April Spots Bring May Flowers

GARDENS FOR 108,519

The 1948 Surprise Flower Garden was as popular among WLS listeners as last year—and the year before. Once again, WLS listeners sent more than 100,000 dimes for packets of flower seeds.

We offered the Surprise Flower Garden for only five weeks. We mentioned the offer in the early morning, at noon and at night. 80,881 people responded! It’s significant that during this same period two other flower offers were on WLS. A seed company received 14,216 one-dollar orders for gladiolus bulbs in twelve weeks; in two weeks, 4,301 people sent cereal boxtops and cash for chrysanthemums.

April spot announcements bring immediate response. That’s true of any month—or any time of day—on WLS. Ask a John Blair man why our big market is filled with responsive friends of WLS.

*They’re still coming in!
For 28 years, WWJ - THE DETROIT NEWS has enjoyed a "family relationship" with Detroiters, who have given WWJ the key to their homes, and keep the "welcome mat" out morning, afternoon, and evening.

This is due to WWJ's solicitude for the community's welfare, as evidenced by its continuous Public Service leadership. It is due to WWJ's constant catering to the desires of Detroiters in local programming. And it is due to the wealth of stars available through WWJ's 21-year old NBC affiliation.

The combination of these 3 elements provides WWJ advertisers with an effective economical medium for promotion of products of every description in the multi-billion dollar Detroit market. Through WWJ - THE DETROIT NEWS you gain entrée into the most homes—all the time.
For sales in New England you need Yankee's flock of 23 home-town stations covering the 23 principal markets where New England sales are made.

Every Yankee home-town station has the prestige of a locally successful enterprise, used by local merchants. It has local acceptance as the source of fine programs, in greatest variety, through its Yankee and Mutual hookups.

When you put 23 of these stations together you have an effective flock to tap New England's high per capita buying power. You have local impact multiplied by 23 — a resulting coverage that reaches 89.4% of New England radio homes.

Acceptance is THE YANKEE NETWORK'S Foundation

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Closed Circuit

QUEST of Sen. Tobey for information on distribution of RCA television sets on "loan basis" may yield several surprises. Biggest probably will be disclosure that White House has had set for more than year [Broadcasting, Jan. 6, 1947].

GENERAL MILLS considering shift of Kix account only from Dancer-Fitzgerald-Sample because of product-type duplication within agency. Likely choice Tatham-Laird or Needham, Louis & Brorby.

ATHEISM rears at FCC again. WHAM, Stromberg-Carlson's 50 kw outlet at Rochester, given temporary renewal to Sept. 1 last week pending further information on complaint it had refused time to "Free Thinkers" organization. Left-winger Durr reportedly carrying torch and FCC by 3-2 vote (Coy, Durr, Hyde against—Walker, Sterling) declined regular renewal May 1 pending study. FCC cautious because of ruckus over KGW San Jose-San Francisco case wherein it held atheists had as much right to time as theists.

PLANS to form group of high-fidelity independents in major markets to specialize in classical recordings under way on west coast with national representative interested. Calvin J. Smith, general manager KFAC Los Angeles, is moving spirit.

INSIDE tip from FCC source to midwest Senator last week boomeranged. Senator had been notified of FM grant to an interested constituent. But he got it balled up with three-way parlay AM grants and so notified constitutents. FCC was in quandary, since it hadn't acted on AM cases.

HARRY WITT, assistant general manager CBS western division, most likely candidate for head of network's television operations in Los Angeles following agreement with Los Angeles Times as area's visual outlet.

GENE AUTRY, cowboy impresario and owner of KOOL Phoenix, along with interest in KOWL Santa Monica, has TV syndicate ambitions probably involving performance rights on film productions starring Gene Autry.

ABC considering contract television film deal which would provide network with hour of celluloid fare weekly. Pattern of contract similar to NBC agreement with Jerry Fairbanks Productions.

ARTHUR FELDMAN, ex-ABC roving war correspondent and more recently producer of Mutual's "Radio Newsreel," to be transferred to Washington as Mutual manager, taking over post vacated several months ago by (Continued on page 90)

Upcoming

May 3: NAB District 2, (N.Y., N.J.) Conference, Hotel Roosevelt, N. Y.

May 3-6: CAB Directors Meeting, Royal York Hotel, Toronto.


May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles. (Other Upcomings on page 89)

Bullets

GEORGE BOLAS, formerly with Foote, Cone & Belding, Chicago, has joined Tatham-Laird, Chicago, to head agency's radio department and serve as account executive. George de Beer, former merchandising manager, Foot Products Division, Bauer & Black, Chicago, replaces Mr. Bolas at FC&B.

JACK CARSON, star of his own NBC program, will m.c. May 18 NAB Los Angeles dinner, supported by all-star cast—Eddie Cantor, Harry James, Peggy Lee, Dinah Shore, Dennis Day, Johnny Mercer, Pied Pipers, Victor Young's orchestra.

WWJ-TV Detroit signed network contract with FCC, Harry Bannister, general manager of WWJ WWJ-FM WWJ-TV, announced. Many programs appearing on East Coast network of NBC will be made available to WWJ-TV by films until lines are ready later in year.

FAY DAY, WTOP Washington research director, named assistant manager of research for Radio Sales, CBS subsidiary. He joined CBS-owned capital station in February 1947 after Navy service.

FM's 500th?

FM ASSN. proudly announced Friday that number of FM stations had passed 500 mark. However, junior research project will be required to determine which new FMer is entitled to wear mantle. Bill Bailey, FMA executive director, contacting dozen contenders to determine at what moment each made formal air debut. FCC formally recognized approach of 500 mark Friday in letter answering FMA's request that FCC permit holders be required to go ahead with stations after getting FCC sanction (see separate story page 90).

Business Briefly


UNION ON ABC • United Steel Workers of America (CIO) has bought one-time spot on ABC tonight (May 3) at 9:30-9:45 p.m. to present Philip Murray, president of Steelworkers and CIO, in discussion of U. S. Steel's wage and price policy. Agency, Wiltman & Callahan, Pittsburgh.

EVANS PEN SPONSORS • Evans Pen Corp., Los Angeles (Evantine ball pen), May 7 starts for 13 weeks weekly participation via CBS Meet the Muses on KNX Hollywood and 27 coast and mountain stations (Fri., 3:15-3:30 p.m. PDT). Agency, Capka & Kennedy, Los Angeles.

HELBROS REPLACEMENT • Summer replacement for Quick as a Flash, 5:30-6 p.m. Sundays on MBS for Helbros Watches, is quiz show, What Makes You Tick, June 6 through September. Agency, Daniel Weintraub, N. Y.

CAMPBELL SHOW TO NBC • Double or Nothing, Campbell Soup show now heard Mon., Tues., Wed. 7-8 p.m. on CBS, switches to NBC 2-3:30 daily starting May 31. Agency, Ward Wheelock Co.

TV BASEBALL NEWS • Cunningham Drug Stores sponsoring ten minutes of baseball news on WWJ-TV Detroit preceding twice-weekly telecasts of Tiger home games. Agency, Simons Michaelson. Golbel Brewing Co. sponsors games.

FOOTBALL SPONSORED • Pontiac Dealers' Assn. of Metropolitan Detroit to sponsor broadcasts of all U. of Mich. football games over WWJ Detroit. Agency, Powell-Grant Inc.

WLAW'S REPRESENTATIVE • Paul H. Raymer Co. Inc. appointed national sales representative by WLAW Lawrence, Mass.

'BREAKFAST CLUB' M.C. • GARRY MOORE assigned Friday as m.c. of ABC's Breakfast in Hollywood to replace the late Tom Brennan (early story, page 50). Mr. Moore continues as m.c. of NBC's Take It or Leave It Sunday nights.

AHLENT HEADS ASCAP • FRED E. AHLENT elected to succeed Deems Taylor as president of ASCAP. Election took place at annual board of directors meeting in New York.
BUYING TIME IN MEMPHIS IS LIKE SHOOTING FISH IN A BARREL!

For instance—now available on WHHM is the 4:45 pm to 5:00 pm segment of “BILL GORDON’s 1340 CLUB”. The latest Hooper station audience ratings show:

**WHHM . . . . 11.1**

Station B ................. 6.9  
Station C ................. 4.5  
Station D ................. 3.4  
Station E ................. 3.4  

*Combined ratings of two other Memphis Stations “Plus” others 0.5*

WHHM

“Best Music On the Air!”

MEMPHIS, TENNESSEE

Patt McDonald, Manager
Robert Leder, account executive formerly with Booth, Vickery & Schwinn and George Elliot Adv., New York, joins W. Wallace Orr Adv., New York, as account executive and member of radio and TV staff.


Ruth Rowland, formerly of radio production department, Foote, Cone & Belding, New York, joins Ketchum, MacLeod & Grove, Pittsburgh, as assistant to Willard Schroeder, radio director. She previously was with Federal Radio Education Committee, Washington.

William Stollowitz, formerly with Pedlar & Ryan, New York, joins Doherty, Clifford & Shenfield, New York, as production manager.


Cecil & Presbrey Inc., New York, acquired additional space in present quarters at 247 Park Ave. to house media (including radio timebuying). Accounting and checking departments located at 218 E. 49th St.

Mrs. Rowland

John F. Reeder, vice president and general manager, Walt Disney Productions, resigns to join LaRoche & Ellis as vice president of office to be established in Los Angeles. He remains as member of board of Disney. Firm's advertising will be handled by LaRoche & Ellis.

Lester Jay, Los Angeles freelance actor-producer, joins J. M. Straus & Co., Los Angeles, as radio director.

George B. Dipp'y, merchandising department manager, Young & Rubicam, New York, named assistant to president, Sigurd S. Larmion.

Hugh Brown, control department of Kudner Agency, New York, transferred to television department.

Dan Layman, vice president and director of Dan B. Miner Co., Los Angeles, May 1 resigned to join Young & Rubicam, Hollywood, as account executive on Hunt's Foods.

Ernest S. Lovan and Scott Leonard, account executives, and John H. Wellenkamp, treasurer, of Tracy-Locke Co., Dallas, elected vice presidents. Jerry Moffett resigns from Tracy-Locke, to open own business. He was with agency 17 years, 10 as vice president.


Burton Durkee, former national advertising manager for CVA Corp., San Francisco, appointed manager of Detroit office of Swaney, Drake & Bennett Inc.


Miles A. Wallach resigned as director of research at Kastor, Farrell, Chesley & Clifford, New York, to open own firm, M. A. Wallach Research, New York.


Frederick Gardner Co., New York, announces, effective immediately, account of Travel Expositions Inc., Chicago and New York, has been re-signed.

Charles Kuderna, formerly with McCann-Erickson, and Joseph Fernandez, formerly with J. Walter Thompson Co., join Mocce-
When a leading food processor introduced a new product, WSIX helped him score again. And many other outstandingly successful food advertisers have used WSIX consistently—not only for special campaigns, but for year in, year out results in Nashville's 51-county retail trade area. Get all the facts from your nearest Katz representative. Let the record show you how WSIX can help build a sales score for you.

5000 WATTS : 980 KC
ABC Affiliate

WSIX gives you all three:
Market Coverage
Economy

National Representative
THE KATZ AGENCY, INC.

And WSIX-FM 71,000 W 97.5 MC
Mr. A. B. Sambrook
World Broadcasting System, Incorporated
New York, 20, N. Y.

Dear Al:

First of all, our sincere thanks for the fast and top ranking cooperation from George Rosech on my request for additional promotion material on your World Feature Library.

You will be interested in knowing that I consider the purchase of the World Feature Library as the best 'buy' I have made in my twenty-one years in Miami radio. With a fledgling staff of salesmen, we have sold five of these programs to high class sponsors on long term and the balance will be in the commercial column within a few weeks. Had we never sold a show and broadcast sustaining only I would still consider that I made an excellent purchase.

With kindest personal regards, I am

Musically yours,

S. A. Vetter
Ass't. to the Owner

---

Mr. M. Baldwin, Manager KTIL

"We're certainly well pleased with the World Feature Library recently purchased from you for WAYB-Waynesboro. As soon as some of my other contractual obligations permit, I want to add it to our Covington station."

---

Mr. E. M. Key, WKEY

"What I have done is to split up the Library cost with the accounts already sold on individual shows, i.e. should all our shows or more additional shows be sold, the per program rate would be reduced for each account. . . . At any rate, Pat, the station, as I said, benefits, gains new accounts, and will break even on Library costs; which is to me, fair enough. Optioned already are the 'Hoosier Hot Shots,' 'Polka Holiday,' and 'Chapel Hymns' on a 3-5 and 1 a week basis, in that order."

---
HERE, in one big money-saving package, are twelve shows that will build audiences for you. Here, on famous World high fidelity transcriptions, are twelve shows that provide top musical entertainment... composed of over 1800 15-minute programs... and more than 2100 musical units. It's the World Feature Library and it may still be available for exclusive use in your market.

LIVELY, INTERESTING SHOWS

EACH one of these features is a musical treat in itself. They're musical novelty shows featuring well-known artists. There's Louis Jordan, the biggest little band in America. There's Western music, Hawaiian music, Polkas, Sacred Music, Latin American, Hot Jazz, Accordion, Guitar, vocal and instrumental novelties. And along with the transcriptions are sparkling, well-written continuities that make these shows flexible... suitable for sponsored or sustaining programs.

IT'S ALL YOURS

YOU can get the whole Library — Music and Continuities — in a single package, so that you can guarantee delivery to sponsors. You get Features that have been tested and proved on the air. And you get the quality transcriptions that have made World famous... the best for either AM or FM broadcasting. Available in lateral and vertical recording.

The World Feature Library is priced within the range of limited budgets and according to market classifications. Write, wire or phone us for full information and prices.

SEE US AT N. A. B. CONVENTION IN ROOM 2223, HOTEL BILTMORE, LOS ANGELES

WORLD BROADCASTING SYSTEM, INC.

TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago
22 West Hubbard Street

NEW YORK
50 West 57th Street

Hollywood
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec
Video Advertisers in February—Part A

### Advertiser
- **AAA**
- **Abbott's Dairy**
- **Academy Theater**
- **Steele Ackerman Clothes**
- **Addie Apparel Corp.**

### Product
- **Insurers**
- **Milk**
- **Men's Suits**
- **Women's Fashions**
- **Radio, Video Sets**

### Program Title
- **Movie Theatre of the Air**
- **Stills in Song**
- **Wrestling**
- **People in the News**

### Station(s)
- **WWJ**
- **WWJ-TV**
- **WWJ-AM**
- **KSD-T"V**

### Program Type
- **Ann.**
- **Ann.**
- **Musical**
- **News**

### Day & Time
- **L**
- **L**
- **L**
- **L**

### Agency
- **Rockwell & Martens**
- **H. A. Foley Adv. Agency**
- **Lilly & Wayman & Frankel**
- **Ehrlin & Newwhit**

### Notes
- (Part B Will Appear)

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**FEBRUARY SPONSORS**

1. **Retailers**, largely dealers in radio and video sets, comprised the largest group of advertisers using television as an advertising medium during February, according to the response of 15 video broadcasting stations active during that month to BROADCASTING'S Telestatus questionnaire for February. Of the 215 advertisers reported, 56 were retail dealers, and 20 of the 56 were using television to advertise receivers for sound and sight-and-sound broadcast programs.

2. Automotive products made up the second largest video advertiser group for February, counting 22 individual clients, again mostly on the local level, with dealers depicting the beauty and performance of their new models to the video public. Food and drink were tied for third place with 15 video accounts each. The beverage advertisers were chiefly brewers sponsoring telecasts of boxing and wrestling matches, although their number includes one importer who used video spots to plug his champagne. The apparel, footwear and accessories was the only other class of advertisers to get into the two-figure column and that only barely, with 10 members of this class using video merchandising for their wares.

3. Most of the advertising on television in February was confined to a single station or to the stations of a single community. National advertising was represented chiefly by filmed spot announcement campaigns for Lucky Strikes (9 stations), Bulova watches (8), Botany ties (7), BVD's (6), Elgin watches (4), Cresta Blancas wines (3). Ford Motor Co. sponsored sports programs on three video stations and Chevrolet were advertised with a 10-day series of films in the Winter Olympic tests in Switzerland on five stations, plus a newereal series on three video outlets. Another set of Olympic films was broadcast on WCBG-TV New York for U. S. Rubber Co., which also sponsored two pickups from the National Sportsman's Show on that station in addition to its network sports shows on NBC television.

4. Video network accounts during February, in addition to U. S. Rubber, included 11 other users of NBC's East Coast hookup, plus one on a similar DuMont network. The DuMont client was Kaiser-Frazer Corp., sponsoring Original Amateur Hour, a video version of the old Major Bowes sound broadcast series, which topped C. H. Hooper's first television audience study in February in the New York area with a rating of 46.8.

5. NBC's video clients included: Simon Ackerman Clothiers (five minute newsmetre on Friday night); Brown & Williamson Tobacco Co. (five-minute Friday night filmed sports reports, starting as ski news and switching to training camp baseball pictures late in February); General Foods Corp. (Author Meets the Critics, half-hour Sunday evening studio show); Gillette Safety Razor Co. (Friday night fights); Gulf Oil Corp. (You Are an Artist, drawing lessons); Kraft Foods Corp. (Television Theatre, hour-long Wednesday night studio dramatic series); R. J. Reynolds Tobacco Co. (Alma Kitchell's weekly domestic science demonstrations); Oldsmobile Div. of General Motors (ten-minute Sunday night news report film); R. J. Reynolds Tobacco Co. (Camel Neverseal Theatre, Mon.-Fri. ten-minute newsmetre preceding the evening's feature entertainment); RKO Radio Pictures (a film trailer for "Peggy"), Swift & Co. (Home Service Club, entertainment plus do-it-yourself with Tex & Jinx in charge of the half-hour Friday noontime program); U. S. Rubber Co. (Sportsitime, quarter-hour film show broadcast early Friday evenings before the Gillette fights go on).
Big news in sponsorship results is being made in Baltimore these days. Here's an example:
A telephone survey of television homes made at random on Tuesday evening (April 20) between 9.30 and 10.45 o'clock—while WMAR-TV was broadcasting the pro-basketball playoffs—found 90.8 percent of television sets in use. Of these, 80.5 percent were tuned to WMAR-TV and... sponsor identification was 88.3 percent!

Here's the proof:
- Television homes called: 282
- Sets in use: 256
- Watching WMAR-TV: 214
- Sponsor identification: 188

Of 25 public places polled, all 25 were watching WMAR-TV!

WMAR-FM is now on the air daily on channel 250 (97.9 MC) with 20 kilowatts of effective radiated power.
We had a client who was skeptical. He bought Jimmy Scribner's JOHNSON FAMILY and placed it on WIP, 6:15 P.M. across the board. He also bought three programs on other stations and said, "O.K., boys. It's the survival of the fittest." That was back in January, 1941. Today, he has only one program — the same JOHNSON FAMILY at the same time — that makes seven straight years on WIP. We had a client who was skeptical.
...WHERE
99 MILLION
PEOPLE
GATHER
EVERY
WEEK

...and if you want to reach
this audience with LOWER PROGRAM COSTS,
see back page of this insert.
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**EXPLANATORY NOTES**

**EAST**
- Broadcasts listed for stations that are affiliated with one of the three networks.
- The network affiliation is indicated in the column.

**LISTINGS**
- Stations, networks, and programs are listed in the order they are broadcast.
- Programs are listed in their scheduled time slot.

**NEWSPAPER**
- Broadcasts are listed for newspapers that are published in major cities across the United States.

**NBC**
- Broadcasts listed for the NBC network.
- The network affiliation is indicated in the column.

**CBS**
- Broadcasts listed for the CBS network.
- The network affiliation is indicated in the column.

**ABC**
- Broadcasts listed for the ABC network.
- The network affiliation is indicated in the column.

**FOR MAY 1948**
- Broadcasts listed for the month of May 1948.

**PREMIUM PRODUCTION**
- Broadcasts listed for premium production.

**STATIONS**
- Stations listed for the broadcasting area.

**SUNDAY**
- Broadcasts listed for the day of the week.

**EXPLANATORY NOTES**
- Broadcasts listed for the day of the week.

**.broadcasting**
- Broadcasts listed for the broadcasting area.

**newspaper**
- Broadcasts listed for newspapers that are published in major cities across the United States.

**Networks**
- Broadcasts listed for the network.

**For May 1948**
- Broadcasts listed for the month of May 1948.

**Premium Production**
- Broadcasts listed for premium production.

**Stations**
- Stations listed for the broadcasting area.

**Explanatory Notes**
- Broadcasts listed for the day of the week.

**Broadcasting**
- Broadcasts listed for the broadcasting area.

**Newspaper**
- Broadcasts listed for newspapers that are published in major cities across the United States.

**Networks**
- Broadcasts listed for the network.

**For May 1948**
- Broadcasts listed for the month of May 1948.

**Premium Production**
- Broadcasts listed for premium production.

**Stations**
- Stations listed for the broadcasting area.
During the current winter season... advertisers sponsoring evening half-hour CBS Package Programs... averaged larger audiences... at 40% lower talent costs than the average sponsored evening half-hour program on any network.

*Whether you read Nichols or Hooper*
DON'T LOSE YOUR GRIP IN GRAB (Ky.)!

Everybody knows it ain't polite to Grab (Ky.)—but just from the name of this metropolis, alone, you can also probably figure it's kinda silly as well!

The market that counts in Kentucky is the Louisville Trading Area. This one Market does more business than all the rest of the State, combined. And WAVY covers it completely, without waste, and at a very low rate.

Grab WAVY, Pal, and you've got something. Grab Grab, and—well, what can you do with a fistful of open country, anyway?

LOUISVILLE'S

WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

May 3, 1948 • Page 13
Open Mike

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

Agency Executive Finds 'Broadcasting' Valuable

EDITOR, BROADCASTING:
While I have been a reader of BROADCASTING for many years as program producer, I find it even more valuable to me today.

James D. Foote
Radio Director
Foote, Cone & Belding
Chicago

Comment on New Style Is 'Easier to Read'

EDITOR, BROADCASTING:
I wish to state, as the phrase underlines, that the new makeup of BROADCASTING is a great step forward. I like it. It's business-like and does the first thing that the makeup of a magazine ought to do... makes it easier to read.

More power to you!
Joseph Katz
President
The Joseph Katz Co.
Baltimore

WHEB Manager Gives 'Clears' Coverage Views

EDITOR, BROADCASTING:
I wish that I could congratulate you on your reporting of the current hearing of the Senate Committee on Interstate and Foreign Commerce, but I believe... your coverage has been somewhat colored on the Clear Channel side. However, that is simply a difference of opinion and you, of course, are entitled to see it any way you wish. Best wishes.

Bert Georges
General Manager
WHEB
Wilton, N. H.

Opening of Agency Well Noticed—Orr

EDITOR, BROADCASTING:
This is just a few lines to tell you how much I appreciate the way you handled the recent announcement of the opening of my agency.

In going over the many letters I have received, about 99 44/100% mentioned the fact that they saw the announcement in BROADCASTING. Thanks again for your wonderful cooperation, and with best regards, I am,

W. Wallace Orr
President
W. Wallace Orr Inc.
Philadelphia

[Editor's Note: Mr. Orr refers to story in April 19 issue.]

Features of Magazine Draw Compliments

EDITOR, BROADCASTING:
In my radio reincarnation as public relations consultant to Mr. Petrillo and the American Federation of Musicians, I'm back to reading your magazine from cover to cover as in the days when I was a station operator.

As a guy who professes to still have an eye for newsworthiness, typography and general readability, I'd like to tell you that the book looks an easy .999 improvement—and I thought the earlier magazine was a leader in the trade field.

Hal Leyshon
Hal Leyshon & Assoc.
New York

EDITOR, BROADCASTING:

A word of congratulation... for the excellent job of reporting a very complex and quickly growing subject, namely, television. It is possible that television is one of the big stories of the current year.

You have been quick to recognize this and to change the pace and scope of your coverage to follow television's growth step by step.

I like what you are doing with the layout of your magazine. The changes made to date increase its readability and give it an attractive new look without sacrifice of the familiar features to which we are all accustomed. . .

James Nelson
Director
Advertising & Promotion
NBC, New York

EDITOR, BROADCASTING:
While others have commented on the content of your special market study, we at WNNA feel that an equally important factor is the handy form in which it was presented.

The special section was lifted out of that issue and now is in our files in complete, un-formorn. By saving it and the special studies to come, we hope to build up a library of vital sales case histories and operating data...

John T. Gelder
Station Manager
WNNA
Charleston, W. Va.

EDITOR, BROADCASTING:
I just want to take this opportunity to compliment you on the market series as well as the magazine format and the new features of your book.

Howard L. Chernoff
General Manager
WCHS
Charleston, W. Va.

EDITOR, BROADCASTING:
May I congratulate you and your staff on the new BROADCASTING.

(Continued on page 16)
To maintain and strengthen its traditional role of Leadership—and to keep well ahead of the expanding needs of a fast-growing, prosperous market—KOMO now broadcasts with 50,000 watts. Thus, it gives advertisers even more "Selling Sock". 

KOMO sells the market surely, quickly, economically.
The magazine is so sparkling that I forget, while I’m reading it, that I HAVE to read it.

I’ve heard nothing but favorable comments on every phase of your new format, so I write enthusiastically I’m only going along with the tide.

Jo Dice
Trade Press Editor
NBC, New York
* * *

Nebraskan States View
On Clear Channel Issue

EDITOR, BROADCASTING:
Your present issue (April 19) reads like not much change in
“clears.”

With a more “suitable type propagation” by clears more uniform coverage and smoothing out of “skip areas” would be possible, to benefit of all of us. Then, possibly less “clears” or power would do the trick. Too much “cloud warming” in present energy-wasting method. Our signals are generally inadequate out here...

If need be a “clear” transmitter located perhaps 50 miles from a population center, would place it on a more equal footing commercially with other stations.

Not all papers are daily. Many a weekly “Beantown Bugle” serves. So, too, could stations in small towns, by operating with regular engineering requirements but only 364 hours a year using either AM or FM.

Bud Crawford
Broken Bow, Neb.

WCSI Has Praise
For Cooperation

EDITOR, BROADCASTING:
I can’t help but note that your fine magazine has given this station absolutely wonderful cooperation. One station could not ask for better cooperation than that which you have given us.

Grace Zimmer
Promotion Director
WCSI Columbus, Ind.
* * *

Mickel Deplores Bias
In Listener Surveys

EDITOR, BROADCASTING:
Recently, all four of the stations in this city ordered a telephone survey.

One of the employees of the newspapers with which we are affiliated told me that his next door neighbor had been working on the survey. He said he had seen her work sheets and that she commented on the results, she might possibly have been influenced to favor us because of her friendship with the newspaper man.

One of the local stations not satisfied with the results ordered a similar survey to be made by another company. Our station had two listeners report to us that, after they had answered the telephone and reported that they were listening to our station, they were asked—“Are you sure?”

My feeling is that the survey companies are at fault; that radio stations, in view of the fees paid, are entitled to an unbiased, fair report; that such things as I’ve outlined undermine all surveys...

we made a very satisfactory showing .... but I have to see such things continue.

David E. Mickel
General Manager
WGBA Columbus, Ga.

Open Mike
(Continued from page 14)

Read Konecky Book,
WSWN Chief Suggests

EDITOR, BROADCASTING:
May I recommend as “must” reading for every broadcaster the wonderfully gibeirish writings of one Eugene Konecky intriguingly titled The American Communications Conspiracy.

Mr. Konecky makes it clear early in his book that the happy solution to all of radio’s ills is government ownership. He points out that the bright example set by England, Canada, Russia and “all the new democracies in Europe.” Personally, I have never listened to the radio in Russia, as has, I am sure, Mr. Konecky, but I have listened in Canada and in England and I’ll take American radio listening any day.

I’ve improved some listening by reading the Konecky writings. I’ll love it!

Tom Watson Jr.
General Manager
WSWN Belle Glade, Fla.

* * *

Requests: "VD" Editorial.
For Use in Leaflet

EDITOR, BROADCASTING:
It was with a great deal of pleasure that I read the article “Radio vs. VD” by Erik Barnouw, and your editorial about the series being developed by Columbia U.

We believe that the article and editorial would make a fine one-page leaflet.

J. R. Heller, Jr.
Chief, Venerable Disease Division
U. S. Public Health Service
Washington, D. C.

[Editor’s Note: Delighted to give permission. It’s a worthy cause and we’re glad to lend our name to its support.]

* * *

Give ‘Yes’ a Rest,
Alabaman Suggests

EDITOR, BROADCASTING:
... Looking for ways to make commercials less painful...

whenever a commercialism is at fault I have a word for him which I’ve always heard...

Frank Craighead
Mobile, Ala.
NOW ON THE AIR COMMERCIALY IN THE IMPORTANT MINNEAPOLIS-ST. PAUL MARKET . . .

Ready-

★ FOR OUTSIDE TELECASTS
3 Mobile Units (one is a large Studio operation).
3 Image Orthicon Cameras.
2 Microwave Transmitters and Receivers.

★ FOR STUDIO SHOWS
3 Orthicon Cameras.

★ FOR FILM AND SLIDES
2 Iconoscopes
16 mm strobo-light projector equipped for over 140 minutes continuous projection.

★ FOR SILENT MOVIES
Latest type Bell and Howell camera with complete lens complement.

★ FOR STILL PICTURES
Leica with complete lens complement.

★ FOR SOUND PICTURES
Single System Berndt-Bach auricon camera with full lens complement.

★ FOR FILM PROCESSING
Huston Speed Developer.

On April 27, 1948, KSTP-TV began full commercial operation with its 571 foot tower . . . the highest structure in the Northwest. Over 3,000 television receivers are already in operation. KSTP-TV men, with more than nine years video training are making Northwest television history.

Nation's First NBC Affiliate
REPRESENTED BY EDWARD PETRY & CO.
These 5 Stations Build Sales for You...

