinee. General Foods telecasts are scheduled for April 15 at 2:15 p.m. and April 21 at 8:30 p.m. Another video show on April 25 at 8:30 will be sustaining.

AMERICAN BEAUTY MACARONI, Los Angeles, has appointed Dan B. Miner Co., that city, to handle advertising. Spot campaign is planned for near future.

MILROSE PRODUCTS Co., New York (Rad all-purpose cleaner), has appointed Frederick-Clinton Co., New York, to handle its advertising. Agency has announced 10-week premium deal, starting week of April 19.

(Continued on page 52)
the only FM antenna that can support a television antenna
RCA Heavy-Duty FM Pylon

- Completely self-supporting
- Supports the RCA High-Gain TV Antenna
- Does away with need for extra tower
- Power gain 3 and 6
- Handles 50 kilowatts

The lower part of the antenna you see in these pictures is a high-gain, heavy-duty Pylon. It can support a 6-section RCA high-gain television antenna...without a single guy. No need for a separate tower for FM...with the expense of putting up another tower later for TV. Here, one does it!

For long-term protection of your tower investment, be sure to figure your FM-TV antenna requirements in terms of a Heavy-Duty Pylon—TV Super Turnstile combination. Your RCA Broadcast Sales Engineer has the facts. Call him, or write Section 19-D, Engineering Products Dept., RCA, Camden, N. J.
You install a two- or four-section Heavy-Duty Pylon now. You simply bolt a wide-band, high-gain TV antenna atop it later. Benefits: maximum coverage for FM now. Maximum coverage for FM and TV later.

The "Heavy-Duty" antenna is simplicity itself. No dipoles. No external loops. No appendages of any kind... and no adjusting.

The Heavy-Duty Pylon with a High-Gain TV Super Turnstile atop it. Two antennas in a single self-supporting unit that can be mounted anywhere—tower or building. This radiator provides simultaneous FM transmission and wide-band TV services—both aural and visual. Power gain for the Super Turnstile is 3.8 to 7.

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**QUICK-SELECTION CHART FOR RCA FM AND TV ANTENNAS**

Choose the unit or the combination to meet your special requirements.

<table>
<thead>
<tr>
<th>HEAVY-DUTY PYLONS</th>
</tr>
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<tbody>
<tr>
<td><strong>FREQ. RANGE</strong> (MC)</td>
</tr>
<tr>
<td>88-96</td>
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<tr>
<td>96-108</td>
</tr>
<tr>
<td>88-96</td>
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<tr>
<td>96-108</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TELEVISION SUPER TURNSTILES (for installation on Heavy-Duty Pylons)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FREQ. RANGE</strong> (MC)</td>
</tr>
<tr>
<td>55-66</td>
</tr>
<tr>
<td>66-88</td>
</tr>
<tr>
<td>174-216</td>
</tr>
</tbody>
</table>
Free...two new 12-page brochures on RCA Antennas

- Here are your answer books on the RCA FM Pylons and TV Super Turnstiles. In detail, these handsomely illustrated books tell you how each high-gain antenna is built...how you use it...what it will do for you. Pages and pages of text, closeup views, plan diagrams, schematic circuits, coverage patterns, charts, and tables.

For your free copies, see your RCA Broadcast Sales Engineer. Or fill in the coupon and mail it to Dept. 19-D.

---

**Fill in completely—and mail now!**

To RCA Engineering Products, Dept. 19-D
Camden, N. J.
Please send me the free 12-page brochure
☐ The RCA Pylon Antenna for FM (1J 2617)
☐ Television Super Turnstile and Diplexer (1J 3056)

Name: ____________________________
Address: ____________________________
Station: __________________ Position: __________________
City: __________________ State: __________________

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**RADIO CORPORATION OF AMERICA**
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Feature of the Week

By DON BRICE
News Director, WRBN Youngstown, Ohio
YOUNGSTOWN, teeming city of steel in northeastern Ohio, has had a dramatic demonstration of what radio public service can do for a community.

For many years, the people of Youngstown had an attitude toward city government similar to that found in most American cities—an attitude variously described as "indifference," "lack of civic conscience," "the willingness to let George do it." Until recently, most Youngstowners really didn't think about their municipal government one way or the other—not so much because of indifference, but simply because they didn't know exactly what their government was doing.

Today, Youngstowners are definitely "government-conscious." They are aware of the machinery that operates their city, and the men who run that machinery. In fact, the council chambers won't begin to hold the hundreds who jam city hall for the weekly council meetings.

Two years ago, the seven members of the city council and the city "cabinet" (administrative officials appointed by the mayor) lived in semi-obscenity except for a brief spell in the pre-election limelight. Today, each councilman and each (Continued on page 72)

On All Accounts

DIVERSE operations of a small community station have provided many agency people with their basic experience in the medium. William Green is current radio director of Knollin Adv., Los Angeles, but he started at WLNN Laconia, N. H.

As a starter, he was office boy, announcer, producer and handled traffic as well. Starting at that in January 1940 he remained until April 1941, before switching to WRNL Richmond, as production manager.

Uncle Sam had a convincing story to tell about Navy Air in November 1941 and Bill became a twin-engine pilot, seeing considerable service in the Pacific. He was separated in January as a lieutenant.

His first postwar job was in New York with Fairchild Publications editing a section of one of their publications. And it continued to be his responsibility until May 1946 when he decided that the West Coast was really where he wanted to live and work.

Early in 1947 Bill and his wife made the trek to San Francisco where he joined Knollin Adv. as a copy writer. When the agency's Los Angeles office required a radio director in July of the same year he was shifted. In that present spot, he is primarily concerned with the radio activity of Payne Furnace and Golden Glow Beer. Long-range he views video with considerable anxiety.

A native New Yorker, he was born in Brooklyn July 14, 1915. Bill is a graduate of Manual Training High School, '33. William & Mary College is his A.B. alma mater, graduating in '38. Law had started out to be his career but a year of law school convinced him that radio was a more challenging career.

During a Canadian liberty he met Joyce Cox of Vancouver, B. C., and at a convenient time during his Navy service they were married Dec. 8, 1945. Today they make their home in suburban West Los Angeles.

Organizationally he is a member of the Los Angeles Advertising Club and SAG. Hobby-wise he finds the piano a satisfying way of relieving an active day in the agency.
IT'S EASY, IF YOU KNOW HOW!

With 22 continuous years of constant trial, experimentation and study, we of KWKH know we know the ways to the hearts, minds and confidence of Southern radio listeners.

Our 50,000 watts are, of course, a prime reason for the fact that our Daytime BMB Map shows 105 counties in Arkansas, Louisiana, Mississippi and Texas. But it's KNOW-HOW that makes us the eighth CBS station in America, in the morning — the ninth in the afternoon — the sixth in the evening (Hooper Station Listening Indexes, Mar.-Apr., 1947).

The KWKH daytime area alone accounts for nearly 2% of all U.S. potential sales. It should account for that much of your clients' sales, too... May we talk with you about it?

50,000 Watts . CBS .

Henry Clay, General Manager
Dean Upson, Commercial Manager

The Branham Company
Representatives

SHREVEPORT
Texas
LUSIANA
Arkansas
Mississippi

KWKH

Page 20 • April 12, 1948
4A'S ACCLAIM TV

By J. FRANK BEATTY

THE MEN WHO KNOW advertising best—and who dispense three billion dollars of it every year—have adopted television as the fifth major medium.

Meeting at Virginia Beach, Va., last week, some 300 members of the American Assn. of Advertising Agencies listened as they have never listened before to the dramatized story of television's meteoric history.

Then they listened just as attentively to a projection of TV's future—a projection that pointed to the visual art as an all-powerful medium combining the impacts of all the other media (broadcasting, magazines, newspapers and outdoor) and promising to lead advertising into a period of unprecedented growth.

And finally they came back en masse for a 30-minute film in which typical telecasts were portrayed and explained.

Presiding at the AAAA's television session, held Thursday morning, was Thomas D'A. Brophy, president of Kenyon & Eckhardt, New York, and newly elected chairman of the association's board. The session highlighted the three-day meeting, which opened Wednesday with the election of officers (see separate list of officers). Meetings were held at the Cavalier Hotel.

Langhoff Talk

Dimensions of the young television industry—past, present and future—were described in the keynote TV talk by Dr. Peter Langhoff, director of research, Young & Rubicam, New York. The new medium has come to life "with a boom" in the last six months, he said, tracing its growth to 21 operating stations available to 35,000,000 people or one-fourth of the population. Stations slated to take the air within six months will increase this coverage to 45,000,000 people or 32% of the U. S. total, and applications on file would give coverage to nearly 40% of the population.

Unit costs of reaching 1,000 viewers per half-hour will drop from the present $16.67 for 150,000 sets to $10 for 375,000 sets by the end of the year, Dr. Langhoff predicted (see separate table).

Walter Craig, of Benton & Bowles, New York, chairman of the AAAA committee on radio and television production, outlined TV production problems, explained types of commercials, and handled narration during the half-hour film presentation.

Kenneth W. Hinks, J. Walter Thompson Co., New York, member of the AAAA special committee on indicitive of the manner in which the applicant is likely to act in the future is certainly relevant.

But, clearly, that past conduct cannot be the mere expression of views, whether oral or in the pages of a newspaper or periodical, but must plainly constitute acts of unfairness as, for instance, denial of any opportunity to reply to attacks under circumstances where fair play requires the granting of such an opportunity, or the repeated making of irresponsible charges against any group or viewpoint without regard for the truth of such charges and without bothering to determine in advance of their publication whether they can be corroborated or proven.

On that basis the FCC overturned a ruling of the New York Daily News to strike evidence presented by American Jewish Congress charging the News with bias toward minority groups, but ruled at the same time that the AJC evidence was not sufficient to establish bias. FCC based no conclusions on the evidence, which had been stricken in an earlier ruling on the same question last fall (BROADCASTING, Nov. 10).

The grants went to the four applicants who won out in both the proposed decision and the subsequent final decision, which later was set aside, and to WNFR Newark.

The News, one of the winners of the proposed decision, and the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church, which replaced the News among the winners in the previous final decision, were given denials along with the 10 other applicants.

Grantees and their assignments: WMCA New York—92.3 mc (Channel 222), 19 kw effective radiated power, (Continued on page 36)
NEW OFFICERS of American Assn. of Advertising Agencies were elected at opening session at Virginia Beach, Va., last Wednesday. They are: front row (l to r)—Julian L. Watkins, H. B. Humphrey Co., vice-president; Henry M. Stevens, J. Wolter Thompson Co., secretary-treasurer; Thomas D'A. Brophy, Kenyon & Eckhardt, chairman of board; Fairfax M. Cone, Foote, Cone & Belding, director; Henry G. Little, Campbell-Ewald Co., director; Charles H. Ferguson, BBDO, director. Back row (l to r)—Clarence B. Goshorn, Benton & Bowles, vice-chairman; Fergus Mead, Buchen Co., director; Albert W. Sherer, McCann-Erickson, director; Gordon E. Hyde, Federal Adv. Agency, director; Abbott Kimball, Abbott Kimball Co., director; Howard A. Medholdt, Aitkin-Kynett Co., director; Frederic R. Gamble, re-elected president of AAAA; J. C. Cornelius, BBDO, retiring chairman.

4 A's Acclaim
(Continued from page 21) estimated, there will be 2,000,000 TV sets in the hands of owners compared to the 750,000 expected at the end of 1948—a trebling of sets during the next few months. To reach these goals, he said, “we need just two things from the industry, better programming and less expensive sets.”

Second TV factor, he said, is set-in-use. New York studies, he recalled, showed “a very high level of set use” with a median of about 60% in the evening though 15% to 20% of families are reported as not at home. Median for broadcast- ing is about 35%, he continued, giving TV a 70% higher set usage. This high level is not due to newness and novelty, he said, an analysis of attitudes of set owners by length of time sets had been owned revealing no drop in enthusiasm. Tending to increase set use, he said, will be better studio programming, better techniques for special events and greater diversity of programs. Tending to decrease usage, he believes, will be increasing number of telecasting hours from which the family may select its

Video's Impact
Following are comparative costs of reaching the TV audience, based on estimates by Dr. Peter Langhoff of Young & Rubicam (see main AAAA story, page 211).

<table>
<thead>
<tr>
<th>Sets Owned</th>
<th>Sets-In-Use</th>
<th>Viewers Per Set</th>
<th>Cost Per 1,000 Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000</td>
<td>37,000</td>
<td>4</td>
<td>$6,000</td>
</tr>
<tr>
<td>350,000</td>
<td>70,000</td>
<td>4</td>
<td>$9,000</td>
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</tbody>
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half-hour on NBC or CBS have gone up 14% since 1940, he declared, but the number of homes reached is up 20%, giving more per dollar invested because the number of radio homes has increased and the coverage of the total homes also has risen. He noted also that average audience rating for the top 10 shows is 5% below 1940.

Combining these figures and including talent costs, Mr. Ryan explained, reveal a 24% increase in the cost per 1,000 listening homes. A similar situation prevails in the median rating group, he said, but concluded “the fact remains that radio homes available have increased 28% and the network costs have increased only 14%.” Mr. Ryan said cost data on other media

(Continued on page 38)

AAAA ELECTIONS
Brophy, Goshorn, Stevens Elected

THOMAS D'A. BROPHY, president of Kenyon & Eckhardt Inc., New York, was elected chairman of the board of directors of the American Assn. of Advertising Agencies meeting in Virginia Beach last week. Clarence B. Goshorn, president of Benton & Bowles Inc., New York, was elected vice-chairman and Henry M. Stevens, vice-president of J. Walter Thompson Co., New York, was elected secretary-treasurer.

Mr. Brophy, vice-chairman of the AAAA for the past year, succeeds J. C. Cornelius, executive vice-president for the West of BBDO, as head of the AAAA. Others elected were:


Directors representing the AAAA regional Councils: New York Council, Gordon E. Hyde, president of Federal Adv. Agency Inc., New York, who was re-elected; New England Council, Julian L.

Page 22 • April 12, 1948
CLEAR'S PRESENT CASE

By RUFUS CRATER & JOE SITRICK

AN UPHILL BATTLE for preservation of clear channels and operation with powers above 50 kw was fought by the nation's clear-channel stations last week before the Senate Interstate & Foreign Commerce Committee.

The Committee, considering the Johnson Bill (S-2231) to break down the clears and keep power at 50 kw, reached the halfway mark last Friday with completion of testimony against the measure. Virtually another full week is expected to be needed for both advocates and opponents of the bill to open their case today (Monday).

In addition to spokesmen for almost two score local and regional stations and other organizations, the week's witnesses are slated to include former Sen. Burton K. Wheeler, co-author of the old, ill-fated White-Wheeler Bill and sponsor of the resolution which put the Senate on record in 1938 against power above 50 kw.

Ed Craney, managing director of the XL stations of the Pacific Northwest, who was named by clear-channel spokesmen as the prime foreign influence for clear-channel breakdowns also is slated to testify.

Fireworks were touched off early by Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, who claimed that Sen. Charles W. Tohey (R-N.H.), acting chairman of the Committee, and Sen. Edwin C. Johnson (D-Colo.), author of the bill, had incorporated erroneous information in letters eliciting support for the measure. He also charged that Edward Cooper, the Committee's communications expert, "has been assiduously writing letters to broadcasters."

The charges brought a stinging answer from Sen. Tohey attacking what he called the "police court tactics" of Mr. Caldwell, defending his letters and those sent by Sen. Johnson, and declaring that the letters sent by Mr. Cooper were "normal clerical correspondence" in reply to requests for information on "hearings, dates or procedure." (Text of Sen. Tohey's statement below).

Caldwell Protest

Mr. Caldwell's protest against the procedure which required opponents of the bill to appear first but refused them access to the reported 700 letters supporting the bill provoked a heated argument among the Committee. Sens. Owen Brewster (R-Me.) and Homer Capehart (R-Ind.) were outspoken in their criticism of this procedure.

Acting Chairman Tohey reiterated that the letters would be put into the record when the proponents of the bill present their case, and said the clear-channel advocates would be given an opportunity for rebuttal if arguments were developed which merited it—which he doubted.

Sen. Johnson stressed repeatedly —over the protests of clear-channel spokesmen—that his bill would deprive clear-channel stations of nothing that they now enjoy. He pointed out that the FCC would have to channel power. Tohey, in his view, was too quick to dismiss the coverage problems encountered by the AM.

He said, too, that the near end of the week's hearings, that his bill's arbitrary engineering formula for maximum protection against interference might be improved "by other language for which would allow for some discrepancy by the FCC and would avoid the 'latitude effect' which is a relatively new engineering discovery."

Cropping up intermittently throughout the hearing was the question, often raised by the same Committee during hearings of the White Bill (S-1333) last June, of an approach to common-carrier or public-utility status for broadcasting. Sen. E. W. McFarland (D-Ariz.) suggested at the outset that it might well be considered, in studying the bill, whether communications should be treated as "transportation."


The Committee's attitude toward the measure appeared to be divided largely along party lines. Sens. Johnson and McFarland were most outspoken in challenging clear-channel witnesses, while Sen. Capehart — and Sen. Brewster, when he was present—tended more often to side with the clears. At one point Sen. Johnson walked out in a huff over a procedural point while Sen. Capehart was presiding.

Sen. Wallace H. White Jr. (R-Me.), Senate majority leader, chair of the Committee and author of the White Bill, was on hand for many of the sessions, but turned the direction of the hearing over to Sen. Tohey. Ill since the first of the year, the veteran Maine legislator was under doctor's orders to limit his participation to about an hour at a time.

Though the hearing technically was before the full Committee, relatively few members participated actively. Often only two or three were on hand. Most consistent participants were Sens. White, Tohey, and Capehart, Republicans, and Johnson and McFarland, Democrats. Others who took less regular (Continued on page 74)
DENNIS DAY (I), star of NBC "A Day in the Life of Dennis Day," in the New York office of Ted Bates Inc., discusses his broadcast which opened the 1948 campaign of the American Cancer Society in Washington, D. C., with agency vice presidents D. Robert Parman (center) and Thomas F. Harrington.

DENNIS DAY (II), president of WIP Philadelphia, discusses the press-radio situation of France with Mlle. Eve Curie, who came to the Quaker City recently as part of a program arranged by the American Cancer Society. She appeared on several WIP broadcasts.

BENEDICT GIMBEL Jr. (II), president of WIP Philadelphia, discusses the press-radio situation of France with Mlle. Eve Curie, who came to the Quaker City recently as part of a program arranged by the American Cancer Society. She appeared on several WIP broadcasts.

GRADUATES of Washington's National Academy of Broadcasting at a banquet for area alumni are: (I to r) Earle Harbaugh, WARL; Pauline Schaub, WRC; Jack Quigley, WOOK; Fred Drake, WBZ; Roberta Rule, WMAL; Julian Colquitt, WOL.

FIRST TELENEWS Productions release, which started daily service March 22 over Don Lee TV station W6XAO, is inspected by Betty Rhodes and Harry R. Lubcke, of Don Lee.

FLORAL SALUTE is given to Jim Backus (r), MBS star, as he arrives in New York. Extending greetings is Gifford Hart, vice president of Pharmacor Inc., sponsor. Others (I to r) are: William Tuttle, Ruthrauff Ryan; Del Dunning, R. & R.; Sidney P. Allen, MBS, and Claude Hanford, Pharmacor.

ALL-STAR team in anybody's league gathered in Detroit to pay tribute to G. A. (Dick) Richards, President of WJR (also WGAR Cleveland and KMPC Los Angeles) on his 59th birthday. "Coach" Richards (standing, far right) pioneered big-league football. Lined up (on the line) Ernie McCoy, Michigan coach; Ty Cobb; Fred Leahy, and Fr. John Cavanaugh, Notre Dame; John Hannah, Michigan State; Gov. Sigler of Michigan; George Halas, Chicago Bears; (backfield) Lowell Thomas; Capt. Eddie Rickenbacker; Sid Luckman, Chicago Bears; Bo McMillan, Detroit Lions.

SCALE MODEL railroad enthusiasts get together over their hobby in Hollywood. Standing (I to r): Lew Lane, CBS sound effects; Frank Barton, NBC Western Division announcer; Bill Gay, Foote, Cone Belding producer; Evelyn Blanchard and Darryl Minkler, Radio Recorders, (seated), Hal Sawyer, announcer.

"JOCKEY" in the driver's seat is Don Wells, program director and also disc jockey of KSBW Salinas, Calif. He is being pulled down the main street by Jim Tressel, commercial manager, who is paying off his debts.
BROADCASTERS almost without exception (99%) plan to sell time for political broadcasts during the campaign period between the national party conventions and election day, but less than a third of them (31%) will solicit such broadcasts. No deviation from regular rates is contemplated by 76% of broadcasters who plan to sell political time, while the remaining 24% have indicated they expect to charge special political broadcast rates.

These were among the facts brought out in a study of broadcasters' plans and policies for handling political broadcasts. The study, conducted exclusively for Broadcasting magazine by Audience Surveys Inc., represented the ninth survey of station manager opinion, thirteenth in the Broadcasting Trends series.

A representative cross-section* of the managers of commercial AM stations was polled by Audience Surveys in March. The managers were asked: (1) Whether they expect to sell time for political broadcasts during this year's campaign period; (2) whether they would actively solicit such business; (3) what rates they expect to charge, and what discounts they will allow; (4) whether they will accept political spot announcements, dramatized political broadcasts, political campaign songs; (5) whether there were any programs which would not be shifted or cancelled to make room for political time; and (6) what position they will take in the face of network political broadcasts.

Results of the portion of the survey covering the first three points follow, with remaining points to be covered in a subsequent issue of Broadcasting.

Do you plan to sell time for political broadcasts during this year's campaign period?

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>Yes</th>
<th>No</th>
</tr>
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<tbody>
<tr>
<td>100%</td>
<td>99%</td>
<td>1%</td>
</tr>
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</table>

* A sample of U.S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

Almost without exception, broadcasters plan to sell political time during this year's election period. Only 1% of the panel has decided not to.

Asked whether or not they planned aggressive selling of political time, 31% of the broadcasters planning to offer such time for sale said they would solicit political broadcasts, 68% said they would accept them when offered, and 1% said they would discourage them. (See Chart I.)

RETURNS from the sample ballot mailing on which the Broadcasting Trends poll on this page were based was more than 86%, according to Audience Surveys Inc. Officials of that research firm say this is one of the highest returns ever received on this type of poll, a mute commentary on the interest station managers feel in the political broadcast question.

Presumably the 68% planning no selling efforts anticipate that the business will come to them without special work and are willing to have it on just those terms.

What base rates do you expect to charge? (See Chart II.)

Slightly more than three-quarters (76%) of the stations plan to sell political time at regular card rates; 24% expect to charge special political broadcast rates. It is important to note, however, that many stations which use regular card rates pointed out that the rate would be the one-time class A base rate, regardless of time of broadcast. Presumably many who did not add this note may plan to sell their time on this same basis.

If political rates are higher than regular base rates, approximately how much higher will they be? (See Chart III.)

39% of those who plan to charge higher than regular card rates for political broadcasts, will charge between 10-25% more; 22% will charge between 25-50% more; 10% will charge less than 10% more. 9% will add 50-75% to their base rates, 5% between 75-100% more; and 3% will charge more than double regular card rates. 15% were uncertain or failed to answer.

If you plan to sell time for political broadcasts, will you:

- Many of the specific problems facing the station which plans to carry political broadcasts were put to the panel.

PHILADELPHIA PLANS

NBC, ABC and MBS last Thursday announced comprehensive plans for radio and television coverage of the two presidential conventions this summer. CBS said it will not disclose its plans until shortly before the Republican Convention June 21. The Democratic cloude will follow on July 13.

Detailed coverage, including direct pick-ups from the floor, interviews, commentaries, and behind-the-scene analyses, is being worked out by the networks. ABC, NBC and MBS all have announced that top commentators will originate regularly scheduled broadcasts from the convention city, and that leading newsmen from affiliated stations also will be on hand to relay by direct line service the actions of their respective state delegations.

Headquarters of the news and television departments of NBC and MBS are to be moved to Philadelphia for the sessions, to be located in the Bellevue-Stratford Hotel, the party headquarters for both conventions. ABC is planning to build a radio booth overlooking the auditorium in convention hall, where ABC Commentator Elmer Davis will be stationed.

MBS, which expects to have 45 staffers in Philadelphia to cover the convention, has named Jack Paige, director of special events, and A. A. Schechter, vice president, as coordinators of the entire coverage. Milton Burgh, director of news, will supervise activities in New York. Leslie Nichols, Mutual's United Nations newsman, is to cover assignments in both Philadelphia and New York. Mutual Newsreel, major MBS' news series, will originate in the convention city, with its producer, Art Feldman, and his staff stationed there.

News releases are to go out from MBS, the network said, within five minutes after reaching New York headquarters, although the programming method was not announced.

Highlights of each day's activities are to be televised and transmitted by ABC and NBC, and to video booths not yet on the East Coast television network. Thomas Velotta, ABC vice president in charge of news and special events, will direct all ABC operations, with Paul Mowrey, executive producer of the network's ABC Commentators on the scene, Thomas L. Stokes, Scripps-Howard columnist, and Ernest K. Linderly, Newsweek political observer, will participate in discussions, forums, and interviews.

NBC said that more than 200 news and video staffers will form its convention task force, with Francis C. McCall, NBC news and special events manager of operations, assigned to supervise the "super news desk" activities. Radio and video booths also will be set up in convention hall.

Control of all NBC foreign pick-ups will be switched from New York to Philadelphia for the airtime of important news from abroad. NBC's foreign staff members also have been asked to cover reaction to the selection of candidates by the two parties.

April 12, 1948

Made by Networks

99% Will Allow, But Few Stations to Solicit

CHART II

REGULAR CARD RATES - 76%

SPECIAL POLITICAL BROADCAST RATES - 24%

Roughly a third (36%) of those who expect to sell political time will allow regular frequency and volume discounts on such business; almost two-thirds (69%) will not allow discounts.

78% of those selling political time will allow agencies commissions on political business; 19% will not. 3% are uncertain or failed to answer.

81% of the stations expect to insist on scripts in advance of broadcast, indicating that broadcasters are uncertain of the validity of the FCC ruling in the WHLS Port Huron case. 12% do not plan to

(Continued on page 88)
CBS TV AFFILIATES

CBS last week signed nine television stations, all now under construction, as affiliates in its television network, bringing the total CBS video outlets to 12, the most of any network.

The nine are situated as far apart as Stockton, Calif., and Binghamton, N. Y. Since several are in cities which will still be beyond the reach of coaxial cable or radio relay by the end of 1948, live network programming to them will be initial possibilities. Although CBS would not announce what techniques it would use to supply these stations with programming, it was believed that either films or road shows or both would be engaged.

The stations joining the CBS television network last week were:

WFMJ-TV Indianapolis, channel 6, 28.2 kw visual and 18.1 kw aural power, owned by WFBM Inc., Harry M. Bittner Jr., general manager.

WHIO-TV Dayton, channel 13, 24 kw visual, 25.2 kw aural owned by Miami Valley Broadcasting Corp., James M. Cox Jr., president.

WKRC-TV Cincinnati, channel 11, 23 kw visual, 12 kw aural, owned by Cincinnati Times-Star Co., Hubert Taft, chief executive.

WBT-TV Charlotte, channel 3, 15.2 kw visual, 8 kw aural, owned by Jefferson Standard Broadcasting Co., Joseph Bryant, president.

WHSI-TV Louisville channel 3, 9.6 kw visual, 7.2 kw aural, owned by WHAS Inc., Victor Sholis, operating head.

WBNS-TV Columbus, O., channel 10, 16 kw visual, 8 kw aural, owned by WBNS Co., Richard S. Wolfe, operating head.

KRLD-TV Dallas, channel 4, 46 kw visual and undetermined power aural, owned by KRLD Radio Corp., Tom C. Goode, John Runyon and Clyde Rembert, operating executives.

WBFS-VFBinghamton, N. Y., channel 12, 12 kw visual, 8.5 kw aural owned by Clark Assocs. Inc., John C. Clark Sr., and Cecil D. Mastin, operating head.

KGDM-TV Stockton, Calif., channel 8, 1.83 kw visual, 1.8 kw aural, owned by E. F. Peffer. CBS announced that the Stockton station would be "a part of the Columbia, California regional television network."

The signing of the nine video affiliates came within 10 days of a CBS television clinic to which CBS affiliates were invited in New York (Broadcasting, April 5). The network's plans and proposals for network television operation were explained to the stations at the meeting.

In commenting on the affiliation of the nine stations, Herbert V. Akerberg, CBS vice president in charge of station relations, said that they were "in the vanguard of local broadcasters who, with each passing day, realize the time for planning and action in television is now."

Mr. Akerberg commented that the nine were "not willing to drowse while waiting for the physical element of network hookups to be delivered to their doors, all done up in pretty pink ribbons."

As for interconnection among the stations, Mr. Akerberg observed that the nine new affiliates "realize that the means by which television programs are brought to their local stations is not the paramount issue at the moment ... they know their audiences will be well served and that linkage between various geographic points is going to be fast—even as it is inevitable."

All nine TV permittees have AM affiliations with CBS. The other video outlets already with CBS are its own WCBS-TV, WCAU-TV Philadelphia and WMAR-TV Baltimore, LUNCHEON discussion is held by prominent radio figures during first CBS television network clinic March 31 at New York's Woldorf Astoria. At the table (1 to r) are Hugh Terry, general manager of KLZ Denver; Edward R. Murrow, CBS news analyst; Frank Stanton, network president; Paul Porter, Washington, D. C., attorney, and Adrian Murphy, network vice president and general executive.

CBS Breaks Down Operation Costs

STAFF APPOINTMENTS FOR WENR-TV MADE

MAJOR appointments to the staff of WENR-TV, which is to be ABC's Chicago television outlet, were announced April 5 by E. R. Borroff, vice president in charge of network's Central Division.

Effective immediately, Harold Stokes, program manager of the division's AM and FM operations, assumes duties as program manager of other stations (TV and FM). E. C. Horstman, director of engineering for AM and FM becomes director of engineering for all three operations.

Fred Killian, AM and FM production manager, has been named director of television programming, and Bill Wilson Jr., WENR local sales manager, has been named director of special events for TV operations. The Killian and Wilson appointments are effective May 1.

Gerald C. Kenney, account executive, has been named coordinator of television sales effective June 1.

WENR-TV, assigned channel 7 (174-180 mc), is expected to begin test patterns Aug. 1 and regular operation Sept. 1.

Pacific Hooping

C. E. HOOPER Inc., New York, disclosed last week that it will send advances on Pacific Hooping to subscribers each month several days prior to the publication of the Pacific program Hoopings pocketpieces.

TV FORMULA

COST OF BUILDING and operating the four principal types of television stations are set forth in minute detail in a CBS analysis which provides a ready-made formula for prospective video station licensees.

The engineering data on television, painstakingly prepared for CBS affiliates originally, was made public by the network April 2 in New York City. The 47-page bound booklet was developed by the CBS general engineering department.

Capital costs (including complete installation) for the four types of TV stations are estimated in a summary divided into two categorical ranges, irreducible minimum and probable cost.

They are: Type "A" $60,000, irreducible minimum and $100,000 or more probable cost; "B" $90,000-$130,000 or more; "C" $200,000-$260,000 or more; "D" $275,000-$450,000 or more.

A breakdown of populations in 16 U.S. cities including New York, Newark, Chicago, Los Angeles, Philadelphia, Detroit, St. Louis, Baltimore, Cleveland, Washington, Cincinnati, Milwaukee, Schenec-

tady-Albany-Troy and Richmond shows a combined population of 4,889,156 and an aggregate total of 262,800 video sets.

