LIVESTOCK Since the buffalo, deer and elk that roamed the lush range lands of Colorado were killed off, cattle and sheep have replaced them in the Colorado scene. Denver today is the world's greatest sheep market and the country's fifth largest livestock market. In 1947, Colorado ranchers and farmers received 53% of their total marketings, $276,000,000, from livestock and livestock products.

KLZ FARM REPORTER

Lowell Watts, KLZ's Farm Reporter, travelled more than 38,000 miles last year by plane, train and car to broadcast news and information of special interest to Rocky Mountain ranchers and farmers. Wherever better farming and stock-raising is being talked or demonstrated, KLZ is part of the scene. Lowell Watts is shown at left (right of microphone) interviewing a champion breeder at the recent Denver National Western Livestock Show.
FARM INCOME IN 1947 WAS BIG
IN Big Aggie’s FIVE-STATE AREA

Cash farm income in 1947 soared to more than 6½ BILLION DOLLARS in the Big Aggie Land Five State Area. In each of these states, there was a substantial increase over the record highs of 1946. Farmers’ pockets are bulging with cash—more cash than ever before. They’re spending it, too, for everything from cosmetics to caterpillar tractors.

How is YOUR product selling in this rich farm area? WNAX, with 5,000 watts at 570 kilocycles, can sell the biggest share of the farmers in this market. Ask us or The Katz Agency to prove the loyalty and responsiveness of farmers in Big Aggie Land.

<table>
<thead>
<tr>
<th>1947 * FARM INCOME</th>
<th>INCREASE OVER 1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA $2,368,962,000</td>
<td>39%</td>
</tr>
<tr>
<td>SOUTH DAKOTA 671,099,000</td>
<td>35%</td>
</tr>
<tr>
<td>MINNESOTA 1,335,556,000</td>
<td>26%</td>
</tr>
<tr>
<td>NEBRASKA 1,125,518,000</td>
<td>32%</td>
</tr>
<tr>
<td>NORTH DAKOTA 736,927,000</td>
<td>48%</td>
</tr>
<tr>
<td>TOTAL 6,238,062,000</td>
<td></td>
</tr>
</tbody>
</table>

* Does not include income from government payments.

WNAX MAIL MAPS
The WNAX Mail Map for 1947 and the WNAX Neighbor Lady 1947 mail map have been distributed. If you haven’t received your copies of both maps, or want additional copies write to WNAX, or ask Katz.
The Yankee way to reach 89.4% of ALL New Englanders

Acceptance in MORE cities

Acceptance in MORE communities

Only through the intense penetration of Yankee's local coverage can you reach so economically all the trading centers of the country's third richest market — New England.

The Yankee Network is the one and only medium through which an advertiser can at one time reach 89.4% of New England's radio homes.

This is coverage of 23 major New England markets plus all their satellite communities. It is coverage with direct local impact that only a locally accepted home-town station can provide.

It's local impact that counts. Yankee's 23 home-town stations give you local impact for all New England in one package at one price.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

BROADCASTING * Telecasting
BROADCASTING

Upcoming

April 19: Hearings on FCC Mayflower decision banning editorializing by stations, FCC hdqrs., Washington.
April 23: Radio Conference, Lindenhurst College, St. Charles, Mo.
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.
(Other Upcoming on page 72)

Business Briefly

LIGHTER SPOTS • Ronson Art Metal Works, Newark (Ronson Lighter) starting spot campaign April 18 in radio and television, 52 and 26 weeks respectively, on 22 stations in top 20 markets. Twenty-second time signals to be used on 16 video stations (WMAR-TV, WBBB, WWJ-TV, KTLA, WNTB, WLH-T, WNBW, WCBS-TV, RSS and WTMJ). Agency, Cecil & Presbrey, New York.

MIX CAMPAIGN • John R. Marple & Co., Westfield, N. J. (Thompson's Fireside Hush Puppy) to expand five program spots starting last week on two New York stations into nationwide campaign. Both weekday programs, Ask Elsa Mason WHEN and Ladies Man, WOR, running 13 weeks. Firm last week appointed Peter Hilton Inc., New York, to handle account. Bill Kline is account executive.

DUFFY'S REPLACEMENTS • For second summer Tex & Jinx McCreary will take over June 23 as summer replacement for Duffy's Tavern, 9-11 p.m. Wednesday on NBC. Bristol-Myers Co., New York, sponsor, announced renewal, through Young & Rubicam, New York, of Duffy's Tavern for next season.


MARS EXPANDS • Mars, Inc. (Candy), Chicago, May 1 adds eight stations to 129 NBC stations now carrying Curian Time Saturdays, 6:50-7 p.m. (CST). Agency, Grant Adv. Inc.

PHILIP MORRIS PLANS $7,000,000 CAMPAIGN

PHILIP MORRIS Cigarettes announces new $7,000,000 advertising campaign featuring new slogan “No Cigarette Hangover” which will include its five network shows and television schedule. Biow Co., New York, will continue handling evening shows and new television plan to be revealed soon. Cecil & Presbrey handling daytime shows.

Biow Co. has bought new quiz show, featuring Phil Baker, to succeed, effective April 23, Dinah Shore Show Fridays on CBS. Latter moves into Tuesday 8-9:30 p.m. spot on NBC replacing Milton Berle program which was dropped. Advertisers also sponsors Philip Morris Night With Horence Hildt Sundays, 10-11 p.m. on NBC. Daytime programs through Cecil & Presbrey, are Queen for a Day, 2-2:30 p.m. five times weekly on MBS and Heart's Desire 11:30 a.m.-12 noon, five times weekly on MBS.

BROADCASTING  Telecasting

Closed Circuit

LENNEN & MITCHELL, New York, is appraising television packages and reporting on availabilities for client, Old Gold cigarettes.

NEW LIFE for White Bill (S-1333) to rewrite Communications Act now being talked up with return of Chairman Wallace H. White Jr. (R-Me.) to Interstate Commerce Committee council after several months illness. One proposal is that Johnson Bill for clear channel breakdown and power limitation be incorporated in White measure, and that other modifications be made to compromise differences. Senator White retires this session after 30 years in Congress.

IN SHIFT Lucky Strike business from Fote, Cone & Belding to BBDO, David White, latter agency's producer, will take over Hit Parade while Hall & Mazz has well continued with Jack Benny Show. Both originate from Hollywood. Wayne Tisa, BBDO Hollywood vice president, will supervise both programs.

OWING to pressing nature of industry problems, including TV allocation and defense program, Commissioner George E. Sterling is expected to accept invitation to join FCC panel of experts at NAB Engineering Conference. Final event of Los Angeles convention week will be FCC-industry panel (story page 29).

THOUGH Radio Technical Planning Board is slated for formal demise at meeting of sponsors to be held in July, some of backers argue joint industry advisory group should be retained, at least in skeleton form, because of critical world situation. RMA board voted ten days ago in favor of RTPB dissolution (story page 92).

RESULT of hitherto undisclosed “panel” studies, revealed last week in address of Howard S. Meighan, CBS vice president and general executive, at Advertising Club luncheon in Washington, may stir up cats aplenty among printed media. He said, without amplification, that surveys show that “when TV comes in, it looks as though reading goes out.”

ALTHOUGH no contract has been signed ABC is referring to WMAL-TV Washington as “an ABC television affiliate.”

SHOWDOWN on why and wherefore of AT&T long lines rate-making in offering via quest of FM broadcasters for higher quality circuits at tolerable rates. FM's 15,000-cycle quality is arbitrarily reduced to 5000-cycle limitation of lines used for AM networking. FMers argue same lines can carry up to 9000-cycle quality. FCC has evinced interest in answering plaints of FM broadcasters.

TV WITH college degree may come up next. Cornell U. board of trustees shortly will con-

(Continued on page 98)
WSIX builds volume

Makers of bath and laundry soaps, like many great American businesses, depend on mass markets and high volume for continued success. And a number of soap manufacturers have used WSIX continuously for two, three and four years or more. Obviously, they have found WSIX builds volume in Nashville's 51-county retail trade area. Plan now to see how WSIX can help your sales picture. Ask your nearest Katz representative for further facts and figures about WSIX.

5000 WATTS: 980 KC
ABC Affiliate

Represented Nationally By
THE KATZ AGENCY, INC.

And WSIX-FM 65,000 W. 97.5 MC

WSIX gives you all three: Market, Coverage, Economy
WHAT'S OKE IN FALLEN TIMBER (Ky.)?

No foolin', there is a town of that name in Kentucky! But if you stumbled over Fallen Timber, as a possible market for your wares, you'd probably find that you were perfectly willing to let only God make that tree!

WAVE doesn't cover Fallen Timber — or if we do, we don't ask you to buy us on that account. WAVE's coverage is the Louisville Trading Area — an area known to contain, in a limited radius, more industry, more business, more sales potential than all the rest of Kentucky combined.

If you want to saw wood for your dealers and distributors, just give them a WAVE!

LOUISVILLE'S WAVE

NBC AFFILIATE
FREE & PETERS, INC.

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Page 6 • April 19, 1948

Agencies

CARL R. GIEGERICH, formerly with Newell-Emmett Co., and later with the War Department's Information and Education Division as chief of the programs and promotion section, has been appointed vice president of Cecil & Freibrey Inc., New York.

ANSON LOWITZ, vice president of J. Walter Thompson Co., New York, arrives in Hollywood April 20 for a few days, during which time he will address the hospital convention at Biltmore Bowl.

JOHN KUCERA, formerly with NBC and prior to that with Young & Rubicam, and Foote, Cone & Belding, effective April 12 joined Biow Co., New York, as head of the radio timebuying section of the media department, succeeding JOHN HYMES.

GEORGE DRAKE, who resigned last month as vice president and secretary of Swaney, Drake & Bement, Chicago, has joined creative department of Leo Burnett Co., that city. New association is described as "key position." Mr. Drake, one of founders and partners in SDB, brings to Leo Burnett the Club Aluminum Products account, according to sources at ABC on which company's Club Time is aired. Previously with Hill Blackett & Co. (formerly Blackett, Sample & Hummert) and Ruthrauff & Ryan, he has been active in agency field in Chicago for 19 years.

EDWARD J. ROSENWALD, who has resigned as vice president of Louis G. Cowan, radio production firm, has joined Harry E. Cohen Adv., New York, as a vice president. Prior to his association with Cowan organization, Mr. Rosenwald had been with Biow Co. and before that with Buchanan & Co. He also was formerly vice president and general manager of American Druggists Syndicate.

GREY ADV. New York, through its radio and television department, has prepared budget study showing time costs for one-minute television announcements on stations now in operation, as well as stations which expect to start operation in 1948. Study provides time costs involved for an adequate television campaign of one-minute spots on all video stations for the second half of 1948. Advertisers may obtain copies of the study by writing to Grey Adv. Agency, New York.

AD FRIED ADV. AGENCY, Oakland, as part of expansion move is to add radio talent department effective May 1. Same date agency switches to new and larger offices at S18 15th St.

J. R. USATEGUI, New York, has been appointed by MARIANO GUASTELLA, president of Publicidad Guastella, advertising agency of Cuba and Mexico, to represent the agency, started in 1936, lists among its clients Canada Dry Ginger Ale, Bacardi Rum, General Motors, and Bristol-Myers. Branch agency in Mexico City, opened last August, handles advertising of Canada Dry beverages throughout Mexico.

WILLARD HANES, former promotion head of KMPC Hollywood, has joined Campbell-Ewald Co., Los Angeles, as publicity and public relations director.

JIM F. SIMONS, who three months ago purchased 20% interest in Hedrick & Co., Nashville, has bought remaining 80%. Mr. Simons was with Chicago Tribune and WAAF Chicago before joining Hedrick & Co. last August. Agency was established four years ago. During past year it billed more than $500,000, of which about 95% was radio.

WILLIAM H. AUSTIN, formerly with Al Paul Lefton Co., New York, has joined Winius-Drescher-Brandon, St. Louis, as production traffic manager. JAMES D. NEVINS, formerly with Stix, Baer & Fuller, St. Louis, has joined copy staff, and HAROLD W. JONES has joined agency's creative staff.

STANLEY A. MERSKI, with Wilson, Haight & Welch, New York and Hartford, since Oct. 1947, has been named traffic manager of that agency. Previously Mr. Merski was with Hathaway-Steele Corp., division of American Tobacco Co.


CARL E. RIBLET Jr., formerly with J. Walter Thompson Co. and Campbell-Mithun, Chicago, and recently part owner of Woods and Riblet Inc., New York public relations firm, has been appointed director of newly-

(Continued on page 82)
and FIRST with the NEWS

When the news "breaks" it usually "breaks" first on KPRC. That's because KPRC has one of the biggest and best-trained news staffs in America, headed by famous Pat Flaherty, former NBC war correspondent.

Four reporters are on his staff—each gathers the news in Houston—then broadcasts it, with authority.

Four more correspondents (part time) gather the news in Beaumont-Port Arthur, Pasadena, Austin and Washington.

KPRC is the only station in Texas offering all four of the Associated Press wire services.

This is the combination which gives KPRC listeners complete news—50 per cent Houston area news on each newscast.

News is one of the "firsts" that gives KPRC dominance in the great Gulfcoast area.

This dominance is best proved by the yardsticks you know. Hooper and BMB put KPRC first in this great farm-industrial market. Put your message on the air where it will reach most listeners. For availabilities, see Petry or call us.

KPRC Scoops the Nation With Voice from the Dead.

On March 3, listeners to KPRC, Houston had the eerie sensation of hearing Jan Masaryk speak directly to them just eleven hours after the announcement of his death. The Czech statesman's voice electrified the station's audience as he hurled a bitter defiance at the perpetrators of "oppression," and predicted that "no torture chamber can ever subdue us."

Pat Flaherty, KPRC news director, brought Masaryk's voice "back from the grave" on the 6:45 pm news program. And listeners jammed the KPRC switchboard. Reason that Flaherty was able to give his listeners Masaryk's voice lay in KPRC's carefully-kept record file.

When the late Czech foreign minister visited KPRC on Jan. 24, 1942 he broadcast a reference to Adolf Hitler, whose Nazi legions at that time held Czechoslovakia within their "Gestung Europa." KPRC officials expressed the belief they had been the only station in the country with such an apt commentary by the late Czech patriot available for their listeners.

KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TQN, Jack Harris, General Manager
...it’s so easy to listen

And since 1941—when this photograph was made—it has become even easier to listen to CBS.

That’s one reason why one network, CBS, with its 99,000,000 different listeners each week, reaches more people than read all the magazines published in the United States.

For CBS today has achieved the best “balance” of facilities in all Radio; with more high-powered, and fewer low-powered stations, than any other network. And since 1941 almost every CBS station—150 out of 162—has made specific major technological improvements.

In the past year alone, CBS stations have added 230,000 watts of extra power; far more power than any other network increase—almost as much added power as all the other networks combined.

No wonder that CBS delivers its large audience to advertisers at a lower cost than any other network. And that latest reports show that the largest individual audiences in all radio are the CBS audiences of the Lux Radio Theatre in the evening, the Arthur Godfrey Show in the daytime.

And that more of the hundred largest users of Radio are on CBS than on any other network.

Columbia Broadcasting System

—where 99,000,000 people gather every week
THE CHARGED atmosphere of election night was caught by the cameras March 29 when WTMJ-TV moved into the bustling newsroom of the Milwaukee Journal.

The station originated a four-hour, uninterrupted telecast direct from the crowded nerve center of the Journal—without a fill-in for a dull moment. The Stassen-MacArthur-Dewey primaries fight for convention delegates created nationwide interest in the returns and voting records were broken both in Milwaukee and the state. There was also a hot local race for the Milwaukee mayoralty office.

From 9 p.m. to 1 a.m., when final results were known, WTMJ-TV cameras moved rapidly around the Journal newsroom, picking up the color and excitement of such a spot as results poured in.

Coverage included direct broadcast of all election bulletins, views of the newsroom and the AP bureau, actual compilation of the returns, and interviews with big-name newspapermen from every part of the nation who were in town.

(Continued on page 42)

On All Accounts

A S SENIOR ACCOUNT executive for Philip Morris at the Bow Co., New York, Charles (Chuck) Tyler is a man with both feet on the ground. But it was not always thus. As a matter of fact, his first post-graduate paid off in part on his ability to go up in the air at the least provocation. He was an air-balloon publicity man for the city of Seattle, and his function was to rise with the rubberized helium craft to show visiting dignitaries the sights from the air.

Mr. Tyler groomed for that lofty position by studying journalism at the U. of Washington, meantime covering a police beat for the Seattle Post-Intelligencer.

From Seattle Mr. Tyler went to Chicago where, as he puts it, he "joined George Batten to see the world." Actually, he had joined the firm of Batten, Barton, Durstine and Osborn to canvass the country for testimonials in behalf of an agency account. His tour completed, he returned to Chicago and was named account executive for Pabst Blue Ribbon beer.

After a year with BBDO he moved in 1943 to McCann-Erickson, and another town, New York, where he became creative group head on the Bon Ami, Beechnut and Borden accounts. Subsequently he was transferred back to Chicago where he handled Standard Oil and the Maytag Washing Machine Co. for the same agency.

With the onset of war Mr. Tyler was designated War Production Board campaigns officer under Donald Nelson, serving as an intermediary between the government and industry.

With the fulfillment of his government mission, Mr. Tyler returned to advertising, joining J. Walter Thompson Co. as account executive on the Ford-Lincoln-Mercury account.

After several years he left that post to join the Bow Co. on Dec. 1, 1947 as account executive for Philip Morris and as member of the Plans Board. The cigarette firm sponsors the Dinah Shore, Milton Berle and Horace Heidt programs.

Mr. Tyler, married five years and a resident of Manhattan, devotes his spare moments to raising toy bull dogs and writing.

Page 10 • April 19, 1948
SEPT. 1ST IN READING, PA.

69th METROPOLITAN DISTRICT

POPULATION 175,355

1940 U.S. CENSUS

62,530 RADIO HOMES

WHUM EASTERN RADIO CORP.

NATIONAL REPRESENTATIVES - WEED & CO.

1240 ON YOUR DIAL. THE VOICE OF READING
DANCE ORCHESTRAS*
Russ Morgan
Eddie Howard
Charlie Spivak
Les Brown
Nat Brandwynne
Carmen Cavallaro
Woody Herman
Harry James
Glen Gray
Jimmy Dorsey
Johnny Long
Duke Ellington

POPULAR CONCERT ORCHESTRAS*
Lyn Murray
David Rose
Victor Young
Ray Bloch
Johnny Green
John Scott Trotter
Ray Sinatra

ORGANISTS*
Jesse Crawford
Archer Gibson
Everett Tuschnings
James Peterson
Fred Feibel

QUARTETS*
Fireside Quartet
Cosmopolitan Singers
Emil Cote Male Octet
Gotham Quartet
The Jubalaires

NOVELTY GROUPS*
John Gart Trio
The Three Suns
Milt Herth Trio
Andrews Sisters
Larry Adler
The Merry Macs
Delta Rhythm Boys
The Song Spinners
Frank Froeba and His Boys

LATIN AMERICAN*
Jose Morand
Machito and His Afro Cubans
Casey and His Orchestra
Pancho and His Orchestra
Ethel Smith Trio
Vincent Gomez

CONCERT PIANISTS*
Simon Barere
Gearhart and Morley
Rudolph Ganz

HERE'S WHY OVER 640 STATIONS

World users pack their programs with name talent and program interest that builds radio audiences. It's easy to keep programs new and fresh when you have 4700 units of the World Program Service basic Library and 50 additional units a month to draw upon. Special World Bonus programs for holiday programming are also issued to all World subscribers. All recorded by the vertical wide range method.

Each week World subscribers receive 78 complete program Con-
NOW USE THIS GREAT WORLD LIBRARY

The now-use-this great World Library system. These shows combine World talent and showmanship—with such outstanding performances as the David Rose show, the Lyn Murray show, Music in the Morgan Manner, such orchestras as Eddie Howard, Les Brown, Charlie Spivak, Nat Brandwynne.

It costs you nothing to find out what the World Program Service Library can do for you. Write, wire or phone the nearest World office. We'll be delighted to give you the details. There's no obligation.

2223, HOTEL BILTMORE, LOS ANGELES

SERVICE LIBRARY
CASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

Hollywood
Columbus 5-2300
6750 Santa Monica Blvd. – Hillside 0111

York
Limited, 1261 Shearer Street, Montreal 22, Quebec
By BRUCE ROBERTSON

AMERICAN television broadcasters in February sold 759 hours and 6 minutes of commercial time to some 40 national and 200 local advertisers. This gave the television industry gross billings for the month of $313,728, according to the replies of the TV station operators to the first of a series of Telestatus questionnaires. These studies form the basis on which broadcast plans are collected and published a running record of the growth of this new type of radio.

The 16 commercial TV stations in February employed 1,561 persons; on the air for 3,114 hours and 33 minutes, including 1,613 hours and 41 minutes of programs, 36 hours and 10 minutes of announcements, and 1,446 hours and 32 minutes of test pattern; served a total of 237,500 receiving sets, or an average audience of about a million persons for the average program. Most of the programs were broadcast in the evening; most of the test patterns in the daytime.

The amount of commercial time shown by the various stations offers some interesting comparisons. KTLA Los Angeles, with more than 150 hours of commercial time, leads the list. Others with a large amount of time designated as commercial include: WWJ-TV Detroit with 77 hours, 23 minutes; WBKB Chicago with 57 hours, 30 minutes; WFIL-TV Philadelphia, with 53 hours, 45 minutes and WPTZ Philadelphia, with 52 hours, 9 minutes.

With the number of television stations increasing every week comparisons can be made by referring to the first Broadcast Telestatus report which was made Sept. 1, 1947. At that time there were 11 commercial stations operating, employing 595 persons, providing 248 hours of program service a week for the viewing public watching at 45,500 home receiving sets in public places.

At that time, six months before the present report, 62 advertisers were sponsoring more than 100 hours of television programs in one week which were worth $36,885 gross.

With the report for the month of February indicating gross billings of nearly $314,000 and taking into consideration the fact that February is not a top month advertising-wise, it is apparent that the gross billings indicated by the new survey would show an amazing increase over that which was forecast last September. As the total number of commercial stations increases the total gross billings is expected to show a corresponding sport.

A second installment of the report on video activities in February, covering a breakdown of video service by types of program, will appear in this space next week.

### Cities with Commercial Television Service in February

<table>
<thead>
<tr>
<th>CITY</th>
<th>POPULATION</th>
<th>NUMBER IN HOMES</th>
<th>OF VIDEO IN PUBLIC PLACES</th>
<th>RECEIVERS TOTAL</th>
<th>COMMERCIAL TV STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>3,916,975</td>
<td>14,000</td>
<td>2,000</td>
<td>16,000</td>
<td>1</td>
</tr>
<tr>
<td>Washington</td>
<td>1,205,220</td>
<td>8,000</td>
<td>1,000</td>
<td>3,000</td>
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<tr>
<td>Chicago</td>
<td>2,484,629</td>
<td>13,000</td>
<td>3,700</td>
<td>15,000</td>
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<tr>
<td>Baltimore</td>
<td>1,306,040</td>
<td>4,000</td>
<td>1,000</td>
<td>3,700</td>
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<tr>
<td>Detroit</td>
<td>2,702,398</td>
<td>5,100</td>
<td>1,600</td>
<td>3,700</td>
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<tr>
<td>St. Louis</td>
<td>1,584,046</td>
<td>3,900</td>
<td>1,300</td>
<td>15,000</td>
<td>1</td>
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<tr>
<td>New York</td>
<td>12,684,411</td>
<td>133,000</td>
<td>15,000</td>
<td>11</td>
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<tr>
<td>Schenectady</td>
<td>87,549*</td>
<td>1,450</td>
<td>450</td>
<td>1,900</td>
<td>1</td>
</tr>
<tr>
<td>Cleveland</td>
<td>879,326*</td>
<td>23,000</td>
<td>3,000</td>
<td>26,000</td>
<td>1</td>
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<tr>
<td>Philadelphia</td>
<td>3,379,690</td>
<td>23,000</td>
<td>3,000</td>
<td>16</td>
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<table>
<thead>
<tr>
<th>CITY</th>
<th>POPULATION</th>
<th>NUMBER IN HOMES</th>
<th>OF VIDEO IN PUBLIC PLACES</th>
<th>RECEIVERS TOTAL</th>
<th>COMMERCIAL TV STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>587,472*</td>
<td>1,275</td>
<td>425</td>
<td>1,700</td>
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**Video Station Business in February**

<table>
<thead>
<tr>
<th>CITY</th>
<th>POPULATION</th>
<th>NUMBER IN HOMES</th>
<th>OF VIDEO IN PUBLIC PLACES</th>
<th>RECEIVERS TOTAL</th>
<th>COMMERCIAL TV STATIONS</th>
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<tbody>
<tr>
<td>KTLA Los Angeles</td>
<td>35</td>
<td>168</td>
<td>29.26</td>
<td>38.10</td>
<td></td>
</tr>
<tr>
<td>WMAI-TV Washington</td>
<td>35</td>
<td>12.90</td>
<td>20.00</td>
<td>7.00</td>
<td></td>
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<tr>
<td>WNBW Washington</td>
<td>35</td>
<td>23.10</td>
<td>38.10</td>
<td>6.30</td>
<td></td>
</tr>
<tr>
<td>WTTC Washington</td>
<td>35</td>
<td>44.10</td>
<td>7.00</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>WSKB Chicago</td>
<td>35</td>
<td>47.00</td>
<td>10.00</td>
<td>31.00</td>
<td></td>
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<tr>
<td>WMAR-TV Baltimore</td>
<td>35</td>
<td>30.00</td>
<td>27.00</td>
<td>18.00</td>
<td></td>
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<tr>
<td>WPTZ Philadelphia</td>
<td>35</td>
<td>11.00</td>
<td>2.00</td>
<td>0.50</td>
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</tr>
<tr>
<td>WTVJ Milwaukee</td>
<td>35</td>
<td>26.00</td>
<td>19.00</td>
<td>57.00</td>
<td></td>
</tr>
</tbody>
</table>

All population figures are census bureau metropolitan district data as of May 1947 except those asterisked, which are 1940 census figures.
From the first hour that The Sunpapers' stations were on the air, they carried the prestige of a great Maryland institution. WMAR-TV, Maryland's pioneer television station—is on the air every day (Channel 2), with programming in the public interest and to the people's taste.

WMAR-FM is catching on fast, and operates daily on Channel 250 (97.9 Mc.).

Together, these are the stations with the prestige— an extra ingredient that gives extra pull to your advertising.

FLASH!
Station WMAR-TV, now affiliated with CBS, is the only station in Maryland carrying the CBS television programs.
BOOK OF THE MONTH
IN-Indianapolis

"Merchandising"

"Hello, Ed!" ... That's the way operators of 800 grocery stores greet Mr. Schneider, WFBM'S merchandising representative.

Ed Schneider has been calling on grocers in Indianapolis for 40 years—seven of them for WFBM. He enjoys a strictly-first-name familiarity with the men and women who sell across-the-counter products radio-advertised on WFBM.

He spends 50 weeks of the year (he takes a summer vacation) making his appointed rounds contacting all classes of retail grocery outlets. He checks distribution, competing brands, status of sales, display of product—and sets up counter cards and window streamer point-of-sale display.

WFBM adds direct mail, wholesaler letters and dealer promotions to enlarge your radio advertising dollar to pre-war size. It's another 'plus' on Indianapolis' most-listened-to radio station—WFBM (Hooper Index—Jan. 1947 through Feb. 1948).

WFBM is "First in Indiana" any way you look at it!
Pardon Us If We Stretch...

We really busted our boundaries when we moved to 630 with 20 times more power . . . . equivalent to adding 140,000 watts on our old frequency. We sure stretched when we took in 3½ times more people—4 times more area —than any other station in this market.

If you want to stretch your advertising dollar to sell a million people in 79 thriving counties of this $320 million retail sales area, better put your money on 630 in Savannah!

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery
He Doesn't Inspire Indifference Among the Customers

He wouldn't remain big-time in radio if people were neutral about him. They either like him, like the Texas farmer who interrupts work in the field five times a week to hear his broadcast ... or they dislike him with a steady passion. The odds are 30 to 1 in his favor, judging by the 1100 wires and letters he averages weekly.

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 299 stations, his program affords local advertisers the prestige of a "live" network show—at low local time cost and low pro-rated talent cost.

Since Mutual is more than 450 stations, and the Fulton Lewis, Jr. broadcast is sponsored on 299, perhaps there's an opening in your city. If you want an important, ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet; or get in touch with the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
KLX WINS TWO NATIONAL HONORS!

KLX, Oakland, California independent, is the only Pacific Coast radio station to win top national promotion honors this year in the C.C.N.Y. awards. KLX received the award for the best all-over radio station promotion among all 1,000 watt radio stations in the United States.

KLX is the only radio station in the United States to win two top national promotion awards in its class, for the best individual program promotion, and the best all-over promotion. The best individual program promotion award was given to KLX for developing and merchandising hourly "Person-to-Person" news.

THE REASON WHY

KLX won because KLX promotes and promotes and promotes—to get more people to tune in every day to KLX—for the benefit of KLX advertisers.

As a result, the Hooper cost per thousand listeners on KLX is by far the lowest in Oakland—and Oakland is a billion-dollar market, with a 70% population increase since 1940, and a 146% increase in effective buying power.

KLX has 14 special promotion and merchandising services that give your clients real help in this overflowing billion-dollar Oakland market. Wire or write airmail today to KLX, Tribune Tower, Oakland 4, California.

THE PAY OFF

SPECIAL OFFER

KLX has 14 special promotion and merchandising services that give your clients real help in this overflowing billion-dollar Oakland market. Wire or write airmail today to KLX, Tribune Tower, Oakland 4, California.

Prize-Winning Sales Promotion That Pays Off for Advertisers!