**WORK**
York, Pa. Established 1922

**WGAL**
Lancaster, Pa. Established 1922

**WRAW**
Reading, Pa. Established 1922

**WKBO**
Harrisburg, Pa. Established 1922

**WEST**
Easton, Pa. Established 1936

- **Feature of the Week**

LAYING an educational trap for the nation’s No. 1 killer—rheumatic fever and heart diseases—are Mr. Terry (standing) and (1 to r seated) Mr. Roberts, Dr. Bouslog, and Mr. Wager.

JOINING FORCES with the Colorado Medical Society, KLZ Denver, has declared all-out war on Public Health Enemy No. 1—rheumatic fever and heart diseases. As a combat vehicle KLZ is utilizing a new series of public service shows on heart diseases entitled *Knave of Hearts*. The first of the series, prepared by KLZ staff members from authenticated data supplied by Dr. John S. Bouslog, president of the state medical society, and fellow doctors, was presented May 2, by the CBS affiliate.

Medical circles offered more than (Continued on page 80)

- **On All Accounts**

A S radio director of Roche, Williams & Cleary Inc., Chicago, Phil Stewart is a “natural.” He was well-grounded in the fundamentals of radio when he joined the RW&C staff in 1942, having served in network announcing capacities for the better part of a decade.

Phil’s dulcet-toned voice could easily be identified even today by any avid follower of the Wayne King orchestra which graced the network air waves from 1930 to 1938. The program began...“This is the Lady Esther Serenade...” Born in Glasgow, Scotland, in 1903, Phil came to the United States when he was 17 and soon found himself heading a musical combination in vaudeville. In 1928, while in Chicago, he struck an acquaintanceship with WCRW (“The Gold Coast station”), and accepted an offer to handle announcing duties and turn platters at $30 a week.

In time he was weaned away by KYW, then located in Chicago. Listeners heard the famous Stewart voice dignify the instrumental efforts of such favorites as Rex Maupin and his “Aces of the Air” and later Jules Herbuveaux, present NBC program manager.

Hired as an announcer for the Wayne King show in 1936, Phil terminated his KYW association. The King program enjoyed tremendous success in the 30’s, expanding at one time to five stints on three networks, and the suave-voiced Scotsman became identified as Mr. King’s personal announcer.

In 1938 Phil went to the West Coast where he launched programs of his own. His best known, *Dealer in Dreams*, was aired on CBS’ Pacific Coast hookup. Turn of the 40’s found Phil back in Chicago—but soon inclined to another field. He (Continued on page 80)
There's a lot more to it than this...

In fact, there's a complete story behind this picture. The man is a Weed & Company representative. He's almost always welcome wherever he goes... Why? There's a lot to it that doesn't show in a receptionist's friendly smile.

There's training and timing, associations and experience... There's a lot of knowledge backed up by a lot more hard work. Basically... there's the fact that he never wastes time. He means business... he talks business.

He knows specific markets like the back of his hand and he talks effective coverage in them. He knows how to get maximum results from every penny you spend for advertising... he talks Spot Radio.

Spot Radio is a highly complicated as well as a highly profitable medium. The expert knowledge required to use it correctly makes Weed and Company service indispensable to any radio advertiser.
Yes...pity the poor Sponsor...who listens to the claims of competing stations! Then, he gets swamped with Hoopers! Then, he’s bewildered!

He’s the fellow who pays the bills. And, to HIM...WHK in Cleveland, makes more than claims and promises. We make money for sponsors thru RESULTS! The proof? For the past 6 years WHK has consistently done more program business with local sponsors (who can watch results the most closely)...THAN ANY OTHER CLEVELAND STATION!
NO RADIO CENSUS?

By J. FRANK BEATTY

THE 1950 decennial census, showing the number of people in the U. S. as well as where and how they live, probably will not reveal any facts about radio set ownership, it was learned last week at the Bureau of the Census.

Highest officials at the bureau, as well as business advisors on whom they rely heavily for guidance, disclosed that the chances a vol. radio will be dropped are "very great."

These reasons are cited:

- Set ownership is so near the saturation point that a new set won't show anything significant.
- There isn't any demand for the figures.
- The 1940 census was too complicated and the Bureau, facing higher costs, wants to cut down the size and cost of the job, now estimated at over $100,000,000.

Since the Bureau started the task of winnowing out proposed questions it has been subjected to powerful campaigns from hundreds of groups and industries.

Yet in the year-and-a-half of conferences, it has received only "a few" letters from the entire broadcasting industry, as well as related industries, requesting that the 1950 Census show how many homes have radios.

Recalling the insistent efforts by broadcasters to have radio set questions in the 1930 and 1940 census counts, bureau officials appear convinced that there isn't any point in spending the million or more dollars entailed in asking the question in 1960.

Though conceding the rapid growth of television, and its potentialities, bureau executives declare hardly any requests have been made for information on TV. One research group has asked for a breakdown on AM, FM, TV and shortwave receivers but this involves critical technical problems, it was indicated.

J. C. Capt, Director of the Census, told Broadcasting there seems to be almost a saturation of broadcasting receivers. He said it is "wasteful just to find out what you know already.

The 1930 decennial census showed approximately 12,000,000 radio families, or about 40% radio ownership," Mr. Capt said. It was obvious to the Bureau during the next decade that set ownership was increasing rapidly. The Bureau was confronted on all sides with requests for a 1940 enumeration.

"After all, we naturally are influenced in selecting 30-odd questions for the population count and another 30 for the housing study on the demand for the information as well as its usefulness to the nation as a whole.

"The 1940 enumeration showed roughly 29,000,000 occupied homes with radios, or 83% ownership. A sample study in 1945 disclosed 34,000,000 radio dwellings, or 90% ownership."

"If broadcasters, advertisers and other groups believe a radio set question should be inserted in the 1950 enumeration, the Bureau will welcome their ideas."

"Great pressures are exerted for information ranging all the way from the number of flats in American kitchens to the number of blonds, redheads and brunettes."

"In 1930 the first radio set question merely consisted of a brief radio line with space for the enumerator to write 'B' if the family had a receiving set. In 1940 the enumerator asked if there was a radio in the dwelling unit, 'Yes' or 'No.' However the 1940 question appeared in a separate Housing Census."

"The Bureau already has an appropriation of roughly $2,700,000 for preparatory work in 1949 fiscal year. Legislation providing for a 1950 housing enumeration is pending in the House Committee on Post Offices and Civil Service. It has already been passed by the Senate (S-554)."

"Another bill (HR-6208) before the same committee provides for quinquennial business and manufacturing censuses in 1949 and 1954, spreading the Bureau's work load. A similar bill has been passed by the Senate (S-554). Many marketing, advertising and business organizations appeared in behalf of this legislation."

"An organization like the Census Bureau which serves no special cause but which produces a great quantity of statistics on a take-it-or-leave-it basis, is at a serious disadvantage in competing for funds with regulatory and programming agencies which have specific functions to perform."

"In making appropriations, legislators are naturally influenced by the vigor of the expression of need for the services under consideration. It is only natural that the wide variety of basic statistics which the Census Bureau produces—and which are taken for granted like air and water—will not stir (Continued on page 70).

SHEPPARD BILL

Hits Networks Owning Outlets

By RUFUS CRATER

STATION and network properties worth more than $150,000,000 would be forced onto the market for sale under a bill introduced last week by Rep. Harry R. Sheppard (D-Calif.) to divest national networks of station ownership and limit use of network programs.

The bill (HR-6373), which even its author expected to be toned down, and for which other legislative observers held out little chance of enactment, would;

- Prohibit ownership of stations by national networks.
- Prohibit ownership of either networks or stations by manufacturers of equipment used in station construction or operation.
- Forbid stations to devote any two consecutive hours to network programs, limiting them to "every other or alternate hour."
- Define a network as two or more stations linked for simultaneous broadcast—a definition which, industry observers noted, is the same as that insisted upon by several radio unions.

Rep. Sheppard, making his first venture into the field of radio legislation in 11 years in Congress, conceded that "much compromising" probably would be done, and did not appear concerned over the likelihood that there would be no action on the measure this session.

Next Session Possibility

He said he did not intend to press for immediate consideration and that if Congress adjourns before action is taken, the bill will be reintroduced at the next session—by himself if re-elected in November, by someone else if he is defeated.

The 83-year-old Democrat, retired businessman and former com-mittee man of the Brotherhood of Railroad Trainmen, insisted that the bill originated with himself alone and that he had not discussed it with any representatives of the radio industry or with any of his Congressional colleagues.

He said he purposely "made it long" to encourage thorough discussion of all of its ramifications, and that he was not seeking early action because he wanted to be "fair" and give opponents time to prepare their case.

Rep. Sheppard, from Yucaipa in San Bernardino County, said he was motivated solely by his belief in what he called "public necessity" and that in his view "public necessity" is one of the cardinal principles of the Communications Act (Continued on page 80).
Radio Service for Non-Radio Towns

**More Are Mentioned To Succeed Durr**

President Truman told newspaper men he could not comment. President Truman, at his news conference last Thursday, likewise declined comment on the visit, neither confirming nor denying that it related to the FCC vacancy or to the Johnson anti-chain bill or Mr. Tobey's plans for an investigation of TV and FM allocations and patents [Broadcasting, April 26].

Merit promotions within the FCC for the Durr vacancy also are mentioned. These include Benedict P. Cottone, general counsel; Acting Chief Engineer John A. Willoughby, and Chief Accountant William J. Norfleet [Broadcasting, April 26]. Because they could retain their present posts until confirmed, these officials would have nothing to lose in the event the Senate Republican majority did not confirm them.

President Truman has left the high-power broadcasting—AM or FM—but rather as a workable, low-price service for those small towns which do not have a local station or adequate nighttime service. He estimated he could provide a good radio service with the FCC to several small communities in the U.S., and Canada with a 400-kilowatt band divided into channels of 10 ke each.

Some quarters last week had expressed considerable concern that the FCC would simply “muddy the waters” of the FM controversy to an even greater extent, or that it was just more snipe-shooting at an industry problem already settled.

At the hearing on W9XHZ progress, Commission Counsel David S. Stevens indicated the proceeding (Continued on page 78)

**Fibber Heads List In Six-Month Poll**

** Benny Second and Hope Third In Fall-Winter RATINGS**

The Fibber McGee & Molly show was top-ranking program in the "Hoorooper of Stars," a calculation of program popularity for six months of the 1947-1948 fall-winter season. C. E. Hooper Inc. announced last week.

Fibber McGee & Molly topped programs not only in its own category but also in any others. Its average Hoovering was 27. Jack Benny was second with 26.1 and Bob Hope third with 24.3.

The rank in the variety category last year was Bob Hope, first; Fibber McGee & Molly, second, and Jack Benny third.

Other program categories and the three leading programs each in order of their rank, follow:

**Plays—Radio Theatre, 25.2; Screen Guild Players, 15.7; Theatre Guild on the Air, 11.8**

**Evening Drama—Knights—War of the Worlds, 19.1; Life of Riley, 16.8; News Commentator—Walter Winchell, 22.2; Loretta Parson, 12.2; Drew Pearson, 10.9; Mystery—Mr. District Attorney, 19.3; Big Town, 14.5; This Is Your FBI, 13.9; Male Singer—Music Hall (Al Jolson), 15.9; Bing Crosby, 16.5; Supe Club (Perry Como), 8.4; Audience Participation—Truth or Consequences, 21.2; Take It or Leave It, 15.6; Bob Hawke Show, 11.6; Variety, Female Singer—Judy Canova, 14.6; Fannie Brice, 13.4; Joan Davis Show, 9.6**

**Evening Popular Music—Your Hit Parade, 15.7; American Band of Familiar Songs, 15.7; Manhattan Serenade, 11.8; Go-Round, 11.8; News Reporter—Johns-Manville News, 11.3; Monday Morning Headlines, 8.1; Lowell Thomas, 7.1**

**Quiz Expert—Can You Top This, 9.5; Quiz Kids, 7.8; Trivia Questions, 7.4; Female Singer—Supe Club (Joe Stafford), 7.9; That Three Refreshes on the Air, 9.3**

**Fibber McGee and Molly—Rate Your Stations, 19.7; Election Day Hour, 15.1; Сoncert Music—Voice of Firestone, 8.6; Telephone Hour, 8.6; RCA—Victor Show, 6.5; Children’s Program—Lone Ranger, 10.7; Let’s Pretend, 6.8; Jack Armstrong, 4.5**

**Daytime Dramatic Skits—One Man’s Family, 8.3; Stars Over Hollywood, 8.0; Theatre of Today, 7.8; Weekday Serial—Our Gang, 7.5; Ma Perkins, 7.8; Big Sister, 7.8**

(Continued on page 71)
NAB CONCLAVE

NAB is going ahead on a convention-as-usual basis despite the threat of a nationwide rail strike May 11. The surprising air-transport sources about the ability of airlines to meet a rail emergency has eased somewhat the early fears —

Delegate survey designed to show the extent of code opposition [BROADCASTING, Nov. 17, 1947]. In his current letter he charges the By-Laws were designed to make amending a difficult process. He explains, however, that approval of his petition "will remove from the By-Laws the non-fictional, not only to set up a code but also to appoint a czar to enforce it." He explains that while it is too late to get a petition ready for board action in May, the petition would be helpful to the board in its deliberations.

Questions he desires to submit to a referendum vote are:

shall the By-Laws of the NAB be amended by striking all of Paragraph 1 of Article VIII:

The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable?

shall the Certificate of Incorporation of the NAB be amended by striking line 7 of Paragraph 4 of Article VIII:

The Board of Directors shall have the power to enact, amend and promulgate Standards of Practice or Codes and to establish such methods to secure observance thereof as it may deem advisable?

NAB had no official comment on Mr. Breen's letter, other than to suggest that the board naturally would study carefully any expression of views by the membership. The code is slated for discussion at the Monday afternoon management session.

Pocket-size reprints of the latest version of the code are being printed by NAB in quantity for use of delegates at Los Angeles.

With the convention only a fortnight away, C. E. Arney Jr., secretary-treasurer, was operating from his temporary headquarters in the Los Angeles Biltmore convention site. Scheduled to leave Wednesday of this week for Los Angeles are these members of the headquarters staff: Everett E. Revercomb, assistant secretary-treasurer; Robert K. Richards, director of public relations; James A. Stringer, Dept. of Information; Hana F. Fruth, secretary to President Justin Miller; Donald S. Farver, auditor. Arthur C. Stringer, in charge of the exhibits, left Friday.

Judge Miller leaves this week, stopping at the U. of Arizona to make an address to the student body. A. D. Willard Jr., executive vice president, will leave next week.

Registration Increases

Advance paid registration for the Management Conference totaled 565 Thursday night, with final registration of 800 to 800 anticipated. Advance registration a fortnight prior to the Atlantic City convention in September was about 1,000.

Advance registrations totaled 156 for the Engineering Conference May 20-21, with well over 200 expected to attend. This number may be swelled by registration of managers during the management sessions.

Hotel space in the Biltmore, Ambassador and Town House has all been reserved, it was learned. The transportation problem was causing concern at NAB headquarters last week, with hope that airlines would help out in case of a rail strike. The Air Transport Assn. told BROADCASTING lines could add extra flights in case of an emergency and take care of a great deal of additional traffic. They noted, however, that they will be under pressure everywhere to supply space.

Rail Crisis

Persons worried about the rail crisis were advised to get air space as early as possible. Handling of the NAB convention traffic diverted from rail would not be a great problem, it was explained.

With DC-6 planes coming back in service "very fast," ATA said additional equipment is available for an emergency. Transcontinental flights of most of their DC-6's by mid-May, was explained.

New entertainment event on the convention agenda is a Santa Catalina trip for women, starting at 8:45 a.m. May 19. The event was arranged by P. K. Wrigley and the Santa Catalina Co.

COBUILD CARES Radio

COMMENDATION to broadcasters for "generous contributions of time and talent" in aiding deliveries of CARE packages to Europe was expressed in a letter to NAB President Justin Miller by Paul Comly French, executive director of CARE. The letter referred to work of members of the Assn. of Women Broadcasters. An outstanding example cited was the People Are Famous program, which collected $100,000 in four weeks.

PLANS NOT HALTED BY RAIL STRIKE THREAT

A SIX-MONTH agreement establishing wage scales for musicians in television performances was reached last Thursday in New York by major networks and James C. Petrillo, president of the American Federation of Musicians.

Rates set in the agreement cover all phases of television music and were as follows:

For local television origination, two-thirds of major-station local AM rates for staff work and for shared arrangements and in the evening be devoted to with two-thirds of prevailing AM network rates in all cases. For duplicated AM-television programs each musician will receive the prevailing AM rate plus $750 for each sponsored program on television and $3.75 for each sustaining television program.

A further provision is that if a musician is employed on staff for AM work is assigned to television broadcasts, he will continue to receive full AM scale.

Musicians employed on television staffs must be paid the pro-rated difference in scale for each day of AM work in case they are assigned to it.

An additional $3 fee was set for musicians "called in for costuming or makeup," according to an announcement from Mr. Petrillo, but they "must be called within one hour prior to the telecast or dress rehearsal. The men are to furnish tuxedos and business suits as required.

Single Use

The union agreed that films recorded of live video performances must be used only for single use only over any station which is affiliated with the network at the time of the original telecast. Other use of television film were not covered by the agreement. Discussions in this field will continue.

The AFM agreed that no additional wages must be paid musicians in remote television pickups in which "music is incidental." Sports events, parades, political conventions fall into this category.

In all other remote television broadcasts, however, such as "concerts, symphonies, operas, musicals from theatres, taverns, hotel dance bands, etc., the rates will be set by NAB federation," the announcement said.

The agreement became effective May 1. Mr. Petrillo announced the arrangement would be "reconsidered" next October "in the light of developments.

In announcing the agreement, the union president described the television wage situation as "one of the most difficult... I've ever faced."

"Our problem was to set a decent scale without hampering the progress of an infant industry," he said.

Official comment from the networks was not forthcoming.

May 3, 1948
Celenlüe Diesel
WNBC New York purchases spots on WCTC New Brunswick, N. J., promoting WNBC's salute to city. L to r: Schuyler Chapin, WNBC promotion; Derry Berry, WCTC sales; James Howe, WCTC president.

"CATERPILLAR" Diesel electric standby motor protects the KLZ Denver transmitter against power failure with assurance of 40 to 60 kw. KLZ engineers are (l to r) Warren Lockyear, George Bolts, Ed Clinkenbeard.

OVER-ALL VIEW of NBC's new television studio 8G in the RCA building shows four cameras covering two separate sets at once. Three cameras at rear pick up a rehearsal, while camera at right prepares to go on the air with a second show.

OVERALL VIEW of NBC's new television studio 8G in the RCA building shows four cameras covering two separate sets at once. Three cameras at rear pick up a rehearsal, while camera at right prepares to go on the air with a second show.

LLOYD YODER (l), KOA Denver manager, gives NBC M.C. Art Linkletter a ten-gallon Stetson to wear on Denver visit.

IN NEW YORK celebrating Paris opening of Harriet Hubbard Ayer salon (l to r) Ralph Lewis, Ayer president; Bill Paley, CBS board chairman; Charles Luckman, Lever Bros. president.

MOVIE STAR handless veteran Harold Russell (l) is interviewed on WHLI Long Island by Announcer David Platt.

BROADCASTING from train's "Astra-Dome," Jack Bennett (center), KWK St. Louis interviews Harry L. Blair (l), General Motors. KWK Technician Ken Hildenbran is at left.

ARRANGING for Shell Oil's sponsorship of two daily newscasts on KTHT Houston are Shell representatives (l to r, seated) Hugh Mulvaney, Marion Gray, Ed Lier, Eric Boswell. Standing are Bill Bennett, manager, and Jack Edmunds, program director of KTHT, and John Heiney, J. Walter Thompson.

CONTRIBUTION of $1,575,000 from "Truth or Consequences" listeners is presented Dr. A. R. Barnes (r), president of American Heart Assn., by Ralph Edwards (l). m.c., and William Werner, Procter & Gamble.

VAUGHN MONROE (l) is interviewed by Ed Reimers on WBEN-TV Buffalo experimental telecast. Mr. Monroe "sang" mutually while his recording of "Matinee" was played. WBEN-TV "T-Day" is in late spring.

AIR FRANCE traffic manager, Pierre Rousseau, bids WTIC Hartford's Jean Colbert "Bon Voyage" at airline's first Boston-Paris flight.

AROUND 936-ft. tower of KOCT-FM Oklahoma City are (l to r) Royden Freeland, chief engineer; John Thomas, president; M. H. Bonebrake, manager.

JOHN GILMORE, president, New England School of Radio Broadcasting, for third year signs "New England School of the Air" on WICC Bridgeport, as Joe Lopes, WICC, observes.

ABCers attending L.A. Ad Club 20-years-in-radio luncheon include (l to r); Sid Stevens, Hollywood audience promotion director; Byron Nelson, salesman; Sid Goodwin, producer; Georgia Fuller, auditions; Carl Lorenz, engineer. Group totals almost 100 years in radio.
gson's Wayne Morse and Vermont's George D. Aiken, he forms what has been termed the "liberal" side of the Senate. The left-wing New York newspaper FM has called him "a courageous and far-sighted Republican Senator."

He has not always been such a "hero" however. Back in the pre-World War II days, he was a dyed-in-the-wool isolationist. He even opposed the 1940 census as a "snapping attempt" by the War Dept. to obtain information on mobilization.

With the advent of the war and under the pressure of criticism from constituents, however, he made a complete about face and has since been known as more of an internationalist.

But regardless of his other feelings he has always fought monopolies and their "fat lobbyists with round heads and round bottoms."

His first public entry into the radio limelight was his violent opposition to former FCC Comr. Thad Brown in 1940. Comr. Brown denied an accusation of Sen. Tobey that he (Comr. Brown) had been involved in a New York night club escapade with RCA as his host. The denial angered Sen. Tobey and he launched an investigation of "radio policies and practices."

When Comr. Brown was nominated by the late President Roosevelt for another term, Sen. Tobey bitterly opposed the appointment and as a result it was shelved by the committee. Comr. Brown died a short time later.

Sen. Tobey acquired a renewed interest in radio about the time he became acquainted with Maj. Edwin Armstrong, FM inventor, a few years ago. Since that time, he has taken up the Major's oft-repeated charges that FM had been sidetracked and pushed around and that television belongs in the upper bands.

The New Hampshire Republican looks with jaundiced eye on the FCC black and white vs. color decision, reached during Charles Denny's tenure as FCC chairman, and favored by RCA, NBC and others. Moreover, he has frequently pointed out that Mr. Denny is now employed by NBC for a "high salary."

"Fellowed White"

Since Chairman Wallace H. White Jr. (R-Me.) became ill and he assumed the acting chairmanship of the Commerce Committee, Sen. Tobey has taken a greater and greater interest in radio matters. His attendance was almost constant at the recent Johnson Bill hearings and he was a frequent and persistent questioner. The second investigation of RCA policies will probably start off with high RCA officials, who will most likely be asked a host of questions about\n
**TOBNEY**

**Sharp Tongued Senator Rose Through Ranks**

By JOE SITRICK

RADIO appears headed for another sweeping Congressional investigation—this time into patents, cross-licensing, allocations, FM and TV—with RCA, NBC and FFC the main subjects under scrutiny.

The initiating force is Sen. Charles W. Tobey (R-N.H.), who rose from an $18 a week bank clerk in 1903 to become one of the most powerful and high-ranking legislators in the land. How he achieved that height and what makes him tick as he does is a story in itself.

The varied occupations of the Senator's early days gave little indication that he would some day be the helm of two important Senate Committees—Banking & Currency and Interstate & Foreign Commerce. In the former he has jurisdiction over all financial matters including prices, rent, housing, etc., while in the latter, he is concerned with all legislation affecting commerce, including commodities, shipping, transportation and allied fields.

Was Bank Clerk

From his inauspicious beginning as a bank clerk, he shifted to working on a farm in 1903 and acquired a chicken business before leaving that field in 1916 to enter the investment banking business in which he later became prominent. To add variety, he spent some time in the insurance business and later served as president of the New Hampshire Mutual Bank.

His political history began in 1915 when he was elected to the New Hampshire House of Representatives. He was later re-elected in 1919-20 and 1923-24, serving as speaker in the 1919 term. He served as president of the state senate in 1925-26 and was elected governor in 1929-30.

The Senator's venture into national politics began in 1932 when he was elected to the U. S. House of Representatives. He was re-elected to the following two Congresses and in 1938, he succeeded in winning a Senate seat. He was re-elected in 1944 for a second term which ends Jan. 3, 1951.

Sen. Tobey is a long-time opponent of monopolies and has always been interested in the patent procedures and policies of any or all industries. He has often championed unpopular causes in the Senate, frequently against the party line. In fact, many Republican conservatives regard him as "even more of a New Dealer than Claude Pepper," and a traitor to the GOP traditions.

He is a consistent nonconformist with an independent mind and a scalpel-edged tongue. With Ore-\n
**RADIO PROBE**

FAR-REACHING investigation of radio by Acting Chairman Charles Tobey (R-N.H.) of the Senate Interstate Commerce Committee is scheduled to get underway May 12, it was learned last week.

Plans for the probe, which promises to be a full-scale one looking into allocations, regulations and patent ownership, were first revealed by Sen. Tobey in a surprise maneuver April 23 [Broadcasting, April 26].

On that date, immediately following the closing testimony on the Johnson Bill (S-2231), Sen. Tobey swore in Raymond Guy, NBC manager of radio and allocations engineering, and fired at him a barrage of questions and charges about RCA actions and policy.

Unable to Answer

The NBC executive, however, was unable to answer many of the policy questions and Sen. Tobey demanded that the man "say something" to a subsequent hearing which he would schedule.

Sen. Tobey had planned to call the session earlier, but a crowded committee schedule and the necessity of taking sufficient time so that top-level witnesses could make plans to appear were believed to be the factors involved in determining the date.

On that legislative matters of radio interest, it was pretty much status quo. The Johnson Bill was discussed at a closed session of the committee, but was not reported out.

The reason, according to the author, Sen. Edwin Johnson (D-Col.), was that printing of the recent hearings was not yet completed. He stated that the bill would be pushed "as quickly as possible."

During the course of the session, Chairman White reportedly told Sens. Tobey and Johnson that although he wasn't "enthusiastic" about the bill, he would not hold it up for a division vote by the committee.

Bills providing for uniform time, and legislation to regulate advertising of liquor, on which hearings were held a fortnight ago [Broadcasting, April 26], were not discussed at the Thursday session.

Any or all of the above matters could be considered at further closed sessions scheduled for Wednesday and Thursday of this week.

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**Sen. TOBEY**

Fellowed White

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WASHINGTON IS SCENE
Of 3-Day Clinic

A LEADING national advertising executive believes that the infant television industry did better in 1947—its first year out of swaddling clothes—than the automotive industry did in its tenth year. He is M. P. Mahony, vice president of Mahonx Inc., New York.

Mr. Mahony expressed this view before 178 radio and television leaders attending a three-day joint meeting of the Radio Manufacturers

ALLIED CLINIC

ALLIED STORES radio personnel, familiarized with industry policies, problems and techniques at the last week in the New Yorker radio and television director of Associated Food, thought this year would show

A GOOD LAW is in force in American rural towns through Thursday week in a Department of Agriculture clinic at a Thursday luncheon, most

Washington was: Fred Smith, Portland; Charles Fort Worth; Atwood, WTHI; Harned, WBBM Chicago; William Gittins, NYC; Nathan Yankton, S. D.; Joe McCay, WWVA Wheeling, W. Va.


Lane Palmer, N. C. State College; Herb Plambeck, WHO Des Moines; WNBC New York; Jim Romine, WSB Atlanta; George Round, V. of Neb.; Merrill Rapp, Dorothy Rapp, WCOM Parkersburg, W. Va.; Robert W. Schneider, KYVO Tulsa; Maynard A. Speece, U. of Illinois; Jerry Seamar, Bert Gittins Agency, Milwaukee; Paul Stebbins, S. C. Extension, Clemson; Hal Tocsten, WGN Chicago; Virginia Tatmon, CBS Washington; F. P. Taylor, WTVY Shreveport; George Thompson, Grocery Mfrs. of America; Charlotte Worcester, WMJ Cedar Rapids; Marshall Wells, WJR Detroit; Ben Wark, DKDK Denver; William Williams, Iowa Extension Service; Robert Wilson, ABC Chicago; Will Grant, KSTP St. Paul; George A. Von Horn, U. of Ill.; Robert Behrens, Campbell Soup Co.; Jessie Biunmon, WREI Boston; Dean Sedack, WHO Des Moines; John Johnson, Purdue U.; Will Peiheck, WJNY Cleveland; Robert Miller, WRFD Boston; B. S. Ogle, KZIQ Seattle; Salt Lake City; Russell Park, WLS Chicago; Roy Wech, WGRY Grand Rapids; Wilt, WGN; Gene Shipley, WBW Topkea; George Soule, DuPont.

A leading idea of the three-day meeting was that there was nothing more important to radio than to reach the FCC people and reach them fast. Mr. Smith suggested 50 kW stations should be moved from congested areas to rural sections so they can reach more people. He feared superpower might lead to monopoly.

Prior to the sessions of the subcommittee of the National Assn. of Farm Directors met with Harold Fair, NAB Program Dept. director. Mr. Fair discussed plans to produce an NAB program manual, asking the subcommittee to aid in preparing the farm chapter. Subcommittee members taking part were Layne Beaty, WBAP Fort Worth, chairman; Charles Worcester, WMT Cedar Rapids, NAFD president; Herb Plambeck, WHO Des Moines.

Information Sources

Sources of agricultural information were considered at the three-day meeting. Specialist of the Dept. of Agriculture discussed their operations and answered questions. Arrangements were handled by Ken Gapen, head of the Department's radio service; Dana Reynolds, in charge of operations; Tom Noone, television specialist, and Joe Tonkin, extension radio specialist.