Equipment but un-equipped, and future extensions of Bell System television network routes are superimposed on a map of the United States occupying anv portion of the book.

The analysis includes both capital costs (installed, ready for operation) and estimated operating costs.

Breakdown of Costs

Operating costs, representing average station conditions, include such items as salaries for the entire staff, technical and general maintenance of transmitter, studio and remote facilities, rent, telephone and telegraph, travel and entertainment, overtime, office supplies, membership in Television Broadcasters Assn., trucking, insurance, etc.

The summary of television stations annual operating costs show that a Type A station operating 28 hours a week on the network will have an irreducible minimum cost of $12,000 and a probable cost of $20,000 or more. The Type B station with 28 hours a week, 50% of the network has an irreducible cost of $25,000 and a probable cost of $40,000 or more.

Complete tables on costs for four types of station start on page 71.

(Continued on page 71)
Luckies Plan to Increase Television Schedule

The American Tobacco Co. stockholders meeting in Flemington, N. J., April 7 failed to materialize, but the session did provide an illumination of the company's radio and television plans for the coming season.

Vincent Riggio, president, and one of the principals in the recent policy controversy [Broadcasting, March 29] told Broadcasting that he anticipated no change in the radio programming for Lucky Strikes notwithstanding the transfer of that account to its new agency, BBDO. "We have contracts on both shows (Jack Benny and Hit Parade) and intend keeping them," he said.

Expressing satisfaction also with Pall Mall's Program structure, Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall) and vice president of American Tobacco Co., informed Broadcast that he considered The Big Story a "very satisfactory program, and very economical."

He did, however, reveal that the American Tobacco Co. was contemplating additions to its present television schedule. Starting in the fall Lucky Strike will sponsor football telecasts on the East Coast, Chicago and Los Angeles. Continuation of the current Tonight on Broadway will be contingent on the success of the three programs already contracted for. "The series is experimental," he explained, "and its future will be decided after the three are completed."

Existing television commitments of the company include a one-minute spot announcement campaign and a 13 week series entitled Barney Blake on the NBC television network.

Mr. Riggio, in formally advising the stockholders of the change in advertising agencies, described BBDO recipient of the near $10,000,000 Lucky Strike portion of the account, as "one of the three leading agencies in the country, and ... especially well qualified to handle our product."

Of Sullivan, Stauffer, Colwell & Bayles, new agency for the Pall Mall portion of the business, Mr. Riggio said that organization was making a very creditable name for itself in the advertising field." Wednesday's session marked the first time a president of the American Tobacco Co. has attended a meeting. All the present directors of the company were re-elected.

The proposal requested by the New York Stock Exchange and recommended by the management to give the company's Common "B" stockholders the same voting rights as common stockholders was approved by more than two-thirds vote necessary to effect the change.

The meeting named Douglas W. Brashear, a vice president of American Suppliers Inc., a subsidiary of American Tobacco, as a member of the board of directors, succeeding G. W. Hill Jr., whose resignation preceded by six days the relinquishing of the account by Foote, Cone & Belding.

Several stockholders asked for the management's side of the dispute with George Washington Hill Jr., but were told by Mr. Hahn that he declined to discuss the issue publicly but "would be glad to talk the matter over with any stockholder privately."

IS YOUR CANDIDATE TELEGENIC?

By EDWIN H. JAMES

THE PERHAPS incautious decisions of the Democratic and Republican parties to expose their candidates to the heatless television camera during conventions and campaigns this year impose new hazards for the Presidential candidates. Last week Broadcasting asked television experts what they thought of the telegenic quality of the men who so far have announced their bids for White House residence.

It is no secret that after radio came upon the scene many politicians whose voices were tuned to the acoustics of the outdoor rally or the convention hall had to hire voice coaches to teach them the niceties of microphone techniques.

This year's crop of candidates, who may expect to be laid bare by television's merciless eye, may need to engage, as well, the professional assistance of dramatic teachers, cosmetics, wig makers and clever hairdressers. In at least one of these departments the incumbent seems to have an edge.

The television camera, in the words of one of its manipulators, is an "uncompromising reporter." It accentuates with the fine touch of a subtle caricaturist. Jowls droop and wrinkles deepen. Let an otherwise happy visaged subject appear before the camera without a very recent shave, and he will come off the receiving tube with a smear of beard that marks him as at best unkempt and at worst ominous. Any candidate who does not desire to look like an "habitue of a Little Ciceron poolroom will have to scurry to his video appointments fresh from his barber's chair.

But prettiness alone will not arouse the clamor of the multitude. "There is," said one video authority, "an intangible something which some people give off. It's the thing that makes one person come off the screen or across the footlights while somebody else, no matter how beautiful, doesn't get across at all."

Whatever you call this quality, it is the one thing which all great public personalities seem to have had. It will be as useful in television as it has been in radio, newspapers or political rallies. It is impossible to determine whether this quality is present in a man until he has been tested, and television, as it will unquestionably be used during the coming campaign, will provide as severe test as the most courageous candidate would see.

One television expert pointed out that, in technique, a video appearance was most like a performance in a newscast. "But," he said, "no-
790 KC DISPUTE

KHTH, FCC Oppose KECA Court Plea

OPPOSITION was filed last Wednesday by both FCC and KHTH Houston, Tex., on KECA's petition filed earlier in that court by KECA Los Angeles seeking a stay order against the Commission's grant of improved facilities to KHTH. KECA's notice of appeal in the matter was filed with the court Jan. 29.

Both the Commission and KHTH described as unmerited the allegations by KECA that it had been deprived of due legal process and opportunity to be heard through FCC's actions, as well as economically jeopardized. KHTH further requested opportunity for oral argument on KECA's stay order petition and asked that the Los Angeles ABC-owned outlet post $20,000 bond in the event the stay is approved.

KECA's recourse to Federal court appeal results from multiple denial by FCC of requests for relief in the KECA vs. Mutual case. Mutual owns 75% by Roy Hofheinz and 25% by W. N. Hooper, on June 12, 1947 was granted change of assignment from 250 kW on 1230 kc to 5 kW day and night, localized on 790 kc. The next month the Houston station filed for modification of its permit seeking 5 kW fulltime on 790 kc, the same channel on which KECA operates fulltime with 5 kW. This modification was approved in August.

KECA's Petition

KECA the next month petitioned for review and reconsideration of this approval but FCC denied the request Jan. 8 [Broadcasting, Jan. 14]. Thereupon ABC filed its court appeal and on Feb. 3 sought interim relief from the FCC grant to KHTH until completion of litigation. During February KHTH filed for license on 790 kc and requested, and was granted, authority to commence operation on its new assignment. At the same time KNUZ Houston, now a station owned by Veterans Broadcasting, was granted the air on the old KHTH facility. FCC in mid-March denied KECA's interim relief petition and on April 1 issued a stay order in the case.

In its petition to the court KECA alleged FCC acted without notice or opportunity to be heard and that the KHTH operation is causing real, substantial and destructive interference. Some 5% of its service area and 3% of its listeners were claimed by KECA to be lost through the increase in nighttime limitation of interference from KHTH.

This loss, ABC stated, "will make its station unprofitable to advertisers. It is axiomatic in radio broadcasting that, other factors being equal, reduction in service area and listeners is followed by loss of revenue."

KHTH's opposition, in addition to claiming failure by KECA to cite specific loss of revenue or economic damage, introduced the court that on April 2 its representative approached the Los Angeles outlet regarding rates and found no change. KHTH stated KECA "has made no modification of its coverage area in its representations to the public based upon its allegations of a 'reduction in service area and loss of listeners' caused by the operation of KHTH." The Houston station further reported KECA's rates have been the same for the past six months and no reductions are anticipated.

To KECA's claim of listener and service area losses, KHTH presented its own engineering report claiming only 77,410 persons live in the alleged interference area and these are not all radio set owners but only 100% KECA listeners, KHTH cited only 70% of KECA's listeners are in the interference area. Service by six other stations to the area in question also was noted.

KHTH in addition stated that the notice of the requested change not only was given in FCC's public notices but that an engineering representative of KECA actually inspected the pending application and accompanying technical details, according to the Commission's reference room records.

To set aside the FCC action at this time would cause "substantial and irreparable financial injury to advertisers, performers and contractors, as well as to intervenor," KHTH informed the court in its opposition.

FCC's opposition noted that the KHTH nighttime limit to KECA was increased from 1.93 to 2.46 mv/m and that under its rules the Class III station is entitled to protection only to 2.5 mv/m contour. FCC further said the alleged economic jeopardy to KECA "is in most general terms, and it obviously cannot be construed as a specific allegation injury to KECA, whether by reason of the necessity for the reduction of rates, or by reason of actual or threatened cancellations of contracts, or any other reason."

FUTURE video plans are discussed by Gannett radio board, composed of managers of six stations owned by Gannett Newspapers, during tri-annual meeting in New York.不清。".

SALE GRANTS

KOOL Transfer to Anzey Authorized by FCC

EIGHT STATION transfers, including the sale of KOOL Phoenix, Ariz., to movie and radio star, Gene Autry, were approved by FCC last week. The commission granted transfer of 100% control of KOOL, 6 kw 960 kc outlet, to Mr. Autry from a group headed by Carl Dexter Haymond of Rubicon, Mont., for a consideration of $250,000 and a condition that Mr. Autry dispose of his interest in KPHO Phoenix within 90 days. Mr. Autry holds option to purchase share of KOWL Santa Monica, Calif. KOOL is licensed to Maricopa Broadcasters Inc.

Transfer of complete control of New Rochelle Broadcasting Service Inc., permittee of WGNR New Rochelle, N. Y., from Edward Sanford and Lawrence Goldring to Julian H. Gins for $6,000 was approved. Mr. Gins is part-owner of Julienne Sportswear, New York.

Consent to acquisition of control of WTHH, WTHH-FM Port Huron, Mich., was granted to The Times Herald Co. to Louis A. Well, Jr., for a purchase of 3,974 shares holdings from William W. Ottaway and family for a consideration of $245,920. Mr. Well holds 22% of The Times Herald Co.

Transfer of 5% stock interest in KVET Austin, Tex., was authorized with Merrill L. Connally relinquishing portion to John B. Connally, station president and general manager.

Assignment of permit was granted in WNLK Norwalk, Conn., case whereby Samuel R. Saillenk, partner, relinquishes his holdings to station licensee, Norwalk Broadcasting Co.

Assignment of license of KFXM and KFXM-FM San Bernardino from a partnership to a corporation was granted. Some principals involved.

Assignment of license of KRLN Canon City, Colo., was authorized with Melvin B. Williams, station engineer, relinquishing his 40% interest for $13,000 to newly-formed corporation, Royal Gorge Broadcasters Inc.

EVAL Brownsville, Tex., is acquired by T. Frank Smith, president of the station, in a deal involving $30,000 for a 40% interest.

Symposium on TV Held by N. V. Ayer

FIRST TELEVISION symposium held for its own personnel was conducted April 5 by N. W. Ayer & Son Inc. in its Philadelphia office, with 76 executives of the agency from New York, Detroit, Chicago, Boston and Philadelphia in attendance.

Meeting started by a presentation by WCAU-TV of a closed circuit demonstration and later the Ayer executives visited the WCAU-TV transmitter and studios.

Films were shown of Ayer TV commercials and surveys of various research organizations in the television field were discussed. Among speakers were: Harry A. Batten, president; Hay MacClintock, vice president in charge of radio; Tom McDermott, New York manager; James Hanna, assistant to Mr. MacClintock; Joseph Stauffer, in charge of radio programming and production; Phil Young, in charge of radio copy; and Don McClure, in charge of television production.

WHUM to Join CBS

WHUM Reading, Pa., 250 w unlimited time on 1240 kc, is to join the CBS network as a basic supplementary station Sept. 1. Robert Magee is general manager.
Mr. Wittycomb has been looking into television for them for nearly a month. Mr. Wittycomb's title with the company has not been announced pending further developments in a proposed plan to enter television on what is reported to be a national scale. Firm is particularly interested in the farm market field.

Mr. Wittycomb, former station relations director of NBC, recently concluded two years of service as coordinator of radio for television activities of this Baltimore morning newspaper group. For the present he will maintain headquarters in New York and direct planning and preparation of applications for projected Meredith television stations.

Mr. Withybom, vice president and treasurer, at the Des Moines headquarters.

AFM, TV

JAMES G. PETRILLO, AFM chief attorney, left Chicago for New York Thursday armed with full approval of his executive board to negotiate any rate scale he deems suitable for employment of live musicians on television. The board met in Chicago but did not decide upon a specific rate schedule.

Negotiations with the network heads are expected to be resumed in New York this week.

It was understood in addition to minimum rates for use of musicians on television, Mr. Petrillo eventually would seek a separate rate scale for AFM members whose services are used on television as distinguished from those in the motion picture field. That phase reportedly was a prime subject of consideration at the executive board meeting.

Meanwhile rumors have persisted in Chicago for the past two weeks that AFM has agreed to lift its record ban but is withholding announcement until record and transcription firms have deferred their backlogs. Mr. Petrillo is reported to have confirmed that likelihood to one of his friends before leaving for the East.

Estimates as to when some peace on the recording front may be expected range anywhere from June to September, depending on the size of respective backlogs. Companies currently are releasing their pre-ban recordings.

Just what such an agreement might entail is not clear. AFM sources have declined comment.

Record firms contacted by Broadcasting—Mercury and Decca—confirmed the theory, but refused to comment. The rumors, pointing out that AFM might be inclined to enter into any such agreement unless the copyright laws were amended or that portion of the Taft-Hartley Act dealing with royalties rescinded.

With respect to the union's transcription and recording fund, Mr. Petrillo announced that AFM's program of free music, financed by that fund, will be continued another year. In 1947, according to its figures, AFM spent $1,444,700 to provide musical programs for civic purposes and veterans hospitals.

FCC gets $6,310,000 for '49 fiscal year

Both houses of Congress gave swift approval to the report of their conference committee last Thursday and granted FCC an appropriation of $6,310,000 for the 1949 fiscal year.

The amount represents a half-way compromise between the $6,260,000 suggested by the House and the $6,580,000 voted by the Senate [Broadcasting, Feb. 9 and March 22].

FCC had originally requested $6,485,000. Sen. Joseph C. O'Mahoney attempted to have the full amount restored during previous debate on the Senate Amendment [Broadcasting, March 22], but his attempt was defeated.
ANA SPRING MEET

OFFICIALS of leading national advertisers and research organizations will headline the agenda of the 39th annual spring meeting of the Assn. of National Advertisers which opens today (April 12) at the Drake Hotel, Chicago. Principal points to be covered during three-day sessions will include new techniques in advertising rating at both national and local levels, and media rate and circulation trends.

Dr. George H. Gallup, president, Audience Research Inc., will deliver a major talk during the Monday afternoon clinic which will deal primarily with radio and magazines. He will be part of a panel discussion on “Improving Your Advertising Campaign at the National Level.” B. R. Donaldson, advertising director, Ford Motor Co., will also participate.

In a Tuesday morning session William N. Connolly, advertising manager, S. C. Johnson & Son Inc., Racine, Wis., will speak on “How We Merchandise Radio to Salesmen and Dealers.” This talk is expected to include concrete examples with respect to the firm’s network program Fiber McGee & Molly.

At the Radio Council period scheduled for Tuesday afternoon [BROADCASTING, March 29] Harold Fair, director of NAB program department, will present a status report on the NAB Code. Mr. Fair is expected to outline revisions in standards of practice as proposed by the NAB Board.

C. E. Hooper and A. C. Nielsen

NARBA Conference Delay Is Foreseen

Foggy Allocation Picture Here Believed a Consideration

STATE Dept. has officially agreed to a postponement of the NARBA conference, currently scheduled for May, it was learned last week.

Although official notices probably won’t go out for several weeks, the State Dept. agreed to the delay after conferences with FCC and members of Congress who urged the action in view of the uncertain allocation picture within this country at the present time.

One phase of the problem, disposition of clear channels, is now under the scrutiny of the Senate Interstate Commerce Committee which is holding hearings on the Johnson Bill (S-2231). (See story page 23.) The committee has previously requested that the FCC withhold its clear channel decision until the legislators have completed their study.

Although any of the participating nations could conceivably object to the delay of the NARBA conference, a State Dept. spokesman said he did not foresee any complaints.

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NAB Code Report
On Agenda

Mr. Connolly

BROADCASTING • Telecasting

FC&B Will Handle Goldwyn Account

About 25% of $1 Million Yearly Budget Is Used in Radio

SAMUEL GOLDWYN Productions, Hollywood, has appointed Foote, Cone & Belding, New York, to handle approximately $1,000,000 yearly advertising campaign.

The agency will handle the advertising on the forthcoming release of "The Best Years of Our Lives" at popular price.

Approximately 25% of the yearly budget is used in radio.

The movie production firm account was handled most recently by Donahue & Co., New York, and before that by FC&B.

With the return of this multimillion-dollar account, plus appointment to handle the Glass Containers Manufacturers Institute account, Foote, Cone & Belding has added two and a half million dollars to its annual billing since it dropped less than $2,000,000 American Tobacco Co. account.

All the Butler Broadcasting stations are to be turned over to the Chicago Community Trust for distribution in charitable activities. At least 20% of the amount is to go to orphanages outside Chicago.

KYO Stipulations

The Memorial Trust of Arizona, consisting of Mr. Butler’s stock in KOY, to be turned over for charitable purposes in Arizona, but the will provides that the men designated as trustees may buy the stock over a period of years. The trustees: Albert Johnson, KOY general manager; John Hogg, commercial manager; Jack Williams, program director, and George R. Cook, WLS treasurer.

Mr. Butler’s interest in the Arizona Farmer was left to Ernie Douglas, editor, and Clarence Powell, general manager. Stock in the Biscuit Chick Co. of Chicago, which publishes the trade paper Poultry Supply Dealer, was left to Roy Lynnes, long identified with the Butler organizations.

Mr. Butler died March 30 at his winter home in Phoenix after a brief illness [BROADCASTING, April 5]. The terms of his will were announced last week by General Counsel Murphy.

ONE out of every five persons interviewed in a week-long poll taken among studio audiences of ABC’s "Jukebox Welcome" program was a TV set in the near future. Of 858 ballots, slightly more than 50% said they had seen a telecast.

---and this, Ted, is your summer replacement!"
ON the street, in theatres, in movies or radio, people flock to the best.

Consider the 23 Iowa counties featured at the right. The average distance between them and WHO's transmitter near Des Moines is about 60 miles—and dozens of stations both inside and outside Iowa penetrate each of those 23 counties. Yet the 1947 Iowa Radio Audience Survey shows that in those counties, from 5:00 a.m. to 6:00 p.m., WHO gets an average of 51.9% of all radio listening!

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. Lovet, Resident Manager
FREE & PETERS, INC., National Representatives
SECURITY STUDY

DRASTIC REVISION of our national security policy resulted from the spring housecleaning which commenced last week by the nation's military establishment to effectuate recommendations for the proper protection of military secrets offered by a committee of radio and press media experts.

A study has been launched by the Dept. of National Defense to explore methods of maintaining secrecy which would define the degree of secrecy which should be maintained without endangering national security, yet avoiding dangerous censorship policies.

The section, ordered by Secretary of Defense James V. Forrestal, was inspired by a resolution drafted by an information media committee assembled recently by Mr. Forrestal to study and make recommendations on the problem [Broadcasting, April 5].

Representatives of radio, press and motion picture interests, passing on their findings to Secretary Forrestal, recognized the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new weapons. They recommended creation of a National Security Advisory Council, composed of nine radio, press and motion picture representatives to counsel the defense chief in matters relating to dissemination of information to the public.

"Outright rejection of voluntary peacetime censorship, as contained in the original Forrestal Plan, on the grounds that it was an impractical and undesirable method of guarding military secrets, was also clearly spelled out in the recommendations."

Secretary Forrestal has received recommendations from all the radio, press and motion picture groups which he asked to make recommendations to the Security Advisory Council, according to his aide, Capt. Robert Berry.

Groups Represented

Indicating they would make appointments to the nine-man council were the NAB, National Assn. of Magazine Publishers, American Society of Newspaper Editors, American Book Publishers Council Inc., Motion Picture Assn., American Newspaper Publishers Assn., National Council of Business Paper Editors. In addition, one representative of the three press associations and one for the networks will be appointed, Capt. Berry said.

All ramifications of the security subject will be explored and appropriate recommendations will be made to Secretary Forrestal, it was explained by Lt. Col. Andrew T. Kent, general manager of KWWK.

Party at Kent's Home

Heads NAB Slate

Convention in Los Angeles will be Sunday, May 15, at the home of J. Beaton, president of the Southern and general manager of KWWK.

Booklet will describe the history and growth of radio on West Coast. It will also contain tips as to places of interest, restaurants, theatres, sports events and recreational facilities.

Wives of delegates will find special attention given to them in the booklet, according to Thel Ball Mack, SCBA secretary and chairman of the women's activities committee. Other members of that committee are: Helen Murray Hall, sales promotion manager of NBC Western Network; Nancy Holmes, CBS Hollywood public service director; Norma Young, Don Lee, home economist; Martha Gaston, KFOX Long Beach account executive and 16th district chairman of the Assn. of Women Broadcasters.

Social Plans

OPENING social gun of the NAB a cocktail party and buffet supper at Water Kent, according to William ern California Broadcasters Assn. Pasadena.

Buses will be provided to carry delegates and their wives to and from the affair. Plans are underway to originate one of the major network programs from Mr. Kent's home during the party.

Following the party some 800 of the expected 2,000 will attend the icecapsades at the Pan Pacific Auditorium.

Monday will be devoted to convention business, with the evening open for network and other programs. During the day delegates' wives will be shown around Hollywood on conducted tours, and will be provided tickets to various network programs.

All-Star Show

The NAB banquet Tuesday, May 18, at the Biltmore Hotel will feature an all-star show staged through cooperative efforts of the four networks, BMI and SCBA.

Robert V. Brown, program director of NBC Western Division, is chairman of the entertainment committee for this program. Assisting him are Hal Hudson, CBS; Charles Bul ott, MBS-Don Lee; J. Donald Wilson, ABC.

Annual Broadcasting Magazine golf tournament will be staged Wednesday, May 19. Following that, an unnecessary barbecue is planned to conclude the social doings.

NAB delegates who extend their stay in Southern California will be able to make arrangements for four and five-day visits.

SCBA will publish a souvenir booklet for distribution to delegates, according to Mr. Beaton.

ELECTION of officers of the Radio Pioneers Club was held April 1 at dinner meeting in New York's Waldorf-Astoria Hotel. At speakers' table (1 to r) are MBS President Edgar Kobak, newly-elected president; AFM President James C. Petrella; Brig. Gen. David Sarnoff, RCA president and board chairman; ABC President Mark Woods, retiring president; NBC Commentator H. V. Kottenborn, founder of the group. (See Pioneer Club election story, page 92)
To double your take in St. Louis, better look twice at the St. Louis market story. Because it's a two-sided story—inside and outside.

RETAIL SALES INSIDE METROPOLITAN ST. LOUIS TOTAL NEARLY A BILLION DOLLARS ANNUALLY:

To get your share, get on KMOX. For KMOX has a greater average audience within the Hooper zone, day and night, 7 days a week, than any other St. Louis station. Year after year, 50,000-watt KMOX is the first choice in St. Louis!
Add almost another billion outside!

TOTAL RETAIL SALES WITHIN THE ENTIRE 78-COUNTY KMOX TERRITORY* WERE CLIMBING CLOSE TO THE TWO BILLION DOLLAR MARK LAST YEAR!

And the one sure way to reach all Mid-America is KMOX. With the largest audience in more quarter-hours all week long than ALL OTHER ST. LOUIS STATIONS COMBINED,* Columbia's KMOX is "The Voice of Mid-America!"

Represented by Radio Sales... Radio Stations Representative... CBS
SYMPHONY ON TV

Camera Must Move in Music Tempo

By HAL KEITH

NBC Television Production Staff

IN TACKLING the job of a symphony telecast, the admonition of Shakespeare must be re-worded to read, “The Music is the Thing.” The music is the “script” to be followed.

This does not mean that every crashing of the cymbals must, or should, be caught on a close-up, but it does mean that when shots of the orchestra are employed, they should be on the sections playing at the moment. It means also that the lens chosen should reveal only the players involved. Camera movements should be in tempo with the music, i.e., if the score reads “Adagio,” the camera panning at that juncture should be slow.

Likewise, switching should be in tempo with the music. For instance, if a different camera-angle is to be coordinated with the shifting of musical attention from one orchestra section to another, the change between using a dissolve or a fast cut should be governed by the nature of the musical change—specifically, a liquid, song-like mutation indicates the dissolve, whereas a sharp “attack” would seem to call for the cut technique.

Through a double-exposure technique, symphony televiewers were given this view of Toscanini, with orchestra providing the backdrop.

Above all, the video contribution to a symphony pickup should enhance the audience’s enjoyment, but it should never become so dominant as to distract.

What about front views of the conductor? In the case of the dynamic and photogenic Arturo Toscanini, the selection of facial expression and communicative hands is always desirable and frequently the best possible choice of shots. But obviously it is not every conductor who can provide the cameras with such absorbing material.

It would be presumptuous and incorrect to claim that the treatment given by the Toscanini televisions pleased everybody, but any success achieved was acquired by attacking the problem as follows:

(1) The director, who is not a musician, needed to acquire a “good listener’s” familiarity with the music, so that he could become, in effect, an extra member of the orchestra, ready to respond to a down-beat with some pre-established camera manipulation.

(2) To prime him for such a moment, a musical assistant (Margaret Shildes) sat alongside with the job of “listening” to the music that would “come along so that she could prompt: “In 30 seconds the brass choir lasting for 22 seconds, then full orchestra for a minute and 5 seconds.” This advance information was essential to allow ample time for relaying information to the technical director and the cameraman. (All of which, in conjunction with NBC’s musical consultant, Samuel Chotzinoff, had been noted and written down on cue-sheets during rehearsals, and re-checking by listening to loop-cassettes of the same works).

(3) The selection of camera positions—one on the podium from up-stage, another facing the orchestra directly and the third showing the stage on the diagonal—had to be thought of in the light both of the performance and of the maestro’s entrances and exits. Some combination also had to be given to the physical disposition of those on stage. The presence of a chorus and soloists in the Beeethoven Ninth Symphony pickup, for instance, demanded a re-orientation of the diagonal camera.

Work of Technical Crew

(4) The services of a technical crew, completely familiar with its gear as a result of long experience with all kinds of shows, is absolutely essential—especially if the show is to be done without rehearsal, as was the case in the two pick-ups under discussion here. Lack of panic, quick responses, good picture composition—all the ramifications of teamwork—are possible only under such a situation.

(5) Finally, it was borne in mind that any pre-arranged plan of handling the show had to be treated as no more than a guide. It was expected that many things would be done on an impromptu basis—such effects as the superimposition of shots of the entire orchestra or chorus and the maestro—and they were. There were also some serious self-instructions about keeping calm—but the less said about that the better.

GEN. FRANK E. STONER, chief communications engineer for UN, is scheduled as a guest on UN. "Mass Media and International Relations" lecture series. UN Staff, New York, April 14. He will speak "Radio and International Relations."

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N. Y. FM
(Continued from page 81)

antenn height 650 feet above average terrain.

WNJ New York - 95.5 mc (No. 233); 615 kw; 760 feet. (President Mark Wolfe, executive vice-president, its transmitter equipment already installed and needing only erection of an antenna tower.)

WNJR Newark - 102.7 mc (No. 274); 20 kw; 550 feet. (Manager WFAA, Paterson, N. J. - 103.5 mc (No. 276); 10 kw; 250 feet.)

Unity Broadcasting Corp. of N. Y. (representing the Garment Workers Union; AFL) - 104.3 mc (No. 282); 5 kw; 815 feet.

That station was estimated, as grounds for the choices, all of the earlier decision's references to a policy of preferring non-newspaper applicants over those with newspaper affiliations. This policy was one of the main targets in the News' successful fight to have the earlier decision set aside.

The ruling that "fairness" is a factor to be considered in judging an applicant's character was laid down in a memorandum opinion and order which brought a biting dissent from Comr. Robert F. Jones and, in answer to Jones, a separate opinion by Chairman Wayne Coy upholding the majority's conclusions. Comr. Clifford J. Durr dissented from the finding that the AJC evidence was insufficient.

The majority maintained that it is proper for the Commission "to determine on the basis of an applicant's present activities whether he has likely to be fair and in the treatment of racial and religious groups in the community in discharging the duties and responsibilities of a license.

The majority next ruled that neither the free-speech amendment to the Constitution nor the non-censorship section of the Communications Act bars such an inquiry in the case of a newspaper applicant.

Comr. Jones argued, however, that "while evidence bearing on the character of an applicant is properly received ... the authorities in the case of a newspaper applicant such evidence cannot properly be received for the purpose of determining whether that applicant would or might in the future operate its broadcast facility with the same policies it has employed in running its newspaper."

Comr. Jones accused his colleagues of applying a "double standard" in its treatment of AJC's charges against the News, on one hand, and the recent Ohio FM grants to Edward Lamb's Unity Corp., on the other. Mr. Lamb, he said, is author of a book containing a statement which, "standing alone and unexplained ... could be interpreted that Lamb advocated the overthrow of the government by force and violence."

Mr. Jones maintained that there should have been a further hearing on the Lamb application "to examine his acts and conduct" as a citizen in relation to this doctrine expressed in his book." He pointed out that both Mr. Lamb and the News presented later writings or explanations of their respective positions, and declared that the two cases "are on all fours." He continued:

"If it is possible for the Commission to apply a double standard to different applicants under like facts, I need not labor an argument for the conclusion that licensees would feel compelled to select program content which meets Commission approval to keep their licenses or obtain a renewal thereof in order to meet an easier test. Public interest, convenience, or necessity."

Comr. Jones maintained that the AJC evidence "is so lacking in probative value that it should be stricken from the record." The original majority ruling, several months before, had followed the same reasoning.

Chairman Coy, in his separate opinion, found FCC's disposition of the Lamb applications in no way inconsistent with its findings with respect to AJC evidence against the News. He said that in both cases the evidence in question was admitted, in both cases was evaluated, and in both cases was found to provide no basis for adverse findings.

He said FCC's ruling in the News case makes clear that "it would not make fairness as to character based in a disposition to be unfair except on clear and convincing evidence." The same insistence on clear, convincing evidence, he said, should be applicable wherever it is claimed that published matter constitutes treason or advocates overthrow of the government.

"No such showing is made in this case," he declared.

Chairman Coy said that if an inquiry into "fairness" should lead prospective applicants to be more fair, "I find nothing in that in direct result of anticipation of an authorized inquiry into qualifications which is destructive of our system of enterprise or suggests to any assumption of powers by the Commission which the Congress did not confer."

Substitution of WNJR for the Methodist group as one of the grantees followed a decision to assign two of the five frequencies to the New Jersey area. Earlier decisions anticipated only one Jersey grant.

All seven FCC members participated. None of the grantees received a separate ruling. All but Comr. Paul A. Walker favored WPAT; all but Comr. Rosel H. Hyde, WNYJ; all but Comr. Durr, ABC; all but Comr. Jones' Unity; all but Comrs. Jones and George E. Sterling, WMCA. In addition, Comrs. Walker, Durr, and Jones voted for the Methodist group, and Comrs. Hyde, Jones, and Sterling for the Daily News. Comrs. Hyde and Walker felt only one channel should be assigned to New Jersey; Comr. Walker favored WNJR and Comr. Hyde voted for WPAT.

Applications denied by the decision:


Meanwhile in a separate ruling the Commission rejected WNJR's plea for reconsideration of a grant of additional time for construction of WAAAT-FM Newark.