TRIBUNE TOWER, OAKLAND 4, CALIFORNIA
J. R. KNOWLAND, Jr., Pres. • GLENN SHAW, Gen. Manager
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S Number 1 Salesman is WPTF

50,000 WATTS 680 KC. NBC AFFILIATE • RALEIGH, N. C.
NATIONAL REPRESENTATIVE FREE & PETERS, INC.
SHADOWS OVER RADIO

By ED KEYS

NATIONAL defense measures, with fear of actual war hovering in the background, are casting shadows of uncertainty over future operations of the radio industry.

Many practical operating questions now facing broadcasters lack concrete answers as international relations become increasingly delicate.

Some of the questions are due to fears of imminent war. Many Washington officials, conceding the situation is serious, claim the panic-stricken state of national thinking is not justified by the facts.

In any case, a number of questions striking at the heart of industry operations are posed. Chief among them are these:

- Will "frees" on production of radio equipment result from accelerated military and civilian preparedness measures?
- Are frantic efforts to stock-up the answer now?
- What will be the fate of thousands of vast expensive radio and television projects now underway if war does come?
- In the event of war what would be the immediate effect upon the radio industry?

Presently, only the adventurous builders of the industry can answer most of these questions for themselves.

In the absence of adequate government guidance, those involved in programs of industrial development and expansion must keep international events under keen scrutiny and act according to their best judgment.

Only one safe conclusion can be reached in official Washington. Rapidly changing international conditions will be the factor spelling out the wisdom of currently mammoth strides.

Electronics equipment for military and civilian defense purposes are presently in the developmental period. But highly authoritative sources are of the opinion that procurement of this equipment will get underway swiftly within the next 30 to 90 days.

BROADCASTING appealed to every conceivable government agency for this information. Speculative replies were plentiful. Factual answers were rare.

There is, of course, agitation for material allocations, industrial priorities and inventory control.

Official quarters are said to favor some form of priorities and allocations controls on steel, copper, tin, aluminum, lead, zinc and other basic materials.

Most reliable sources are of the opinion that, in view of increased demands for basic materials for stepped-up armaments and moves to strengthen civilian defense, allocations and priority controls will be reimposed in the not-too-distant future.

Even though industrial controls are revived the pinch probably will not be felt during election year. Washington observers look to summer or fall as the period in which limited controls will be revived.

Although the proposed peacetime defense program is big—now $14,000,000,000—it is not likely to create such a drain on the civilian material supply that it would prove disastrous. But that picture would change overnight, contingent on international relations.

Authoritative sources are positive that material hoarding, in the event of a freeze, would be futile. They point to the constant companion of allocations and priorities—inventory controls. A sudden spurt of buying would only inspire control legislation. Inventories in excess of normal requirements would be challenged.

No one appears prepared even to speculate on whether projects of the radio industry would be left in various states of completion in the event of war or whether completion would be permitted.

 Pronouncements by defense planners now seeking to find common denominators between civilian and military requirements in the event of a conflict are studiously vague, ever, upon communications facilities. Although communications and allocations controls ranked fourth during World War II as an essential offensive-defense asset, the importance has made big jumps.

Communications Role

Russell J. Hopley, new director of the National Defense Dept's Office of Civil Defense Planning, will rely on communications as the backbone of any national defense system. L. H. Peebles, new communications consultant of the National Security Resources Board, is similarly inclined [BROADCASTING, April 12].

Swiftly expanding activities of the Munitions Board of the National Military Establishment are also of vital concern to the radio industry.

The first hint of civilian entrenchments which must be made by the industry in the event of war, was contained in a handbook Military Aspects of Industrial Mobilization. It was recently prepared for issuance to procurement officers of the agency dealing with manufacturers of allocation of private industrial capacity.

It was pointed out in the booklet that not less than 50% of normal peacetime capacity of any industrial plant, exclusive of metal-fabricating industries, should be reserved for civilian needs. The radio industry, supplied by some of the 95 metal-fabricating industries, could expect heavy slashes. While 12% of automobiles would be earmarked for civilian use, only 7% of radios, tubes and phonographs manufactured would reach civilians. Military forces would receive 87% of all other communications equipment produced.

So far as end products and component parts are concerned, civilian and military requirements should not exceed, in the immediate future, the industry's capacity, with the possible, and some say probable, exception of cathode and transmitter tubes. In the fields of television and FM, the industry is

(Continued on page 80)

FCC TORPEDOED

Non-Hearing Grants Cracked

By RUFUS CRATER

AN OPINION which may have a far broader effect on FCC's hearing policy than even the Supreme Court's famed Ashbacker Decision was handed down by the U. S. Court of Appeals for the District of Columbia last week in the court's first ruling in the "daytime skywave cases."

Unanimously reversing the Commission on its non-hearing grant to Patrick Joseph Stanton for a new 10-kw daytime station at Philadelphia on WCKY Cincinnati's 1-B clear channel (1530 kc), the court enunciated views which most authorities felt would make some sort of hearing mandatory upon almost any claim of interference to an existing licensee.

Though there appeared differences of opinion as to the exact effect of the ruling upon FCC, it was generally agreed that the minimum result would be:

1. When a licensee alleges that the grant of a pending application would adversely affect his legal rights—for instance, through objectionable interference—then as a matter of law he must be given an opportunity to argue the legal sufficiency of his allegations.

2. If the allegations show enough to indicate that the licensee's rights would be adversely affected, a full-dress hearing on the application must be held and the licensee must be given an opportunity to present evidence.

The court also ruled that private interests of broadcasters, as well as the public interest, must be recognized.

The opinion was written by Associate Justice Harold M. Stephens, joined by Justices Champ Clark and Wilbur K. Miller. Justice H. W. Edgerton concurred in the result, and Justice E. Barrett Prettyman issued a separate concurring opinion.

Justice Prettyman disagreed only "with that portion of the opinion of the court which indicates that no matter what a petitioner for intervention says in his petition..." (Continued on page 79)

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AWB DISCLAIMER

NAB and its women's unit, Assn. of Women Broadcasters, last week disclaimed any connection with a proposed new business firm, Radio Release Associates. The firm, with several AWB officers on its executive staff, proposes to perform as an overall checking and exploitation service in the field of women broadcasters. Checking of news matter in handouts distributed by FTC to Eye Video Advertising Script

COMMERCIAL television broadcasters are now covered in Federal Trade Commission's survey of advertising. FTC announced last week. Coverage of television will be part of the continuous survey of broadcast and published advertising conducted by the commission to prevent the dissemination of false, misleading or deceptive advertising.

Television networks will be required to submit once a week scripts of advertising used on network telecasts. They will be submitted to the FTC's Division of Radio and Periodical Advertising.

TV stations will be asked to furnish material on a "sampling" basis. Under the plan, stations will be required to submit weekly on a staggered schedule advertising scripts used during a specified 15-day period. Unless they are specifically asked for, stations will not have to submit placards, slides, and films utilized in advertising campaigns.

To make sure that the coverage expands with the addition of new stations, FTC is sending letters of explanation to persons and companies with TV authorizations. These licensees are requested to advise FTC of the approximate date when they will begin commercial operation.

TRADE associations, advertising agencies and other organizations, according to its tentative work sheet, will be a prime function.

Ruth Crane, women's director of WMAL Washington and newly elected AWB president, stated flatly that AWB had never sanctioned nor participated in RRA proposed activities. Pat Griffith, NAB director of women's activities and AWB second vice president and AWB-NAB liaison, declared neither organization had any connection with the project. The RRA tentative work sheet mentioned as officers: Nell Daugherthy, WSTC Stamford, Conn., who is AWB secretary, and Dorothy Lewis, AWB vice president (non honorary). A number of other radio personalities were named.

Mrs. Lewis, when contacted in New York, said she was no longer connected with the group. Miss Daugherthy could not be reached for comment.

"Numerous Techniques"

The RRA work sheet says the idea was suggested by trade and agency groups "to increase efficient operation between these groups and the women commentators on the some 1,500 U.S. stations and eventually on foreign stations." RRA would keep a mailing list of women broadcasters and check "how many receive release material and how it is used to establish close working relationship with them by numerous techniques."

These techniques, the work sheet explains, include prizes for most frequent mentions of material from releases. There would be "gifts of the month" such as Dache hats and electrical apparatus. In addition, about 100 top women would be taken to New York for client clinics.

RRA's proposed fees specify $350 initial cost for master mailing list plus $100 annually to keep it current; monthly minimum service of $35 for monthly reports to clients, with another $5 for agencies; small charges per returned proofs of normal expediency. Script and music reproduction library would be maintained free of charge.

Members of a proposed board of review are:

- Formal announcement of the project is scheduled June 15 "when more clients will have been lined up and the mailing list readied."
- According to the work sheet, "If desired, clients shall have the privilege of using the RRA seal on releases for identification purposes."

MUSIC FRONT

NEGOTIATIONS between networks and the American Federation of Musicians looking toward establishment of at least temporary wage scales and working conditions for musicians performing for television were believed last week to be nearing an end.

Although none of the parties would comment on details of settlement, it was understood that agreement was virtually assured. It was reported that the agreement would cover a relatively short period, perhaps 13 weeks, and would be subject to periodic re-negotiation.

James C. Petrillo, AFM president, was called to Chicago last week and final settlement of the issue awaited his return to New York.

AFM Sitting Tight

Meanwhile, on the other music front where disagreement still exists, the AFM was reportedly sitting tight in its refusal to perform for records or transcriptions. No problems was reported between AFM executives and Harry Fraud to renew contracts providing royalty payments to the union from the manufacturers.

Meanwhile on the West Coast, Phil Fischer, Los Angeles union executive, indicated that the last word of James C. Petrillo is that live music may be had via television network at 75% of network cost.

In a speech to the Academy of Television Arts and Sciences in Hollywood April 13 Mr. Fischer explained that this fee was operative as soon as music was used on more than one national and is effective for next 90 days. Where one station chooses to use music in film, Mr. Fischer said that the union was taking first things first. However, Federal court has said that live music could now be used to back up film if such was desired.

A letter from Mr. Petrillo to all locals, dated Mar. 25, made it clear that the AFM head would control all video policy-making. It also indicated that he believes it wise that for the time being all television scales and conditions will be handled through the president's office at least until such time as a pattern can be established and some degree of stabilization achieved.

Fischer in his advice to locals, Mr. Petrillo stated that none of the scales and conditions made at this time will be permanent as a matter of fact. He said he felt they were of an experimental nature so that any corrections may be made from time to time.

Meanwhile, the Federation announced it would spend $1,736,721.62 in the next nine months for free musical performances in the U.S. and Canada. The money, drawn from royalties accruing to the union from the arrangement with record manufacturers, exceeds by $300,000 the total spent by the AFM in similar projects during all of 1947.

Per Capita Basis

The union allocates the funds on a per capita basis to its locals at the rate of $9.40 per member for the first 5,000 members and $1.78 per member after the first 5,000.

The money is spent to employ union members and the project is aimed at relieving unemployment. The performances will be held in veterans' hospitals, public parks and auditoriums, and in connection with various public service projects, Mr. Petrillo reported.

Locals of the AFM select their own projects, but the union requires that all must be free to the public. According to Mr. Petrillo, administrative expenses of the project were less than one half of one percent of the total expenditure last year.

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BROADCASTING • Telecasting
CLEAR OPPONENTS REPLY

LED by Ed Craney, Pacific Northwest broadcaster, and former Sen. Burton K. Wheeler of Montana, the proponents of clear-channel breakdowns laid their case for the Johnson Bill (S-2231) before the Senate Interstate & Foreign Commerce Committee last week, leaving the way clear for closing of the record with rebuttal today.

The committee's consideration of the controversial measure, which would break down the clears and restrict power to 50 kw is slated to include a discussion of "all the problems" with members of the FCC, whose own clear-channel decision is being held up on committee instruction. Sen. Charles W. Tobey (R-N.H.), acting chairman of the committee, disclosed that such a conference was being arranged.

The two opposing sides in the battle over the bill were allotted two and a half hours each for rebuttal, starting this morning (Monday).

DeWitt Presentation

John H. DeWitt Jr., president of WSM Nashville and engineer-director of the Clear Channel Broadcasting Service, is scheduled to make the principal presentation for CBBS, with Louis G. Caldwell, counsel, participating if time permits. Rebuttal plans of individual clear-channel stations were not known.

Representatives of the local and regional stations and other groups who advocated adoption of the breakdown bill indicated the extent of their own rebuttal arguments would be determined after hearing those of the clear-channel advocates this morning. Some felt little or no rebuttal would be offered in support of the measure. Sen. Wheeler, whose appearance was fitted into the schedule last Tuesday so he could leave for an out-of-town business engagement, is not expected to be on hand.

Mr. Craney, described by his CBBS opposition as the man behind the fight for clear-channel breakdowns, and Sen. Wheeler carried much of the burden of the case for duplication, with support from former FCC Commr. T. A. M. Craven, now vice president of the Cowles Broadcasting Co. and general manager of WOL Washington; Hubert Taft Jr., managing director of WKRC Cincinnati and cousin of Sen. Robert A. Taft (R-Ohio); Rex Howell, manager, and co-owner of WJFK Grand Junction, Colo.; Don Treloar, owner of KGEZ Kalispell, Mont., and representatives of scores of other regional and local stations, daytimers, and farm and educational groups.

Mr. Craney attacked the clear-channel case with maps showing listenership to 1-A and 1-B stations, arguing they would not be hurt and that overall service would be improved by duplication. Sen. Wheeler dealt with economic and social-political aspects, maintaining with Mr. Craney and other proponents of the bill that the CBBS 750-kw proposal would concentrate too great power in too few hands and would threaten smaller stations with ruin. He attacked Mr. Caldwell, CBBS attorney, as one who "can't understand how anyone could do anything for the good of the country."

Sen. Wheeler suggested that the bill, to expedite enactment, be changed to a Senate Resolution. He was the sponsor of the 1938 resolution which put the Senate on record against powers above 50 kw.

Reaction to Wheeler

CBBS representatives greeted Sen. Wheeler's testimony with the observation that they were "delighted to get Sen. Wheeler out of the back room and into the open" on the measure.

Sen. Pat McCarran (D-Nev.) and Rep. Wesley D'Ewart (R-Mont.) appeared before the committee to endorse the bill. In the House, meanwhile, Rep. Albert Gore (D-Tenn.) put a statement into the Congressional Record on Wednesday "to warn the farmers of the nation and their Representatives in Congress of [the Johnson Bill's] ill-advised and dangerous threat to radio service to millions of American farmers."

Supporters of the measure denied their opponents' claims that duplication of the clears would endanger the U.S. bargaining position in negotiating a new NARBA.

Many of the witnesses conceded that they hoped to get better operating assignments if clears are broken down. One exception was Chet L. Gonce of KXXX, Reno, who said his station "has no thought of filing for a clear channel or high-power station of any kind."

Committee attendance at the hearings sometimes lagged even more than during the opening week's testimony by opponents of the bill [broadcasting, April 12]. Sen. Edwin C. Johnson (D-Colo.),

(Continued on page 70)

ANALYSIS

NEW DEVELOPMENTS in the field of radio audience measurement were discussed in detail during the 39th Annual Spring Convention of the Assn. of National Advertisers by C. E. Hooper and A. C. Nielsen, originators of "Hooperatings" and the "Nielsen Radio Index."

More than 300 ANA delegates, in session at the Drake Hotel in Chicago, heard Mr. Hooper describe his new "U.S. Hooperatings," to be published for the first time April 30, as "the industry's first practical comparison of what each network advertiser is getting for his money in terms of national audiences."

The new national report, Mr. Hooper explained, would be based on $200,000 worth of already financed telephone "coincidental" reports, supplemented by an estimated $67,000 worth of listener information obtained through cross-section mail sampling. It would be published three times a year.

Nielsen Claim

Mr. Nielsen claimed full national coverage "with weekly ratings," using results not only from his patented electronic Audimeter — "many of which are in homes without telephones" — but from traveling auditors as well. He said the auditors cover an average of 70 miles for each home visited, and their work "exceeds that of the U.S. Census Bureau."

Both Mr. Hooper and Mr. Nielsen promised to add supplemental services in the near future. Hooperatings soon will include reports covering sponsor identification, composition of audience, flow of audience, frequency and turnover of audience to multi-week programs, duplication, city-town-rural audiences comparisons, and income and occupational breakdowns.

New NRI services conforming closely to Nielsen market research will embrace expanded product reports, commercial audience ratings, audience measurement for spot announcements, commercial impacts per dollar, commercial pressure and audience quality.

Warning delegates that "if you're out-advertised, you'll be outsold," Mr. Nielsen urged "closer checks on where advertising dollars go." One of his exhibits showed that too often commercial impacts are misdirected. It illustrated that frequently consumers

(Continued on page 88)

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PEABODY AWARDS

GEORGE Foster Peabody Awards were presented in New York last Thursday, April 15, to the “air wave superlatives of 1947.”
Top honors went to CBS, ABC, WBBM (CBS) Chicago, KXAR (MBS) Hope, Ark., Elmer Davis (ABC), and WQWO Washington. Special citations were awarded WCCO (CBS) Minneapolis, United Nations Network and CBS.

The New York Radio Executives Club was host at the luncheon award ceremonies, held at the Hotel Roosevelt, with presentation honors shared by Edward Weeks, Atlantic Monthly editor and chairman of the Peabody advisory board, and John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia.

Dean Drewry and Mr. Weeks read the citations and presented the awards to the heads of the stations and to those cited or responsible for programs chosen. William S. Hedges, NBC vice president and Radio Executives Club president, presided.

For the second time since Peabody Awards were initiated in 1946, Elmer Davis, ABC commentator, was awarded top honors in the radio news reporting field. His citation reads: “Elmer Davis has learned to live in our national capital without losing his sanity, his sense of humor, and his knowledge of right from wrong. In a day of hysterical utterance his resolute reasoning points steadily toward the possible peace. Mr. Davis was wartime OWI chief. His program is cooperatively sponsored.

CBS’ View The Press was the recipient of the award for commentary—“a program of hard-hitting, frequently witty, and always stimulating criticism of the New York press. Our award signals the skilful commentary of Don Hollenbeck, the courage of Edward R. Morten, who conceived the program, and the CBS news staff for a consistently high performance.”

To Dr. Serge Koussevitsky’s Boston Symphony, heard on ABC, went the music award, “... for the genius and devotion which brought these musicians together; for the hearing given to unknown composers; for the springtime delight of the Pops and Esplanade concerts; for the vision which created the Berkshire Festival, and for the sheer beauty of its every performance.” Sponsorship is on a cooperative basis.

“This year our award in drama goes unhesitatingly to the Theatre Guild on the Air, ABC,” reads the drama award. “For the admirable casting, for the unerring choice of plays, and for craftsmanship with which these plays are adapted, great credit is due to the supervisors, the director, the editor, the adapters—and... the actors.” A special citation in drama was awarded CBS’ Studio One, “distinguished for its taste, restraint, and radio craftsmanship.” As director of the series, Fletcher Markle was especially praised by the Peabody committee.

In the field of education, CBS again came out a winner with its documentary series and in particular (Continued on page 78)

MIGRANT U. S. Western Markets Grow, Census Finds

AMERICANS are movers. One out of every two persons lived in a different house in April 1947 than in April 1940, according to the U. S. Census Bureau.

Extent of the need for advertising’s power to bring goods and services to the attention of this floating population is shown in a study of “internal migration” in the United States just completed by the bureau. The study is based on a sample survey of the civilian population conducted in April 1947.

The bureau’s statistical story of American migration shows:

- 44,000,000 Americans changed houses within the same county in the seven-year period.
- 13,000,000 changed counties within the same state.
- 12,000,000 moved to another state.
- 70,000,000 changed houses.

Said J. C. Capt, Census Bureau director, “Probably never before in the history of the United States there has been such movement of such magnitude as in the past seven eventful years.”

Chief gainer by the nomadic habits of Americans is the West. Two

... Key Figures in Organizations Receiving Honors

Irving S. Olds, U. S. Steel board chairman.
Edward R. Murrow, CBS Commentator.
Carl Green, WQOW writer-narrator.
William S. Paley, CBS board chairman.
Benjamin Cohen, UN information director.

PEABODY AWARD WINNERS

"Report Unsponsored," program series of WBBM Chicago—Outstanding Regional Public Service.
"As the Twig is Bent," sequence of WCCO Minneapolis—Special Citation of Honor.
Disaster Broadcast From Cotton Valley, crisis services by KXAR Hope, Ark.—Outstanding Public Service by a Local Station.
Elmer Davis, ABC—Outstanding Reporting and Interpretation of the News.
"CBS Views the Press," Outstanding Reporting and Interpretation of the News.
"Theatre Guild on the Air," ABC—Outstanding Entertainment in Drama.
"Studio One," CBS series—Special Citation in the Field of Drama.
The Boston Symphony Orchestra, ABC—Outstanding Entertainment in Music.
CBS Documentary Unit Series, CBS—Outstanding Educational Program.
"The Children’s Hour," by WBBM Chicago—Outstanding Children’s Program.
"United Nations Today," a service of the United Nations Network for Peace—Special Citation.

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CBS and Affiliates Win 5 of 11 Honors

(Continued on page 78)
Conference Peers Into Radio's Future

PROMOTION

PROMOTION book designed to sell the $200,000 All-Radio Presentation project to broadcasters and related industries and services will be circulated this week by the joint committee in charge (BROADCASTING, March 1).

The booklet, titled "Radio Has Been Strangely Silent," is designed to explain the project to the groups that will provide funds for the first joint effort to promote "the most under-promoted medium" in the advertising world. It was written by Victor M. Ratner, CBS vice president and director of advertising and sales promotion. Mr. Ratner is a member of the special committee in charge and is doing creative work for the films which will comprise the presentation.

Outlined in the booklet are the special editions of the film designed for different audiences, including businessmen, commercial clubs, dealers' groups, women's organizations, schools and possibly showing in theatres.

Taking part, it is explained, are AM, FM and TV stations and networks, manufacturers, recording and transcription firms, and station representatives. They will underwrite the joint project, which will promote all facets of the industry.

Radio's present place among media and its power to sell goods and services will be emphasized. The medium will be viewed against current economic backgrounds, with stress on the significance of 93% set ownership by U. S. families. Its advantages over other media in frequency and impact will be brought out.

Subcommittees are to be named covering finance, production, distribution and search. A chairman has not yet been named. Preliminary work was handled by a subcommittee of the Sales Managers Executive Committee headed by Eugene S. Thomas, WOR New York. Others on the subcommittee were Gordon Gray, WIP Philadelphia; Odin S. Ramsland, KDAL Duluth; Arthur Hull Hayes, WCBS New York; J. Robert Glick, WGAL Lancaster, Pa.

The new joint committee includes Messrs. Baker, Thomas, Jacob; Messrs. Leonard Ash, WBCA Schenectady, FM Assn. director; Kenneth H. Baker, NAB; Will Balthin, Television Broadcasters Assn.; Bond Geddels, National Assn. of Broadcasters; E. F. H. James, MBS; Irving Kenway, ABC; James Nelson, NBC; Frank Pellegrin, KSTL St. Louis; Edward Spencer, National Assn. of Radio Station Representatives.

The project was endorsed at the Atlantic City convention last September. Details were presented to the NAB board in February.

Durr Again Scores Order on Loyalty

Says President's Order Impairs Rather Than Promotes

FCC COMR. Clifford J. Durr struck out again last week at President Truman's loyalty order, declaring that "it impairs rather than promotes loyalty," and that its "end result" will be to "endanger national security rather than to safeguard it."

His comments, following up on his earlier criticism of the loyalty probe, prompted Washington observers to question again whether he anticipated reappointment by the President, or even would accept it if offered, when his FCC term expires June 30.

He has not committed himself publicly on his intentions beyond a statement that he would remain on the job until June 30. It has been reported, however, that he plans to return to private law practice for personal financial reasons.

In his latest attack on the loyalty program, delivered Wednesday at the National Citizens Conference on Civil Liberties, he outlined the procedures followed, and declared:

"'Mockery' of Due Process

"To require men to hazard their reputations and their means of livelihood upon a hearing before a forum so constituted and applying such standards, in my opinion, makes a mockery not only of 'due process' but of elementary standards of fairness."

Comr. Durr, who stirred up a tempest last fall when he criticized reports received by FCC from the FBI, made plain that he was speaking as an individual in his discussion of the loyalty program.

All-Radio Presentation Book Ready

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Taking part, it is explained, are AM, FM and TV stations and networks, manufacturers, recording and transcription firms, and station representatives. They will underwrite the joint project, which will promote all facets of the industry.

Radio's present place among media and its power to sell goods and services will be emphasized. The medium will be viewed against current economic backgrounds, with stress on the significance of 93% set ownership by U. S. families. Its advantages over other media in frequency and impact will be brought out.

Subcommittees are to be named covering finance, production, distribution and search. A chairman has not yet been named. Preliminary work was handled by a subcommittee of the Sales Managers Executive Committee headed by Eugene S. Thomas, WOR New York. Others on the subcommittee were Gordon Gray, WIP Philadelphia; Odin S. Ramsland, KDAL Duluth; Arthur Hull Hayes, WCBS New York; J. Robert Glick, WGAL Lancaster, Pa.

The new joint committee includes Messrs. Baker, Thomas, Jacob; Messrs. Leonard Ash, WBCA Schenectady, FM Assn. director; Kenneth H. Baker, NAB; Will Balthin, Television Broadcasters Assn.; Bond Geddels, National Assn. of Broadcasters; E. F. H. James, MBS; Irving Kenway, ABC; James Nelson, NBC; Frank Pellegrin, KSTL St. Louis; Edward Spencer, National Assn. of Radio Station Representatives.

The project was endorsed at the Atlantic City convention last September. Details were presented to the NAB board in February.

Continued from page 88
LONG-DELAYED hearings on uniform daylight time (April 20) before a Senate Interstate Commerce subcommittee. As requested time to testify. Commodity (Broadcasting, March 22), has signed a daylight saving time ordinance after it passed the city council by a 7 to 2 vote. Michigan's Governor Sigler, however, said he didn't decide what he was going to do about submitting the time question to the legislature.

The networks will meet the time shift this year by using recorded playbacks in areas which remain on standard time so that all listeners will hear programs at their usual times.

The subcommittee which will conduct the hearing consists of Sen. Reed as chairman and Sens. Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.).

**WTVR (TV) TO START APRIL 22, CHANNEL 6**

INAUGURAL program of WTVR Richmond, Va., on Channel 6 (82-88 me) will be conducted April 22 with five hours of video program from 7:00 p.m.-12:00 midnight, according to Wilbur M. Havens, manager of the station.

State and local dignitaries, station and NBC officials will participate in the opening program. WTVR will commence regular program operations after inaugural night for a total of 27 hours per week, Tuesdays through Sundays. Station has effective radiated power of 0.5 kwaural, 10 kw val. Licensee is Havens and Martin Inc., Richmond. Schedule of the station will include programming by NBC. Havens and Martin Inc. is also licensee of WMBG and WCOD-FM Richmond.

**REC Names Haverlin**

CARL HAVERLIN, president of Broadcast Music Inc., was named as the new president of the Radio Executives Club of New York by the REC nominating committee at a luncheon last Thursday in New York. Other nominations: Arthur Pryor Jr., BBDO vice president, for REC vice president, and J. Herbert Barrere, incumbent, for secretary; Lewis Avery, Avery-Knodel, for treasurer. Nomination is tantamount to election, since all were unopposed.

**Radio Wins Legal Fight in Kentucky**

State suit to Collect Allegedly Overdue Taxes Dismissed

Radio has won a legal victory in dismissal of a State of Kentucky suit to saddle four networks, the Keystone Broadcasting System, Broadcasting Syndicate, the Bluegrass and the Country Music Network, with $17,000,000 in allegedly overdue taxes. According to John Tarrant of the Louisville law firm of Ogden, Tarrant, Gallant and Street, Elvay Wilson, a partner in the firm, paid a visit April 6 to H. Clyde Reeves, Kentucky Commissioner of Revenue, with the knowledge of law firms representing other radio stations involved in the suit. Mr. Wilson, whose firm was representing CBS and MBS, appealed to Commissioner Reeves for dismissal of the case.

On the advice of Assistant Attorney General Hal H. Williams, Henry Johnson, an attorney representing the State of Kentucky, the next day (April 7) with the Franklin Circuit Court at Frankfort, Ky., asking that the suit be dismissed. The motion was sustained.

Early in January, NBC filed a petition in the same court asking dismissal of a suit brought against it by Kentucky asking payment of $270,458 allegedly owed in sales, gross receipts and income taxes [Broadcasting, Jan. 19]. At the time suits were filed against the networks the state maintained that they were public service corporations operating in Kentucky, deriving a substantial part of their income there, and hence liable to state taxes. The U. S. Supreme Court and Ohio attorney general had ruled otherwise in comparable cases.

Mr. Tarrant told Broadcasting April 15 that Commissioner Reeves had "no idea of reinstating the suit unless there are changes in Supreme Court rulings."

**Congress to Study Controls**

The industry was said to consider the measures unsound economically and from a social standpoint. They would undermine the governmental body to decide what constitutes good taste in advertising. It was also pointed out that although liquor would be primarily affected by passage of the bills, there would be a precedent advertising which would encourage moves of a similar nature against advertising of other products.

Sen. Charles Tobery (R-N.H.), chairman of the committee which has designated Sen. Reed to preside at the hearings which will be before the full committee.

**LIQUOR ADS**

WHETHER liquor advertising should be eliminated, controlled or left alone, will be debated at Congressional hearings beginning Wednesday (April 21) before the Senate Interstate Commerce Committee.

Pending before the committee are three measures of varying scope [Broadcasting, March 29]. S-265 by Sen. Arthur Capper (R-Kan.) is a revised carry-over from last year and would completely outlaw all liquor advertising in interstate commerce.

S-265 by Sen. Edwin Johnson (D-Col.) would permit only a picture of a bottle plus a few descriptive or illustrative words.

S-256 by Sens. Johnson and Clyde Reed (R-Kan.) provides that an advertisement would be termed misleading if it stated that a beverage (1) is beneficial to health, (2) will increase social or business standing or (3) is traditional in American family life. It would also give the FTC full supervision over all liquor advertising, transferring the power from the Alcohol Tax Unit of the Treasury Dept.