Among those attending the meetings were:

Frank Atwood, WTYC Hartford; Phil Alampi, WZM New York; Almend, Oklahoma A&M; Linwood Brodie, WCC Chicago; S. W. Billman, Fort Worth, Texas A&M; Roy Battles, WLIW Cincinnati, Ohio; Robert H. Birkland, Schuylkill County, Pennsylvania; B. Child, Rural Radio Network, Ithaca, N. Y.; James C. Cooley, WHAS Louisville; Bill Driggs, NBC; Bill Diamond, American Feed Mfg. Assn.; Neves Dietz, Puerto Rico Extension Service; Phil Evans, KMBC, Kansas City; Charles Eshbach, New England Radio News Service; Charles Feldman, Pittsburgh; Stanley Flower, PMA Radio, New York; Fred Freniere, U.; Robert G. Gage, WHAS, Louisville; Harold Gage, WBBM Chicago; Bill McDonald, WBBM Chicago; Carl Hardt, Canadian Dept. of Agriculture;

C. W. Jackson, KCMO Kansas City; Jim Johnson, WTHTerre Haute; Tim Kirby, WCAU Philadelphia; Ed Lemon, WKY Oklahoma City; Don


Lane Palmer, N. C. State College; Herb Plambeck, WHO Des Moines; WNBC New York; Jim Romine, WSB Atlanta; George Round, V. of Neb.; Merrill Rapp, Dorothy Rapp, WCOM Parkersburg, W. Va.; Robert W. Schneider, KYVO Tulsa; Maynard A. Speece, U. of Illinois; Jerry Seamar, Bert Gittins Agency, Milwaukee; Paul Stebbins, S. C. Extension, Clemson; Hal Tocsten, WGN Chicago; Virginia Tatmon, CBS Washington; F. P. Taylor, WTVY Shreveport; George Thompson, Grocery Mfrs. of America; Charlotte Worcester, WMJ Cedar Rapids; Marshall Wells, WJR Detroit; Ben Wark, DKDK Denver; William Williams, Iowa Extension Service; Robert Wilson, ABC Chicago; Will Grant, KSTP St. Paul; George A. Von Horn, U. of Ill.; Robert Behrens, Campbell Soup Co.; Jessie Biunmon, WREI Boston; Dean Sedack, WHO Des Moines; John Johnson, Purdue U.; Will Peiheck, WJNY Cleveland; Robert Miller, WRFD Boston; B. S. Ogle, KZIQ Seattle; Salt Lake City; Russell Park, WLS Chicago; Roy Wech, WGRY Grand Rapids; Wilt, WGN; Gene Shipley, WBW Topkea; George Soule, DuPont.

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C. W. Jackson, KCMO Kansas City; Jim Johnson, WTHTerre Haute; Tim Kirby, WCAU Philadelphia; Ed Lemon, WKY Oklahoma City; Don

"they said that telephone orders tri-

led in a few weeks, and showed a

200% increase over the previous

year. Using records on musical

shows and advertising them as be-

ing available at Polsky's was more
to"fulfillful" promotion, Miss Zahrt said.

Radio advertising "strengthens and supplemen-
t's our other advertising media," she said. She also stressed cooperating with store buyers in buying and advertising operations.

Clinic members were guests of ABC at a luncheon meeting Thursday

day noon at Toots Shor's, with

Harold Day, sales manager for

the network's cooperative program

department, in charge. Mr. Day

listed advantages of participating

in co-op programs on the network, saying they "fulfill a dual pur-

pose . . . of selling goods and

building goodwill and prestige."

Tom Connolly, assistant man-

ager of CBS program sales, ad-

vised the radio directors to pick

a program with constant promo-

tion possibilities, when he spoke

at a session Thursday afternoon.

He added that store's programming

(Continued on page 66)
1948 Video Output Setting Fast Pace

PRODUCTION of television receivers totaled 118,027 in the first quarter of 1948, according to Radio Manufacturers Assn., which represents 90% of overall industry set production. The figure is three times the rate of the first quarter of 1947 and 66% of the TV output in the entire year.

Output of AM-FM receivers in the first quarter was 437,829 units, 2½ times that of a year ago, with 161,185 AM-FM sets produced in March, a five-week work month. Including 82,137 TV receivers produced in March, total TV output since the war passed the 300,000 mark. Output of AM-FM sets since the war totals nearly 1,794,418 units. Total production of all sets in March was 1,633,483 units.

March figures are well above those for February, a four-week month, when production totaled 35,889 TV, 140,629 AM-FM and 1,379,805 all sets.

Output of auto radios and portable sets in March was 935,000 and 518,000 units respectively. Total production of all types of sets in the first quarter was 4,552,296, compared to 4,321,406 a year ago. Falling off in AM radio was noted.

Sales of receiving tubes in March totaled 18,208,842 units compared to 17,097,461 units in February but below the 19,048,850 a year ago. First-quarter sales totaled 51,311-230 compared to 57,548,414 a year ago.

March sales consisted of 12,966,473 tubes for new sets; 3,673,712 for replacements; 1,604,173 for export; 64,484 for government agencies.

In accepting the award Mr. Carmine pointed to the rapid growth of video, and forecast that 6.94% of the nation—or roughly 7 out of every 100 Americans—will have ringside video seats for this summer’s national party conventions.

Over 40,000 video sets a month are being installed in American homes, and this record promises to increase to 60,000 a month by the end of this year, Mr. Carmine pointed out to the members.

“Sales of television equipment, including home receivers, transmitters, and relay links promises to exceed a quarter of a billion dollars in 1948. There has been nothing in the history of America to equal it,” he declared.

“Television,” Mr. Carmine concluded, “will vitally affect the sale and distribution of goods and open entirely new fields of entertainment for millions of people.”

Created by Hutchins

The demonstration, “Television In Action,” was created and staged for Philco by the Hutchins Adv. Co., and the staff of WPTZ Philadelphia. Designed as a preview of tomorrow’s video programs, it featured Paul Whiteman, Bert Wheeler, Connie Haines, Joe Kirkwood, the Walter Wanger girls, Glenn Osser’s orchestra and a cast of 25 prominent Broadway and radio actors and actresses.

The ballroom stage was transformed into a studio. Cameras and a full crew operated back stage, where a monitor control room had been set up. A total of 16 large screen projection television receivers were distributed about the ballroom. Through a public address system, aural commercials were presented, then video commercials were heard and seen on the 16 re-

(Continued on page 27)

Job Offers for Disabled Vets Follow TV Program

WITHIN three days of a telecast of Operation Success, presented on behalf of disabled veterans by the NBC television network in cooperation with the Veterans Administration, 725 employers had called to offer veterans jobs.

The program showed that disabled veterans have been trained as skilled workers, and employers were asked to offer such men jobs. More than 300 offers were received in the New York VA office and a total of 725 in all offices in the range of NBC stations.
NBC Policy Stops Show "Lend-Lease"*

NAME CHANGE

LaRoche & Ellis is Now C. J. LaRoche and Co.

Mr. LaRoche, head of the agency, formerly was chairman of the board of Young & Rubicam, one of the founders of the War Advertising Council and served as its organizer and first chairman during the war. He was formerly vice chairman of the board of ABC and is a past director of the Advertisers Assn. of Advertising Agencies.

Mr. LaRoche, formerly president of the firm, had resigned and has not been actively connected since the first of the year. He will, however, continue to act as consultant to the agency. Mr. Ellis is associated with Diorama Corp.

Personnel Shifts

Organizational and personnel shits took place simultaneously with change of name. John F. Price has been named senior vice president and he will continue to operate the Chicago office of the company. G. N. Beecher Jr. has been named vice president and contact supervisor in Chicago.

John F. Reeder, formerly vice president and managing director of Walt Disney Productions, has become vice president and director of the agency and will be in charge of operations in the company's newly-opened Pacific Coast office in Hollywood. Crawford D. Paton

SAFETY AWARD GIVEN ADVERTISING COUNCIL

THE HIGHEST AWARD of the National Safety Council was given to the Advertising Council in a presentation during its Advertising Fair program on BC last Friday night.

The Council was credited with a major role in saving lives through the “stop accidents” campaign of the Safety Council. Radio alone was used by the Council to obtain nearly a billion and a half listener impressions it was pointed out.

Ned H. Dearborn, president of the Safety Council, in presenting the award to Charles G. Mortimer Jr., chairman of the Advertising Council and vice president of General Foods, said that although it was impossible to estimate the number of lives “which the Advertising Council has saved with its stop accidents campaign,” it was known that traffic deaths decreased 12% last year.

“... we in the National Safety Council are convinced that this work not only saved millions of people had been reached with your campaign message,” Mr. Dearborn said.

Region 4 of FMA

To Hear Silvernail

BBDO Chief Timebuyer to Address One Session of Two-Day Meet

ATTENDANCE of approximately 150 is planned for the organization meeting of FMA Assn.'s Region 4 [Broadcasting, April 19], Bill Bailey, FMA executive director, said Friday. More than 100 registration forms had been received through Thursday. Meeting will be held in Washington's Statler Hotel May 5-6.

Roundtable Discussion

Members of FCC are expected to be on hand for the Wednesday luncheon, Mr. Bailey said, and a roundtable discussion is planned, with no specific topic set. Ben Strouse, WWDFC-FM Washington, tentative chairman of Region 4, will preside at the luncheon.

A permanent chairman and secretary for the region, as well as a vice chairman for each of the state representatives (Maryland, Virginia, North Carolina and Delaware) and for the District of Columbia, are to be elected.

Election of a successor to Leonard A. Asch, executive director of WBCA (FM) Schenectady, on the FMA board will take place at board meeting scheduled for Tuesday evening in the offices of Jansky and Bailey, consulting radio engineers, National Press Bldg., Washington. Resignation of Mr. Asch created the vacancy. His term would have expired in September.

Colgate - Palmolive-Peet

Elects Sherman Director

ELECTION of Stuart Sherman, a general partner in the Sherman & Marquette Agency, Chicago and New York, as a director of Colgate-Palmolive - Peet Co. and a member of its executive committee, was announced April 29 by E. H. Little, Colgate president.

From 1930 to 1934 Mr. Sherman served as a salesman, district manager and divisional manager for Colgate. From 1937 to 1947 he was president of Sherman & Marquette, one of the firm’s advertising agencies.

Mr. Sherman is a director of the Upper Avenue National Bank of Chicago.

Dublin - NAB to Meet in Washington

By FRANK J. WITTE

Dublin - The NAB board of directors has announced that the annual meeting of the organization will be held in Washington, March 31, with the fall meeting scheduled for October 21.

The Board has also announced that a unique exhibition will be held during the Washington meeting, said to be the first of its kind ever held by the NAB.

Rexall Account

BBDO Replaces Ayer; Signs New Show

BRIEF COMMUNIQUES, reminiscent of World War II, informed the trade last week that BBDO had taken over the national advertising billings of Rexall Drug Co. from W. Ayer & Son, effective July 15.

Speaking for itself, BBDO advised the trade it had been appointed “to handle the national advertising of the Rexall Drug Co., effective July 15,” announced by C. C. Ladd, president and director of sales promotion and advertising of the drug company. Through BBDO, which has hired the Phil Harris-Alice Faye show for network broadcasting this fall, “the statement concluded.

Involves $2 Million

The shift of the Rexall business is estimated at $2 million. BBDO, Los Angeles office, is presently serving the advertising of Rexall-owned retail outlets throughout the country.

Mr. Ladd, of the BBDO Los Angeles office, has been named Rexall Drug account executive, succeeding Len Carey, who moved to BBDO's New York office to take over as radio account executive on the American Tobacco Co. account [Radio 14, April 12]. Mr. Ladd will also inherit the national Rexall billing responsibility once the acquisition is final in July. In addition, it is understood that a radio vice executive will also be appointed before July 15 to oversee the Phil Harris-Alice Faye show.

As a result of the new program, Jimmy Durante will cease to perform for Rexall. Whether he will be signed by another Ayer client or whether Thomas Luckenbill, William Esty & Company, will take the “Nose” for Camels remained a question.

The Jimmy Durante show is now heard on NBC Wednesdays at 10:30 p.m. The Phil Harris-Alice Faye show currently is aired on NBC, Sundays at 7:30 p.m., sponsored by F. W. Fitch Co.
AD RATE FIGHT

A COURT DECISION upholding a network's right to set the network advertising rate to be charged by an affiliate appeared last week to be headed for the Supreme Court.

The decision, by the U. S. Second Circuit Court of Appeals, New York, overturning a district court's denial of a preliminary injunction sought by WSAY Rochester, N. Y., to keep ABC and Mutual from switching affiliations to other stations.

It held that a network is not a common carrier and therefore can make, "in the absence of concerted action" prohibited by the anti-trust laws, whatever contracts it wishes for the distribution of its programs.

Bid Refused

The bid for a temporary restraining order against ABC and Mutual to stop their joint effort to terminate affiliation with WSAY was denied by Judge Alfred C. Cooe of the U. S. Southern District Court, New York (Broadcasting, Nov. 17, 1947), was linked with WSAY owner Gordon P. Brown's $12,000,000 suit against the four major networks in which he charges conspiracy to keep WSAY from carrying network programs.

It had not been definitely decided last week whether WSAY would petition the Supreme Court for review, but spokesmen said this course was under consideration. The Court may grant or deny such a request, as it wishes. Even without review, WSAY may proceed with prosecution of its suit. But legal observers felt the station's position in the case will be materially weakened, unless the circuit court's ruling is first reversed.

The suit, for treble damages under the anti-trust laws, claims all four major networks by concerted action have unlawfully sought to drive together all important broadcasting stations and national advertisers by a series of mutually exclusive contracts and had used their resulting power to dictate arbitrarily the price at which all broadcasting facilities would be available, with the purpose and effect of excluding WSAY from the network advertising market, according to the circuit court's summary.

Seeks Permanent Injunction

Besides a preliminary injunction against ABC and MBS, WSAY in its suit seeks a permanent injunction against all four networks. It claims ABC and Mutual conspired to boycott WSAY, and that NBC and CBS refused to make their programs available to the station.

The Circuit Court noted that NBC and CBS have exclusive affiliations in Rochester (WHAM and WHEC, respectively), and that WSAY, which until 1947 was the only other station there, had had no radio programs in common with both Mutual and ABC. WSAY, the Court said, refused to sign standard affiliation contracts, insisting that it be allowed to fix its own rates to be charged advertisers.

ABC and Mutual contended the rates WSAY wanted were exorbitant, but that WSAY was then in a position to refuse a standard contract because it was the only un-affiliated station in Rochester. After FCC issued grants for two new stations ABC and Mutual terminated their special arrangements with WSAY and signed up the new outlets (ABC with WARC, Mutual with WVET).

It was this change in affiliations which WSAY sought to block in its bid for a preliminary injunction. Judge Cooe's denial of the petition, the appeals court - Circuit Judges Learned Hand, Thomas W. Swan, and Augus tus N. Hand - said in its decision handed down April 26 and written by Judge Augustus Hand:

Appeals Court's Ruling

...a network is not a common carrier and each [ABC and Mutual] therefore had the right in the absence of concerted action to make such contracts for the distribution of programs as it chose. Plaintiff [WSAY] cannot prevent a network from setting a rate to an advertiser and in all other respects use its programs with like effect to the network, nor does the court have power to compel defendants to deal with the plaintiff on such terms.

Plaintiff misconceives the function of a network, which buys time from the stations and sells to the advertisers its "product," the listings of those stations as an aggregate. Not only are the stations parties to the contracts, but in addition the network in effect contracts with the public, which would be cumbersome if not impracticable to require them to function under contracts with a station to which they did not have authority to deal independently with the advertising concerns instead of leaving the rates to be determined individually by the separate and independent stations which they serve.

Such behavior, even if viewed as an excluding act by a single coordinating agency, would seem to be virtually impossible, since in order to engage in concerted activity it would have to make arrangements with the other networks not to deal with WSAY or to present a product to WSAY which the network as a whole may receive. We do not say that it would be impossible for a network to allow to keep the rate, but it would seem a more practical course of business and certain one to which plcaintiff can not be held as an antitrust violation.

The fact that ABC and Mutual terminated their arrangements with WSAY on the same day, or that similarity was found in certain of their business practices and terms of their affiliation contracts, was not regarded as indicative that the networks acted jointly in "conspiracy." The Court said:

No Conspiracy, Court Says

In the record now before us there is no persuasive evidence of a conspiracy to keep WSAY out of view of the public. Plaintiff does not concede that the plaintiff from obtaining defendants' business, if any, that may later be established at all.

The two networks' cancellations of their special arrangements with WSAY, the Court said, came when "time was of the essence," competitively. With respect to "similarity" in business practices and affiliation contracts, the Court said:

"we cannot say that such similarity results from anything more than common business solutions to identical problems in a competitive industry. . . .Moreover, the similarity of many of the terms might be explained by requirements of the FCC governing the stations."

The decision continued:

"We think it improper to grant a preliminary injunction upon the charge that the networks have unlawful "exclusive" contracts with their stations (Continued on page 67)

SCOTUS May Get WSAF Case

SPECIAL RADIO Committee on world trade goes over publicity plans for Harbor Day, May 22, closing event of 1948 World Trade Week celebration in Los Angeles-Long Beach area. Committee members are (l to r): William Tilliss, L. Junior Chamber of Commerce, which is sponsoring Harbor Day; Jimmy Vondiver, KFI Los Angeles director of public affairs; Virginia West of KECA Los Angeles program department; and Joe Mischie, co-chairman of radio trade week committee.

AFRA CONTRACT

Aid on Union Shop Promised

where the FCC, after protracted hearings and consideration not only of the public interest, but also of the Sherman Anti-Trust Act, has specifically authorized many of the important terms of the affiliation contracts at present in use and the defendants have given reasonable grounds for denying their exclusiveness or illegality.

For support, the Court cited FCC's network monopoly report - of which WSAY's Washington counsel, Seymour Krieger, then with FCC, was a co-author, William L. McGovern, formerly of Justice Dept., also appears for WSAY.

In statements submitted to both FCC and Senate Interstate & Foreign Commerce Committee, Mr. Brown, WSAY owner, contends that the court ruling "in effect states that FCC licenses the radio channels...in monopolistic competition...and to control the rates charged.

(Continued on page 67)

BROADCASTING • Telecasting
All-Radio Project Financing Plan Set

Committee Adopts Assessment Formula for Stations

PLAN to finance the All-Radio Presentation project, slated for completion later in the year, was adopted at a meeting held in New York Tuesday by the All-Industry Presentation Committee's finance subcommittee.

Assessment formula was adopted by which broadcast stations will contribute their share of the cost of the project. The plan, an ambitious undertaking designed to show the power of radio as an advertising medium and as a means of entertainment and education.

The full committee is slated to meet Tuesday in New York to work out final details of the presentation to be made at the NAB Management Conference in Los Angeles in mid-May.

Gray Proposal

Members will receive the subscription schedule prior to the convention. A promotion booklet describing the project was prepared by the committee for station study [BROADCASTING, April 19].

Gordon Gray, WIP Philadelphia, chairman of the NAB Sales Managers' subcommittee which proposed the movie project in the first place and acting chairman of the full committee this week, said: "It's the fairest of all we could have devised. It takes into account both a station's ability to pay for this type of project and the direct benefit that it may expect to gain from it."

Named as chairman of the Finance Subcommittee was Herb Kruger, WTAG Worcester, Mass.; members were Victor M. Ratner, CBS; Eugene F. Thomas, WOR New York, and Mr. Gray.

Subscription Basis

Subscriptions are to be made in terms of net income of the station, using the NAB membership definition. Rates vary from $25 for stations under $25,000 net to $1,000 for stations doing business of $2,500 per month and over.

Subscriptions are to be forwarded to Mr. Kruger. NAB members may submit their subscriptions through Secretary-Treasurer C. E. Arney Jr.

CBS Live Musical Show

On TV to Start Tonight

THE FIRST LIVE musical show on CBS television since the American Federation of Musicians lifted its ban is Face the Music, slated to debut tonight (May 3) 7:45-8 p.m. Only WCBS-TV New York will carry the program.

CBS hopes to expand the show to five times weekly by the end of this month. It is starting as a one-week-a-program.

Record Ban Accord

Hopes No Brighter

Industry Music Committee Meets;
Engages Public Relations Man

A SPOKESMAN for the Industry Music Committee declared after a meeting in the NBC board room in New York last Thursday that: "we are no closer to a settlement (of the recording ban) with Petrillo than we've ever been."

But he added that the committee would this week make "an important announcement," the nature of which was not divulged.

The committee also disclosed the retention of Milard C. Faught, of the firm of Young & Faught, as public relations counsel. Mr. Faught replaces Vern Burnett, who has completed the initial phase of the public relations campaign for which he was retained, committee spokesman explained.

Mr. Petrillo's union has failed to answer the last two communications of the Industry Music Committee seeking a formal resolution of the dispute or easing of the ban on recording, the spokesman added. Mr. Faught said a major part of his job will be to get across to the public the fact that recent settlement of radio and television contracts has not entirely ended the Petrillo problem.

Present at last Thursday's meeting were Frank Mullen, NBC executive; Richard P. Doherty, NBC director of employee-relations employers; Richard Testut, general manager, Associated Program Service; Sidney Kaye, BMI general counsel; Edward Wallerstein, Columbia Recording Corp., and Mr. Faught.

The committee set no date for its next meeting, but adjourned sine die, to meet again "when the situation warrants it."

Actors-Artists TV Unit, Networks Resume Talks

THE TELEVISION committee of the Associated Actors and Artists of America will resume negotiations with the networks at the offices of ABC in New York May 5, according to George Heller, committee chairman.

The first meeting, held last Monday at CBS, was attended by representatives of the four major networks and WRB in New York. The current series of negotiations will, it is hoped, produce the first blanket contract covering television performances by actors, singers, and other members of the four AFL unions, of which the Associated Actors is the parent.

Campaign for Movie

CAMPAIGN of $1,000,000 will be disbursed in advertising RKO release, "Joan of Arc," through Foote, Cone & Belding, Los Angeles. Radio budget has not yet been determined.
The simplest thing in radio is the formula for getting and holding an audience: (1) Enough power so that the audience can listen; (2) Enough program skill, showmanship and presentation to make them want to listen.

WHO offers both—therefore attracts and holds by far the largest audience in Iowa. In every one of the eight counties emphasized at the right, there is at least one good radio station. Yet the 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO's average percentage of total listening in those eight counties is 48.1%!

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.
TV Grants Allotted Alabama, Florida

Birmingham, St. Petersburg CPs; Armstrong Gets TV Permit

CONSTRUCTION PERMITS for new commercial television stations were authorized last Thursday by FCC to Voice of Alabama Inc. (WAPI), Birmingham, and Sunshine Television Corp., St. Petersburg, Fla. Sunshine Television is headed by Robert B. Guthrie and B. Earl Puckett, officers and stockholders of Allied Stores Corp., department store chain operator.

Authorization for a new experimental high-band video outlet was made by the Commission to Edwin H. Armstrong, inventor of FM (Broadcasting, April 12).

The experimental grant to Prof. Armstrong is for Altadena, N. J., home site of the applicant's extensive work in FM. The video outlet will use 50 kw transmitter power on frequencies to be assigned from time to time by the Commission's chief engineer. Prof. Armstrong, in filing his request a fortnight ago, indicated he wished to work in the 480-500 mc region to investigate the technical characteristics and possibilities of both black-and-white and color television. He has contended repeatedly that video belonged above 400 mc and that FM has become home sick of the present TV frequencies.

The new commercial authorizations:

**Birmingham, Ala.—Voice of Alabama Inc., Channel 13 (210-216 mc), 26 kw visual, 72 kw audio, antenna height above average terrain 575 ft. Initial cost estimated at $350,000, first year cost $325,000, revenue unknown, Grantee is licensee of WAPI and WAPI-PI, Birmingham.**

**St. Petersburg, Fla.—Sunshine Television Corp., Channel 7 (174-180 mc), 26 kw visual, 13 kw audio, antenna height above average terrain 380 ft. Initial cost estimated $250,000, first year cost $200,000, revenue $100,000, Grantee is licensed to WAPI and WAPI-PI, Birmingham.**

**Ring TV TIFF

THE SQUABLE over television profits between New York's Twentieth Century Sporting Club and the Boxing Managers Guild was further complicated last week when the management of Madison Square Garden got into the act. The three-ring-rival the Garden's current promotion—the Ringling Bros. Circus.

In the latest of a series of developments stemming from the Guild's demand for a share of video profits from boxing in the Garden and the St. Nicholas Arena, the Garden vice president, Ned Irish, said the Garden would drop boxing altogether rather than yield any of its television income.

The Managers Guild had asked the Garden for half of its video take from boxing, after Twentieth Century officials had agreed to a similar split in the face of a month-old "strike" by Guild-controlled fighters, who have refused to appear in the Garden or in the Arena. (Broadcasting, April 19).

The Guild originally took the stand that it was entitled to such a split on the grounds that television was reducing box office receipts. They quickly abandoned this argument, however, when the Twentieth Century Club offered to suspend the fight telecasts temporarily, and a Guild official, tacitly admitting that it had been only a pretext, backed track the assertion that if anything, television was increasing actual fight audiences.

Further, as Mr. Irish declared: "Boxers have actually profited from television [at the Garden] for two or three years by getting higher percentages of the gate revenue than before the promotion pays. Without our television and radio fees we could not pay such percentages."

Peter Lauria, attorney for the Madison Square Garden Enters Video Melee

Boxing Managers Guild, said the managers will stand pat on their demands for a 50-50 split from both the Garden and Twentieth Century. The next bout scheduled for the Garden, on May 14, will not go on unless the video issue is cleared up by then, he forecast.

"The honeymoon is over," Mr. Lauria said ominously.

**WGN and Mutual Get Award for Service

WISCONSIN Joint Committee for Better Radio Listening, affiliated with 16 statewide and national organizations dedicated to civic and governmental improvement, recently cited the Mutual network and WGN Chicago, midwest affiliate, for contributing programs of unusual merit to the industry. Evaluation Committee of the organization publishes a monthly list of recommended programs.

MBS programs drawing praise included Northwestern Reviewing Stand, Information Please, Syndromes for Youth, Adventure Parade, and William L. Shirer's news commentary. WGN shows singled out were The Northerners, Chicago Theatre of the Air (also duplicated on WGNB [FM]), and Chicago Philharmonic.

Fifteenth Annual Conference on Radio Listening was held April 24 in Madison.

WEMP Martinsburg, W. Va., has moved to new studios in Peoples Trust Co. Bldg. Station personnel held open house Sunday afternoon, April 25, for general public.

Jimmie Gray Wins Holmes Ad Award

JEANNE GRAY, the "Women's Voice" on KMPC Hollywood, was awarded second annual Frances Holmes Award as "year's most outstanding advertising woman in southern California" by Los Angeles Advertising Women Inc. on April 28 at Hollywood-Roosevelt Hotel, Hollywood. Eight other advertising women were given special awards.

Winners awarded Lula's (female counterpart of the Oscar Academy Award) for outstanding work in Los Angeles. The national first field winner was Miss Gray, who won for best radio script; Margot Mallory, account executive J. Walter Thompson Co., Hollywood, best copy; Corris Gay, Haems Bekeries, Los Angeles; best television production; Annette Honeywell freelance artist, best art; Charlotte de Armond, advertising manager, American Wine Co., Hollywood; best campaign; Mary E. Buchanan, assistant, public relations, Union Pacific Railroad, best publicity campaign; Jerry Ohloff, Abbott Kinney Co., West Hollywood; best television production; Josephine Hollebaugh, Los Angeles Publishers Assn., best marketing analysis research; Joy Garrison Berghell, R. W. Webster Agency, public relations; Margaret Anders, home service director for May Co. department stores, chairman of awards committee. Judges were John R. O'Connor, chairman, and John Piper, director of advertising and publicity, Citizens National Trust and Savings Bank of Los Angeles; Frances Corey, May Co. advertising and publicity director; Robert B. Shirley, manager, Los Angeles office, J. Walter Thompson Co.; Ted I. Stromberger, account executive, West-Marquis Inc., Los Angeles; and Dean H. Weiser, president and Pacific Coast manager, Ruthrauff and Ryan.

Union Oil Buys Telecast Rights to Rams' Games

VIDEORIGHTS for the 15 home and road games of the Los Angeles Rams, professional football team, now the property of Union Oil Co., Los Angeles, for approximately $32,000 for rights, time and facilities, to be telecast by KTLA. The arrangement has directed film road games for presentations edited to hour's length approximately three days later. When games justify, greater film length will prevail, according to KTLA's and ABC's, agency servicing the account.

Deal was packaged through Music Corp. of America. Who will handle game description is not yet set. It is understood that Tom Harmon is being considered.

ABC's "Breakfast Club" shifts its origination point from Chicago to New York for two weeks beginning May 3. Show will include personal appearances in Albany, N. Y., and Camden, N. J.
Try your hand at this...

Sit down sometime and try your hand at making one of these lace tablecloths. You'll soon realize how much skill this Belgian lacemaker has.

If you're buying time, your job calls for plenty of skill, too. It's not just a matter of picking out big-wattage stations and sending out your orders.

No, sir! Not if you're trying to get top value for your client's dollar! Get the facts, if you want to get the most for the money.

For instance, in Baltimore, it's a fact that WITH delivers more listeners-per-dollar than any other station in town! WITH isn't the biggest station, but, as many an advertiser knows... it's the "cost-less" station.

So, if you've got clients who want to make money in the nation's 6th largest market, make sure you talk to a Headley-Reed man about WITH.

Tom Tinsley, President
Represented by Headley-Reed

May 3, 1948 • Page 3
So carefully researched that writers when possible try to visit actual scenes where the event occurred. So vital to listeners that some have written pledging themselves to buy products the program advertises.

So vivid that a housewife in Connecticut heard her own voice crying “Stop!” to Joan of Arc's executioners.

Top CBS newsmen report the event as if it were happening before their very eyes. CBS microphones and men are at all phases of the event, reporting, describing, and interviewing the chief figures.

The resources of modern radio are used to the fullest, giving the illusion of foreign pickups and switches from one point to another.
In case you missed the Battle of Gettysburg

...suddenly, because of a great CBS show, YOU ARE THERE!

"YOU ARE THERE" is the new title for one of the most applauded programs in Radio. Reasons for the name-change (from "CBS Is There"): the series is now available for sponsorship and no longer needs an institutional label; and the real point of the whole thing is that indeed, when this show goes on, you are there.

YOU ARE THERE as if you'd been sitting close by your radio when Columbus caught sight of land... or when Lincoln visited Ford's Theatre on a certain April night in 1865... or when a handful of men decided to make a stand at the Alamo.