AWB Chapter Meet

WOMEN broadcasters and executives of NAB stations and associate members of advertising agencies attended a special meeting of the San Antonio Chapter, Assn. of Women Broadcasters April 5 in San Antonio. Violet Short of KTSA San Antonio, president of the local group, presided over sessions at which discussion revolved around recommendations to be presented to the AWB for consideration at a reorganization meeting scheduled for April 9 in Washington, D. C.

ARMSTRONG

EDWIN H. ARMSTRONG, inventor of FM, applied to FCC last week for an experimental television station in the "upstairs" band, which he has long contended is the proper place for television.

He asked for authority to use power fulltime, "plus as much additional gain as may be required for the television system." It was understood he would experiment with both black-and-white and color video.

The frequencies he seeks for the station, which would be located at his laboratories at Alpine, N. J., are at the lower end of the band currently set aside for television experimentation. The band extends upward to about 900 mc.

The demand for commercial television stations within the present lower-band allocations — ranging between 44 and 216 mc — already has stirred both official and unofficial concern for development of the 580-900 mc region.

Prof. Armstrong has argued insistently that television's home is above 400 mc and that FM should be given some of the present video frequencies.

It was the upper band that CBS sought unsuccessfully to have opened for commercial color television about a year ago, and the color question alone poses a primary problem in current discussions of using the band for black-and-white.

From information available now, it is generally conceded that color will require 16-mc channels as against the present 6-mc monochrome channels, and that the only way to utilize the upper frequencies for black-and-white without foreclosing color is to spot 6-mc channels in the middle of 16-mc channels. Authorities also note that the number of high-band channels which could be used in any one location will be further reduced by the greater acuteness of adjacent-channel interference in those frequencies.

It is felt by authorities that much experimentation at both ends of the upper band will be necessary, on grounds that findings at one end don't necessarily be indicative of operating conditions at the other.

FM Inventor Requests Television Permit

BLUEPRINTS of the new 50-watt transmitter for KEX Portland, Ore., get the once-over from l-r Charles L. Burrow, promotion manager; Eileen Campbell, sales manager; Joseph Scherlfer, auditor; Tom Ely, chief engineer; C. S. Young, general manager. KEX, 1190 kc, went on the air with the new 50 kw power April 8 (BROADCASTING, April 8).

Increase to 50 kw Celebrated by KEX

Oregon Governor Switches Throat In Power Changeover

KEX Portland, Ore., last Thursday increased its power from 5 to 50 kw. The Westinghouse fulltime outlet on 1190 kc celebrated its increased power with a special program in which Oregon's Governor, John H. Hall, pressed the switch activating the new transmitter.

J. B. Conley, general manager of Westinghouse Radio Stations, and C. S. Young, KEX manager, represented Westinghouse at the ceremonies.

Actual switchover in power came during the 6:30 p.m. program, "This Is Westinghouse." Hollywood stars, state and city officials as well as WRS executives participated in the broadcast.

The KEX signal is directional, north and south, and can be heard throughout most of Oregon, much of Washington, plus parts of California, Nevada and Canada.
Commodore Productions has wrapped up the sweetest deal ever hatched to boost the "HOPALONG CASSIDY" radio series.

IN THE 10,000 THEATRES WHERE HOPALONG'S PICTURES ARE SHOWN, AN ACTION-PACKED TRAILER WILL BE RUN INFORMING THE AUDIENCE OF THE NEW RADIO SERIES, 52-30 MIN. EPISODES, TRANSCRIBED ESPECIALLY FOR LOCAL SPONSORSHIP.

Would YOU like the series that is a fabulous success in motion pictures, and already has an immense audience BUILT and WAITING for its radio debut?

Would YOU like the series that sixty million people have continuously supported in sixty-six pictures during the past thirteen years? And has its own fast-selling comic book on the news stands, offering excellent tie-ins?

Would YOU like to sponsor "THE BEST IN WESTERN ENTERTAINMENT"? That is what the series is termed by the theatre exhibitors, the men who have been "selling" it to movie audiences.

Would YOU LIKE TO SPONSOR THE PROGRAM WHICH IS DESIGNED TO BE THE MOST COMMERCIAL SERIES IN RADIO? . . . yet at prices no higher than the average transcribed program?

THEN BUY "HOPALONG CASSIDY"!

No options being given . . . so HURRY! Audition records and rates for your market available on request. ($3.00 deposit for audition, refunded upon return of disc.)
body’s on the screen in a newsreel for more than two or three minutes. A man will have to be good to stand up in a television broadcast for a quarter of an hour or more.

One candidate who has been exposed to nationwide television is President Truman, but most of his appearances have been blessed with dramatic backgrounds like joint sessions of Congress to bolster his performance. However, the Truman aura is said to have survived the test period. Although he could hardly be regarded seriously as a candidate for an Academy Award, he does, according to the experts, manage to convey sincerity and determination, two qualities invaluable to any candidate. “He sticks that chin of his out, wearing a Cary Grant,” is said, and “you find yourself thinking: this guy means what he says.”

The substance of comment on Mr. Truman as a television hopeful: “Pretty good.”

Taft Shaky on TV

Among the Republican candidates, Senator Taft is regarded as perhaps the shakiest performer on television. Sen. Taft’s video appearances have been, according to the experts, unmotivated to the point of tedium. Unhappily, his readings, sometimes bumbling, do not always permit his integrity, which even his political opponents don’t minimize, to shine through. Senator Taft may have trouble with television. New York’s Governor Dewey, who once was described by an irreverent wit as looking like the man on the moon, would not be so far removed from some experts, cast even more firmly in that role by television. The Dewey mustache is not a television-friendly appearance. However, he has been more skillful than Senator Taft’s, and his voice, originally trained in a Michigan choir, is better.

Harold E. Stassen is characterized as a vigorous and honest performer, but, so say some, his youthfulness is accentuated by television. As one authority put it, “Stassen looks like a vice presidential candidate.” A television viewer would be impressed by the young man’s facility and intelligence but might think, “He looks too young to be President,” as one video expert said.

General MacArthur has yet to appear on a large television program, but some estimation of his competence in that medium may be made on the basis of his appearances in the Army’s annual television production, an man of towering physique, who despite his advance in years, is burdened with one half of a show.

The general, a man of not considerable vanity, lets his remaining locks grow long and carefully combs them across the barren regions of his classic pate. It is an attempt at camouflage which, it must be presumed, is not regarded as wholly successful even by the general, who has been at pains to wear his hat for most pictures. “If that gold hat had ever blown off during a television show,” said one expert, “he’d be dead.” The MacArthur voice and bearing, however, are perhaps so commanding that television viewers were not indiscriminately distracted by his curious tonure.

Vandenberg’s Rating

Senator Vandenberg, who although not an avowed candidate, is a television subject of “terrific dignity,” in the words of one observer. “You know, he looks like what you think the President of the United States ought to look like.” Senator Vandenberg rates among the better political performers on video.

Gen. Dwight D. Eisenhower, an unwritten candidate, probably would place among the top in the television sweepstakes. “He has an interesting, mobile face,” one expert says. The Eisenhower grin is as infectious on video as it is in person or films.

Henry A. Wallace, Third Party candidate, has “a good face for television,” one authority said. He also manages to extrude a feeling of serious sincerity in his video performances. His voice is good.

All candidates who fail to recall, when performing for video, that it is a specialized art are likely to look silly. Douglas Fairbanks, an awkwardiyant, the declaratory, the declaratory voice may be suitable for the convention hall, but, as seen close-up on a television tube, they look plain silly.

“You can’t get by,” said one authority, “by haranguing on television. Your audience is three people in a living room.”

B&W Names Bates To Handle Account

THE $1,000,000 Brown & William- son Tobacco Corp. (Kool and Life cigarettes) account which was re- signed a week ago by BBDO, New York, has been awarded to Bates & Bates Inc., New York, T. V. Hartnett, president of B & W, announced last week BBDO had resigned the ac- count when it acquired the $10, 000,000 American Tobacco Corp. (Lucky Strike cigarettes) account [BROADCASTING, April 5].

The new appointment includes the advertising campaign of the firm’s newest cigarette called Life. In addition to television, at least, distribution and advertising will be con- fided to the greater New York area, Mr. Hartnett said. Spot an- nouncements will be used.
Throughout the Commonwealth of Virginia are huge plants devoted to the complex mechanism of producing the chief members of the synthetics family—rayon, nylon, tire cord fabrics—as well as the weaving, dyeing, printing, and converting of the finished fabrics. To say nothing of our most important hosiery production. Glamour-hungry women throughout the world wrap themselves in these miracle materials. In synthetics Virginia has added another story to its ever-growing industrial skyscraper. And we are happy in the thought that this tremendous industrial empire is well served by WRVA—Virginia's only 50,000 watt radio station.
Here's the pitch. According to Hooper Surveys, Conlan Surveys, or any other known statistics, WOWO is way out front in listenership in its rich tri-state market. In terms of coverage costs, for a typical one-minute morning spot, WOWO advertisers can offer their messages to a 59-county area at the rate of 1,000 listeners for less than the price of a 3-cent stamp!

Speaking of homes, WOWO reaches 53.3% (Conlan Survey) of metropolitan Fort Wayne homes each morning. Project this fascinating picture throughout the WOWO area, and you have one of the Midwest's greatest audiences. It's yours to reach, economically and effectively, through Indiana's most powerful station. Ask NBC Spot Sales for convincing details!
City Pledges Support

Once again, discs are flying across those fertile Kansas acres now already greening with the first shoots of wheat. Soon these disked fields will be planted in dozens of diversified cash crops. And, as in previous years, much of Kansas farm income will be spent for "necessities" which millions of city cousins would class as luxuries.
Albuquerque  KOB  NBC
Beaumont  KFDM  ABC
Boise  KDSH  CBS
Buffalo  WGR  CBS
Charleston, S. C.  WCSC  CBS
Columbia, S. C.  WIS  NBC
Corpus Christi  KHIS  NBC
Davenport  WOC  NBC
Des Moines  WHO  NBC
Denver  KVOD  ABC
Duluth  WDSM  ABC
Fargo  WDAY  NBC
Ft. Worth-Dallas  WBAP  ABC-NBC
Honolulu-Hilo  KGMB-KHBC  CBS
Houston  KXYZ  ABC
Indianapolis  WISH  ABC
Kansas City  KMBC-KFRM  CBS
Louisville  WAVE  NBC
Milwaukee  WMAW  ABC
Minneapolis-St. Paul  WTCN  ABC
New York  WPIX  WBAP-TV
Norfolk  WMCA  ABC
Omaha  W modelBuilder-WDZ  CBS
Peoria-Tuscola  WMBD-WDZ  CBS
Portland, Ore.  WPTF  NBC
Raleigh  WPTF  ABC
Roanoke  WDBJ  CBS
San Diego  KSDJ  CBS
St. Louis  KSD  NBC
Seattle  KIRO  CBS
Syracuse  WFBL  CBS
Terre Haute  WTHI  ABC

Television
Fort Worth-Dallas  WBAP-TV
New York  WPIX
St. Louis  KSD-TV
Are your radio programs reaching the people you want, all over the Nation—despite differences in time zones, differences in the types of audiences attracted by various stations, differences in sectional program-preferences?

Spot broadcasting—Bull's-Eye Radio—is the only medium by which you can pin-point your radio at exactly the kinds of markets, areas, and people you want—by geography, age-level, sex and place of residence (urban or farm). Thus spot broadcasting, alone, keeps inviolate the first rule of sensible advertising—it goes to your real prospects.

Free & Peters, after sixteen years in Bull's-Eye Radio, knows a lot of things that can help you make your radio advertising sensible and effective. We are thoroughly familiar with radio in the markets at the left. If you have interests in any of them, we offer you our time and experience, without stint. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
TV Equipment May Soon Be Produced In Canada

CANADIAN RADIO manufacturers expect to be making television equipment in the near future, according to S. D. Brownlee, executive secretary of the Radio Manufacturers Assn. of Canada. Future planning by Canadian companies prepared to manufacture television equipment hinges upon a current industrial survey.

"While production costs for TV entertainment may be much higher than for regular broadcasting," Mr. Brownlee said, "the wherewithal to provide TV in Canada will be found. Like standard radio broadcasting, TV will depend for its growth and development on advertising. TV will be the greatest force in advertising and selling that the world has ever known."

He pointed out that Canadian development is expected to follow that of the United States.

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FOR SALE

CHICAGO BUYERS

ONLY

56c

PER THOUSAND

In the center of the dial

in

CHICAGO

WIND- WMAQ WGN WBMM WAIT WLS WQ VR WCFL WJJD WSBC WGES

560 670 720 780 820 890 1000 1160 1240 1390

5000 WATTS

WAIT


Chicago 1, ILL.

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BACKYARD COVERAGE

WINR Newsman Alerts Flood

Area From Home

THE GEOGRAPHIC location of an alert newscaster's home and the presence of a special remote line between his home and WINR, Binghamton, N. Y., were strange factors responsible for the saving of countless lives and reduction of property damage during a disastrous flood in the triple-city area of Binghamton, Johnson City and Endicott March 21.

On Palm Sunday George O'Connor, WINR news editor, who broadcasts his news commentary, City Desk, each night by a special remote line from his home on the banks of the Susquehanna River at Stillwater, called the station after noticing the rapid rise of the river. Sports Editor Bob Cullings at the station ten miles away, checked points upstream and learned the river was rising past flood stages. Authorities were notified. Flood warnings interrupted Sunday network shows, and Mr. O'Connor was called in by remote from his home in the very center of the flood area. Mr. O'Connor continued the remote broadcast until the water in his home swirled about his legs, then turned the broadcast back to Mr. Cullings, who maintained flood warning service all night. The station action won commendations from Sheriff Arlington B. Thatcher and rescue organizations.

Television Found To Be Good Recruiting Medium

TELEVISION'S selling power was attested last week by a satisfied customer . . . the U. S. Navy.

Lt. L. W. Crane Jr., promotion officer in the U. S. Navy recruiting department in New York, told WABD New York executives that of the 361 applicants interviewed between February and March 10, 349 had seen the spot announcements carried on the DuMont television station. A total of 15 spots had been used during that period.

New WKBW Studios

WKBW Inc., Buffalo, N. Y., and A. Victor and Co., March 31 signed a long-term lease for entire 10th floor of the Victor Building for new modern air-conditioned penthouse studios for WKBW, which will cost $100,000, exclusive of TV and FM. Construction work on the new studios, which will cover 12,000 square feet, is to commence immediately. Station may commence operations in new studios in September. WKBW has applied for a video channel in Buffalo.

TEN PERCENT price reduction in Westingham's "Turkist," five-tube battery radio designed for indoor and farm use was announced forthwith ago. Suggested retail price, minus battery, is $36.95, compared to former price of $41. Price is proportionately less in the west.
March 22, 1948

Mr. Harold Krelstein
Station WMPS
Memphis, Tennessee

Dear Mr. Krelstein:

I have just had the most pleasant experience. During the past thirty minutes I have been looking at your performance record for several of our clients who have been using WMPS — Lane Bryant, South Carolina Mills, and Southern Farmer — and it is a most pleasant experience indeed to see what a truly magnificent job you have done on all three.

This, as you know, is my first try on your station, and I realize now that I have been an inadequate advertising man, not to have discovered WMPS earlier. You have one of the most productive mail stations in America, both as to the quantity and the quality of responses you produce, and my only concern is that other advertisers will discover what I have discovered and load you up with so much business that I'll find difficulty buying as much time on WMPS as I fully intend to fight for.

I don't know what magic wand you wave to perform so splendidly, but it is apparent that your programming formula and your audience coverage are amazingly effective. It gives me a great deal of pleasure to tell you this.

Sincerely yours,

Harry Schneiderman

WMPS • MEMPHIS, TENNESSEE
Southern Illinois Group Discusses Radio Problems

SOUTHERN Illinois broadcasters joined in a discussion of industry problems April 1 in Centralia. The group discussed the Johnson Bill (S-2231), news coverage, area promotion and salaries and wages. No formal organization was formed, though it was agreed that another meeting in the near future may prove profitable. Hobart Stephens, owner and manager of WCNT Centralia, will represent the group before the Senate Committee on Interstate & Foreign Commerce.

Stations represented at the meeting were: WCNT, WLBH Mattoon, WIBV Belleville, WMIX Mt. Vernon, WJPF Herrin, WEBQ Harrisburg, WKRO Cairo.

DEL SHABUTT, Hollywood announcer, has taken over chores on CBS "Danny Thomas Show."

WSBT Has Added
138,680 Radio Families* to its Primary Coverage

NOW - WITH
5000 WATTS-

PUBLIC INTEREST programming and rural radio will be foremost subjects of discussion at Ohio State U.'s 18th annual Institute for Education by Radio April 30-May 3 when leaders and specialists from radio and education convene at Columbus, Ohio.

Attention will be focused on practical "how to do it" aspects with special emphasis on programming problems of stations and organizations serving community and regional areas, according to I. Keith Tyler, director of the Institute. Ted Cott, program director of WNEW New York, will preside at the opening session devoted to building and producing effective programs that attract and hold listeners.

Other discussions will include documentary programs, the field of "serious radio" as a challenge to educators, and "International Aspects of Radio"—UNESCO and the Geneva Conference on "Freedom of Information." The latter is expected to include a speaker from UNESCO headquarters in Paris, as well as an American who attended the Geneva meeting. Dr. Lyman Bryson, counselor of public affairs for CBS, will serve as chairman.

Ways and means of bettering rural radio will be covered in a two-day work-study unit supervised by Ken Gapen, assistant director of radio for the U. S. Dept. of Agriculture. Other USDA experts and network and station farm program directors will also participate in the meeting during which transcriptions of 4-H and other youth interest programs will be used.

Highlight of agricultural sessions will be a discussion of international farm relations by Dana Reynolds, also with USDA. Rural radio representatives from other countries are expected to discuss international farm show exchanges. Field survey and commercial radio survey panels also are included.

In all, 16 workshop groups, six section meetings and five clinics will be devoted to specialized discussion of specific problems during the four-day conference. Feature of the Institute is the Exhibition of Educational Programs, which has drawn about 600 entries comprising transcriptions from broadcasters throughout the nation. Awards will be announced during the conclave after final judging by a three-man committee.

H. P. JOHNSTON, WSGN, HEADS ALABAMA UNIT

HENRY P. JOHNSTON, managing director of WSGN Birmingham and president of WHBS Huntsville, was elected president of the Alabama Broadcasters' Assn. at organization's annual convention in Montgomery April 2.

The association elected the following other officers and directors: Howard Martin, WALA Mobile, vice president; Lionel F. Baxter, WAPI Birmingham, secretary-treasurer; and Carroll Gardner, WABB Mobile, and Howell Cobb, WBBC Birmingham, members of board of directors.

Mr. Johnston proposed a national campaign by broadcasters to secure protection from libel and slander suits equivalent to that provided other media and public service agencies.

Resolution in favor of the Johnston Bill (S-2231) to break down clear channels was adopted.

AP members of ABA organized the first Associated Press Broadcasters Assn. They agreed to help in collection and distribution of news for AP members.

ABA voted to hold its fall meeting at the U. of Alabama, Tuscaloosa, Oct. 8 and next year's convention at Point Clear, Ala.

TV for $149.95

TELE-TONE Radio Corp., New York, last week announced that a new $149.95 table-model television receiver set, claimed to be the lowest-price set produced in quantity, will be delivered to New York dealers within the next two weeks. Production of 50,000 units is expected by the end of the year.
On behalf of
Mr. RONALD COLMAN
and the entire cast of
Favorite Story
we thank you for the
Award of Merit
C. C. N. Y. Competition

OUR THANKS TO

the judges of the CCNY Competition who selected "Favorite Story" for the AWARD OF MERIT.

the educators who are using "Favorite Story" programs in classrooms.

the listening public who show their preference for "Favorite Story" in ever higher Hoopers.

the sponsors and stations whose imaginative and powerful promotion has contributed so greatly to the success of "Favorite Story".

We knew that "Favorite Story" was radio's most brilliant dramatic program. Hundreds of satisfied sponsors confirmed this conclusion. We are proud that the judges of the CITY COLLEGE OF NEW YORK COMPETITION chose this show for the AWARD OF MERIT—proving that great stars, a great cast, great music, great scripts, great production, great promotion, great tie-ins, make for great rewards and awards.

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS
SELLING FM
By THOMAS F. McNULTY
President, WMCP Baltimore
Treasurer, FMA

SELLING FM poses a problem of selling as distinguished from order-taking. All selling requires imagination and imagination is the key to qualitative analysis. Here are three specific reasons for buying time on an FM station:

1. The FM set generally is the living-room receiver that is listened to more hours per day by more persons than the secondary sets combined.

2. Assuming an average family of four and assuming a community has 10,000 FM sets, your daily listening audience is 40,000. Your reach buyers at a low cost per listener.

3. FM offers a medium for quality merchandise.

Let's analyze those three points. In any city the number of FM receivers is far too few to make any mass selling appeal to advertisers or agencies. On the other hand, the number of receivers alone is not a descriptive term.

Take a bedroom receiver. Anyone will admit it has a small audience at any time. Two would likely be the greatest number listening to a bedroom radio, and it isn't used often or long.

In the rumpus room or club cell or bar the set may have a large audience on occasion but it is used sporadically. Generally speaking, it is turned on only when guests are being entertained. It isn't listened to attentively.

You may also have a set in the kitchen which the maid or lady of the house may use if she likes daytime serials.

Here you have three radios and not one of them is equivalent to the living-room set which normally is used from four to six hours daily and is heard by the entire family. Thus in the living-room set you have a longer-playing radio and a greater audience all the time.

Position of Sets
Because most FM receivers are so far are large consoles the only logical place for them is the living room. Thus you have a premium set with a premium audience. If 10,000 FM receivers have been sold in your city, they have the same listening value as 50,000 ordinary sets. That means more to your prospective advertisers than mere-

WSIX pays its way

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
TO MR. TIME BUYER

We are now in a position to clear time for Sports . . . News . . . Time Signals . . . Spot Campaigns. Write WSPD or call the KATZ Agency.
Watch this boy grow!

(Sundays at 9:30 p.m. EST)

Bane of Shorty's existence is his editor
— a man you love to hate, unless, like Shorty, you also admire him prodigiously.
Mickey Rooney as Shorty Bell... a big star, with a big new idea in dramatic Radio.

For the first time, an authentic "Novel for Radio"... letting the listener in on the chapter-by-chapter development of a very real character, as he progresses from a brassy, scrappy kid to a full-fledged, fighting newspaper man.

Shorty and his friends, his girl, his terrible-tempered managing editor—come absorbingly to life for you, and what happens to them has all the impact, drama and mounting suspense of your favorite story.

To make that story come true, CBS has assembled a matchless lineup of top-drawer talent.

Mickey Rooney... Academy Award winner and three times America's motion-picture box-office champion... surely one of the most gifted and versatile young actors anywhere. Now his memorable performances as Andy Hardy, and in Boys' Town, National Velvet, Killer McCoy—are matched by his first Radio starring role, tailor-made to his talents.

Adapted by Richard Carroll from an original novel for Radio by Frederick Hazlitt Brennan, whose stories have been read by millions in the magazines, seen by millions on the screen. (Latest is Mickey Rooney's hit picture, Killer McCoy.)

Produced and directed by William N. Robson, two-time Peabody Award winner. With music by Cy Feuer, former musical director of Republic Pictures.

CBS is mighty proud of its boy Shorty Bell—latest in a distinguished series of successes from the powerful, productive CBS Program Operation.

Shows like this one explain why more and more advertisers who've been asking for better Radio programs are looking to CBS for the answers.

A CBS PACKAGE PROGRAM
Selling FM
(Continued from page 48)

beer, more soap than the average $30-a-week listener uses. Thus, while you again have a smaller audience, you have an audience that will purchase from four to six times as much of any commodity.

About the quality factor. Many new prospects for radio missed the boat when AM was in the present stage of FM, that is, where there were very few listeners and time was selling at a low rate. By the time AM became an approved advertising medium, they could not afford to pay the price of 100 listeners to reach the top quality buyers they wanted.

The quality merchandising idea today lets the advertiser through FM have the 10 listeners for the price of 10. He can afford it and he wants it when he is told the facts.

Here you have a three-fold sales story that stands up. Your rates, of course, must be commensurate. They must be low, as most FM rates are, so that the cost of reaching this market is nearly the same proportionately per listener, but with that added quality incentive.

It follows, however, that regardless of your market you must be able to program in such a fashion as to attract an audience in the first place and hold it in the second. One thing which has definitely hurt FM is the poor programming that has followed station construction.

Another component is the STA (Special Temporary Authority) operation. It has begotten low power and that, added to the fact that some of the receivers have not been of the highest calibre, gives a double error, leading to distortion. That, however, will be eliminated as more and more stations go to full authorized power and the newer FM sets are placed on the market.

It’s well, in selling FM, to mention the power factor. Most advertisers are power conscious. When you say “20,000 watts, FM” it is far more impressive than “250 watts, STA.” Besides, power opens up a new vista to the listener.

Another Bonus
Here’s another bonus for the advertisers worth stressing in an interview. The sponsor who buys time on an FM station is paying only for the receivers currently in use. Set manufacturers are now really producing FM sets. An advertiser placing a contract with your station for a year buys a constantly increasing audience as new sets are delivered to dealers and sold. It is entirely probable that an advertiser’s original audience will have tripled at the end of his first year. Indeed it might go well beyond that figure. Since manufacturers are mass-producing FM sets they will promote them to sell them.

Further, the FM range has upset the theorists. In Baltimore, for instance, on the cheapest of receivers, we have been able to receive five of the seven FM stations in Washington, D.C., 40 miles away and with an indoor antenna—a little dipole stuck up on our staircase. Those Washington stations operating with 3 kw or more effective radiated power come in with greater clarity than any local AM station.

There is in Baltimore and probably in most places a large area of county coverage that’s been impossible, especially at night, with AM. This represents an added bonus to FM timebuyers. The one thing that FM does is to cover as well at night as it does by day.

Even with a Class A station you open up the area around you to a distance of 15 to 20 miles, and as high as 50 miles with a Class B operation, with absolute clarity, low background noise and excellent reception with no external antenna.

From an agency view the low rates, wide coverage and quality audience of FM give a new incentive. Most agencies, while they make no money on small accounts, are glad to get them because they build future business.

New AFA Members
IOWA Tall Corn Network at its latest meeting, held in Chicago, agreed to join the Advertising Federation of America. Stations include: KBUR Burlington, KROS Clinton, KSWI Council Bluffs, KSB Creston, KDEC Decorah, KWDM Des Moines, KDTH Dubuque, KOKX Keokuk, KJFB Marshalltown, KVFD Fort Dodge, KICM Mason City, KWPC Muscatine, KTRI Sioux City, KICD Spencer, KAYX Waterloo.

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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**
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
and running through June. In addition to newspaper insertions, premium offer will be supported by three participations on the air: Ella Mason five times weekly over WHN New York; Nancy Craig twice weekly on WJZ New York; and Mr. and Mrs. Music three times weekly over WMCA New York.

SCHUSTER'S, Milwaukee department store, has started two film spots daily, five days a week on WTMJ-TV Milwaukee. Agency is Cramer-Krasselt Co., Milwaukee.

ALL-WEATHER PRODUCTS, Philadelphia (distributor of storm windows, insulation and building materials), has started new weather program on WPTZ Philadelphia. Telecasts, Mon.-Fri. 7:45-7:50 p.m., carry maps outlining weather conditions while weather experts narrate current and future reports from local U. S. Weather Bureau office.


CENTENNIAL FLOURING MILLS Co., Seattle, for promotion of new product "Stopweed" (weed killer), plans extensive campaign that will include radio in three northwest cities, Yakima and Spokane, Wash., and Moscow, Idaho. Honig-Cooper Co., Seattle, services account.

LEO J. MEYBERG Co., Los Angeles (RCA Victor television set distributor), April 13 starts for eight weeks 10-minute telecasts of For Moretonite News on KTLA Hollywood, Tues., Sat. 7:50-8 p.m. (PDST). Commercials for series are being prepared by RCA in Camden, N. J. Budget is approximately $10,000. Agency is J. Walter Thompson Co., Los Angeles.

POWELL & CAMPBELL Inc., New York (shoes), which last week appointed Tracy, Kent & Co., New York, is testing television by using one spot a week on WABD New York. Firm is anticipating further use of the medium.

New York Accounts

ELECTRIC AUTO-LITE Co., Toledo, Ohio, in July will begin sponsorship of Suspense on CBS, Thur., 9-9:30 p.m. Program is now heard Sat. 8-9 p.m. as CBS sustaining, but will leave the air this month. Agency for Auto-Lite is Ruthrauff & Ryan, New York.

LAMBERT PHARMACAL Co., Toronto (Listerine products), June 4 renews for 43 weeks, with nine week summer hiatus, Treasure Trail on 28 Dominion Network stations, Fri. 8:30-9 p.m. Agency: Lambert & Feasley, New York.

Adpeople

HARRY G. KEBEL has joined Nestle’s Milk Products Inc., New York, as advertising manager. He formerly was with Thomas J. Lipton Inc. and Standard Brands Inc.


‘Hopalong Cassidy’ Signs For Transcribed Program

SIGNING of William Boyd as star of transcribed series known as Hopalong Cassidy was announced April 9 by Walter White Jr., president of Commodore Productions, Hollywood.

Mr. Boyd has been star of film series of same name for past 13 years. Plan calls for release effective May 15 of half-hour format available in 52 episodes, Mr. White announced.

New Research Technique Shows Sales Potentials

TECHNIQUE claimed to supply the “missing link” between governmental studies of consumer buying and present marketing conditions is described in a study, “Consumer Purchasing Potentials in the United States,” by the Dartnell Corp., Chicago. The guide is designed to show sales potentials and is described as useful in planning advertising campaigns.

The method was developed by Serge Morosoff, commercial research director of Pacific Mills. It is based on the theory that the relation between income and spending remains fairly constant. The number of families in each territory in each income group is multiplied by multipliers for the particular product as given in government studies. The results are total potentials for the particular industry in 498 trading areas.

purely for the record

CLASS "A" FM STATION IN LOS ANGELES AREA

TO NONE IN QUALITY PROGRAMMING

GREATEST MARKET IN AMERICA

KACK 1300 KC

98.3 MC - CHANNEL 255

PASADENA CALIF

John E. Ride, Manager
In Stromberg-Carlson's million-dollar WHAM-WHFM studios
new system design separates control positions from main equipment

Western Electric compact control consoles

In Rochester Radio City, Western Electric Cardioid Microphones and custom-built audio facilities are in complete harmony with the up-to-the-minute planning of the new building. The remarkably compact consoles — located in control booths for five studios and auditorium — contain only controls, pre-amplifiers and intercommunication facilities. Complete operation of the entire system may be controlled from any one console. They're engineered for precision performance and attractive appearance.

Centralized apparatus room

A central equipment room housing Western Electric line amplifiers, main amplifiers, and all other equipment common to the four custom-built consoles, requires no operating position. Such an arrangement — new to broadcast stations — provides complete versatility of operation. Open amplifier racks afford instant access to all components.

—QUALITY COUNTS—

Western Electric
WHY...

"CREEPS IN"

Spot Radio is NATIONAL. It is Big radio. It can cover the nation—coast to coast, as well as a single market pin point. Spot is a $100,000,000 business ranking in volume with the greatest national advertising media. But it has a tremendous potential for further development.

Recently there has come creeping in the false concept that Spot is a petty thing—a supplementary, temporary way of hitting certain "pin points" or "targets." Also, that Spot is for "leftover" or "overflow" advertising. True, Spot is flexible, but it can stretch as well as contract.