Although bills of this nature have had little chance of passage in the past, the liquor industry is reported as being seriously concerned over these measures since they are milder than previous ones and could conceivably muster enough support for passage.

The Distilled Spirits Institute is expected to lead the industry's case against the bills, aided by other liquor and advertising groups, although the only one which had officially requested time as of Friday was the Magazine Advertising Bureau.

The industry was said to consider the measures unsound economically and from a social standpoint. They would undermine the governmental body to decide what constitutes good taste in advertising. It was also pointed out that although liquor would be primarily affected by passage of the bills, there would be a precedent advertising which would encourage moves of a similar nature against advertising of other products.

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**Mr. Hollister (1) and Mr. Evans discuss their new BMI posts.**

**Evans, Hollister Named Members of BMI Board**

ELECTION of Walter C. Evans, president of Westhinghouse Radio Stations Inc., and J. Herbert Hollister, Midwest station owner, to the board of Broadcast Music Inc., was announced at the BMI board meeting April 13. This raises to the total number of directors. Mr. Evans also is vice president of Westhinghouse Electric Corp. Mr. Hollister is owner of KBOL Boulder, Col., and part owner of KMMJ Grand Island, Neb., and KCOL Fort Collins, Col.

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FARM VIDEO

WHEN television sets reach American farmers, the U. S. Dept. of Agriculture will be ready.

Last week the Radio Service of the department's Office of Information started a TV research project designed to give the radio staff full information on the growth, techniques and possibilities of the visual medium.

Radio service interest in the new medium has been whetted by three network programming ventures. Last Thanksgiving a special program was broadcast over NBC's eastern TV hookup. A similar telecast was staged at Christmas time. Last month a gardening program was carried over the network.

These telecasts convinced Kenneth M. Gapen, assistant director of information in charge of radio and video, that the department should prepare for the arrival of TV on the farm. Funds have been provided for the rest of the 1948 fiscal year.

Two specialists in radio and research will handle the basic research. First to be employed by the department is Tom Noone, of the National County Agent News Syndicate. Mr. Noone previously had been at KFW Wichita, KF1 Los Angeles, WBC Washington and the Armed Forces Radio Service.

Cooperating with the department's research work will be the major networks as well as individual stations. The department wants to learn the most effective ways of presenting farm and home-making subject matter by television. It is especially anxious to learn how to televise effectively within the cost limits of Federal, State and local agencies.

After program techniques have been studied, the department will study audience reactions in the field. This will include the effect television programs have on the life of rural residents.

Though the department is aware that few TV sets have reached the farm, it is anxious to study the effect of telecasts on urban residents and to analyze consumer problems. Urban and rural consumer problems have many points in common, it is pointed out.

If networking facilities are available as far as Chicago in the autumn, the department plans to take part in telecasts from the International Livestock Exposition and the 4-H Congress.

Radio farm directors from all parts of the country will participate in a TV forum during their April 27-29 meeting at the department in Washington. Mr. Gapen will lead a panel discussion of the subject. Many of the directors will take part in similar panels at the Ohio State Institute for Education by Radio at Columbus, April 30-May 3.

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SECK VIDEO

DOZEN APPLICATIONS for new commercial television stations were filed with FCC last week, including a request by Warner Bros. Pictures Inc., movie producer and owner of KFVB Los Angeles, for a near-million dollar video outlet at Chicago.

WKY Radiophono Co., licensee of WKY Oklahoma City and owner by Warner Bros. Inc., seeks channel 6 (66-72 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc. broadcast interest in Channel 4 (76-82 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc. broadcast interest in Channel 4 (76-82 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc. broadcast interest in Channel 4 (76-82 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc. broadcast interest in Channel 4 (76-82 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc. broadcast interest in Channel 4 (76-82 mc) in that city, while California Inland Broadcasting Co., licensee of Rodman and Tulare - Kings County Radio Assoc.

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ABC TV NETWORK

Morgan Is Featured On First Program

ABC was to inaugurate regularly-scheduled television network programming yesterday (April 18) and expects to televise a total of 15 hours of network shows weekly by May 30.

The first program on the network's schedule was On the Corner, April 11 at WFLP-TV. Morgan is assisted by The Polka Dots, Dick Buckley and the DiCastro Sisters. Production is by Charles Holden, of ABC and John Barnes, of the agency.

Ross D. Sigrunaga, Admiral president, has asked the Enders agency to look for other television shows which will help make Admiral a leader in the medium.

Other regularly-scheduled programs announced by ABC include (Continued on page 79)

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Mutual TV Plans To Be Told May 19

A REPORT on Mutual's television plans by Edgar Kobak, president of the network, will feature the MBS affiliates meeting in the new studios of Mutual-Don Lee in Hollywood May 19.

Other Mutual executives and directors who will address the meeting are Lewis Allen Weiss, chairman of the board; J. Z. Popple, vice president of WOR New York and MBS board member; E. H. James, Mutual vice president and general manager; John Brown, program director of Don Lee, and Frank Schreiber, manager of WGN-TV Chicago.

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12 More File Applications With Commission

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VIDEO PARADE

On air: 21
Licensed: 7
Pending: 191

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Radio Network

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Television stories, on other pages, in this issue:

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For television personnel changes, programs, etc., see various notes departments in this issue.

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Federal Study Underway

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APM and Networks Near Agreement on TV
PARTICIPATING in special broadcast when KEX Portland, Ore., went to 50 kw were (1 to r): Fran Conrad, ABC station relations; Edward Arnold, ABC-MGM star; J. B. Conley, Westinghouse Stations general manager; C. S. Young, KEX manager.

LIVING UP to its call letters, KATL Houston, interviews Kilroy, grand champion steer, holding microphone is Allan Livers, of KATL's special events. "WALKING MAN" contest winner, Mrs. Florence Hubbard, receives souvenir recordings from 11 to r: Jules Herbuveaux, NBC program manager; Harold Smith, WMAQ Chicago sales promotion; I. E. Sawyer, Central Division v.p.; Jack Ryan, CD publicity.

GRACEFUL tower and antenna of WSIX-FM Nashville rises to 292 feet, and is on a hill 1,110 feet above sea level. Station, owned by WSIX Broadcasting Co., increased its radiated power to 75 kw April 9.

CONGRATULATIONS for winning CCNY Awards go to (1 to r): Glenn Shaw, KLX Oakland, Calif. manager, and Howard Gossage, promotion manager, from J. R. Knowland Jr., president. Formal conferment of some CCNY awards was made last week. (See story page 25.)

COMPLETE information is offered listeners through switchboard of WBNS Columbus. Alice Feeney refers to BROADCASTING'S Monthly Program Schedule.

BIG DEAL for WNEW New York is sealed by (1 to r) Gerald O. Kaye, sales manager of Bruno-New York; Burt Lambert and Ira Herbert, WNEW.
**EQUIPMENT PROGRESS**

By J. FRANK BEATTY

ADVANCED types of transmitters, along with other new developments in AM, FM and television equipment and services, will be shown at NAB's convention exhibit in Los Angeles May 17-21.

The exhibit is a show despite the fact that it will be held far from the eastern manufacturing area. Forty-three equipment and service companies will occupy 10,000 feet of display area and 90 exhibit rooms in the Biltmore Hotel, convention headquarters.

Registration for the Management Conference May 17-18 reached 450 Friday, with 125 registered for the separate Engineering Conference May 20-21. C. E. Arney Jr., NAB secretary-treasurer, last week mailed out separate registration forms covering entertaining features and attention [BROADCASTING, April 12].

Added to the entertainment list was a fashion show and luncheon May 17 at the Beverly Hills Hotel for delegates' wives and prominent broadcasters. Lee Hogan, NBC Hollywood, will be m.c. Show was arranged by the Southern California Broadcasters Assn. and will cost $5.

Exhibits Open All Week

The exhibits of heavy equipment and broadcast services will be open all during convention week. Exhibitors have informed NAB they plan many surprises but the nature of these developments will not be divulged until the displays are formally opened at a 9 a.m. Monday opening of convention week.

Though the area for heavy equipment booths is not so large as that available at Atlantic City last September, this portion of the exhibit will cover a substantial area. The convention floor at Atlantic City included heavy equipment for light equipment and broadcast services.

The heavy equipment area will be almost double that available at the Chicago convention in 1946. Other exhibits, undeterred by the expense of a West Coast setup, will occupy about the same number of rooms as they utilized at the Palmer House that year.

Exceed Expectations

"Exhibitors are planning elaborate displays, with some very special stuff," according to Arthur C. Stringer, NAB department head in charge of the annual equipment and service show. He added: "Power plants will run well ahead of expectations, with hotel and utility officials promising to deliver the requested services.

Delegation meets two main convention meetings — management and engineering—continued to take shape last week (for detailed programs see BROADCASTING, April 5).

Some spots on the Monday-Tuesday management agenda still are not finally settled. The engineering program has been completed, according to Royal V. Howard, NAB Engineering Dept. director, and Neal McNaughten, assistant director.

Participants were announced for an employer-employee relations panel slated for the Monday morning management session. Titled "Unscrambling the Labor Jigsaw Puzzle," the speakers will be Joseph A. McDonald, ABC vice president and general attorney; William D. Pabst, general manager of KFRC San Francisco; Harold Essex, vice president and general manager of WJSJ Winston-Salem, N. C.; Arthur F. Harre, general manager of WJJD Chicago.

Randall P. Doherty, NAB employee-relations director, will speak Monday on "Controlling Labor Costs."

Details Not Set

Luncheon speaker that day has not yet been announced, nor has the subject been revealed for the address by Wayne Coy, FCC chairman. Participants have not all been selected for the Tuesday afternoon panel on "Broadcasting: Horizons Unlimited." They will be prominent figures in AM, FM, television and facsimile, with each portion of the panel lasting a half-hour.

High spot of the Thursday-Friday engineering conference will be a Friday afternoon battle royal between FCC and industry engineers, with Royal V. Howard, NAB engineering director, in the chair. "NAB representatives will be heard," Mr. Howard, who recalled that the FCC-industry panel at Atlantic City lasted more than an hour because of a misbegotten adjournment time.

Named by Chairman Coy to represent the Commission are John A. Smith, latterly acting chief engineer; James A. Barret, chief of the Standard Broadcast Division; Cyril M. Braun, chief, FM Broadcast Division; Hart Cowperthwait, acting chief, Television Broadcast Division.

For Industry

Taking part on behalf of the industry, Mr. Howard said, will be Mr. McNaughten; Orrin W. Townser, technical director, WHAS Louisville, and chairman of the NAB Engineering Executive Committee; Jack R. Poppele, MBS-WOR New York vice president; Frank L. Marx, ABC vice president, and Paul A. de Mars, consultant, Raymond M. Wilmette Inc. He is one of the five named as members of the NAB committee.

Many top executives taking part in the management conference plan to stay over for the engineering sessions, advance registrations indicate. Whether the engineering agenda, besides the technical papers, status of the NARBA agreement, international broadcast problems and developments at the five-power High Frequency Planning Committee now in session at Geneva, are use of the 540-kc channel, television allocations, radio operator licenses and similar topics.

NAB last week developed plans for convention promotion activities. Arti fillers will be included in issues of the weekly NAB Reports. Formula to determine winner of the district attendance trophy was announced. Because of distance delegates will travel, a radio formula was adopted. The district trophy will be awarded to the district having the best attendance record, with the host district (No. 16) ineligible. A ratio based on relative district membership will be multiplied by four, however, for central districts, by two for mountain districts and by one for Pacific areas.

Nature of the trophy was not divulged. It is expected to be of a permanent nature, to be held each year by the winning district.

Delegates from the winning district will receive special certificates. In addition, all delegates will be given attendance certificates commemorating the first combined management-engineering conference.

List of exhibitors of equipment and services was made available last week. Radio Engineering Laboratories and Allen B. DuMont Laboratories have joined the heavy exhibitors.

One new service—Pike & Fisher, Washington—will exhibit. The firm compiles FCC and communications decisions and regulations.

Other Exhibitions

Other equipment and service exhibitors follow:


**NAB Exhibit Sellout**

**Second Session of FCC Hearing Starts**

Commission sitting full day with one or two Commissioners presiding.

Among those yet to be heard are two ex-FCC members, James Lawrence Fly, onetime FCC chairman, and Nathan E. Hamlene, and Commissioner T. A. M. Craven, vice president and general manager of WOL Washington. Mr. Fly was head of FCC when the original management decision was handed down.

Latest list of witnesses who are to appear, in addition to those mentioned above, includes:


**3 of 4 N. Y. Video Sets in Modest Income Homes**

THREE out of four television sets in use in New York City are in the homes of families in the "modest" income brackets, according to a survey made April 8 by WPIX New York, the Daily News video station which is to begin operations June 15.

Only 26.5% of the sets in New York are owned by upper income bracket families. WPIX reported, with the remainder located in the homes of "middle, lower middle and poor income" families.

The WPIX survey broke down the distribution of 31,756 home televisions in the New York area with 83% in New York City.

KWK St. Louis has installed new 10 kw Western Electric FM transmitter which is now in regular operation.
Assigning of Seats
Planned for Philly
Radio Correspondents Scheduled
To Allocate May 1
ALLOCATION of seats to radio correspondents for the political party conventions in Philadelphia will be made May 1, according to Bill Henry, chairman of the convention committee for the Radio Correspondents Assn.

Radio and television news problems in connection with the conventions were resolved at a meeting in Philadelphia April 9 attended by representatives of the Democrats, Republicans, networks, and independent stations.

Over 400 applications for seats have been received by the Radio Correspondents Assn., which has been officially designated to allocate seats, supervise independent radio facilities, and operate the radio news section of the gallery.

Those in attendance at the Philadelphia meeting included Ken Fry and Edward T. Ingle, radio directors for Democratic and Republican National Committees, respectively; W. Neale Roach, general manager of the Democratic National Committee; James L. Jappe, assistant to the chairman in charge of hall arrangements for the Republicans; R. M. Menahga, superintendent, U. S. House of Representatives Radio Gallery; D. Harold McGrath, superintendent, U. S. Senate Radio Gallery; G. W. Kingsbury of WLW Cincinnati and WINS New York and chairman of the radio correspondents subcommittee on facilities; and Mr. Henry.

GOP Group Meets
Meanwhile, the general arrangements committee of the Republican party meets today (April 19) in New York to receive final reports on completed arrangements. All studio space for radio and television has now been assigned, according to the party.

The seating feature of the setup will be combined facilities backstage for AM and TV so that leading news commentators can be televised simultaneously with their regular broadcasts.

Stern Retained in BMI Post; Lorraine Is Named
CONTRACT renewal for Julie Stern, general production manager of Broadcast Music Inc., was announced April 13 following the BMI board's spring meeting.

Mr. Stern has appointed Sid Lorraine, former coast representative of R. B. Marks Music Corp., and Southern Music, as director of professional activities on the West Coast. He succeeds Irving Weiss, who left to join Warren Music.

Relocation of BMI professional staffs in New York, and Eddie Janis as head of BMI's film synchronization department in Hollywood also was announced.

WOOD SALE
FCC Approves Transfer By ABC to Bitner
SALE of WOOD Grand Rapids by ABC to Harry M. Bitner, Indianapolis broadcaster, his family and associates was approved by FCC last Wednesday—months after the network took in its $3,650,000 acquisition of King-Trendle Broadcasting Corp. in July 1946.

The sales price was $850,000. Meanwhile, the station as of last Dec. 31 had accumulated approximately $143,000 to be turned over to the purchaser as result of operations since ABC took over. In the King-Trendle transfer ABC acquired WXYZ Detroit as well as WOOD, but FCC stipulated that the Grand Rapids outlet be held in trust pending resale.

Simultaneously with announcement of approval of the WOOD sale, Harry M. Bitner Jr., general manager of WFBN Indianapolis, reported that Stanley Barnett, for more than a decade general manager of WOOD, will remain in that capacity.

The Commission meanwhile approved several other transfers including the $180,000 purchase of KILO Grand Forks, N. D. (1440 kc, 1 kw day, 500 w night) from Dalton & LeMasurier, the Grand Forks Herald Inc. [BROADCASTING, Oct. 13, 1947]. The company, publisher of the Grand Forks Herald, is controlled (60%) by Ridder Publications, which has substantial radio and newspaper interests. With approval of this transfer, the Herald must give up its construction permit for KGNW Grand Forks (1550 kc, 1 kw day, 500 w night). Mr. LeMasurier, the seller, also owns KDAL Duluth.

The WOOD sale transfers license (1300 kc, 5 kw) to Grandwood Broadcasting Co. Half of the stock is owned by WFBN Inc., which is largely owned by Mr. Bitner and members of his family. The remaining 50% of Grandwood is held by Ralph S. Euler (30%), executive vice president of Mellon National Bank & Trust Co., Pittsburgh; his wife, Bertha G. Euler (8%), and Frank R. Denton.

(Continued on page 79)

TV Relay Facilities
Authorized by FCC
$1,400,000 expenditure for television relay facilities—both microwave and coaxial cable—was authorized for AT&T by FCC last week in addition to the ones under construction [BROADCASTING, April 5].

Plans call for construction of two microwave relay chains, one between Chicago and Milwaukee, and the other linking Detroit and Toledo. The Chicago-Milwaukee hookup would include relay stations near Lake Zurich, III., and Wilmot and Prospect, Wis., while sites for the Detroit-Toledo chain have not been determined.

Proposed equipment and services are similar to those now being used in the New-York-Boston chain, with construction to be completed by June 15, 1949.

Applications were granted AT&T, and certain Bell System associates for TV facilities to connect Detroit, Toledo and Buffalo with proposed microwave relay networks. Also authorized were two coaxial units in the Cleveland-Buffalo cable and TV terminals at Buffalo, Toledo, South Bend and Indianapolis, Ill., at an estimated cost of $350,000 with construction to be completed this year.

20% Tax on Video
Reported in Ohio
THE BUREAU of Internal Revenue was understood last week to be looking into reports that its collector for the Cincinnati area had ruled that restaurants and similar public places showing television were subject to the 20% federal cabaret tax.

Mr. Gallagher's spokesman said that for at least a year the bureau held that the showing of television does not in itself bring cafes, restaurants and similar business places under the cabaret tax, but that the tax is applicable if other entertainment, including singing and dancing by the patrons, is involved along with television viewing [BROADCASTING, March 31, 1947].

No Specific Mention
The formal statement issued by the Cincinnati area collector, Thomas A. Gallagher, did not mention television specifically, but he was quoted by a Cincinnati newspaper as saying: "When television goes on, the tax goes on; when the entertainment goes off, the tax goes off."

Internal Revenue Bureau spokesmen in Washington indicated they had no official information on Mr. Gallagher's statement, but had received reports and inquiries. Their only official comment was to call attention to the policy that has been in effect.
WHO

is gratified at its selection for the

VARIETY

1947 PLAQUE AWARD FOR PROMOTING INTERNATIONAL UNDERSTANDING

"Because...WHO felt that a clear-channel radio station must do more than pay lip service to public welfare activities, they got to thinking how the primary part of WHO's audience (in the World's Food Bowl) could best contribute, under the station's inspiration, toward forging a link in the chain of world-wide understanding. A tall order, certainly, but not too tall for WHO...Since the listeners in the WHO area are well paid in cash for their produce which is helping to feed a hungry world, the station decided...to elicit their voluntary participation in today's No. 1 Project in the public interest—World Peace. It asked its listeners to participate...by providing gifts of food and clothing to destitute people they have never seen. The test is history. The WHO European Relief Project inaugurated last October has paid off to date with 14,731 radio families in 40 states and Canada (11,000 of them from all 99 counties in Iowa) participating. A total of 40,000 food and clothing parcels, weighing in excess of 400,000 pounds (200 tons) has already been shipped to Norway, Holland, France, Czechoslovakia and Greece. And when a station can enlist 2,271 community groups from 30 states for such a project, its power for good is incalculable. To WHO, for forging an unbreakable link in the chain of humanitarian assistance. VARIETY doffs its hat."

WHO

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President
P. A. Loyet, Resident Manager
By F. M. (Scoop) RUSSELL
Vice President in Charge
NBC Washington

Several stations have asked for a copy of our organization chart showing our personnel setup for AM-FM and television operations for NBC here in Washington. I really believe that those now entering this dual operation will get some benefit from our organizational experiment.

It has been my thought ultimately to name a director of broadcasting and have separate organizations for (1) network activities (2) AM-FM activities and (3) television. When Carleton Smith was transferred to New York as manager of NBC's network television activities it became necessary to effect an immediate realignment in our organization. It seemed unwise to attempt to freeze parallel operations without more knowledge as to subsequent developments.

For many months our network operations in news, commentary, special events and public affairs have been separately and successfully managed by Bill McAleander. Our work in this field here in Washington has greatly increased since the war and according to a recent count we were originating 52 network shows a week. In drafting an organization chart which might be applicable to individual station operations, I tried to incorporate our news setup in the general program function but saw fit to leave it as a separate operation. I did this very deliberately because I believe that the tendency among stations is to place news in a separate category, responsible directly to management. This is further encouraged by news men themselves who, by their resolutions and actions, are calling upon station management for an autonomous news setup.

Responsible to Management

Having disposed of news, I named directors of sales, programs and engineering. I believe this is advisable and necessary where you have aural and visual broadcasting under the same management. The sales director has a direct responsibility to management which in our case is NBC. I have a feeling that if the sales representatives for aural and visual broadcasting stations are permitted to operate with considerable freedom, but responsible through the sales director to the best interests of management, it will not be long before visual advertising will fall into a special type or category.

I can give you many concrete illustrations but one will suffice: My attention was called the other day to a trial visual program in which an artist was drawing the outline of a young lady wearing a "New Look" gown. By a very simple device the living model was shown stepping out of the picture. A leading department store representative immediately visualized that his "ad had come to life."

Cites Example

Here is a television program idea which has in it the possibility of opening up a vast reservoir of department store business which has had only limited success in the field of sound broadcasting. After a few weeks' experience I have become convinced that there need be no confusion in the development of advertising revenues for the two services if aural and visual sales representatives have a little basic, intelligent direction from a person who is concerned with the overall interest of the company he represents.

The same is true in the responsibilities of the program director. I made a firm commitment for television transmitter and studio locations in Washington nearly 10 years ago and we were well along before World War II stopped our development. We are real pioneers in this field. Even though I fully appreciate the tremendous possibilities of television I have never felt called upon to consider it as a "transition" service.

Some Compromises

Naturally there must be adjustments and compromises between aural and visual broadcasting but I look upon television as being a new service and not wholly a substitute for sound. The program director, naturally, has specialists under him who are doing everything in their power to build programs especially adapted to the new art of television.

At the same time there is no reason why aural broadcasting, which in final analysis must pay the bill, should be neglected or degraded. We are presently at work on a program development under which our aural programs will appeal to those not interested in the television program broadcast at any particular hour, or a type of program which will supplement television, or a program not adapted to television.

There is not the same argument in naming an engineering director but even here you will have an exchange of personnel for many years to come.

When you come to specific opera-

(Continued on page 66)
"SPLENDID RESULTS"
—says Curles Neck Dairy

This picture shows one of the most modern, up-to-the-minute dairies in the entire South.

It's the new plant of the Curles Neck Dairy, which in just 15 years has become one of the leaders in the essential business of supplying milk and dairy products to Richmond.

Salesmanship helped to do it. And, of course, Curles Neck used WLEE. Here's what they say:

"We note splendid results from the on-the-spot broadcast from the Hostess Room, located in the dairy."

That's a kid talent show they use on WLEE, and every week more than 200 people come into the dairy to see the show!

If you've got something to sell in Richmond, ask the Headley-Reed man about WLEE.

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

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

Represented by Headley-Reed
FM SELLING and programming meeting of Region 4 of FMA Assn., to be held May 5-6 at the Statler Hotel, Washington. The region—District of Columbia, Maryland, Virginia, North Carolina—comprises a total of 108 FM stations.

The two-day session is one of the series being held by FMA as FM operations expand throughout the country. Temporary chairman of Region 4 is Ben Strouse, WWDC-FM Washington.

Opening speaker Wednesday May 5 will be Everett Dillard, WASH Washington, FMA president. Bill Bailey, FMA executive secretary, will describe operations of the headquarters office in Washington. Forum titled "Programming FM" will be moderated by Theodore Granik, moderator of American Forum of the Air.

Mr. Strouse will preside at the luncheon meeting. Speaker has not been announced. In the afternoon delegates will be taken on a tour of the Bendix radio plant at Baltimore with William P. Hilliard, Bendix general manager, as host. A buffet supper will be served.

Forum on "Selling FM" will be held Thursday morning, with R. C. Embrey, WHTM-FM Baltimore, as moderator. Talk on Transit FM will be given by E. Cleveland Gidding, vice president of Capital Transit Co., Washington, which is experimenting with receiving sets in its vehicles.

Presiding at the Thursday luncheon will be Marion Claire, director of WGNB Chicago and chairman of FMA Region 3. Principal speaker will be Millard C. Faught, executive vice president of Young & Faught, New York public relations firm. His subject will be "There Is Too Much Static in FM Thinking." Dealers and service people in the Washington area will be guests at the lunch.

Robert P. Wolfe, owner of WFRO Fremont, Ohio, will be among convention speakers, discussing FM rates.

FMA's board will meet May 4 and 5.

Mr. Bailey announced last week that Calvin Kimbrough, recently on the House of Representatives staff in Washington, had joined FMA as headquarters office manager. He is a native of Sherman, Texas, and is an accountant.

M A K I N G  A  S E N S A T I O N A L  S P L A S H *

We got our headline from the new bath-size Camay soap and from what time buyers tell us, it's particularly appropriate for WHHM.

We dislike the word 'sensational' but many times that's the kind of results folks tell us they get when they use WHHM.

So in preparing your budget for Memphis this spring and summer — give quite a bit of thought to adding WHHM. You'll find it's the result-full station that delivers.

MORE LISTENERS PER DOLLAR IN MEMPHIS!

Use the station that's making a splash in Memphis radio and bring in the results at the register for its advertisers.

WHHM

Mid-South's only 24 hour Station!
MEMPHIS, TENNESSEE

PATT MCDONALD, general manager
FOX&J&E., CO., representatives

Camay rates a bow for this one

ROBB, KOVACH GIVEN PROMOTIONS BY NBC

PERSONNEL realignments at NBC last week included promotion of Arch Robb to assistant manager of the program department and James E. Kovach to manager of the newly-created operations department.

Norman Cloutier, with NBC since 1936, has been named a staff conductor.

Mr. Robb joined NBC in 1943, serving in various program department posts and as assistant production manager until last week's appointment. He succeeds Fred Shaw, who has resigned to become manager of television and broadcast operations of WMAL and WMAL-TV Washington.

Mr. Kovach joined NBC in 1946 as an associate director. He was made a director last Jan. 1. He also directs the NBC chorus.

Mr. Cloutier's first post with NBC in 1936 was as a staff conductor. Later he transferred to the recording division of the network as program manager of the NBC Thesaurus. He will continue in that position, in addition to his new appointment.

FCC DENIES REHEARING IN MID-AMERICA CASE

FCC last week denied petitions by Kentucky Broadcasting Corp. Inc., licensee of WINN Louisville, for rehearing and oral argument on its grant to Mid-America Broadcasting Corp., for a new station at Louisville on 1080 kc, with 5 kw day, 1 kw night.

In its memorandum opinion, the Commission stated that the petitioner has had ample opportunity to be heard in the case and has already been afforded and availed itself of all the rights to which it is entitled under the law.

The record has been "carefully reviewed," the Commission said, and no further information which would be useful in the determination of the case has come to its attention. To grant the request, FCC concluded, would constitute a "supererogatory review" of the proceeding and would serve only to delay disposition of the matter.

Copyright Fee

INCREASE in the copyright fee on published works from the present $2 charge became certain with Senate passage last week of a bill to raise the fee to $4. The exact amount, however, will have to be threshed out by a conference committee since the House, in a previous action, voted an increase to $3. Decision is expected this week.
Win, Lose, or Draw...
Our Sincerest Thanks!

We know now how true it is . . . that you never know how many friends you have until real trouble strikes. The Johnson Bill (S-2231) spelled trouble for WOAI, in bold-face caps. And it was highly gratifying to see the legion of loyal supporters who rallied to our assistance.

A special vote of thanks goes to Hon. Beauford H. Jester, Governor of the state of Texas, J. B. Kidd, rancher and former Federal Migratory Labor Supervisor, and J. C. Gully, Secretary of the Texas Angora Goat Raisers Association, for their expenditure of time, effort and expense to appear in Washington. The following also deserve our heartiest handshake, who, through letters and resolutions to the Senate Committee on Interstate and Foreign Commerce urging retention of our Clear Channel and increased power for WOAI, demonstrated the quality of friendship for which Texans are renowned:

RAY W. WILLOUGHBY, San Angelo
S. M. PATTERSON, Secretary
Chamber of Commerce, Cuero
A. F. LEESCH, Master
Texas State Grange, Boerne
R. PRIYOR LUCAS, President
Texas Hereford Association, Berclair
HOLMAN CARTWRIGHT, Dinero
PAUL RUSSELL, President
South Texas Hereford Breeder-Feeder Association, Beeville
J. WALTER HAMMOND, President
Texas Farm Bureau Federation, Waco
West Texas Hereford Association
MAX C. SMITH, President
Texas Cotton Ginners' Association, San Marcos
RAYMOND HICKS, Bandera
MRS. VICTOR O. BECK, President
5th District, Texas Congress of Parents & Teachers, San Antonio

GEORGE W. COX, M.D., State Health Officer, Austin
HOMER GARRISON, JR., Director
Texas State Department of Public Safety, Camp Mabry, Austin
HAROLD KILPATRICK, Executive Secretary, San Antonio Council of Churches, San Antonio
F. J. SCHUCK, Lt. Col., U.S.A.F.
Headquarters, A. F. Pilot School, Randolph Field
THOMAS B. WOODBURN, Colonel,
A.G.D. Information Section, Headquarters 4th Army, Fort Sam Houston
W. C. DeWARE, Colonel,
U. S. Army, Ret'd, Dallas
Chamber of Commerce, Aransas Pass
C. E. FARLEY, President
Texas Fisherman's Association, Inc., Aransas Pass
Highland Hereford Breeders Association, Marfa

VERY REVEREND JOHN QUINLIVAN,
O.M.I., St. Mary's Church, San Antonio
BRYANT EDWARDS, President
Texas & Southwestern Cattle Raisers' Association, Fort Worth
CLAYTON PUCKETT, President
Texas Sheep & Goat Raisers' Association, Fort Stockton
Texas Polled Hereford Association, Inc.
S. F. LOWE, Director
Radio Commission of the Southern Baptist Convention, Atlanta, Georgia
MARIE FINNEY, Director
Radio and Visual Education Division, State Department of Education, Austin
Del Rio Wool and Mohair Company, Del Rio
Sonora Wool and Mohair Company, Sonora
J. T. RATLIFF, Mayor
City of Sonora
First National Bank, Sonora
DR. A. L. CHAPMAN
University of Texas, Austin

Represented by EDWARD PETRY & CO., INC. • New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
Here's an advertiser with a sales problem!

