

**INVEST  
YOUR  
AD  
DOLLAR**

**WCK** **s-ly**

*L. B. Wilson*

**WCKY**

**50,000 WATTS  
OF  
SALES POWER**

★ ★ ★

# EXTRA POINTS

Philadelphians tune to WPEN as Villanova's Wildcats take to the air.

And with the weekly play-by-play goes the message of a sponsor for the second consecutive year.

More and more advertisers look to Philadelphia's leading independent to make good the extra points of listenership ratings.

950

**WPEN**

PHILADELPHIA  
NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**  
New York • Chicago • Detroit  
Atlanta • San Francisco  
Los Angeles

## Open Mike

(Continued from page 38)

while tuned to a given station the receiver also acts as a small transmitter and emits a signal capable of causing severe interference to FM broadcasting stations over a radius of from 100 feet to several miles from the "super-regen" receiver. It IS possible to design a "super-regen" that would not cause interference over more than a few feet from the receiver; but this requires an additional expenditure on the part of the manufacturer and does not improve the appearance of the receiver, nor its operational characteristics.

The "super-regens" now appearing on the market are vicious offenders. The best is capable of interfering with an FM broadcast signal for several hundred feet. One receiver in an apartment building could easily block out the station it was tuned to for all the other occupants of the building. Such receivers not only interfere with other "super-regens" but with any type FM receiver tuned to the same signal, and within the interference radiating area.

I'm an outsider just looking in; but it is my sincere opinion that FM broadcasters should take action NOW.

Todd Storz  
Sales Department  
KFAB Omaha

\* \* \*

## Says AFM Can Be Licked By Working Together

EDITOR, BROADCASTING:

I have just completed reading a communication from Standard Radio forwarded to all stations, with reference to the Petrillo ban on radio and recorded music. Gerry King who signed the letter is asking the industry to "tell us what to do".

He is quite right when he says there has been a great deal of lassitude on the part of a great number of stations in dealing with this problem. Gerry put it mildly. I would be willing to agree with anyone who said no station was doing any visible work of any kind in this connection.

I have been in this business for 25 years and I can recall no particular year in which the broadcasting industry hasn't flopped and floundered around from pillar to post in what seemed to be organized confusion. In spite of ourselves we somehow managed to lick ASCAP.

Instead of Gerry asking the industry to assist the transcription companies, why didn't he come up with some suggestion as to how the recording companies and the broadcasters might work together to defeat this menace?

Personally, I fail to become too excited over the irritating situation. The industry took care of ASCAP very nicely and there is



**THIS IS NO BULL**—it's a cow. A year ago when just a little calf it was left on the steps of the WARL Arlington, Va., transmitter. The station, then an infant in the broadcasting field, adopted the animal and dubbed it "Warla." Last week, when WARL's first anniversary rolled around, "Warla" celebrated too. Conducting the "interview" are WARL staffers Bette Simmons (l) and Chief Engineer Earl Merryman.

no reason why it cannot do the same thing to the AFM . . . if . . . the broadcasters and the recorders can stick together long enough to do a good job. This may be expecting too much but there are such things as supernatural events even in radio. Is there any particular reason *why* we have to have an AFM?

If the majority of musicians dependent upon radio and records for a living pulled out of AFM to join the ranks of the combined interests affiliated with the users of music, it is quite possible the bright star of the silver cornet might be reduced to a flicker.

True, Mr. Petrillo would blacklist all former members, so what? Eventually, he might not have anyone left to blacklist.

What happens to the boys standing on the corner? Is Petrillo going to see that they have three squares a day? Is he going to see that they are all nice and "comfy" and that everybody is having a peachy time? When mama and the kids get hungry, the average musician with any guts is going to tell the bossman to go blow a bazon as he won't care whether

he belongs to the AFM or the Saturday Sewing Circle. He is going to work or he isn't going to eat, and I don't think he will resort to slinging hash either.

It is hard to conceive of the rank and file of radio and recording musicians being played for a sucker too long. A few empty stomachs may well be a contributing factor in deciding the issue without too much flurry.

But just in case the members in good standing should play along with Petrillo, Gerry King and the rest of the boys making transcriptions should team up with the boys using their services in an all-out effort to stamp out once and for all any one man or organization that tries to "highjack" them.

Gerry was right when he said, "Letting George do it is not going to solve the problem." How about getting behind George?

Forrest Wallace  
General Manager  
KWBC Fort Worth, Tex.

\* \* \*

## Kudos for Coverage Of Petrillo Stories

EDITOR, BROADCASTING:

So that your associates may have proof of the fact, I want to reiterate what I said over the telephone, namely, that the editorial "Jimmy's Chips Are Down" in the October 27th issue of BROADCASTING is superb—good sense as well as good English, and that the various related articles on Petrillo are exceptionally informative and appropriate.

Keep up the good work!

Eliot C. Lovett  
Hanson, Lovett & Dale  
Washington, D. C.

TO HANDLE larger audiences, ABC's "Breakfast in Hollywood" shifts from Tom Breneman's restaurant to a larger one he is opening next door to present location approximately Nov. 19. MBS "Heart's Desire" and ABC western regional "Hollywood Holiday" are also expected to join morning program in shift to new origination site.

EST CST MST PST

### GUARANTEE YOUR LOCAL TIME

Regardless of Network Offering

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The Affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

**KGVO**

5 KW DAY • 1 KW NITE

MISSOULA

**KANA • KGFM**

ANACONDA BUTTE  
250 W

GREAT FALLS  
5 KW

(DEC. 1, 1947)

**MONTANA**