We regard National Spot as one of the most effective, most economical means of covering the nation and keeping it covered. Perfect Spot Broadcasting is "48 State" business—not just "pin points" and "targets"; not concentration alone but expansion.

For national advertisers, Spot Broadcasting offers outstanding features and advantages unparalleled in any competing medium.

For broadcasters, National Spot is the most fertile field for

Paul H. Raymer Company
NEW YORK • BOSTON • DETROIT • ATLANTA
development. The potential source of new business is enormous. From a total listing of 15,000 national advertisers, there is not one truly national program account. If we had just 15 of these 15,000 program prospects, what a difference it would make. There has not been even one such account since the days of Chevrolet’s “Musical Moments” twelve long years ago. Why—“this petty pace”?

Because today almost all Spot selling is pin point or target selling. Every man and every station is working for himself, and practically no effort is being made through national coordination or cooperation.

We believe it time for Broadcasters to examine this situation and to realize here the great potential for new business. Just a little “get together” and cooperation might open the floodgates.

All of our competition is highly organized with means of cooperative national effort. National Spot alone still “Creeps in this petty pace from day to day,” selling disconnected pin point markets. We need a National Spot Association.
**Editorial**

**Legislative Engineers**

"CONGRESS giveth, and Congress can taketh away."

That paraphrase of The Scriptures motivated the Senate Interstate Commerce Committee in its unprecedented inquiry into clear channel allocations, as provoked in the Johnson Bill (S-2231). It was the thesis for the Lemke Resolution (H.J.Res. 78) inquiring into FM allocations. And, unless this unusual trend is checked, it will be the vehicle for inquiry into television allocations.

Why this about-face in the handling of basic allocations which has already caused abortion confusion and which could bring chaos? Why has the White Bill (S-1359), which provided for a full-scale revision of the existing law, been sidetracked without further consideration of the only seriously contested provision, in favor of piece-meal pot-shotting at allocations?

Such things don't just happen. Most members of Congress are loath to meddle in complex technical matters. That's the reason the original Radio Commission was created in 1927, when the faddened FCC was established. In 1934, Congress wasn't expert enough to tackle allocations.

So there was provocation. The FCC has been a favorite Congressional whipping boy. The clear channel-high power battle has waged since the first AM allocations in 1928. The FM upstair-downstairs battle has flared since before the war. And television, now hearing ahead at super sonic speed, has been embroiled in allocations and controversies black-and-white and for decades.

It must be assumed that committees of Congress would not attempt to preempt functions of the FCC if it had confidence in that agency. This FCC, and its predecessors, repeatedly have asked Congress for policy guidance. Acting Chairman Tobey and Senator Johnson must regard the question of clear channel allocations as policy on which the FCC wants guidance, even though the FCC has never sought to have Congress perform as its engineering consultant.

The right of Congress to delegate, expand or contract functions of any independent agency cannot be questioned. Congress can investigate. It can even allocate, as a matter of legislative right. But would Congress be exercising its prerogatives in the most effective manner—in the public interest, let us say—if it attempts to determine in a few weeks what the FCC, with its allocations experts, hasn't been able to resolve in 20 years?

If Congress isn't satisfied with the FCC it should create a new agency. It should spell out the limits of its authority (as the White Bill would do), save in one important particular so that the licensing authority would be precluded from preempting the program and business functions of stations. Perhaps Congress then wouldn't be disposed to usurp the powers of the licensing authority.

What will come of this incongruous legislative mishmash if the FCC can't meet its challenge? We doubt whether either the Lemke Resolution or the Johnson Bill will pass. The FCC, of course, is on notice that its every allocations move is subject to Congressional scrutiny.

We assume there will be a postponement of the NAB conference on domestic AM allocations scheduled for May. We assume the FCC in the interim will decide the pending clear channel case, on the hearing docket for more than three years, but probably not before the November elections. We assume that in the interim the status quo will be retained—i.e., 20 Class 1-A's with maximum power of 50,000 w. For, whatever the outcome, there's bound to be litigation, and if certain clear are broken down, there will be long-drawn-out competitive hearings for the coveted duplications.

And by that time much of the argument may have been academic. Television will be spurring ahead, particularly in the larger markets whence the greatest demand would come for the duplicated assignments. We will know where FM is headed. The 500 mc TV band will be anxiously watched with surmises. A facsimile should no longer be a hot-house flower.

So, when the electronic smoke of the next few months clears, it's our guess we'll still have lots more of the status quo on most of the clear channels with output still in the neighborhood of 50,000 power-packed watts.

**Seven-League Boots**

IN THIS new-born radio era precedents topple like duck-pins.

The ultimate in broadcasting (for it is the all-embracing term) came with the Toscanini telecast March 29—two days after the lifting of the ban on TV by the FCC. But the man stood a mere fortnight—until the next Toscanini telecast April 3, when NBC's Studio 8-H was better-equipped acoustically and electrically for the symphony presentation.

In two telecasts, more people saw and heard the celebrated maestro than had seen him perform in the concert hall in the 62 years of his career as a conductor. David Sarnoff, RCA and NBC chairman and a patron of the musical arts, witnessed the fulfillment of his dream of a quarter-century ago.

TV's giddy pace these last few months all but defies description. A Hooper report reveals that when TV shows are available, the AM network tune-in sloughs off. CBS goes its affiliates to go all-out for TV in tempo with the upswing. ABC is shooting at a fail target date for all five of its authorized outlets, and MBS key owners and affiliates are letting no grass grow underfoot. NBC and DuMont lead the video parade, but the competitive challenge is there.

Because TV is the heritage of the AM broadcaster, just as surely as the automobile was the birthright of the wagon-maker, it behooves the broadcaster to lay his plans for his video venture. The pages of this journal reflect the TV era as a logical projection of the mass radio media. The two now go hand in hand as content serves.

The broadcaster in the secondary market is in no immediate peril. Standard broadcasting didn't start full-blown everywhere. It developed gradually, keeping pace with audience demand and economic productivity. TV will see the same evolution of modest beginnings in the larger markets first, then fanned.

Radio inventive genius will open new video vistas. When AM broadcasting began in 1920, there were two or three male-maniacs of the radio amateurs. Now the ultra high accommodate FM, TV, international broadcasting, and the various safety, aviation, mobile and government communications services.

Radio's horizons remain unlimited. In tomorrow's following one TV audience is yet unharnessed, probably will be the low video road.

TV strides in seven-league boots.

---

Our Respects To—

SAM WILLARD TOWNSEND
WOAI Clients Have Had a WONDERFUL winter!

Don't get us wrong—the weather in San Antonio has been "unusual" like everywhere else. Of more importance to sales-minded time buyers is the fact that WOAI has commanded the lion's share—and a bit more—of the radio audience, straight through since October. The table below gives the picture for weekday mornings. Weekday afternoons and Sunday through Saturday evenings show an even greater WOAI Share of Audience. Your nearest Petry office can tell you the whole story of WOAI Superiority.

<table>
<thead>
<tr>
<th></th>
<th>Sets in use</th>
<th>WOAI</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>FM &amp; Others</th>
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<tbody>
<tr>
<td>Oct.-Nov.</td>
<td>15.8</td>
<td>31.2</td>
<td>25.5</td>
<td>4.4</td>
<td>4.4</td>
<td>3.9</td>
<td>7.7</td>
<td>9.0</td>
<td>19.3</td>
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<tr>
<td>Nov.-Dec.</td>
<td>16.5</td>
<td>30.0</td>
<td>26.2</td>
<td>4.4</td>
<td>4.6</td>
<td>7.7</td>
<td>16.8</td>
<td>9.8</td>
<td>1.2</td>
</tr>
<tr>
<td>Dec.-Jan.</td>
<td>17.3</td>
<td>31.3</td>
<td>23.9</td>
<td>5.5</td>
<td>4.6</td>
<td>6.8</td>
<td>9.8</td>
<td>11.2</td>
<td>1.3</td>
</tr>
<tr>
<td>Jan.-Feb.</td>
<td>18.6</td>
<td>34.0</td>
<td>24.8</td>
<td>4.6</td>
<td>4.7</td>
<td>5.3</td>
<td>15.8</td>
<td>10.7</td>
<td>0.9</td>
</tr>
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</table>

By any check you use—it's WOAI

25 Years of Service

WOAI
San Antonio

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
Sell 'em
while they're hot!

... you can't afford a Summer vacation

This Summer, more than a million of your customers will vacation in the Northwest's air-conditioned forests and 10,000 lakes. They'll have the time of their lives... spending $200,000,000.

This vacation spending—added to the regular buying of year-round residents—is one more reason why retail purchases in WCCO's six-state Northwest territory are just about as high in the Summer as in any other season of the year. $645,000,000 during June, July and August.

It's a $645,000,000 reason why you can't afford to give your Northwest advertising a Summer vacation.

To get the most out of your Summer advertising, use WCCO. According to last year's Hooper Reports, WCCO is the Northwest's most popular station in the Summer, just as it is during every other season of the year. And you'll keep good company. Thirty-seven national spot and local advertisers stayed with WCCO last Summer. Most of them plan a repeat performance this year. For Summer reservations, get in touch with WCCO or your nearest Radio Sales office. And sell 'em while they're hot!

Data supporting statistical summaries are available on request.

Represented by Radio Sales... Radio Stations Representative... CBS
ALLIED CLINIC

AURAL RADIO and TV clinic for the Allied Stores and radio people associated with them has been set for April 28-30 in the New Yorker Hotel, New York, to familiarize those attending with aural radio and television advertising practices.

Registration will open at 9 a.m. in parlors F and G of the hotel, followed by two sessions for Allied personnel only. Walt Dennis, aural radio and TV director of Allied Stores, will explain the clinic's purpose at the 9:15 meeting, followed at 9:30 by an explanation of Allied personnel policies and responsibilities by W. Earl McCormick, vice president of Allied.

Other speakers on April 28 are: H. Willard Polsky, sales promotion manager, National Retail Dry Goods Assoc.; "Winning Sideways Toward Radio Advertising"; Ray Hough, sales promotion manager, Eastern Distributors, Brockton, Mass.; "Putting an Allied Radio Plan to Work." Thursday, April 29—W. M. Dennis, sales promotion manager, Pomeroy's, Reading, Pa., and Priscilla Parker, radio manager, Pomeroy's, "Sales Promotion Manager Looks at Radio"; Walt Dennis, Allied's Merchandising Techniques Applied to Radio Advertising; Harold Pair, NAB director of programs, "Programming to Build and Hold Audience"; Lee Hart, NAB, "Copy Techniques"; Walt Dennis, "Direct Results and Checking Results"; Joe Du- mond, president, KXEL Waterloo, Iowa, "Selling Radio to Overall Merchandising," Institutional and Social Service.

ABC will be luncheon host at the conclusion Thursday noon.

Afternoon speakers include: Tom Connolly, CBS sales promotion depart- ment, "Practical Sideways in Display, Newspapers and Other Media to Broadcast Port Radio Audience Circulation"; Harold Pair, NAB director of programs, "Programming to Build and Hold Audience"; Lee Hart, NAB, "Copy Techniques"; Walt Dennis, "Direct Results and Checking Results"; Joe Du- mond, president, KXEL Waterloo, Iowa, and Kay Fillos, radio director, James Black & Sons, Inc., Waterloo, "Programming for the Rural Audience." A cocktail party and dinner will be held at the hotel, with Mill Bennett, CBS, as toastmaster.


Mig Zahari, Polsky's, moderator of "What's Ahead on Media Programs"; Frank Silverstein, radio timebuyer.

CAB Community Radio Week Planned May 16-22

PLANS ARE nearing completion for the Canadian Community Radio Week to be held May 16-22. General Manager Jim Allard of Canadian Assn. of Broadcasters has been sending number of scripts, announcements and other items to CAB member stations for local use during Community Radio Week.

Individual stations are planning special programs with local talent for the week's broadcast to emphasize the community work of the independent stations. All talks during the week feature the fact that none of the listener license fee ($2.50 annually) goes to the independent stations to pay for programs. Scripts also stress the goal of independent stations for an independent judicial licensing body along FCC lines.

Stores Plan Sessions In N. Y. April 28-30

BBDO, moderator of open forum summarizing national advertising tech- niques, etc.; Mr. Dennis, summary of radio sessions.


Respects

(Continued from page 58)

granted the CF, WARC beamcd its 100 kw over 950 knot service in the Navy. From time to time he had been on temporary active duty before 1941.

In the succeeding five years he became lieutenant commander, commander, and finally captain, serving as communications officer of the Fourth Naval District, Philadelphia Navy Yard. Then he became task force communications officer, and as such saw service in the North Atlantic on the staff of a vice admiral. Toward the end of the war he was communications and special devices officer for the "Lighter Than Air" anti-subma- rine research for the Navy chalk- ing up over 1000 air hours. The 42-year-old Sam Townsend is a "joiner." He is a 32 degree

Don't throw that book!

You don't have to.

Just ask any of the folks in the rich Memphis mar- ket, and they'll tell you.

They've formed the pleas- ant habit of listening to WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid- South, and coming soon, WMCT (Television).

With 5000 watts day and night, WMC thoroughly covers the Memphis mar- ket where the buying power is concentrated. And WMC's strong signal at 790, right in the middle of the dial, makes for easy listening.

Get the facts from the nearest Branham man.

Mr. Curнутт

Management

TOMMY CURTNER, former program di- rector of WOR Buffalo for over five years, has joined WABC, New York City, as station manager.

MARVIN TOLIN, former announcer with WOR Buffalo for over five years, has headed the personnel department of WBCN-AM, Boston.

ALLAN CURRUTT, who joined KCBC Des Moines last June in an executive capacity, has been appointed general manager. He has been in radio for over ten years, having previously served as general manager of WORH Carbondale, Ill., executive vice president and part owner, WMAM Mar- rinette, Wis., account executive of WTMJ and WMJF Milwaukee, gen- eral manager, WCLO Janesville, Wis., and sales manager for WIBA Milwaukee.

Mr. Curнутт also has been active on committees of NAB. Prior to entering radio he had been in newspaper field for ten years.

ARTHUR HULL HAYES, WCBS New York general sales manager, has been ap- pointed radio committee chairman of the Eastern Regional Committee of WBCN-AM, Boston. Mr. Hays is a 1948 fund appeal of New York Cath- olic Fund fund drive and is general manager of WBCN-AM.

H. GORDON LOVE, president and man- aging director of CFCA Calgary, has been appointed general manager of CFCF Calgary Board of Trade.

F. W. TURKINGTON, executive vice presi- dent of WSBK Buffalo, has been award- ed a Merit Award for "outstanding com- munity service" by Buffalo Junior Chamber of Commerce.

JAMES R. CURTIS, president of KFPRO Longview, Tex., has been appointed as "Honorary Yachtsman" under laws of State of Texas.

J. R. ELLIS, Shriner, Eagle, and is a member of the Rochester Club at Rochester, N. Y., and the New Castle, Pa., Yacht Club. He is still a quite a yachtsman, holding a card in the Erie Yacht Club where he now docks his 40-foot.

Romance entered his life when he met Mrs. Burton Townsend since Jan. 11, 1941. They are the parents of two boys, Sammy, 5½ and Kim, 2½.

Despite his fast pace and present record of crowding scores of business, social and civic activities into his life—even doubling up on two fulltime jobs—he manages to do a top job with all his activities. He does it, he says by "getting up early and staying up late."

FOOO WATTS SOON!

CBS
EL PASO
KEY STATION—SOUTHWEST NETWORK
"Always giving something extra!"

*Just ask your Raymer representative*
Dellinger Retires From Government
Propagation Scientist Remains in Consultant Capacity

DR. J. H. DELLINGER, first official chief engineer of the Federal Radio Commission, predecessor to the FCC, will retire April 30 after 40 years of government service.

The world-renowned radio allocation and propagation scientist has been chief of the Central Radio Propagation Laboratory of the U. S. Bureau of Standards for the past 20 years and prior to that was chief of the radio section of the Bureau for 25 years.

Dr. Dellinger will become radio consultant and advisor for a number of companies and organizations following his retirement and will also continue as chairman of the Radio Technical Commission for Marine Services.

He plans to attend sessions of the PFB at Geneva, Switzerland in June and the International Radio Consulting Committee meetings in Stockholm in July this year.

Dr. Dellinger became physicist at the National Bureau of Standards in 1919, chief of the radio section of the Bureau from 1919 to 1946 and was appointed chief of the radio propagation laboratory in 1946.

He served as chief engineer of the Federal Radio Commission from 1928 to 1929 and as chief of the radio section, research division, of the Commerce Department's Aeronautics Branch from 1928 to 1934.

During World War II he organized the Interservice Radio Propagation Laboratory and served as a member of the Wave Propagation Committee of the Joint Communications Board of the U. S. Joint Chiefs of Staff. He also saw service with the National Defense Research Committee.

During three different periods, 1937, 1939 and 1941, he served as vice president of the Washington Academy of Sciences and was active on the Sectional Committee on Radio of the American Standards Assn. He authored a number of articles, books and papers, many published by the government and in various electrical and physical periodicals, on electrical properties of copper, mathematical and electrical subjects and the science development and applications of radio. He is also radio editor of Webster's Dictionary.

NEWLY REVISED and enlarged edition of "RCA Receiving Tubes for Television, FM, and Standard Broadcast," has been announced by RCA Tube Dept. Priced at ten cents, this edition is available from RCA Tube Distributors of Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.
KING JOINS XL
ANOTHER MILLION LISTENERS FOR PNB
Buy WITH A...
SINGLE CONTRACT
THE PACIFIC NORTHWEST

NOW SERVING 3 1/2 MILLION PEOPLE
PACIFIC NORTHWEST BROADCASTERS

Merchandisable Area
Bonus Listening Area

Orpheum Bldg.
PORTLAND, OREGON
Symons Bldg.
SPokane, WASH.
6381 Hollywood Blvd.
Hollywood, Calif.
Box 1956
Butte, Montana
The Walker Co.
551 5th Ave., NEW YORK
Smith Tower Bldg.
SEATTLE, WASH.
In these days of tightened purse-strings and heightened competition for billings, many are the stations inclined to let a net-work feed them, filling in their local per-formance. Not so Nashville's WSM. In a city of only 175,000, this "air castle of the South" maintains an amazing total of 200 entertainers on its talent staff—a policy which it has made to pay off in a score of ways. Not the least of which is an enviable roster of public service programming. As a result of its gamble, the station can boast that its vast stable of live talent not only is supporting itself, but is available for a spread of public service airers, the like of which few stations could duplicate. WSM's special dish is corn—hillbilly, cowboy, folk music. The folk down Tennessee way love it, and WSM gives it to them, not from e.t.'s, but live, through such favorites as Roy Acuff, Red Foley, Francis Craig, Cowboy Copas, Minnie Pearl, Snooky Lanson, etc.

To inject real life into its public service projects, the station has but to pluck from this roster. WSM, for instance, plugged farm safety for a solid year, using live dramatic stanzas. Currently, the station is doing a 52-week series on the Freedom Train and America's heritage. WSM's 90-minute midday sequence for the farmers (and not a minute of it is for sale), gets full-fashioned talent treatment. Ditto the station's kiddie shows. Station has cashed in on the hit-tune popularity of "Near You," composed by its own disk jockey Francis Craig; Acuff and other WSM staffs are well up from among record faves in their field. WSM originates eight NBC shows. It regularly airs waxed BBC shows, in turn sends its own folk music to Britain. It all adds up to a bright example of how to run a radio station.
No, this character isn’t typical of WSM engineers — or of the rest of the staff for that matter.

But confused?

Sure, there are times in our 22 years of operation when we’ve felt as confused as he looks.

But we’ve never stopped trying. That’s why we feel simply and sincerely grateful to Variety for having pointed to our operation last year with the citation, “How to Run a Radio Station”.

It’s nice to be told that the sweat of your brow has paid off with recognition. It’s especially nice when it comes from a source so highly respected by the radio industry. This Variety Showmanagement Award is incentive to continue trying to do the best radio job of which we are capable.
ACTIONS OF THE FCC

APRIL 2 to APRIL 8

That's the way sponsors feel about the ads job WSGN can do. For WSGN's champion programs build the audience, and you carry off the sales. Let WSGN help do a job for you, too.

The News-World's H $1 Station

THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley-Reed, National Reps.
Twenty times MORE Power!

Buffalo's New Radio Giant is
WEBR

now 5,000 watts on 970 kc

ALL of Buffalo's billion-dollar market today lies within WEBR's new radio zone.

A new wavelength — 970 kc — and a new 5,000-watt transmitter plant have changed Western New York's radio map overnight.

WEBR is trumpeting the news into virtually EVERY home in the area — with full-page newspaper advertising, daily spot radio schedules, street car and bus "dashes." Our aim is to add hundreds of thousands of listeners to WEBR's long established audiences.

Before you buy radio advertising in Buffalo NOW — check what your dollars will buy on the new WEBR — the station with the strongest signal over the richest trading areas in upstate New York.

WEBR, Inc.
The Buffalo Courier-Express Station

WEED & COMPANY, MUTUAL
National Representatives Broadcasting System
No matter how good your radio show is, if the Pacific Coast outside audience isn’t paying attention to it, you aren’t getting your money’s worth. And they can’t pay attention unless your show is on Don Lee. Only Don Lee completely covers the inside market plus the $5 billion dollar outside market (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). A C. E. Hooper 276,019 coincidental telephone-call survey proves this.


The Nation’s Greatest Regional Network
Only Don Lee provides enough *local network stations* so that all the people can hear your show. Don Lee has 44 local stations, two and three times as many stations as any of the other Pacific Coast networks. *Local network stations* are a necessity for reception on the Pacific Coast, where most markets are surrounded by high mountains (up to 15,000 feet), and reliable long-range reception is impossible. Remember: if your show is good, it deserves the largest possible audience on the Pacific Coast. You can get this *only* with Don Lee.
Another conspicuous first
for Lee stations

WTAD QUINCY, ILLINOIS
NOW OFFERS CONCLUSIVE PROOF OF AREA DOMINANCE
BASED ON NEW DOODY COINCIDENTAL

For the first time, advertisers and advertising agencies can look at coincidental program ratings covering the 12 counties that comprise the heart of the prosperous Quincy market, and core of the WTAD 34 county BMB audience. Edward G. Doody has just completed the most comprehensive area survey ever made in the Quincy market. These figures give a true picture of WTAD listeners in both rural and urban areas as shown in the sample. A similar study is proposed for KGLO, Mason City and should soon be available.

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than with all other stations combined. For details contact your Weed Office or Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS ARE DOMINANT STATIONS IN THESE RICH MARKETS

**kglo** MASON CITY IOWA
1300 K.C., 5,000 Watts - CBS Affiliate COVERAGE—29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO-FM • 101.1 MC
Channel 266 ERP 16,000 Watts

**WTAD** QUINCY ILLINOIS
830 K.C., 1,000 Watts - CBS Affiliate COVERAGE—34 Mississippi Valley counties in Illinois, Missouri, and Iowa...almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

WTAD-FM • 99.5 MC
Channel 238 ERP 23,000 Watts
RCA, General Electric Co., and DuMont, covering several proposed stations, and also the experience of CBS at WABC-TV New York for several years.

Television equipment component costs are figured subject to the from $ to 20% escalator clause which is in effect on most items at the present time. These costs are divided into four principal divisions: Transmitter, studio, telecine (film), and portable remote equipment.

The transmitter costs include antenna, $2,000 to $10,000; transmitter (5 kilowatt including tubes, input and monitoring equipment) $77,000 to $98,000; test equipment (more than one set may be required) $8,000 to $10,000; antenna supporting structure tower, $1,000 to $5,000 and building, $12,000 to $49,000. It should be noted also that the DuMont 500-watt transmitter with accessories can be had for $35,000.

Studio costs include: Camera chain (I.O. tube, electronic view finder, control chassis and unit, power supply, battery, three cameras, video monitor) $15,000; miscellaneous video and audio components such as the sync generator $4,000; master video monitor $2,000; lenses $400; camera body $5,500; camera pedestal and friction head $2,800; portable video monitor $1,000; monochrome or flying spot scanner $2,000; optical multiplexer $250; distribution amplifier $515; video jack panel, plugs and patch-cords $800; studio camera switching unit $5,500; portable audio facilities $1,200; camera tube $1,200 and turntables $450 to $650, audio consoles $3,000 to $12,000, lighting $1,200 to $15,000.

The telecine component costs include film projectors, 35mm $10,000, 16mm $4,000, boloptician projector $2,500, film camera $12,000.

Portable remote equipment included are the mobile unit (truck) $3,000 to $11,000, dual camera chains (2 cameras and control units, switcher and master moni-
tor sync generator, power units, cable and lenses), $32,500; and radio relay (7000-mc transmitter, receiver, antennas, power and control units, and other accessories) $11,000.

Costs listed are realistic, but they vary to a considerable degree, dependent upon local conditions and circumstances, grade of service proposed, availability of AM and FM personnel and facilities, location and site conditions, and salary scales.

Heavy emphasis also is placed on the fact that depreciation charges, broadcast rights or other program costs such as talent, film (rented, raw or stock), news services, photos, art work, records and transcriptions program pickups (including gratuities) and other costs relating to the aforementioned are NOT reflected in the analysis.

The data does present ample equipment cost information to enable a prospective licensee to modify the material conveniently to conform to any practical plan of program structure, systems design, and station operation.

Determination of a proposed program schedule is prescribed as the first step necessary in establishing station facilities and operating personnel requirements. CBS's recipe for preparing a typical week's schedule includes consideration of time, type (network, remote, film or studio), and location of each program contemplated. Unless this work is accomplished, CBS says, it is impossible to accurately determine estimated capital and operating costs.

In the following analysis of capital and operating costs for all four types of stations, it was assumed that test pattern, with sound, would be transmitted to a limited extent and in the case of larger stations, four or five hours per day. Rehearsal time requirements were also taken into consideration.

Descriptions of station types and analysis of costs follows:

**TYPE "A" STATION**

A 500 watt video, 300 or 350 watt audio transmitter operated as a network outlet station. Facilities are pro-

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**Upcoming**

April 21: Hearings on Liquor Advertis-
ing Bills (H.R. 3589, H.R. 3592) before Senate Interstate Commerce, Senate Office Bldg., Washington.

April 23: Radio Conference, Lindenwood College, St. Charles, Mo.

April 26-28: IRB-KMA Spring Meeting, Syracuse Hotel, Syracuse, N.Y.


April 28-30: AIEE Northeast District Meeting, New Haven, Conn.

April 28-May 2: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 3-4: CAB Directors Meeting, Royal York Hotel, Toronto.

May 5-6: PMA Region 4, Statler Hotel, Washington.


May 17-21: NAB Convention, Statler, Los Angeles, Calif.

vided for audio break identification announcements and the transmission of test pattern with recorded sound. A minimum of test equipment necessary to maintain equipment properly dependent. Operating costs are based on 28 hour week of network program transmission plus a limited amount of test pattern broadcasts.

**ESTIMATED CAPITAL COSTS**

*Range: $90,000-300,000 or more.*

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Antenna system</td>
<td>$10,000</td>
</tr>
<tr>
<td>2. 300-watt trans., inc. audio/video control, monitoring, test, recording equipment</td>
<td>$45,000</td>
</tr>
<tr>
<td>3. Monochrome (or equivalent equipment)</td>
<td>$7,000</td>
</tr>
<tr>
<td>4. Misc. equipment</td>
<td>$2,000</td>
</tr>
<tr>
<td>5. Installation</td>
<td>$2,500</td>
</tr>
<tr>
<td>6. Contingencies (10%)</td>
<td>$8,650</td>
</tr>
</tbody>
</table>

**Site and Building Construction:**

7. Site procurement, development               $3,000

8. Building, incl. services (or building alterations) $12,000

9. Antenna supporting structure                $5,000

10. Elevators, inclined, etc.                  $5,000

11. Contingencies (10%)                       $2,150

**Total**                                       $33,450

**ESTIMATED ANNUAL OPERATING COSTS**

*Range: $118,000-$420,000.*

Based on 28 hours per week of network programs, plus limited pattern

(Continued on page 87)

**KTLA, Paramount Video, Signs Five New Sponsors**

KTLA Los Angeles, the Paramount Pictures television station, last week announced the signing of five new sponsors—two for spot campaigns and three for participation shows.

Kierulf & Co., Los Angeles dealer for Motorola radios, has signed for a 26-week spot announcement campaign, through W. R. Ross and Assoc. The Walco Sales Co., distributor of the Walco Tele-Vue lens, will sponsor a 13-week series of Sunday evening spots, through Check Advertising Agency, New-

ark, N.J. Participations in KTLA's *Shopping at Home* show have been bought by the Alpha Beta Food Markets, through Warren P. Fehl-

man Advertising Co., United Rex-

all Drug Co., through BBDO, and Eastern - Columbia Department Store, through the Stodel Agency. All of the agencies named except Sheek are in Los Angeles.

---

Keeping Rates Down and Sponsors' Sales Up in the Detroit Area

5,000 WATTS at 800 Kc.

**CKLW**

J. E. Campeau

President

ADAM J. YOUNG, JR. INC.

H. N. STOVIN & CO.

Canadion Rep.
Feature of the Week
(Continued from page 18)
member of the city administration is as well-known to Youngstown people as Arthur Godfrey or Fibber McGee. Conversations on buses, in restaurants, at offices or on the street are very likely to get around to a discussion of a parliamentary maneuver engineered by a party "blue" in city council or speculation on how the council will vote on a new police department ordinance.

Kentucky's strongest
AK
We

1,000 watts

THE

And

We

We

1,000 watts

In

Kentucky market.

FRANKLY,
We Don't Keep Secrets!

We use every way we know how to tell our listeners about our sponsors' wonderful products.

We got the word around:

SMART PROGRAMMING
SELLING COMMERCIALS
TAXI TIRE COVERS
WINDOW DISPLAYS
NEWSPAPER ADS
OUTDOOR SIGNS
BUS CARDS

So what happens? So one sponsor gets distribution in towns where he never before had it, and another has a 100% sales increase in just two weeks!

Kentucky's strongest
full time Mutual affiliate

ON THE AIR
24 HOURS A DAY
Versailles-Lexington, Ky.

The NEW way of reaching the Central Kentucky market.

590 kc
1,000 watts

National Representatives
Taylor-Howe-Snowden
Radio Sales, Inc.

Record in WBAL
Hearing Is Closed
22-Week Long Session Ended
Last Week at FCC

THE 22-WEEK comparative hearing of WBAL's Baltimore's license renewal plea and Public Service
Radio Corp.'s competitive request was completed by FCC last week.

The proceeding, which began last Nov. 3 and has included 31 sessions, wound up Monday fol-

lowing inquiry by Public Service into an anti-vivisection program
aired by the Hearst Radio Inc.

station in January [Broadcasting, April 5].

The record in the case was or-

dered by Comr. Rosel H. Hyde, pre-
siding officer, to be closed on April 15 after two outstanding exhibits are

entered. These are the Hearst
organization voting trust agree-

ment and the script for the anti-vivisection broadcast. Final date

for filing of proposed findings of

fact and conclusion by the two

parties was set for May 17.

Following filing of proposed

findings, the case would be taken under consideration by the Commission and a proposed decision subse-

quently issued. This would not
come until late in the year, it was

indicated. WBAL's requested re-

newal, first sought in February

1945, is for the period May 1 of that

year to May 1 this year. In the

event the renewal were granted

it is indicated the further renewal

for the 1948-1961 period probably

would be included.

Final settlement of the case is

not immediately predicted in view

of expected oral arguments on the

proposed findings and even re-
course to the courts by either side

after FCC litigation is exhausted.

WBAL already has appealed to the

U. S. Court of Appeals for D. C. on

the Blue Book aspect of the pro-
ceeding and although it lost the

appeal it won a denunciation of

the FCC's report itself [Broad-
casting, Jan. 19].