Radio's critics have pulled out all the stops in praising this one. It's "arresting as the headlines you just scanned" to Walter Winchell, who knows a headline when he sees one. And from *Vogue* to *Variety*, the story's the same. It's "a blessing," "among the finest," "gripping entertainment," "an all-round top-drawer job," and "one of the most interesting and listenable programs of any sort ever heard," with its production "as slick a bit of business as you'll find in radio."

But even more important, the listeners have taken this show to their hearts. Seldom has a new radio program aroused such loyalty, or evoked such intense reaction, expressed in thousands upon thousands of letters, from people of all ages, in every kind of occupation, all over America.

To an advertiser who wants to reach all those people... and who's looking for an important radio program with the rarest of added features, "built-in" good will... CBS believes you'll have reason to be glad YOU ARE THERE.

A CBS PACKAGE PROGRAM
First Commercial Use Launched

FIRST commercial use of network television relay facilities was slated to commence last Saturday (May 14), after FCC refused to suspend the proposed rates of AT&T and Western Union but ordered a hearing on their "lawfulness." The hearing was set for June 15. FCC's action was taken Wednesday on a petition filed five days earlier by Skyplex broadcasters, Assn., which sought unsuccessfully to have the rates suspended on grounds that they are "excessive," "discriminatory," and "unreasonably burdensome upon commercial television transmission" [Broadcasting, April 26]. The petition was successful only in its request for an investigation and a hearing in Philadelphia in June on the two companies' rates. Its request for temporary waiver of FCC's approval permitting commercial operation of AT&T coaxial cable television relay facilities between Washington and New York was rejected.

The Commission meanwhile approved commercial operation of the telephone company's New York-Boston microwave relay system for television. Thus for the first time AT&T may charge television broadcasters for use of intercity links extending from Boston to Washington. Heretofore these facilities have been used on a free basis.

Five Types of Service
AT&T's rates set up schedules for five types of service. The base charge for four hours' daily use of a channel which must be shared with other broadcasters—which will apply in the case to all subscribers to "monthly service"—is $25 per airline mile per month. When there are enough channels to accommodate a given frequency, the rate will be based on $35 per airline mile per month for eight consecutive hours' service daily.

The Western Union rates apply to two-way, non-reversible radio beams between New York and Philadelphia, which the company expects to have ready for use for the political conventions in June and July. The charge there will be $4,700 a month for one reversible channel connecting the two cities from 4 p.m. to midnight daily.

Television broadcasters have made it clear they regard the rates of both companies as a threat to the future of national video network operations.

TBA's petition asked FCC to investigate the burdens of national networks even to exist under the intercity rate structures. The association asked that this investigation be "especially in the light of Commission proposals to allocate to the common carriers a major portion of the spectrum available for intercity microwave relay."

The petition also argued that common carriers should not be permitted to charge for intercity facilities between any two points until they have facilities available to serve a frequency in the bands which might be sent between those two points.

Private Relays Cheaper
Several video operators have insisted repeatedly that they could operate their own radio relays more economically than they could buy service from common carriers, and FCC has made frequencies available to stations for such use on a "temporary, secondary" basis.

Two companies have systems in operation under experimental grants. General Electric is relaying programs from New York to Schenectady using the 1800-me area, and Philco Corp. is linking New York and Philadelphia in the 1300-mc band. "In due time" both will be extending from radio frequencies provided by FCC. These are 1900-2110 mc, 6875-7125 mc, and 12,700-13,200 mc, which were allocated primarily for television pickup and television STL but may be used secondarily, until permanent common carrier facilities are available, for intercity relaying [Broadcasting, Feb. 23].

The position TBA made in FCC's hearing on the lawfulness of the AT&T and WU rates was clearly shown in its petition for their suspension.

The two common carriers, TBA maintained, "have filed only informal and partial cost data... relating to said tariffs." The rates themselves, the petition said, appear to include costs which are not applicable to television, and, in the case of AT&T's, "appear to include development costs appropriate to the operations of the affiliate... Wink Electric Co. in connection with the manufacture of coaxial cable relays and apparatus equipment."

TBA argued that the costs "should not be applicable solely and without proportion to commercial television use on the presently existing commercial television stations, and are therefore discriminatory, excessive and unreasonable." Costs relating to coaxial cable were used to determine the charges for both cable and radio relay, and the rates contain "discriminations... between the various types of service to which a station may subscribe, TBA asserted.

The association also argued that AT&T restrictions on the connection of its intercity channels with those of other common carriers are "unjust and unduly burdensome. Further, TBA noted, the rates do not include charges for sound and video on the [same] cable or radio relay channels, current engineering development to the contrary notwithstanding."

WCKY Decision

SEEKING to upset one of the farthest reaching court rulings ever handed down with respect to its hearing policies, FCC last week petitioned the U.S. Circuit Court of Appeals in the WCKY Cincinnati daytime-skewy case [Broadcasting, April 19].

FCC contended the decision making hearings necessary whenever an existing station claims that interference within its normally protected contour would result from the grant of a pending application operated "unequally" by failing to define "interference."

The decision, FCC argued, recognizes the Commission's Rules and Standards as defining the area within which an existing station is entitled to protection, but "fails to give any recognition to these same Rules and Standards as defining what the existing station is protected against..." The petition continued:

'The inequality thus created would give undue advantages to existing licenses in delaying the creation of new stations when it serves their interests to do so; it would place undue hardships in the way of new applicants; and it would leave the Commission unable to avoid the same shifting as to impair altogether the usefulness of its Rules and Standards to determine the rights of existing licensees and new applicants.

FCC Defines Interference
FCC Standards, it was emphasized, define "objectionable interference" and prescribe methods for determining its existence or absence. If the Court's decision means a hearing is required by the "legation of any interference whatsoever, whether or not recognized as 'objectionable interference' under the Commission's standards, within a normally protected contour, the "should not be applicable solely and without proportion to commercial television use on the presently existing commercial television stations, and are therefore discriminatory, excessive and unreasonable." Costs relating to coaxial cable were used to determine the charges for both cable and radio relay, and the rates contain "discriminations... between the various types of service to which a station may subscribe, TBA asserted.

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FCC Petitions Court For Re-hearing

The decision, first in eight daytime-skewy appeals before the court and almost sure to be appealed to the Supreme Court if necessary, reversed FCC's non-hearing grant to Patrick J. Stanton for a 10-kw Philadelphia daytime station on WCKY's 1530-ke 1-B channel. WCKY had contended it would receive daytime-skewy interference from the station. FCC insisted its Rules and Standards do not recognize the existence of daytime skewy and that therefore WCKY was not entitled to protection against it.

In seeking re-hearing, FCC noted that "nowhere in its opinion does the Court pass on the position of the Commission that under the existence of Rules and Standards, the rights of interference of [WCKY's] license do not entitle it to protection against daytime skewy interference as 'objectionable interference."

The Commission maintained that neither the Communications Act nor the Administrative Procedure Act gives anyone rights to require that changes in the Rules and Standards be made or that hearings looking toward such changes be held at such time as such changes might be made.

The Court's ruling that the Due Process Clause of the Constitution required an oral argument before WCKY's petition could be denied, FCC argued, "appears to put in doubt" the Constitutionality of Sec. 6(d) of the Administrative Procedure Act dealing with disposition of petitions and similar matters.

Miller Kiwanis Speech

NAB President Justin Miller will be a featured speaker at the Kiwanis International Convention in Los Angeles the first week in June, according to Victor C. Diehm, WAZL Hazleton, Pa., supervising the convention's Telecasting program. Mr. Diehm will be unable to attend the NAB convention because of his Kiwanis commitments. He is a past governor of the Pennsylvania district of Kiwanis and former chairman of the Kiwanis International Public Relations Committee.

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Richard G. Montgomery
Richard G. Montgomery & Associates
Portland, Oregon

It's nice to be able to say that we know an advertising agency head who is in "Who's Who in America," Dick. Your wide experiences in merchandising, public relations, radio broadcasting and writing have helped win this recognition for you. We at KGW like to recall that it was back in 1925 you started a book review program on the station that continued on the air for more than twenty years. You're also a top-notch tennis player, we understand, with cups to prove it, a collector of pipes, and author of three outstanding books. And we like the ideals on which you say your agency's success is based:

"Service to the client and the creation of ideas for the client." That's just the kind of service KGW has been offering to advertisers and their agencies for 26 years. And it's the kind of service you and all other time buyers who select KGW will get, year after year.

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.
Sheppard Bill
(Continued on page 81)

and that its observance is declining.

Three of the four national networks and at least six equipment manufacturers would be required to divest themselves of stations, and RCA would be compelled to divorce itself from NBC if the Sheppard measure were enacted.

Television, FM and international stations, as well as AM, would be involved.

Effect on Networks

In the AM field alone NBC, in addition to being sold itself, would have to give up six stations; CBS, seven; ABC, four fulltime and one share-time station. All three networks have FM and video interests.

Among manufacturers, Westinghouse has six AM and six FM stations and one television outlet; DuMont has three TV outlets and is shipping a video network; General Electric has one station in each service; Farnsworth Radio & Television Corp. has AM and FM; Eitel-McCullough has FM, and International Telephone & Telegraph Co. has a Puerto Rican AM station.

Manufacturers who produce only receiving equipment, such as Philco, would not be affected by the bill.

With June 18 set as target date for adjournment of Congress, legislative leaders saw little possibility of even a hearing on the measure this year. The House Interstate & Foreign Commerce Committee, to which it was referred, already is booked for hearings through May, spokesmen said. They considered it highly improbable that one could be wedged into the agenda before the tentative adjournment date.

The bill would amend Sec. 303 (i) of the Communications Act, which deals with FCC's authority to regulate stations engaged in network broadcasting, by adding the following:

Provided, that (1) no radio broadcast station shall be owned by or licensed to any person, firm or corporation in any manner, directly or indirectly, engaged in the manufacture, sale, lease, or network broadcasting; (2) no radio broadcast station shall be permitted to devote any two consecutive hours of its broadcast day to chain or network broadcast program service, it being expressly intended to restrict and limit the use of station time for chain or network broadcast program service to every other or alternate hour of the stations' broadcast day; (3) no network, or any commercial radio broadcast station, shall be owned or controlled by or licensed to any manufacturer of radio equipment, electronic components, or facsimile equipment, except as used in the construction or operation of any such station; (4) for purposes of this Act "radio stations engaged in chain or network broadcasting" shall be defined, construed, and taken to include and mean any person, firm, or corporation or combination of two or more persons, firms, or corporations, independently or simultaneously to two or more broadcast stations, directly or indirectly, by wire, relay, or other means, any broadcast program service, any network program service by such stations at the same time.

Willard Tells Bradley U.
Merits of Radio Freedom

THE "affirmative story of radio" was presented Wednesday to the student assembly of Bradley U., Peoria, Ill., by A. D. Willard Jr., NAB executive vice president. Mr. Willard participated in a discussion session after his talk, with students questioning him more than hour.

Rolf Kaitenborn, backer of a proposal that would permit wired service, appeared on the same platform last Nov. 13 in a speech on "Radio—Paw of Politicians and Hucksters."
Loud and Clear - KFYR! Nobody has put a ban on your record of coming in Loud and Clear in a larger area than any other station in the U. S.*

*ASK ANY JOHN BLAIR MAN TO PROVE IT*
FOURTH postponement of the trial of Paul M. Titus and two associates in the "fifth network case" [Broadcasting, Feb. 2] was allowed by the San Francisco Superior Court last Monday, with May 26 set as new trial date.

Mr. Titus, Rudolph J. Fjellstrom and Charles J. Husband are charged with violating the California Corporate Securities Act in the sale of securities in North American Broadcasting Corp., a former fifth-network venture. The trial had been slated to start April 26 but was postponed on request of Bishop Moore of Los Angeles, new attorney for Mr. Husband, who asked for additional time to familiarize himself with the case.

Mr. Titus' current fifth-network undertaking, Radio America Inc., reportedly is still soliciting affiliations, with commencement date set for about May 15.

**Video Is Great for All But Owner—Flynn**

Mr. Flynn cited these estimated and actual WPIX cost figures in support of his statement that because of the financial headaches dogging video development, few station operators "will brag about our current profits":

- Estimated equipment cost, $420,000, actual cost, $600,000;
- Estimated studio construction cost, $150,000, actual cost, $525,000;
- Additional construction cost not included in original planning, $350,000;
- Estimated annual payroll including program department, $380,000, actual payroll, for 150-160 WPIX employees, not including program department, $750,000.

With the jocular remark that his speech might be titled "The Impressions of a Newspaper Man About to Go Into Television Without FM Interference," Mr. Flynn disclosed that the News will not appeal the FCC's denial of its FM application, and hence will be free to concentrate on video.

Although Mr. Flynn twice made wistful reference to "how nice it would be to get in on a push-button operation," meaning a network affiliation, he indicated that WPIX intends to turn its position as the only non-network video station in New York into a decided asset.

**Makes Suggestions**

In closing Mr. Flynn urged the television group to give careful consideration to three suggestions for the benefit of the industry:

1. The establishment of an "Audit Bureau of Television" which would make available the names and addresses of set buyers;
2. The founding of a centralized school for the training of television personnel; and
3. Curbing the practice of "bidding up prices" for talent and material, which he blamed for fostering "a dog-eat-dog atmosphere in an infant industry."

**EVANS STRESSES NEED IN TECHNICAL FIELD**

WALTER EVANS, vice president of Westinghouse Electric Corp., was the speaker at a chapter dinner meeting of Tau Beta Pi, honorary engineering society, held Thursday night at Johns Hopkins U. in Baltimore. The dinner meeting was attended by students, alumni and faculty members following initiation ceremonies during which Mr. Evans was elected an honorary member of Tau Beta Pi.

Mr. Evans stated that one of the biggest needs in industry today for more engineers qualified to accept industry's executive positions. "To fill this need a joint effort on the part of the individual engineer, the college and industry is necessary if more engineers are to accept executive as well as traditional responsibilities."

To prepare the engineer for his new responsibilities, Mr. Evans proposed that "colleges and universities liberalize curricula to include more cultural courses; that industry provide specialized training for the graduate engineer; and that the individual engineer realign his sights and broaden his own personality and interests" to meet this new challenge.
Three Beauties of the Deep South

1. ST. LOUIS PLANTATION, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. ESSO OIL REFINERY, Baton Rouge. Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power
in the South's Greatest City

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

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
Mr. Grabhorn was manager of ABC owned and operated stations, including WJZ, network's key station in New York. He joined the company in 1942 as national spot sales manager, became assistant general sales manager in 1944 and manager of station sales in 1946. A year later Mr. Grabhorn was appointed manager of WJZ and owned and operated stations and supervisor of the network's cooperative program sales division.

"Vera Croft" Program

VERA CROFT program, originating at KTUL Tulsa, Okla., has been expanded to enter the national transcribed program field. Program is primarily built around human interest stories. Script includes plugs for home-owned grocery stores for whom program was designed. First station to feature new program was KCMO Kansas City.

"New England's Most Powerful Radio Station"

WLAW

AND WLAW-FM

50,000 Watts

680 Kilocycles

BASIC STATION OF THE AMERICAN BROADCASTING COMPANY

in

Lawrence, Massachusetts

WITH STUDIOS IN LAWRENCE, BOSTON AND LOWELL

Is Pleased To Announce

THE APPOINTMENT OF

Paul H. Raymer Company

as National Representative

NEW YORK * BOSTON * DETROIT * CHICAGO

ATLANTA * SAN FRANCISCO * LOS ANGELES

Effective May 1, 1948

WLAW is owned and operated by Hildreth & Rogers Company, Lawrence, Massachusetts

IRVING E. ROCKS, President and Treasurer

MANAGEMENT

EUGENE P. WEIL, former general manager of WJWC Selma, Ala., has been named general manager of WBZ Tuscaloosa, Ala. He previously was general manager of WLAG Rome, Ga.

ED TIDWELL, manager of KBDJ San Diego, has resigned to return to Army. He will enter Army Public Relations School in June.

HERNEY BURLESON, former program director of WJHL Johnson City, Tenn., has joined WEFB Johnson City as station manager.

DOYLE J. OSMAN, manager of KXOE El Centro, Calif., since Jan. 1, 1947, has been named a vice president of Valradio Inc. and acquired stock interest in operation.

DON FORBES, has resigned as general manager of KWKI Burbank, Calif., to return to network announcing and production. Mr. Forbes retains his stock in the station.

HOLE NAMED MANAGER OF NEW YORK'S WABD

APPOINTMENT of Leonard H. Hole as general manager of WABD New York, key station of the Dumont Television Network, was announced Jan. 26 by Lawrence Phillips, director of the network. Mr. Hole moves to WABD from CBS, where he had been since 1935, most recently as associate director of the network's television operation.

WABD's staff will be otherwise unchanged under Mr. Hole's administration, Mr. Phillips said. Basically, he added, the appointment will mean "consolidation and simplification" of the station's operation.
And when we say reach... we mean reach!

*KDKA* reaches *six* teeming Metropolitan Communities, night and day, in the *100% BMB* classification.

*KDKA* reaches *twenty-four* counties, night and day, in the *95%-100%* class; *forty-three* counties, night and day, in the *90%-100%* class.

*KDKA* reaches more listeners in metropolitan Pittsburgh, more listeners in metropolitan Pittsburgh, than any other station.

Altogether, *KDKA* reaches 1,303,520 listener families in 194 U.S. nighttime counties; 1,159,910 listener families in 117 U.S. daytime counties.

Important reasons why *KDKA* is one of the nation's most resultful stations! Ask NBC Spot Sales... about availabilities.
Rates for WBZ-TV
Boston Announced

RATES for WBZ-TV Boston were announced Wednesday by J. B. Conley, general manager of Westinghouse Radio Stations Inc.

Rates range from $35 for a one-minute segment to $320 for a full hour. Charges include airtime and facilities but do not include talent, rehearsal, art work, remote pickups, etc.

Different rates are listed for live programs and all-film broadcasts. The hourly charge for a live studio broadcast is $250, for all-film $175.

Minute live announcement rate is $50, minute film rate $35. Discounts on air time run from 7½% for 26 times to 20% for 260 or more times a year.

Rehearsal rates are $25 per half hour for live studio broadcasts and $15 per half hour for all-film broadcasts.

WBZ-TV will start operation on Channel 4 (65-72 mc) as soon as its 650-ft. tower is completed at the WBZ Radio and Television Center. The 7,400-pound transmitting antenna is expected to be put in place at an early date, station reports. In addition to the CAA-required lighting, tower will carry huge WBZ neon signs on four sides.

New Use for Tape

ABC is using tape recorders to keep members of its spot sales department posted on ABC television developments, the network disclosed last week. At each of a series of weekly meetings which began April 27 questions and answers from ABC sales personnel will be tape-recorded and edited into half-hour session to be shipped to ABC offices in Chicago, Detroit, Los Angeles, San Francisco.
WGFG
KALAMAZOO
A.B.C. 1000 W. 1360 Ke.

and

WJIM
LANSING
A.B.C. 250 W. 1240 Ke. (c.p. 1000 W. 550 Ke.)

announce the appointment of

Robert Meeker Associates, Inc.

as exclusive national representatives

effective May 1, 1948

HAROLD F. GROSS, General Manager
WGFG and WJIM
Only **WBAL** Gives

**WBAL-TV**

For Television

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

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

**WBAL-TV**—NBC AFFILIATE

2610 N. Charles Street
Baltimore 18, Md.
Baltimore....BOTH!

WBAL For Standard Broadcasts

WBAL's local programs are of a size and quality unexcelled by any radio station — anywhere. Add to that the NBC "America's No. 1 Network" Parade of Stars. So we say with pride—"The Greatest Shows in Radio are on WBAL."

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

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

WBAL —50,000 WATTS—NBC AFFILIATE
"One of America's Great Radio Stations"
2610 N. Charles Street, Baltimore 18, Md.
Represented Nationally by Edward Petry & Co., Inc.
Tobey or Not to Be?

THE ATOMIC Senator Tobey is releasing radio investigatory isopes with abandon.

Even before he had slammed closed the record on the Johnson Bill (S-2231) to break down clear channels and limit power to 50 kw, he had undertaken a full-dress investigation of radio allocations, patents, and competitive practices. All this as Acting Chairman of the Senate Interstate & Foreign Commerce Committee, and without indicating the legislative vehicle for this inquisition. But it is clear that he intends to probe and probe, and that FM and TV and patents are on his mind.

Mr. Tobey's immediate target appears to be RCA-NBC. RCA is the biggest single entity in radio. It has done more to advance television than any other organization. RCA owns many of the basic TV patents. It probably has expended more money than any other group in television. It, along with DuMont, Philco, GE, and the other private inquirers is only now beginning to realize the reward of years of laboratory work and experimentation.

We've seen many investigations of radio during the last score of years. Not one has produced much more than a waste of tax-payers' funds. When the FCC has been under scrutiny, the investigators haven't been able to pin down anything of substance, even though the substance may have been there. With hardly an exception these have been superfluous fishing expeditions.

Now, the Tobey crusade appears aimed at both the licensing authority (FCC) and the licensees. The Johnson Bill can only be viewed as a usurpation of the FCC's functions. No less a personage than the ailing Chairman Wallace H. White Jr. (R-MN) of the Committee on which Senator Tobey serves as ranking Republican member, harbors that view.

There is always motivation for such inquiries. It isn't necessary to dig very deeply. When Senator Tobey announced his new inquiry, it was a quest of "indecency and decency." Maj. Edwin H. Armstrong, radio inventor of renown and the father of wide-band FM (the present system) was on the witness stand. Maj. Armstrong's battle with RCA over FM is one that Tobey friends and neighbors in New Hampshire, where the inventor maintains a summer home. With Maj. Armstrong on the stand, Senator Tobey commented, "I respect and admire your work in radio." And even a handfull within radio who have felt that a discordant voice, however blatant, serves a useful purpose.

We would be less than frank if we didn't comment on Mr. Durr's imminent departure. We feel that it is because we do not regard his ideologies as consistent with the intent of the statutes. With him, in due course, will probably go some of the more radical members of the FCC staff who acquire FCC status largely through his offices and who became his disciples in the "soak the radio rich" crusade.

The official word is that Mr. Durr declined reappointment because he couldn't make ends meet with $10,000 a year. We have no doubt that he has found it difficult. Others have left for the same reason. But we do doubt that this was Mr. Durr's only reason.

We think the FCC salary level should be increased to $15,000 for Commissioners and perhaps $17,500 for the chairman. There would be a far better chance of inducing high caliber men to accept appointment.

Even if Mr. Durr had been reappointed, he probably could not have been confirmed. The President has said he intends filling vacancies as they arise. The Senate Republican leadership has said that, where party control of particular agencies may be involved, nominations will be permitted to lapse with the anticipated recess of Congress in June or July. The scent of victory in November is in the Republican nostrils and they must be safeguarded against political changes on independent agencies. That is the case at the FCC, for it now has three Democrats (Chairman Coy, Walker and the retiring Durr); three Republicans (Hyde, Johnson, Sterling) and one independent (Webster).

We predict you'll be hearing more of Mr. Durr in radio after June 30. He is a lawyer. The labor unions, particularly the CIO, are big business. And they have big ideas in radio. But the scenery is a bit different looking up at the FCC bench.
MUSIC IS A Joy FOREVER—A love of good music grows with the years, makes the music lover a special kind of radio listener. It keeps him devoted to the radio station that gives him the music he loves. More than half a million music lovers in and around New York spend so much time listening to WQXR and WQXR-FM, no other station can reach them so effectively. And because these music lovers are the most prosperous families in the world’s most prosperous market, advertisers find them their most valuable and profitable customers. If you want more sales more easily made, find out more about WQXR and WQXR-FM—the stations distinguished for good music and news bulletins of The New York Times.
DENIAL of license renewal for WJBW New Orleans to Charles C. Carlson and grant of the 250-w fulltime, 1280 ke facilities to Louise C. Carlson, his divorced wife, were reported by FCC last Monday in a final decision. WJBW's temporary license was terminated effective May 31.

Renewal was denied to WJBW, FCC concluded, because through repeated violation of FCC rules and standards over a period of several years Mr. Carlson "has demonstrated his unfitness to continue further in the operation of the station. A majority of the violations alleged by the Commission were of a technical nature. Non-compliance with certain wartime security restrictions also were cited [BROADCASTING, Dec. 15, 1947]."

In the same action the Commission denied a second petition by Mr. Carlson to re-open the record in the proceeding for further testimony to support his renewal bid.

The two applications were not given comparative consideration since the renewal request was denied independently and apart from the application of Mrs. Carlson, FCC stated.

Mrs. Carlson plans to build all new facilities, it was indicated, and will serve as general manager. None of the present WJBW staff is to be employed in any capacity, she told the Commission. Mrs. Carlson had assisted her husband with the operation of WJBW from the time of its inception in 1926 until disagreement over management in 1943, the record showed. The Carlsons were divorced in 1942.

A writ for partition of the WJBW property, one half of which Mrs. Carlson claims under Louisiana's community property laws, is pending in the 24th Judicial District Court of that state [BROADCASTING, March 15, 29]. An accounting of the property and injunction against any disposal not authorized by the court also is pending. A temporary restraining order to this effect has been issued in the matter and Mr. Carlson is under $5,000 bond. A request to increase the bond to $10,000, equal to the one-half property interest involved, has been made.

Objection has been reported filed by Mr. Carlson to the proceeding, claiming jurisdiction in the matter properly belongs in the District Court for the Parish of Orleans instead of present court in the Parish of Jefferson. The jurisdictional question is under consideration by the court.

Respects

(Continued from page 48)

It was all for giving vocal work one more year.

But in May 1944 he had decided that the advertising agency business was for him. Having known Lewis Titterton, radio head of the Commonwealth agency, he dropped in with a proposed program. On that program the answer was no; but they talked about other things including Truth or Consequences.

It seemed to Mr. Titterton that Mr. Holm was looking for an agency contact man on Truth or Consequences and Mr. Holm's background in radio and show business seemed ideal. He also handled production on such programs as Boston Symphony, Information Please and Lanny Ross Show for the agency.

In September 1946 he was shifted to Hollywood from New York to handle Truth or Consequences which had moved to the West Coast for origination about a year earlier. And in April 1947 he was named office manager.

Mr. Holm met Miriam Engle in Chicago when he discovered that she lived in the same apartment house. And rent for one apartment was cheaper than for two, so they were married Aug. 4, 1935. Today they live in Hollywood Hills with Patricia, 8, and Pamela, 5.

Singing is still his prime hobby and his home is the site of an informal quartet gathering about three times a month. Since acquiring the home he points out that gardening has become another active interest. Flying lessons constitute his next leisure hour pursuit. Professionally he lists the Hollywood Advertising Club as his extra-curricular activity.
Night and Day

wnox

makes your advertising pay

PROVED BEST by HOOPER-TEST

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<td>41.1</td>
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Time after time, day and night, WNOX programs have more than 50% of the audience. For example: Arthur Godfrey has 65.4% of the audience with a rating of 24.2 on Monday night. WNOX programs beat all the big shows on the other major network Sunday night. Throughout the entire week, WNOX nighttime half-hours are in a big first place 73.7% of the time—lead or tie for first 78.6%

WNOX is the only Knoxville station not using telephone give-aways or prizes-for-listening gimmicks.

Call A Branham man for availabilities!
April 23 Applications...  
**APPROVED FOR FILING**
- WPLR, New London, Conn.
- KSJ, State College, Pa.
- WGGG, Columbus, Ohio
- WROL, Milwaukee, Wis.
- WJBF, Atlanta, Ga.
- WKLU, Richmond, Va.
- KBEH, El Paso, Tex.
- KAXL, Los Angeles, Calif.
- KWIN, Des Moines, Iowa
- WJAI, Clearwater, Fla.
- WBOI, Boise, Idaho

**LICENSES**
- WDLN, Madison, Wis.
- KWHO, Los Angeles, Calif.
- WAVE, Fort Lauderdale, Fla.
- WANE, Fort Wayne, Ind.
- WBAA, Indianapolis, Ind.
- WDEF, Augusta, Ga.
- WBTM, Tuscaloosa, Ala.
- WOSU, Columbus, Ohio
- WAZW, West Allis, Wis.
- WQEX, New York, N.Y.
- WBBK, Atlanta, Ga.
- WKNX, Columbia, S.C.
- KRLN, Lakeland, Fla.
- KNOX, Knoxville, Tenn.
- KMOV, St. Louis, Mo.
- WQVE, Youngstown, Ohio
- KLEM, Richmond, Va.

**AMENDMENTS**
- KBC, Kansas City, Mo.
- WJFU, Charlotte, N.C.
- WTV, T Amelia, Va.
- WGEN, Buffalo, N.Y.
- WPTL, Poughkeepsie, N.Y.
- WLL, Atlanta, Ga.
- WIDE, Dallas, Tex.
- WAKS, New Orleans, La.
- WPG, Madison, Wis.
- WMMJ, New York, N.Y.
- WCOU, Oklahoma City, Okla.
- WCLA, Los Angeles, Calif.
- KLLL, Laredo, Tex.
- WJIA, Madrid, Iowa

**FCC ACTIONS**
- AM-1150 kc
  - Blue Ridge Best, Inc., Company, Seneca, S.C.
  - Commission: granted new station; AM-1210 kc
  - Humble-Hill-Trenton Best, Co., Humble, Texas

**FCC MODIFICATIONS**
- License for CP
- Modification of CP
- Service permit, installation of new station
- Modification of CP
- License for CP
- Modification of CP
- License for CP
- Modification of CP
- License for CP
- Assignment of CP
- Assignment of CP
- License for CP
- Assignment of CP

**FCC ACTIONS**
- AM-1280 kc
  - Defiance Broadcasting Co., Defiance, Ohio
  - Commission: granted new station

**FCC ACTIONS**
- WFSB, New York, N.Y.
  - License for CP
  - Modification of CP

**FCC ACTIONS**
- TV-68-46 kc
  - J. W. Supreme, Woodville, Ohio
  - License for CP

**FCC ACTIONS**
- AM-1050 kc
  - Announced decision granting application for renewal of license to Best, Inc., for CP for 500 kc in order to show continued service demanded; continued to 4/26

**FCC ACTIONS**
- AM-1320 kc
  - Announced decision granting application for renewal of license to Best, Inc., for CP for new station 1280 kc on condition that in lieu of new station, licensee will operate new station at 1280 kc.