Here's a radio station with big, loyal audiences in a big, rich market!

And here's John Blair & Company which helps them both to help each other!

That's the story (not the secret) of WOW national representation by John Blair & Company for 15 years. The secret of its success ... for WOW and other leading stations ... is the effective job of informing agencies and advertisers done by each John Blair man. He has the merchandising experience that grasps sales problems quickly. He has the knowledge of markets and marketing that helps to solve them. He knows his fine radio stations minute by minute ... day and night. And he knows how to help you use them profitably! Call him today.
Mal Hansen — WOW Farm Service Director and popular farm personality on WOW's award-winning Farm Service Reporter show.

25 YEARS OF SUCCESS PROVE—
WOW WORKS!

Since 1923, WOW, Omaha has sowed plenty of kilowatts in its rich farm area...and WOW advertisers have reaped plenty of profits.

Here's the reason: WOW puts out 5,000 watts day and night on 590 KC. Its strong, clear signal r-e-a-c-h-e-s on a 200-mile radius around Omaha into 228 of America's wealthiest counties. WOW audiences in those counties are big because "Johnny" Gillin and his staff give them what they want. For example, there's Mal Hansen's "Farm Service Reporter" (1947 Variety Plaque Award Winner), "WOW Calling" (the most impressive live-talent show produced in the area), and all the big shows on NBC.

WOW is the kind of station that "owns" its audiences. It's the kind of station that sells. Ask your John Blair man about WOW!

WOW Television experiments have been thorough and varied for more than two years to insure immediately successful commercial operation.

WOW Television experiments include educational, informational and entertainment fields. Technical factors are already tried and tested under actual conditions.

...Fine Representation ...

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS
FARM BROADCASTERS TO MEET WITH TRUMAN

NEWS conferences with President Truman and legislators will highlight a three-day session of more than 75 farm broadcasters in Washington April 27-29.

Agriculture Secretary Clinton P. Anderson will report on current farm problems and developments during the first morning of the sessions, jointly sponsored by the National Assn. of Radio Farm Directors and the radio service of the Department of Agriculture.

President Truman is scheduled to give the broadcasters a news conference at 12:45 p.m. Tuesday, April 27 and members of the NARFD will interview House and Senate Agriculture Committee members at 3 p.m. that afternoon. They will meet with leaders of major farm organizations during that evening.

The entire day April 28 will be spent at the Department of Agriculture Research Center, Beltsville, Md., where broadcasters will hear reports on numerous experimental dairy and farming projects.

Arrangements are in charge of Don Lorn of CBS Washington, Phil Alampi of WJZ New York and Ken Gepen of the Agriculture Department.

Bruno-N. Y. Signs

BRUNO-NEW YORK Inc., Metropolitan distributor of BCA Victor radio and television receivers and recordings, Bendix Home appliances and other major appliances, has signed with WNEW New York, for sponsorship of 24 quarter-hour programs a week plus a half-hour of Art Ford's Milkman's Matinee six days a week, and 25 minutes of Music Until Midnight six days a week. (See picture, page 28.)

CCNY

(Continued from page 25) best broadcasting promotion of the year, on Wednesday at the awards luncheon. Dr. Peatman also presented certificates of merit to other winners of awards and honorable mentions [full list published in BROADCASTING, March 29].

Thomas L. Norton, dean of the CCNY School of Business, who presided at the luncheon, announced that exhibits of the award-winning presentations of this and former years left at the college are being used as the nucleus of a library on the development of radio programs and promotion which is being established at the school of business.

Arthur Godfrey, one of radio's most successful entertainers-salesmen, urged network executives and advertisers to follow the example of local stations and drop their over-formal presentations in favor of a more homey touch. The folksy approach of local radio, he averred, has been largely responsible for the success of stations in reaching the average listener. He advocated that commercials be prepared informally by the stars of the show, who should know and like the product, instead of prepared by an agency copywriter and read by an announcer.

Promotion

(Continued from page 25)

and the board voted its approval.

New techniques in film presentation have been conceived by Mr. Ratner, combining animation and dramatic techniques. Outstanding artists and writers will be employed.

Need for a spectacular and solidselling promotion project, first industry-wide presentation, was discussed at Atlantic City. Agreement was heard on all sides that broadcasters should do serious promotion in view of the elaborate and costly projects of other media, some of them running many times the $200,000 budget contemplated for the radio film.

WTGG WILL TELECAST WASHINGTON GAMES

ALL 77 home games of the Washington Senators will be televised by WTGG Washington under the sponsorship of Ford Motor Co., and Liggett & Myers (Chesterfields), with each sponsor taking half the games.

President Truman is expected to toss out the traditional first ball, thus signaling the official opening of the 1948 season, April 19.

WTGG, it is believed, will receive an aggregate of $55,000 for the game telecasts.

LARRY WOLTZEN, radio editor of the Chicago Tribune, is the author of a "Communication" article in recently published World Book Encyclopedia's 1948 annual supplement. Mr. Woltzen's article covers important developments in the field during 1947.
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.

Accessibility... All key circuits are contained in 2 drawer-type chassis, accessible from the front of the transmitter.

The centralized control panels drop forward, exposing components and wiring. All components are accessible through full-length rear doors.

Visibility... All tubes are seen from the front of the transmitter. Log meters are at eye level. They have 270° anti-parallax scales with white on black numerals. Large windows in the rear doors permit quick, easy visual inspection.

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 15-20.
TV PERSONNEL  

Breakdown of Big Station Needs

LARGER television stations (Type "D") operating 28 hours weekly with 50% network programming require personnel of at least 51 persons, according to a new CBS analysis which sets a pattern to guide prospective licensees.

Building and operating costs for the four principal types of television stations were analyzed by the network and made available for industry consumption [Broadcasting, April 12] through a catalogued booklet.

The Type "D" station operating 28 hours weekly with 50% network programming, the analysis showed, would have a rock-bottom annual operating cost of $280,000 and a probable cost of $300,000 or more. If it were to be operated 100% local, the irreducible cost would be $350,000 and the probable cost $450,000 or more. None of these cost estimates includes program expenses and depreciation. Program costs would increase the total cost by a substantial amount.

Capital Costs

Capital costs, including complete installation, for a Type "D" station are estimated to range from $275,000 to $150,000 or higher.

Estimated construction costs for other types of stations are:
- Type "A," $60,000 irreducible minimum and $100,000 or more probable;
- Type "B," $90,000-$150,000 or more;
- Type "C," $200,000-$250,000 or more.

A summary of annual operating costs for the other types of television stations shows that a Type "A" station operating 28 hours weekly will have an irreducible minimum cost of $12,000, a probable cost of $20,000 or more. Type "B" station with 28 hours weekly, 50% on the network, will have an irreducible cost of $25,000 and probable cost of $40,000 or more. If it operates 28 hours weekly, 100% local, its cost range will be $30,000-$50,000 or more. Type "C" station operating 28 hours weekly, 50% network, will have a range of $100,000-$150,000 or more. If this same station operates 100% local, the range will be $150,000-$250,000 or more.

A breakdown of personnel needs and expenses, capital, operating and remote equipment costs was described for a Type "D" station as follows:

"D" Station Personnel Breakdown
(28 hours, 50% Network, 50% Local. Predicated on sharing facilities, personnel with existing AM/FM organization.)

(a) Non-Technical
- 1 Asst. Mgr. (in charge non-tech. TV operations)
- 1 Sales Mgr.
- 1 Program Mgr.
- 3 Announcers
- 6 Program men
- 1 Sports
- 2 Misc. shows
- 1 Film production, programming
- 1 Local news man
- 1 Clerk (logs, scheduling, copy)
- 1 Artist
- 5 Secretaries
- 2 Messenger
- 2 Booking
- 1 Adm. Asst. (legal, labor, copyright, contracts, etc.)
- 23 Subtotal

(b) Technical
- 1 Asst. Chief Engineer
- 1 Studio Supervisor
- 8 Studio, Teleline Technicians
- 2 Film Technicians
- 1 Trans. Supervisor
- 6 Trans. Technicians
- 19-Man Remote Crew as follows:
  - 1 Non-operating supervisor
  - 1 Full-time maintenance technician
  - 2 Camera men
  - 1 Camera control man
  - 1 Combination camera control man-switcher
  - 1 Audio man
  - 1 STL. trans. operator
  - 1 Attendant
- 28 Subtotal
- 31 TOTAL

B. 28 hours per week, 100% local (10 hours remote, 10 hours film and 8 hours studio).

Range: $250,000-$350,000 or higher depending on local labor scale, method of operation and other circumstances.

1. Non-tech. personnel (51) $127,400
2. Technical personnel (39). 162,000
3. Salaries:
   - Transmitter
   - Power supply
   - Tubes
   - Maintenance
   - Misc.
   - Studio
   - Power
   - Tubes
   - Maintenance
   - Supplies
   - Wires (program)
   - Mobile unit
   - Power and tubes
   - Mains, wiring
   - Garage and shop
   - Supplies
   - Rent
   - Misc. (incl. taxes, insurance, travel, entertainment, telephone, telegraph, etc.)
- 323,900

Worcester overshadows all major New England cities in January 1948 retail sales activity according to recent Department of Commerce figures. Apparel sales rose 9%, Food—14%, total retail sales—8% over January 1947 sales. In total retail sales alone, Worcester's increase was four times that of the city with the second greatest gain.

An important factor in this amazing increase is the predominance of skilled workers in this Central New England market. Of total employed, 48% are skilled workers and only 3% laborers. Their high buying income is reflected in flourishing retail sales.

Families of this Central New England Market of 500,000 people are prosperous, ready and anxious to buy. An overwhelming majority stay tuned to WTAG, the radio station with a greater audience than that of any other station heard in the area.

Where Skilled Workers Predominate...

Retail Sales Flourish...

WTAG  

WORCESTER  

580 KC  5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

TV Warning

MAYBE not "everybody wants to get into the act," but NBC is warning members of its television audiences that they are in direct range of video cameras. Printed cards which say "You are being televised" are distributed to those watching events televised by NBC's video field staff.

Page 40 • April 19, 1948
WHO is the Queen of Denmark?

STAFF DELUGED

Library Bars
Radio Quiz
Info by Phone

"Who is the new Queen of Denmark?"

If that question comes through the telephone at the Atlanta Carnegie library one more time, Miss Fanny D. Hinton is going to scream. So are members of her reference staff.

"The answering of radio contest questions over the telephone is absolutely impossible," Librarian Hinton said Thursday. "Our telephone lines are very busy, and we must keep them open in order to distribute serious, factual information. Contestants are welcome to come to the library to look up answers for themselves, but we positively cannot do it for them."

The switchboard operators of the Atlanta Public Library are also deluged. Yessir, when Bill Terry airs his "Party Line," or when Bill McCain goes on with "Tello-Test" things really begin to happen—but fast! Seems everybody listens.

That same "know-how" that jams the phones at all the sources of information in Atlanta has jammed WAGA to the top with some mighty fine Hoopers. Ahead of two networks morning, noon and evening...tied for first in the field on Saturday...leading three networks Sunday. That's the record for WAGA, Hooperwise.

The answer is more results. Let Avery-Knodel tell you the story of Atlanta's best buy.

AVERY-KNODEL, INC.—National Representatives
NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

ATLANTA'S WAGA 590 KC • 5000 WATTS

BROADCASTING • Telecasting
April 19, 1948 • Page 41
Feather your nest in Downey (IOWA)

Downey is just another of the 1,059 towns and cities that dot the WMT (BMB) map. Some are large, some are small, but their radio families add up to 595,220—288,980 of which are BMB station audience families (a nice nest egg for any advertiser!)

WMT is the No. 1 station in Downey's Cedar County, with 90% day-and-night saturation (BMB). Tell your advertising story on WMT, Eastern Iowa's only CBS outlet, and you'll nestle in one of the world's richest farm-and-industrial markets. Ask the Katz man for details.

Feature of Week
(Continued from page 10)
Milwaukee covering the election. Whenever an election bulletin came in, all interviews were interrupted and the cameras returned to the newscaster. All such bulletins were broadcast simultaneously over WTMJ, WTMJ-FM and WTMJ-TV. After each bulletin broadcast, the cameras focused on two large blackboards where comparative figures on all important races were kept up to the minute.

Climax of the evening was the appearance before the cameras of Mayor-elect Frank P. Zeidler, within five minutes after his election was determined. One of the delegates elected on the winning Stassen slate, Sen. Joseph McCarthy of Wisconsin, was also interviewed on WTMJ-TV.

News director of the election broadcast on both AM and TV was News Chief Jack Kreuger. The TV program staff was headed by Jim Robertson, WTMJ-TV program director; Frank Bignell, WTMJ program director, handled the broadcast arrangements for AM.

JUVENILE MARKET

U.S. radio advertisers have barely scratched the surface of a huge and highly predictable market estimated at a billion dollars a year—the buying power of American children below 15 years of age—according to a survey made for NBC by the Gilbert Youth Research Organization.

Results of the survey, first in the radio field by the Gilbert firm, were announced by the network in New York last week in advance of a presentation to agencies and advertisers being made by George W. Wallace, NBC sales promotion manager.

Conclusions were based on personal interviews by teen-aged Gilbert opinion-samplers among 1100 boys and girls 8 to 14 years of age in New York, Chicago, Pittsburgh, and Philadelphia last December. The youngsters were asked among other things to list their favorite radio programs, preferred candy, dentifrice, weekly soft drink consumption, and considered opinion of NBC's Frank Merriwell, as an individual.

The small-fry sampling lined up "favorite radio programs" in this order: ABC's Lone Ranger headed the list with a rating of 17.1%; CBS' Blondie and Lux Radio Theatre tied for second with 11%; NBC's Archie Andrews was next with 10.4%; and Let's Pretend (CBS) was fifth with 9.7%. Next in order were Gang Busters (ABC), Frank Merriwell (NBC), Baby Snooks (NBC), "disc jockeys," and Superman (MBS).

The average weekly income of the youngsters surveyed from allowance and earnings was $1.57. About 85% are "available" to listen to the radio at 10 a.m. on Saturday mornings. They eat an average of more than three candy bars each week. Fewer than half of the 1100 boys and girls queried by Gilbert brush their teeth twice a day, and a recalcitrant 1.7% never brush their teeth.

The Gilbert survey, according to Hugh M. Beville Jr., NBC research director, was undertaken as another step in the network's study of American youth as radio listeners and as the market.

Mr. Wallace emphasized that the conclusions and figures obtained were not projectable and were not intended as such. But it is believed that the general trends indicated might be of great value to a radio advertiser seeking to pin-point the impact of his advertising dollar on the youth audience.

Four ABC Summer Replacements Set

FOUR ABC summer programs have been set, Charles C. Barry, vice president in charge of programs for the network, announced last week.

The Front Page, starring Dick Powell, effective May 6 succeeds Candid Microphone in the 8:30 p.m. Thursday period. That show will be heard at 9:30 p.m. on Thursdays.

Another is tentatively titled Comedy Writers Show which takes over the Bing Crosby 10:10-11:30 p.m. Wednesday night time on June 9. The format of the new program is to present the leading writers of radio comedy in a spontaneous ad lib session in which each week they will "build" a radio program for a different radio comedian.

A third show set for April 28 at 9:30-10 p.m. is called Go For The House and will succeed the Groucho Marx Show. The new program is an audience participation quiz program.

Fourth program is called I Love Adventure, an action series starring Mike Raffetto and Barton Yarborough, Sundays at 7:30 p.m. starting April 25 succeeding the Detroit Symphony, 7-8 p.m. The half hour following the adventure series will feature The Clock, a psychological drama.

WHOM Moves

WHOM New York by June 1 will move to new and larger quarters at 136 W. 52nd St. Change is occasioned because of "greatly expanded" schedules of foreign language programming, WHOM said.
In the rich, progressive Southwestern area served by WFAA, news is important. Today WFAA's vast audience demands complete, accurate, frequent newscasts. That's why we offer so much news every day on WFAA...95 newscasts per week, locally gathered, edited and prepared by the WFAA Newsroom, independently of and in addition to NBC and ABC News and Commentary.

Beginning at 6:00 A.M. each morning, the WFAA Newsroom pours out a steady stream of news and information with a minimum of 12 newscasts daily (and more on some days) over WFAA—820, WFAA—570* and WFAA—FM.

The important job of directing, coordinating and writing all these 95 weekly newscasts falls to Sidney Pietzsch, WFAA News Director, and the Newsroom staff of six full-time, experienced and able news writers and editors pictured to the left.

WFAA's volume of news is kept flowing from Associated Press wires and United Press wires, plus State Associated Press wires—plus leg men in the Dallas-Fort Worth area spending full time gathering local news to supplement wire services. With all these facilities, the WFAA Newsroom digests, analyzes and rewrites each day's news...to provide up-to-the-minute coverage and reporting of world news, national news and local news, instantaneously, as it happens, fully and accurately.

Even this is not all of WFAA's complete news service! Special events, public service and farm news are handled separately—in addition to regular newscasting at WFAA. This, with our regular daily news programming, bears out our claim that WFAA offers the finest and most complete news service of any station in the Great Southwest.

*By order of FCC, WFAA operates half time on 820 Kc. (50,000 watts) and half time on 570 Kc. (5,000 watts).
STORY OF A LEGEND ★ "You Ain't Heard Nothin' Yet!" For more than three decades the world has been hearing those words, and still it hasn't heard everything yet. For Al Jolson is a tumultuous, restless, irrepressible torrent of song, music, and entertainment.

Al Jolson's radio career started when NBC was less than fourteen months old. On January 4, 1928. Al appeared on NBC's Dodge Victory Hour, singing "Sonny Boy," the song that turned the Hollywood movie studios permanently to the sound track. In 1932 he came to NBC for his first regular radio series. In 1933 Al took over the Kraft Music Hall on NBC. There followed several more NBC series, and then through the years innumerable guest appearances. In October, 1947, the Jolson radio career turned full circle, and Al was again sponsored by Kraft Foods Company on NBC—as the star of the Kraft Music Hall.

Today a new generation of youngsters is taking Al to its heart, while an older one sits back and dreams, happy with the memories Al evokes. Both are grate-
ful for the fact that they "ain't heard nothin' yet!"

Back in 1934 Al told reporters he was through with the stage forever, because, he said: "If an actor stays on the stage for twenty years, everyone thinks he's a hundred." Today it has become the fashion to make jokes about Al's age. Al will never be old. As long as he cares to sing, he will be known as one of the truly great personalities of show business.

How to manage a Music Hall? Engage a star like Al Jolson, mellowed with a lifetime of show business, from Lew Dockstader's Minstrels to Technicolor movies. Spice the program with the pungent wit and piano artistry of Oscar Levant. Electrify it with the powerful facilities of the NBC network. Locate it next door to other great programs heard on NBC. Let the vast NBC audience fill the nation-wide hall. The result: Each Thursday night the living rooms of American homes are lighted with a new brilliance—the glamour of the footlights of a thousand-and-one nights of great entertainment glowing down the years to the present.

... the National Broadcasting Company
WAMS WAMS-FM Operations Begin

Sutherland's Wilmington Station Starts AM-FM Simultaneously

WAMS and WAMS-FM Wilmington, Del., begin operations simultaneously today (April 19). "WAMS" is a 1-kw fulltime station on 1380 kc, while WAMS-FM is a Class B metropolitan fulltime operation on 96.1 mc, 20 kw.

Conceived and developed by George Sutherland, veteran of 25 years in radio, the stations are owned by Wilmington Tri-State Broadcasting Co., composed of Mr. Sutherland, president; Mr. W. McTear, vice president and general manager; Frank Carrow, E. I. duPont de Nemours Co., president; Paul R. Rinard, Adjutant General of Delaware, secretary; George A. Harris, U.S. Treasury Dept., treasurer. Other stockholders are Dr. Raymond Lynch, surgeon; and James T. Houghton, sports promoter.

Mr. Sutherland entered radio in 1924 at WBZ Boston (then Springfield, Mass.). He has been with WPTF Raleigh, N. C., WLW Cincinnati, WHK Cleveland, WBBM Chicago, WOL Washington, among others. Mr. Sutherland has also done consulting work with the law firm of Welch, Mott & Morgan.

WAMS and WAMS-FM are using Western Electric equipment throughout. There are five studios and two master control rooms. For the operation of the two air outlets, there is a plan of separate master control rooms cross-wired so that programs may be interchanged, switched, or dispatched simultaneously for both AM and FM. Music rooms, a news room, picture rooms, and executive offices have been wired in conduit for possible use on special broadcasts.

Jack Gibbons, of WFCI Pawtucket, R. I., is program manager of both stations. Del Parks and Dick Holmes are sportscaster and morning man, respectively. Herb Estabrooks, of WPIL Philadelphia, is chief engineer. Henry Cook and Bill Swing handle sales. The staff totals 26.

Rheem Campaign

RHEEM Manufacturing Co., New York (water and home heating equipment), is using spot announcements on four Los Angeles and two Houston stations as part of its new $1,600,000 advertising campaign. It is expected that the number of spots, which vary on each station, will increase as distribution of the products expands. Foote, Cone & Belding, New York, is the agency.

WHITTEMARSH township (Pa.), where WPIL Philadelphia has its transmitter towers, has been given a plot of ground by the station to be used for recreational facilities, together with a $500 check to help pay cost of converting property into a community center.

TV BUDGET STUDY 26-Week Estimate Made by Agency

A REPRESENTATIVE spot campaign on television for 26 weeks beginning July 1 will cost $55,110, according to estimates released last week by Grey Advertising Agency, New York.

The sample budget was prepared on a week in five cities, twice a week in five others and once a week in one of those cities where television stations are on the air; twice a week in four cities and once a week in five of those cities where stations are expected to be operating by July 1, and once a week in nine cities where stations will be on the air in Sept. 1.

"It seems to be easier to work out an income tax statement than to determine even such a simple schedule as the cost of one-minute spots on video stations," the agency said. "Rates change frequently. New stations pop up almost overnight."

Cities in which Grey recommended that three-one-minute spots a week be assigned have more than 1,000,000 population each. Those where two spots a week were suggested are of more than 800,000 population. In the first category were New York, Chicago, Philadelphia, Los Angeles and Detroit.

In the 800,000 and more class were Baltimore, Washington, St. Louis, Milwaukee and Cleveland, where stations are on the air, and Buffalo, Minneapolis-St. Paul, San Francisco and Boston, where stations will be in operation by July 1.

The time cost budget for a campaign beginning July 1 and continuing for 26 weeks:

<table>
<thead>
<tr>
<th>Cities on the air</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 per week (5)</td>
<td>$1,005.00</td>
</tr>
<tr>
<td>2 per week (5)</td>
<td>291.50</td>
</tr>
<tr>
<td>1 per week (2)</td>
<td>52.13</td>
</tr>
</tbody>
</table>

Cities expected by July 1

| 2 per week (4)   | 280.00       |
| 1 per week (5)   | 175.00       |
| 1 per week (9)   | 313.00       |

Total budget for 26 weeks starting July 1, 1948 $55,110.38

DIXIE FM NETWORK

Carolina Stations Cover Regional Events

AFTER less than two months of operation the Dixie FM Network, composed of stations in North and South Carolina, is pointing with pride to the features which it has carried. The principal aim of the network is to present to listeners in the Carolinas special features in the popular and concert music fields, special events, and complete coverage of the Carolina sports picture.

The Greater Greensboro Open Golf Tournament, March 18-21, was originated by WFMY Greensboro for the network, in two daily programs. On the popular music front, the network offers Cavalcade of Bands from WRAL-FM Raleigh, which featured Cab Calloway on March 28 and Stan Kenton March 30.

Coverage of the Easter weekend began with Crucifixion from WAIR-FM Winston-Salem, on Good Friday. On Easter morning the network split into two legs and carried sunrise services from WAIR-FM and WRAL-FM. In the afternoon Carolina Easter Parade was carried with sidewalk interviews and studio programs from the various stations. The weekend was concluded with broadcast of Wake Forest vs. North Carolina State baseball game Monday afternoon and the Little Symphony of the North Carolina Symphony Orchestra that night.

Seven stations of the network began Light for Living April 4, presented by State Baptist Convention, and on April 6 the network featured Army Day messages by Gov. R. Gregg Cherry and W.

GAINES KELLEY (11), manager of WFMY Greensboro, N. C., defied superstition recently when he chose Friday, the 13th, to complete network affiliation negotiations with Fred Fletcher, president of the Dixie FM Network and manager of WRAL-WRAL-FM Raleigh. WFMY became 13th affiliate.

Stuart Symington, Secretary of Air Forces, from Raleigh.

The network entered the concert field on April 14 when the opera "Carmen" was sung from the Women's Club in Raleigh. Plans also have been completed for interviews with the four gubernatorial candidates and two candidates for the U. S. Senate.
YOU CAN CONTROL MULTI-TOWER ARRAYS THIS SIMPLE WAY

1. Use one Antenna Control Unit for two towers

The Western Electric 33C Antenna Control Unit includes a branching circuit and two phase shifters, and permits adjustment of the current ratio and phase relationship between the element currents of two towers. This unit handles up to 10 kw.

2. Add a compact Phase Control Unit for each additional tower

Does your pattern call for an array of 4 or even 6 towers? Then merely order the necessary number of compact 34A Antenna Phase Control Units to be connected to taps on the branching transformer of the 33C. The 34A Antenna Phase Control Unit handles up to 10 kw.

TYPICAL CIRCUIT DIAGRAM SHOWING TWO 34A ANTENNA PHASE CONTROL UNITS CONNECTED TO BRANCHING TRANSFORMER OF 33C ANTENNA CONTROL UNIT FOR CONTROL OF 4-TOWER ARRAY. ADDITIONAL 34A'S MAY BE CONNECTED AS NEEDED FOR AS MANY AS 6 TOWERS.

You can use Western Electric Antenna Control Equipment to good advantage in controlling current ratios and phase relationships. The master 33C Antenna Control Unit is styled to harmonize with cabinet design of Western Electric AM Transmitters. The 34A Phase Control Unit measures only 2' high, 3'7" wide, 2' deep, and requires no front-of-panel line-up space.

—QUALITY COUNTS—

For complete information on Western Electric Antenna Control Equipment, send the coupon below.

Graybar Electric Company,
420 Lexington Avenue, New York 17, N. Y.

Gentlemen:
Please send me Bulletin T-5519, Western Electric Antenna Control Equipment.

Name
Company
Address
City
State

ABC NEWSPAPER POLL

By JOHN OSBON

HOW MANY newspapers carry daily radio columns? ABC Central Division set out to answer this question in part, at least, through a poll of newspapers within the Division’s periphery. The answer was: 42% of daily newspapers affiliated with ABC stations in the area and only 27% of all other dailies in the same area carry daily radio columns, exclusive of program logs.

The survey, taken over a six-week period by its publicity department under the direction of Ell Henry, press chief, covered 103 ABC stations, 33 of them affiliated with daily newspapers, in 19 states. A total of 175 newspapers were included as the Central Division set out to determine the extent of usage of radio publicity copy.

According to Mr. Henry, consensus of the survey indicated that even where the station and the newspaper are associated, radio news is not featured, though most of the affiliated papers carry at least program logs of any and all radio stations in a particular city. Among the major ABC affiliations within Central Division, amount of space devoted to radio comment other than listings in newspapers is good, he said.

Highlights uncovered by the ABC survey were:
• 42% of ABC station-affiliated newspapers use daily columns, 35% periodic columns or material and 10% radio logs only.
• 29% of non-ABC station-affiliated newspapers use logs only, 27% daily columns and 21% periodic columns or material; 16% use no radio copy at all.
• Stations are being charged for insertion of daily program logs by newspapers in Texas—$0.90 per inch in Brownsville and as much as $2.10 per inch in Waco. El Paso newspapers accept radio material on a straight commercial basis.
• Two papers in Tulsa, Okla., in addition to following the practice of charging regular radio rates for listings, maintain strict policies against use of radio news and reportedly carry only syndicated articles critical of the industry.
• Pictures and mats when used are sometimes charged up to either the station or the advertiser paying the freight.
• The best radio-newspaper publicity situation in the Midwest, on an overall basis, apparently lies in Ohio, comprising the cities of Cincinnati, Columbus, Toledo and Dayton.

States Covered

The survey, based on correspondence between newspapers and stations and the Central Division, as well as on personal tours among affiliated stations serviced by ABC’s OD, blanketed the following states: North and South Dakota, Nebraska, Kansas, Oklahoma, Texas, Louisiana, Arkansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Indiana, Kentucky, Tennessee, Mississippi, Alabama, and part of Ohio including cities of Toledo, Marion, Springfield, Columbus, Dayton and Cincinnati.

With respect to the situation in Texas, ABC found that two Waco newspapers—the News Tribune and Times—charge as much as $2.10 per inch for printing daily program schedules. Occasionally they do run a feature called “Radio Dial” comprising special items. (Significantly, the feature was accorded a No. 1 rating by readers in a recent poll taken by the newspapers.)