Recording?

in chicago

TRANSCRIPTION MASTER - REFERENCE RECORDING
March 31, 1948

To the PRESS and RADIO:

Subject: FREIGHT CARS

This country needs more freight cars.

It needs them despite the fact that in 1947 the railroads hauled more tons of freight more miles than ever before in peacetime, and more carloads than in the peak year of the war.

This was done with half a million fewer cars than were in service twenty years ago, and with fewer even than at the end of the war. It was done with the organized cooperation of shippers, and because, over the years, the railroads have spent billions for better tracks and yards, better locomotives, better signals and shops, better facilities of every sort -- as well as better cars.

These expenditures, and the improved methods made possible by improved facilities, have greatly increased the effective carrying capacity of the railroads. But more cars are needed both to handle the peacetime production of our growing population and as a vital part of the process of putting this nation in readiness for emergency.

At all times since the war the railroads have had on order enough new cars to keep the builders busy for at least a year ahead at the rates of production then current. Scarcities of materials and production difficulties, however, have held down deliveries during these thirty months to an average of only 4,350 cars per month. In the same period it has been necessary to retire cars which had been kept in service during the war beyond their economic life at a rate averaging 5,480 cars per month. The net loss has been 34,000 cars.

The time has come when this loss must be overcome, and railroad carrying capacity increased. To do this, the railroads have on order more than 120,000 cars and, along with the car builders, the producers of materials, and the interested government agencies, they are doing their utmost to push production up to and beyond the goal of 10,000 cars a month.

Is it not better to do this now, when car building is competing for scarce materials with peacetime manufacture only, than it would be to wait until there might be competition for the same scarce materials with the Army, the Navy and the Air Force?

Sincerely,

William T. Faricy
Clears Present Case (Continued from page 23)

part included Sens. Reed (Kans.) and Moore (Okla.), Republicans, and Myers (Pa.), and McMahon (Conn.), Democrats.

Principal witnesses against the bill were Mr. Caldwell, CCBS counsel; Col. J. H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS; Victor A. Sholes, director of WHAS Louisville and of CCBS; and top executives and other spokesmen for a number of clear-channel stations individually, including James D. Shouse, WLW Cincinnati; W. B. Ryan, KFI Los Angeles; Harry Stone, WSM; Frank P. Schreiber, WGN Chicago; Hugh A. L. Half, WOAI San Antonio; C. Richard Evans and Ralph Hardy, KSL Salt Lake City. The lieutenant governor of Kentucky and representatives of a number of farm organizations also supported the clear-channel cause.

Running account of the Monday-through-Thursday sessions follows. There was no hearing Friday morning. Friday afternoon account, page 4.

MONDAY

Sen. White opened the hearing and turned direction of the session over to Acting Chairman Tobey.

Sen. Tobey emphasized that FCC is "an arm of Congress" and that the problems involved in the question of high-power and clear-channel power are for Congress, not an administrative agency, to wrestle with.

He said he didn't "excavate" FCC action during the past few years in such decisions as the allocations for FM or television, which already appear to require consideration by the Commission in the light of all facts.

With reference to the reversal of usual procedure which resulted in the bill's opponents being heard first, he said CCBS "is organized and has a large body of data on the subject" and consequently was prepared to present their case with little delay.

When he explained that James E. Barr, chief of the FCC Engineering Dept.'s AM Broadcast Division, would open the hearings with a review of technical matters but that FCC would not express any views on the bill. Sen. Brewster maintained that the Committee should have all the facts possible, including FCC's views, if it were going to attempt to determine policy matters.

Sen. White, agreeing, said he didn't like the procedure with which he first heard of it, but that the committee worked it out in good faith and he was willing to abide by it.

Mr. Barr, reviewing the various channel classifications, was questioned closely on the general availability of spectrum space and the percentage that is in use. Sen. Tobey suggested that he defer the rest of his testimony and bring in a "succinct" statement on the question.

Mr. Caldwell, testifying from a 49-page summary of the clear-channel case, precipitated an extended argument among Committee members when he referred to legislation sent out by Sens. Tobey and Johnson inviting comment on the bill. He said the 700-old letters sent in by broadcasters endorsing the measure were received because "you solicited them."

Sen. Brewster insisted the letters should be put into the record and made available for inspection. Sen. Tobey said they would be, when he had time. Sens. Colles and Reavis put their case. Sen. Brewster contended opponents should be allowed to see them before preparing their own presentations. He asked whether he might see them and make them public. Sen. Tobey replied that he could see them, but that there was a grave question as to whether he could use them.

To further pressing by Sen. Brewster, Sen. Tobey said the original letters inviting broadcasters' comments on the bill were sent with "an intent" of "acting chairman."

Mr. Caldwell told the Committee that the Johnson Bill is "a verbatim copy" of a section inserted into the 1944 White-Wheeler bill "at the insistence" of former Sen. Burton K. Wheeler, then chairman of the committee.

When he mentioned the 1938 Wheeler resolution against power closer than clear-channel, Mr. Sen. McMahen pointed out the measure's references to monopolistic powers arising out of higher power and observed that "that's the guts of it as far as I'm concerned." Mr. Caldwell contended that the resolution's charges against high power are "completely without foundation" and that the advocates of clear-channel breakdowns had submitted no evidence to support the charges.

Sen. Capehart said he felt the crux of the whole question was whether highpower for the clearspans would damage or threaten smaller stations. Mr. Caldwell maintained that it would not, except about five stations conceivably might have to seek new network affiliations.

The CCBS attorney reiterated that the name of Ed Craney, operator of the Northwestern Pacific "KXT" stations, is "written all over the support of this measure." Mr. Craney, he said, hopes to get bet-

Tobey Answer to CCBS (Continued from page 23)

of their views. That letter was made public then, and it was written: It was carried in the trade press, and many of Mr. Caldwell's clients received it. I believe that it is in the public interest to prevent any reproduction of this letter. The facts in the United States to have that letter and I have no apology to make for sending it.

Mr. Caldwell then casts aspersions on a letter sent out by Senator Johnson on this bill. This is the first time in my knowledge that a letter from a writer of a bill has been subject to criticism for soliciting comments as legislation introduced by him. I do not mean to defend Senator Johnson but I am doing so in behalf of this committee that we resent the inclination that Senator Johnson did not write the explanatory memorandum on his bill. He did not write what he is claim-

ing about.

The third point is the inclination that the staff member of the committee, Mr. Cooper, has been writing letters on his own behalf. When a witness has taken the trouble to examine the letters that Mr. Cooper has written, every one of them is in response to a letter addressed either to me as acting chairman, or to Senator Johnson, requesting information as to the hearings, dates, etc., or procedure in appearance. Those letters were written and sent at my direction; they are normal clerical correspondence required in a committee, performed by someone who is as far as I know reliable. I believe that the charge has been made against Senator Johnson and the handling of this committee is to be held in the highest regard by every member of this committee and I believe that the charge is a false one and that Senator Johnson, who, unlike a Senator, finds it difficult to defend himself from such things, will not reject such insinuation as baseless, without foundation, and to be ignored. I have been published, before this Committee.

One final word—this is a hearing be- fore the Committee on a legislative matter on which we are attempting to learn facts and is not a police court in which the personalities of individuals is the issue. I only want to say that no useful purpose is served by injuring personalities. My ex-
perience with this Committee has written deliberately the issue, he has not much of a case to put on. Cer-

tainly, he does not improve either his own standing or his case by resort to police court tactics.
BOOSTING our position in South Texas with TEXAS' TALLEST TOWER and 5,000 watts, unlimited time, on 630 kc—where watts really count.

BOOSTING our power, giving KMAC a clear, sweet signal and coverage that really covers—not only the San Antonio metropolitan area, but Austin, Corpus Christi, Temple, Victoria and other important markets.

BOOSTING our sales—with a 50.4% increase over last year in dollar volume in the 27th market of the nation—result of better programming, better announcing and better merchandising.

BOOSTING our KMAC-advertised products—continuously—through distributors, dealers and consumers.

BOOSTING our rates—SOON—see Pearson about our rate protection plan—

★

TOWERS OF STRENGTH IN SAN ANTONIO ★

KMAC KISS

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

Represented Nationally By

JOHN E. PEARSON CO.
Clears Present Case
(Continued from page 74)

ter facilities for his own stations via clear-channel breakdowns. Sen. Johnson said he thought it was "over-simplification" and "fantas-
tic" to single out Mr. Craney as the principal opponent of clear channels.

At one point Sen. McFarland observed that the Johnson Bill "doesn't break down present clear channels, does it?" Mr. Caldwell assured him it would.

Monday Afternoon

Mr. Caldwell said the broadcasting industry has been making "plenty of money" in recent years and contended that the government, instead of trying to prevent these power increases, should be compellng broadcasters to return a "reasonable portion" of their earnings to the public in the form of higher power and stronger signals.

"How about improving the programs?" asked Sen. Tobey, referring to middle commercials on news programs. Mr. Caldwell said there were very few complaints against radio programs on the whole and that on the question of middle commercials CCBS members were divided, but if left alone the question would be settled by the industry.

Mr. Caldwell said he didn't question the committee's power but that "you cannot possibly give the issues the time and attention that they require." He said the subject should be left "in the Commission's hands."

Previous NARBA conferences, according to Mr. Caldwell, allowed other North American countries to make serious inroads on U. S. channels. The only way to prevent further inroads, he contended, was the use of 750 kw on U. S. clear channels. He said this was the method being used by other countries, particularly Mexico.

This time, he said, we must show that we mean business by being serious in our intentions to improve rural and small town service in this country. Enactment of the Johnson Bill, he said, would be the "best possible proof" that we don't mean what we say.

Sen. Tobey wanted to know whether improved service for farmers was the real goal, or bettering revenue. Mr. Caldwell said there would be increased coverage, but in sparsely populated sections. He said he felt that farmers agreed with CCBS on the matter, although the organization hadn't "drummed them up."

Limited Power Question

Following an exchange between Mr. Caldwell and Sen. Johnson, in which the Coloradan insisted that "super power" isn't necessary for international protection, Sen. Capehart asked whether it would be possible to obtain an agreement to limit power. Mr. Caldwell replied that he didn't think Mexico, Cuba, or Canada would agree to one.

Sen. McFarland said that most small stations needed network affiliation to survive and asked the witness what assurance he could give that the networks wouldn't cancel out many small stations for the ones with high power.

Mr. Caldwell said he didn't feel that cancellation would happen. Sen. McFarland claimed the witness had insufficient facts to back up his contention and asked whether the FCC should have authority to compel networks to sell to a certain number of stations. Sen. Tobey asked whether FCC presently had that power and Mr. Caldwell advised it did not.

Next witness was Col. DeWitt, CCBS engineering director and president of WSM Nashville. His testimony was divided into five parts:

(1) Discussion of standards for measuring broadcast service, (2) present administration in broadcasting service in U. S., (3) improvement in broadcast service resulting from use of increased power on clear channels, (4) discussion of other methods of attempting to improve service, and (5) possible technical objections to increased power on clear channels.

Sen. McFarland asked if Col. DeWitt, like Mr. Caldwell, felt that Mr. Craney had stirred up the opposition to the clear. The WSM executive replied that he did.

Sen. McFarland said he couldn't agree that Mr. Craney influenced all broadcasters and said that he was sure there were "some Arizona who think for themselves."

The Arizona legislator said he "resisted" Mr. Caldwell's supplemental statement which contained "insinuations" against Sen. Tobey, Sen. Johnson and Edward Cooper, the committee's professional staff member. He said he objected to "high-handed tactics" and thought the whole subject should be kept aboveboard.

Sen. Johnson remarked that the statement was passed around to the other members of the committee and was formally presented to the committee.

Mr. Caldwell returned to the stand to explain that many of the points in the statement had been proved in previous cross-examination so he didn't feel it necessary to read it. He said he didn't intend to insult Sen. Johnson, but felt that the Senator was "misinformed."

Sen. Capehart said that the statement be made a part of the record, but Sen. Johnson made temporary objection on the ground that Sen. Tobey, acting chairman, was absent at the moment and any action should be approved by him.

On Sen. Tobey's return, Sen. McFarland suggested that the committee take up the matter in executive session. This procedure was agreed to by the chairman.

In his supplementary statement, Mr. Caldwell referred to the letter sent to Sen. Tobey [BROADCASTING, March 8] and said such statements coming from the acting chairman "naturally cause apprehension" among a large number of broadcasters.

Referring to follow-up letters sent by Sen. Johnson [BROADCASTING, March 29], Mr. Caldwell said they reflected "misinformation" and that Sen. Johnson's later statement with respect to the number of favorable replies he received was "erroneous."

Attacking the committee's staff member, Mr. Cooper, Mr. Caldwell charged that he "has been assiduously writing individual letters to broadcasters." The CCBS counsel requested that Mr. Cooper be required to produce his correspondence and asked his reason "for having so great an interest in one side of the controversy before the evidence has been heard."

TUESDAY

Col. DeWitt, resuming Tuesday morning, presented maps showing
(Continued on page 78)
We know you, George Whitney, and you're the kind of gent we like to write about. You've spent just about all your working years in and around radio stations, which makes you a full-fledged authority on what makes a good station that way. By your own admission you've done everything around a radio station . . . musician, singer, musical director, announcer, writer, producer, engineer, salesman, and sales and business manager. That background—and your advertising agency experience—comes in mighty handy in selecting the most valuable outlets for your clients' sales dollars. KGW fits the picture admirably . . . a popular, powerful station serving an area with virtually unlimited industrial potential and rapidly increasing population. In many, many ways KGW qualifies as Oregon's FIRST radio station. And, George, we're willing to bet it always will be first with forward-looking advertising agencies and their clients.
Clears Present Case
(Continued from page 76)

the extent of coverage by local stations, by the various networks, by unaffiliated stations, and by all AM stations. The CCBS plan for at least 20 clear-channel stations operating with 750 kw power, he explained, was designed to provide choice of skywave services in the nation's under-served "white areas."

Sen. McFarland challenged the accuracy of the maps, contending he had personally tuned in stations between Tucson and Phoenix, which the map showed to receive no signals. Col. DeWitt responded that the maps were based on the best available engineering information, gathered by FCC and representative industry groups, and that the service to which Sen. McFarland referred was not reliable on 50% of the nights of the year.

Sen. Capehart observed that it would be easy for the committee to call in FCC engineers to discuss "this Arizona situation." Col. DeWitt said he would be glad to have the maps checked by "any qualified engineer."

The CCBS engineering director argued that a breakdown of all 1-A channels would not permit service to all the "white areas." Nor would FM do the job even if FM were "going like a house afire, which it's not," he said. The service range of an FM station is too limited, he explained.

He traced the effects of past breakdowns, and with reference to U.S. rights under NARBA, said duplication on U.S. clear channels is "digging uranium and giving it to Russia."

Sen. Johnson asked why 750-kw stations wouldn't give networks all the coverage they want. Col. DeWitt said the skywave from 750-kw outlets would serve rural areas but would not be able to overcome man-made noise in many urban areas, and that for this reason the networks would want to retain their affiliates.

Suggests FM for Cities

Sen. Johnson suggested that FM might be used to serve cities and clear-channel stations to provide rural coverage. Col. DeWitt thought "we might come to that," but added that he'd hate to see rural people wait that long for service.

The Colorado Senator said it was his understanding from the testimony that the 750-kw stations anticipated by CCBS would not serve "home base"—the cities in which they were located—and he thought FM stations in those cities might provide that local service.

The CCBS engineering head pointed out that the stations would serve "home base" by groundwave and distant areas by skywave, to which Sen. Johnson raised a question of having clear-channel stations limit their transmissions to skywave. This, Col. DeWitt responded, would be engineeringly impossible.

Sen. Johnson walked out in protest when Sen. Capehart, presiding, greeted Mr. Shouse of Crosley, the next witness, with a question as to whether he wished to read his statement or have it entered into the record and merely comment on it. Sen. Johnson protested that the law requires that witnesses put their written statements into the record and that their testimony be "oral."

He walked out, despite Sen. Capehart's insistence that he had not meant to suggest any departure from the law. Sen. Capehart said he regretted any "bad feeling" and would give Sen. Johnson an opportunity to state his position for the record when he returned. The Coloradans' departure left only two committee members sitting—Sens. Capehart and Myers—which prompted Sen. Capehart to recess the hearing for the rest of the morning. Other Senators, he said, would want to be on hand for Mr. Shouse's testimony.

Tuesday Afternoon

Mr. Shouse's testimony was divided into two parts: (1) History of WLW and its progress from 500 w to 5 kw, 50 kw and 500 kw, and (2) deductions based on this experience.

The Crosley president said it was his "fear belief" that WLW's operation with power in excess of 50 kw had no adverse effect "upon the public welfare" or other broadcasting stations located in the area served by it. He said as many new stations were added in Cincinnati as in other parts of the country and network affiliations were obtained as easily as in the country as a whole.

Mr. Shouse explained what he called some "misconceptions" about operation with 500 kw:

(1) Unfair competition, he said, is "more imagined than real. Local merchants, he explained, need only limited coverage in their geographical area and therefore "large fields of advertising revenue are automatically barred as a potential for clear-channel stations."

(2) The monopoly charge, he said, is "sheer fiction." The bigger a station becomes, he said, the more careful it must be to insure against abuse of its privileges. The networks, he asserted, with their owned and operated stations, take in more people than any independent, so that if the power to reach people's minds is in the determining issue, "then the policies of the Commission for granting single licenses are just as free of discrimination as six different stations in six important population centers of equal population maintained, people are going to listen to the station providing the materials in which they're most interested."

(4) Attacking the "misconception" that it is technically feasible or possible for a distantly located high-power station to compete successfully even signalwise with a local or regional in the latter's location, Mr. Shouse submitted figures showing the power WLW would have to use in order to put out a signal in other areas "comparable" to signals from low-power stations therein. For Indianapolis, he said, which is 90 miles away, it would take 7,500 kw and for Louisville—100 miles away—20,000 kw.

Sholos' Testimony

Following Mr. Shouse was Mr. Sholos, appearing as director of CCBS, who devoted much of his testimony to a study of 1944 earnings of fulltime AM stations. He said the study made by J. H. Teeter & Assoc. and included in the record of the FCC hearings, disproves the idea that a station's power is the key to profits. The analysis, which took in 763 stations, showed

Man in the Moon

Before relinquishing the witness chair to Col. J. H. DeWitt at Senate hearings on the Johnson Bill, Louis G. Caldwell was reviewing the Colonels' accomplishments. When he reached the feat of bouncing radar waves off the moon, Sen. Tobey interjected that it was done by the use of Prof. E. H. Armstrong's formula. The CCBS counsel said he didn't know about that, but Sen. Tobey insisted that Dr. Armstrong be given his share of the credit. That settled, the New Hampshire Senator inquired of Col. DeWitt whether any objections had been received from the man in the moon.
that the size of the market is the biggest factor and power is only one of several contributing factors which include competition, network, frequency and astuteness of management.

Local appeal of local stations, plus the local station's superior signal in the area, he said, would keep networks from dropping them. Even if some outlets should lose their network affiliations, declared the WFAA commentator, the policy question to be decided is whether to save those few at the expense of some 40 million listeners.

Mr. Sholcis decried the argument of "too much power in the hands of too few stations." Fewer stations mean a smaller audience, he said, have nothing in common but protection of clear channels and attaining 750 kw as service betterment. Otherwise, he said, all possible economic and political interests are represented.

Final witness of the afternoon was W. B. Ryan, general manager, KFI Los Angeles, who dealt almost entirely with the situation in the Southwest and the role KFI could play with increased power. He stressed KFI's record of public service, which he said would be continued, and cited letters and resolutions from farm groups urging the increased power.

The KFI manager said the main objective was being lost if the problem is to decide whether someone stays in business. KFI, he said, wouldn't willingly give up NBC affiliation but "we may have to some day," and still won't go out of business. The question is better service, he declared, even if a few do go out of business.

Sen. McFarland, who had been critical of the views of several previous witnesses, said he liked the "frankness" of Mr. Ryan's answers, and Sen. Johnson said he had presented some "strong local arguments."

WEDNESDAY

Nelson McWhorter, KFI agricultural director, opened the Wednesday morning session with an account of the station's rural service. As an example, he said prayer meetings and "all kinds of gatherings" throughout the Southwest are dropped unless listeners can tune to KFI's frost warnings. But in many areas the station's signal is inadequate, he said, insisting that increased power is the only solution.

Sen. McFarland questioned him persistently on the ability of smaller stations to provide such service, and the KFI farm manager maintained that smaller stations are not sufficiently staffed to match KFI's work and that "peculiar conditions" exist which make it impossible for these outlets to reach many areas which need the service.

Claims FM Inadequate

Sen. Johnson asked repeatedly whether the job couldn't be accomplished by FM. Mr. McNichin insisted this would not provide a complete answer, though he thought FM signals could reach these areas. Sen. Johnson foresaw a time when "all those desert valleys" would be served by a series of FM stations.

Mr. McNichin reiterated that the Johnson Bill would decrease KFI's present coverage, but Sen. Johnson maintained that "nothing KFI now enjoys" would be affected "in any way."

Sen. Johnson read from a letter in which W. L. Gleeson, head of KPRO Riverside and other California farm organizations, related difficulties encountered in attempting to break listeners' habits of staying tuned to KFI, which, Mr. Gleeson noted, has favorable positions as to both channel and power. Mr. Gleeson said his station was making progress in winning audiences, by providing a local outlet to service local people.

Sen. McFarland, who had absented himself to greet a group of Yuma farmers, said they told him their local station provided weather reports and that KFI's service was of no value to them.

Roy R. McLean, California rancher, appeared on behalf of four fruit growers' organizations to stress the farmers' dependence upon KFI rural service. The frost warnings, he said, are "truly an up-to-the-minute service that is not duplicated elsewhere in our area." He added the timing of such programs is vital, since "a delay of only one or two hours may mean the destruction of a year's work and thousands of dollars of capital investment on the part of the farmers."

Supports KFI Continuation

Mr. McLean presented a resolution of the directors of the Citrus Dept. of the California Farm Bureau Federation supporting continuation of KFI as a clear-channel and high-powered station and opposing the Johnson Bill.

Arthur E. Isham, director of public relations, Mutual Orange Distributors, told the Committee that "I am a trouble shooter, and this is trouble." Declaring that KFI's type of service could not be provided by a dozen smaller stations, "no matter how willing they are," he said more power for KFI is a necessity for the farmers of that area.

Comparable accounts of rural areas' dependence upon KFI farm service, coupled with opposition to the Johnson Bill, were given by Eugene C. Jarvis, farmer and secretary-manager of the United Date Growers Assn., who also spoke for three other California farm organizations; Floyd D. Young, regional director, U. S. Weather Bureau at Los Angeles, and Clyde O. Hoobler, vice president, California Farm Bureau Federation.

Willis Tubber, of the Washington office of American Farm Bureau Federation, presented a resolution opposing the Johnson measure and endorsing the use of higher power to improve service in many areas.

Luits D. Barbour, director of the Texas Farm Bureau Federation, submitted a similar resolution and asked for "improvement of rural service through higher power." He said a majority of the Texas farmers he had questioned named one of the state's three clear-channel stations - WBAP Fort Worth, WFAA Dallas, and WOAI San Antonio—as the station "most de-

pendable . . . for news, market, weather and entertainment."

Wednesday Afternoon

Sen. Tobey opened the Wednesday afternoon session with a blistering attack on what he called the "police court" technique used by Mr. Caldwell's counsel, in his supplementary statement Monday. Sen. Tobey said that Mr. Caldwell's charges "were designed to cast doubt on the integrity of the committee, and as acting chairman, I reject such injunction as baseless, without foundation, and to be ignored." (Text of Sen. Tobey's statement on page 28.)

First witness of the afternoon was Herschel D. Newsom, president of the Indiana State Grange and a member of the executive committee of the National Grange, who expressed his organization's opposition to the bill.

Sen. Tobey, himself a Grange member, said he was inclined to discount statements from members of the committee as simply their own opinions, since most organizations did not take recommendations of their membership to determine their positions.

Mr. Newsom explained the process by which the decision was reached and assured the chairman it was democratic. He said that to be fair, however, he was also (Continued on page 84)
Open Mike
(Continued from page 12)

some of the sponsors SOME of the time, but you can't sell all of the sponsors all the same time!
And since people on the receiving end of radio really DON'T know what they want or what new suggestions to offer, it's up to those "in the know" in radio to stir up new ideas, new programs, new thoughts, new approaches, new advertising angles. Since you CAN'T please 'em all—start something NEW! Find out how many you please with it!...

O'Fallon Explains Stand on NAB Vote
EDITOR, BROADCASTING:
Since you have requested that I send you a copy of my letter to broadcasters of the 14th NAB District written prior to the balloting in which Hugh Terry was reelected I believe I should explain my motive was to give the industry the benefit of the services of other worthy candidates from our district—to extend recognition for valuable services rendered by some of our broadcasters who have made outstanding contributions to the industry—and to discourage any tendency toward perpetuation of board members in office.

With this in mind, I wrote as follows on March 4th:

I hope you've read Herb Hollister's letter endorsing the third term for Hugh Terry and Ed Craney endorsement of Rex Howell, because this matter of electing our District Director merits your careful consideration. We agree that Terry has done a good job during his term of office on the Board—and it is certainly with no desire to take any credit away from him that I suggest it's time to pass the job along to somebody else.

Having served as a District Director myself, I can see many advantages to having a new blood on the Board—such as a new point of view (spending his time and money)

Ed Yocum got off to a good start but didn't get to serve out his term—now that he's back in Billings, his good services are available to us again—Walt Wagstaff has devoted lots of time and effort both when he was in Salt Lake and since he's been in Butte—Tom Shapp's long experience in Salt Lake meets our situation, as does Frank Hurt with his operations in Nampa and Art Mosby in Missoula—these fellows have been attending district and national meetings for many years and have given us the benefit of much constructive effort. Hugh has expanded his interests from Cheyenne into other parts of the district and has been a valuable man on the small market jobs he's done for the membership. All of these are capable fellows and deserving of this recognition from their fellow broadcasters.

And there's Ed Craney to be considered—too—you've probably heard a lot of criticism of Ed, most of which is inspired by those who oppose the things he fights hard for—but do you know of any other broadcaster who's spent so much of his time and money fighting successfully for things that have benefited our entire industry? Just think back to his efforts in IRDA, ARIB, and BMI just to mention a few. And right now, you can bet the superpower interests know he's been in Washington (spending his own time and money) to bring this important 750 kw matter out in the open and to the attention of the Congress for us. Sure it's a feather in the cap of the one who gets elected—let's give somebody else, equally qualified, the chance to wear it for a while.

Gene O'Fallon
Manager
KFEL Denver

COCA COLA Co. of Canada, Toronto, is planning to bring "Spicewood Show" into Canada if time can be cleared on a network. Agency is D'Arcy Adv., Toronto.

Outside Interests

Radio was not the only concern last week of Sen. Charles W. "Pop" D'Arcy (R-N.H.), acting chairman of the Senate Interstate & Foreign Commerce Committee, currently holding hearings on the Johnson Bill (S. 291). The Senator, who is 65 and a widower with four children, announced his engagement to Mrs. Loretta C. Rabenhorst, former Washington, D.C. schoolteacher.

Four New Partners in Radio Law Firm

Mr. Stout 
Mr. Wilson

Mr. O'Bryan

APPOINTMENT of four new partners in the law firm of Dow, Lohnes & Albertson, Washington, D.C., which has an extensive radio practice, was announced April 8 by Horace L. Lohnes. New partners are Thomas W. Wilson, Paul O'Bryan, Clair L. Stout, and Robert L. Irwin.

Mr. Wilson has been with the firm since 1939, with the exception of a wartime leave of absence when he served as a major in the Army Transportation Corps.

For 15 years Mr. O'Bryan was associated with Dun & Bradstreet, and was Washington office manager of the company. He joined the law firm in 1945 upon release from the Navy, where he saw service as a lieutenant.

A native of Salt Lake City, Mr. Stout joined the law firm in 1938 upon graduation from George Washington U., Washington. During World War II he served with the Navy as a lieutenant (jg).

Mr. Irwin, a native of Montana, joined the law office in 1942. Previous to this he served as an examiner and member of the FCC legal staff.

N. Y. RWG APPROVES RESOLUTION ON STRIKE

NEW YORK local of the Radio Writers Guild last Wednesday approved unanimously a resolution authorizing its strategy committee to call for a strike vote against leading advertising agencies "if and when it becomes necessary," according to Roy Langham, RWG national secretary.

The New York membership also approved the committee's action in breaking off negotiations with the agencies, Mr. Langham said. Similar meetings were held concurrently last week by the union's Chicago and Hollywood locals.

Current impasse is the result of agency refusal to agree to certification of the RWG as bargaining agent by the National Labor Relations Board, according to the union.
4 New Ways to put live quality into transcriptions...

G-E VARIABLE RELUCTANCE PICKUP
NOW WITH DIAMOND STYLUS!
Virtually banishes Needle Scratch, Needle Talk, and Distortion! Rides lightly in the grooves, responding only to lateral motion. Rugged mechanically... built to stand abuse... practically unaffected by temperature or humidity. Available with the long-wearing Diamond Stylus with either of 2 Stylus radii—2.5 & 3 mil. (G-E Sapphire Stylus pickups are all 3 mil). Net to broadcasters... $29.63.

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

G-E EQUALIZED TRANSCRIPTION
PRE-AMPLIFIER
This high quality AC operated audio amplifier enables broadcasters to take full advantage of the superior performance of the G-E Variable Reluctance Pickup. A switch mounted on the turntable permits selection of 4 types of reproduction. Net to broadcasters... $125.00 (less tubes). Set of tubes for pre-amplifier... $8.00.

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

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

GENERAL ELECTRIC
BROADCASTING • Telecasting
Subsidiary Formed By Standard Radio

A NEW COMPANY, Standard Recorders Inc., which will devote itself almost entirely to the perfection of tape recording, has been launched, according to Gerald King, president of Standard Radio Transcription Services Inc., the parent organization.

Named to head Standard Recorders is Robert J. Callen, who became associated in the organization of the subsidiary firm with Mr. King and Milton Blink in April 1947. From 1932 through 1938 Mr. Callen was associated with three West Coast recording companies. As chief engineer of Recordings Inc., he recorded many of Decca's first records.

Mr. Callen assisted in the installation and operation of NBC's recording department in December 1938, after opening of NBC's Radio City. During the war, Mr. Callen was associated with the U. S. Army Signal Corps Laboratory, Office of War Information, and U. S. Navy Research Laboratory.

He returned to the NBC recording department in Hollywood in 1945 and remained with the network until joining Mr. King's organization.

service, he had been with Young & Rubicam, New York, for ten years. His future plans have not been announced.

RICHARD M. COMPTON, former advertising manager for Quaker Oats Co., Chicago, has joined Needham, Louis & Brochby, Chicago, as account executive.

HOWARD (Hank) ENDERS has resigned as publicity director of WPEN Philadelphia to become publicity and public relations director for his brother's firm, Robert J. Enders Agency, Washington. During the war Howard Enders was one of the editors of the Daily Pressman. At Enders Agency he will formulate an intensified promotion program for agency's expanding television activities, which include, among other video accounts, Admiral Corp, in markets east of Chicago.

JERRY NEWMAN, former sales promotion manager of Union Fork & Hoe, Columbus, Ohio, has joined merchandising department of Young & Rubicam, Chicago.

ERNEST NEUBAUER, former production manager of Hamilton Adv., Chicago, has joined Campbell-Mithun Inc., Chicago, in similar capacity.