**FCC ACTIONS**
- WPTL, Poughkeepsie, N.Y.
  - Commission: granted new station; AM-1210 kc

**FCC ACTIONS**
- KWWL, Des Moines, Iowa
  - License for CP

**FCC ACTIONS**
- WIDE, Dallas, Tex.
  - License for CP

**FCC ACTIONS**
- WABX, New York, N.Y.
  - License for CP

**FCC ACTIONS**
- KLLL, Laredo, Tex.
  - License for CP

**FCC ACTIONS**
- WJIA, Madrid, Iowa
  - License for CP

**FCC ACTIONS**
- KLOW, Des Moines, Iowa
  - License for CP

**FCC ACTIONS**
- WQVE, Youngstown, Ohio
  - License for CP

**FCC ACTIONS**
- Redlands Best, Co., Redlands, Calif.
  - Granting petition for renewal of license on condition that in lieu of new station, licensee will show continued service demanded; granted insofar as it requests reconsideration and grant

**FCC ACTIONS**
- KMV, St. Louis, Mo.
  - License for CP

**FCC ACTIONS**
- KLLL, Laredo, Tex.
  - License for CP

**FCC ACTIONS**
- WPTL, Poughkeepsie, N.Y.
  - License for CP

**FCC ACTIONS**
- WQVE, Youngstown, Ohio
  - License for CP

**FCC ACTIONS**
- April 26 Decisions...
  - DOCKET CASE ACTIONS

**FCC ACTIONS**
- KWWL, Des Moines, Iowa
  - License for CP

**FCC ACTIONS**
- WQVE, Youngstown, Ohio
  - License for CP

**FCC ACTIONS**
- April 26 Decisions...
  - DOCKET CASE ACTIONS

**FCC ACTIONS**
- AM-1320 kc
  - Announced decision granting application for renewal of license to Best, Inc., for new station 1280 kc on condition that in lieu of new station, licensee will operate new station at 1280 kc.

**FCC ACTIONS**
- WDDT, Miami, Fla.
  - License for CP

**FCC ACTIONS**
- WQVE, Youngstown, Ohio
  - License for CP

**FCC ACTIONS**
- April 26 Decisions...
  - DOCKET CASE ACTIONS

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**FCC ACTIONS**
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radio stations!

Get this free record that tells how Capitol's low cost Transcription Service can greatly help you sell station time

mail coupon now

Wrote WMOB: "At the present time, we have the following programs SOLD out of the Capitol library: Music From Hollywood, Eddie LeMar, Jan Garber, Alvino Rey. We are very happy with the library and are able to give the listening audience in Mobile something that they cannot get on any other radio station in Mobile."

Capitol gives you dozens of top flight stars, including Peggy Lee, King Cole Trio, Alvino Rey, Stan Kenton, Johnny Mercer, Hal Derwin, King Sisters, Duke Ellington, Tex Ritter, Merle Travis and Gene Krupa.

There's plenty of variety in the library of 3000 numbers (with more added regularly); plenty of freshness in the 35 hours of programming provided each week.

Completely detailed format catalogue and simplified filing system—plus ingenious cross-indexes—make everything finger-tip convenient. Special music for commercials, special voice recordings of the stars, so your announcers can "talk" with them.

A terrific library! A real business getter. Send coupon for full details. No obligation!
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

- With it—your signal from studio to transmitter now rides on air!
- With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.
- With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting.

Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.

S-T TRANSMITTER

- Conservatively rated 10 watts output. Continuously adjustable 1 to 10 watts, for maximum tube life.
- Remarkably easy installation.
- Single unit. Entire transmitter is complete within its cabinet. All maintenance done under comfortable indoor conditions.
- Low power consumption: 675 watts total input.
- Can be tuned and adjusted without special test equipment.
- Instant accessibility. All meter and tuning controls immediately at hand when front doors are open.
- Rear doors interlocked for maximum safety to personnel.
- Simple and easy to change tubes.
- Full overload protection with automatic reclosure in case of momentary power supply failure.
- External pre-emphasis unit for cabinet rack mounting.

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type "N" RF fittings throughout.
- Provides high fidelity performance:
  - Less than 1% distortion from 50 to 15,000 cycles.
  - Noise level better than 65 db.
  - Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.
for dependable broadcasting

S-T RECEPTOR
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

S-T ANTENNAS
- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 53 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
107 Spring Street
Walnut 9767

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1001 N. Lamar Street
LD 224

DENVER 2, COLO.
650 17th Street
Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
350 West Sixth Street
Trinity 3417

SYRACUSE 1, N.Y.—Syracuse 6-4411
SALT LAKE CITY 9, UTAH—200 South Main Street

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickersham 2-1211

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-5000

SAN FRANCISCO 4, CALIF.
535 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rn. 105
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
808 15th Street N. W.
Executive 3600

For fast service call G.E.
FCC Actions (Continued from page 32)

Decisions Cont.: amend application to show withdrawal of application by J. Weisman as stockholder and subscriber, and related information.

KGDB Tyler, Tex.—Granted request to intervene in proceeding on application of Center Bestg. Co. and John W. Bechtel, names as Bestg. Co.

KFLQ Lake Charles, La.—Granted petition for leave to intervene in consolidated proceeding on applications of Continental Bestg. Co. et al., as joint petitioners.

Kansas City Bestg. Co. Inc., Kansas City, Mo.—Denied petition in part. The request authorizes to take deposits of stock from its depositors. But, insofar as the petition requests the depositors of Stock to take deposits of their stock, as joint petitioners.

Kanawha River Bestg. System, Inc., Charleston, W. Va.—Denied request to extend time for filing of a brief.

KNLC Portland, Me.—Renewed request to extend time for filing of a brief.

KNPR Las Vegas, Nev.—Petition denied.

KQID-DT Cheyenne, Calif.—Petition denied.

KMBC Kansas City, Mo.—Petition denied.

KRMJ Springfield, Mo.—Petition denied.

KRVN-LP Clinton, Ark.—Petition denied.

KTVN Fort Worth, Tex.—Filed petition to extend time for filing of a brief.

KXAS Dallas, Texas—Petition granted.

KXIL-A TV Gilmer, Texas—Petition denied.

KRIN-AM and KLTV-TV San Antonio, Texas—Petition denied.

KTBI-FM Baxter Springs, Kans.—Petition denied.

Title—FCC Actions (Continued from page 32)

WAMS Wilmington, Del.—New FM station to be constructed on location.

WQXJ Buckhead, Ga.—Same.

Woodward Bestg. Inc., Woodward, Okla.—New station to be constructed on location.

Amendment—KAFM and KMFR-AM Las Vegas—Modification of CP.

New station to be constructed on location.

New license to be issued.

License for CP

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HOW TO MAKE ONE DOLLAR WORK HARD IN RADIO

WHAT CHECK have you on the results your advertising dollar gets for you in radio? A good way of measuring sales effectiveness is to ask local advertisers their experience with a given station. Here's what some of CFRB's local advertisers say (Complete statements upon request.)

"CFRB has brought customers into my stores from Orillia, Cobourg, Collingwood, and even farther afield to buy clothes for themselves and their families." Jack Fraser, President of Jack Fraser Stores Ltd.

"We have found that our CFRB advertising brings us new customers for coal, oil burners and other heating equipment. It keeps our old customers coming back year after year." Elias Rogers Coal Co. Ltd.

"I have been broadcasting over CFRB three or four times a week since 1930. The hundreds of telephone calls and the written enquiries that come in are a good barometer of CFRB following." Ann Adam—Ann Adam Homecrafters.

CFRB offers you more listener per dollar than on any other station in the Toronto area. Compare our Bureau of Broadcasting Measurement standing and our Elliot-Haynes ratings with those of other stations.

A breakdown of latest figures shows that ONE DOLLAR buys on CFRB:

1,864 potential radio homes after 7 p.m. (54c per 1000 potential homes).
2,795 potential radio homes between 6 and 7 p.m. (36c per 1000 potential homes).
3,525 potential radio homes at other times (28c per 1000 potential homes).

All these radio homes are in Canada's richest market. The listeners in these homes do hear and act upon CFRB sales messages. Make your advertising dollar work harder—on CFRB!
A Plus Buy in a Plus Market

WHAM BEAMED DIRECTLY INTO 900,000 PLUS RADIO HOMES

BY THE SECRETARY

WHOP Hopkinsville, Ky.—Granted call sign to WAPM on top of AM tower.

KECA-TV Los Angeles—Granted call sign to KCET on top of AM tower.

FCC Actions

Applications Cont.: May 10 to May 17

Frank Quinn, Albuquerque, N. M.— Granted new station 1250 kc.

AM-1250.

1480 kc.

1775 kc.

1895 kc.

1980 kc.

2120 kc.

2350 kc.

2470 kc.

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Western Electric
1304 TYPE REPRODUCER SET

LOWEST DISTORTION
You get your high frequencies without introducing fuzz.

MINIMUM FLUTTER
You get piano notes without introducing wow.

NEGIGIBLE NOISE
You can boost bass response without introducing rumble.

Plus...
Features that make the 1304 tops in operating utility! Accurate playing time—less than 2 seconds’ variation in 15 minutes. Fast pickup to stable speed, rapid slowdown. Quick, easy electrical speed change. Easy reproducer handling. Positive protection against reproducer damage.

A NATURAL FOR FM!
If you’re using FM, make the most of its possibilities! Start with well-cut recordings—then give them the finest in reproduction...with the 1304!

Plan to hear the 1304 Type Reproducer Set for yourself when you visit the NAB Convention. For early delivery, place your order now. Call your local Graybar Broadcast Representative for full details, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

ALSO AVAILABLE WITHOUT CABINET— OR WITHOUT REPRODUCER GROUP
If you have your own cabinet or table, the 304 Type Reproducer Panel is for you. Identical with the 1304 Set, but without the cabinet, it is supplied as a completely assembled unit, with all operating mechanism attached to the panel. Or, if you already own a 109 Type Reproducer Group, order the 305A Reproducer Panel (without 109 Type Group).


May 3, 1948 • Page 59
FCC Actions (Continued from page 58)

Decisions Cont.: Nutmeg State Bost. Co., Waterbury, Conn., continued hearing on application for TV station.

William F. St. Louis—Continued hearing on application for 4-28 to 5-26-48 at Washington.

April 27 Applications… ACCEPTED FOR FILING

AM—1449 kc

Crecent Bay Bost. Co., Santa Monica, Calif., for new standard station 1460 kc 250 w D. AMENDED to change power to 1 kw.

AM—1490 kc

Highlands Bost. Co., Sebring, Fla.—CP new standard station 1490 kc 220 w unil. AMENDED to change frequency to 1360 kc.

Modification of CP

W. J. B. B. Macom, Ga.—Mod. CP new standard station for extension of completion date from 3-18-48 to 60 days after grant of application for transfer of control.

KSU, Salina, Kans.—Mod. CP increase power, etc., for extension of completion date.

License for CP

KATE near Albert Lea, Minn.—License to cover CP install new vertical antenna, new location, change trans. and studio locations.

Relinquishment of Control

KTRM Wichita, Kans.—Voluntary relinquishment of control of permitted operation from M. L. Banks, Houston, Tex., Walter D. Gline and A. Boyd Edmonds, Houston, Harte, 250 kw. of common stock—5%. Completing of CP in being granted assignment of license.

Assignment of License

WLS TV Chicago, Ill.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

WKNX Charleston, W. Va.—Voluntary assignment of license from Joe L. Smith Jr. to Joe L. Smith Jr. Inc.

Transfer of Control


License for CP

WCOU-FM Lewiston, Me.—License to cover CP new FM station.

License Renewal

KOZY Kansas City, Mo.—License renewal filed.

TV—76-82 mc

The Daniels & Fisher Stores Co., Denver, Colo.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.7 kw, aur. 9.1 kw unil.

Warner Bros. Pictures Inc., Chicago—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 31.0 kw, aur. 15.5 kw unil.

Guy Gannett Bstgs. Services, Portland, Me.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 27.4 kw, aur. 13.5 kw unil.

TV—219-216 mc

KFQI Inc., St. Joseph, Mo.—CP new commercial television station on Channel 13, 216-218 mc, ERP vis. 2.32 kw, aur. 1.17 kw unil.

TV—192-198 mc

WAGE Inc., Syracuse, N. Y.—CP new commercial television station on Channel 13, 198-200 mc, ERP vis. 30 kw, aur. 15 kw unil.

TV—180-186 mc

Southern Bstg. Inc., Richmond, Va.—CP new commercial television station on Channel 13, 180-186 mc, ERP vis. 18.5 kw, aur. 19.3 kw unil.

Petition to Reconsider

The Valley Bstg. Co., Steubenville, Ohio—CP new commercial television station on Channel 13, 186-188 mc, ERP vis. 25.7 kw, aur. 12.6 kw unil. Petition for reconsideration for assignment of application for reconsideration and for amendment of solicitation so as to relocate Channel 12 to Steubenville as well as Wheeling area.

TENDERED FOR FILING

TV—180-186 mc

The Metropolis Co., Jacksonvile, Fla.—CP new commercial television station on Channel 6, 180-186 mc, ERP vis. 25.1 kw, aur. 13.2 kw unil.

TV—42-48 mc

Peoria Bstg. Co., Peoria, Ill.—CP new commercial television station on Channel 6, 42-48 mc, ERP vis. 17.2 kw, aur. 8.61 kw

April 28 Decisions… BY COMMISSION EN BANC

License Renewal

Granted renewal of licenses of following stations for period ending May 1, 1951: KWY Philadelphia, WOAY Silver Spring, Md.; KSTV Stephensville, Tex.; KTHM Beaumont, Tex.; KUSN San Mateo, Calif.; KWWC Chula Vista, Calif.; KXCN San Annapolis, Md.; WAUX Waukesha, Wis.; WBYS Canton, Ill.; WCAY (and aux.) Springfield, Ill.; WTSP Grand Rapids, Mich.; WGT Blackshear, Ga.; WKMB West Palm Beach, Fla.; WDKA Columbus, Ohio; WXTM Mayfield, Ky.; WKRC Cincinnati, Ohio; WBLR Tarrant, Conn.; WLDS Jacksonville, Ill.; WOAP Owensboro, Ky.; WPTF Fuqua, Ohio; WDKB Columbus, Ohio; WTOP Washington, D. C.; KKJS New Orleans, La.

Assignment of License

WICY Maloney, N. Y.—Consent to assignment of license to North Country Bstg. Co. Inc.

April 28 Decisions… BY COMMISSION EN BANC

License Renewal

Granted renewal of licenses of following stations for period ending May 1, 1951: KWY Philadelphia, WOAY Silver Spring, Md.; KSTV Stephensville, Tex.; KTHM Beaumont, Tex.; KUSN San Mateo, Calif.; KWWC Chula Vista, Calif.; KXCN San Annapolis, Md.; WAUX Waukesha, Wis.; WBYS Canton, Ill.; WCAY (and aux.) Springfield, Ill.; WTSP Grand Rapids, Mich.; WGT Blackshear, Ga.; WKMB West Palm Beach, Fla.; WDKA Columbus, Ohio; WXTM Mayfield, Ky.; WKRC Cincinnati, Ohio; WBLR Tarrant, Conn.; WLDS Jacksonville, Ill.; WOAP Owensboro, Ky.; WPTF Fuqua, Ohio; WDKB Columbus, Ohio; WTOP Washington, D. C.; KKJS New Orleans, La.; WICY Maloney, N. Y.; Assignment of CP to WITN Wittersham for license to cover CP new FM station.

License Renewal

Granted renewal of licenses of following stations for period ending May 1, 1951: WAKX The Atlanta Journal Co., Atlanta, Ga.; WXIRX, Harvey Bstg. Co., Inc., Cambridge, Mass.; KSPX KSPX; WXKB, McCaughey, N. Y.; WDKB Columbus, Ohio; WTBN Philadelphia; WABC New York; WCCO Minneapolis; WOAY Silver Spring; KSTV Stephensville, Tex.; KTXM Beaumont, Tex.; KUSN San Mateo, Calif.; KWWC Chula Vista, Calif.; KXCN San Annapolis, Md.; WAUX Waukesha, Wis.; WBYS Canton, Ill.; WCAY (and aux.) Springfield, Ill.; WTSP Grand Rapids, Mich.; WGT Blackshear, Ga.; WKMB West Palm Beach, Fla.; WDKA Columbus, Ohio; WXTM Mayfield, Ky.; WKRC Cincinnati, Ohio; WBLR Tarrant, Conn.; WLDS Jacksonville, Ill.; WOAP Owensboro, Ky.; WPTF Fuqua, Ohio; WDKB Columbus, Ohio; WTOP Washington, D. C.; KKJS New Orleans, La.; WICY Maloney, N. Y.; Assignment of License

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WICY Maloney, N. Y.—Consent to assignment of license to North Country Bstg. Co. Inc.

April 28 Decisions… BY COMMISSION EN BANC

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WICY Maloney, N. Y.—Consent to assignment of license to North Country Bstg. Co. Inc.
WNEW, "America's Razzle Dazzle Station," proudly pops its top as VARIETY doffs a boff 'Showman' Award for "fabulous" '47 parlay of B.O., pubserv & whiz biz. "Most copied" operation's fourth kudo cues sock citation on "How To Run A Radio Station."

Indubitably, Your No. 1 Purchase in New York

WNEW

Represented by
John Blair Esq. & Co.
Undisputed Sales Facts

When you think of FM in Kansas City you naturally think of KOZY.

No other FM station is as well known in or outside of Kansas City.

Why? . . . Because KOZY has done the most to make Kansas City FM conscious.

Therefore, KOZY is the choice station of the more than 20,000* FM set Owners in the Greater Kansas City FM Audience.


Represented Nationally by FM Reps, Inc.

"A DILLARD STATION"

Robert F. Wolfskilf Manager

FCC Actions (Continued from page 60)

Applications Cont.: AM—999 kc


Calif.—CP new standard station 1460 kc D. AMENDED to change power to 1 kw.

—1411 kc

Christian County Bstg. Co., Taylor- ville, Ill.—CP new standard station 1410 kc 1 1/2 kw. AMENDED to change power to 250 w to 1 1/2 kw, Install DA.

—1376 kc

Home Bstg. Co., Loganport, Ind.— CP new standard station 1370 kc 1 kw D.

—1440 kc

Southern Bstg. Co., Coldwater, Mich.—CP new standard station 1350 kc 1 kw DA-D.

—1340 kc

Felicin & Smehey, Detroit, Mich.—CP new standard station 1340 kc 1 kw D. AMENDED to change power to 500 w.

—1410 kc

WRGB Grand Rapids, Mich.—CP change hours from 1 kw D to 1 kw DA and install DA-N.

—1340 kc

Modification of CP

WBBB Burlington, N. C.—Mod. CP increase power etc. for extension of completion date.

—1280 kc

Defiance Brunswick Bstg. Co., Defiance, Ohio—CP new standard station 1280 kc 500 w D.

—1210 kc

Sapulpa Bstg. Co., Sapulpa, Okla.—CP new standard station 1210 kc 250 w D.

Modification of CP

WWAM Altona, Pa.—Mod. CP new standard station for extension of completion date.

—1320 kc

AMCR Scranton, Pa.—CP change frequency from 1000 kc to 1290 kc. Change hours from D to 1 uni., increase 1 kw-D to 1 kw-D 30 w-N and install DA-N.

Modification of CP

KUCA-FM Sloanums, Ark.—CP new standard station to change frequency from 965 mc to 1057 mc.

KRMF—Modification of 1st new FM station for extension of completion date.

KSON-FM San Diego, Calif.—Same.

License for CP

WEWS-FM Cleveland—License to cover CP new FM station.

Modification of CP

WGGR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

Reinstate CP

WTSP-FM St. Petersburg, Fla.—CP to reinstate CP new FM station, which expired April 1.

Modification of CP

WAVY-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WMAG-FM Chicago—Same.

WTHI-FM Terre Haute, Ind.—Same.

KGLF-FM Mason City, Iowa—Same.

WCRR Fallon River, Mass.—Same.

WWRB Albany, N. Y.—Mod. CP new FM station for extension of completion date.

WMUR-FM New York City—Same.

WWJ-FM Detroit, Mich.—CP new FM station for extension of completion date.

KAMM-FM Temple, Tex.—Same.

Relinquishment of Control

KWFA Wichita Falls, Tex.—Voluntary relinquishment of control of permitted corporation from M. B. Hanks, Houston, Texas, Walter D. Crane and A. Boyd Kelley to M. B. Hanks and Houston Harte. Contingent upon FCC being granted assignment of CP.

Transfer of Control

KWKK-FM Wheeling, W. Va.—Voluntary transfer of control of permitted corporation from L. Smith Jr. to Joe L. Smith Jr. Inc.

Modification of CP

WOSH-Osborn, Mich.—Mod. CP new FM station for extension of completion date.

WISN-FM Milwaukee—Same.

TV—186-186 mc

Aladdin Television Inc., Denver, Col.—CP new commercial television station on Channel 9 (186-186 mc) ERP vis. 31.6 kw, 13.5 kw and uni.

Acquisition of Control


TV—188-186 mc

Southwestern Pub. Co., Tulsa, Okla.—CP new commercial television station on Channel 8 (188-186 mc) ERP vis. 34.1 kw, 15.3 kw and uni.

TV—174-180 mc


TENDERED FOR FILING

TV—174-180 mc


TV—198-294 mc


TV—284-210 mc

Tri-City Broadcasting, Bellevue, Ohio.—CP new commercial television station on Channel 5 (284-210 mc) ERP vis. 27.0 kw, 13.5 kw.

AM—610 kc

WKNK Kankakee, Ill.—CP change from 1280 kc to 1300 kc, hours from D to uni., utilizing 1 kw and install DA-D.

Assignment of License

WISH WISH-FM Indianapolis—Con- sents to assignment of CP new FM station and CP for FM from Capitol Bstg. Corp. to University WALT Inc., Indianapolis, Ind.

WYDF WDYF-FM Flint, Mich.—Con- sent to assignment of license of AM station and CP for FM from Flint Bstg. Co. to Trebit Corp.

Confirmed Hermit

RALPH EDWARDS, m.c. of Truth or Consequences, learned recently Greta Garbo really wants to be alone. The star was invited to be a mys- terious personality similar to those in the Walking Man or Miss Hush contests. Miss Garbo refused and reportedly claimed she had never heard of Ralph Edwards, or the Walking Man. She reputedly listened to the radio only when President Roosevelt on Dec. 8th, 1941 asked for a declaration of war.

April 29 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized cond. grants for two Class A and four Class B FM stations: issued CPs for eight Class A and 20 Class B FM outlets; issued CPs in lieu previous cond. for two Class A and 14 Class B FM stations.

PROPOSED RULE

Adopted notice of proposed rule making to amend Class B FM allocation plan by substituting Channel 35 for Channel 227 now assigned to Hazelton. The FCC proposed to consider an Internet station which might be caused by WAIL-FM Hazelton to WIF- FM Philadelphia.

Extension Granted

Curl—North, Mass.—Granted 90-day extension of time to complete construction of Class A station on cond. that station commence interim operation within such period.

ST LINKS

Rural Radio Network Inc. 1xhaca, N.Y.—Granted CP new ST link station on 960-550 mc to be used with FM station WYFV-Altus and granted interim license to operate station.

WPVM New Bedford, Mass.—Granted 6 months authority to operate satellite FM trans. on exp. basis at New Bedford to augment service provided for main trans. site at Taunton, Mass.

License for CP

KFDF-FM, Newnan, Ga.—Granted li- cense for new Class B FM station.

Designated for Hearing

Puerto Rico Communications Authority, San Juan, P.R.—Designated for hearing station for Class A FM station.

North Shore Broadcasting Co., Inc., Evanston, Ill.—Designated for hearing station for new Class B FM station in the consolidated proceeding with WACB-WACB also designated for hearing at Evanston and Chicago. In addition, applicants for Class B stations in Chicago area, hearing scheduled June 2 in Chicago.

(Continued on page 64)
GET THE EXTRA VALUE OF COMPLETE ENGINEERING ASSISTANCE

SELECT

Andrew
TRANSMISSION LINE

and ANTENNA EQUIPMENT

for AM FM TV

At no extra cost, you get the advice and experience of a corps of skilled engineers when you select ANDREW equipment. They will answer your questions and assist in solving your specific installation problems.

From the day your inquiry is received, until the day you go on the air, your problems are our problems. The ANDREW sales staff of graduate engineers will not only quote on a complete bill of materials, but will also offer at no extra cost valuable engineering information on how to use ANDREW equipment most effectively. And the free advisory service of the ANDREW engineering department remains at your command until the equipment you purchase is installed and functioning at highest efficiency. ANDREW is not satisfied until you are.

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

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

Andrew
CORPORATION
363 EAST 75TH STREET, CHICAGO 19

WRITE FOR COMPLETE CATALOG.

COMPLETE CONSULTING ENGINEERING SERVICE ALSO AVAILABLE TO BROADCASTERS

ANDREW'S enlarged staff of consulting engineers is prepared to undertake all, or any part, of your installation program, including: preparation of FCC application, supervision of studio or transmitter building construction, selection and installation of equipment, final engineering adjustments and coverage surveys. Full details on request.
FCC Actions (Continued from page 62)

Decisions Cont.: FM Grants Vacated

WPXK-FM, Broadcasting Co., Alexandria, Va.—Granted request to vacate, grant for Class B FM station, and dismissed application.

WKDK Newberry Broadcasting Co., Newberry, S.C.—Granted request to vacate, grant for Class B FM station, and dismissed application.

KSTE Mercury Broadcasting Co., San Antonio, Texas—Granted request to vacate, grant for Class B FM station, and dismissed application.

KDFM Fred Jones Broadcasting Co., Tulsa, Oklahoma—Same.

WCLR Airplane & Marine Instruments, Inc., Glandford, Michigan—Noncommercial Educational State of Wisconsin-State Radio Council, Delafield, Wis.—Granted application to replace CP for non-commercial educational FM station at Delafield, with studies at U. of Wisconsin at Madison, specifying completion of construction date six months after grant. Also designated hearing before Comr. Conv. on May 28 at Madison, application for CP new station, to determine whether date and site proposed in application would constitute undue hardship to air navigation.

WEHR Pennsylvania State College, State College, Pa.—Granted request to vacate and dismissed application CP without filing for its filing similar application in future.

TV-174-180 mc

Sunshine Community Radio, Inc., St. Petersburg, Fla.—Granted CP, new TV station, Channel 7 (146) on WUSF, kw, aur. 13.1 kw, ant. 385 ft.

TV-216-216 mc

Voice of Estancia, Inc., Estancia, N. Mex.—Granted CP, new TV station, Channel 6 (126) on WUSB, kw, aur. 27.2 kw, ant. 875 ft.

Extension Granted

WNJN stations, Buffalo, N. Y.—Granted extension of completion date of new TV station to Nov. 15.

FCC Correction

Commission on April 27 adopted order correcting FCC decision amending Paragraphs 18c, page 35, to show, in height of station granted to North Jersey Radio Inc. as 500 ft. instead of 550 ft.

April 29 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

WAUD Auburn, Ala.—Voluntary assignment of CP from William W. Hunt, C. E. Shetekowsky, and Erskine Walter, partnership d/b/a Auburn Broadcasting Co. to Albert Solow, 140-23 86th Ave., Jamaica, N. Y. CP new FM station on 92.7 mc, Channel 27, ERP 8.2 kw.

License for CP

WFAG Danville, Ill.—License to cover CP change frequency etc.

License to cover CP change frequency etc.

WORK Rock Hill, S. C.—License to cover CP new standard station.

Modification of CP

KFPI-TV Los Angeles—Modified CP for new commercial television station, to increase ERP from 5 kw to 6 kw.

KDTY—Salt Lake City, Utah—Modified CP for new commercial television station, to change frequency from 1260 mc (54-60 mc) to Channel 4 (66-72 mc).

TV-Exp.—Relay

News Syndicate Co., Inc., New York—CP new experimental television relay station on 6750-6900, 6900-6925, 7100-7125 mc, power of 0.1 mc, emission special and hours of operation in accordance with Sec. 4.131 (b), 4.163. License to cover CP new FM station.

Assignment of CP

KBSG-C Broadcasting Co., Crystal Beach, Texas—Granted consent to assignment of license from Collins and Wingate, partnership, to T. Haji Collins tv/sa Collins Broadcasting Co., and Wingate selling half interest for $34,027.75.

KAYL Houston, Texas—Granted consent to assignment of license from partnership to corp. which is owned by assignors partners, E. A. Stepphens, Wm. H. Talbot and Fred Weber.

KBRD Bremerton, Wash.—Granted consent to assignment of license from AM station KBRD from Bruce Bartley and Alexander B. Lake. (December 1950 grant for Bremerton Broadcasting Co., to surviving parents of Bruce Bartley d/b/a Bremerton Broadcasting Co., 5% interest being transferred.

Assignment of License

KCOH-AM Dixon, Calif.—Consent to voluntary assignment of license from Station D. McConnell to McKinnon Publications Inc., corp. in which McConnell has majority interest, and is to be reimbursed $385,890. (Comr. Hyde at hearing).

KTOP Tepaka, Kan.—Consented to assignment of license from Collins and Wingate, partnership, to T. Hall Collins tv/sa Collins Broadcasting Co., and Wingate selling half interest for $34,027.75.

KATJ Houston, Texas—Consent to assignment of license from partnership to corp. which is owned by assignors partners, E. A. Stepphens, Wm. H. Talbot and Fred Weber.

KBRD Bremerton, Wash.—Consented to assignment of license from AM station KBRD from Bruce Bartley and Alexander B. Lake. (December 1950 grant for Bremerton Broadcasting Co., to surviving parents of Bruce Bartley d/b/a Bremerton Broadcasting Co., 5% interest being transferred.