The best outlook in Texas, Mr. Henry indicated, appears to be in Houston where three papers—the Chronicle, Post and Press—allow from six to eight inches daily for radio. When pictures and mats are used, however, the charge is borne by the station or advertiser paying the freight.

Oklahoma Situation

Radio-newspaper links were found especially weak in Oklahoma, particularly in Tulsa. Mr. Henry told Broadcasting: “The Tribune and the World have strict policies against the use of radio news. Newspapers have been charging regular radio rates for carrying program schedules and no radio column, except for John Crosby, appears in this city. Here it has been stated that only articles are carried by Crosby who is critical of radio, according to the KOME manager.” (KOME, ABC’s Tulsa affiliate, is also an MBS outlet.)

The ABC survey covered twelve newspapers in that state. Most of them neither employ radio editors nor use radio columns, though news of the medium is printed periodically.

(Continued on page 96)
RED River Valley farms are big farms, and the Encyclopedia Britannica says they are among the most fertile in the world.

Bigger farms, more fertile farms are the reason why Red River Valley farmers have more money to spend on the products they hear advertised on WDAY—for twenty-six years their favorite station by very long odds.

Ask us or Free & Peters for some facts on WDAY's mail-pull and sales-pull. We can knock your eyes out. On our first 1948 contest for farmers WDAY pulled over 85,000 letters. Get the facts on WDAY's rural audience, and don't forget that even our average daytime Hooper rating is a juicy 24.6. (C. E. Hooper, Fall '47.)
You don't hav
YOU don't have to "splurge" when you want to reach buyers in markets served by Fort Industry stations. Why? Because the programming on each Fort Industry station is strong . . . pulls huge blocks of buyer-listeners . . . by offering what they want to hear. Result: Modest budgets do a job.

It's this way:—All Fort Industry stations are locally managed. But all benefit from the interchange of alert and progressive programming ideas among each other—through Fort Industry. So each station, big or fair-sized, has the strength of seven . . . offers better-programming . . . more listeners per dollar.

E F O R T  I N D U S T R Y  C O M P A N Y

VSPD, Toledo, O.  •  WWVA, Wheeling, W. Va.  •  WMMN, Fairmont, W. Va.
ma, O.  •  WAGA, Atlanta, Ga.  •  WGBS, Miami, Fla.  •  WJBK, Detroit, Mich.

National Sales Office: 527 Lexington Ave., New York 17, Eldorado 5-2455
IT IS decided hearing than facilities such "Act." the\nlistening audience will be manufactured to the exclusion of virtually all \nnew construction applications. The FCC action was accomplished, \nto New Jersey, leaving 14 New York applicants as \ncontenders for the remaining three construction permits. \n
The ice-water shower came last Monday. The U. S. Court of Appeals in Washington— 
second highest court in the land—by a unani-
mous vote of its five sitting members, 
handing down an order to the FCC, as it has ever received at the hands of a Federal 
tribunal. WCKY Cincinnati had appealed from an FCC action granting a new daytime 
station in Philadelphia on its frequency, con-
tending it had not been given a hearing when it \nwould be adversely affected. 

In a 15-page opinion by Chief Justice 
Stephens, the court held WCKY should have been 
given a hearing, and that all existing stations 
applicants to hearing when they properly 
and legally contend that objection-
able interference would be caused by the granting 
of the new application. The court took pains to bring out that the right under a license 
for a definite term to conduct a broadcast-
ing business requiring substantial investment is more "than a mere privilege or 
gratuity"; "if . . . objectionable interfer-
ence . . . is to occur through the operation of the new station, not only will such li-
cense suffer economic injury but also his listening audience will be deprived of ade-
quate service." . . . The "private as well as the public interest require that the Act" . . . "a broadcasting license confers a property right on its owner, although a limited and defeasible one" . . . "The impairment of 
such a right by the granting of conflicting facilities to another station is, therefore . . . a deprivation of property."

Such was the language of the Court which sits directly over the FCC. The FCC was reversed in the case remanded. It was a solar 
plexus blow. 

We venture a substantial number—if not a majority—of the new station AM author-
izations without hearings on regional and 
clear channels since lifting of the war-time 
freeze, would have fallen within the pur-
view of this devastating opinion. For by 
passing of the FCC’s own standards of good 
engineering practice has been the rule rather than the exception. 

For the future it means, unless reversed, 
that virtually any existing station may precipi-
tate a hearing by claiming a pending applica-
tion threatens him with objectionable interfer-
ence. It means that the Commission, in 
accepting an application, cannot safely hazard even a guess as to when it might finally be 
declared.

Look Out for the Outlook

WILL THE freezes on production of radio 
equipment of World War II be re instituted in the foreseeable future? 

This journal is not given to scare-stories for the sake of arousing reader interest. Hence this question is raised for the sole purpose of alerting all those in radio as to what might happen in the months ahead as the nation gears up for possible war. 

During the last war there was a tight 
freeze on all broadcast equipment—transmit-
ting and receiving. Arrangements were made, 
through the FCC, the War Production Board and the Board of War Communications, for 
building of stockpiles of replacements and 
tubes. New stations were authorized only when the military certified that they were essential to the war program. 

An electronics-radio manufacturing indus-
try that produced substantially less than a 
billion-dollar output before the war sky-
rocketed to a six-billion-dollar capacity. New 
plants mushroomed. Radar, loran, proximity 
fuses, and other vital detection weapons were 
manufactured to the exclusion of virtually all 
new construction applications. 

An Office of Civil Defense Planning has been established, ever so quietly, in the National 
Defense Department. Leighton H. Peebles, who was the WPB’s head of Radio & Radar in the last war, is back on the Washington scene as communications consultant of the National Security Resources Board. Communic-

ations, the fourth arm of offense in World 
War II, is pegged for an even more vital role 
in any future hostility. 

This no picture. Paul A. Porter, for-
erman chairman of the FCC, and afterward 
OPA administrator, now in private adminis-
trative law practice, alluded to the “grave 
dilemma” that may be facing all those in 
radio in an extemporaneous address before 
the Georgia Radio Institute in Athens ten 
years ago. He posed the question as to what 
might happen to radio in its era of greatest 
development if such metals as steel, copper, 
aluminum and tungsten become “critical.” 

A multi-billion-dollar program for a 
70-
group air force is being rushed through Con-
gress. It will be recalled that an outlay of 
roughly $250,000,000 was required for the elec-
tronic equipment on a single B-29 bomber 
alone. Many B-29’s or larger bombers and transports would be en-
tailed in establishing a 70-group force we 
don’t know, but it certainly would absorb a 
substantial portion of the capacity of exist-
ing radio manufacturing plants.

The FCC is processing applications for TV, 
FM and AM as speedily as its regulations 
and its somewhat cumbersome procedures per-
mit. We think it should expedite its process-
ing. We look with some misgiving upon the 
rule-making process. “Following on con-
tested TV applications in the same area as one 
that involves inordinate delays.”

It is the proper function of the FCC to 
explore this whole field and determine how 
the expanding defense program will affect 
construction and licensing in all fields. 

Measures should be taken consistent with 
the indicated requirements.

It would be tragic if, in this period of 
radio’s greatest expansion, there should 
suddenly issue some Government edict suspend-
ing construction as was done in 1940. 

Information is needed. If there’s a fore-
seeable freeze, or even something like the 
"stand-by" controls being urged in some quar-
ters, let’s be prepared for it.

Our Respects To—

ROY HOFHEINZ

If ROY HOFHEINZ had a middle name it 
probably would be “Success.”

His latest success came on completion of 
his term of office as president of FM Assn. 
He is now a member of the FMA board, 
and for the past few months has been “tending my 
own business,” as he terms it.

That expression, as applied to Roy Hofheinz, 
is deceptive. His “business” includes applica-
tions for a 50-kw station in Harlingen, Tex.; 
a 10-kw in Dallas, and a 5-kw in San Antonio. 
All have gone through hearings before the 
FCC, and the decisions have not yet been an-
nounced. If FCC grants the applications, Mr. 
Hofheinz will apply for FM grants also. 
In addition, he has an application pending for a 
50-kw station in New Orleans, and a TV outlet 
in Houston.

He is in partnership with W. N. Hooper, who 
owns 25% of Texas Star Broadcasting Co., 
while Mr. Hofheinz owns 75%. Mr. Hofheinz is 
sole owner of the proposed TV station.

Born in Beaumont, Tex., April 10, 1912, he 
was educated in the Houston public schools, 
the U. of Houston, Rice Institute and Houston 
Law School, from which he graduated in 1932.

When Roy Hofheinz was 15 his father was 
killed in an accident and young Roy had to 
support his family. He sold advertising, 
booked orchestras, promoted dances. At 16 he 
became a radio time broker, buying an hour on 
KTLC (now defunct) for $50 and selling 
ten spot announcements for $100. He induced 
his college orchestra to play for nothing 
and he produced an hour’s musical show. He 
later became a disc jockey on a Sunday night 
program while still attending college.

In 1931, a year before he completed his law 
course, he was permitted to practice law—a 
profession he began at the age of 19. In 1932 
after his graduation he opened a law office.

Two years later young Hofheinz—then only 
22—ran for the State Legislature without 
support of press or radio. He won. In a statewide 
poll of newspapers and radio commentators 
the youthful legislator was chosen as one of 
the five outstanding members of the Texas 
Legislature.

When his term was up in 1936 he ran for 
county judge of Harris County and defeated 
the incumbent. As county judge in Texas 
was the chief administrative officer, Judge Hof-
heinz supervised four courts, was chairman 
of five boards and chief administrative officer 
of Harris County—the youngest such official 
in any metropolitan county of a quarter-mil-

(Continued on page 54)
STERLING
TWO friendly visits daily with women of the Northwest, touching on their interest and problems.

BILL MOSHIER
EXPERT farm reporting based on specific local problems, by a man who knows Western Washington.

COMMON SENSE OF Jane Evans
HEART-to-heart talks with those who want help in the art of living happily in the Pacific Northwest.

THIS IS IT!
A UNIQUE "on-the-spot" news show by Bob Ferris, covering interesting happenings in Seattle ... via wire recorder and KJR's familiar station wagon.

BISHOP BAYNE
SUNDAY messages tuned to the local picture, with modern handling.

1,000,000 PROGRAM DIRECTORS
YES, KJR has over a million program directors—its listeners! They tell us what to broadcast by their regular listening habits, and by a steadily increasing Hooper ... morning, afternoon and evening. The people on this page are one reason they listen, along with the fact that KJR is one of ABC's top stations. These are all radio personalities broadcasting the kind of local programs local listeners want to hear. As a result, Western Washington advertisers buy more program time on KJR than any other network station in Seattle. Our 1,000,000 program directors are doing a good job for us ... we're proud of them!

BISHOP BAYNE
SUNDAY messages tuned to the local picture, with modern handling.

KJR SEATTLE
Avery-Knodel, Inc. Radio Station Representative

Dr. John Hanley
EXPERT consultation on gardening as applied to the Pacific Northwest.

Bob Ackerley
EXPERT reporting of the Northwest's big occasions, such as crew races.

THE Northwest's own radio "Town Meeting" includes such celebrities as Leon Henderson.

A Marshall Field Station 950 KC. American Broadcasting Co.
Temporary Authorization issued by the FCC. The station has been paying for itself ever since the first day's operation.

He has sold FM on an hour’s basis, 30 days a month, with no spot announcements, chain breaks or singing commercials. He plans to retain one-third of the time for sustaining programs.

When a group of FM enthusiasts met in Chicago Oct. 21, 1946, after the old FMBI dissolved, Judge Hofheinz was named chairman of the Steering Committee of 15 to probe the possibility of organizing an FM promotional association. The Washington meeting Jan. 10, 1946 culminated in his election as FMA's first president.

At 20 Judge Hofheinz married his childhood sweetheart, Irene Cafeles, of Houston. They have two sons, Roy Jr. (Butch), 11, and James Fred (Spud), 9, and a daughter, Deene (Pumpkin), 5. They live in a country home about seven miles from Houston on an 83-acre plot.

Judge Hofheinz is a member of the Board of Directors of the Pine Forest Country Clubs, Houston; the Houston Club, Chamber of Commerce, Elks, the NAB, Houston, American and Texas Bar associations. His hobbies—No. 1, his children: No. 2, his workshop. He maintains an elaborate workshop with power tools in his home and personally designed and built many features of his 14-room home.

His ambition: To see FM in every home in America.


dated on page 52

lion population. His courts opened at 7 a.m. and adjourned at 6 p.m.

In the early 40's We, the People presented the now deceased Al Smith and his son, Al Jr., along with Judge Hofheinz as representing the veteran and youthful politicians of the nation. Young Al was running for councilman in New York. At the time Judge Hofheinz was the youngest jurist in the country.

In 1940 Judge Hofheinz filed an application with the FCC for a standard station in Houston. After three hearings, including one before the Commission, he was granted a construction permit June 10, 1944. Handy with carpenter tools, Judge Hofheinz helped construct his own studios and transmitter building, sleeping on the "cot" in overalls until the task was finished 19 days later. He did the job during wartime without priority materials and ingenuity.

Judge Hofheinz's application for program tests—ordinarily a routine procedure—was designated for hearing on several issues, chief of which were his qualifications to operate a radio station inasmuch as he was a county judge. On July 10, 1944, Judge Hofheinz appeared as applicant and attorney—representing himself—before the Commission en banc. Former Chairman James Lawrence Fly, who only a few days before had been before the House Select Committee to investigate the FCC, carried the burden of questioning and at times he ordered Witness Hofheinz to "answer the question, yes or no." (House Committee members had demanded the same kind of answer from Mr. Fly.)

Five days later the FCC ordered program tests. KTHT has been on the air since. It operates with 5 kw fulltime on 760 kc, with MBS affiliation.

In August 1946 Mr. Hofheinz's FM station, KOPY, went on the air under the first commercial Special

1944 John C. Tully 1948

JOHN C. TULLY, 53, founder and president of WJAC Inc., which operates WJAC Johnstown, Pa., and a pioneer in radio, died April 9 at a Johnstown hospital.

Mr. Tully, who had served as manager of WJAC, a 500-w fulltime NBC affiliate on 1400 kc, since its founding 23 years ago, had taken an active interest in new developments in radio. WJAC has a CP for an FM station (WJWT), and hopes to begin FM operation on Channel 238 (95.5 mc) next month. The station also is contemplating entrance into the television field, and has a permit to operate WJAC-TV on Channel 13 (210-216 mc).

For two years, 1945-1946 and 1946-1947, Mr. Tully served on the NAB research committee. He was chairman of the committee in 1945-1946.

In his early years in radio Mr. Tully took the telephone and microphone. Call letters of his station at that time were WJMP. The station went on a fulltime schedule in 1939, and shortly thereafter became affiliated with NBC.

Mr. Tully's death occurred only a short time after WJAC had moved into new quarters in the WJAC Bldg. in downtown Johnstown.

Traffic Safety Campaign Of Ad Council Picks Up

THE ADVERTISING Council's year-around campaign on traffic safety, which in 1947 figured as one of the top five public service campaigns in terms of radio circulation, swings into high gear this month.

Radio's part in this drive against traffic fatalities during the first 11 weeks of 1948 netted 153,000,000 listener-impressions, according to council figures. (A listener-impression means one message heard once by one listener, based on Hear Reportings.) All radio assistance in the drive is on a volunteer basis.

WHAT A COMBINATION!

When you smoke a Camel, in your Hanes Underwear, under a Chat-

ham blanket, you [join the world's millions in keeping Winston-Salem
one of the world's great mar-

kets ... and you help keep our
workers supplied with cash to buy
the products they hear about over

WAI.

CANADIAN RADIO YEAR BOOK for 1947-48 is now on the press and selling for 55¢ per copy.

In Utah—

most 78% of the population
and 86% of the buying income are con-
centrated in 9 counties where KDLK is the popular station.

National Representative:
John Blair & Co.

KAY 757 LAKE CITY
UTAH'S NBC STATION

Page 54 • April 19, 1948
YOU MAY STEAL 124 BASES IN ONE SEASON—

BUT . . .

YOU CAN'T SCORE IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

There's a darn big market in Western Michigan—the second market in an entirely fabulous State. But you can't reach it from any "outside" station, because the area is surrounded by a wall of fading which actually, literally and truly blanks out all except local broadcasts.

Most people in Western Michigan tune to WKZO in Kalamazoo and WJEF in Grand Rapids, for their radio entertainment. There's a team for you to play ball with—two CBS stations which are also tops in local programming, and which have virtually no "outside" competition! WKZO's "Share of

Audience" in Kalamazoo, Mon. thru Fri., Noon to 6:00 p.m. is 55.2—36.5 above its highest competition. WJEF's in Grand Rapids is 26.7—4.5 above its highest competition (Hooper Report of Jan.-Feb., 1948.) At their sensible combination rate, WKZO and WJEF are obviously a bargain you can't afford to miss!

We'd like to tell you more! Write us or call Avery-Knodel, Inc.!

*Jimmy Johnston did it with San Francisco in 1913.

WKZO
first IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF
first IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
SPONSOR QUITS!

By FLORENCE SMALL

WHILE Washington dispatches shout in boldface about our depleted military forces, one branch of the service—the Coast Guard—has been forced to turn away recruits—chiefly because it sponsored a single radio program, This Is Adventure, on ABC.

At the close of 1947, Coast Guard officials, concerned about lagging enlistments, cast about for an agency to spur its new recruiting campaign. William von Zeleh & Co., New York, emerged as the admirals' choice.

Syvan Taplinger, radio director of the agency, conceived the idea for an adventure show featuring each week a Hollywood celebrity in the leading role. Series was designed to appeal to young men of enlistment age and to their families who might in turn influence them.

Response Is Immediate

Before This Is Adventure took the air in January the monthly recruiting figure for the Coast Guard came to 432 men. With the advent of the show the total climbed quickly to 688, with at least double that number turned away for failure to meet qualifications.

So compelling was the response that the Coast Guard was able immediately to raise standards for its applicants. Educational requirements were increased, dependency restrictions were imposed, and the rating offered to former Army and Marine Corps personnel was lowered from seaman first class to seaman second class and apprentice seaman. Despite all the restrictions and as a traceable result of the program the number of applicants accepted during February reached 482—still not counting the far greater number who were turned away.

On March 1 the entire recruiting organization was advised that a total of only 300 enlistments a month was desired until further notice, and recruitment messages were soft-toned to that end. Still the show pulled 406 enlistments in March. It was then that the Coast Guard notified William von Zeleh & Co. that it would regretfully have to terminate sponsorship of the program after its first 13 weeks because it was too successful.

And with the April 5 program, in an interim move to stem enlistments, all recruiting copy was cut from the show and purely institutional advertising used.

This Is Adventure is the first network program for four-year-old William von Zeleh & Co., though its principals have been associated with national radio for many years. Mr. Taplinger, prior to his association with the agency, was vice president in charge of radio with Weiss and Geller, and before that was producer on the Kate Smith Show.

William von Zeleh, president of the firm, is regarded as one of the most versatile and successful young men in the industry. He formed the Walter C. Williams Advertising Agency in 1943, and a year later reorganized it as the William von Zeleh & Co. The agency today lists 84 clients and an estimated annual billing of $4,000,000.

It is understood that at least three major advertisers are interested in sponsoring This Is Adventure upon completion of its Coast Guard cycle.

POLL TO END

Plans for terminating the Radio Poll after tabulation of results for the week May 2-8 were announced April 5 by poll head in Collegetown.

Pollsters found 18 "highly acceptable" individual performers, 63 "acceptable" and three "barely acceptable" for the week.

ST. JOSEPH'S SERIES TO END

ALTHOUGH no official word has been received from Paris on the "new look" for men, it appears that the "baggie pants" day for men may be over—at least on television.

Incensed by "sartorially sloppy, careless, and incorrect" fashions worn by male video actors, the Men's Fashion Guild of America has told top television executives in New York that such unpressed performances simply could not be tolerated.

As a result of a luncheon meeting with the executives, the guild proposed an answer to the problem by offering a "wardrobe" bank, whereby it will supply male actors with clothing suitable for video performances. The guild, since the April meeting has been monitoring shows in New York.

Invited to attend the luncheon were Reynold Kraft and Warren Wade, NBC; Ken Farrsworth and James Caddigan, DuMont; George Moscow and Jerry Danzigr, CBS; B. O. Sullivan and Harvey Marlowe, New York Daily News; Ed Lennon and Paul Belanger, WAT Newmark; Norman Blackburn, NBC.

PANTS TABOO

At Least on TV, Fashion Guild Tells Video Executives

ANCADA'S FOURTH MARKET WINNIPEG

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Page 56 • April 19, 1948

BROADCASTING • Telecasting
1. **LONGFELLOW HOUSE**, Pascagoula, Miss.
   One of the South's famed ante-bellum homes.

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

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

   The Greatest SELLING Power in the South’s Greatest City
**APEX TO FURNISH FILM WEEKLY TO NETWORK**

PACT calling for the delivery of one hour of film programming per week to a video network is imminent, according to Jack Chertok, president of Apex Films, Hollywood.

Although he declined to name the network, he admitted negotiations were under way. He was reticent to name specific programs but indicated one-half hour format tracksides over the sales department's package featuring a prominent personality and a second half hour would be a romantic dramatic presentation using a featured Hollywood player.

Mr. Chertok has been in the commercial film field since 1945 as head of Apex in addition to producing independent feature films.

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**CBS to Air Race Meet Telecasts for Gillette Co.**

The GILLETTE Safety Razor Co.'s sponsorship of three top horse racing events this year exclusively on CBS radio and television was announced April 14 by J. F. Spang Jr., Gillette's president.

The Preakness and Belmont Stakes are to be televised from WPIX, New York, W M A R - T V Baltimore, W C A U - T V Philadelphia and W T T G Washington. The Kentucky Derby is to be televised from NBC and shown over CBS video stations the next day, since there are no television transmission facilities at Churchill Downs.

The Derby telecast is set for May 1, 6:15-6:45 p.m. The Preakness for May 15, 5:30-5:50 p.m. and the Belmont for June 12, 4:30-5 p.m. Clem McCarthy will call the races for CBS, with Bill Corum handling color. Motion Inc. is the Gillette agency.

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**WOV Billings for First Quarter Up 43% Over '47**

WOV New York, English and Italian-language station, last week reported a 43% increase in billings for the first quarter of 1948 over a similar period last year.

The announcement was made by Ralph N. Weil, WOV's manager, who added that 1947 was the most profitable year in the station's history.

English-language billing on WOV has exceeded Italian billing thus far this year for the first time, Mr. Weil said. He attributed the increases to the "intensive months of advertising and promotion" at WOV.

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**LOOKING FOR PROGRAMS?**

**Most Local Shows Beat Network Shows on High-Header**

**KOII SERVING OMAHA & Council Bluffs**

**BASIC ABC - 5000 WATTS**

Represented by EDWARD PETRY CO., INC.
Cover IOWA with KIOA

SELL WITH

Participation in Chicago Cubs games (daytime) with Bert Wilson at the mike—April 19th thru September 30th.

Complete sponsorship or participation in Des Moines Cubs' Western League games (nighttime) with Don O'Brien at the mike, April 22nd through Sept. 21st.

940 kilocycles
10,000 watts day
5,000 watts night

Wire, Call or Write Any
PAUL RAYMER AGENCY for complete
details, or contact KIOA

KIOA 10th and Mulberry, DES MOINES, IOWA
WALTER L. TILLMAN, formerly with WJO in Zanesville with the station's Truth and with Warner Brothers in Philadelphia, has joined WMJ-TV Phila- delphia, as director of films.

MILTON DICKER, formerly with KOAM Television, Kansas City, has joined the staff of KCOD Kansas City, Mo.

RICK BRUCK, former announcer with WHZ Zanesville, Ohio and WING Wheeling, West Virginia, has joined staff of WPX-Indianapolis, Ind.

CHARLES POLACK and RALPH LEVY, announce directors for CBRR and viewing, New York, have been promoted to E-Controllers.

IRWIN S. DAVIS, formerly with Benton & Bowles, New York, has been ap- pointed continuity director of WOL Glen Allan, N. Y.

LOU STONE, formerly with WPFO At- lantic City, and WSTV Steubenville, Ohio, has joined announcing staff of WPIT Pittsburgh.

MURIEL EVANS, formerly with WPRO, Providence, has joined the staff of WEIR,version, Arling- ton, Va., where she con- ducts her own half-hour show. Ms. Evans is former motion picture and radio actress and her "Muriel Evans Show" has been heard over WINK, Miami, and WCOX, Rockford, Ill.

P. J. CAFON has left KFI Los Angeles music library to join Beragrus Music Co., Hawaii.

BILL SHOOK, continuity director of WJDB Detroit, has resigned to make room for his forthcoming marriage to Capt. Christopher F. Kelly in Mur- ray, Kentucky on May 16.

ROY HANSEN has joined announcing staff of WDWC Washington.

DICK HARRIS, member of local sales department of KEXO Sioux Falls S. D., has transferred to head production department of that station.

EVANS N. R. B., program director of KEJ in Oklahoma City, has joined the announcing staff of KSL in Salt Lake City.

DON BELL, disc jockey of KNRT Des Moines, has been voted disc jockey and his program favorite by three Iowa colleges.

MANUEL REIMER, former continuity director of WCJO Janesville, Wis., has joined the announcing staff of WLM Moines, and DEAN NAVEN has joined as associate announcer.

BERT ROBINSON, formerly with WWSC Glen Allan, N. Y., has joined announcing staff of WHER Hartford, Conn.

GEORGE VARNUM Jr., formerly with WCCO Minneapolis, Minn., has joined announcing staff of WPIT Pittsburgh.

JOEL COHEN has resigned as continuity director of WSAI Columbus, Ohio to join announcing staff of WHK Cleveland.

MITCH DEGROOT, ABC copy chief, is the father of a girl, born April 11.

BRIAN JAMES, formerly with KWWH Los Angeles, has joined WMWH and WHB New York.

JANE SPARKS, scriptwriter of WSB Atlanta, Ga., has been elected an honorary member of the Atlanta Girl Scouts.

ANNIE HAYES, director of women's activities at the radio station, has been selected to serve on advisory committee of the American Women Broad- casters for United Nations.

WILLIAM GARGAN, star of weekly "Ross Dolan Detective" program, will do new half-hour weekly series "The Action." Title of the series is being produced by Pine-Thomas Productions, Hollywood.

ISABELLE JOHNSON of KFI Los Angeles script department, and Clifford Spiker were married April 2 in Los Angeles.

PHIL BIRR, known to WBB Kansas City listeners as "Sandra Lee," has been appointed chairman of State of Missouri Asn. of Women Broadcasters.

GARRY STEVENS, former announcer and producer of "KTBV's Morning Skate" with Tex Benene Band, has joined WRGB Albany, N. Y., and has his own disc Jockey show.

VIOLET SHORT, staff member of KTBV San Antonio, Tex., an chairman of 13th District AWB, has been selected for advance committee of the Radio Division of the National Federation of Women's Clubs, N. Y.

JAYNE WALDO, star of CBS "Corinna Archer" series, and ROBERT E. LEE, radio writer-director, have announced their engagement.

JOHN S. CHEN, member of WHB Canton, is the father of a boy, born April 11.

TOM WILLIS of Toronto, has joined announcing staff of CKBG Timmins, Ontario.
**TELEVISION-SET DESIGNERS!**

Follow this Ken-Rad tube pattern for finest picture quality.

---

**12AT7**

Nine-pin miniature twin triode. Converter and r-f amplifier.

**6AU6**

Miniature r-f amplifier pentode. Best intermediate-frequency tube from standpoint of design economy.

**12AU7**

Nine-pin miniature general-purpose twin triode. Serves in place of the 6SN7-GT (common in earlier television-set designs) in synchronizing circuits and as a multi-vibrator.

**6BG6-G**

Power-amplifier pentode. Driver tube for the horizontal sweep circuit.

**1B3-CT/8016**

Half-wave high-vacuum rectifier. Used to rectify the high-voltage picture-tube supply.

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**CHARACTERISTICS AND TYPICAL OPERATION, 12AT7**

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**CHARACTERISTICS AND TYPICAL OPERATION, 6AU6**

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**CHARACTERISTICS AND TYPICAL OPERATION, 12AU7**

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**TYPICAL OPERATION, 6BG6-G**

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**RATINGS, 1B3-CT/8016**

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**TYPICAL OPERATION, 6BG6-G**

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*Experienced tube engineers will be glad to work closely with you in applying these and other Ken-Rad types to new circuits in the development stage. Write (KEN-RAD), Electronics Department, General Electric Company, Schenectady 5, New York.*
FCC PROPOSALS

PROPOSED DECISIONS were adopted by FCC last Tuesday to deny application of Wired Music Inc. for AM facilities of 100 w full-time on 1400 kc at Rockford, Ill., and request of Mahoning Valley Broadcasting Corp. for 250 w full-time on 1240 kc at Youngstown, Ohio. Both decisions were based on technical factors.

FCC on Thursday announced a supplemental proposed decision to grant application of Williamsport-Radio Broadcasting Assoc. for 1340 kc, 220 w unlimited hours, at Williamsport, Pa., and to deny competitive request of Lycoming County Broadcasting Co. The same proposed ruling issued by the Commission last June [BROADCASTING, June 9, 1947], the supplemental proposed decision constitutes consideration of further hearing held in December. This further proceeding had been requested by Lycoming County to enter additional new evidence concerning a former and an existing Williamsport Radio principal.

In the Rockford, Ill., case the Commission found that the proposed outlet would cause objectionable co-channel daytime interference both to WJRJ Racine, Wis., and WGLL Galesburg, Ill. FCC said the interference to WRJN would result in a loss of service to 73,405 persons or 28.8% of the population now receiving interference from the existing WRJN service. The area involved is 1,014 sq. mi., FCC stated, representing 93% of the total served. As for WGIL the Commission stated the interference would involve 25,606 persons (15%) and 73 sq. mi. (16.7%) area served.