GORDON BAMBERGER has been appointed director of research and merchandising for H. W. Kastor & Sons Adv., Chicago.

JACK BEHR, former account executive with J. B. Keifer Inc., Los Angeles, has joined Ross Gardner & White Adv., same city, in research and copy department.

JEFFERSON WOOD has joined Paul Winans Adv., Los Angeles, as account executive.

KENYON & ECKHARDT, New York, is moving its publicity, research, accounting and checking departments to 219 E 44th St., fourth floor. Other departments will remain at agency's present address, 247 Park Ave.

WAYNE WIRTH, most recently executive director for Harvey Marlowe Television Assoc., has joined Van Diver & Carlyle Inc., New York, as head of its television department.

BENNET BATES, vice president of New York office of Erwin, Wasey & Co., and recently in charge of agency's discontinued Seattle office, has transferred to the Los Angeles office as member of executive committee. He works on the Carnation account.


ALVIN EPSTEIN Adv., Washington, has opened branch office at 48 W. 48th St., New York. JEAN EPSTEIN, formerly with Billboard Magazine, heads the new office.

GERALD T. SIECK, formerly with Leo J. Meyberg Co., Los Angeles, has joined H. Charles Sieck Inc., that city, as account executive.

JEANNE MESSNER, former media director for R. W. Webster Adv., Los Angeles, has joined BBDO, that city.

TOM LOWEY, former advertising manager of Lucky Stores Inc., northern California grocery chain, has joined Frank Wright National Co., San Francisco, as merchandising director.

DANIEL CAUSIN, formerly with New York Journal American, has joined Los Angeles office of Ross Adv., as manager.

HARRINGTON, WHITNEY & HURST April 3 moved to larger quarters at 286 Sutter St., San Francisco, more than doubling the space of its former quarters.

COMPTON Adv., New York, has resigned the Wheatena Corp. account. It is understood a new agency has not yet been appointed by the firm.

ROBERT S. KAMPF, formerly with McLain Organization Inc., Philadelphia, has joined Chas. A. White Jr. & Co., that city, as account executive and service director. He previously had been with Lamb, Smith & Keen, Philadelphia.

"...for outstanding and meritorious service"

With deep appreciation, Station WFIL gratefully acknowledges reception of the du Pont Award for distinguished public service during 1947.

As one of only two radio stations in the nation to receive the annual du Pont Award "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the communities served by these stations", WFIL is signally honored by this bestowal of a coveted recognition.

By our continuing, whole-hearted support of every worthwhile community activity, we at WFIL shall endeavor to make this valued award—as its donors intended—not merely a trophy presented for past achievements but rather the symbol of a constant and never-tiring service to the people whom we are privileged to count among our listeners and loyal friends.

WFIL Philadelphia

The Philadelphia Inquirer Station

AN ABC AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Clears Present Case
(Continued from page 79)

introducing a telegram from the
Oregon state master of the Grange
supporting the bill.

Harry Stone, vice president and
general manager of WSM Nash-
ville, described his station's opera-
tion and declared it "completely
independent of network control.”

Whatever may be the policy of
radio stations generally,” said Mr.
Stone, "this ownership guarantees
that with WSM the profit motive
is not, and does not have to be,
the primary consideration.

FM and television, said Mr.
Stone, serve cities primarily and
are not suitable for rural service.

But AM service under the present
clear channel setup is "unsatisfac-
tory," he said. "In the not so
distant future," he predicted, "ra-
dio will narrow down to FM and
television for cities and clear chan-
nel AM's for the remainder of the
country.”

Sen. Tobey complimented Mr.
Stone on his concise report.

John A. McDonald, WSM farm
director, said rural families must
depend on radio for their informa-
tion, and particularly on clear-
channel stations. Mr. McDonald
described his efforts as farm di-
rector and the huge farm audience
which the station had built up.
This prompted Sen. Johnson to
remark that he was glad to know the
present arrangement was so sat-
satisfactory. The witness explained,
however, that increased power
would improve rural coverage even
more.

Shacter Testifies

Harry M. Shacter, Louisville
merchant and chairman of the
Committee for Kentucky, described
his committee's efforts to explore
Kentucky's problems, explain them
to the people and thus improve
conditions.

Mr. Shacter said the only real
measure of success in reaching all
parts of the state was through
radio, and particularly WHAS
Louisville. Once again Sen. John-
son said he was glad to know such
fine service were rendered under
present conditions.

Joseph Betts, information direc-
tor, Kentucky Farm Bureau Fed-
eration, and vice president of the
Committee for Kentucky, said the
committee that the potentials of
clear channel stations "can never
be equalled by small stations.”

Lt. Gov. Lawrence Wetherby of
Kentucky was scheduled to testify
but a call of committee members
to the floor of the Senate made it
necessary for him to file his state-
ment instead.

In his written statement, Lt.
Gov. Wetherby said he was con-
vincing "for the best interests of
all of the people of Kentucky
. . . . the radio signal of WHAS
should not be impaired.” Further
he concluded, "a huge portion of
our population would be benefited
by an improvement in that signal.”

THURSDAY

Mr. Sholis, testifying as director
of clear-channel WHAS Louisvi-
eille, cited examples of WHAS service,
both on and off the air, to support
his argument that clear-channel
stations are not "big operators . . .
indifferent to local service.” He in-
cluded that "clear-channel
WHAS is affiliated, would still
need its other affiliates throughout
the area even if WHAS went to
760 kw.”

Mr. Sholis said cries of "super-
power" were raised against WHAS
when it went to 50 kw in 1934. Yet
he said:

"Under this shadow of the "super-
power" giant, the ensuing years have
seen 12 more full-time stations go
on the air in Kentucky (plus) eight
daytime stations. . . . The number of
total stations within the entire WHAS
primary coverage area has almost dou-
bled! 17 daytime stations have
sprung into being during the same
period. . . . It is astounding that the clai-
med that higher power will drive small
stations out of business still survives in
the face of what actually has trans-
pired.”

Sen. Johnson read from a letter of
J. E. Willis of the Nunn Sta-
tions reuniting dangers which
smaller stations face from high-
powered clear-channel stations.

Mr. Sholis asked Sen. Johnson to
read the list of stations in the Nunn
Group (WLAP Lexington, WCGM
Asheville, KPDX Aurora, WHER
Knoxville, WMGB Mobile), and ob-
served: "You can see this struggle
for business has more stations than
we have.”

Mr. Willis "in conclusion” as gen-
eral manager of WLAP, Mr. Sholis
said, stems not from clear-channel
WHAS but from the fact that there
are four stations in the Lexing-
ton area and that Lexington
cannot support four. He said
WLAP's recent grant for 630 kw
and increase from 250 kw to 5 kw
makes it "the superpower station
of Lexington” and that econo-
mically it will hurt the other Lex-
ington stations much more than
WHAS would with increased
power.

Sen. Johnson said the question of
"super-power” might be "a differ-
ent thing” if it had been granted
before so much investment had
been made in so many new, smaller
stations.

Frank P. Schreiber, station man-
ger of the Chicago Tribune
WGN Chicago, reviewed the pro-
grams and other services of the
clear-channel outlet, and reported
that the present rate was approxi-
mately $2,714,000 as against $2,000,000
in operating costs, and that losses
from FM operation cut the net
profit to slightly less than $6,000.

Asked by Sen. Tobey whether he
thought WOR New York was hurt
by duplication of its frequency, he
said WOR lost much of its rural
coverage. Sen. Johnson interjected
that many people are being given
better service because of the break-
down of KOA Denver's channel.

Sen. Johnson repeatedly at-
tacked as "the law of the jungle” the
contention of non-channel repre-
sentatives that higher power
should be used to protect inroads
from other stations.

Sen. Gagehart suggested that in-
ternational agreement on channel
protection might be sought before
enactment of the Johnson Bill. Sen.
Johnson replied that that would put
"the cart before the horse,” and
"the objections to this bill is to
keep everything in status quo.”

When Mr. Schreiber insisted
that the bill should not be passed
without prior international agreement,
Sen. Johnson said he would agree with
Mr. Schreiber's statement if it
were extended to exclude any
change with respect to "super sta-
tions.”

Hal Totten, WGN farm director,
reviewed the station's farm activi-
ties in detail, telling the Committee
that "we believe that we render a
service on our farm programs that
could not be duplicated by any
combination of non-clear channel
stations.

John M. Outler Jr., managing
director of WSB Atlanta, was un-
able to appear, but his statement
opposing the breakdown bill was
placed in the record.

Marie Reynolds, WJR Detroit
farm director, called attention to
WJR's work in behalf of rural lis-
teners and presented letters from
Michigan Governor Kim Sigler,
Director Charles Pigy of the Michi-
genian Department of Agriculture,
and J. F. Yaeger, assistant executive secre-
(Continued on page 80)
From a near-by Graybar "supply station" you can get immediate delivery of broadcasting's most popular speech input console — the Western Electric 25B (in use above). More than 225 FM, AM, and TV stations are enjoying the 25B's superb performance, versatility, and many technical advantages.

Graybar is your convenient source also of Western Electric 23C, 22D portable, and custom-built consoles.

In fact, Graybar has everything you need in broadcast equipment (see list at right) . . . plus everything for wiring, ventilating, signaling, and lighting — indoors or out — for studio, office, or transmitter! The nearest Graybar Broadcast Equipment Representative will gladly help you plan any installation — big job or little. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

- Amplifiers (1) (made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Pronto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant
- Antenna Equipment (1)
- Cabinets (5)
- Console (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

Distributor of Western Electric Broadcast Equipment

There are Graybar offices in 98 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:


BROADCASTING  April 12, 1948  Page 85
Clears Present Case

(Continued from page 84)

tary of the Farm Bureau, all opposing the Johnson Bill, and message from representatives of other groups commenting WJR and expressing their reliance on it and other clear-channel stations.

Sen. Johnson questioned whether a charge of newsworthiness had been made against WJR. Mr. Wells said there had not been. Mr. Caldwell, counsel for WJR, interjected that the Detroit station and WGGC Cleveland, had been paired against KMPC Hollywood, such that a charge had been made involving KMPC, and that FCC consequently had ordered an investigation of all three stations.

Hugh A. Gallup, president, treasurer and general manager of WOAI San Antonio, said that financially "we would be better off to remain with our present power, even though duplicated." But, he said, WOAI is "ready and willing to make a substantially larger investment with the probability of less net returns, in the interest of more adequate service to rural listeners."

Because of the "congestion" in the Dallas area, he said, whether our signal today, with 50 kw, is as effective as it was years ago with 500 kw.

Mr. Gallup emphasized that clear-channel stations could be "of very vital service" to the armed forces and civilian defense in time of war.

He presented letters from a number of Texas farm groups which he said were "definitely and unequivocally show the farmers' and ranchers' dependency on the retention of clear channels for their radio fare, and in most instances urge the granting of increased power to better serve them."

Thursday Afternoon

Bill Shomette, farm program director of WOAI, described his duties and travels in farm programming and told the committee WOAI needed increased power to reach those farmers and ranchers who have unsatisfactory service.

J. B. Kidd, Texas rancher and former Federal Migrant Labor Supervisor, said clear channel service was needed by the ranchers and farmers in order to get weather and stock information reliably all the time.

J. C. Gully, representing the Texas Sheep and Goat Raisers Assn., explained that dependable market and weather information was needed in his business and clear channel stations were best able to relay that information.

C. Richard Evans, assistant manager, KSL Salt Lake City, said that contrary to popular conception, if KSL were to increase power from 500 to 500 kw the coverage area would not materially increase. It would, he said, improve the grade of service already provided, especially at night to rural areas.

In line with this he said he was inclined to feel that if all the clear channel stations were to go off the air, the networks wouldn't need much of an increase in the number of people.

"No matter what action this Committee takes with respect to S-2231," said the KSL executive, "it should not saddle its administrative farm with any statutory definition of protection against interference."

A signal of 0.5 millivolts per meter or less is not a very satisfactory signal, he explained, but thousands of rural residents in the West are dependent upon such signals. Adoption of such a standard, he concluded, would "deprive thousands of persons of even the questionable service—they only service."

It was during this portion of Mr. Evans' testimony that Sen. Tobey interrupted to read a memorandum just handed him. "Dr. Johnson," he said, "is inclined to agree that an arbitrary engineering formula such as that in the bill can be improved by other language which would allow for some discretion by the FCC and would avoid the 'latitude effect' which is a relatively new engineering discovery."

Ralph W. Hardy, KSL executive assistant in charge of public affairs, introduced his presentation to four specific issues:

(1) He maintained that KSL, as now constituted or with the proposed increase in power, does not present a threat of monopoly. On the other hand, he said, "deed of skywave service to vast rural areas would be, in effect, creating a very real monopoly for local or regional stations in cities or towns owning standard-channel broadcasting power."

(2) KSL, he said, does and would not under increased power constitute a serious economic threat to the regional and local stations located in the Intermountain West. Figures were quoted to show that the financial return on investment, owned by the Intermountain stations, is greater.

(3) KSL, he said, would not. Under increased power constitute a serious economic threat to the regional and local stations in the Rocky Mountain area. The loss, he maintained, would be the overall average than that to Class I stations, but in comparison to KSL, their rate of income to investment was overwhelmingly higher.

(4) There is a social need and public interest, said the KSL executive, requiring maintenance and improvement of clear-channel service in the West. "The principle of high power on clear-channel stations is not to offer the only solution workable to the problem of serving scattered listeners over the vast reaches of the Intermountain West."

FCC Issues New Grants to Starkville

NEW AM station grants in Starkville, Miss., and Kerrville, Tex., were issued by the FCC Thursday.

Kerrville grant for 250 w full-time operation on 1050 kc, subject to engineering conditions, was given to Leonard Brown, owner of a loan and investment firm.

The Starkville station was authorized 250 w daytime operation on 1050 kc. Mississippi Broadcasting Co. is a licensee of WJQ Jackson, WMBC Mason, and WOCQ Meridian, all in Mississippi. Withers Gavin is president.

Milton W. Grinnell

MILTON W. GRINNELL, 58, radio engineer on the staff of FCC's Baltimore field office, died April 7. Mr. Grinnell was born at Washington, Me., Feb. 18, 1890. He is survived by his wife, Mary Florence Grinnell.

Stump Time

(Continued from page 25)

insist on script review, and 7% are uncertain.

Less than half of the stations (49%) plan to offer candidates help in preparing broadcasts, while 50% definitely will not do so.

Four out of five stations (80%) will accept political spot announcements—only 16% will not. 4% are uncertain.

39% of the stations will accept dramatized political broadcasts, 53% will not. 8% are undecided.

Only 15% will accept songs that either promote or attack candidates or issues, while 74% categorically will not accept such songs; and 11% are uncertain.

If you plan to sell time for political broadcasts, will you collect for such broadcasts in advance?

% of those planning to sell political time

<table>
<thead>
<tr>
<th>% of those planning to sell political time</th>
<th>% of time planned to sell political time</th>
</tr>
</thead>
</table>
| Don't know and no answer | 5%
| 50% | 50%
| 75% | 25%
| 100% | 0%

Better than nine out of ten stations (92%) plan to collect for time in advance, while only 3% are certain they will not ask for advance payment. 5% are doubtful of which procedure to follow at this point.

What base rates do you expect to charge?

% of those planning to sell political time

% of those planning to sell political time

If political rates are higher than regular base rates, approximately how much higher will they be? (See Chart IV for reply breakdown.)
**TYPE “B” STATION**

A 500 watt video, 500 or 250 watt audio transmitter operated with network and local films (or program material). Facilities for testing transmit pattern, and other live or recorded sound, provided. Film reproducing equipment includes two 16mm projectors, slide projector, optical diper, and one film camera chain. Minimum of test equipment is included. Limited transmission of test pattern is assumed.

Estimated Capital Costs

<table>
<thead>
<tr>
<th>Range</th>
<th>$800,000-$1,000,000 or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Monoscope (or flying spot scanner), sync generator, etc.</td>
<td>$10,000</td>
</tr>
<tr>
<td>2. Film camera chain</td>
<td>$10,000</td>
</tr>
<tr>
<td>3. Monoscope (or flying spot scanner), sync generator, etc.</td>
<td>$10,000</td>
</tr>
<tr>
<td>4. Audio/video control and monitoring, test and turning equipment</td>
<td>$5,000</td>
</tr>
<tr>
<td>5. Audio/video control and monitoring, test and turning equipment</td>
<td>$5,000</td>
</tr>
<tr>
<td>6. Military personnel, power supply</td>
<td>$2,500</td>
</tr>
<tr>
<td>7. Audio/video control and monitoring, test and turning equipment</td>
<td>$2,500</td>
</tr>
<tr>
<td>8. Audio/video control and monitoring, test and turning equipment</td>
<td>$2,500</td>
</tr>
<tr>
<td>9. Installation</td>
<td>$2,500</td>
</tr>
<tr>
<td>10. Contingencies (10%)</td>
<td>$20,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$101,750</strong></td>
</tr>
</tbody>
</table>

Items 11-16, inclusive, vary with local circumstances.

Estimated Annual Operating Costs

<table>
<thead>
<tr>
<th>Range</th>
<th>$24,750-$32,500 or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Non-tech. personnel (11)</td>
<td>$6,710</td>
</tr>
<tr>
<td>2. Technical personnel (20)</td>
<td>71,188</td>
</tr>
<tr>
<td>3. Indirect expenses:</td>
<td></td>
</tr>
<tr>
<td>(a) Transmitter and film</td>
<td>20,000</td>
</tr>
<tr>
<td>(b) Power supply</td>
<td>2,500</td>
</tr>
<tr>
<td>(c) Maintenance and repair</td>
<td>2,500</td>
</tr>
<tr>
<td>(d) Miscellaneous supplies</td>
<td>2,500</td>
</tr>
<tr>
<td>(e) Miscellaneous supplies</td>
<td>2,500</td>
</tr>
<tr>
<td>(f) Miscellaneous supplies</td>
<td>2,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$88,892</strong></td>
</tr>
</tbody>
</table>

**TYPE “C” STATION**

A 5 kw video, 5 kw or 2500 watt audio transmitter, dual 16mm film projectors, slide projector, optical diper, film camera, and completely equipped studio. Transmitter of standard type for several hours per day is assumed.

Estimated Capital Costs

<table>
<thead>
<tr>
<th>Range</th>
<th>$100,000-$150,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Antenna system</td>
<td>$15,000</td>
</tr>
<tr>
<td>2. 3,000-watt trans., incl. audio/video control, monitoring, test and turning equipment</td>
<td>$25,000</td>
</tr>
<tr>
<td>3. 5,000-watt trans., incl. audio/video control, monitoring, test and turning equipment</td>
<td>$25,000</td>
</tr>
<tr>
<td>4. Power supply</td>
<td>$15,000</td>
</tr>
<tr>
<td>5. Tubes</td>
<td>$15,000</td>
</tr>
<tr>
<td>6. Maintenance</td>
<td>$12,500</td>
</tr>
<tr>
<td>7. Rent</td>
<td>$12,500</td>
</tr>
<tr>
<td>8. Miscellaneous, inc. taxes, insurance, etc.</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$109,500</strong></td>
</tr>
</tbody>
</table>

**TYPE “D” STATION**

A 5 kw video, 5 kw or 2500 watt audio transmitter; dual 35mm and 16mm film and slide projectors with two 16mm camera chains; completely equipped studio, with two cameras and associated portable video equipment (shared with remote operations). Transmission of test pattern several hours per day assumed.

Estimated Capital Costs

<table>
<thead>
<tr>
<th>Range</th>
<th>$185,000-$450,000 or higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Antenna system</td>
<td>$16,000</td>
</tr>
<tr>
<td>2. 5,000-watt trans., incl. audio/video control, monitoring and test equipment</td>
<td>100,000</td>
</tr>
<tr>
<td>3. Studio camera equipment</td>
<td>100,000</td>
</tr>
<tr>
<td>4. Film camera equipment</td>
<td>20,000</td>
</tr>
<tr>
<td>5. Film projection equipment</td>
<td>20,000</td>
</tr>
<tr>
<td>6. Studio sync. assoc. equip.</td>
<td>7,000</td>
</tr>
<tr>
<td>7. Control, switching, monitoring equip.</td>
<td>25,000</td>
</tr>
<tr>
<td>8. Audio/video control and monitoring equipment</td>
<td>10,000</td>
</tr>
<tr>
<td>9. Studio facilities</td>
<td>15,000</td>
</tr>
<tr>
<td>10. Studio lighting</td>
<td>5,000</td>
</tr>
<tr>
<td>11. Test and misc. items</td>
<td>5,000</td>
</tr>
<tr>
<td>12. Studio rental</td>
<td>12,000</td>
</tr>
<tr>
<td>13. Mobile unit, fully equipped</td>
<td>56,000</td>
</tr>
<tr>
<td>14. Contingencies (10%)</td>
<td>36,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$435,700</strong></td>
</tr>
</tbody>
</table>

**MicroWave Relays Are Granted WU**

MICROWAVE radio relay project of Western Union to shuttle video programs between Philadelphia and New York was approved by FCC last week. Project is to be ready in time for the national political conventions [BROADCASTING, March 15].

Acting within a month of filing the formal applications, FCC granted construction permits for six experimental Class 2 microwave stations for the link.

**Six TV Pleas Dismissed Under New FCC Policy**

FOLLOWING up its new policy of requiring separate rule-making proceedings whenever changes in the television allocations table are proposed [BROADCASTING, March 15], FCC dismissed six video applications without prejudice to the applicants’ petitioning for rule-making.

Applications dismissed were those of: WTOL and WTD Toledo, leaving two applicants for a single channel; WSTV Steubenville, which was seeking reallocation of Channel 12 from Wheeling to Steubenville; WITF and WCAO Baltimore, leaving no pending applications in a community where all allocated channels have already been licensed; and Lubbock, Texas, where the only pending applicant for Lubbock, where no channels are allocated.

FCC Approval of WEIM Sale for $200,000 Asked

SALE OF WEIM and WEIM-FM Fitchburg, Mass., for $200,000 to group headed by Ruben E. Aronheim, Inc., was reported last week in an application to FCC for approval of the transfer.

Assignment of license is requested from Radio Station WEIM, composed of equal owners, Mitchell G. and Milton N. Meyers and Ruben E. Aronheim, to WEIM-Fitchburg Inc., a new corporation.

Mr. Hubbel Quits WMAL

GORDON HUBBEL, director of program operations for WMAL group headed by E. Aronheim, San Juan, R. F., attorney, was reported last week in an application to FCC for approval of the transfer.

Mr. Hubbel indicated his resignation was occasioned by a desire to continue in the field of television, which he could not do under present arrangements at WMAL. He stated that he will give increased attention to his work as director of the radio-television school of American U., Washington.
4A's Acclaim TV
(Continued from page 22)

show magazines up 40% in cost in circulation up 46%, weekly
supplements, rates up 28%, circula-
tion up 49%; newspaper lineage
rates up 25%, circulation 31%. The
increase in advertising was sub-
stantial, however, and cannot be used
as a yardstick of value, according
to Mr. Ryan.

J. Cunningham, Newell-
Emmett Co., New York, an AAAA
director, cited results of a "skimpy"
survey during the "Walking Man"
content of P&G. He said of 463 in-
teerviews, only "FM" and "Hush" and
the "Walking Man"; 80%
said they knew as radio
programs; 25% correctly identified
the program; only 12% knew
what is advertised. That 12%, he
interposed, "may be 12,000,000 peo-
ple.

Mr. Cunningham played a
skit from Henry Morgan broad-
casting.

Theodore S. Reppeller, president
of the Advertising Council, said
almost every commercial network
program carries council messages.
Including the nightly musical, local
handling, listener impressions run
almost 300,000,000 a week or over
14,000,000 yearly, he said. The
Council has reported a budget of
$625,100 with a local dollar bringing
in $180 of advertising.

Kenneth D. Wells, director of
operations, joint AAAA-ANA com-
mittee, described its efforts to promote
public understanding of the U. S.
economic system. "We are
beginning to realize that selling
America is an integral part of our
regular job to maintain present
standards of living which we have
developed by advertising, mass market-
ing and quantity produc-
tion," he said.

Robert Karl E. Mundt (R.-S. D.),
addressing the annual banquet,
termed the U. S. Information Serv-
cice, including the "Voice of Amer-
ica" in Latin America, as the most
confusing international scene, promising
a new potency in the U. S. effort
to wage a successful peace and curb
Communism. He urged a better
understanding and a wider
literacy in telling the Ameri-

can story abroad and to fortify the
friends of freedom in their struggle
for survival. One answer, he said,
was to increase the number of
radio programs.

Describing TV's impact on the
agency business, Mr. Hinks recalled
that all advertising totaled
$550,000,000 in 1920 at the time of
radio's big growth. On the eve of
radio's own volume, he went on, the four
more media doubled their business.

Top advertisers hardly used ra-
dio from 1922 to 1929, he recalled, but
by 1932, they used the medium in
the 1932-39 period, besides using the
closer media more extensively.

Total volume of advertising in
1947, including all forms of local
and national advertising, amounted
to $3,500,000,000, he said, or 2% of
the $165,000,000,000 consumer ex-
penditures for goods and services.

Advertising reached that posi-
tion in the economy, "he disclosed, "in
part at least, through the de-
velopment of new media which have
adapted their facilities and
attended its use to more and more
marketing situations and even be-
yond the field of product selling.

Television provides advertising
with a field of opportunity with what we have to work with before.
It opens new possibilities for effective advertising and I believe, make advertising an even greater
craft.

Mr. Hinks said neither radio
nor movie techniques provide the
answer to television, with experi-
ence and talents of art and copy and
different departments utilized in
programming. He suggested TV is a
"whole agency operation, not a
department."

For some types of products TV is particularly
good, he said, with the agency obli-
gated to use the new medium in
those fields and in those ways where the peculiar advantages
of television are much more effective.

Referring to agency fees, Mr.
Hinks said the 15% formula seems
appropriate, and should be based on
the total cost including stage
props, film, props, carpentry, photos,
makeup and similar items. Mr.
Hinks said his agency has eight video
accounts including local spots, sports and a full-hour net-
work drama.

Mr. Craig reviewed production
problems of television, going into
lighting, camera angles and similar
factors. Addition of eyewitness
effect, he said, was the voice of
power, he said. During a series of
filmed commercials and during the
later half-hour demonstration of
video programming Mr. Craig kept up
radio's "talking rate," he said, and ex-
plained techniques and program
types.

Among types of commercials
were limited animation, full anima-
tion, a sandwich of animation and
live action, selections from indus-
try, jingles, and 100% live commer-
cials.

FM GRANTS

CONDITIONAL grants for two new Class B FM stations were author-
ized last week by FCC. CP for new non-commercial FM station was also
granted by Commission.

Collinson Broadcasting Co., Topeka,
Kan., licensee of KTOP that city, re-
ceived conditional grant for a Class
B outlet on Channel 258 (90.1 mc).

James A. Noe, licensee of WNOE
New Orleans, granted CG for Class
B in New Orleans. Channel 222
(92.3 mc) is proposed.

Veterans Vocational School, Tow-
son, Md., was granted CP for a non-
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(92.3 mc) is proposed.

Veterans Vocational School, Tow-
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commercial outlet on Channel
WHERE can you get all these features in one loudspeaker?

Amazingly high quality
Surprisingly low cost
Small size (8¾" diam., 3¾" depth)

ONLY in the Western Electric 755A
Immediate shipment from stock

Compare for yourself the quality of music reproduction that you get from the 755A with that of other speakers on the market. We think you'll agree that it's tops.

Combining outstanding quality with small space requirements, the 755A is a leading choice in broadcast stations for control room monitoring, studio cue and talkback, audition rooms, visitors' lounges, studio viewing rooms and executive offices. In fact, you can rely on the 755A in any spot—for the finest quality at low cost.

Details? 8 watts continuous capacity. Frequency range 70 to 13,000 cycles. Coverage angle 70 degrees. Weight only 4½ pounds. Size: 8¾" diameter, depth 3¾". Only 2 cubic feet of enclosure space needed.

Don't forget—this amazing speaker is ready right now for immediate shipment from stock—in quantity! Call your nearest Graybar Representative—or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS

Sells 52,412 Rose Bushes at Lowest Cost Per Sale in the Nation

Moving rose bushes can be a stickler of a job. But not for 50,000-watt WBT. For thirteen weeks, a nursery ran a rose bush selling campaign on the country's leading stations. WBT sold 52,412 in three months...an average of 575 bushes a day! Most important, WBT's cost per sale was the lowest in the nation—9%.

The agency reported, "Your record is the finest we have ever had. We are sure it is because of WBT's large audience and the confidence it has in WBT."

Big sales at low cost. That's WBT's habit. Because WBT averages more listeners in Charlotte, day and night, than all other stations combined*...has virtually no Charlotte competition in 94 other Carolina counties.

Have you a thorny sales problem? Use WBT. You'll plant your message in the homes of three and a half million WBT-Carolinians. And have a rosy future.

*G. E. Hooper, Oct.-Nov., 1947

The Jefferson Standard Broadcasting Company
Represented by Radio Sales...Radio Stations Representative...CBS
Radio Pioneers Club List
Of Officers Announced
NEW OFFICERS of the Radio Pioneers Club were elected at a dinner meeting held in New York April 1. In addition to Edgar Kobak, MBS president, who was elected president, and Frank E. Mullen, NBC executive vice president, elected first vice president (April 5), other new officers are:

William S. Hedges, NBC vice president, second vice president and secretary, April 5; Mrs. Marie Morency, TCAC executive secretary; and general manager of WTIC Kansas City, vice president; Edgard Bill, president and general manager of WMBD Peoria, vice president.

WNYC Service Show Wins
Army, Marine Citations

WNYC and WNYC-FM New York received citations last week from the U. S. Army and the Marine Corps Reserve for "service in the public interest." The Army's American Theatre Medal was awarded to Raymond Siegel, director, and Frank Rosen Jr., producer of "Mr. Your Command," the April 5 broadcast of the program.

The following day the Marine Corps Reserve recruiting division cited the stations during a special broadcast, in which Mr. Siegel received a certificate of appreciation.

KRT Newsman Receives "Hey Bob" Trophy

end of the year, KRTN will award a "Hey Bob" trophy to the "Safe Driver of the Year" at the end of 1948.

Richfield News Program
On NBC to April 30

AFTER 17 years on NBC western stations, Richfield Reporter discontinues its six weekly night newscasts effective April 30. Cancellation results from network's unwillingness to work out arrangement whereby the sponsor, Richfield Oil Corp., Los Angeles, can remain in the 10 p.m. time slot, which has been held since going on the air May 1, 1931, according to Hixson-O'Donnell Adv. Inc., agency servicing account.

According to an agency spokesman, the early daylight schedule in California has forced the program into the 11 p.m. spot, damaging its listenership pattern. Further it was pointed out that the permanency of daylight time in California occasioned by the power shortage made it unwise to continue in view of what was described as network's unbending stand.

KFI Expands

LEASE for an adjoining lot measuring 90x135 feet was announced recently by William B. Ryan, general manager of KFI Los Angeles, to house one-story studio facilities for video operations. Construction is to start about April 15 with completion by early June. Present plans for the studio call for a 46x70 ft. studio, office space for supervisory production and engineering personnel, dressing room, clients' viewing and projection booth.

Kenneth F. Lockwood

KENNETH F. Lockwood, 66, rated one of the outstanding hunting and fishing authorities in the U. S., died April 9 following his work at WNJR Newark broadcast. Mr. Lockwood, whose program, Out in the Open, was heard Fridays 7:45 to 8 p.m., had been with WNJR since it began operations late in 1947.