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Reassignment of Control

KCOH-AM Dixon, Calif.—Consent to reassignment of license from AM station KCOH from Flinders Hughes and E. F. Hughes to J. W. Flinders Hughes, in result that each of these stockholders will own 50% interest in permits.

License Extension

KOZY-AM Kansas City—Granted consent to extension of license for period ending March 1, 1951.

License Renewal

WFMJ Chicago—Granted renewal of license for period ending March 1, 1951.
Mr. FM Broadcaster!

Ready Now! A Sure-Fire Promotional Plan to

WIN NEW FM LISTENERS

For Your Station!

the FM Pilotuner

"200 PLAN"

TAKE ADVANTAGE OF IT IMMEDIATELY!
There's Advance Assurance of a Bigger Audience For You
Through The Pilotuner "200" Plan!

This is it... this is the rocket power you have been waiting for! A hard-hitting realistic promotional plan that will bring FM solidly into the homes within your transmitting area! And it features the nationally-sensational FM Pilotuner — the most widely acclaimed FM tuner to reach the market!

AN ADVERTISING CAMPAIGN TO BACK IT!
The Pilotuner "200" Plan features radio and newspaper advertising to put you over the top with concentrated fire power... from you, your local dealers, and Pilot Radio!

Write, Wire or Phone NOW (Stillwell 4-5455) For Full Details!
WE'RE READY FOR IMMEDIATE ACTION!

PILOT RADIO CORPORATION, 37-06 36th St., Long Island City, N.Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION
FCC Actions
(Continued from page 61)

Hearings Cont.

MAY 3-4

TV-Hearing
Louis G. Bartolome, Wilkes-Barre, Pa.
-For television facilities.

Wisconsin Telecast, Inc., Milwaukee, Wis.-Same.

To be held in Federal Court Room, Wilkes-Barre.

MAY 4

Oral arguments before Commission en banc:

1st Argument

Fostoria Best 700 Kc, Fostoria, Ohio-
CP 1200 kc 250 w D.
Massillon Journal Co., Massillon, Ohio-Same.

Lakeland Journal Co., Lakeland, Ohio-
CP 1200 kc 250 w D.

2nd Argument

Massillon Journal Co., Massillon, Ohio-Per FM facilities.

3rd Argument

WIBQ Memphis, Tenn.-CP 1560 kc 1 kw-8 3 w-DA-2 uni.

Allied Clinic
(Continued from page 26)

indicates a better understanding between the stores and radio stations.

In outlining effective systems developed to check results from radio campaigns, Mr. Dennis described the "beamed technique of programming." It is promoting specific merchandise on a definite audience, and checking department sales figures after the radio campaign.

Joe Dumond, president of KXEL Waterloo, Iowa, declared that "no media will bring you a greater sum total of profit for every dollar spent than radio broadcasting in the rural interest." He suggested using radio as "the voice of your institution."

During the television sessions Friday afternoon, Sam Cuff, television consultant, advised the purchase of programs on film rather than locally-produced shows. The quality of the series will be better, he said, and good video programming is essential now, before the "novelty of a television set wears off."

Allied Stores during 1947 in conjunction with RCA sponsored a "Television Caravan" tour of some 22 major cities where Allied stores are located to demonstrate television to the public. The tour was organized just a year ago and employed six specially built General Motors cars to transport the $100,000 worth of video equipment and personnel [BROADCASTING, April 21, 1947].

We start from scratch for 226 million dollars...

There are 372,000 farmers on 84,700 farms in the WSPA Piedmont—where raising prize poultry is a major enterprise. It brings their income up to 226 million dollars a year—and makes neither the chicken nor the egg... but the farmer come first in this prosperous 17-county area.

The Piedmont's farm produce, peaches and cotton enrich the rural population. But it's the industrial output in timber, textiles, plastics and cotton staples that provides the urban wealth—and balances the Piedmont's billion-dollar economy.

That's why the Piedmont people go to market with $1,054,811,000 to spend.

And for the past 19 years they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

Circuit Rates Top

TELECAST of the circus from Madison Square Garden, sponsored by the Ford Motor Co. on WCBS-TV New York was the top telecasting in the C. E. Hooper Inc. survey for New York City in April. The score was 67.2. Share of audience for the program was 72.5, with the balance of 2.2% of the television homes listening to the radio. WABC and WNBVT, both New York, were not on the air at the time.

Represented by Hollinger
Rogers W. Shaffer, Mon. Dir.
Guy Voughton, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville

Page 56 • May 3, 1948
Philco Award

(Continued from page 27)

ceivers to provide a contrast between the services.

A vivid illustration of television's value as an advertising medium was offered by Mr. Whiteman, in the role of disc m.c. First he read his commercial over the public address system. Then he was panned in by the television cameras as he went through frantic and comical efforts to prepare a pot of coffee. He then demonstrated, before the cameras, in a leisurely fashion, how simple the preparation of coffee was by merely pouring hot water into a cup containing his sponsor's product.

When Joe Kirkwood, famous trick-shot golf artist performed, spectators were able to watch either the panama scene on the stage, or wide-range and close-up shots on the video receivers, showing the form used by Mr. Kirkwood.

A curtain was drawn across the improvised TV studio for songstress Connie Haines' act. She first sang over the public address system, then she appeared and was heard on the video screens. The act was closed with an "in person" finale, as she stepped from behind the curtain.

Climax of the program was a dramatic scene presented first over the P.A. system. In this scene actors played roles in which, from the standpoint of appearance and appropriateness, they were definitely miscast. This was televised as the "broadcast" took place. Finally, it was staged and televised with well-typed and appropriately costumed actors and actresses that would, of necessity, have to appear before television cameras. The sales managers could look alternately at the stage for a full view of the scene, or at their receivers for both full views and close-ups.

Missouri Furrow

WHEN radio farm editors called at the White House Tuesday, during their annual Dept. of Agriculture meeting, President Truman showed interest in the annual WHO National Plowing Match and Soil Conservation Field Day, slated Sept. 18. He told Herb Plambeck, farm director of the Des Moines station, he hoped he might attend the event, which draws over 50,000 persons. The Chief Executive said he once plowed the straightest furrow in Missouri. Extending the invitation were Mr. Plambeck; Mal Hansen, WOW Omaha farm director; Howard Haas, WHO market editor; Howard Hill, president, Iowa Farm Bureau.

Ad Rate Fight

(Continued from page 29)
to advertisers by over 2,000 independent radio stations."

With respect to network claims that WSAV's rate was "exorbitant," Mr. Brown contended that "WAGE, the ABC affiliate in Syracuse, at a $240 an hour base rate was charging at a rate of $1 for every potential 214 listeners, whereas WSAV... at a $260 an hour base rate was charging at a rate of $1 for every 386 potential listeners."

This, he said, was "less than two-thirds the rate the network advertisers were paying for the station in Syracuse, with which the network has an affiliation agreement and to which the network did not refuse a contract because it considered its rate 'exorbitant.'"

Common Carriers Finding

Mr. Brown also attacked the court's findings that networks are not common carriers and that WSAV had "no inherent right" to set its own rate. If the Court correctly held that a network buys time and sells it to advertisers, he said, then the networks are "brokering" and "every station which has signed a standard affiliation contract with any of the four networks... is in violation of the rules and regulations of the FCC." If a station has no control over the price which is charged for its facilities, he argued, then it does not have the full and complete control over operations which FCC demands.

Mr. Brown's attack on the ruling was contained in statements which he sent to the Senate Interstate Commerce Committee in connection with its hearings on the Johnson Bill (S-2231) and to FCC in its review of the Mayflower Decision.

He Types Like a Newspaper Man

...with his fingers on America's pulse

He dictates to himself five times a week, talking the lines while composing his evening solo. Before that he and his staff have spent bustling hours digging into, behind, and around the news. Fill-in interviews with Washington bigwigs bolster his background data. His zeal to ferret out facts sends staff members scurrying to remote points from Alaska to Mexico City.

His program is the original news "co-op". It generally originates in Washington, D. C., and is piped to the stations of the Mutual Network. Currently sponsored on 297 stations, his program affords local advertisers the prestige of a live network show at local time cost, plus pre-rated talent cost.

Since Mutual is more than 500 stations, perhaps there's an opening in your city for the Fulton Lewis, Jr. broadcast. If you want a ready-made audience for a client or yourself, check your Mutual outlet, or get in touch with the Co-operative Program Dept., Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Page 98 • May 3, 1948

**56 FM ACTIONS**

Waukegan CG Includes Agency Men

CONDITIONAL grants for two Class A and four Class B FM stations were authorized last Thursday by FCC, plus construction permits for eight Class A and 20 Class B outlets. The same conditions FCC also issued CPs for two Class A and 14 Class B stations.

At the same time the Commission approved withdrawal of authorizations by six FM grantees, affecting one noncommercial educational, one Class A and four Class B operators.

One of the two Class A conditional grantees, Waukegan Broadcasting Corp., Waukegan, Ill., included J. Hugh E. Davis, vice president of Foote, Cone & Belding, Chicago, as director and 16.5% owner, and Paul W. Larrates, Waukegan agency owner, vice president and 16.5% owner. Proposed facility is Channel 224 (92.7 mc).

The conditional grants and proposed facilities:

- **Delnor, Col.—** Eugene P. O'Fallon Inc., Class B Channel 217 (92.7 mc). Grantee is licensee KFEL Denver.
- **Miami, Fla.—** WTVJ Ltd., Class B Channel 221 (92.7 mc). Grantee is licensee WZIN Hollywood, Fla.
- **Waukegan, Ill.—** Waukegan Broadcasting Corp., Class A Channel 224 (92.7 mc). Ownership: William John Howard, 30% owner; Caroline Williams, president and 49.8% owner; Walter Ed. Williams Jr., vice president and secretary-treasurer; Carl W. Service, engineer and agent, 16.4% owner; Foote, Cone & Belding, Chicago, director and 16.4% owner.
- **Warsaw, Ind.—** Bebb Williams & Sons Inc., Class B, Channel 297 (197.3 mc). Grantee is pub. by Daily Warsaw Times & Union. Ownership: Logan H. Williams, president; William H. Williams, president; Estelle Williams, vice president 0.5%; Raymond B. Williams, secretary-treasurer 50.4%; Charles R. Williams, director 18.8%; R. A. Williams, inspector, 16.4%. An application involving amendment of FCC's revised tentative license application for Class B stations to give Channel 297 to Warsaw.
- **Moines, Ia.—** James A. Nee, Class B Channel 229 (103.3 mc). Grantee is licensee KNOE KNOE, Inc.
- **Dee-Bohn, Mich.—** Kokomo Broadcasting Corp., Class B, Channel 214 (103.3 mc). Grantee is operator of WKMO and WJJC.

Construction permits were issued by FCC to the following:

- **KWEN-FM West Memphis Bestz Corp., Class B Channel 290, 105.9 mc, 8.3 kw, 415 ft.; cond.
- **KDFC Sun Dial Broadcasting Corp., San Francisco, Calif., Class B Channel 271, 101.2 mc, 3 kw. 1550 ft.
- **WLKD Merceante Broadcasting Co.,"

**HIGGINS CITRS RADIO ROLE AT BAKER MEAT**

RADIO is an effective medium for bakeries, as shown by a long list of broadcasting success stories, Hugh M. Nab, manager and assistant director of broadcast advertising, told the Southern Bakers Assn. Convention 19 at the Rosy Palace, Miami Beach, Fla.

Besides serving as a basis sales weapon, he said, radio supports and heightens effectiveness of other media. Thus it increases traffic flow and business volume, lowering the ratio of advertising costs to sales.

Mr. Higgins cited, among other success stories, that of Helms Bakeries, Los Angeles, which started operation 15 years ago. Today the firm sells $10,000,000 annually, aided by a carefully planned advertising program in which radio is stressed. The firm uses 15 and 30-second spots 200 times a week, he said.

He also described how Langendörfer Bakeries, San Francisco, uses radio to open new retail outlets.

**Election for Bargaining Agent Ordered at WEEK**

WEST CENTRAL Broadcasting Co., operating WEEK, 1-kw full-timer, on 1350 kc at Peoria, Ill., has been directed by the National Labor Relations Board to hold a secret ballot election to determine whether the seven announcers, two singers and two continuity writers it employs wish to be represented by the American Federation of Radio Artists (APL). The board's order was issued April 30.

WEEK, an NBC outlet, had raised the question of whether or not the employees in question are "employees," as a status, before the LNRB. Its ruling said, in part: "Although the employees...are trained and are undoubtedly skilled personnel, we do not believe they are "professional employees" within the definition prescribed by Section 2 (12) of the Act [National Labor Relations Act]."

KFMJ-FM Fred Jones Broadcasting Co., Thousand Oaks, Calif., requested FCC to grant a new construction permit for Class B station for another medium of broadcasting would be most likely for its audience. FCC, however, authorized the permit for Class B station. Fred Jones Broadcasting Co. has filed an application for video there.

WCIR Airplane and Marine Instrum. Certification Board, the FCC had previously asked to FCC to grant a new construction permit for Class B station for another medium of broadcasting would be most likely for its audience. FCC, however, authorized the permit for Class B station. Fred Jones Broadcasting Co. has filed an application for video there.
APPLICATIONS for 10 new commercial television stations were filed last week with FCC, boosting the number of pending requests to 225. Meredith Pub. Co., Des Moines, publisher of Better Homes and Gardens and Successful Farming, entered two of the new requests with applications for TV in Rochester, N. Y. and Syracuse, N. Y. Understood to be entering video on a national scale, Meredith Pub. Co. earlier filed for facilities in Albany, N. Y. [Broadcasting, April 19].

The publishing firm and Tri-State Theatre Corp. each hold 50% interest in Tri-State Meredith Broadcasting Co., Des Moines television, applicant and purchaser, subject to FCC approval, of KSO Des Moines. KSO was acquired for $450,000 from Kingsley H. Murphy [Broadcasting, Feb. 9].

Oregon Broadcasting Co., licensee of KGW Portland, Ore., and which gave up its permit for video in Portland several months ago has filed new application for TV facilities there. The new applicants and facilities requested include:

**Belair, Ohio—Tri-City Broadcasting Co., Channel 3 (186-190 mc), initial visual, 13.5 kw visual, antenna 435 ft. Initial cost $45,600, revenue $87,000.

**Bellaire, Ohio—Tri-City Broadcasting Co., Channel 4 (186-190 mc), initial visual, 23.5 kw visual, antenna 435 ft. Initial cost $45,600, first year revenue $87,000. Applicant states there was no 1946 revenue.

**Bellaire, Mich.—Radio's Albert S. Ziese, said he has filed for Channel 8 (186-190 mc), initial visual, 13.5 kw visual, antenna 435 ft. Initial cost $45,600, first year revenue $87,000. Applicant is owner of WZSO-FM Bellaire.

**Syracuse, N. Y.—Meredith Pub. Co., Channel 12 (186-190 mc), initial visual, 7.5 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

**Rochester, N. Y.—Meredith Pub. Co., Channel 11 (186-204 mc), initial visual, 37.3 kw visual, antenna 491 ft. Initial cost $257,000, first year revenue $100,000, revenue $25,000. Applicant is publisher Better Homes and Gardens and Successful Farming and its video operation in other cities.

**Rochester, Mich.—Saginaw Broadcasting Co., Channel 13 (201-216 mc), initial visual, 17 kw visual, antenna 383 ft. Initial cost $84,454, first year revenue $60,000, revenue $10,000. Applicant is owner of WSAW and WSB-FM Saginaw.

**Syracuse, N. Y.—Meredith Pub. Co., Channel 9 (186-190 mc), initial visual, 13 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

**Kingsley, Mich.—Meredith Pub. Co., Channel 7 (186-190 mc), initial visual, 13 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

**Roanoke, Va.—Virginia Broadcasting Co., Channel 4 (186-190 mc), initial visual, 7.5 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000. Applicant states there was no 1946 revenue.

**Barrington, Ill.—WMBD-TV, Channel 7 (186-190 mc), initial visual, 7.5 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

**Syracuse, N. Y.—Syracuse Broadcasting Co., Channel 31 (186-190 mc), initial visual, 7.5 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

**Barrington, Ill.—WMBD-TV, Channel 7 (186-190 mc), initial visual, 7.5 kw visual, antenna 812 ft. Initial cost $206,487, first year revenue $90,000, revenue $35,000.

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1950 Census
(Continued from page 21)

up any general public interest like that aroused by veterans affairs, social security, public health or public education.

"Right now the Bureau is watching a manufacturing census. Half the schedules are in and we hope to have some of the information by the end of the year. The law requires a biennial study, but the projects were dropped during the war."

"The last business census in 1940 covered 1,750,000 retailers, now increased to about 2,000,000; 200,000 wholesalers, not materially changed in the decade, and 700,000 service businesses.

"In selecting questions for the 1940 general and housing enumerations the Bureau first seeks basic information. In the population census it will learn the number of people, number of families, ages, income and essentials. The income question, inserted in the 1940 enumeration, covered wages and salaries. Expansion of the question to include incomes of professional and business people is being considered.

"Basic information to be learned from the Housing Census includes facts that measure housing adequacy. In 1940 we asked questions covering refrigerators, electricity, toilets, running water, bathtubs, heating and radios. Actually the Bureau stretched a point in asking some of these questions not directly showing housing adequacy.

Set Information

"We can get radio set information, and other facts of that type, from sampling. Perhaps the idea of inserting housing equipment questions in 1 out of 20 blanks will be considered.

"Much reliance is based on the reports made by technical advisory committees. The Census Advisory Committee of the American Marketing Assn. has not recommended inclusion of a radio question, but it has not been formally dropped. The Committee is mainly interested in the index to buying power, rather than the number of refrigerators, radios and other types of equipment."

Decision on questions to be asked in the census pretest to be conducted in early 1949 will be reached late this year, according to A. Ross Eckler, Assistant Director of the Census. Preliminary questions will be printed next January, with questions to be asked in April.

A typical area will be selected for this pretesting, he said, recalling that the pretest a decade ago was conducted in South Bend, Ind., and adjoining county. Final schedules for the 1950 enumeration go to the printer in October 1949.

AMA Meeting

Next meeting of the key AMA advisory committee will be held in Washington June 15-16, under chairmanship of Gordon Hughes, director of marketing research, General Mills. Active on the committee is Dr. Vergil Reed, of J. Walter Thompson Co., New York, a former Assistant Director of the Census.

The committee considers both the requests for additions and those in the hands of the Census Bureau. Its criterion in recommendations is described as "information that serves the most people, plus pressure."

Committee members have informally stated that they are opposed to a radio question in 1950 but if enough people think a question is important, chances of a favorable recommendation are increased.

Practical problems involved in asking a radio question are pointed out by Robert C. Hamer, chief, Housing Facilities Unit, Population Division. "What is a radio set?" constitutes a serious matter, he explains. "What is an 'operating set'" poses other questions to the professional enumerator. "Is a television set a radio set?"

These technical problems involve millions of dollars, he explains in reminding of the work entailed in trimming down a list of thousands of questions and then framing them for handling by 150,000 citizens who serve as enumerators.

Mr. Hamer explains that a sample radio or television question (1 in 20) would provide highly accurate data for metropolitan areas, groups of counties, individual counties in many cases, and states. Disclosure is forbidden if only three units appear for an area in the complete tabulations.

The Census Bureau sends questionnaires to all types of organizations and specialists in the process of preparing for an enumeration, Mr. Hamer said. These questionnaires cover types of questions and other technical details, since the Bureau taps key sources of information.

First U. S. Census was taken in 1790, according to Frank Wilson, Census Bureau information director. It revealed 3,900,000 persons living in the colonies. Some of the returns are still in the archives.

In the next two years the number of employees at Washington headquarters will increase from 4,000 to 10,000. There will be 150,000 enumerators, figuring 1,000 people to an enumerator.

To train enumerators two days will cost $3,000,000, he said. The bureau now is making the maps for each enumerator. In 1940, 275,000 area maps were provided. Some 6,000 questions were sifted down to 30 on the population form, 29 on housing, and 232 classified questions for farm tabulations.

Drops Revlon Account

McGANN-ERICSON, New York, announced its resignation of the Revlon Products Corp. account last week. The resignation becomes effective as soon as convenient to Revlon.

KIRO Seattle stuff members who have been with station continuously since its step-up to 50 kw in 1941 welcome back Jim Hatfield (far r) as chief engineer. Mr. Hatfield replaces Homer J. Ray, resigned. As KIRO chief engineer in 1940 Mr. Hatfield supervised planning and installation of station's 50-kw transmitter. Since leaving KIRO he had been chief engineer for KING Seattle and had done consulting work for KNEW Spokane, KTBO Tacoma, KPUG Bellingham, Wash., and other stations. Shaking hands with Mr. Hatfield is Soul Haas (seated), president of Queen City Broadcasting Co., KIRO licensee. L to r, standing: James Upthegrove, studio engineer; Loren Stone, station manager; Carroll Foster, public affairs director, and Maury Rider, chief announcer.

TV DEMONSTRATION

Prices So High Rep. Douglas

Forgets the Evidence

REP. HELEN CAHAGAN DOUGLAS (D-Calif.) almost "high-priced" herself out of a television program over WMAL-TV, and the ABC network, last Wednesday night from the Washington outlet.

Mrs. Douglas spent Tuesday and Wednesday shopping for groceries to illustrate her House floor appearance on inflation and high prices. She appeared on the floor of the House late Wednesday, and then was scheduled to appear at the WMAL-TV studios at 6:30 p.m., to rehearse for her television program at 7:30 p.m. She was delayed in reaching the studio, arriving about 7:15, only to discover that her groceries and charts on inflation were locked in the back of her car. And her keys were missing.

Bryson Rash of WMAL-TV did some fast thinking. He gave a five dollar bill to a colleague, and sent him hot-footing to a nearby grocery. Five minutes after the show was on the air into the studio came Mr. Rash's helper with a box of groceries, and Mrs. Douglas had her "props" for the reminder of the show.

O'Brien to FCC

MRS. THAIS G. O'BRIEN, who has been secretary to Charles R. Denny, vice president and general counsel of NBC, joined the staff of FCC Comm. George E. Sterling's office last Monday as secretary. She was confidential assistant to Mr. Denny when he was chairman of the Commission.
FM Brought Under Rule-Making Plan

New FCC Policy on Class B FM Allocation Proposed Changes

FCC's new policy of requiring "rule-making" whenever changes in the television allocations table are proposed [BROADCASTING, March 29] was extended to FM last week in a modified form.

"Except in "eternal constancies," FCC authorities said, proposed changes in the tentative FM Class B allocations table must be formally announced by the Commission and opportunity provided for any opposition to be heard.

In many cases it was expected that hearings would be necessary, leading to procrastinations in final FCC action on applications thus tied up.

Exempt from the necessity of advance notice and possible hearings would be changes which could be completed without reducing the number of channel allocations in any other community and without exhausting the channel assignments in the community where a frequency is being added. Changes of this type, authorities said, may be handled by a simple order of the Commission.

The rule-making plan will not apply to Class A FM channels since these are not allocated to specific areas.

FCC's decision to follow this policy in handling changes in the Class B allocations table was disclosed Thursday with the release of a "notice of proposed rule-making" looking toward substitution of Channel 250 for No. 227 at Hazelton, Pa. The purpose, FCC said, is to minimize interference which might result from a station operating at Hazelton.

Length of Time

The order gave an indication of the length of time that may be required whenever the new policy is invoked. Notice that Bob Willi- mens & Sons is seeking a station at Warsaw, Ind., but that no new Class B channels are allocated there, the Commission issued an order specifying that No. 297 be used in that community.

But, it was pointed out, there are no other Warsaw applications, and "in addition to Channel 297 there is at least one other application which is presently unallocated in this area and which could be allocated to Warsaw; that the adoption of the proposed amendment will increase the number of channels allocated to Warsaw, will not reduce the number of channels allocated to any other city, and will not result in further loss of interference opportunities or availability of facilities in the area in which the application is pending."
HIFAM
(Continued from page 22)

had not been called to consider the
comparative merits of FM and
HIFAM but to inquire solely into
the issues of the case. These were
whether the operation of W9XHZ
has shown the existence of any
technical advantage of AM broad-
casting at very high frequencies
and whether the continuance of the
station "would serve to advance the
broadcast service."

It was pointed out that the Com-
mision in allocations Docket 5805
in 1940 had weighed fully all the
merits of high-frequency AM and
FM and overwhelmingly chose FM
[BROADCASTING, June 1, 1940].

In defense of his experimenta-
tion, Mr. Tarzian told of favorable
public acceptance of HIFAM in
the Bloomington area. He said he
now wished to place another station
on the same frequency about 100
miles from Bloomington, at Ma-
riion, Ind., to study co-channel in-
terference and other characteris-
tics. Further plans call for an
additional transmitter in Bloom-
ington for adjacent channel exper-
imentation.

Mr. Tarzian also produced for
the record a number of letters from
listeners to his station as well as
comments from leading manufac-
turers. All expressed favor or in-
terest in the work.

Thomas T. Goldsmith Jr., direc-
tor of research for Allen B. Du-
Mont Labs., stated the "sound
quality available in the range of
carrier frequencies from 40 to 100
me using AM is excellent and the
further testing of this method is
certainly in the public interest."
Mr. Goldsmith pointed out that Du-
Mont is "very much interested in
tests, since we also have done
broadcasting in this range of fre-
cuencies, using AM on the tele-
vision sound channel."

Requesting reports of further
tests, Mr. Goldsmith continued: "In
view of interest in studies of meth-
ods of sound transmission for te-
levision on the higher channels, I
would like to suggest that you also
investigate the possibilities of AM
"sound transmission on carriers be-
tween 500 and 900 mc."

William J. Schnell, director of
engineering for Sentinel Radio
Corp., stated he believed the
HIFAM operation was workable.
He cited: reception on the high
frequencies, "is usually free of at-
ompheric and man-made electrical
disturbances"; high band opera-
"provides for the utilization of a
band width which permits a high
fidelity modulation spectrum giving
high musical quality to the
listener"; converters are cheap and
usable on AM sets, and that "the
propagation characteristics of such
frequencies are such that practical-
ly no interference at any time oc-
curs outside the effective service
area on the operating channel."

Recommends Continuation
Recommendation that Mr. Tar-
zian's experimental work be con-
tinued was made by letter by D. M.
Fetterman, vice president in
charge of engineering for Sonora
Radio and Television Corp. Mr.
Fetterman confirmed the economic
receiver and converter aspect and
said Sonora believed HIFAM would
create a "new public service by
providing additional broadcasting
which can be received on satisfac-
tory low cost equipment."

Personal agreement with the
economic factor was expressed also by
B. H. Irwin, chief engineer, No-
lett-Sparks Industries Inc.

W9XHZ was authorized by the
Commission in September 1945 and
was licensed in January 1947. The
station went on the air in May
1946 with 200 w radiated power on
87.75 mc using a 200 ft. antenna.
The station puts a 100 microvolt
signal into Bedford, Ind., 21 air
miles distance, Mr. Tarzian said,
and covers the Bloomington area
with 5 millivolts.

Some 400 converters were sold
to listeners in the area in addition to
100 combination AM-HIFAM sets.
Mr. and Mrs. Tarzian stated, he has
back orders for another 1,000 con-
verters and could readily manufac-
ture converters, receivers and
transmitters should the system be
authorized on an expanded basis.

FCC earlier at the time of licens-
ing W9XHZ told Mr. Tarzian a
legislative hearing would be nec-

erary to designated channels for
commercial operation.

W9XHZ has been broadcasting
daily 5-11 p.m. and also on Sun-
day afternoons. Programs are
fashioned after regular broadcast
service and ranging from coverage
of the Indiana U. and local high-
school sports events to musical and
public service-type programs.

Mr. Tarzian stated he proposes
to duplicate the programs of his
regional station now under con-
struction there. The standard out-
et is assigned 1 kw fulltime on
1370 kc and his program tests
within a few weeks. Mr. and
Mrs. Tarzian also hold permit for
to a television station on Channel 10
(192-198 mc) at Bloomington which
is to begin telecasting about late
summer. NBC affiliation for the TV
outlet is contemplated.

HIFAM's champion had been de-
design and development engineer
for Atwater-Kent from 1924-1936 and
from that time to 1940 was chief
engineer of RCA Argentina. From
1940 to 1944 he was chief engineer
of RCA's Bloomington plant and
was in charge of RCA's proximity
fuse program there. He entered
business for himself in 1944.

Mr. Tarzian's Washington coun-
sel in the proceeding is Abe L.
Stein and Camden R. McAtee,
Washington.

Henry G. Canda
HENRY GREENMAN CANDA, 56, senior
account executive of BBDO New
York, died Thursday at his home in
New York of a heart attack. Mr. Canda
had been associated with the agency
since 1923. He handled the National
City Bank and Ethyl Corp. accounts
for the agency. Surviving are his wife,
Mrs. Lucille Canda, and a son.
Immediate Delivery
PRICE $630.00

TYPE 70-D
RCA HIGH-FIDELITY TRANSCRIPTION TURNTABLE

Standard of the Studios—NEW EDITION

Over 3000 units of this professional series are now in use

- Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models... and important new ones. There's the universal lightweight pick-up with the diamond-point stylus... unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that completely isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording and reproducing at 33⅓ or 78 rpm. And there's the handsome new hinged-door metal cabinet with its durable formica top... with the inside space to house booster amplifiers and record cueing amplifiers... and with accommodations on the formica top for adding an RCA 72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording... for dependable timing to the very last second... for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights... 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data, or write Dept. 19-E.

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

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting
May 3, 1948 • Page 73
KOIL delivers NEBRASKA'S NO.1 MARKET
OMAHA plus Council Bluffs
BASIC ABC • 5000 WATTS
Represented By EDWARD PETRY CO., INC.

 Allied Arts

LARRY FINLEY PRODUCTIONS, Hol-
lywood, has signed ANN DYORK
and her husband, IGOR Dega, to do
the O'Mara Festival presentation of 26
series to be produced on 16 mm. Film
Production is scheduled to begin in
three weeks.

BELLE MITCHELL and FRANK LAC-
TEEN have joined cast of Jerry Pair-
banks' "Public Prosecutor" video series
for NBC.