Wired Music is headed by John C. McCray, president, who, at one time was part owner and program manager of WROK Rockford. He also is former general manager of WKAT Miami Beach, Fla. Mr. McCray organized the firm in 1946 which presently supplies wired music and news locally over leased wires. His associates, each holding 12.5%, are Charles S. Thomas, corporation counsel of the city, and Louis E. Caster, Frank C. Fransen and Irv C. Martin, local businessmen.

Mahoning Valley was issued the proposed decision to grant application for the new AM station which would not meet the allocation and engineering requirements of the Commission, according to the decision. A Class IV outlet it is sought, FCC indicated, whereas a Class III station should be requested for Youngstown, the principal city of a metropolitan district.

Service Station

The conclusions cited that the proposed station would serve the entire city during the day but only 78.6% of the district's population. Within the nighttime interference-free contour of 17.8 mv in the station would serve only 98% of the city area and 71.1% of the district area. Further, at night only 82.5% of the district population would be within the contour. FCC stated its standards provide the contour to include 90% of the district population.

FCC in addition said there were no compelling reasons why such a grant should be made in view of the multiple other services within and to the area.

Owners of Mahoning Valley include: John Cherpack Jr., engineer at WDKN Youngstown; president, chief engineer and 31.9% owner; Gene Trace, former program manager WKBK and now vice president, general manager and sales manager 31.9%; Anthony N. Ross, WPIC Sharon, Pa., announcer, secretary-treasurer and program manager 31.9%; and Theodore T. Maceiko, attorney, 4.3%.

In the Williamsport proceeding the Commission ruled that it considered the third Williamsport Radio application was not innocently but does not disclose the existence of unsatisfied judgments against Frank E. Blankenhorn, a partner having the original.

Further FCC concluded that the question of a cease and desist order issued by the Federal Trade Commission against Carl F. Stroehmann, one-third owner, and certain business organizations in which he had an interest should have been disclosed but was not deliberately concealed. It found that Mr. Stroehmann had been advised by counsel that no existence existed for such disclosure.

The three equal owners of Williamsport Radio include Harry J. W. Kiesling, vice president and director of Great Publix, Pennsylvania's largest theatre owners, and Mr. Stroehmann, general manager and owner of several theatres and a number of retail outlets and several bakeries. Group won proposed decision on local residence grounds.

LESLIE C. ARRIES Jr, son of LESLIE ARRIES, sports editor for DuMont Television Network and former manager of affiliated Washington video station, WHTG, has been appointed special editor to the WOB. Mr. Arries Jr. has been with the station for past year as advertising salesman, engineer and remote crew director.

JACK BATTERMAN, former sports editor for Mobile (Ala) Press, has been appointed director of operations for WHK Cleveland, did extensive broadcasting with AAF during the war, and worked with several stations since discharge.

DONALD M. PEARCE, field representative for United Duvo Record Assn. In Colorado and Mountain West, has been appointed director of agriculture for KOA Denver, effective May 1. He succeeds the late HARLEY C. BENNETT, PAT VUKSELO, president of the Company and C. E. McCLOY, former manager of WHK Cleveland, did extensive broadcasting with AAF during the war, and worked with several stations since discharge.

ROBERT MCLEAN, new sports writer for New Brunswick, N. J., Daily Home News, has been appointed sports editor of WHDN (FM) New Brunswick, the Home News newspaper.

DON E. HAWKINS, CBS Western Division director of public affairs, and CHARLES HOLLAND, former editor of Tulsa World, have been named to the advisory council for United Nations Educational, Social & Cultural Organization. Both plan to attend meetings of new group in San Francisco this month.

JOHN H. HUBBARD, sports editor of KDKA Pittsburgh, is the father of a gift. W. D. (Bartender) HUBBARD, has joined KXTL San Angelo, Tex., as farm director.

HELEN HAGEN, member of sports department of WLS Chicago, and M. HENNESSY, announcer of that station, have been engaged in Chicago.

TONY CAMPAGNO, sports editor of WRN Indianapolis, Ind., has been named to the advisory council and has been added to Alpha Chapter of Omega Tau Alpha in recognition of radio achievement.

EDWARD R. MURROW, CBS news analyst, is slated to speak at annual dinner of the Government Conference in Portsmouth, N. H. on June 14.

ERVIN LEWIS, member of WLS Chicago news department, has been elected president of the Chicago Radio Correspondents Association.

SAM MOLEN, sports editor and director of sports of KMBC Kansas City, has been elected president of the Chicago Radio Correspondents Association.

SHERIFF's department at Halliburton, Tex., will be linked with the Central Texas FM network centering at Waco.
5 TIMES MORE POWERFUL!

MAN! . . . that’s impact . . . listeners . . . CUSTOMERS!

Yes, any day now, WTRY goes 5 KW. For advertisers, that means at least 30,000 more radio families — better than 100,000 new listeners. To listeners it means clearer, stronger, better reception. It means WTRY will beam your selling to well over 700,000 BUYERS in this lush market area.

With this step-up in power more people than ever will enjoy the CBS brand of entertainment over WTRY. More people will enjoy the fruits of WTRY’s leadership in local programming.

Yes, more than 30,000 radio families will be added to WTRY’s already extensive coverage of this lush market with Albany-Troy-Schenectady as its hub. It’s the market that’s been called “depression-proof” because substantial, diversified industrial and farm interests are balanced with huge Federal and State payrolls. Good times and bad, selling is easier, surer, more profitable here.

And so, we suggest that you check, and keep checking WTRY availabilities. For WTRY is not only a basic CBS outlet, it is basically one of the nation’s FINE stations. Over a period of 8 years it has achieved and held audience domination in this area. Now, with 5 KW, full time, you’ll get much more for your money.

TROY BROADCASTING CO., Inc., TROY, N. Y.
Represented by Headley-Reed

WTRY and its full power FM affiliate WTRI

April 19, 1948 • Page 63
NEW BRITAIN

REVERSING an earlier proposed decision, FCC last Tuesday announced its final ruling to grant the application of Central Connecticut Broadcasting Co. for a new station at New Britain, Conn., on 1310 kc with 5 kw fulltime, directionized. The Commission denied competitive bids of WKNB New Britain and WTHF Hartford.

In its proposed decision of Jan. 7 the Commission had favored granting WKNB’s request to switch from 1 kw daytime on 840 kc to 5 kw fulltime on 910 kc while proposed to deny Central Connecticut and WTHF. Latter sought 910 kc in lieu of its present 250 w on 1230 kc.

The final decision held that equitable distribution of facilities required a grant of one of the applications for New Britain’s first fulltime station rather than increased facilities for one of four existing fulltime stations at Hartford. The Commission chose Central Connecticut’s application on grounds that its engineering proposal was better designed to serve New Britain and that it proposed a more efficient use of the frequency.

Comr. Robert F. Jones, concurring in the result, felt Central Connecticut should be preferred because it “will provide a competitive broadcast facility in the New Britain area.”

Ownership of the grantee company is divided among 11 stockholders, none of whom has more than 14.27% of interest. These include:

Lawrence E. Edwarson (7.14%), William R. Hollister (then WNBC Hartford, subsequently in the advertising business), Morris (7.14%), president and general manager; Millis W. Coyle (5.22%), chief engineer; W. H. W. New York, who will be chief engineer of the new station; George S. Coyle andsov, News, Hartford; and M. M. New York, radio business (14-2%/7.14 each); Frank E. M. New York, George J. Wurch, and Joseph Rubenstein.

DuMont Labs 1947

Net Was $563,677

A NET INCOME of $563,677 for 1947, compared with a net loss of $1,472,270 in 1946, was reported last week by the Allen B. DuMont Laboratories Inc. Income of all divisions of the television manufacturing and broadcasting company was up.

The net income in 1947 was equal to 27 cents a share on the 2,031,040 capital shares outstanding.

DuMont had assets of $6,566,818 and liabilities of $2,494,050 as of Dec. 31, 1947, compared with assets of $5,118,644 and liabilities of $1,107,387 as of Dec. 29, 1946. Net sales of manufactured products were $11,034,805 in 1947—482% of net sales in 1946, which were $2,287,167.

Billings of the DuMont Television Network also increased sharply. As compared with 1946, Allen B. DuMont, president, cited billings of $8,519 in June 1947 and $8,945 in January 1948.

Cathode-ray tube division sales for the first eight weeks of 1948 were $549,000, compared to $213,000 in the similar period of 1946. Dr. DuMont said that cathode-ray production would be tripled in 1948. Television receiver sales for the first eight weeks of 1948 were $1,645,000, compared with $500,000 for the similar period of 1947.

WOR REALIGNS SEVEN ON STATION’S STAFF

WOR New York last week announced a number of personnel changes, all effective today, April 19.

Dan Ehrenreich, with the station since 1941, takes over as program operations manager, with Jeff Smith succeeding him as production manager. William Taylor has been named to replace Mr. Smith as assistant to the production manager.

Frank Muckenbaupt has been named a production supervisor and Eugene Fitts becomes assistant to the program operations manager. Mr. Fitts’ former post of continuity acceptance editor is to be filled by Robert Sedwick, who was assistant to the traffic manager.

Carl Warnick, in addition to his duties as staff announcer, has been appointed to the WOR program operations committee.

May 3-6 Meet Planned By Canada Broadcasters

A HEAVY AGENDA of matters referred to the incoming board of directors will be discussed at the four-day meeting of the board of directors of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, May 3-6. It will be the first board meeting since G. R. A. Rice, CPRN Edmonton, became chairman of the board and J. T. Allard became general manager, following the recent annual meeting of the CAB at Quebec [Broadcasting, March 15].

Among the problems to be discussed by the CAB board will be setting new association fees, dollar volume discount plan, new research into listening habits, appointment of a director of broadcast sales and an engineer, plans for NABRA meet in August, possible national drama festival sponsored by CAB for talent search, pension plan for CAB staff, and possible associate membership of stations in Canadian Press on somewhat similar basis as daily newspapers comprising Canadian Press.
Offer them top stars like

PEGGY LEE, JOHNNY MERCER,  
KING COLE TRIO, JAN GARBER  
and 44 other attractions.

At amazingly low cost!

finding it TOUGH TO SELL TIME?

Here's the transcription service! It spells P-R-O-F-I-T for any station, large or small.

Dozens of great stars, currently popular, in brilliant musical programs. From Hollywood! 3000 selections in basic library. More added every month. Each week new material for 27 shows—35 hours of programming.

Stars' voices on special "conversational" tracks give programs a "live" on-the-spot feeling. Musical interludes make your commercials extra effective.

Capitol's Service is so flexible you can quickly put together special programs. You can satisfy the demands of almost any sponsor. It's easy! Big comprehensive format book instantly tells you all about artists, programs, individual tunes and playing times. Specific data. Invaluable!

Cross indexes and simplified filing make everything easy to find.

A great service! (More than 300 stations already use it.) A great opportunity for you to sell station time. Investigate!
RATe CARD FOR KSPR-TV IS EFFECTIVE APRIL 27
WITH KSPR-TV Minneapolis going on full commercial basis April 27, Rate Card No. 1 will be effective, Miller C. Robertson, general sales manager, announced last week.

Transmitter charges for Class A time (6-10 p.m. Mon.-Fri. and 1-10 p.m. Sat. & Sun.) are $200 for one hour, $160 for 40 minutes on down to $30 for 10 seconds. Class B time (5-6 p.m. Mon.-Fri.), rates are $150 for one hour down to $22.50 for 20 seconds. Class C (all other times) starts at $100 for one hour down to $15 for 20 seconds.

Program facilities charges for studio use range from $250 for one hour to $50 for five minutes. If film is used, rates vary from $75 for one hour to $30 for five minutes.

KSPR-TV operates on Channel 5 (76-82 mc).

HEARING REQUESTED ON KICD REVERSION
HEARING was requested last week by KICD Spencer, Iowa, on FCC's order of revocation issued a fortnight ago alleging misrepresentation of financial data by Ben B. Sanders, president and principal owner of the station [BROADCASTING, March 28]. The Commission order was to be effective April 15 unless a hearing were sought before that date. The order now is suspended until completion of the inquiry.

The Commission charged in the revocation order that Mr. Sanders had "wilfully" concealed and misrepresented his financial qualifications in 1945 when he purchased 64% interest in KICD from L. W. Andrews for $19,000. The data purportedly concealed is a loan that amount from J. Harold Smith, Knoxville evangelist, and a magazine whose own WIBK Knoxville is under examination by the Commission. FCC indicated it was during the WIBK hearing that the KICD matter came to light.

KICD, a Mutual and Iowa Tall Corn affiliate on 1240 kc with 250 w fulltime, will be continued under regular license until completion of the revocation hearing date for this proceeding has been set.

‘Operation WRC’ (Continued from page 28)

The RCA Bantam is frowned by its big brother microphone.

A NEW MINIATURE microphone, smaller than a pack of cigarettes, has been developed by RCA Engineering Products Dept. The “RCA Bantam” is now in production and will be available soon, priced at $50. A velocity microphone, it is designed for use in studios, at remote broadcasts, etc. According to RCA, B5 already have been ordered for the forthcoming political conventions.

It fits comfortably in the palm of the hand, and weighs but 12 ounces. New, highly efficient magnetic materials employed in the unit have aided in cutting down the size, at the same time retaining an output level comparable to the larger conventional type microphones, RCA representatives state.

TO MEET needs of an expanded student body, radio, television and related fields, the University of Northern Colorado opened new quarters April 3 at 250 W. 4th St., New York.

Leaded Bon Bons ANNOUNCERS will be announcers, and sometimes it gets them into trouble. While Announcer Dick Perry was on the air over WOAI San Antonio, fellow Announcer Jim Thomas spied a block of candy on Mr. Perry's desk. Carefully removing one layer of chocolates, Mr. Thomas replaced it with several short lengths of lead pipe and closed the box. After a few days of silence, prankster Thomas could stand it no longer, so he broke down with the story. Mr. Perry paled, turned green, then blue in the face, and when he could speak revealed he had sent the box—unopened—to his mother-in-law, "who doesn't like me anyway."

Four FM Actions Authorized by FCC
DISMISSAL of one Class A and two Class B FM construction permits was approved last Thursday by FCC. At the same time the Commission issued a conditional grant for new Class B outlet at Milwaukee to Northwestern Theological Seminary and Bible Training School.

For Northwestern Theological Seminary grant, for Channel 290 (105.9 mc), accompanied new standard station authorization (see page 97). Channel 290 Broadcasting, licensor of WOLF Syracuse, N. Y., was granted permission to vacate its Class B FM permit. Station stated its quarters in the Chimes Bldg. had been taken over by the Veteran Adm. and it had only two studios available at its present location. WOLF told FCC that because of this, and for further reason that it had lost its MDS and WNYM, new regional outlet there, it did not wish to continue with FM at present time.

Vacates Permit
The Journal Co., licensee of Class B WMJT Green Bay, Wis., vacated that OP in view of expected new FM and TV activities. Licensee of WTMJ Milwaukee and WSAU Wausau, Wis., Journal Co., has FM underway in both cities as well as WTMJ-TV.

Broadcasting Show—Sherry Mullen, licensee of WESX Salem, Mass., dropped its Class A FM permit with Commission consent. Station indicated it had surveyed area regarding FM broadcasting and found it was not wise to go ahead at the present time. Limited number of listeners and economic factors were noted.

Other PCF FM actions within fortnight, not previously reported in detail, include conditional grants for one Class A and three Class B outlets, plus four Class A and two Class B FM construction permits.

The conditional grants:

Bank, Calif.—Pacific Foundation, Class A, proposed Channel 261 (189.1 mc). Also AM applicant at Richmond, Calif., for proposed new general entertainment program organization. Directors on executive committee: Louis R. Hill, chairman, and general manager, former news editor of KYA San Francisco and an- gellant, Washington, also ex-Washington of American National Relations Unit. Don Kehrer, vice chairman, warehouseman with Associated Cooperatives Inc., Oakland, Calif.; Charles Davis, treasurer, executive secretary of Institute of International Relations, Mills College, Oakland; Philip Stearns, news chief of KNON (FM) San Francisco and ex-news editor at KYA; John Waldron, free-lance radio writer and producer.

Erie, Pa.—Unity Corp., Class B, proposed Channel 246 (97.1 mc). Unity Corp., also WJNO (AM); WEDM, FM Toledo, holds permits for FM also in Spring- field and St. Louis, Ohio. FM is headed by Edward Lamb and Prudence H. Klaw, m together own 46% Picture Waves Inc., Columbus, Ohio, FM grant, together hold 55.5% of Dispatch Inc., TV grant at Erie.

Fairmont, W. Va.—Fairmont Broad-
(Continued on page 97)
Chesterfield wants to be *satisfied* too . . .

That's why WNBT was chosen—through Newell-Emmett—to broadcast the New York Giant games in 1948.

to borrow the phrase . . . SATISFY YOURSELF . . . like Liggett and Myers, that NBC is the right combination for *your* television plans.
ANA
(Continued from page 23)
exposed to fewer commercials than others purchase far more goods than those on whom many advertising dollars are spent. He claimed that NRI research could eliminate such waste.

ANA's Radio Council, underwritten by 20 national advertisers who are charter members, discussed the concept of the AFRA in a closed session Tuesday afternoon, while the television industry came in for only passing references.

Radio managers turned to the convention agenda centered around business practices and techniques, employer-employee relations, personnel and community relationships, the role of cooperative advertising in modern merchandising, and advertising budget appropriations. General theme revolved around the perennial question, "How to get the most for your advertising dollar?"

Robert Brown, vice president of Bristol-Myers and chairman of ANA's board of directors, told listeners at a Wednesday session that the pattern of the joint ANA-AAA committee to improve public understanding of our economic system is founded on the principle that "in a war of words" preservation of an understanding attitude of the people toward industry is "primarily an individual company job . . . one that cannot be delegated to others."

Wells Talk

Members also heard Kenneth D. Wells, director of operations for the joint committee, assert that the only avenue of communication in America "untouched by Communism" is that used by advertisers.

"The job of 'selling' America by the advertising industry is a necessity for business operations and can and must be the affirmative answer to Stalin, whose goal is to conquer America's minds," he declared.

Points to be considered in employee relations were outlined Tuesday by Robert Creagh, Cleveland public relations consultant. They were (1) constructive top management leadership, (2) sound organization structure, (3) good staff personnel work and (4) objective analysis and dynamic indoctrination. His talk, one of a series under the auspices of the joint committee, was part of a session generally devoted to several case histories from companies which had successfully applied product selling principles to problems of personnel and community relations.

Cooperative advertising was touched on by Walter H. Lowy, vice president and advertising director, Ford Co., who said the responsibility for proper handling rests not with retailers or media but "directly on the shoulders of national advertisers." Such advertising, he added, has a valuable and necessary place in modern merchandising.

Wednesday's luncheon session featured an address, "Capitalism Can Survive," by Louis M. Hacker, professor of economics, Columbia U.

Hugh Feltis, president of Broadcast Measurement Bureau, urged ANA members "not to let the success of BMB's first measurement . . . freeze the entire industry's objectives or techniques." At the same time, he urged advertisers to consult with their agencies on how BMB might better serve them. He said BMB's strength lay in the fact it "is governed by those who actually use its findings and who are concerned solely with considerations of accuracy and usefulness, qualified by cost."

Calls Radio Selective

Samuel H. Norcross, vice president, Audience Research Inc., told members that "actually radio represents a lot of media ... programs have widely different kinds of audiences, just as magazines do." Speaking on "A New Guide to the Selection of Radio Talent," Mr. Norcross said that ever since radio first became a major national medium, many advertisers have been buying radio circulation as though it were one distinct advertising medium when "actually radio represents a lot of media."

Describing techniques used by Audience Research in measuring the popularity of radio performers as distinct from programs—with respect to their value to national advertisers—Mr. Norcross stressed evaluation of newcomers "who are penalized by their time spots."

"We tend to forget," he said, "that the big circulation getters in radio were not born with a full set of teeth and a 25 rating."

Development Traced

Charles F. Roos, president Econometric Institute Inc, speaking on "The Business Situation and Outlook," traced the development of the radio industry. "Radio has been added to a vigorous publishing industry which has been able to maintain its position despite the new competition," he said.

"Upon these two giants—radio and periodical publishing—has been built the advertising industry . . . Population growth and American inventive genius have demanded new markets and the three musketeers—radio, advertising, and publishing—have exploited them . . . In less than 30 years the entire broadcasting industry has developed."

William N. Connolly, advertising manager, S. C. Johnson & Son, Racine, Wis., delivered a talk on how his firm merchandises its radio program—Fibber McGee & Molly—to dealers and salesmen. A considerable amount of its promotion and advertising, concerning uniforms, packages, mailing pieces and product labels, are built around the show and certain of its personalities, he said.

Government Disc

PRINCIPAL recording contract for all government pressings has been awarded Allied Record Mfg. Inc., the Bureau of Federal Supply has announced.

Allied has the contract for all masters and instantaneous recordings. Subcontractors are: American Broadcasting Co., New York; Universal Recording Co., Chicago; Radio Recorders, Los Angeles; and U. S. Recording Co., Washington.

Various government agencies and departments such as Treasury, State, Agriculture, Dept. of Defense, etc., order their requested pressings, under the basic contract. No overall figure could be quoted for the extent of the contract, as there is no specified sum, the agencies placing their orders as their needs arise.

Last year's contract was with NIB. The new contract was let March 1, and became effective March 15.

N. Y. Ad Club's Nominee Slate Headed by Haire

A NEW SLATE of officers was proposed by the nominating committee of the Advertising Club of New York last week to be presented for vote at the annual meeting May 11.

Nominees were: Andrew J. Haire, president of Haire Publishing Co., president-elect; Stanley Besor, president of J. Walter Thompson Co., vice president, three years; John H. Ryter, president of Norm Advertising Inc., vice president, one year; and James A. Brewer, president of Brewer-Canelino Inc., treasurer.

Two members have been nominated as directors for three-year terms: Eugene S. Thomas, sales manager of WOR New York and retiring club president; and Walter Bruce, advertising manager of R. C. Bohack Co. Other directors nominated are James W. Newbrow, treasurer of Polygraphic Co. of America; George P. Hall, president of Radio Recorders, Inc.; Thomas J. Watson Jr., president of International Business Machines Corp., and G. A. Nichols, senior editor of Printers Ink Publishing Co.

TIPS on television installation in public places have been compiled in a brochure by the RCA Victor Home Instrument Department.

ON STEPPING into his new position of comptroller of WBT Charlotte, James Steele (III) welcomes his new assistant, C. Kenneth Spencer, who the chief accountant, Mr. Steele has been with WBT for a year; Mr. Spencer has just transferred to the station after six years with the government.
Each year millions of ardent baseball fans follow their favorite team via Gates remote-control equipment. Whether World Champions or the local soft ball team, baseball fans demand colorful vivid broadcasts and when the bases are loaded it’s no time for a “due to conditions beyond our control” announcement. The reason for Gates remote equipment popularity is the sturdy continual top-notch performance — the same quality that makes World Champions in baseball. Perhaps that’s why baseball parks everywhere—large and small—have Gates remote broadcasting apparatus as a permanent season’s fixture.
Clear Opponents Reply

(Continued from page 28)

author of the measure, attended regularly, and on occasion was the only member present. Members participating on a less regular basis included Chairman Wallace W. Hooper of Me., whose activities are being limited on doctor's instructions; Acting Chairman To- bey; and Sens. Clyde M. Reed (Kans.), Albert W. Hawkes (N.J.), and Hon. E. Capehart (Ind., the Republicans, and Sen. Tom Stewart (Tenn.), Democrat. Sen. Zales N. Eton (R-Mont.) sat in on some sessions although not a member. Sen. Sen. would have been representative on hand throughout both weeks of the hearings, though his personal participation has been limited.

Running account of the past week's sessions:

MONDAY MORNING

Sen. Johnson explained that he had invited Comdr. Craven, the first witness, to testify. CCBS spokesman, he recalled, had said Comdr. Craven at one time actively supported clear channels. He called attention to the former FCC member's radio experience, declaring: "I doubt if there is another man in America who knows more about the subject we have before us." He noted that Comdr. Craven headed the U. S. delegation to the first NARBA conference, saying he might well be called "the father of NARBA."

Comdr. Craven opposed higher power and favored breakdowns but questioned the wisdom of legislating "specific limits upon future technical developments." The John- son Bill's anti-monopoly objectives, he said, might be reached better by amendment of the Communications Act's provisions (Sec. 307-b) dealing with equitable distribution of radio facilities. His suggested amendment:

...the Commission shall not issue any license permitting the use of a frequency in any location in such man- ner that the same frequency may not be used effectively and simultaneously by stations in at least one other lo- cation within the U. S.

Comdr. Craven said 1-B stations would be needed; his idea of dupli- cation did not anticipate regional or local stations on present clear. When he said that present service would be improved by putting about three additional stations on each present 1-A, Sen. Tobey repeated the remark and said: "I hope the committee will get the import of that statement."

Comdr. Craven said the late President Roosevelt once asked him to recommend a plan whereby the Government would operate six to ten 1,000-kw stations. Mr. Roose- velt, he said, felt the Government, if anyone, should operate such sta- tions. "I think I was able to dis- suade him from that course of ac- tion," Comdr. Craven said.

He opposed the use of 760-kw on 1-B's as well as on 1-A's. The "sin in superpower," he said, is the "wide disparity" between the lowest and highest powers. He thought FM would "ultimately" supplant AM, but even then it felt it would not be possible to have, "for example," U. S. with FM alone, though it may be "physically" possible to do so.

Spearman Reluctant to Appear

When Sen. Capehart asked whether he had technical data to support his conclusions regarding the value of clear-channel break- downs, he referred to briefs filed in the FCC hearing by Paul D. P. Spearman, counsel for the Regional Broadcasters Committee. Comdr. Capehart, who had been invited to briefs filed in the FCC hearing by Paul D. P. Spearman, counsel for the Regional Broadcasters Committee. Comdr. Capehart, who had been invited

Spearman was reluctant to appear because of the "ethical situation," but suggested that the Committee might call him. Then, when he put the point that he had no quarrel with the overall objective of the Johnson measure but that he was "greatly disturbed" by the attempt to trans- fer the technical problems of clear-channel licensing from FCC back to Con- gress. He said he did not know what confusion it might lead to. He noted that the Communications Act imposes two obliga- tions: (1) an obligation to issue licenses to improve reception, and (2) an obligation to deny licenses where interference would otherwise result.

Congress, he pointed out, turned technical detail over to the FCC, and provided that FCC should undertake the technical authentication of radio stations. He said he "could work out something," but that he didn't think the problem could be improved by turning it over to Congress. He added that it is an "interesting question" whether Congress, when a matter is pending before FCC, should undertake to decide it. Sen. Johnson felt that Congress "cannot abandon its responsibil- ity."

Capehart Cites New Outlets

Sen. Capehart, noting the hun- dreds of new stations licensed by the FCC, said whether the Commission wasn't doing "an excellent job" combating monopoly in that regard. Comdr. Craven agreed, but said the question now was a policy matter which goes much further. To further questions by Comdr. Capehart, he said Cowles would seek clear-channel operations in Des Moines (KRN T) and Boston (WCOF). He conceded that it is not the present clear-channel station in Des Moines which gives KRNT its greatest competition for local advertising.

He stressed that breakdowns would not impair the Supreme Court's decision. If the U. S. has "a competent delegation." He main- tained that "we don't have to make a bad agreement," and noted that any such treaty must be ratified by the Senate.

Edwin B. Crane, managing di- rector of the "XL" stations in the Pacific Northwest, who was char- acterized by CCBS spokesmen as leader of the opposition to clear channels, told the Committee at the hearings that he would not talk directly with Sen. Johnson about his bill. Sen. Johnson agreed.

Mr. Crane said he had a fi- nancial interest in six stations, one of which is a limited-time Clear Channel station (KXXL, Portland). But he said he neither forego full time operation forever see "super-power" on any channel. He evidenced that duplicated services four full-time stations might also seek a new station in Montana.

Mr. Crane presented a series of maps, based on CCBS survey data, which showed listenership to vari- ous 1-A and 1-B stations. The pur- pose, Mr. Crane explained, was to show how 1A channels are be- ing "wasted" in great areas of the nation. He emphasized that WOR, New York, which duplicated, serves a greater population than 1-A network stations in New York, according to CCBS findings.

Sen. Capehart interrupted at one point to object that the maps "disprove" the charge that clear- channel stations have a monopoly. Sen. Johnson replied—and Mr. Crane agreed—that they show "monopoly of the channel."

MONDAY AFTERNOON

Clear-channel stations, Mr. Cra- ne said, were asking FCC "not only to protect them as vested interests but to grant them more and more power—power to destroy regional and local stations economically— power to dominate the dissemination by radio of intelligence—relig- ious, political, economic or social to the people of the U. S."

Passage of the bill, he continued, "would not deprive a single lis- tener of a single program," but would furnish many programs not presently available to thousands of listeners. And, he added, it would maintain the status quo of 50-kw stations.

Of the clear-channel contention that duplication would cause the U. S. to lose international rights to the frequencies, Mr. Crane com- mented, that "nothing is in the Havana Treaty to support the clear-channel argument."

It cannot be too often repeated, he said, that "allocation of treaty- approved frequencies to one or more stations is the sovereign right reiterated and recognized by the Treaty specifically and definitely."

Clear-channel programs and lo- cations "believe their purpose," said Mr. Crane. But that these stations would radiate a stronger signal over greater areas, he argued, "does not establish or mean that the rural listener has

(Continued on page 72)
From this package come the finest recordings in the world

Presto
GREEN LABEL DISCS

ALSO AVAILABLE—Presto Brown Label discs. They're one-side perfect...with a flaw on the other side you probably couldn't find. Perfect for one-side recordings, reference recordings and tests, and at greatly reduced cost.

FREE! Presto will send you free of charge a complete bibliography of all technical and engineering articles on disc recording published since 1921. Send us a post card.

Presto Recording Corp.
New York, N.Y., U.S.A.
Clear Opponents Reply
(Continued from page 70)

better or improved programs.