KWK-FM Resumes

KWK-FM St. Louis, off the air for three months to install a more powerful transmitter and a new antenna system, resumed operations April 1 on 99.1 mc (Channel 286) with 70,000 watts radiated power. KWK-FM beacon is 585 feet above street level, the station reports, with tower and transmitting equipment atop the Boatmen's Bank Building. Station is on the air 3-10 p.m. daily.
RADIO POLL FINDINGS IN CINCINNATI GIVEN

RESULTS of a radio poll conducted by the Cincinnati Post indicate that 77% of the city's listeners look forward to new record shows. A total of 12% favored more drama shows and 11% wanted additional symphony programs, according to the Post's second annual poll published March 27.

Top honors for the best series in all classes went to WCPO, the Cincinnati Post station, for its Yours for the Asking program, which was favored in 52% on the 421 valid ballots cast. Second was WZ1P’s Music for Moderns with 28% and third Morning Matinee by WLW with 20%.

Winners in other classes, station and percentages follow:

Best performer (all classes), WCPO, 52%; best women’s program, Fifty Club, WLW, 52%; best daytime program, 1280 Club, WCPO, 67%; best night program, Moon River, WLW, 52%; best record show, WCPO, WCPO, 56%; best male vocalist, Jack Brown, WLW, 70%; best female vocalist, Sylvia, WLW, 56%; best studio announcer, Earl Corbett, WCPO, 49%; best sportscaster, Waite Hoyt, WCPO, 49%; best newscaster, Bob Otto, WCPO, 37%, and least offensive commercial, by Case Clothes, 50%.

Fairbanks Is Taking Over NBC Television Newsreel

JERRY FAIRBANKS Productions have taken over NBC Television Newsreel in a move for greater coverage of major news events and for five newsreel video issues weekly.

Paul Alley, NBC, heads newsreel operations and network’s entire film staff has joined Fairbanks. Jesse Sabin, Washington, D. C, staff cameraman, has been shifted to New York as new editor of newsreels. Joseph Vadala, formerly with Universal Newsreel, has taken over in Washington. Fred Porrett has also been added to New York production staff to handle camera work on television commercial accounts for NBC. plus subjects for Fairbanks motion picture short subjects.

Law Firm Registers

IN COMPLIANCE with the Foreign Agents Registration Act, the law firm of Ginsburg and Leventhal, 1147 Connecticut Ave. N.W., Washington, D. C., has filed a registration statement, the Department of Justice, the firm was registered as legal advisor to the Jewish Agency for Palestine, New York City; with particular reference, at present time, to problems relating to establishment of communications system (radio, telegraph and radio broadcasting) in Palestine, including contracts for services, equipment, frequencies, etc.

SPORTSCASTS

ATLANTIC REFINING Co., with N. W. Ayer & Son Inc., the agency, has completed details on its 13th consecutive season of radio sponsorship of professional baseball games. More than 402 major league games and many minor league contests will be aired.

In Philadelphia, the company will co-sponsored with Supplee-Wills-Jones Milk Co. all the home games of the Athletics and Phillies. If no game is played on a particular day at Shibe Park, another major league contest will be reconstructed. This will mean at least 154 contests will be aired. On open days a substitute broadcast on sports will be carried from 2:25 to 2:45 p.m.

Stations used in the Athletics-Phillies net will be: WIBG Philadelphia; WAMS Wilmington; WBUD Morrisville; WFPQ Atlantic City; WSCR Scranton; WMIB Lebanon; WPOLS Pottsville; WOKK Sunbury; WHUM Reading; WCHA Chambersburg and WBPZ Lock Haven. Announcers will be Byrum Saam and Chuck Thompson.

Television Plans

Atlantic also will co-sponsor televising of all the Athletics’ and Phillies’ home games over WPTZ Philadelphia, with Claude Haring handling the assignment. Co-sponsors have not been designated.

A Western Pennsylvania network of 15 stations, with WWSW the originating outlet, is now being formed to carry the 154-game schedule of the Pittsburgh Pirates, with games away from home being reconstructed. Announcers will be Rosey Rowsell and Bob Prince, with Riek-McJunkin Dairy Co. the co-sponsor.

A New England network of 17 stations, with WHDH Boston the originating outlet is being set up to carry home games of the Boston Red Sox and the Braves, a coverage of at least 164 contests. Announcers will be Jim Brit and Tom Hussey. Co-sponsor with At-

CHIEF ENGINEERS of Columbia-owned stations meet with CBS executives in New York for series of technical meetings and a discussion of general operations. March 22-24, assistant studio technical supervisor for the network; Henry Grossman, CBS director of technical and building operations; and chief engineers, J. J. Beloungy, WCCO Minneapolis-St. Paul; Harold A. Dorsch, WEEI Boston; R. G. Thompson, WCBS New York; Clyde Hunt, WTAP Washington; Lester Bowman, KNX Hollywood; George Sherman, WBBM Chicago, and Harry Harvey, KMOX St. Louis.

IARNE PLANS NO NEW MAYFLOWER ACTION

IOWA ASSN. of Radio News Editors has decided to make no further representatives to FCC in opposition to the Mayflower decision on editorializing in the news. With 45 members present, the association, meeting in Des Moines March 27, lined up with the National Assn. of Radio News Directors to watch the dispute from the sidelines. IARNE, which went on record last October opposing the Mayflower doctrine, took the position that the matter was one to be worked out by management.

Several projects undertaken by IARNE to raise radio news standards in Iowa were advanced. Among these were: Assembling, with the assistance of the U. of Iowa, of a standard guide for pronunciation of Iowa town names, counties and rivers; sponsoring a method to standardized compiling of traffic death lists; working in close cooperation with the State Highway Dept. to accomplish fast reporting of accurate highways information, particularly during bad weather.

IARNE also marked its second anniversary at the meeting. The group was formed two years ago at an NAB news clinic in Cedar Rapids.

Atlantic Refining Co.
Big Eastern Sponsor

Atlantic Refining Co. will be Narragansett Brewing Co. All night games of the Baltimore Orioles will be broadcast and a single contest on Sunday will be aired through WITH Baltimore. Games away from home will be reconstructed. The announcer will be Bill Dyer and Gunther Brewing Co. will be Atlantic’s co-sponsor.

Here’s The Picture
In ROCHESTER
The Kodak City

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REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — JAN.-FEB., 1948

Authority—C. E. HOOPER, INC.
“Station Listening Index”
Telestatus Report
(Continued from page 8)

INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS OF SALES POWER

L.B. Wilson

Day and Night

More POWER-ful than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.

WMAW to Join ABC

WMAW Milwaukee, 5-kw outlet on 1250 kc (fulltime), will affiliate with ABC network on Aug. 16, replacing WEMP Milwaukee, the network announced last week.

NARFD Committee Assignments Made

NATIONAL ASN. of Radio Farm Directors 1948 committee assignments have been announced by Charles Worester, WMT Cedar Rapids, Iowa, NARFD president.

Heads of five committees named to review practices in as many phases of farm broadcasting are: Louisiana, WL New Orleans; Indiana, 60 WJW Detroit; Iowa, KWWX Omaha; Illinois, WOC Chicago; and Colorado, KCB CBS Denver.

The following head committees to plan regional meetings: Nebraska, 30 WBT Lincoln; Kansas, 50 WIBI Wichita; Missouri, 60 WHKX Kansas City; Arkansas, 100 KARN Little Rock; North Carolina, 50 WRAL Raleigh; South Carolina, 50 WOF Columbia; Georgia, 50 WSB Atlanta; Tennessee, 50 WSM Nashville; Florida, 50 WQAM Miami; and California, 50 KFRC San Francisco.

Weymouth S. Kenyon, 55 WOC Chicago, is chairman and head of the WOC farm program committee.

Radio Stations Allied to Farm Network

15,000 WOC Chicago, 60 WRUN Roosevelt, Neb., 30 WMAW Milwaukee, 5-kw outlet on 1250 kc (fulltime), and 30 WEMP Milwaukee, 5-kw outlet on 1250 kc, will affiliate with ABC network.

Bell Telephone Service Area affiliates in the WCPB system are: New Orleans, 40 WCPB; East St. Louis, 50 WWL; Columbia, 30 WHO; Charleston, 60 WBBJ; and Ft. Myers, 40 WBBJ.

ASS耐特

If not a complete merger of the program departments seems essential here, too.

CONTRACTUAL CONDITIONS

ABC—No plans for representing any stations but its own Q & O stations.

NABC—Affiliates to share in facilities costs (coaxial cable or radio relay) on basis of market potential plan which rates each station service area according to anticipated eventual video circulation, allocating network costs accordingly. NABC plans no sustaining program service, will sell affiliates NABC special short programs which may be sponsored locally. Cost of such programs will be divided among affiliates buying them on basis similar to that for facilities. On network commercials stations will receive an average of about 30% of card rates. Contracts vary according to local conditions, however, and independent cable affiliating stations may form as a network affiliated with NABC. NABC will not sponsor locally. Stations participating will be divided between network and stations.

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L.B. Wilson

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Programs

I word prizes to sponsor, and member reading can talent is awarded. SPRING is awarded treatment of program presents. Aired every telecast drive.

Make Real Democracy down to people prizes' democracy, them make each of a bond.

BROADCASTING is INTERNATIONAL's WABD's contributed from arrival. Universal's latter is scheduled to broadcast music according to station reports format.

"Gadget Jury" AMATEUR inventors are being offered as duties for they ideas to $100 or $100 bond.

"Gadget Jury," program is mainly concerned with news of modern inventions but listeners are eligible for $3,000 in prizes by submitting original, unrehearsed, program analyzes practical and impractical suggestions submitted.

Customary belief that farm listeners prefer hillbilly music has been discredited somewhat by Margaret Banks, who changed all musical programs over WBOI Greensboro, N.C. In connection with station's "Dinner Bell Hour," designed for farm listeners, Miss Banks conducted a survey of farm families. Her survey revealed a preference for music ranked as follows: classical and choral services, popular 22%; religious 8%; hillbilly 5%. However, the name "Dinner Bell Hour" has been changed to carry music according to the percentages revealed in survey.

Smile Contest NATIONAL LAUGHS Week was observed by KRNT Des Moines, with a smile contest. Contest was conducted by Mr. Bell, KRNT disc. m.c., from April 1-7, during which time he asked listeners to smile at three different times and then describe results or reactions in letters to him. Four of the best letters were read on his daily 6-8:00 a.m. show, and each winner received dollar bill, and prize for the most unusual and cleverest letter was two choice tickets to Broadway production of "Annie Get Your Gun," playing at KRNT Radio Theatre.

They Don't Mean It IN PREPARING ten film spots a week which Schuster's, Milwaukee department store, used to advertise WTMJ-TV Milwaukee (see New Business), it was necessary to pick out standard "mood" theme for the films. After auditions between Frank Hart of TV unit in Chicago, Dr. Leonard, and Jerry Stolzoff, radio-television director of Cramer-24, he selected Schuster's employee and wrote the theme was finally selected. Following Hart, market research agency to ask if they knew the name of the song. When agency replied in the negative, Mr. Hart then submitted another odd for a television show, as the song is titled "Close Your Little Eyes.

SWELL NEW RECORDS FOR YOUR SHOWS

from RCA Victor's latest releases!

COUNT BASIE
ELTON BRITT

Money Is Honey
Born To Lose
Peace Of Mind

Guest In A Nest
RCA Victor 30-2771

RCA Victor 30-2772

You Can Do Wrong
Spring In December

Love Of My Life
I Wanna

RCA Victor 30-2784

RCA Victor 30-2763

JOSE MORAN
JOHNNY TYLER

The Great Revival
Old McDonald's Boogie

RCA Victor 26-9030

RCA Victor 30-2774

BROADCASTING • Telecasting

April 12, 1948 • Page 95
R. E. MATHEWS, former chief engineer of Finch Telecommunications, has joined Gray Research and Development Co., New York, as chief engineer. Before the war Mr. Mathe was with RCA Laboratories and during the war was in radar counter measure units at Chicago. Mr. Mathe is vice chairman of commission section of New York Chapter of AITE.

LINDA S. WOODWARD, former manager of Allied States-Television Sales, will be in charge of Television Workshop courses at Washington, D.C., New York College of New York. She previously taught television courses at City College of New York, and at one time was with DuMont Television Network.

A. M. MacCUTCHEON, former vice president in charge engineering for Rebel Extans & Engineering, Cleveland, has been awarded the 1947 Lamme Medal of American Society of Consulting Engineers. Mr. MacCUTCHEON, who retired in 1946, was honored for "his distinguished accomplishments in development of motors for industrial needs, notably in steel industry." Presentation is to be made at summer general meeting of Institute in Mexico City, June 21-22.

WILLIAM MORRIS AGENCY, New York is handling new television package formulated by the Lamb's Club. Television show is built around act plays that Lamb's Club has produced for its radio series. The Lamb's Club is one of the first in the field of television entertainment. The television venture would go to Wellesley College since W. Hiram Morris, president, is one of the group handling the program. Show will be scheduled to start at 7:30 p.m. Seattle time, sold as either quarter hour, half or full hour series.

JACK ROUSE, head of Jack Rouse Radio Productions, Los Angeles, has been signed for role in "The Long Descent," a film produced at KKO starring Mary Douglas and Maureen O'Hara.

ALFRED SCHMIDT, director of television and radio for Advertising Council for more than a year, resigned March 1 to address another position in the communications field. No replacement has been named as yet.

HENRY TOBIS, vice president in charge of television production of Larry Pick Productions, Hollywood, is in New York setting up television offices. He will remain there until end of month meeting on new talent and film television.

WILL GOLDBERG has sold original television film "Crepe for Susette" to Disney Enterprises, Hollywood. Play is scheduled for filming this summer.

J. H. GARDNER, vice president, public relations office, has moved offices to 355 West Sunset Boulevard, Hollywood. Telephone: Biddle 2104.

ROBERT GILBERT, producer-director of "A New Day," a film in progress, has been named assistant director for Martin Gosh Prod. Inc. to work on Mr. Gosh's new television series, "The Campbells," a show featuring American Tobacco Co. on WBTV, New York.

WILLIAM A. YOELL, marketing consultant and originator of Yoell Radio Institute and Edward G. Howland, both of St. Louis, market research firm, have announced conclusion of their contract with WBBK, New York.

FRANK REICHER, stage and screen actor, has joined cast of "Public Prosecutor," Jerry Fairbanks Productions, Hollywood. Film is scheduled for release in 1948.

CLOCK PUBLISHING Co., Santa Monica, Calif., has formed new television department under direction of Bob MELTZ, who has been with eastern and overseas stations for past seven years. Assisting him are GENE LEE COON, as director, and GEORGIA NICHOLAS, scriptwriter. Seven shows are now in production, including two television shows to be released within next month.

SCHOOL OF RADIO TECHNIQUE Inc., Hollywood, April 14 started new seven-week television broadcasting course. Joining the class of 907 students are television and radio engineers, teachers, salesmen, and radio technicians.


BAROD ELECTRONICS Corp., Brooklyn, N. Y., maker of radio and television receivers, has announced opening of a new plant in Brooklyn.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
944 National Press Bldg., Di. 1308
Washington, D. C.

MCNARY & WRATHALL
Washington, D. C.

PAUL GODLEY CO.
Labs: Great Notch, N. J.
Little Falls 8-1000

GEORGE C. DAVIS
201-514 Munsey Bldg. — District 8486
Washington 4, D. C.

Everett L. Dillard, Gen. Mgr.
International Bldg., Di. 1319
Washington, D. C.

PORTER BLDG., LO. 8021
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
Paul A. deMars
Washington, D. C.

JOHN J. KEEL
A Complete Consulting Service
Warner Bldg., Di. 1319
Washington, D. C.

LOHNES & CULVER
Munsey Building, District 8218
Washington 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolis 4407
Washington, D. C.

RUSSELL P. MAY
1422 7th St., N.W.
Kellogg Bldg., Di. 1234
Washington 5, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Washington 4, D. C.

HERBERT L. WILSON
1015 Connecticut Ave., N.W.
Washington 6, D. C. 20076

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

ANDREW CORPORATION
Consulting Radio Engineers
1519 Connecticut Avenue
Washington 6, D. C.

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.

WELDON & CARR
Washington, D. C.

W. ABRAM
1605 Connecticut Ave., N.W.
Washington 6, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
Washington 6, D. C.

KEAR & KENNEDY
1703 K St., N.W. STERLING 7632
Washington, D. C.

HERALD B. ROTHROCK
George B. Bailey
Washington, D. C.

ANDREW CORPORATION
Consulting Radio Engineers
1519 Connecticut Avenue
Washington 6, D. C.

GARO W. RAY
901 Broad Street
Bridgeport, Connecticut

GILLE BROS.
1100 Lillian Way
Glendale 8178
Hollywood, California

A. EARL CULLUM, JR.
Highland Park Village
Dallas, Texas

ANDERSON & MERRYMAN
New York City
New Orleans
86 W. 42nd St.
American Bldg.
Los Angeles 8-6029

Guy C. Hutcheson
1100 W. Abram St.
Phone 1218
Arlington, Texas

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
Washington, D. C.

William L. Foss, Inc.
Formerly Calton & Foss, Inc.
Washington, D. C.

JOHN CREUTZ
1151 N. W. S. M. Republic 3191
Washington, D. C.

NATHAN WILLIAMS
Engineer
Allocations & Field Engineering
Warren Building, Washington 4, D. C.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington, D. C.

A. R. BITTER
Consulting Radio Engineers
622 Madison Avenue
Toledo 4, Ohio

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
Consulting Radio Engineer
Specializing in Antenna Problems
1011 New Hampshire Ave., N. W.
Washington, D. C.
FCC Actions
(Continued from page 66)

Decisions Cont.: Adopted order ordering that March 11 grant of television application be made subject to cond. that within 90 days from the Minnesota Tribune Co., dispose of all stock interest in either Minneapolis Star and Tribune Co. or Minneapolis Westinghouse Corp.

April 5 Applications

ACCEPTED FOR FILING

License for CP

WIRR Seattle, Wash.—License to cover CP new standard station.

Modification of CP

WONO Omak, Wash.—New CP standard station for extension of completion date.

License for CP

WUSY Bristol, Va.—License to cover CP increase power.

Asishment of License

KOPP Ogden, Utah—Voluntary assignment of license from Janie W. Littlejohn to KOPP Inc.

Modification of CP

WFLA-FM Tampa, Fla.—Mod. CP new FM station for extension of completion date.

License Renewal

Application for renewal of standard broadcast license filed by WBYB Dan-

ton, Ill.

Modification of CP

KEPF-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WDSW New Orleans.—Same.

WAEV Brockton, Mass.—Same.

WHRM-FM Burlington, N. C.—Same.

WBY-FM Charlotte, N. C.—Same.

WDNC-FM Durham, N. C.—Same.

Bloom Radio Inc., Bloomington, Pa.—CP new FM station on Channel 235.30 mc, ERP 14.6 kw and ant. height above average terrain 217 ft.

TV.—192-198 mc.

The Yankee Network Inc., Bridgeport, Conn.—New CP commercial television station on Channel 13, 192-198 mc, ERP vs. 33.35 kw, ant. height 132 kw and ant. height above average terrain 217 ft.

Modification of CP

WBAL-TV Baltimore—Mod. CP new commercial television station for ex-

tension of completion date.

Modification of CP

WCP-O-TV Cinti.—Mod. CP new commercial television station to in-
creased ERP from vs. 20.8 kw, ant. 19.4 kw to vs. 23.9 kw, aur. 11.9 kw.

WJBW-Johnstown, Pa.—Mod. CP new commercial television station for extension of completion date.

WKAR-FM East Lansing, Mich.—Mod. CP new noncommercial educational station for extension of completion date.

WPTL Providence, R. I.—Same.

License Renewal

Application for renewal of standard broadcast license filed by WJHS Madison, Wis.

AM—1200 kc

The Magic City Btzg, Co., Birmingham, Ala.—Mod. CP new standard station 1220 kc 1 kw D.

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP changes etc., for extension of completion date.

License for CP

WSAV Savannah, Ga.—License to cover CP change frequency, increase power etc.

WANE Ft. Wayne, Ind.—License to cover CP new standard station.

AM—1200 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new standard station 1310 kc 1 kw D.

Modification of CP

KIOA Des Moines.—Mod. CP new standard station for extension of completion date.

AM—1400 kc

Shirley H. Tinsley Jr., Baltimore, Md.—CP new standard station 1400 kc 250 kw unifi.

AM—1060 kc


Modification of CP

WKAZ Muskogee, Mich.—Mod. CP change frequency, increase power, etc. for extension of completion date.

Modification of CP

KFST Joplin, Mo.—Mod. CP new standard station for extension of completion date.

KYTV Grand Forks, N. D.—Mod. CP station for extension of completion date.

WVAY Arcoblo, P. R.—Mod. CP change frequency, increase power etc., for extension of completion date.

Modification of CP

WPRP Pembroke, P. R.—Mod. CP change frequency, increase power, etc. for extension of completion date.

License for CP

WLBD Laurens, S. C.—License to cover CP new standard station.

Modification of CP

KISD St. Paul, Minn.—Mod. CP new standard station to change name of licensee from EDAR Inc. to KISD Inc.

License for CP

WMAW Milwaukee—License to cover CP new standard station.

APPLICATIONS RETURNED

Modification of CP

WIBB Macen, Ga.—Mod. CP new standard station for extension of completion date.

RETURNED March 25, application incomplete.

TEN DAKOTA MFR. FILING

TV—76-82 mc.

Al H. Landen d/b/a Landen Tele-
vision Broadcast Co., Detroit, Mich.—CP new commercial television station on Channel 76-82 mc, ERP vs. 10.5 kw, aur. 8.5 kw.

Assignment of License

WEIM-FM WEIT Mass.—Consent to assignment of license of AM and CP of FM station to WEIT Fitchburg, Mass.

Acquisition of Control

WDAY Fargo, N. D.—Consent to assignment of control of licensee company by Earl C. Reilke.

AM—1400 kc

Capital Btzg., Corp., Harrisburg, Pa.—AM-FM new standard station 1450 kc 1 kw-N 5 kw-D unifi. DA-N. (Continent on WHF change in facilities.)

Assignment of License

KORC Mineral Wells, Tex.—Consent to assignment of license to Raymond W. River and Herman S. Boles.

TV—174-180 mc.

KFAB Bzg., Omaha, Neb.—CP new commercial television station on Channel 7, 174-180 mc, ERP vs. 24.4 kw, aur. 12.7 kw.

FM—105.1 mc

Five of the Doctors Inc., Presto, Mo.—CP new FM station 105.1 mc.

Channel 286.4.668 kw. Reemitted.

April 6 Decisions

BY THE SECRETARY

WPAG-FM Appalachian, Va.—Granted license for FM station.

KURV-FM Edinburg, Tex.—Same.


WTRC Elkhart, Ind.—Granted license subject to condition of all main trans. at present location of main trans. for aux., 250 w.

KWGB Great Bend, Kan.—Granted li-

cense change to 1590 kc, increase power to 1 kw, install new trans. and DA and change trans. location.

WPAQ Mt. Airy, N. C.—Granted li-

cense new station 740 kc 1 kw, D.

KCCOK Tulare, Calif.—Granted license change date.

WJNC Jacksonville, N. C.—Granted license install new trans.

WWNY Watertown, N. Y.—Same.

KFOR-FM Lincoln, Neb.—Same.

WINX-FM Washington, D. C.—Same.

WWNY-FM Watertown, N. Y.—Same.

WDWM Detroit.—Granted mod. CP change trans. in FM station.

WGFS-FM Miami, Fla.—Granted mod. CP change type trans. in FM station.

The Fort Industry Co. Area of Toledo, Ohio—Granted CP new exp. television relay station.

WBBN Pittsfield, Mass.—Granted CP move FM and, on top of AM tower.

WMAW Milwaukee.—Granted mod. CP change type trans.

WTWA Thomson, Ga.—Granted CP install new trans.

WROX Clarksville, Miss.—Granted inv.

vol. assign. of license from Birney Ines Bzg., deceased, to Birney Ines Jr., admin-

istrator of estate of Birney Ines Bzg., deceased. Granted invol. assign. of CP for FM station.

WYMA Charlotte, S. C.—Granted li-

cense covering changes in DA-N, in-
crease power, install new trans. and change in trans. location.

WVKY Bowling Green, Ky.—Granted license for new station 930 kc 1 kw D.

KPMB San Diego, Calif.—Granted li-

cense change to 550 kc, increase power to 1 kw, install new trans. and DA-DA and change in location.

KYTR Blythe, Calif.—Same.

WMAZ Macon, Ga.—Granted license install old main trans. at present site of main trans. for aux.

KOTA Rapid City, S. D.—Granted CP install new trans.

KMON Great Falls, Mont.—Granted mod. CP change type trans.

KDFN St. Louis, Minn.—Grat-

ted CP relegate CP which authorized changes in act. etc. to be operated on 1450 kc 250 w unifi.

Following were authorized extension of completion dates as shown: WHB Kansas City, to 6-14-48; KROP Brawley, Calif., to 6-15-48.

KFI Los Angeles.— Granted license in-

stall new main trans. at present location.

KUBA Yuba City, Calif.—Granted li-

cense new station 1600 kc 500 w unifi. DA and change in location.

WEMB San Juan, P. R.—Granted li-

cense new station 1320 kc 5 kw unifi.

KICR Blythe Calif.—Granted license new station 1450 kc 250 w unifi.

WLTC Gastonia, N. C.—Granted li-

cense new station 1310 kc 1 kw D.

WCNN Quincy, Fla.—Granted license new station 1250 kc 250 w unifi.

(Continued on page 108)

WCON

THE ART MOBY STATIONS

The Art Mobiles

... Encouraging Tomorrow's Leaders

The Art Mobiles Stations

1st Graduate Montana State University Law School

ARL RADIO HEAD— LINGER

First Graduate Montana State University Law School

Service Department

BROADCASTING • TELECASTING

MONTANA HEADLINERS

AUX

KGNR

KARA

KGF

MISSOULA

MONTANA

BROADCASTING • TELECASTING

The Texas Rangers transcriptions of western songs have what it takes! They build audiences... they build sales. The price is right—scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

Wire, write or phone for complete details.

In ATLANTA's

WCON

The Atlanta Constitution Station

A R D I A T C P I T A T O N S T A T I O N

ABCD BC

BROADCASTING • TELECASTING

The Arthur B. Church Production

Kansas City 6, Mo.
AUDIENCE SIZE

An unusual research project, purportedly the first radio survey to accurately determine the number of individuals listening to a broadcast of a program and listening families, has been completed by NBC's Hugh M. Beville, Jr., director of research, at a

Broadcasting conference April 2 [Broadcasting, April 3] pointed out that the new technique used in the "1948 WRC (Washington) Listener Diary Study," developed by James Seiler, WRC director of research, in cooperation with the New York NBC research staff, "represents the most advanced method yet devised for measuring the actual number of individuals listening and the age, sex, occupation and education of the audience for any 15-minute period."

Acknowledging that the system was "probably the most expensive and difficult way of performing such a study," Mr. Beville said he felt that the more accurate results would be more worth the effort. The purpose of the survey was to root out the answers for two basic questions continually

Advertising

in their requests that diaries be kept.

Factual material developed from tabulation of more than 800 personal interviews and 765 completed listener diaries provided a wealth of information. This included audience size for any program; audience composition at any given hour; flow and turnover of audience between adjacent programs; audience duplication and cumulative audience at different hours or days, and audience appeal (degree of listener liking for any specific program).

Officials indicated they would not abandon Hooperatings for the system. They indicated the survey would result in local program changes.

WPIX TV: ANNOUNCES ITS FIRST RATE CARD

A BASIC Class A rate time of $800 an hour was announced April 8 by WPIX New York, the Du Mont 'News' video station scheduled to begin operations June 15 on Channel 11.

The first WPIX rate card listed two rate classifications—Class A time, from 6 p.m. to closing, Monday, Friday and 12 noon to closing, Saturday and Sunday; Class B time, from 12 noon to 6 p.m. Monday-Friday. One hour of Class B time is quoted at $480. These rates, according to B. O. Sullivan, WPIX commercial manager, are for film or remote shows, including transmitter and film facilities staff, announcer, and recorded musical background for film commercials.

Frequency discounts on Class B time will reduce the basic rate as follows: 26 times, $720; 52 times, $680; 260 times, $600. "Appropriate" discounts will be quoted on Class B time, Mr. Sullivan said.

New Technique Used In Capital Survey

Commercial

Edward M. Hopcraft, former Mid-

dle West district manager for RCA

Photophone, has been named film

buyer for DuMont Television Network, effective April 5. In addition, Mr. Hop-

craft will assist in sale and distribution

of tele-transcriptions to video stations.

Regis McNulty, former manager of

WSWA Channel, Mt. Vernon, Pa., has joined sales staff of KQV Pittsburgh.

Ken Farnsworth has resigned as

advertising manager of WABD New York, DuMont video station, effective April 10, to enter the advertising field end of television. He will announce definite plans when he returns from his extended vacation.

McGeehan O'Mara Inc. has been ap-

pointed as national representative for WHBO, new daytime station which took the air in Tampa, Fla., March 12.

Hal Froelich, formerly with P. J. Kohl, Chicago, has joined sales staff of

Chicago office of Adam J. Young Jr. Inc.

Charles R. Abry has joined time

sales staff of WABD New York as an

account executive effective April 1. Mr. Abry formerly headed Audio-Video Co.

of New England, distributor of educa-
tional films.

Norman E. Cash, commercial salesman in NBC Radio-Recording Div., has been appointed station manager in the network's station relations department. He has been with NBC since 1940.

Louis Aiken Jr., former manager of

KBRZ Reidsville, N.C., has joined sales staff of KVAL Brownsville, Tex.

Donald Cooke Inc., New York, has

been appointed U. S. representative for CKX Brandon, Man., effective April 1.

Friedenberg Agency, New York,

has been appointed national representative for WGOO Amusement Co.

Zangwill Golobe, former Chicago

manager of Forjoe & Co., national sta-
tion representative, has joined Chicago office of Frederic W. Ziv Co.

Class A rates for fractions of an hour are as follows: 30 minutes, $480; 20 minutes, $400; 15 minutes, $320; 10 minutes, $280; 5 minutes, $230; 1 minute, $150; 20 seconds, $90.

A one-hour live show originating in a WPIX studio is quoted at $1,200, including facilities covered by the film and remote rate schedule, and use of studio and camera facilities and technicians. A camera rehearsal rate of three to one is allowed, with a charge of $100 per hour or fraction of an hour in excess of this ratio.

Advertising agencies recognized by WPIX will be allowed full commission on all card rates, but there will be no cash discounts.

TV Shows Available

WRGB Schenectady has now made available for sponsorship the more than 50 television programs developed by the station. A folder containing all the planographs and presentations of 11 of these shows has been issued by the station, showing the title graphically presented, a brief outline of the format, rehearsal time, initial program cost and cost of succeeding programs. A few scenes from each of the programs are also included.

WRGB Schenectady has now made available for sponsorship the more than 50 television programs developed by the station. A folder containing all the planographs and presentations of 11 of these shows has been issued by the station, showing the title graphically presented, a brief outline of the format, rehearsal time, initial program cost and cost of succeeding programs. A few scenes from each of the programs are also included.
Help Wanted

General Manager Wanted

Man of experience for new $500,000 broadcasting and building project. All replies confidential.

Box 131, BROADCASTING

Managerial

Local commercial manager—West Coast region (major network) has opening for full-fledged working sales manager. Prefer man with successful record on major network and willing to sell better than anyone on our staff. Salary plus travel expenses. Must be able to take complete charge of local sales and account operations and building present staff. This is a job where a man with the right qualifications can build a sales force and build a business. Must have car. Furnish complete educational background and personal references. Good references imperative. Box B-1, BROADCASTING.