ADV. FEDERATION OF AMERICA has
announced following have been ap-
pointed to membership: WIBF Rock
Island, Ill.; Bernard M. Sire and Angell
Cincinnati; Callaway Assoc.; Boston; KSIB
Cincinnati; and WFAA Davenport, New
York.

BOB DRAW, announcer-comedian of
WNLK Norwalk, Conn., has been added
to faculty of Gagwitters Institute, where he
will serve as lecturer and consul-
tant.

Equipment

P. B. REED and C. A. LAHAR have been
appointed as field sales administrators
in charge of Western region res-
spectively, of RCA Engineering Products
Dept. Mr. Reed will make headquarters
in Camden, N. J., while Mr.
LaHar's office is at 621 E.
Hope St., Los Angeles.

JACK A. BERMAN, sales manager since
1935 for those Brothers Inc., Chicago
(microphones and acoustic devices),
has been appointed vice president in
charge of sales, a position which he has
been with Shure for 14 years.

MAGNAVOX Co., Fort Wayne, Ind., has
announced new automatic noise sup-
ervisor as optional equipment on
its present line of cathode ray tubes.

LIVINGSTONE ELECTRIC Corp.,
Home Radio Div., Pittsburgh, has an-
nounced plans for a new research and
development or micro material ma-
terial for use in radio manufacture and
features extreme durability and quali-
ty appearance. It will resist abrasion,
chipping, denting or breaking, according
to firm. First order of output line is being made in new model 184, Mi-
able, taking radio-phonograph com-
bo, to be released by West-
inghouse May 5.

WBEL Beloit Will Take Air May 15 on 1380 kc
WBEL Beloit, Wis., will take the air
May 15 on 1380 kc with 500
wattage. Russell Satter, manag-
ing director of the station, has an-
ounced.

Bob Underhill of Beloit will be sales
chief and Jim Schweitzer of
WAUX Waukesha, Wis., will be
in charge of sales in Rockford, Ill.,
and Ottawa, Ill., both neigh-
boring cities. Studios and offices
are under construction in down-
town Beloit. A 200-foot antenna
is being erected and a new 1 kw
transmitter is being installed. Li-
censee of the station is Beloit
Broadcasters Inc. It is represented
nationally by McGeehan and O'Mara Inc.

RCA Clinic Views TV Technical Side

BROADCAST ENGINEERS from
all over United States gathered for
weekly RCA Technical Televi-
sion Clinic fortnight ago in Cam-
den, N. J. The 65 visiting engi-
neers took an immediate course
then were given a course
specifically designed to prepare them for telecast
operations in 1948. RCA Engineer-
ing Products Dept. executives con-
ducted the course.

The engineers saw the television equip-
ment used by many stations, and
viewed and discussed their opera-
tions.

To familiarize the group with
motion picture aspects of tele-
vision programming, several sessions
were held on film projection equip-
ment. T. Gentry Veal, in charge
of television laboratories of East-
man Kodak Co., discussed technical
aspects of motion picture film and
demonstrated techniques for process-
ing film for television presentation.

The engineers saw many of
RCA's more important installa-
tions in the Philadelphia area. At
the conclusion of the course, they
were presented with certificates.

According to M. A. Trainer,
manager of the RCA Television
Equipment Section, another train-
ing clinic of this type will be con-
ducted on the West Coast immedi-
ately following the NAB conven-
tion this month.

Among those present were:
Oliver C. Beitel, KDKA Pittsburgh;
Joseph F. Noy, CBS, Chicago; Martin
L. Jones, WCA, Baltimore; Warren
L. Braun, W A A M (TV) Baltimore;
Jerome J. Wagenfrey, WINS New
York; Harvey J. Aderhold, WCON Atlanta;
E. B. Seabrook, RCA, Central; W.
J. Kates, WOW Omaha; G. W. Ether-
hart, WBZ York; J. L. Hodgkinson,
WHO Dayton; M. N. Barnar, WIDW
Wilmington, N. Carolina; E. V.
Wolstenhome, Jr., WAKU, Rich-
mond; E. R. Scholten, VKO, Lo-
den; S. T. Terry, WRVA Richmond; H. W.
Howard, WBUR Boston; A. E. Jackson,
WTC Hartford; William C. Ellsworth,
WQAP Des Moines; Karl V. Wil-
ton, WZAP New York; T. J. Blair,
WQWF Atlantic City; C. J. Audie,
WBAP Dallas; Dr. J. B. Stern, Mili-
sissipai Valley Broadcasting Co.,
New Orleans; Reed E. Snyder,
Central Broadcasting Co., Des Moines;
Paul Arvold, WDC A., Davenport;
T. Beeston Jr., WHO Des Moines; Henry
E. Kaiser, WENK Pittsburgh,
Zehr, WKM St. Louis; Joe Herron,
WOW Omaha; David Bain, RCA, Kansas City;
Stan Bennett, KOMO Seattle; H. B.
Kelly, WSB Atlanta; Clarence Jones,
WOW Detroit; W. J. Wilkins, WBOV
Youngstown; Warren F. Williamson Jr.,
WNS Youngstown; David New
borg, RCA, Camden; P. G. Walters,
RCA Atlanta; J. C. Carey, WBT Chil-
lotte; H. T. Whelser, KFOR Houston;
E. H. Race Jr., WNBC Memphis; J.
R. Whittow, WMC.

Mr. Berman

with range control will permit lis-
tener to cut off high frequencies if
necessary because of roughness in
record grooves.

NATIONAL ELECTRICAL CONFERENCE
has announced plans for 1947 proceedings
are available at $4 a copy from Dr.
H. R. BUS, secretary, NEE, Electrical
Engineering Dept., Northwestern
Tech. Institute, Evanston, Ill. Con-
venings of 1946 and 1947 proceedings are also
available at $5.50 and $6.60, respec-
tively.

WESTINGHOUSE ELECTRIC Corp.,
Home Radio Div., Pittsburgh, has an-
nounced development of new micro ma-
terial for use in radio manufacture and
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WDZ MOVE

PROPOSED DECISION to grant move of WDZ Tuscola, Ill. (1 kw day on 1050 kc), to Decatur, Ill., was announced last Monday by FCC. Comr. Clifford J. Durr, dissenting from the majority opinion and concurred with by Chairman Wayne Coy, held that FCC's duopoly rule should effect denial of the switch in view of increased primary service overlap with WMBD Peoria, Ill. Comr. E. M. Webster did not participate in the decision.

The majority concluded the move was in the public interest since Tuscola (25,305 pop.), would continue to receive primary coverage from the proposed operation of WDZ in Decatur (69,305 pop.), which presently has a fulltime local outlet and an FM station. An auxiliary Tuscola studio would be maintained, record showed.

FCC indicated the overall population to be served would be increased to 688,469 persons from present 660,397 and that areas losing or gaining WDZ service receive multiple other signals. Interference to WKTU Mayfield, Ky., and WEFQ Kenoshia, Wis., would be lessened by the proposed Decatur operation, the opinion also concluded.

Edgar L. Bill, president and 23.6% owner of WDZ, is president and 49% owner of WMBD, and the two stations have three common director-officers, FCC found. Overlap by the 0.5 mv/m (rural) contours of the outlets would be increased from present 24.4% in area and 17.6% population to 47.7% in area and 43% population served by WDZ, the record showed. Overlap by the 2 mv/m (urban) contours would be raised from a negligible figure to 5.2% area and 7.2% population.

The majority reasoned the duopoly rule (Sec. 3.35) would not be violated since Peoria and Decatur are in two distinct trade areas, the stations having separate programming, sales and other operations. Further it was noted that several other services are obtainable in the overlap zones.

Comr. Durr held the WDZ grant is a direct violation of Sec. 3.35 as the overlap is "substantial" within meaning of that rule and that the separate trade area argument is not mentioned in the duopoly law. He also considered the grant contrary to the Commission's policy of preferring grants to communities which have no local outlet and that "on a number of occasions" FCC has "even sacrificed engineering standards in order to provide a community with its first radio outlet."

Comr. Durr pointed out that five times as many people live in the overlap area as in Decatur and that for the purpose of construing Sec. 3.35 the majority considered only the 10% living in the city.

INDIANA CONFERENCE TO FEATURE COY TALK

SECOND ANNUAL Conference on Radio in Education will be held at Indiana U., Bloomington, on Thursday and Friday, July 29 and 30, it was announced last week by George C. Johnson, director of educational radio at the university and chairman of the conference.

Wayne Coy, chairman of the FCC, has tentatively been engaged to speak at an all-university convocation, Mr. Johnson stated. Theme of the conference is "Radio and Education for the Democratic Way of Life."

National leaders in education and radio have been invited to participate in the conference which will consist of discussion groups, addresses, displays, and demonstrations of broadcasting methods, audio teaching aids, and audio school equipment.

All inquiries should be addressed to Mr. Johnson, Director of Educational Radio, Indiana U., Bloomington, Ind.

Christian Radio School

SUMMER SCHOOL of Christian Radio this year will conduct three two-week courses in the arts and techniques of gospel broadcasting in home and missionary work. From June 21 to July 2 school will be held at Bible Institute of Los Angeles; July 12 to 23, Providence Bible Institute, Providence, R. I.; and Aug. 9 to 20, Moody Bible Institute, Chicago. Full information may be secured by writing Radio Station HCJB, 156 Fifth Ave., New York.

Chesapeake Stakes

WITHIN two hours of the running of the Chesapeake Stakes WMAR-TV, Swappa- pers' television station in Baltimore, had film ready for the air. Edward Nolan, staff cameraman, left Havre de Grace, 35 miles away, with the film at 5:17 p.m. and by 7:10 p.m. it had been processed, viewed and edited and the commentary written. Film was presented at 7:30 p.m. as lead-off item on 15-minute newscast.

RADIO SESSIONS HELD BY MISSOURI COLLEGE

RADIO's important role in post-war Germany was described by Dr. I. Keith Tyler, Ohio State U. radio director, at a dinner April 23 climaxing the second annual Linden- wood College radio conference in St. Charles, Mo. The speech by Dr. Tyler, former radio consultant to the U. S. Army in Germany, was recorded and rebroadcast over 10 Illinois and Missouri stations.

Highlight of the afternoon session was a panel discussion, "Has Radio Come of Age?", moderated by W. G. Bowling, Washington U. dean of admissions. Panel members were Harry Renfro, KXOK; Bay Dady, KWK; David Pasternak, KSD and KSD-TV, and Margaret Fleming, radio consultant of Harris Teachers College, all of St. Louis. Featured on a pre-conference morning session were Edward Breen, manager, KVFD Ft. Dodge, Iowa, and Joe DuMond, manager, KXEL Waterloo, Iowa. The one-day conference closed Monday.

Monogram Radio Names Noyes West Coast Head

NORMAN E. NOYES, Los Angeles manager for Avery-Knodel station representatives, has been named West Coast manager for Monogram Radio Programs Inc., Lowell E. Jackson, president of the company announced Thursday at his Chicago headquarters. Mr. Noyes, a native of Hollywood, previously was with ABC Spot Sales on the West Coast.

Mr. Jackson also disclosed that Monogram, which is only four months old but already has one or more transmitted programs on over 400 stations, has purchased a three-story building in Nashville as an operations base. Within two months, a New York office will be opened, he said.

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Henry Greenfield, Mgr. Director N.Y. 19

BROADCASTING • Telecasting

May 3, 1948 • Page 75
Elliott-Haynes Reports 'McCarthy' Top Program

THREE CANADIAN programs made the first ten evening programs in popularity in March, according to the national rating report issued by Elliott-Haynes Ltd., Toronto. Programs were led by Charlie McCarthy with rating of 38.4, followed by Fred Allen 37.6, Radio Theatre 36.4, Fibber McGee & Molly 33.2, Amos 'n' Andy 29.4, Music Hall 24.8, NHL Hockey (Canadian program) 23.5, Wayne & Shuster (Canadian program) 22.6, Twenty Questions 22.0, and Share the Wealth (Canadian program) 22.3.

First five English language daytime programs in March were Mr. Perkins 18.9, The Happy Gang (Canadian program) 18.5, Pepper Young's Family 18.6, Big Sister 18, and Life Can Be Beautiful 17.3.

French language evening programs were led by Un Homme et Son Poche 42.5, followed by Entendant dans le Vivre 40.8, Radio Capitale 38.5, Le Raillage du Rive 37.9, and Montreal 36.

French language daytime programs were led by Rue Principale 32.3, followed by Jeunesse Doree 30.5, Tante Lucie 26.3, Les Joyeux Troubadours 21.9, and Le Quartier h'dere de Detente 21.7.

DETROIT's four Dorothy Daradays, 11 to 11 Joyce Chapman, Jean De Shong, Charlie Lee and Pat Hobar, dine with sponsors and agency officials. Standing (l to r) William C. Eldred, executive secretary of DRDA; Harry Averill, account executive, W. B. Doner & Co.; Dave Korp, president, DRDA, and Sam Ber, chairman, DRDA trade interests committee.

TEN SHOWS SPONSORED BY DETROIT DRUGGISTS

FOUR YOUNG women, each using the air-name of Dorothy Daraday, are presenting a series of ten five and 15-minute women's programs weekly, under sponsorship of the Detroit Retail Druggists Assn., over four Detroit stations.

The programs, handled through the W. B. Doner & Co. agency, cover homemaking hints, style notes and child care, among other topics. Sponsored on behalf of the association's 700 independent members, the program features Miss Jean De Shong on WWJ, Charlie Lee on WXYZ, Joyce Chapman on WJBK and Pat Hobar on WXYZ. Their air name is derived from initials of the association. Plans are being considered to extend the program to six Detroit stations.

Magidoff Cites Russia's 'Hostile World' Pattern

ROBERT MAGIDOFF, former NBC Moscow correspondent who left Russia April 16 after being accused of espionage for the U. S. [BROADCASTING, April 19], said in New York fortnight ago that the incident was part of a Soviet pattern intended to demonstrate that the U. S. S. R. is surrounded by a hostile world.

He said that although it is "next to impossible" for foreign news men to cover Russia adequately, the little news that can be cleared is so vital that the effort must be made.

Mr. Magidoff will make a series of broadcasts for NBC and then go on a lecture tour, he said. William F. Brooks, NBC vice president, said that Mr. Magidoff's future assignment has not yet been decided by the network. He added that NBC has not decided either whether it will keep a correspondent in Moscow.

Jewett Appointed

APPOINTMENT of Frank B. Jewett, a former president of the National Academy of Sciences, as a member of the National Advisory Committee under the Research and Marketing Act of 1946 was announced April 23 by the U. S. Dept. of Agriculture. Among the committee's functions are consultation with officials of the department and the making of recommendations relative to research and service work authorized by the act. Mr. Jewett has served as vice president of American Telephone and Telegraph Co. in charge of development and research and as president of Bell Telephone Laboratories. More recently he has been chairman of the board of Bell.

Canadian Press

ASSOCIATE membership for Canadian broadcasters in Canadian Press, similar to associate membership in AP offered U. S. stations, was turned down at last week's CP board meeting at Toronto. CP felt there was no demand for associate membership, that stations were satisfied with Press News (radio subsidiary of CP) service. Canadian Assn. of Broadcasters had inquired about possible associate membership of C&J stations.

CKRC President Elected Head of Canadian Press

VICTOR SIFTON, publisher of Winnipeg Free Press and president of Transcanada Communications Ltd. (CKRC Winnipeg), was elected president of Canadian Press at annual meeting at Toronto.

Herve Major, editor of Montreal La Presse, who owns CKAC Montreal, was chosen first vice president, and Roy Thompson, owner of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, and a chain of Ontario dailies, was elected second vice president.


Mr. Sifton and Roy Thompson were named president and vice president, respectively, of Press News Ltd., radio subsidiary of Canadian Press. PN reported increases in stations taking service from 66 to 77 during the year.

CANADA'S FOURTH MOST POPULAR WINNIPEG "MUST" BUY

630 KC, NOW 5000 WATTS REPRESENTATIVE: WEED & CO.
Three basic elements of design determine how easy your transmitter is to inspect... safety, accessibility and visibility.

Here's how these features stack up in the new Westinghouse FM transmitters.

**Safety...** All front and rear access doors are electrically interlocked and provided with high-voltage grounding for safety of operating personnel.

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It’s these important elements... found in advanced form in Westinghouse FM transmitters... that protect your investment and forestall obsolescence... simplify maintenance and inspection... and keep you on the air.

Your Westinghouse salesman is anxious to show you how these features benefit you; or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...

- replace tubes in a matter of seconds.
- "finger-tip reach" for all tubes from FRONT of transmitter.
- only one control to adjust output power.
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

See the new Westinghouse 10 KW FM Transmitter, NAB Convention, Los Angeles, May 17-21.
GIMBELS' TV

GIMBELS, Philadelphia department store, has obtained bigger store traffic and sales through use of television, but still considers it a purchase of television time as an experimental basis, according to David Arons, publicity director of Gimbel Bros.

The store has just completed its first year of sponsorship of The Handy Man, weekly program on Philco television station WPTZ Philadelphia. The store regards The Handy Man a huge success.

Program presents Jack Cramer mixing lively patter and commercials for Gimbel's while he shows how to peel onions without weeping, how to caulk a drafty window, how to cut out plywood toys, or how to be handy generally around the house. Assisted by Carol Reed, he offers answers to the gamut of "fix-it" questions from the television audience.

Executives watching results of program report that every 15-min-

Big Philadelphia Store Finds It Aids Sales

COOPERATION was the keynote April 22 when the three Bridgeport, Conn., stations combined facilities to cover a half-million dollar fire at the Celco Terminal lumber yard.

Program was originated at transmitter of WLZT, located within the lumber yard and already off the air. From there it was fed to studios and then by remote line to WICC. Another remote line carried program to WNAV for airing.

Harry Osborne and Jack Dahlby of WNAV and Bill Elliott and Wally Dunlap of WLZT did on-the-scene broadcast and then AI Welling, WNAV announcer, interviewed newspaper reporters and photographers from the editorial room of the Bridgeport Post and Telegram.

Two Texas Colleges Hold Video Dramatics Classes

CLASSES in television drama are underway at Texas Christian U. and North Texas Agricultural College. Larry DuPont, of WBAP, Fort Worth—now constructing TV studios—has a class of 10 television students at TCU, whittled down from 20 who took auditions.

Radio people in Mr. DuPont's class include: Harry Flowers, WBAP sportscaster; Harvey Boyd, KWBC Fort Worth, and Don Wood, KCLE Cleburne. At North Texas Agricultural, R. L. Slaughter, drama instructor, is teaching television acting and writing.

WPRO-FM Starts

WPRO-FM Providence, R. I., started interim operation April 17 on Channel 222 (95.3 mc). Station is owned by Charles & Webb Broadcasting Co., has temporary power of 1 kw. Local and CBS programs of WPRO will be carried from 12 noon to 11:30 p.m.

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News

E. J. JONES, former public relations officer and combat pilot of 12th Air Force, has joined news department of KTXA San Antonio, Tex.

WALT OSBORNE, freelance writer in Detroit, has joined WTOL Toledo, as news writer.

BOB BURLINGAME, former news editor for six years at WHA Des Moines, has been appointed head of news department at KFXL Waterloo, Iowa, succeeding H. R. GROVE. During the war Mr. Burlingame was a service field officer of OWI and from 1945 to 1947 was director of U. S. Information Service in Australia and chief of public affairs of American embassy there.

JOE McCAFFREY, formerly a CBS Washington correspondent, has been appointed news staff of WOL Washington. He handles 8 a.m. Mon.-Sat. newscasts. Mr. McCaffrey was with CBS for four years and a reporter and editor for 12 years before entering radio.

JOHN VANDERCOOK, noted radio commentator, has written full-length novel for The Saturday Evening Post and "The Reign of Amelia Joe," that appears in May 1 lecture.

CARLTON A. MRRISON has joined news staff of WSV Atlanta, Ga., as director of tape recorder section.

DEMOND A. MCDERMOT has been appointed night news editor of CKXW New Westminster, B. C.

FRANK McCURRICK, fishing and boating commentator of WIOD Miami, and outdoor editor of Miami Daily News, has been appointed chairman of Miami Chamber of Commerce Conservation Committee.

BILL RAPANOS, day news editor of CKXW New Westminster, B. C., is the father of a girl, Sharon Mary.

Feature of Week
(Continued from page 18)

their blessings for the public service feature aired at 10 a.m. Sundays. The enthusiasm of the medics was demonstrated in part by the assignment of Evan Edwards, former newspaperman and field secretary of the state medical group, to work out promotion and publicity details with the KLZ crew.

His efforts have been spared by the station, either. KLZ Manager Hugh B. Terry has pulled out "all stops" to insure a superior production. Collaborating on the program are Charles Roberts, program director; Clayton Brace, production chief; Mack Switzer, public service director; Elliot Wager and Lewis Thomas, script writers, and John Connors, promotion manager. A cast of Denver’s best radio acting talent has been assembled to play roles in the series.

Dr. Bousig is auditioning the city's doctors to secure the "best" radio voices to advise audiences on measures to halt or show sneaky attacks of the nation's greatest crippler of children.

Knave of Hearts, according to Mr. Connors, represents one of the biggest productions KLZ has

On All Accounts
(Continued from page 18)

joined Roche, Williams & Cunningham, predecessor of Roche, Williams & Cleary. Today, as radio director of the agency, he sits in on the accounts of Reverse Co. Co., which sponsors the weekly Andy Russell-Marian Hutton variety show on MBS, and Holland Furnace Co., which goes in for seasonal spots campaigns. Other accounts he services include those of Chicago, Milwaukee, St. Paul & Pacific Railroad and Studebaker Corp., which sponsor local newscasts.

Reminiscing, Phil disclosed he very nearly went back to narrating for Wayne King—but only for a special album. Because of time limitations occasioned by the record ban, however, the deal fell through. Phil muses, "Old Mother Wireless has been very good to me through the years.

Indoctration in Video
For ABC Chicago Staff

SERIES of weekly lectures designed to acquaint employees of ABC Central Division with various phases of the television picture have been scheduled by James L. Storton, division general manager. The lectures, to be held in ABC’s studios in the Merchandise Mart, Chicago, will begin May 17 and run through June 28.

Subjects and lecturers are:

"Television Production"—Beulah Zachary, senior director, WBKB Chicago; "The Radio Campaign and Special Events in TV"—Joe Wilson, special events director, WBKB; "An Advertising Agency Looks at Television"—Fred Hart, TV director, Huthaff & Ryan; "Television Programming—Live and Film"—Arrid Roffman, president, Television Advertising Productions, and "A Sponsor Looks at Television"—Larry Foster, sales promotion manager, The Fair Store, Chicago.

There will also be a report on ABC’s television progress to date and network’s future video plans. A television training film will be shown.

ever undertaken in the public service field. A gigantic promotion build-up is underway using billboards, car cards, newspaper ads and stories, movie trailers, personalized letters to business and civic leaders and others to insure that the venture is a top-notch success.

The program format consists of an 11-minute documentary drama followed by a brisk discussion of the subject with leading doctor specialists in heart and related fields.

The program is expected to have tremendous pull audience-wise, particularly since KLZ has cleared Calas A time behind a popular Sunday night newscast in an effort to catch parents in the listening audience.

KLZ is affiliated in management with The Oklahoma Publishing Co. and WKY Oklahoma City.

STAFF OF NEW WFGN HEADED BY LIVERANCE

Mr. Liverance and Mr. Godshall.

STAFF of the new WFGN Gaffney, S. C., 250-w. daytimer on 1570 kc, which held its formal dedication March 28, has been announced by Robert E. Liverance, manager and chief engineer.

Charles Spears and Vernon Fox, announcers, formerly were with WORD Spartanburg, S. C., while Charles Bickford, continuity editor and engineer, was with WOHS Shelby, N. C. News editor is Sara V. Liverance. Noah G. Broadway Jr. is commercial manager and Ed Martin receptionist and bookkeeper.

The WFGN licensee is Cherokee Radio Co. Inc., whose president is A. Ray Godshall.

U. S. Sen. Olin D. Johnston of South Carolina was principal speaker at the WFGN dedication ceremonies, broadcast from Curtis auditorium of Limestone College, Gaffney. Greets were also extended by W. O. Johnson, Gaffney’s mayor, and J. Pat Treadaway, Chamber of Commerce secretary. Station has been on the air since March 9.

CBL, CJBC to Start

TWO 50-kw stations of Canadian Broadcasting Corp., CBL and CJBC Toronto, go on air July 1 using same vertical antenna for two signals. CBL operates on 740 kc, CJBC on 860 kc. The stations will operate simultaneously about 18-20 hours daily.

Center Your Attention on

Center of the Dial
860 kc

MILWAUKEE
I appointed television technical producer Albert Ku.

Mr. Ku has been named television program manager for WPIX, New York.

EARL HAMMER, television program manager for WPIX, New York, has joined CBS television in the capacity of director, when he left network in 1945. He succeeds STERLING WRIGHT, resigned, to CBS in 1945 as assistant to LIAM S. PALEY, then president, and now board chair-

JOSEPH A. JOHNSTON, former MGM newscast editor, has been named director of the television department of WPIX (TV) New York.

Mr. Johnston was named assistant manager of film department, and ROBERT B. NOACK has been appointed film service supervisor. Mr. Noack was former CBS, an editor and supervisor of WMAL-TV Washington. JACK RALCH, and AUSTIN O. HUHN have joined program department of WPIX as writer-directors. Mr. Balch formerly was drama editor of St. Louis Post-Dispatch, and headed Telefun Corporation, specializing in originating scenic effects and solving production problems for television.

EARL HAMMER, who has earned recognition in several network news scripts, has joined continuity department of WPIX, New York.

LOUIS AIKEN, Jr., former manager of KTVI Edinburg, Tex., has joined KSLM, Los Angeles, as network operations director.

ALBERT W. PROTZMAN, a former NBC television technical director, has been appointed as network television production director for the network.

ROB SWANSON, formerly with WIBA Madison, Wis., and WHBY Apple-

ARTHUR SCANLON, former WINS New York director, has been transferred to the WINS network region in same capacity. Following his departure in charge, Mr. Scanlon organized Catholic Rock & Roll producer of religious records.

FRANKLIN (Dad) ICKES, former operating assistant in CBS network operations department, has been named a director for WCBS New York. ROBERT P. RUFNER, CBS director, has been appointed floor manager for CBS operations.

DICK WELD, former program director at WGN Glens Falls, N.Y., has been named program director of KQW Glens Falls.

GERALD A. FRIECE, former staff announcer of KMMI Independent, Mo., has been named director of KMOM, Kansas City, Mo., in similar capacity.

RAY BUCH, formerly of WRAP Allen-

HARRY MANNIS, announcer of CBH Halifax, has been transferred to CBS network operations.

MAYWILL DUDLEY SLOAN, former continuity director at WLAD Danbury, Conn., has joined continuity department of WNJN Nettles, replacing DOROTHY WHELAN, resigned. Mrs. Sloan has transferred shows over KFAC, Cincinnati, Ohio.

Mr. WHELAN, formerly of CBQ Bellevue and CFPA Port Arthur, has announced staff of CBK Kingst-

LEON MUNROE, cellist, formerly with THEODORE DE SIMONE, piano—recording artist, has been transferred to Marine Studios, Chicago.

HARRY THOMPSON has joined script writing staff of WBSW Atlanta, Ga.

HELEN LEIGHTON, who formerly wrote and directed WAXF New York, has been appointed women's director of KWWF Bismarck, N.D.

WADD-FM Mobile, Miss., an alternative radio station, Independence, W.S.O., has joined WADD and WFTM will begin operations within a month.

LLOYD OGEVIL, announcer with WGBN Fox, has joined WADD Mobile, Miss., and will participate in American Legion National convention.

HARRY WATTS and FRANK BOND have been transferred to program department of CKOY Kelowna, B. C. and DEX is a staff announcer.

BETTIE RYAN, former announcer with WGBN Fox, has joined CKOY Kelowna, B. C.

RUSSELL BUCKLEY, former announcer, disc jockey and librarian with WOXY Cincinnati, has joined WHLS Danville, Ky., as announcer.

JOSEPH ROMAN has been appointed staff announcer, disc jockey and programmer with KVOY Youngstown, Ohio.

Bob McLaughlin, staff announcer on KLAC Hollywood, has been named disc m.c. on station.

ROD HABERMAN (Dizzy) DEAN, of baseball fame, handling announcing on telecasts of St. Louis Browns games over KSD-TV St. Louis.

RAY MACNAB, staff announcer of WUSA Washington, D.C., has been transferred to program department of CKOY Kelowna, B. C.

BOB McLAUGHLIN, staff announcer on KLAC Hollywood, has been named disc m.c. on station.

ROBERT ROY HAMMOND, former announcer of WLS Chicago, has been named program manager of CKBB Prince Albert, Sask., and joined KSLM New Westminster, B. C.

MORGAN SHOW ‘MOST ACCEPTABLE’ RAP

LISTENER-students rated the Henry Morgan Show ‘Most Acceptable’ comedy program audited during the 23rd week (March 14-20) of the Radio Acceptance Poll. Balloting, which comprised 335 votes, listed 11 shows as “acceptable.” The poll ends for the current season May 8.

Ranked second and third behind Morgan were the Fibber McGee & Molly and Eddie Cantor programs, respectively.

E. F. JOHNSON CO.
WASECA, MINNESOTA

THHEY BELIEVE IN US

WAIR listeners like our kind of programming and believe in and react to our kind of commercials.

An investment in WAIR time is the best radio investment you can make in the Winston-Salem market.

ALL NEW REVISED • 3-COLOR
1948 RADIO OUTLINE MAP
ACCURATE TO JANUARY 1, 1948
In this 3-color 1948 BROADCASTING Radio Outline Map, the whole vast expansion of AM radio during 1947 is charted. It shows every city with AM stations and number of stations per city by symbol . . . enlarged areas for the main congested metropolitan districts . . . Canadian counties and time zones . . . Alaska . . . Puerto Rico . . . Hawaii.
You'll use it to define your coverage, for presentations; to plot your network and national spot campaigns. It's 3\(\frac{1}{2}\)" x 25" and printed on durable white paper which takes ink like your letterhead.