Using BMB figures and a series of maps, he showed the areas and listeners covered by the various clear-channel outlets and how he felt the frequencies involved could be made available to other parts of the country with no harm to the 1-A outlets.

"Why must these frequencies be so wasted?" he asked. "Is it because so many of these clear-channel stations are owned or operated by the networks," he continued, "or is it because their profits as a group have run up around 50% of their gross revenue?"

Whatever it is, he added, "It has been a distinct disservice to the people of the U.S. and it is up to you gentlemen of Congress to correct the injustice..."

Against Status Quo

The broadcaster "implied" the committee not to follow the suggestion made by NBC the preceding Friday [Broadcasting, April 12], which entailed keeping the status quo, withdrawing the bill and sending the whole matter back to the FCC.

Before calling the next witness, Sen. Tobey read a telegram from Gene O'Fallon, general manager, KFEL Denver, in which Mr. O'Fallon pointed out that the opposition to the bill presented on Friday by Earl M. Johnson, MBS director of engineering, did not represent the views of his station. Mr. Johnson, he said, was probably speaking in behalf of WOR, New York and WGN Chicago.

Bert Georges, vice president and general manager of WHEB and WMFM (FM) Portsmouth, N. H. and WWXO Concord, N. H., asked for duplication "in order that a more equitable distribution of radio service be made." Mr. Georges claimed that new engineering techniques made it possible to duplicate "without jeopardizing the economic stability of clear-channel stations."

Agrees With Craney

Like Mr. Craney, he attacked the clear-channel group's argument that clear stations must be maintained to protect the rural listener. "You station," he declared, "can render any real service to an audience more than 750 miles distant, rural or otherwise."

Mr. Georges said "superpower" had been brought in as a "red herring." "If you don't really believe," he said, "that the proponents of this thinking had any idea that their request would be granted, but it is more likely that they argued for more power in order that they might at least retain what they had."

Senator Copenhaver wondered how WHEB would be affected if, for example, a station in Boston were given "superpower." Mr. Georges replied that the Boston station would cut his revenue and he in turn might have to cut expenses and public service programming.

Mr. Georges said WSB Atlanta, whose frequency he shares in the daytime, gives no usable signal to his area at night, thus depriving the people of radio service which he might give. This prompted Sen. Tobey to remark that his committee, working with FCC, could accomplish some "benevolent results." The Johnson Bill, he said, would hurt no one and bless many.

A. Frank Katzentine, president of WKAT Miami Beach, favored breakdown of clear channels but didn't believe it was inconsistent to have power in excess of 50 kw. He said he didn't know about 750 kw, but he thought a station should have "enough power to do the job in its community."

Power Necessary

Mr. Katzentine described the poor groundwave and storm conditions in Florida which made it necessary to have more power than in other sections of the country. Another Florida problem, he said, is interference from Cuban and other stations to the south.

Propaganda broadcasts which the "Voice of America" sends to the southern countries are wasted, he argued, since they are on shortwave and the people down there don't have shortwave receivers. His suggestion was to beam on long wave from Miami.

FCC, he said, doesn't have the right to make policy. If AM stays in, he added, "they [FCC] may have to go back and reallocate the whole thing."

Sen. Johnson said he agreed with the statement about shortwave service being wasted, but he wanted to know how much coverage Mr. Katzentine would want in the U.S.

The witness said he should be able to cover his own state and that no broadcasters should attempt any more than that since they cannot possibly understand the problems of other areas.

TUESDAY MORNING

Sen. White, only committee member present when the Tuesday session opened, noted that the first two witnesses on the schedule were absent and warned that in the future those who failed to appear at the scheduled time might get no opportunity to testify.

He called first upon Frank U. Fletcher, Washington counsel and half owner of WARL Arlington, Va., who endorsed the bill in behalf of his own and 13 other clear-channel daytime stations.

Mr. Fletcher argued that 750-kw clear-channel stations would "completely dominate the dial," economically and from the standpoint of listnership.

He contended 1-A channels could be broken down without harming present or future listeners, and that use of 750 kw "would only aggravate" the present "wasteful" use of channels.

Mr. Fletcher said daytimers' present broadcast day ranges from 9 hours in winter to 14 1/2 in summer. If the 750-kw plan were put into effect, he said, this would be reduced to 5 1/2 and 10 hours, making it "economically impossible for hundreds of stations...to maintain their operation." As a safeguard, he asked that the Johnson Bill be amended to preclude FCC from extending protection to or from daytimers' signals of stations below 12,500 kc.

Mr. Fletcher appeared for the following daytime stations, in addition to WARL:

KRCV Goose Creek, Tex.; WCRA Elgin, III.; KWIR Hutchinson, Kan.; WCWM Canton, Ohio; WTOR Winston-Salem, N. C.; WISP, Longdaches, Tex.; WCLE Clearwater, Fla.; WAIT Chicago; WNOO Oneonta, N. Y.; WCPS Tasper, Tex.; WTHE Clinton, N. C.; WFTW Fort Wayne, Ind.; KCLE Cleveland, Ohio; WBNX Saginaw, Mich.

Hubert Taft Jr., managing di-

(Continued on page 74)
Simple New Solderless Couplings

Maintain Constant 51.5 Ohm Impedance

ANDREW

Flanged COAXIAL

TRANSMISSION LINE

FOR FM-TV

Offering the dual advantage of easy, solderless assembly and a constant impedance of 51.5 ohms, this new ANDREW FM-TV line is available in four diameters. Each line fully meets official RMA standards. It also is recommended for AM installations of 5 Kw or over.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections are easily bolted together. A circular synthetic rubber "O" gasket effectively seals the line. Flux corrosion and pressure leaks are avoided. A bullet-shaped device positively connects inner conductors.

Close tolerances are maintained on characteristic impedance in both line and fittings, assuring an essentially "flat" transmission line system.

Mechanically and electrically better than previous types, this new line has steatite insulators of exceptionally low loss factor. Both inner and outer conductors of all four sizes are of copper having very high conductivity.

Flanged 45 and 90 degree elbow sections, and a complete line of accessories and fittings available.

Better be safe, than sorry. Avoid costly post-installation line changes. Get complete technical data, and engineering advice, from ANDREW now.

ANDREW CORPORATION

363 EAST 75th STREET - CHICAGO 19

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
Clear Opponents Reply
(Continued from page 72)
rector of the Cincinnati Times- Star's WKRC, reasoned that 1-A stations represent 1.2% of all sta- tions but occupy 25.6% of all avail- able frequencies (AM). When WLW Cincinnati operated with 500 kw, he said, "every other sta- tions in that vicinity certainly felt the economic effects.
To retain clear channels and raise their power, he charged, would accentuate "to ruinous ex- tent" the present "undesirable economic situation."

The ideal situation, Mr. Taft said, would be one where all stations in an area operate with the same power, as in AM. He con- ceded that at that stage states should not be practical to attempt such an equalization in AM.

AM earnings, he said, are par- ticularly important to helo pay for television and FM pioneering. He said WKRC is encountering rela- tively low losses in FM, but will have a "more difficult time" when it moves into television. He main- tained Cincinnati cannot support 20 stations (AM, FM, TV), or four television stations.

Mr. Taft said the reason NBC has no affiliate in Columbus is that "that city is served by WLW."

Asked by Sen. Tobey about the status of Stratovision—though the system was not mentioned by name—he said he hadn't followed it closely but that he hoped it would not work because it would have the effect of "super-power."

Between witnesses, Sen. Tobey read messages from KFUN Las Vegas and the 12 stations of the Iowa Tall Corn Network endorsing the breakdown bill.

Brechner Testifies
Joseph L. Brechner, general man- ager of WGAY Silver Spring, Md., said daytime stations, such as his, were forced to impose limita- tions upon the use of their fa- cilities by local organizations, and that the problem would be increased during political campaigns. He sub- mitted messages from a group of local organizations endorsing the Johnson Bill.

He said WGAY would not be directly affected by the bill since it uses a Mexican clear channel, but would apply for a U. S. clear channel, should breakdowns be made.

To questions from Sens. Tobey and Hawkes, he said WGAY handled $96,000 in business its first year and came out $210 in the black. But he said he felt the station had done relatively well for its first year.

Chet L. Gonce, of KXXL, said his station "has no thought of fil- ing for a clear channel or high- power station of any kind," but opposes retention of clear channels as "an absolute waste of our valuable radio frequencies."

He noted that the home states of 10 members of the committee have no clear-channel stations. Sen. Chambers said he would land to reach Indians via WLW (pay- ing for "great coverage in other states that would be of no use to you") or via a large number of lower powered Indiana stations ("and be content with a small por- tion of the radio audience").

Sen. Hawkes challenged this point, claiming he could reach all of New Jersey by using half a dozen stations. He said the popu- larity of stations was a question of building up an audience, and "I'm not interested in tearing any- body down."

Mr. Gonce maintained that Congress should pass a resolution, along with the Johnson Bill, stipu- lating that in breaking down the 1-A, the sites in the East should be dominant and those to the West should be required to give protection by using directional anten- na.

TUESDAY AFTERNOON

Martin Karig, president of WWSW Glens Falls, N. Y., told the committee of economic loss which he said his station suffered from the addition of a 5-kw outlet 60 miles away in Albany. This, he said, would be repeated on a much larger scale all over the country if power of 750 kw was allowed a few years.

Andrew Jarema, president and general manager of WKOP, day- time outlet of Binghamton, N. Y., described the lack of good service in his area at night. He said that even if the station could receive a dependable signal from WSB Atlanta, dominant station on WKOP's frequency, the people would not be interested in WSB pro- grams since they can get them from local NBC stations.

WGTL Position
Fred H. Whitley, owner of WGTL Kannapolis, N. C., took a similar position. He described the local services of his station and said the people couldn't understand why it didn't broadcast at night. Hal Seville, WGTL manager, supported the stand taken by Mr. Craney the previous day.

Sen. Tobey revealed that a din- ner conference of FCC and Commit- tee members was being arranged for discussion of technical matters and "all the problems."

Former Sen. Burton K. Wheeler of Montana, whose appearance highlighted the day, told the commit- tee he was more interested in himself and because Mr. Caldwell, CBS counsel, had brought his name up.

A statement by Mr. Caldwell that Sen. Wheeler had slipped the 50-kw resolution through the Sen- ate in 1938 when only a handful of members were present was termed an "absolute misstatement of fact."

Mr. Caldwell, he said, had criti- cized his opponent, because he didn't have facts or law. "He (Mr. Caldwell) can't understand how anyone could do anything for the good of the country," declared the former legislator.

"He thinks no one has sense unless they agree with him and when he seeks to infer that everyone not in favor of his side has ulterior motives, it's ridiculous," Sen. Wheeler continued. "He has jumped on everybody, but he's not going to get away with it as far as I'm concerned."

Clear-channel stations, led by NBC, have carried on a high- powered propaganda campaign for a long time, he charged. The net- works and clear-channel stations, he continued, have hired many top FCC lawyers and commissioners as soon as they resigned from FCC. Sen. Wheeler said he was once told by a Commissioner that "everyone at FCC is looking forward to stepping into a job with a big private chain."

"How can you expect good regu- (Continued on page 76)

SPARKS flew in Los Angeles last week over the contentions of Cal- ifornia's chief general manager of KFAC, that KFI, also in that city, is monopolizing frost warning and weather bureau reports.

Mr. Smith had charged in a tele- gram to the Senate Interstate Com- merce Committee, which was con- sidering the Johnson Bill (S-2231), that KFI had an arrangement with the local U. S. Weather Bureau whereby that station got first crack at weather reports.

In reply, William B. Ryan, KFI general manager, branded the al- legations as "colossal ignorance."

Mr. Ryan said that for many years KFI, despite the problems involved with the work and agencies, has continued to hold the frost warning service as more important than any other material broadcast over the station. The KFI man-ager said he felt that the decision in such cases is entirely up to the weather bureau and that if Mr. Smith has failed to get such weather information as he desires, it is "due to any monopolistic agreement set up by KFI."

Mr. Smith, on the other hand, contended that the matter is one of concern to him at present even though his power does not equal KF's. His concern, he explained, is because KFAC intends to file for 50 kw as soon as the question of clears has been clarified.

WEATHER REPORTS
KFAC Says KFI Has Monopoly
With Local Bureau

WHAT'S A FEW MILES BETWEEN MARKETS—PLENTY! when the next biggest is 122 miles away

Amarillo 122 miles from the dollar million Lubbock area. Fort Worth 290. In Texas distances are vast, com- munity interest strong. It takes KCBD — programmed for the 396,000 South Plains folks — to sell this 30-county area. More local merchants use KCBD than use the other two stations com- bined. It sells in the South Plains.

Page 74 • April 19, 1948

Amarillo
LUBBOCK
EL PASO
FORT WORTH
SAN ANTONIO

HCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.
REAL Mike Flexibility for the SOUND EFFECTS MAN

Your microphone, when attached to a Dazor Floating Arm, can be switched instantly from one sound-making device to another.

With the tips of your fingers—just a gentle push or pull—you can float the mike into hundreds of practical positions. You can tilt or turn it, raise or lower it, swing it from side to side and regulate its reach. This unique floating action results from a Dazor-patented mechanism which holds the arm firmly (without locking) wherever it is positioned.

As the accompanying photographs suggest, a Dazor-floated microphone picks up sound effects more easily and accurately. It facilitates directional pickup during group broadcasts...frees the emcee from manual mike adjustments...simplifies control-room operations. Its flexibility and stay-put-ness are conveniences which appeal greatly to plane, train and police dispatchers.

The Dazor Floating Arm is adaptable to any mike and can be individualized to meet space limitations. Choice of two bases—the Pedestal type pictured here and a Universal model which fastens to any flat, sloping or vertical surface.

Phone Your Dazor Distributor for full details. If you wish the name of this helpful supplier, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.
Clear Opponents Reply
(Continued from page 74)

lation" asked the former committee chairman, with a sarcastic attitude of "What have you done for me later?"

Arguments advanced by clear-channel proponents were taken up and opposed individually by Sen. Wheeler. First was his suggestion that action by the Senate should be withheld until FCC decides the pending clear-channel case.

It is the duty of Congress, and not the FCC, he said, "to establish basic legislative policies. It is the duty of the Commission to execute the policies as laid down by Congress."...continued.

It is a source of amazement to me that the clear-channel group, who protest daily about private enterprise, insist on protection by Congress from bureaucratic interference with private enterprise, now for their own selfish interest completely reverse their field and ask you to abridge your position and turn the legislative process over to the FCC, an agency of the federal government. You may be assured that the members of that body, empleado by the public, will always have at heart the public interest.

Leaving the matter to FCC, he argued, has resulted only in more and more hearings. Reviewing the FCC chairman, he asserted that Mr. McNinch never did anything; that Mr. Fly wanted 15 super-power stations, but the people would never stand for it; that Mr. Porter was in favor of breaking down clear channels only to be heard, that Mr. Denny was in favor of duplication but only held more hearings.

The second argument with which Sen. Wheeler took issue was the claim that the Johnson Bill would close narrow technical questions on which FCC alone is qualified to pass.

Policy Questions Involved
This is not so, he said, declaring that the broadest possible policy questions involved in monopolistic censorship, survival of small business, control of political campaigns and elections and a host of related issues, were only held up because the advanced are "camouflage," he charged, adding that they "[c]lear-channel stations] take one position one time and the diametrically opposite the next.

Third point answered by Sen. Wheeler was that it was "passing strange" for the Senate to suddenly concern itself with the issue. Citing a public hearing he pointed out that the Senate had considered the issue ever since it was raised as early as 1934.

In recent years when frequencies became even scarcer, he said, proposals from locals and regional and those interested in new stations mounted higher. Heeding these protests, Sen. Wheeler said he and other committee members discussed the idea with the chairman after chairman of FCC.

"Each one in turn promised to take action," he said. "Each one in turn made some gesture in that direction, either by inaugrating a hearing or by issuing a press release, or otherwise, but no one put an end to the dilatory tactics of the clear-channel group, their vested interest, and the public relations people to bring about a decision in line with public interest and necessity as it exists today."

The witness related some examples of unfair treatment by radio and suggested legislation be enacted to require equal treatment of both sides of controversial questions.

Sen. Tobey indicated he agreed with Sen. Wheeler that no alternative exists but to break down clear channels and limit power Radio channels, shouted Sen. Tobey, "are God-given assets belonging to the people."

Wheeler Denies Influence
Sen. Wheeler denied accusations that he had anything to do with introduction of the Johnson Bill, adding that he didn't even know it was introduced until he read about it. Sen. Johnson concurred, saying he hadn't discussed the subject with Sen. Wheeler for at least five years.

"I think it wholly appropriate," Sen. Wheeler told the committee, "in view of this long history, and in view of the precedent found in the activities of this committee for 14 years, for it to state in clear and unmistakable terms for the benefit of the new chairman and new members of FCC, the policy and intent of the Senate with respect to the . . . issue."

"In order that the clear-channel group may not use this bill as a device for further delay," he suggested that it be changed to a Senate Resolution so that it can accomplish its purpose "just as effectually and far more swiftly."

After Sen. Wheeler had concluded his statement, Victor Sholis, CBS director, told Broadcasting that his group was "delighted to get Sen. Wheeler out of the back room and into the open on the Johnson Bill."

Rep. Wesley A. D'Ewart (R-Mont.), speaking for his constitu-

ents, said they did not want to see local stations jeopardized by granting of "super-power." Highpowered stations, he said, cannot give proper local service.

Rev. William Fitz of Miles City, Mont., representing KRFJ in his city, said that stations in Denver, Salt Lake City and St. Paul even now are making it difficult for KRFJ to exist. With superpower, he said, the big stations would corral the national and local revenue and force smaller stations into starvation. "Upon this bill," he declared, "depends the survival of stations like ours."

Seymour N. Siegel, director, radio station WNYC, New York City and director of its municipal station, WNYC, introduced a memorandum he had received from Mayor William O'Dwyer in which the Mayor said he felt passage of the Johnson Bill "would definitely be in the best interests of the broadcasting operations of the city of New York."

Mr. Siegel said that engineering testimony of both WNYC and WCCO Minneapolis, with whom the station is shared, agreed that were WNYC to operate fulltime, nighttime interference would occur only in a remote tip of Wisconsin. FCC, he added, also concurred in the findings.

No Interference Encountered
WNYC has been operating until 10 p.m. for the past six years under a special service authorization, and in all that time, according to its director, not a single letter has been received reporting interference.

Attorney Franz O. Willen- bucher, representing WIKY and WIKY-FM Evansville, Ind., told the committee that (1) No compelling reason exists to increase power of clear, (2) such action would detrimentally affect economic interests of small stations, (3) to increase power and protection of clear would tend toward monopoly and place too much power with too few, and (4) creating further expensive channels would be inconsistent with policy established by Congress in Sec. 307(b) of Com-

munications Act which requires equitable distribution of facilities geographically.

In addition, he maintained, increased power would not be necessary to protect our treaty rights.
The policy implications, said the witness, are far too great for FCC to decide without instructions from Congress. He doubted that the failure of Congress to take positive action now "might well be regarded as tacit approval by it for increased power."

WEDNESDAY MORNING

Stephen Tuby Jr., Washington attorney, endorsed the bill on behalf of seven daytime stations. He contended that "bad location," not insufficient power, reduces the effectiveness of clear-channel stations, and that the Johnson Bill "would effectuate the purposes of the Congressional mandate" contained in the equitable-distribution clause of the present Communications Act. Mr. Tuby appeared for:


Sen. Pat McCarran (D-Nev.) appeared briefly to endorse Tuesday's testimony by Mr. Gonce of KXXL Reno, and to put himself on record favoring the Johnson measure.

James G. Patton of Denver, presi-
dent of the National Farmers Union, said NFU felt "super-power" would "squeeze small stations off the air" and that farmers opposed the present 50-kw ceiling "if stations are located, FM is used as it should be, and the band 540 kc is used to supplement the present inadequate bands which land-grant colleges now have at their disposal."

He said FCC should start at once to "set up a pattern" for the shift from AM to FM in urban communities, and move before the Present 50-kw power stations to areas that are now lacking good radio service.

Sen. Johnson read into the record a message from the Michigan State Grange declaring public interest would be served by enactment of the pending bill.

John W. Boler, operator of KSJB Jamestown, N. D., and president of the new KIOA Des Moines, endorsed McCarran's bill to converting 1-A stations into 1-B's. He said WHO Des Moines, WCCO Minneapolis and WLS Chicago have consistently sought to serve farmers "for no selfish reason other than to serve their communi-
ties."

But these, he said, "are the exception."

"I can prove to 20 to 1 that local and regional stations mean more to the farmer than clear channels," he declared.

Miss Marion S. Wyckoff, appearing for WKDK Newberry, S. C., entered a statement urging the committee not to "pull the chair
out from under small stations by permitting powers above 50 kw.

Harry J. Daly, Washington attorney, spoke for 10 stations or applicants in support of the bill.

"There is now a dearth of local service because of the present allocation system, and an increase of power would make the situation worse," he declared. He contended power boosters would further limit co-channel daytimers, whereas the real need is for action "to increase the availability of service for mediumsized and small cities and towns." Mr. Daly appeared for:

WCNT Centralia, Ill.; WLDS Jackson-ville, Ill.; WSV Pietkin, Ill.; WMBM Ma- conc, Ill.; WCHB Meridian, Miss.; WQGS Jackson, Miss.; WJKS Columbus, N.E.; Hillside Broadcasting Co., Hillsdale, Mich.; Kewanee Broadcasting Co., Kewanee, Ill.; Mississippi Broadcasting Co., Starksville, Miss.

Hobart Stephenson, owner of WCNT Centralia, asserted from his experience in radio that "there is no such thing as a dependable skywave signal." Speaking for 11 of 12 southern Illinois stations which he said were represented in recent discussions of the Johnson bill, the owner stressed inequalities in present nighttime service in the southern part of his state.

Cites Disaster

He described WCNT's public service activities during the Centralia mining disaster. "What could a station in Philadelphia or Los Angeles do about that?" he asked. Yet, he said, WCNT, a daytimer on WCAU Philadelphia's channel, was not able to get an FCC authority to operate "even an extra hour" during the period of the disaster, despite pleas for continued operation from local authorities.

Rex Howell, manager and owner of KFXJ Grand Junction, Col., maintained that the question of higher power should not be left to FCC alone. He hit the "ever-increasing tendency" of FCC to extend the field of its regulatory control.

Mr. Howell suggested use of clear channels by regional stations at night, perhaps with assignment of some present regional channels to local use. It is the service of small stations, he said, which has been hurt by relaxation of FCC's engineering standards.

If argued that 16 clear-channel stations "have been given the added advantage of use of the lower half of the dial," and submitted a brief from KFEL Denver discussing the relative efficiency of various frequencies.

Sen. Johnson noted that Mr. Howell has made a long study of freedom of speech on the air. Asked whether he agreed that editorializing should not be permitted if the power ceiling is raised, Mr. Howell said he was agreed to the extent that he felt a common editorial policy by "super-power" stations would be a dangerous thing. But, he contended, the old scarcity-of-frequencies argument against editorializing "no longer obtains."

Richard B. Hull, president of the National Assn. of Educational Broadcasters and radio director of Iowa State College (WOI), maintained that "even with a continuance of the status quo, the listening public stands to lose, not the educational licensee." With higher power on clearers, he said, educational daytimers would be further curtailed.

He insisted that it would be better to allow an NAEB station to serve its own area "with its unique type of service" even if a few listeners were thereby deprived of "a general type of program service" from distant clear-channel stations.

He pointed out that NAEB is composed of 23 AM stations (of which 19 are daytime or share-time outlets) and 32 FM stations. The educational broadcasters, he said, are "not asking for special protective favors," but for "a comparative consideration of the merits of each of our specific particular cases." The "issue on which clear channels should be broken down and under what circumstances, should depend upon the relative merits of each case," he asserted.

Mr. Hull submitted supporting letters from the Iowa Farm Bureau Federation, the Western Grain and Feed Assn. and the Farmer Grain Dealer's Assn. of Iowa.

Sen. Johnson meanwhile introduced a telegram from 21 California stations protesting "erroneous" testimony by certain KFI Los Angeles and other California witnesses who opposed the bill. He also introduced a message from a Wisconsin farm group endorsing the measure.

courts and FCC suspended its action pending a court decision, which has not yet been issued. Mr. Leake argued that educational institutions should have equal treatment with commercial interests.

Richard F. Lewis Jr., president of WINC and WINC-FM Winchester, Va., eulogized FM as the only means of rural coverage, predicting that "once they have FM, they'll never listen to AM." He asserted that 110 FM stations, strategically located, would give perfect service to the country's rural areas.

On the question of monopoly, he felt that networks, rather than "super-power" outlets, offered the greatest threat.

Stephen A. Cisler, vice president of WKYW Louisville, cited his own experience of soliciting from advertising agencies at the timeWLW had 500 kw, and said that he was consistently told that WLW covered the area with 500 kw. He charged that the Louisville newspapers which own WHAS will not sell space to any other station in the area.

Arthur McCracken, general manager, WGPA Bethlehem, Pa., told the committee that granting "super-powers" would have "serious" social, political and economic effects.

John Clagett, representing WBBO Forest City, N. C., entered a statement which urged passage of the Johnson Bill to "insure and increase diversification of ownership—our best guarantee of fair and impartial information—the only way to a more enlightened public opinion."

Power in Selling

Wythe Walker, representing the Walker Co., station representative firm, described his long experience in selling time, specifically for WLW when it had 500 kw, and said that power and coverage were always stressed. When trying to sell time for the small stations he now represents, he said the first question he receives is: What's the power?

Granting of "super-power" would be the "death blow" to every regional and local in the U. S., he said.

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**Peabody Awards (Continued from page 85)**

**ter Peabody, late New York banker, and benefactor and life trustee of the U. of Georgia. The university's Henry W. Grady School of Journalism administers the prizes, with the assistance of the NAB, and listener groups.**

The Peabody Board making the selections consists of Chairman Weeks; John H. Benson, former president of American Broadcasting Companies;' Advertising Agencies; John Crooby, New York Herald-Tribune and syndicated radio columnist; Bennett Cerf, president, Random House, publishing firm; Jonathan Daniels, editor, Raleigh (N. C.) News and Observer; Mark Ethridge, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glade, mayor of Salt Lake City; Joe Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempffert, science editor, New York Times; Paul Porter, former FCC chairman; Dr. I. Keith Tyler, director of radio education, Ohio State U.; Ralph McGill, editor, Atlanta Constitution; and Mrs. Elizabeth Ames, executive director, "Yaddo," Saratoga Springs, N. Y.

**Clear Opponents Reply (Continued from page 77)**

predicted. He added that 20 "superpower" stations would be merely 20 network outlets.

Fred Fletcher, general manager, WRAL Raleigh, denied that present network affiliations would not be affected by the granting of Paramount and the American Tobacco Network with which WRAL is affiliated, he said, there are a group of MBS outlets. One of these, he related, was recently granted 5 kw which it overlapped two of the locals in the group. These two have now received notice from Mutual that they are no longer needed, he said, and two additional outlets have been given an alternative of remaining only as "bonus" stations.

Final witness was Donald C. Treloar, owner of KGZ Kalispell, Mont. and president of the Montana Assn. of Broadcasters, who warned that domination of 750 kw outlets would "snuff out" locals and regionals.

The issue, he said, can be reduced to one word: monopoly. "There is and can be no excuse for clear channels owned and controlled by a small handful of people, and everyone knows it," he charged, "but those that control them won't admit it."

Sen. Johnson announced that about 600 letters pro and con would be placed in the record.

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**PARAMOUNT VIDEO N. Y. Theatre Shows Large Screen**

PARAMOUNT PICTURES scored "first" last Wednesday, April 14, when it inititated full movie screen television at the Paramount Theatre, New York, for the first time in New York.

in reply to a question about the legal aspects of theatre television, Mr. Baur, chairman of WBBM, said: "we haven't obtained any injunctions yet." As for the labor side of the picture, he said that the entertainment and technical unions are studying the situation, but that "no "specific agreement' has yet been reached.

Paramount contemplates showing one or two spot news video events a week, he said, adding that a schedule has not been worked out for such showings.

"We might carry the Louis fight [heavyweight title bout June 25]," he said in reply to a question. It is "very possible," Mr. Baur said, that extra admission would be charged for such special video events, in addition to the regular theatre admission. He saw no reason, he declared, why large-screen theatre video of the Paramount pattern could not be extended to all other television cities. He evaded a question whether or not Paramount intended to file for a television station.

WPIX New York, the Daily News video station under construction, lent Paramount engineers who manned the remote truck outside the origination point in Brooklyn, and the microwave relay station.
compounded on Richard R. Huston, president-treasurer, and Mrs. J. L. Wilson, secretary, 47.5% and Wm. H. Braymer, Federal Trade Commission investigator, vice president. Mrs. Huston and Wilson are owners Cinco Broadcasting Co., grantee FM station WOYO Cincinnati. Mr. Wilson in addition is president-Broadcasting Co., grantee FM station WYEE Miami. Fla. WOYO would be dropped if necessary to pursue joint FM-TV ventures. Richard Wilson is single triplex type tower for TV aslural, that is, visual, 1.2 kW power at 400 meters, costs $177,000 first year cost $50,000, revenue $30,000. Applicant is licensee WFMH that city.

Sacramento, Calif. — Sacramento Broadcasters Inc, Channel 6 (82-86 mc), 16 kw visual, 7.5 kw audible. Initial cost $140,000, first year cost $49,000, revenue $75,000. Applicant, licensee KCOS that city, is owned by Lincoln Delnor, also owner Western Radio Adv., Inc., San Francisco, and 96% owner KRC Stockton Calif.

Troy, N.Y.—Troy Broadcasting Co. Channel 3 (165.9 mc), 16 kw visual, 6.8 kw audible. Initial cost $237,205, first year cost $60,000, revenue $60,000. Programming per month: 20 hours remote pickup, 20 hours studio, 8 hours R. Applicant is licensee WYXT that city.