Commercial manager full-time local eastern Pennsylvania primary service 300,000. Must be capable eventually becoming boss man in this No. 1 position. Send box numbers.

Salesmen

Time salesman—Experienced with proven sales record. Permanent, Excellent opportunity for right man. Full details experience, sales record, will return references. Box B-2, BROADCASTING.

Immediating opening. An unusual opening for a proven experienced time salesman. Must have ability to sell against strong competition. Write and preserve letter. In return we offer the position of commercial manager and a salary on gross billings. Write full details, references and first letter. Box B-3, BROADCASTING.


Salesman, young man with aggressive sales. Knows broadcasting. Will work hard to start but truly wonderful future. Box 141, BROADCASTING.

Situations Wanted

Inviting you to apply—Near Philadelphia, 250,000 market. Will return references. Box 156, BROADCASTING.

Announcers

Seek all-round announcer able to handle news, sports and disc jockey shows. Base salary $50 for 40 hours. Box 99, BROADCASTING.

Southern AM-FM network affiliate needs good all-round announcer. Wire immediately, Letter, references, disc and photo will be required. Box 120, BROADCASTING.


Announcer—Experienced. Must be able to operate control board, to meet deadline, to copy. No general announcing. Salary plus talent and production fees needed. WHNO, Henderson, N. C.

Help Wanted (Cont'd)

Production-Programming, others

Help Wanted (Cont'd)

Scriptwriter, with wide range of experience, at leading eastern university. Documents, variants, state shows, State qualifications and salary. List references. Box 115, BROADCASTING.

Continuity writer needed by KHMO. Station going to 5 kw shortly and is looking for a top-notch person. Send full particulars upon request. Box 151, BROADCASTING.

Continuity writer needed by KJWY. Write for details.

WANTED—Continuity writer to engage in midwest work within 50 miles of driving distance of New York City. Box 142, BROADCASTING.

PS: Experienced in all sports, particularly basketball and boxing. All set for coming baseball season if right opportunity presents itself. Full particulars upon request. Box 147, BROADCASTING.

Disc jockey-writer. Eight years experience. Let disc and background explain. Box 151, BROADCASTING.

Announcer—College grad, family man, 23, some experience 350 w station; some control operation. Permanency probable. Should be able to work full time. Box B-2, BROADCASTING.

Sports announcer—College grad, with some professional experience, but ambitious to get into broadcasting. Box B-2, BROADCASTING.

Sports announcer—Experienced. Prepared for baseball season now and looking for work. Rates good, play record available. Will move anywhere. Box 156, BROADCASTING.

OPENING—I am looking for an experienced announcer to work in a small station in the midwest or western city that pays excellent salary and is willing to work. Box 159, BROADCASTING.

Announcer—Topnotch, professional, pleasant voice. Inexperienced but well educated in broadcast technique. Has a good commercial and production background, desires midwest or commercial station. Will travel. Disc jockey-writer. Box 159, BROADCASTING.

Announcer—play-by-play all sports, can 'sell' em, write, produce, announce. For disc and foto writer position on WBBM,请 prefer Denver. Box 157, BROADCASTING.


Announcer—Verastile, conscientious, pleasant voice. Inexperienced but well trained, with college radio and professional background. Desires position in broadcasting. Box 159, BROADCASTING.

Sports announcer—Five years experience. College graduate. Intelligent, sincere de- signer, able, experienced programmer. Full responsibility. Box 122, BROADCASTING.

Announcer, veteran, married, AFRS. Graduate School of Radio Technique, graduate. Excellent voice, distinction, delivery. Disc, platter, general. Available anytime. Box 159, BROADCASTING.

Announcer—Veteran. Limited experience. Graduate School of Radio Technique. Desires position on top station or midwest station. Box 155, BROADCASTING.

Announcer—Experienced, desires position with progressive midwest station. Has played for both East and West Coast. Good reason for leaving. Available soon. Box 159, BROADCASTING.
Situations Wanted (Cont'd)

Production-Programming, others.
If you are a conscientious, capable, conscientious operator on your transmitter or control room staff, write Box 122, BROADCASTING.


Engineer immediately available. Experienced in all phases of station operation including chief and construction. Prefer west but no limit. Fee: $1300. Box 122, BROADCASTING.

Chief Engineer—First phone and second telephone. Also construction work. Young, 25, single, industrial and eager to learn. Radio school graduate with 2 years college. Experiences in all types of radio and television. Will work anywhere.写 Box 122, BROADCASTING.

Topnotch Washington contacts at your service and weekly news commen- tary from the nation's capital, if desired. Experienced newsmen. Box 130, BROADCASTING.

Washington-Announcer (Drama) Columbia, radio and stage experience 4 years. Excellent references. Box 130, BROADCASTING.

Topnotch Washington contacts at your service and weekly news comment from the nation's capital, if desired. Experienced newsmen. Box 130, BROADCASTING.

NEWS and ENTERTAINMENT.

Situations Wanted (Cont'd)

Hal Styles may solve your problem with a young, ambitious, capable, man or veteran, who has been thoroughly trained in the last 6 months by radio professionals in announcing, casting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, writer or phone: Employment Department, Mel- ville Radio Institute, 15 West 46th St., N.Y.C., Longines 0-4349.

For Sale (Cont'd)


For sale—Complete recording setup less than one year old, consisting of four 8-½" free market. R.R.R. recorders with auto- matic equalizers; two 8-½" Presto recording sets. One Presto playback unit. Library head, and Presto minus RCA 125 amplifier and Presto-60 booster with transformer. Able to do raido and television recording. Complete above equipment; 3 channel mixer with new RCA 125A, 3 RCA 25B microphones; one Jensen bass reflex cabinet. A complete free market set. Will be sold complete or in parts. No hurry. Call, 7390 Credit Building, Omaha, Nebraska.

1000 watt Western Electric Type 352A1 transmitter. In excellent condition. Both operations fully functioning. Advertise in station KDUL, Duluth, Minnesota.

For sale—New towers, any height, immediate delivery, including east and west towers, coast to coast. Will, write, wire or phone for complete information. Tower Company, Southern Pines, N. C. (Cont'd)

SITUATIONS WANTED.

Topnotch Washington contacts at your service and weekly news commentary from the nation's capital, if desired. Experienced newsmen. Box 130, BROADCASTING.
March Additions

WTMJ-FM Transmitter

FIRST SECTION of its new 50-kw transmitter has been shipped to WTMJ-FM, the Milwaukee Journal-FM outlet, the station has been advised by RCA. The transmitter, according to station officials, is the first of 50-kw capacity ever built to operate on the 88-108 mc band. WTMJ-FM, affiliated with WTMJ and WTMJ-TV, operates on 93.3 mc (Channel 27).

For Sale (Cont'd)

One lot of new unused Audio Development patch cords and jack panels, 31 cords, 3 feet long-50 have double plugs —11 have single plugs, 4 jack panels each having 42 jacks. Price $260.00 (money order). Walter Freeman, Box 123, Emporium, Pennsylvania.

For sale: 1540 kw RCA 1000-20 water-cooled transmitter with facilities for AC flat-tube supply. Many uses in good operating condition. For further information write to Herman Tapper, Broadcasting Service Corporation, Hartford, Connecticut.

WANTED TO BUY

250 watt station located in small market. Good opportunity for resident ownership. Terms. Box 180, BROADCASTING.

Construction is Starting

For KSFO TV Facilities

TV EQUIPMENT has arrived for KSFO San Francisco and construction will start immediately on the KSFO television transmitter. It will be constructed atop the Hotel Mark Hopkins.

Mr. Philip L. Nally, general manager of KSFO, said that an attempt is being made to have the television station operating by the time of the national elections, or at latest, by the time of the Presidential inauguration next year. Complete equipment to tele- vision motion pictures, studio performance and field events has been ordered. The station's antenna will be a five-bay superturnstile which will have the effect of increasing power six times, permitting a radiated power of 59 kw on 76-82 mc, channel 5.

Accounts of Dissolved L. A. Agency Are Split

DISSOLUTION of A. Carman Smith Inc., Los Angeles advertising agency, came March 31 following death Feb. 6 of A. Carman Smith, agency head. Remaining accounts have been divided between two former executives of the agency, E. Fred Franklin, formerly vice president, and merchandising director and A. P. Pearson, formerly vice president. Mr. Franklin has formed his own agency, Franklin Assoc. at 315 W. 9th Street, Los Angeles. His accounts include McClure Co., Los Angeles, Morris P. Kirk & Son, Inc., Smelter Supply Co., all Los Angeles, and U. S. Savings & Loan Assn., Glendale, Calif.

Mr. Pearson has joined Ted H. Factor agency, Los Angeles, as account executive taking with him Sales Builders, Inc. account Los Angeles (Max Factor Cosmetics) which he handled for Smith Agency.

FCC Actions

(Continued from page 98)

Decisions Cont.

WBSR Penacola, Fla.—Granted license to install new vertical antenna.

KWRC Los Angeles, Calif.—Granted license to install new trans.

WCS Columbus, S. C.—Granted license to install vertical antenna and change location.

WOC Columbus, S. C.—Granted license change to 1320 kc, increase power to 500 kw-1 kw-

WWE Westchester, N. Y.—Granted license to install new station.

WGN-FM Portland, Me.—Same.

WMFR-FM High Point, N. C.—Same.

WVLA-FM Walnut Salton, N. C.—Same.

WHK Kannakee, III.—Same.

WGBF Buford, N. Y.—Same.

WMRC-FM Greenville, S. C.—Same.

KSO-FM San Jose, Calif.—Same.

WFMD-FM Frederick, Md.—Same.

WJLX Ashbury Park, N. J.—Same.

KUSC Los Angeles—Granted license for noncommercial FM educational station.

WDNR Detroit, Mich.—Same.

WCBW Buffalo, N. Y.—Granted mod. license to change name of licensee to WKBW Inc.

WOCH Nyawans, Mass.—Granted CP makes changes in vertical antenna and mount FM antenna on tower.

Following were authorized changes in completion dates as shown: WDEA Warrenburg, Vt.; KABS Austin, Minn., to July 4; KSDN Aberdeen, S. D., to May 15; WODC Sandusky, Ohio, to June 22; KFDM Beaumont, Tex., to September 15; WQOC, Buffalo, to October 24; KNX-FM Los Angeles, to September 15; WDDC Morgantown, W. Va., to May 1; WAND-FM Charlotte, N. C., to June 15; WJSH Clarksville, Tenn., to June 15; WAND-FM Canton, Ohio, to May 14.

April 7 Decisions

ACTION ON MOTIONS

Commission released a modified Hartford-New Britian television hearing with hearing April 19 to May 24, and ordered amendment of Commission's memoranda and order of Feb. 3, with reference to Yankee Network's petition for one of Hartford's chances for use at Bridgeport, by deleting last two sentences of its ruling allowing Yankee owner to broadcast during March in the rule-making petition.

(Agency by Commissioner Sterling)

New England Te Le Co., Inc., Fall River, Mass.—Petition for continuation of consolidated hearing scheduled for April 7 to April 21-22 at New York and accepted for hearing at New Bedford, in re TV applications.

WABC-WABC, New York, and WJZ-WJZ, Baltimore, Ind.—Granted petition for continuance of hearing from April 7 to April 28 in re application for renewal.

April 7 Applications

ACCEPTED FOR FILING

License for CP

K V A Mark A. McAuliffe—License to cover CP new standard station.

AM-1210 kc


Modifications of CP

KNLX KNLX—CP new standard station for extension of commission.

Assignment of License

WBBW Fitzgerald, Ga.—Voluntary assignment of CP new standard station 1450 kc to S. W. v. Co., April 7.

AM-1300 kc


Modifications of CP

KPDR Alexandria, La.—Mod. CP change frequency to 1300 kc to increase power to 500 kW-1 kW-

AM-1450 kc

Grant A. Wood, Hyattville, Md.—CP new standard station 1540 kc.

BROADCASTING • Te lecasting

Page 50 • April 12, 1948
WVON Files
APPLICATION for WVON, all-Negro station for Chicago area, has been accepted for filing by FCC. Headed by Dr. Clifford Kyle, minister, Afro-American Broadcasting System Inc. seeks 1 kw full-time, directional, on 610 kc at Hopkins Park, III., southeast of Chicago [BROADCASTING, Sept. 15, Dec. 14, 1947]. Abe Stein, Washington, is counselor for group which seeks WVON call, "The Voice of the Negro."

WBNJ-FM Racine, Wis. — Mod. CP new FM station for extension of completion date.

TV-76-82 mc Phoenix Television Co., Phoenix, Ariz. — CP new commercial television station Channel 5, 76-82 mc, ERP 17.5 kw, aur 8.7 mc.

TV-82-88 mc Don Lee Bstg. System, La Jolla, Calif.— CP new commercial television station Channel 6, 82-88 mc, ERP vis. 20 kw, aur 10 kw and unil. AMENDED to change studio location from Mt. Soledad, La Jolla, Calif. to San Diego.

TV-54-60 mc Don Lee Bstg. System, San Francisco, Calif.—CP new commercial television station on Channel 4, 54-60 mc, ERP change from vis. 14.3 kw, aur 7.2 kw to vis. 17 kw, aur 8.5 kw.

TV-198-204 mc WARC Inc., Rochester, N. Y. —CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 32.8 kw, aur 16.4 kw and unil. AMENDED to change ERP from vis. 32.8 kw, aur 16.4 kw to vis. 20 kw, aur 10.5 kw.

Modification of CP

WWT-C FM Cincinnati, Ohio — CP new FM station to change ERP from 16 kw to 14.7 kw, chan. height above average terrain from 500 ft. to 553 ft.

WPK-FM Wilkes Barre, Pa. — Mod. CP new FM station for extension of completion date.

WACAC Anderson, S. C. — Same.

WCRS-FM Greenwood, S. C. — Mod. CP new FM station to change ant. height above average terrain from 490 ft. to 444.5 ft.

FM-192.1 mc
WDEF Bstg. Co., Chattanooga, Tenn. — CP new FM station (Channel B on Channel 217, 192.1 mc, ERP 17.5 kw and ant. height above average terrain 973 ft.)

KLCI H. G. Letourneau, Longview, Tex. — Mod. CP new FM station for extension of completion date.


WRBZ Richmond, Va. — Mod. CP new FM station to change ant. height above average terrain from 500 ft. to 450 ft. ERP from 15 kw to 25.6 kw.

VWON Files
APPLICATION for VWON, all-Negro station for Chicago area, has been accepted for filing by FCC. Headed by Dr. Clifford Kyle, minister, Afro-American Broadcasting System Inc. seeks 1 kw full-time, directional, on 610 kc at Hopkins Park, III., southeast of Chicago [BROADCASTING, Sept. 15, Dec. 14, 1947]. Abe Stein, Washington, is counselor for group which seeks WVON call, "The Voice of the Negro."
SPEARHEADING THE PROGRESS OF FM

WASHINGTON D.C.

Radio's Best Buy in the Nation's Capital

WASH

EVERETT L. DILLARD
Gen. Mgr.

1515 F STREET, N.W.

P.S. SPEARHEADING THE PROGRESS OF FM

TELEVISION receivers will be awarded as prizes in contest being conducted by WADC-TV, Washington, D.C., in co-operation with Boston Daily Record, Advertising Agents and Sunday Advertisers and Electric Institute of Boston, Receivers were made available after similar campaign conducted in January by WPRO-TV. Contest was conducted in cooperation with local merchants who donated $15,000 worth of prizes. Contestants were asked to identify television of "Mr. FM" and to complete in 25 words or less sentence stating why they liked the FM experience. Arrangements with ABC, voice of Don Gardner, ABC news, were recorded as "Mr. FM." Prior to contest, station arranged with RCA and WRLD-AM-FM to broadcast at frequent intervals spot announcements and 15-minute programs announcing rules and last prizes with names of merchant donors. Contest consisted of Kuster 4-door sedan and seven other large prizes. In station, there were five other prizes of and a $100 Savings Bond for scholarships only. Station reports that 4,600 entries were received.

G & R Pamphlet

PAMPHELET titled "10 Ways to Reduce Production Costs of Advertising" has gone into fourth printing, according to Gray & Rogers Agency, Philadelphia, which compiled it for institutional advertising. More than 3000 requests for copies have come into the agency since news about it hit trade magazines, agency, reports. Copies were sent by radio station, clients of commerce, public officials, manufacturers, commercial advertisers and agencies from over the U.S. and points out- side, such as Puerto Rico. Year FM Brochure

COLORFUL 16-page brochure providing detailed information on RCA 10- way FM transmitter is now available to broadcasters upon request from Eastern Division, Section of RCA Engineering Products Dept. Called "FM Radio, Type 100." brochure may be obtained from any RCA district office or by writing on station letterhead to Dept. 516, RCA Engineering Products, Camden, N.J. Book is illustrated and gives operating data and other particulars of direct FM, automatic frequency stability, ground-grided amplifiers, power supply and control circuits and general performance specifications.

CHAB Featured

"COMMUNITY Service Has Served Chicago" is title of article reprinted from recent issue of Western Business and Industry Magazine, and distributed through CHAB's Young-Jack faculty. Written by Dave Belbeck, article tells story of CHAB's founding and growth- "built by two men and Moore's descendants." Story is augmented by articles of Alfred Jacobson, "his techni- cal education," and Mary; Chab's history, and W. Carson Buchanan, "his man- age in the beginning," and Harry. Photo of first studio and one of present day broadcasting facilities also are included.

Classroom Appraisal

CBS PROGRAMS heard over WSBM-Mil- waukee are receiving a classroom survey now underway in number of Milwaukee area public schools. Programs are evaluated by students who select from list supplied by the teacher. Their views are then mailed to WSBM for examination. Station reports that CBS programming "ranks high with majority of students.

WAUX Egg Hunt

FIRST ANNUAL Easter Egg Hunt was conducted by WAUX-FM which co-operated with local merchants. Although several inches of snow, station reports that some 7000 eggs, many years old and under participated in the hunt. Prizes were distributed to finders of lucky eggs. De- scribed as "an Easter basket" program." Time" program over WAUX and station- tion rail series of ads in local paper.

Wayne Crew Win: Ralphston's Contes

WAYNE CREW, promotion manager of KCBC Des Moines, MB, affiliate, was grand prize winner in the recent audience-building pro- motion contest held by the Ralphston Purina Co., sponsors of the "Tom Mix" program.

Twelve additional prizes were awarded to MB station personnel for effective promotion of the "Tom Mix" program between Sept. 1, 1947, and Jan. 31, 1948.


Contest Judges were Sol Paul, Winfield Levi and Maury Long, all staff members of Broadcasting.

Opening Postponed

FORMAL opening of new Don Lee-Mutual Broadcasting System Studios in Hollywood has been postponed from May 22 to early Sep- tember. Lewis Allen Weiss, MBS board chairman as well as vice president and general manager of Don Lee, explained that move was made "rather than take a chance against the possible risk that our new studios may not be perfectly engineered and acoustically balanced by May." However, Mr. Weiss said that preview plans scheduled for week of May 16 would run off as scheduled. Location change will be used in sessions in Los Angeles that week.

four prizes will be awarded each week over the next 10 weeks for best letters on "My Funniest Experience as a Baby- sitter." "Baby-Sitter Experience With a Baby-Sitter." The contest is designed for filmmakers, "bit- ting Pretty." As part of the promotion, special trailer is being run in theatre, directing audience to listen to WPEN at specific times for full details of the contest. The film trailer is used in theatre lobby and Sun Bay Drug Stores.

Promotion Personnel

ALFRED COHAN, manager of radio pro- motion forhey Media and Picture Co., was named promotion manager of WPEN-280 mm. 1. ASC outlet; also announced will it increase its at- tention to sponsorship promotion campaigns and tie-ins.

JOHN S. MCDERMOTT, director of spe- cial events for KVMK (FM) and KMRM (FM), Kansas City, has been named promo- tion director of that station. Mr. MCDERMOTT formerly was publicity director of Texas Broadcasting Station Chas City Cham- ber of Commerce. In his new capacity, he will handle all phases of pro- motion, advertising and publicity.

Mr. MCDERMOTT is a graduate of the University of Wisconsin. He is a member of the Kansas Promotion Association and the National Association of Broadcasters.

BROADCASTING • Telecasting
FCC Actions (Continued from page 108)

**APPLICATION DISMISSED**

AM—1220 kc
KTFI Twin Falls, Idaho, Lic. install NA and increase power from 1 kw to 5 kw D and 5 kw N to 5 kw W and E on April 3.

TENDERED FOR FILING

TV—192-198 mc
Lee Bostg., Balknap, Va.—CF new commercial television station on Channel 10, 179-195 mc. ERP 27.5 kw, kvar. 126 kw.

AM—1230 kc
KARV Medford, Oregon—change frequency from 1400 to 1230 kc (Contingent on KPHC change in facilities).

April 8 Decisions

**DOCKET CASE ACTIONS**

Announced: FCC in the New York Class B FM cases. Granted Five for Class C. Five for Class D. To the Northern and New Jersey areas, necessitating denial of other currently pending applications (see this issue).

**BY COMMISSION EN BANC**

License Renewal

Following stations were granted renewal of licenses for period ending May 1, 1951: WKBW Buffalo; WBZ Boston; WJZ Newark; WJMJ Battle Creek; KDKA Pittsburgh; KEX KEX-HO Portland, Ore.; WKRC Columbus, Ohio; and KDKB and WOST Detroit. New York Class B stations KSDK St. Louis; KDOS Kansas City; and WDAY; WSB Minneapolis; KDKA Pittsburgh; WOR New York; Konic Detroit; WLS Chicago; and WTTW Chicago.

AM—1230 kc
Lee B. Leonard Kerrville, Tex.—Granted CP new station on Channel 1230 kc 250 w; engineering cond.

Collinson Bostg., Topeka, Kan.—Granted CP new station; proposed Channel 238, 99.5 mc; subject to further and approval of engineering details.

FM—223 mc
James A. Noell, New Orleans—Authorized; conditional license for Class B station; proposed Channel 288, 99.5 mc.

Hearing Designated

WBJH Chicago, Ill.—Designated for hearing May 5 application for extension of Class A FM station at Mount Vernon, N. Y.

**FCC Box Score**

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard and stations—1,637 licensed, 343 construction permits, 277 applications in pending file, 331 applications in hearing; FM—120 licensed, 87,747 conditional grants, 755 CPs (of which 334 are on air under special temporary authority) 50 applications pending, 50 applications pending of which 120 are in hearing.

**RADIO**

23 WITNESSES FOR FINAL REVIEW OF MAYFLOWER REVIEW
TWENTY-THREE witnesses slated for final round of FCC’s review of Mayflower decision hailing newspaper radio’s opponents, according to list released Friday. Hearings start April 19. Others wishing to testify should contact FCC General Counsel Benedict P. Cottone.

NAB, leader in fight for review of Mayflower ban, leads off with six witnesses: President Justin Miller; Executive Vice President A. D. Willard Jr.; General Counsel Don Petry; Robert K. Becker, NAB director of public relations; Harold Fair, program department director; Arthur Stringer, FM department director. Other witnesses, in tentative order of appearance:

Henry Bridge, WOC Davenport; Ralph Hardy, KSL Salt Lake City; Paul Miller, Gannett Newspapers; William Quinter, WSTD Cedar Rapids; William J. Scripps, WLW Cincinnati; Alice Seay, KFWO Fort Worth.

FIVE NEW TV APPLICATIONS
FIVE NEW TV applications, including one for noncommercial facilities, filed at FCC Friday:

Milwaukee—WXUX Inc., licensee WXUX, permitted WXUX-FM that city, Channel 6 (87-88 mc); Chicago—N. E. Patton Broadcasting Co., permitted WJAR-TVL Channel 12; New York City—City Broadcasting Co., licensee KCBC Des Moines, Channel 5; Sacramento, Calif.—Association of M. R. Schracker, owner, business management firm, 1901 West Olive, San Francisco, consulting engineer, 1500 Channel 5; Clayton, Mo.—Evangelical Lutheran Church of America and Missouri and Ohio States, licensee KFUO Clayton, Channel 2 (54-60 mc).

JOHNSON BILL
(Continued from page 4)

"sod down the river in everything I know of."


Dr. Frank G. Kear, electronics development consultant for ABC, opposed bill. "Duplication of clear channels," he said, "would not provide substantial improvement to over-all rural coverage in U. S."

He said "best technically practical means of providing existing rural service is to authorize sufficient power for these Class IA stations."

Jay W. Wright, CBS chief engineer, advocated leaving things "as they are till we get information and then to get what we lose." Mr. Wright gave three reasons for opposing change: (1) No consideration has been given to Extent AM and FM can complement and supplement each other, (2) Present use of clear channels doesn't waste frequencies and benefits large segments of population, (3) No sound basis exists at present for determining losses and gains which would result.

Barnes Johnson, Mutual director of engineering, opposed opposition to bill. Reason other networks want status quo, he suggested, is because CCBS plan calls for equal redistribution of stations from four networks. MBS opinion he said, is that "FCC should be allowed complete freedom of action in matters and other problems of similar nature."

He urged early decision because of coming NARBA conference.

JOHNSON BILL WITNESSES
TENTATIVE LIST of witnesses to testify this week on report of the Johnson Bill (S-2291) follows. Others will be added later.

Comdr. T. A. M. Craven, vice president, Cowles Broadcast Stations; Richard E. Pearson, KQXK; Los Angeles; William H. Briggs, WCNB Des Moines; Richard L. Johnson, WBGN, Columbus, Ohio; Frank T. Johnson, WTBQ New Orleans; Bob Murphy, KWNJ, San Antonio; John P. O’Connor, WBM, Detroit; William Widl, WCBS New York; James L. Wicker, WIVK Knoxville; John J. Wyant, WCLW, Cleveland; Paul A. Ziff, WJR Cleveland.

CLOSED CIRCUIT
(Continued from page 4)

to keep anonymous is sadly out of date, but many agencies want no bylines on ground that it adds complexity where simplicity is advertising’s goal.

RIVAL BID for purchase of WOY New York by General Manager Ralph Weil and associates to be filed with FCC in application form about May 1. Group’s Washington counsel is in New York this week winding up details. Ardealpha interests must dispose of outlet under Arco, earlier negotiated with Richard O’Dea-Herman Bess’ General Broadcasting Co. for acquisition at $300,000 plus [BROADCASTING, March 15].

SORELY-NEEDED relief from purported arbitrary rulings of Civil Aeronautics Administration on transmitter locations may be forthcoming with appointment by President Truman of able, realistic Delos W. Rentzel as CAA head. Mr. Rentzel, chairman and president of Aeronautical Radio Inc., common carrier communications service of unified airlines, has background in practical radio engineering and service. He has been a member of RTBF council, active on aviation radio and on other committees.

His appointment is subject to Senate confirmation.

PROGRESS in CBS efforts to secure Los Angeles TV outlet reflected in arrival of network’s vice president and general executive, Adrian Murphy, for three day’s conference with Norman Chandler, publisher of Los Angeles Times, to consider applications to look to CBS buying minority interest, as it did in KQW San Francisco, but neither would concede anything concrete yet.

PROPOSAL most often reported under consideration for filling vacancy left by Vernon L. Wilkinson’s resignation as FCC assistant general counsel in charge of broadcasting would give key posts to Lester W. Spillane, now assistant general counsel for safety and special services, and Bernard Koteen, able young head of broadcast review section. Some collateral realignments might also be made under this plan.

QUESTION whether government-owned station in an insular possession can operate commercially must be determined by FCC. WIPR San Juan, licensed to Puerto Rico Communications Authority for $940 mc with 10,000 watts, is seeking permission to operate as educational outlet. Now communications minister has announced station will go commercial when construction is completed. Commercial stations on island are prototyping.

ATTEMPT of former New York woman broadcaster to form National Listener Council is getting ice water treatment from several national groups contacted. One of groups approached benefited by many millions of dollars in donations largely because of radio cooperation in fund-raising campaign.

WNHC-TV JOINS Dumont NET
SIGNING of WNHC-TV New Haven, Conn., April 8 as a Dumont Television Network Affiliate announced by Lawrence Phillips, Dumont director of Network Stations plans to start May 1 on Channel 6 (82-88 mc). WNHC-TV is operated by Elm City Broadcasting Co., James T. Milne, manager, Sister station WNHC, AM independent, to begin FM operations within month.

BROADCASTING • Telecasting
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.

For the most effective all-over station promotion

### Major National Awards to WLW

<table>
<thead>
<tr>
<th>Year</th>
<th>Award Description</th>
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<tbody>
<tr>
<td>1936</td>
<td>Variety—Outstanding Program Origination</td>
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<tr>
<td>1938</td>
<td>Variety—Outstanding Program Origination</td>
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<tr>
<td>1939</td>
<td>Variety—Best Nationally-Exploited Station</td>
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<td>1940</td>
<td>George Foster Peabody—Outstanding Meritorious Public Service</td>
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<td></td>
<td>Billboard—Outstanding Achievement in Publicity and Exploitation</td>
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<td>1941</td>
<td>Variety—For Patriotic Leadership</td>
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<td></td>
<td>Billboard—Best Clear Channel Station Exploitation</td>
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<tr>
<td>1942</td>
<td>Variety—Promoting Better Understanding of War Issues</td>
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<td>Billboard—Best Clear Channel Station Exploitation</td>
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<td>1943</td>
<td>Variety—For Individual Enterprise on War Issues</td>
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<td>Alfred I. Dupont—Outstanding Public Service</td>
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<td>1944</td>
<td>George Foster Peabody—Outstanding Reporting of the News</td>
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<td>City College of New York—Most Effective Promotion of a News Program</td>
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<td></td>
<td>Billboard—All-Over Promotional Excellence</td>
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<tr>
<td>1945</td>
<td>National Bureau for Fire Prevention—Outstanding Public Service in Fire Prevention</td>
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<tr>
<td></td>
<td>Billboard—Best 7th War Loan Promotion</td>
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<td></td>
<td>City College of New York—Best All-Over Station Promotion</td>
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<tr>
<td>1946</td>
<td>Variety—Contribution to the World’s Breadbasket</td>
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<td>American Symphony Orchestra League—Encouraging, Stimulating and Perpetuating the Influence of Good Music</td>
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<tr>
<td></td>
<td>City College of New York—Most Effective All-Over Station Promotion</td>
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<tr>
<td></td>
<td>Billboard—Best Over-All Station Promotion</td>
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<tr>
<td>1947</td>
<td>Direct Mail Advertising Association—Best of Industry Award</td>
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<td>City College of New York—Most Effective All-Over Station Promotion</td>
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Take a NEW LOOK

... at CONSUMER BUYING, MOVEMENT OF GOODS, PRODUCTS TRENDS in Oklahoma City

The Oklahoma City Consumer Panel not only gives advertisers a new look at the quarter-million-person Oklahoma City metropolitan area, but an over-the-transom view of the behavior of their products in today's market against today's competition.

It is a continuing and precise analysis of consumer buying and consumer use of food and drug products in 40-odd classifications. Quarterly tabulations for each classification are available without charge to advertisers showing by brands the number of families buying, dollar volume, place of purchase and other significant information.

The 30,000 or more individual purchases each month by the 400 representative panel families are coded on individual cards with complete biographical material. The special information available from this bonanza of market data is available at actual tabulating cost.

The maintenance of the Oklahoma City Consumer Panel at an annual cost of $50,000 is one of the many services offered by Station WKY and the Oklahoma Publishing Company to help advertisers do a more profitable selling job in the Oklahoma City market.

Owned and Operated by the Oklahoma Publishing Company: The Daily Oklahoman and Times
The Farmer-Stockman—KVOR, Colorado Springs—KLZ, Denver (affiliated management)

Represented by the Katz Agency, Inc.