PRICES
75c—per map
60c each 10 or more
50c each 50 or more

SIMPLY MAIL COUPON NOW

To: BROADCASTING PUBLICATIONS, Inc.
National Press Building
Washington 4, D. C.

Please send me______ 1948 Radio Outline Maps, for which I enclose $______ (Check or money order, please)

NAME

FIRM

ADDRESS

CITY

STATE

PAGE 82 • MAY 3, 1948

ABC's 1st Quarter Gross Is Up 14.2%
ABC's gross time sales for the first quarter of 1948 reached a new peak, Fred Thrower, the network's vice president in charge of sales, announced last week in a letter to advertising agencies, clients and affiliated stations.
The total of $11,857,194 for the first quarter of this year represented a 14.2% increase over the 1947 figure, Mr. Thrower said. The network sold two and a quarter hours of new weekly business during the more recent period.
Mr. Thrower's report noted the addition of seven new ABC affiliates during the first quarter of 1948, and said the network will add 14 more stations by June 1.

BING SCORES HIT
Handles Game Descriptions
Over WWSW Pittsburgh

LATEST FEAT of the versatile Bing Crosby is handling play-by-play broadcasts of his baseball club. El Bingo, who is vice president of the Pittsburgh Pirates, was in Pittsburgh April 20 and 21 to back his team in its two opening games with the Chicago Cubs. He took the WWSW microphone from regular announcer, Rosey Rowswell, to participate in several innings of the games.
Bing was no amateur at the job, WWSW reports. He did the kind of job the fans like—good, accurate reporting of the action, frequent repeating of the score, plus intimate chatter about the players and color in his own casual fashion. Also for the benefit of the sponsors, Atlantic Refining Co. and Sealtest Milk and Ice Cream, he delivered a couple of oily and creamy commercials respectively.

Rep. Taber Terms 'Voice' An 'Incredible Drive'
REP. JOHN TABER (R-N. Y.), chairman of the House Appropriations Committee, lashed out last week at his favorite target—the "Voice of America"—terming it "incredible drive which the Department foists on the world."
Commenting on a series of scripts sent to him for perusal, Rep. Taber said that "by no stretch of the imagination could they be termed 'first rate'; a few could squeeze into the second-rate classification, but the great majority consist of such trashy jargon that they are an insult to any listener, whether he be in the Congo or Chicago."

Criticizing talk about "potential listening audiences" as "imaginary figures out of a hat," Rep. Taber declared that no one knows how many, "if any," listen to the broadcasts. He pointed out that $100,000 per hour, 22 hours per day, is an "expensive pasttime," and "if we must be burdened with it, let us try to enhance its value by making it a real voice from America . . . ."

Five Candidates Accept NBC Show Appearance
ACCEPTANCES by Sen. Robert A. Taft of Ohio, Gov. Earl Warren of California, Norman Thomas, Henry Wallace and Gov. Thomas D. Dewey of New York to appear on Living—1948, an NBC documentary series [BROADCASTING, April 26], was announced by the network last week.
The schedule is as follows: Sen. Taft spoke yesterday, May 2; Gov. Warren is set for May 16; Mr. Thomas, May 23; Mr. Wallace, June 6 and Gov. Dewey, June 18.
Program is heard Sundays, 4:35-5 p.m.

WABD, WTG PROJECTS APPROVED BY DuMONT
AUTHORIZATION of almost a quarter million dollars for new equipment for WABD, its New York outlet, was announced last week by the DuMont television network. Improvements and additions to WTG, Washington outlet, are to be announced "in the near future," the network added.
All phases of WABD operations are to be included in the remodeling project, including $37,000 in new master control room equipment and $50,000 for an expected step-up in the remote operations schedule, including a new micro-wave relay system and a third dual orthonicon camera chain.
Initial use of a new system of remotely controlled and mechanically operated SO-1 radar antenna units, developed by DuMont engineers, was revealed last week. It eliminates climbing of the tower to adjust disks by hand.
Based on radar principles, electric motors swing the metal, dish-shaped disks horizontally and vertically to search the horizon or skies for signals from WABD mobile units, trucks, and planes.

Building to House KBTV To Be Erected in Dallas
PLANS for the erection of a studio building to house KBTV Dallas have been announced by Tom Potter, oil operator and part-owner of Lacy-Potter Television Co., permittee of the television station. Proposed studio site is at 636 New Richmond St., northeast of downtown Dallas, near the Lakewood shopping district.
Mr. Potter and Rogers Lacy, who died last December, were granted a construction permit by FCC last September for the video station on Channel 8 (150-186 mc). Mr. Potter has filed application to take over the entire operation.

ACCESSORIES

10,000 FM WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.

WIRELESS NEWS

Sports! Music! News!

10,000 W x 1500 W

Philadelphia's No. 1 Station

PHILADELPHIA'S WIBG

Page 82 • May 3, 1948

BROADCASTING • Teletcasting
BACKGROUND of typical teen-age hangout is setting of new series, “Pepsi-Cola Teen Bar,” telecast over KSD-TV St. Louis, under sponsorship of Pepsi-Cola Bottlers of St. Louis through Jim Daugherty Inc., that city. Central props for 15-minute unrehearsed feature are electric Pepsi-Cola bottle cooler from which beverage is purchased, a counter, record player and piano. Participants are from selected high school of the week. Format includes musical quiz, presentation of headlin guest stars, act featuring high school talent and M.C. Russ David at the piano, plus dancing by students.

Open-Air Show

OPEN-AIR show originating over 2000 feet above sea-level, Lookout Mountain, Chattanooga, Tenn., is new feature of WDOO Chattanooga. Viewers to this Rock City are interviewed from spectator overlook, offering a picture called “Lover’s Leap,” on 15-minute Sunday afternoon show. Gay McPherson, m.c., interviews visitors from all over U. S. and Canada, and presents each interviewee with a gift. Special present is given to visitor farthest from home.

Grandpappy’s Gramaphone

RECORDINGS dating back to early days of phonograph are featured on “Grandpappy and the Gramaphone.” ...WSAM Pegged his Gramaphone,” the current weekly sponsored by Daugherty Inc., St. Louis, Missouri. Winning contestant on this show may hear a typical teen-age record, such as from a recent pressing of “What a Good Feeling.” The show is produced by Bob H. Wieland, NBC Nashville, and broadcast over WSM and WSM-AM, Nashville.

WQNN in New Orleans

ARTISTIC CONTRIBUTIONS of the Negro to American culture are portrayed in new series over WQNN New Orleans. Participants in program titled “The Negro in American Life are outstanding Negro leaders in the state and local Negro college choral groups. Program is being sponsored by the Negro Educational Foundation, Inc., and broadcast over WQNN. Show is produced by Harold E. Burrows, Chicago, Illinois.

FORTUNO returning to Vic and Sade to the air was the occasion for the smiles. NBC owns the transcribed program, which will be produced by Green Assoc., Chicago, for local or regional sponsorship. On hand for the contract negotiations were completed were: Seated—Lew Green (I), vice president of Green Assoc., and E. B. Showman, NBC vice president in charge of Central Division; standing, t to r—Howard Heck, NBC, who will direct show; Paul Rymer, author of series; Art Van Horven, Bermudez Flynn and Paul Behlmer, who play Vic, Sade and Ruth, respectively, and Merrill B. Schoenfeld, Green Assoc.

‘Jewish Life’ CONTRIBUTIONS of Jewish people to democratic thought and culture are basis of new weekly series, “Jewish Life,” started over WQGW Washington. Aimed Sunday at 2 p.m., program presents folk and other traditional music, analysis of current news as it affects Jews, narration of folk stories, interviews with civic leaders in Washington, and round-up of forthcoming local events. Program is aired as public service under sponsorship of Joseph A. Winder Co. of Washington.

Records Highlights

TO BRING accuracy and more life to his reporting of Pacific Chicago Club opening game, Bill Sutherland, WCKX-CB, Pittsburgh, carried wire recorder to press box with him to Forex Field. Any time Sutherland realized there might be exciting play, he turned on wire recorder and gave play-by-play descriptions. Excerpts from program were used on his five-minute sportscast over WCAS at 6 p.m. He plans to use similar recordings all season if possible. Regular play-by-play broadcasts of the games are sponsored over another station.
AM-WLBR-FM

WLR's potential audience of ONE MILLION PEOPLE, who spend annually more than THREE HUNDRED MILLION DOL.

LARS in retail trade, constitutes the big and rich Central Pennsylvania mar-

ket. That's the famous Lebanon Valley! One great market . . . and it can be covered with one station—WLR!

For selling power in Central Pennsylvania, it's WLR!

**WMPS MEMPHIS 68**

10,000 W Day Time 5200 W Night Time

You Can Hear The Difference

Represented By Taylor Howe Snowden Radio Sales

**AM-WLBR-FM**

WLR's potential audience of ONE MILLION PEOPLE, who spend annually more than THREE HUNDRED MILLION DOLLARS in retail trade, constitutes the big and rich Central Pennsylvania market. That's the famous Lebanon Valley! One great market...and it can be covered with one station—WLR!

For selling power in Central Pennsylvania, it's WLR!

**Star Market**

Julian F. SkinneI, Operations Manager

**Promotion**

up temporary studios in rural towns and prepares displays in store windows. Each town is visited by salesmen and programs are presented featuring local talent as well as station personalities. Civic organizations, town and county schools, local businessmen and other citizens are represented in programming.

**Picture Postcards**

FEBRUARY 16: A postcard featuring a Washington Senators baseball player and two copies of the 1976 World Series program are being given to listeners on request by Arch McDonald, sportscaster at WTOP, Washington, who, McDonald says, "is the first station to offer such a postcard service." The station plans to present a second set of postcards on March 16. These will be the 1976 AFL Championship Program and a card featuring the 1977 World Series.

**KDEA Scholarships**

THREE AGRICULTURAL scholarships have been established by KDEA, Inc., to honor the memory of George Schonhoffer, KDEA, Inc.'s current promotion manager, who was killed in a car accident Feb. 28. KDEA, Inc. is the national radio trade association of Agricultural Broadcasters, and the scholarships are funded by KDEA, Inc. members.

**Tagging Trout**

FISH have been planted in Central New York State's largest streams by the State Conservation Department as part of the state's tagging program. The fish are marked with a combination of color and number, so that they can be identified if they return to the same stream. This is part of an effort to improve the quality of the state's trout streams by reducing the number of fish taken by anglers.

**Introducing New Show**

NEW PROMOTION folder has been distributed by WYTR, Harrisburg, to all dealers and listeners of its Russ David show. Front and back of folder feature picture of Mr. Davis and his spoof of the popular farm aid manual, "Care and Feeding." The new program, "Fishing Derby," is scheduled to begin in April and will be available on tape to dealers. The show will consist of a weekly feature in which listeners are encouraged to submit their favorite fishing stories and be entered in a contest to win prizes.

**General Public**

THE GEORGIA MAJOR MARKET TRIO

Represented by the Katz Agency, Inc.

**Satisfaction Guarantee**

ONE-DAY FISHING derby that is expected to draw more than 500,000 anglers to Oklahoma's Lake Texoma May 8, has been announced by WKTJ Oklahoma City and WKTJ Successor Co. The derby, which is open to all age groups, will feature cash prizes for the best catches of the day. The event is scheduled to take place at the lake, which is the site of the annual Fishing Derby and has been described as the "Super Bowl of Fishing" by outdoor enthusiasts.

**Pep Pedestrian-MGM Promotion**

TO CONCLUDE with release of MGM's "Homecoming" film starring Clark Gable and Joe Louis, Pep Pedestrian-MGM Promotion, a division of Pep Pedestrian, Inc., is launching a promotion that will include contests and giveaways at radio stations across the country. The promotion will feature contests to win prizes such as free tickets to see the film, as well as a grand prize of a trip for two to New York City. Contest entries will be collected at radio stations and the winner will be announced at a later date.

**KFI Ear Plugs**

"IT TAKES more than ear plugs to stop 50,000 wad-doggers from turning ear plugs into a business," says KFI Los Angeles' latest promotion letter. The promotion is focusing on the growing trend of people using ear plugs to protect their hearing and offering a "Certificate of Merit" for anyone who submits a letter describing their use of ear plugs. The certificate will be awarded to anyone who submits a letter describing their use of ear plugs. The promotion is focusing on the growing trend of people using ear plugs to protect their hearing and offering a "Certificate of Merit" for anyone who submits a letter describing their use of ear plugs.

**MANTLE MODEL**

Combination AM and FM receivers have been introduced by MANTLE MODEL. The new models feature a variety of features, including AM/FM tuners, PLL synthesizers, and remote controls. The models are available in a variety of colors and styles, and are designed to appeal to a wide range of listeners.

**THE GEORGIA MAJOR MARKET TRIO**

Represented by the Katz Agency, Inc.
IN ATTEMPTING to simplify television rate cards, the Katz Agency, New York, has prepared recommendations involving two rate structures: a basic rate and a studio rate.

The basic rate covers any program or announcement which does not require extra production or personnel, such as film programs and announcements and recorded background music. The studio rate is designed for accounts for which the station provides a camera crew and technical director for live shows.

Costs for special features are not cited but the card stipulates that they are to be quoted on "all-inclusive basis, fully commissionable."

Formula for time costs is as follows: 30 minutes, 60% of one-hour rate; 20 minutes, 50% of hour; 15 minutes, 40% of hour; 10 minutes, 30% of hour, and 5 minutes, 20% of hour.

Rates are guaranteed for six months from date of first telecast. Contracts are subject to cancellation on 28-day notice for programs and 14 days for announcements.

J. Albert Woll Becomes General Counsel of AFL

J. ALBERT WOLL, former U. S. attorney and son of Matthew Woll, union leader, has signed a three-year contract with the American Federation of Labor to serve as general counsel. He succeeds the late Joseph A. Padway. Dan Carmell, Chicago attorney, has been serving as James C. Petrillo’s and AFM’s legal advisor since the death of Mr. Padway.

Mr. Woll was attorney for the northern district of Illinois for seven years before resigning a year ago when he moved to Washington. He will serve also as attorney for the AFL Labor League for Political Education.

Spot Billings Up

THE ADAM YOUNG Jr. Inc., New York office announced last week a 105% increase in national spot radio billings for first three months of 1948 over the same 1947 period. The firm, a station representative, has approximately the same number of stations on its list as a year ago.
Classified Advertisements

Payable in advance—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One insertion, $1.00; acceptable, $1.25 per insertion. Deadline two weeks preceding publication date.

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Manager

Salesman-announcer. New Orleans, excellent opportunity for young man, steady, 15% commission, drawing account. Box 274, BROADCASTING. Washington, D. C.

Situations Wanted (Cont'd)

Help Wanted (Cont'd)

Announcer. Wanted: For 1-kilowatt station, going five kw, looking for self-starter to pay to start $400 per week. Must have experience and ability. Write Box 275, BROADCASTING.

Situations Wanted

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Situations Wanted

Manager

Available immediately, announcer, with four years experience and first class ticket. Will consider combo work if studios and transmitter are together. Otherwise, announcer must have good work in return for good salary. All replies answered. Box 359, BROADCASTING.

Available immediately, announcer. College experience in radio network. Excellent opportunities. Excellent salary. Box 389, BROADCASTING.

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Available immediately, announcer. College experience in radio network. Excellent opportunities. Excellent salary. Box 389, BROADCASTING.
Situations Wanted (Cont'd)

Transmitter operator—three years experience. First Class B license. Available immediately. Box 285, BROADCASTING.

Engineer, 1st phone, 1st letter, five years experience. U. S. Navy 1st class. Some broadcast experience. Excellent references, permanent position desired. Box 341, BROADCASTING.

For sale: Chief engineer, 12 years in telephone, ham, serviceman, references as former chief 250 watts. Construction jobs considered. Full performance, work hard, for good pay—not prestige. Markets similar to live radio transmitter connection at one, no Dixie with some little letters. C/o Cartmill, R. 2, Loudenville, Ohio. Box 21, Central Ohio—RCA. Full time, 250, single, will travel; wants steady position. John W. Pawlowski, 444 Wyoou Bt., Brooklyn 7, N. Y.

Chief engineer designing permanent position, twelve years broadcast experience. High and low power FM and AM extensive installation and maintenance experience, installed three complete radio stations. Available. Expects to install directional antennas. Good educational background. Good references. Minimum $75.00 per week. Phone 548-2, S. A. Aan, Dothan, Alabama.

Engineer experienced transmitter, studio control, remote, first phone. RCA graduate. Available immediately. South-west preferred. Write Box 382, BROADCASTING.

Chief Engineer. 5000 watt directionalized station looking for experienced engineer. Experienced all phases construction AM and FM. Navy veteran. Three years single. Twelve years radio experience. Interested right salary at aggressive station two competent engineers for same. Not the same station. Box 383, BROADCASTING.


Program director—12 years broadcasting including ten years announcing. New- anouncing, newscast, program-production manager, director, recording, etc. Currently program manager of major network operation. Desires permanent affiliation with program-service station. Requires one month's notice. Box 247, BROADCASTING.

Announcer, program director, 21/2 years practical experience, handles all phases programming. Knowledge television production. Excellent contacts with progressive organization. Box 250, BROADCASTING.

Programming, program production wanted. Two years' full time experience in program- ment, writer, Columbia, N. Y. radio plus disc jockey experience. Married, 32. Desire position. Box 251, BROADCASTING.

Available soon: Program director, announcer, producer—6 years experience. Production (mentally at all 3 capacities), 29, single, college gradu- ate, willing to learn. Produced and con- ducted the hard way at an independent station. Design, production, play-by-play sports, but prefers news and special events. Continuity, traffic, sales. Desire change to larger more progressive market. Box 283, BROADCASTING.

Have I reached the limit of my ability? Would like to work in the West. Texas, Kansas, Utah, Colorado, more profitable. Phone for appointment. Box 284, BROADCASTING.

Continuity writer—Experienced contin- uity writer for years: comfortable with all types of material. Many appearances on variety shows and dramatic scripts. On college station. Box 214, BROADCASTING.

College graduate with major in radio, also minor in English.大量 performance in college radio, shows, and a singer with lots of expe- rience. Box 215, BROADCASTING.

Graduate School of Radio Technique. Thoroughly trained in all phases of broadcasting. In need of a job in the eastern section of the country. Can ad-lib. Box 273, BROADCASTING.

Cowboy vocalist. Radio, stage, record- ing experience since 1926. Can sing strong with pre-recorded programs, advertising and selling. Dick Cannon, Box 274, C willing.

AM 1 kw experimental progressive eastern station. Box 382, BROADCASTING.

Two hard working girls wish, positions with network affiliate. Capable, experi- enced, secretary-billing clerks. Traffic manager. Box 386, BROADCASTING.

Interested in getting into the radio, disc jockey... radio... music... popula- ry... record... studio... on a real addition to your staff. Box 384, BROADCASTING.

Situations Wanted (Cont'd)

The answer to your PROGRAM

Young program manager-producer-writer, experienced in independent stations. Production manager of network outlet in nation's third larg- est city. Assistant P.0. of 50,000 watt new- station. Coordinated all types local programs—produced a number of net shows.

Successful program building background.

Well schooled in program-sales rela- tionships. Some television experience. REFERENCES TO SUPPORT ABOVE looking for the "right one with a good future." If you have a good offer I'll be glad to hear from you. Box 379, BROADCASTING.

BLACKBURN-HAMILTON CO., Radio Station Brokers

WASHINGTON, D. C.

111 New Hampshire Ave. National 1455

San Francisco Ray V. Timpson

233 Montgomery St. — Embarcadero 5-4772

Desire to see Routes—Three 43 foot self-supporting antennas. Have 100" tower. Present license can be transferred to new owner.

Desire to own a station.

For sale, practically new Oates model 394B, k.w. transmitter. Complete, except for power supply and 20 " antenna. Price, $500.00. Box 282, BROADCASTING.

Half interest in going recording studio. Investors must take over and operate studio and equipment. Must be located in radio or in recording. This is an ideal opportunity. May earn net income of $100.00 per week for each of 2 investors after all expenses. In addition there are exceptional opportunities for obtaining). I's. Who are interested, write into the recording business. Studios are fully equipped and have been in business for many years. Located in mid-Atlantic states there are many opportunities for promotional meetings with schools and colleges which will have to be announced, turned over to you. Write or wire Box 285, BROADCASTING.

For sale—Control in 250 watt sta- tion in wealthy market of 250,000 pop- ulation. Excellent traffic, beautiful, for quick sale. Box 340, BROADCASTING.

For sale—one 350 foot heavy Win- changer tower, new and complete, never taken from factory. Current market over $2500. Will sell at $1250.00. Contract RKO, Ogden, Utah.

RCA console, type 7GB, complete with 4000 watt amplifier, 2000 watts, Numa Fabri, Jr., W.A.R. Morgantown, Va.

RAW portable, turntable type MI-1280B- T, like new, $299.00, 205 pound coil making. Available for $255.00. Copper wire, $7.50. W.VS., Owensboro, Ky.

For sale—Leigh self-supporting tower including, lighting equipment tower, 10 kw, Daniel J. Trueblood, WGRB-WGRB- FM, Goldsboro, North Carolina.

Nenrely Audio Antique Music Box favorites, Stromberg-Carlson route plays, $3. Custom Recordings, Box 1047, Hartford, Conn.


1000 watt Western Electric Type 35E1 Transmitting Station. Complete, available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Operating Western Electric 1 kw transmitter #D-92602, one Western Electric Type 35E1 Transmitting tower. Complete with power supplies. Reason- able price if talked to. Robert J. Dean at Radio Station KOTA, Rapid City, South Dakota.

BONDING COPPER

For sale—Trueson 435 foot self-support- ing antenna, 40 towers 50 feet from top. Nominal base—15 foot, 10½ inch square, 2000 watts. R. F. power, 2400 volt for $7,000. Will sell a section of tower FM antenna with overall height of 325 feet. Wire or phone Mark Brand, Chief Engineer, Radio Station KPAL, Bakersfield, California.

Slightly used Brush model BK 401 tape recorder. Excellent condition. $100.00. Box 395, BROADCASTING.

2 Audax model D-398-500 ohm repro- ducers, 1 Oates model 28CO limiting amplifier. Chokes 5/3 henry, 2 ohms, 3/5 amps. 1,000 volts, 1-250 watt transmitter. 500 foot tower furnished at cost. BOX 505, BROADCASTING.

Active or silent participation in CP. 250 foot tower, 2 kw type CK vertical- tower, complete with CAA lighting and base insulators with antenna turning unit. Excellent condition. Data furnished on request. Call or write Chief Engineer, WFIL, Philadelphia, Pa.

Syllable—clock...

Aweaken to Music!

These 12-hour brass clock movements move auto, ships, watches, etc. to radio. Be sure alarms, or any electric ap- plication. The 3:" tower in, can be set for 5, 10, 15, 20 or 25 minutes. Then it will change for 5, 10, 15, 20 or 25 minutes, then stop. 3'-10" long. Pilot the clock to 3", phrased tube 3½" long. Teased to resilient fusion.

Send cash, check, or money order to Clocks, Box 119, Topka, Kan.

SITUATIONS WANTED

For Sale (Cont'd)

For sale—One 350 ft. Blaw-Knox type CK ver- tical tower, complete with CAA lighting and base insulators with antenna turning unit. Excellent condition. Data furnished on request. Call or write Chief Engineer, WFIL, Philadelphia, Pa.

TICKER CLOCK...

Awaken to Music!

These 12-hour brass clock movements move auto, ships, watches, etc. to radio. Be sure alarms, or any electric ap- plication. The 3:" tower in, can be set for 5, 10, 15, 20 or 25 minutes. Then it will change for 5, 10, 15, 20 or 25 minutes, then stop. 3'-10" long. Pilot the clock to 3", phrased tube 3½" long. Teased to resilient fusion.

Send cash, check, or money order to Clocks, Box 119, Topka, Kan.

Wanted to Buy

Experienced broadcasters desire to buy a station or CP in Texas, West Mexico, Colorado, California, Arizona, Nevada, or Florida. Can pay cash. Box 283, BROADCASTING.

Wanted to buy small station or CP anywhere in U. S. Prefer west or south- west, but will consider any location. Box 305, BROADCASTING.

C. P.—Substantial interest for cash. Or operating station on equitable terms. Preferred, but will consider first letter. Box 285, BROADCASTING.

Wanted to buy, Good condition, used. Stations of all sizes. Will consider pick-ups with filters, pre-amplifier, and c.r. battery. Possible trade for mike studio console and VU meters.

1 kw transmitter, 200 foot tower, used console, used AM frequency monitor, used AM modulator monitor. A. C. Booth, Box 385, Chambersburg, Penna.

Miscellaneous

RADIO BROADCAST STATIONS BUYERS! SELLERS! List With Us

Prompt Confidential Service

NATIONAL RADIO STATION BROKERS

5601 N.W. 9th Street, Blod, Normandy 48

Los Angeles 27, California

May 3, 1948 • Page 87
ANNOUNCEMENT that Life Magazine and NBC Television will collaborate in covering the national political conventions this summer was made Thursday by the network.

Kinescope film coverage of highlights is to be presented by Life on the nine NBC video stations not yet inter-connected with the East Coast network. The stations are KSD-TV St. Louis, WWJ-TV Detroit, WTMJ-TV Milwaukee, KSTP-TV St. Paul, WPTV West Palm Beach, WBEN-TV Buffalo, KOB-TV Albuquerque, WTVD Toledo and KCNP Fort Worth.

Scheduled thus far are 15-minute interviews each day with leading Presidential candidates and convention delegates; 30-minute local events and pickups; 10-minute daily kinescope recording resume of all events on the evening's session; 20-minute kinescope recording resume of previous day's sessions, and series of documentary montages backgounding both conventions.

U. S. CHAMBER FAVORS TIME QUESTION STUDY

CREATION of a special committee to study the problem of daylight saving time, with recommendations to be submitted, was favored at the 36th annual meeting of the U. S. Chamber of Commerce held last week in Washington. The Chamber adopted policy recommendations covering many phases of business and industrial life.

Among some two-score speakers, Dr. Alexander J. Stoddard, Philadelphia chemist, said "a society that invents... radio and television without stepping up its emphasis on a better understanding and appreciation of the arts, the drama, the good music and the allied arts is 'riding to a fall.'"

Dr. Edwin G. Nourse, chairman, Council of Economic Advisers, said foreign aid and defense stimuli appear to have prevented a drop in business during 1948. He added that business prosperity might be well sustained for several years if the diplomatic and military situation permit.

Buffington Plans

IN VIEW of contemplated opening of West Coast offices of his radio and television production company in the fall, Al Buffington left Baltimore May 2 for trip to the Los Angeles-Hollywood area. Mr. Buffington also intends to offer several of his syndicated shows on the Coast and check a movie link for his television operations.

ECUipment WANTED

New 1 kw station in midwest expecting CP at early date. Needs technical equipment, such as monitors, audio oscillator, R.F. meters, H.V. test equipment.

Write us what you have for sale and price. Will have opening for capable staff engineers and announcers.

BOX 318, BROADCASTING
NEW AM GRANTS ANNOUNCED BY FCC

CONSTRUCTION PERMITS granted by FCC Friday included three full-time standard stations. One of latter was reinstatement. Changes of facilities awarded KLVF Alpine, Tex., and KIMA Yakima, Wash.; WSLA Hammond, La., deletion approved. New station granted:

HATTIESBURG, Miss.—Hub City Broadcasting Co., Inc., to build WRH, 1250 kc, 250 w, unlimited. GRANT TO NEW AM STATION

GRANT TO VARIOUS AM STATIONS

CHICAGO

APPLICATION DENIED TO WMEX

Boston's request for renewal of its WMBX rights was denied by FCC, which said ratings of WMBX were not being prosecuted with diligence.

STATION IN RADIO FORECLOSURE

KXGT, San Antonio, Tex., application for license to operate will be denied.

APPLICATIONS DENIED IN EAST"[N]

Applications for AM station WPO in Enid, Okla., were denied.

APPLICATIONS DENIED IN WEST

Applications for AM stations WCBF, Urbana, Ill., WJGN, Clinton, Iowa, WELP, Springfield, Mo., were denied.

FCC AUTHORIZES AM STATION IN FLORIDA

FCC AUTHORIZES AM STATION IN ARIZONA

FCC AUTHORIZES AM STATION IN NEW YORK CITY

APPLICATIONS DENIED IN ROCK ISLAND, ILLINOIS

APPLICATIONS DENIED IN NASHVILLE, TENNESSEE

APPLICATIONS DENIED IN CHICO, CALIFORNIA

APPLICATIONS DENIED IN CHICAGO

APPLICATIONS DENIED IN DETROIT

APPLICATIONS DENIED IN DALLAS

APPLICATIONS DENIED IN ST. LOUIS

APPLICATIONS DENIED IN PITTSBURGH

APPLICATIONS DENIED IN PHILADELPHIA

APPLICATIONS DENIED IN NEW YORK

APPLICATIONS DENIED IN CINCINNATI

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Now...

**HIGHER TOWER**

**GREATER POWER**

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius . . . an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, homemaker shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events . . . in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.
This "magic lamp" makes Aladdin's look lazy

You will remember the fabulous lamp—and how it served its master, Aladdin. Serving you, today, is a real "magic lamp" . . . the electron tube.

You are familiar with these tubes in your radio, Victrola radio-phonograph or television set . . . but that is only a small part of the work they do. Using radio tubes, RCA Laboratories have helped to develop many new servants for man.

A partial list includes: all-electronic television, FM radio, portable radios, the electron microscope, radio-heat, radar, Shoran, Teleran, and countless special "tools" for science, communications and commerce.

The electron microscope, helping in the fight against disease, magnifies bacteria more than 100,000 diameters, radar sees through fog and darkness, all-electronic television shows events taking place at a distance, radio-heat "glues" wood or plastics, Shoran locates points on the earth's surface with unbelievable accuracy, Teleran adds to the safety of air travel.

Constant advances in radio-electronics are a major objective at RCA Laboratories. Fully developed, these progressive developments are part of the instruments bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders on display at RCA Exhibition Hall, 36 West 49th Street. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York City 20, N. Y.