Details of four other new TV applications, reported filed in BROADCASTING, April 12, include: Albany, N.Y.—Albany Broadcasting Co., Channel 19 (185-192 mc), 29.6 kw visual, 14.8 kw audible, $17,746, first year cost $128,000, revenue $75,000. Applicant is licensee WPTX Army.

Clayton, Mo.—Evangelical Lutheran School of Missions Inc., Clayton, Mo., other States, Channel 2 (34.60 mc), 0.98 kw visual, 14.6 kw audible, 1,653 hours per month, first year cost $25,000. Non-commercial outlet New Haven. Applicant is licensee WPCT Clayton, part of metropolitan St. Louis.

Milwaukee—Milwaukee Broadcasting Co. Inc., Channel 6 (82-86 mc), 16.8 kw visual, 8.8 kw audible, $142,050, first year cost $49,000, first year cost $16,000 above present WEXC operation. Applicant is licensee WSEX that city.

Mankato—Kapital Broadcasting Co., Channel 6 (82-86 mc), 17.7 kw visual, 10.9 kw audible, 1,046 hours per month, first year cost $134,050, first year cost $78,000, first year cost $16,000 above present WEXC operation. Applicant is licensee KCBC Des Moines. Note: H. Johns, Mankato radio station owner and board chairman who with family owns 16%, is part owner WBTW Myrtle Beach, S.C., licensee. He has filed application for FCC consent to transfer to 16.8 kw visual, 9 kw audible, $145,000 to Milwaukee WMIW out of KMIW that city.

FOUR new Croydon radio models are released for delivery by Delmar- Wyler Olser, manager of radio and tele- vision section, Delmar-Wyler Corp. Models include new FM-AM radio phone combination; all purpose, high performance portable; and two farm (battery) sets.

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FOUR new Croydon radio models are released for delivery by Delmar-Wyler Olser, manager of radio and television section, Delmar-Wyler Corp. Models include new FM-AM radio phone combination; all purpose, high performance portable; and two farm (battery) sets.

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Seek Video

FCC Torpedoed

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tion, he is entitled as of statutory and constitutional right to an oral hearing." He felt a petitioner "must allege some fact or facts which, if true, present a substantial legal question as to whether he has a right involved.

The appeal was carried up by Washington Attorney Paul D. P. Spearman and his associates as counsel for the Cincinnati 1-B station—was one of eight daytime skywave cases on the court.

All eight involve appeals by 1-A or 1-B stations against FCC grants for daysites on their respective channels.

Two of the eight—both appeals by 1-A WJR Detroit—were argued along with WCKY's rearraignment last June [BROADCAST- ING, June 16].

FCC authorities thought the decision would apply to cases reversed by the Supreme Court, would have "terrific impact" in the way of additional FCC hearings. While the Ashbacker De- cision reversed the most of the mass ex- clusively applications, they felt the WCKY decision could require hearings "almost anytime any station asks for one.

It appeared probable that FCC would take the decision to the Supreme Court. Ninety days are allowed in which to ask for cer- toiorari, but even if the court consents to hear the case it could not be argued before sometime next year.

Returns Case

The lower court sent the WCKY- Stanton case back to FCC "for further proceedings in accordance with this opinion." Since the case was initiated, however, FCC has adopted a policy of holding up all applications for daytime stations on U. S. A-A and A-B channels, pending a decision on its own daytime-skywave case. This case is currently being held up by the also pending clear-channel proceeding.

Meanwhile Mr. Stanton's station has been virtually completed at a cost estimated at $65,000, and the stay order which the court issued against his grant at the outset of the appeal is still in effect.

WCKY, like all but one of the other daytime station applications, contended it would receive interference within its normally protected contours as result of the operation of its co-channel daytime station. FCC argued that its rules do not recognize daytime sky- wave.

The court, in the opinion by Justice Stevens, saw two major issues involved: (1) whether interference will be caused, and (2) if such interference is found, whether public interest requires that it be allowed. The opinion as- serts:

Each of these issues is critical for the public as well as for the private

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ABC

Hayloft Hoedown, Saturdays, originating on WFWL-TV beginning April 24, and Hollywood Screen Test, Thursdays, beginning April 15.

All ABC television programs will be under supervision of Charles C. Barry, ABC vice president in charge of radio and television programming. Mr. Barry said that regular programming would reach a total of 15 hours a week by the end of May when remote facilities from New York will be inaugurated.

WDXY (FM) LAUNCHED AT SPARTANBURG, S. C.

A SECOND Spartantburg, S. C. FM outlet, WDXY, affiliated in ownership with WORD, Spartanburg 250 w full time AM station on 1400 kc, was launched April 14. The station's program一览ary calendar included former Secretary of State James F. Byrnes who has an interest in Spartan Radiocasting, licensee of WORD, and General Manager of Spartan Radiocasting, the other station.

WDXY, operating on Channel 268 (100.5 mc), is powered by a 3-kw Westinghouse transmitter. The Collins 4-bay antenna on top of station's 260-ft. tower, 12 kw will be radiated, according to station officials. The tower and transmitter are located on a high

FCC CONTINGENTS SEE WMAV, RCA PLANT

AN FCC DEPARTMENT in Baltimore Sunapers' WMAV- TV April 9 and another group left April 11 for two day visit to RCA laboratories in Princeton, N.J.

The Baltimore visit was invitation of former FCC Comm. E. K. Jett, now Sunapers vice president and radio director. The trip included inspection of station's new RCA Transit radio bus. Group included:

Comrs. Rosel H. Hyde and George E. Sterling; John A. Willoughby, acting chief engineer; General Counsel Benedict P. Cotton; Assistant General Counsels Harry M. Plotkin and Lester W. Salling, Sunapers' chief; Frequency Allocation and Treaty Division; Cyril M. Bron, chief, FM Broadcasting Division, Engineering Dept.; Harte Com- penthwaite, TV engineer; Edward W. Allen, chief, Technical Information Division; George S. Turner, assistant chief engineer; William P. Masing, chief, License Division; George O. Gillingham, director of information; M. O. Sharpe.

The group going to Princeton inspected RCA developments including results of work at the end of "upstairs" television band [CLOSED CIRCUIT, April 5]. Delegation included:


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WOOD Sale

(Continued from page 30)

(12%), vice chairman of the board and chief executive officer of Mon. Bank. WFBM Inc. operates WEOA Evansville in addition to WFBM Indianapolis.

Prompt action on the Grandwood purchase has been expected since Liberty Broadcasting Co., original bidder for WOOD, withdrew its application a few weeks ago [BROADCASTING, April 5]. Liberty, principally owned by Roy C. Kel- ley and Ray M. Veenstra, secured FCC consent to purchase the station in December 1946 but the transfer was never consummated. Grandwood subsequently negotiated for the purchase and Liberty then filed a competing bid under the Avco Rule. This rival offer was withdrawn when Modern Woodmen of America, Rock Island, Ill., refused to extend its commitment for a $350,000 loan to Liberty.

Commission last week also has approved license of WCKY Denver, 1500 kc, 250 w, from Walter T. Mc- Kay and Arthur Stehling, co-owners, to new corporation in which each holds one-half interest; Walter T. McKay has acquired $5,000 by Gerald P. Fisher, KNAB manager.

WHOD Humestead, Pa. (860 kc, 250 w day), was granted voluntary transfer of control from original group of 17 stockholders to new group including 10 of the former owners and 22 others. Total of 646 shares, $50 per share, representing 65% interest, is involved in reshuffle. Under new setup no one person holds majority interest.

hill near Drayton, S. C., overlook- ing Spartanburg.

Al Willis has been appointed pro- gram director of the new FM out- let, Walter J. Brown, president and general manager of Spartan Ra- diocasting, announced. The other FM station in Spartanburg is WSPA-FM, owned by Spartanburg Advertising Co. and operating on Channel 265 (98.5 mc).

WDXY's sister station, WORD, has been on the air since Sept. 1, 1940. Former Secretary Byrnes also participated in its dedication.

ATOP the O'Sullivan Bldg. tower, Baltimore's highest structure, members of FCC inspect transmitter of WMAV-TV, Sunapers station, (l. to r) Commissioner George E. Sterling; Chairman Coy; Com- misioner Rosel H. Hyde; and Sunapers vice president and executive editor, Neil H. Swanson, who has sparked newspaper's TV programming.

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Shadows Over Radio

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working around a constantly expanding market. Transmitter tubes are being made as fast as possible, but an unexpected high demand by the military may produce civilian bottlenecks.

The Munitions Board is presently launching an investigation into the determination of the 11,000 industrial plants in the nation. [Broadcasting, April 5]. Of this number, 5,000 plants produce component electronic equipment, communications parts or smaller finished products; and 400 plants manufacture larger finished communications items.

They will find the industry is already in high gear.

U. S. Government business of transmitters and equipment manufactures of the Radio Manufacturers Assn. totalled $135,625,975 last year, of which $74,800,000 was radar equipment. The radar sales consisted of $19,500,000 in airborne items; $8,300,000 in radars; $15,300,000 in other items (4,500,000 in search and navigational equipment, $8,500,000 in fire control equipment).

Sales for airborne sales total was composed of $17,100,000 in search and navigational equipment and $2,500,000 in fire control equipment. The shipboard sales totalled of $22,000,000 in search and navigational equipment and $16,400,000 in fire control apparatus.

A total of $25,500,000 was chalked up by the billion dollar industry last year in sales of broadcast transmitter equipment by members, representing 90% of the industry. Domestic transmitter equipment sales amounted to $24,015,677 and export sales totalled $1,935,104.

Equipment Totals

Domestic sales of airborne transmitting equipment totalled $2,594,349 to scheduled carriers and $1,376,076 to non-scheduled carriers during the last year. Sales of group equipment to scheduling and non-scheduled carriers amounted to $124,637 and $67,719 respectively. Export sales of airborne and ground transmitting equipment amounted to $655,152.

Reports of the RCA’s general communications section of the transmitter division show a total of 97,501,392 in sales of medium and VHF broadcasting equipment.

Transmitting equipment and accessories made by RCA members totalled $174,370,000. Sets ran $700,000,000. Tube output consisted of 200,000,000 units last year. Transmitter tubes made in 1946 totalled 11,300,000, consisting of 2,300,000 in cathode tubes and 9,000,000 in industrial power tubes. Experts believe that the production of cathode tubes was doubled in 1947.

A large chunk of defense appropriations under Congressional study now will be applied to the purchase of electronics. And official quarters believe these will represent only token preparedness moves, if that. The war expansion of the 70 group air force would be allowed under provisions of defense measures. Providing expansion were carried out to correspond with present contemplated composition of the 70 group air armada, $54,000,000 more in radio, radar and other electronic equipment purchases would be allowed immediately.

Replacements are contemplated in line with aeronautical developments. The Air Force is also asking 27 Air National Guard units with 2,300 planes and 34 Air Reserve Groups with 2,121 aircraft. The latter two groups will be composed of aircraft not considered to be of the front line category.

NAVY PROVISIONS

Appropriations under consideration for the Navy contain provisions for $58,925,000 for electronics equipment budget, which of this amount $12,575,000 would be for airborne equipment and $46,250,000 for ground equipment, designed chiefly for the U. S. Marine Corps. Navy Appropriations has also filed a supplemental budget request, similar to that of the Air Force, calling for 1,027 new aircraft. The original request for $463,700,000 was boosted by a Congressional committee to $738,700,000 for the aircraft which would include 2 lighter-than-air ships, fighters, attack planes and anti-submarine planes. It has been reported that, like the Air Force, roughly $73,500,000—that is, 10%—of the budget would be earmarked for electronics equipment.

Provision for $10,099,000 in communications equipment, plus a contract authorization of $12,000,000 is contained in the Civil Aeronautics Authority’s budget making a total of $52,000,000 through Congress at this time. Actual expenditures, if the budget is closed, are not expected to exceed $5,400,000, however.

Coast Guard Budget

A total of $1,200,000 for direction finders, radio equipment, radio beacons, remote control and other equipment is a part of the Coast Guard budget. These items are designed for civil functions. The Navy will furnish material of a military nature, it was reported.

There is heavy speculation in official circles that the Coast Guard is preparing a supplemental budget and will submit it soon to Congress.

FCC Torpedoed

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ARRANGEMENTS for broadcasting of the Duluth Rebel baseball games by WRR, the Duluth municipal radio station, this season are completed by 1 to r: Dale Drake, WRR managing director; W. O. Bankston, of Bankston-Hall Motors (Ford agency), the sponsor; George Scheppe, president of the Duluth Baseball Club.

Navy Appropriations

FCC (Continued from page 78)

...by indirectly modify the same, but only will such license be inserted in the record as a token of public interest, and not the public interest requires such modification. Each of such issues... without hearing is not to exceed $5,400,000, however.

Coast Guard Budget

A total of $1,200,000 for direction finders, radio equipment, radio beacons, remote control and other equipment is a part of the COAST GUARD BUDGET. These items are designed for civil functions. The Navy will furnish material of a military nature, it was reported. There is heavy speculation in official circles that the Coast Guard is preparing a supplemental budget and will submit it soon to Congress.

FCC Chairman Paul A. Porter, in an address before the Georgia Radio Institute at Athens April 9, intimated that if such metals as steel, copper, tungsten and aluminum are allocated it may produce dire consequences for the radio industry during its period of rapid expansion.

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Circus Radio
RINGLING BROS. Barnum and Bailey Shows Inc. has been granted construction permit for fifteen portable and mobile radio units in the general mobile, experimental service for use in direct loading, unloading and transport of circus equipment. Radio transmitter-receivers will be installed on railroad cars and other equipment as communication aid in connection with exhibitions around the country.

WAR CORRESPONDENTS MEDALS BILL OFFERED
RESOLUTION to "recognize and publicly acknowledge the gratitude of the U.S. for the loyal service of the men and women of the radio and news services during World War II" and a bill to authorize awarding of medals to certain war correspondents were introduced jointly last week by Sen. Arthur Capper (R-Kan.) and Rep. Edith Nourse Rogers (R-Mass.).

The medals would go to the 16 radio and press correspondents who witnessed the German surrender at Rheims, France.

Sen. Capper, in presenting his bill (S-2481) told the Senate that "responsible journalism, as exemplified by the 16 correspondents who kept their word at Rheims and would not break it, however great the temptation, is an assurance that integrity, decency and honor will continue to rule the channels of communication and govern the flow of information to the people, throughout the United States and the world."

The House resolution corresponding to S-2481 is H.R. 6212.

Radio correspondents who would be honored are W. W. Chaplin, NBC; Charles Collingwood, CBS; Paul Manning, M.B.S.; Herbert Clark, Blue Network (now ABC), and Gerald Clark, CBC.

Airmark of Distinction
The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

FIRST... WHERE THERE'S MOST!
WAJX
NABC AFFILIATE
In Jackson
MISSISSIPPI

ANNOUNCES
The Incorporation of
WAJX-FM
10 KILOWATTS
Effective Radiated Power
Approximately 60,000
On the Air April 15th
5000 - DAY 1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by
the George P. Hollingsby Co.

KIRO Buys 'League'
CBS last week announced purchase of participation in the Housewives Protective League programs by KIRO Seattle, CBS affiliate. It marks the first time, the network added, that an independently owned station has contracted for the participation service. Seattle expands the service to the third largest market in the west and the 16th market in the U.S., CBS said.

TV Cost Survey
(Continued from page 40)
"O" Station Personnel
60 hour week, 100% local**
(a) Nex-Technician
1 Station Mgr.
1 Program Mgr.
2 News Producers
2 News Engineers
2 Clerks (logs, scheduling copy)
1 Artist
1 Commercial Mgr.
1 Salesmen
1 Commercial program service man
4 Secretaries (including program
Units)
2 Messengers
2 Bookkeepers
1 Adm. Asst. (legal, labor, copyright, contracts, etc.)
35 Subtotal
(b) Technical
Chief Engineer
1 Secretary
1 Trans. supervisor
4 Trans. technicians
1 Studio supervisor
13 Studio technicians
2 Telecine Technicians
1 Camera men
1 Camera control man
1 Switcher
1 Audio man
1 Boom man
1 Dolby man
3 Master Control maintenance men
2 General maintenance men
10 Data men
1 Supervisor
1 Shop maintenance man
1 Attendant-driver
1 Asst. supervisor (working relief)
2 Camera men
1 Camera control man
1 Combination camera control man, switcher
1 Audio man
1 Relay trans. supervisor
6 Building operations men
1 Building operations supervisor
2 Air-conditioning or electrical
2 Attendance
39 Subtotal
74 TOTAL
A breakdown on TV equipment component costs, which would be subject to fluctuation 30%, at present only 97% of the best prices, was shown:
A. Transmitter
1. Antenna
$3,000-$10,000
* Continuity writing, studio floor mgr.,
record library, etc.
B. Receiver independent TV station operation, not combined with an existing AM or FM station operation.
2. Trans. (5 kw) (incl. tubes, input and monitoring equipment)...
$77,000-$98,000
3. Test Equipment (More than one set may be required)... $5,000-$10,000
4. Antenna Supporting Structure-Tower...
$1,000-$5,000
5. Building...$12,000-$40,000
NOTE: DuMont 500-w trans. with accessories, $30,000.
B. Studio
1. Camera Chain...
$15,000
I.O. tube
Electronic view finder
Control chassis and unit
$10,000
Power supplies
Cable
Three lenses
Video monitor
2. Misc. Video, Audio Components
(a) Sync generator...
$4,000
(b) Master video monitor...
2,000
(c) Lenses...
400
(d) Camera dolly with friction head...
3,400
(e) Camera pedestal, friction head...
2,800
(f) Portable video monitor...
1,000
(g) Monoscope or scope spot scanner...
2,000
(h) Optical multiplier...
1,150
(i) Distribution amplifier...
800
(j) Video jack panel, patch and patch cords...
$6,000
(k) Studio camera...
5,500
(l) Portable audio facilities...
1,200
(m) Camera (I.O.) tube...
1,200
(n) Turntables...
$450 to $650
3. Audio Consoles...
$12,000
4. Lighting...
$4,000
5. Telecine (Film)
6. Telecine projectors...
35mm...
$10,000
$8,000
6. Telecine projectors...
$8,000
5. Film camera (incl. control unit, monitor, a.c., aide, and power unit)... $12,000
7. Portable Remote Equipment
1. Mobile unit (truck)...
$2,000-$4,000
2. Dual camera chain...
2,200
2. Camera, control unit, switch, monitor, 6-fic generator, power units, cable, lenses...
$5,000
3. Radio Relay (7000 mc)... $11,000
4. Portable Remote Equipment...
(Trans., receiver, antenna, power and control units, other accessories.)
The booklets also provided information relative to coaxial or radio relay facilities. Estimates were given that an independent radio relay system with one-way circuit and one intermediate relay point would cost between $12,000 and $15,000 to $50,000 or $60,000. The first cost, CBS said, would depend upon area and other local conditions. The network estimated it would probably be in service by 10,000 a year to serve each intermediate relay station.
Another section devoted itself to illustrations, description and price quotations on almost 100 different TV receiver models in six price ranges. Manufacturers of the models were identified in the class range, which included $150 to $250, $200-$400, $400-$600, $600-$800, $800-$1,000, $1,000-$3,000. Models listed ranged from the 19-tube, Hallicrafters Co. model No. T-94 with 77-turn pentode tube, priced at $119 to the impressive $3,000 TV-AF-MF-Phono Metropolitan console model of Brunswick Division, Radio & TV, Inc., with its 48 tubes and 36 by 48" projected picture.
Names and addresses of 26 manufacturers of TV receiver models were offered in another section.

April 19, 1948 • Page 81
...very pleased with the work you did on the tower for our 1000 watt station...

...we would like to place an additional order... contingent upon permit grant... for four 220 ft towers of the same type you erected for us at Newington....

—WALTER M. WINDSOR
Station Manager, Station WKLB
New Britain, Conn.

"...very pleased with the work you did on the tower for our 1000 watt station..."

For delivery on schedule and complete satisfaction depend and "Look to Lingo" and these 5 important "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

LINDO
Vertical Tubular Steel RADIATORS

Satisfaction is the key to LINDO'S PROGRESS

Page 82 - April 19, 1948

NEW BUSINESS

(Continued from page 18)

chain breaks on KNX, KHJ, KECA, KFWB, KMPC, KLAC. Agent: Meyers Co., Los Angeles.

ANDERSON-CAMPBELL Corp., New York (maker of Aqua-Pruf, water repellent for wearing apparel and other items), has appointed Lindsay Adv., New Haven, as advertising agency. Number of media are to be used. MERRILL K. KINSBAY Jr. is account executive.

ASKEPPHREDHINE (sought medicine) New York, has started a spot announcement campaign on two New York stations, effective May 15, for 13 weeks through its agency, Irving Rosen Adv., New York.

KEELEY BREWING Co., Chicago, has appointed Schwimmer & Scott Inc., Chicago, to handle its advertising. Campaign to include radio spots will be announced shortly.

LAN-O-TONE PRODUCTS, New York (shampoo and hair cream), has appointed Shaw Assoc., New York, to direct its advertising. Radio will be used.

JASPER'S COLA Co., Los Angeles (Jaspers Cherry Cola), has appointed HKL Adv., Los Angeles, to handle national advertising. Radio is contemplated. FLOYD B. LYLE is account executive.

CARTER PRODUCTS Inc., Toronto (liver pills), has appointed J. Walter Thompson Co., Toronto, to handle Canadian advertising. No changes from present radio schedules is expected in immediate future.

NETWORK ACCOUNTS

BORDEN Co.'s Your Song and Mine, new weekly musical series, is scheduled to start on CBS April 21, 9-9:30 p.m., replacing the Mark Warnewow show. An Air Features production placed through Kenyon & Eckhardt, the program features Thomas L. Thomas, Mary Martha Biney, Felix Knight and Edward Slattery's orchestra.

GENERAL FOODS Corp., New York, which this fall will begin sponsoring Mr. Ace and Jane, currently sponsored on CBS Saturday nights by U. S. Army, may take up the show following expiration of its contract with Fanny Brice in May. Miss Brice, star of Baby Snooks, is heard on CBS at 8 p.m. Mr. Ace and Jane is to remain on CBS, with time, product and definite starting date to be assigned later.

AD PEOPLE

PAUL H. WILLIS has been appointed general advertising manager of Carnation Co., Los Angeles. Three advertising managers to assist Mr. Willis have also been named, each directly responsible for advertising of their respective operating divisions. They are: L. W. NOLTE, evaporated milk division; WALTER MAYER, fresh milk and ice cream division, and W. N. HUSE, Albers Cereal and Prankies division. Pending completion of new Carnation Bldg., all advertising department personnel in Los Angeles will be located at 8480 Beverly Blvd.

EDWARD S. MORSE, advertising manager, and ALBERT S. DEMPEWOLFF, assistant advertising manager of Celanese Corp. of America, have been named, respectively, director of public relations and advertising manager of the company.

AGENCIES

(Continued from page 6)

established public relations division at John W. Shaw Adv., Chicago. Agency also has announced distribution of company stock to key employees in first of series of moves by JOHN W. SHAW, president, to widen firm's ownership basis. Those who received stock include L. W. SCOTT, EDMUND B. ABBOTT and W. J. WILMONT, vice presidents; E. J. CONLON, account executive, and R. JACOBY, treasurer, in addition to four other personnel within the agency.

BILL INGE has left Paul Winans Adv., Los Angeles, as production manager, to join public relations staff of Long Beach Press-Telegram, Long Beach, Calif. GENE CIBELLI, formerly with Herbert C. Leech, Illustrator, New York, replaces him at Paul Winans.

LAWRENCE B. MARKS, former advertising manager of National Sure-Fit Quilting Co., New York, has opened a media agency at 7 E 42nd St., New York.

LAYNE, LEENE & GREENE, new advertising agency to deal exclusively with television accounts, has been formed at 225 W. 34th St., New York. Partners in firm are JACQ LAYNE, former manager for 20th Century Fox; H. DONALD LA VINE, formerly with Harry S. Goodman Adv. Agency, New York, and NORMAN J. GREENE, formerly on editorial staff of Story Magazine, New York.
RCA TYPE KB-2C
80 to 8,000 cycles
Price $50.52

The KB-2C shown here is actual size.

New VELOCITY MICROPHONE

BETRAYCE this man is talking into the new miniature KB-2C, his audience hear him... and see him! Hear him—because the KB-2C has "big mike" quality. See him—because the KB-2C is one of the smallest high-quality microphones yet designed. It's ideal for conventions and night clubs. And it's ideal for general station and other indoor uses.

Using highly efficient magnetic material... and a magnet structure that's a part of the microphone case itself, here's a microphone that's as "light as a feather"—and small it fits into your pocket. Its directional characteristics provide a symmetrical figure eight... with surprisingly uniform frequency response between 80 and 8,000 cps.

Hum level, -108 dbm. Effective output level, -56 dbm. Three output impedances provided; 30, 150, and 250 ohms, in accordance with RMA standards.

Plenty of operating conveniences, too. You can tilt the KB-2C backward and forward on its swivel through an angle of about 30 degrees. You can select your bass response by means of a screwdriver-type switch located under the swivel pivot. You can disconnect the cable right at the microphone. For desk positions, use RCA's type KS-2A low-height stand. For other services, use any standard floor stand or collapsible stand.

More about the 12-ounce KB-2C from your RCA Broadcast Sales Engineer. Or write Dept. 19-DB.

RCA BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Docket Case Action

Ordered that petition filed by Lawrence H. W. Harry Jr., et al., Postoria Bigby, et al., "In re: Postoria Bigby, et al.," be granted, and that the station's license be changed from KAUL to KDUL, and that the station be operated on a non-commercial basis.

Petition Granted

Forrest City, N.C. - Granted petition for license to change station's call letters from WAFL to WFLA, effective on March 15, 1948.

Petition Denied

Morgan County, Ill. - Denied petition for license to change station's call letters from WMMZ to WMMO, effective on March 15, 1948.

Modification of License

KGLK, Dallas, Tex. - Granted modification of license to grant permission for operation as a non-commercial station.

Hearing Designated

WVLB, Baltimore, Md. - Designated for hearing a petition for license to change station's call letters from WQLB to WCLB, effective on March 15, 1948.

Conference Held

Austin, Tex. - Held a conference on April 10, 1948, to consider the petition for license to change station's call letters from WOOL to WOAL, effective on March 15, 1948.

Other Matters

AM-1300 WJZ, Baltimore, Md. - Granted petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 14, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 13, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 12, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 11, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 10, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 9, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 8, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 7, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.

March 6, 1948

DOCKET CASE ACTIONS

AUG 5 MOY 1949

AM-13050

WJZ-FM, Baltimore, Md. - Grant petition for license to change station's call letters from WJZ to WJZ-FM, effective on March 15, 1948.
A NEW WAY to make field intensity measurements gets a tryout from WBRB Buffalo, using this helicopter. Edward S. Robinson, who flew the plane, is president of Helicopter Aircraft Service, Syracuse, and former assistant to WSYR president. A WBRB consulting engineer flew with him on the trip, and both agreed it would be possible to run complete field measurements in a day.

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
<th>Power</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBRB</td>
<td>Buffalo</td>
<td>1380 kHz</td>
<td>500 W</td>
<td>WBRB Inc.</td>
</tr>
</tbody>
</table>

The helicopter is equipped with two meter receivers, one of which is used to hold the plane steady amateurs looking for the carrier. The other measures the field intensity at any point. The helicopter measures 91/2' x 91/2' x 6' high, and weighs 1000 lbs.
JOSEPH BESCH, formerly with United Press, has been named director of promotion for WINS New York. He replaces CHARLES OPPENHEIM, retired.

LORAYNE SHEPARD has joined promotion and publicity department of KEGL Denver.

WILLIS B. PARSONS, former NBC manager of Thrusures and syndicated program sales, has joined ABC advertising and sales promotion department as director. Mr. Parsons had been with NBC since 1934.

HOWARD L. DAVIES, former assistant manager of RCA's Exhibition Hall in Rockefeller Center, has been appointed publicity director of the hall, replacing STEPHEN DeBAUN. Mr. DeBaun has resigned to join the television department at ABC.

MARJORIE LARKIN, of CBS Hollywood publicity department, and Frank Hamilton were married April 9.

COLEMAN F. FODY has joined promotion department of WCOP Boston, as merchandising assistant.

RALPH J. GENTLES, publicity director of KXOK St. Louis, has been appointed chairman of newly formed public relations advisory committee of St. Louis Junior Chamber of Commerce.

HAEZ MARKEL, director of public service and public relations of WTOP Washington, has been elected an associate member of National Capital Alumnae Chapter of Delta Sigma Phi.

GRAEME ZIMMER, promotion director of W5CIFXM Columbus, Ind., has been appointed an honorary sheriff of Passaic County in New Jersey, and presented an honorary officer's degree by Johnny Lone Fan Clubs of America.

JANET BARRETT, former head of promotion and publicity for Maio School of Music, Chicago, has joined KFI Los Angeles promotion department.

Weather Brochure

WEATHER in front page news, according to WFIL Philadelphia Station has issued brochure telling advertisers and public weather and the station's new "Weather Bureau" program. Brochure is printed in green, white and black, with letters "Rain or Shine" printed across the front over rain drops and sunshine. Description of complete weather laboratory with forecasting experience and pieces of its own weather map is presented on inside spread, with background of "Clues of Climates." Map. Back page lists necessary time buying information for advertisers. Four page folder was prepared and given by Katz Agency, station representative.

Community Indores Program

SCHOOL AND HEALTH groups in Puget Sound (Wash.) area are cooperating with KIRO Seattle to promote extensive use of CB radio transcribed child guidance program titled "Doorway to Life." The half-hour weekly dramatization of children's adjustment problems is transmitted at time of release and sent to Seattle and Tacoma Public school systems. Community clubs and organizations supporting the program and show has been listed as "Recommended Listening." In "KIRO Red Feather News." "First Aid Manual" "FIRST AID MANUAL" suggesting emergency treatment for ailments and illnesses commonplace among Brooklyn Dodger baseball fans has been published by WHN New York and local Red Cross chapter. Manual gives emergencies and suggested treatment such as: - Apppecles - Dodger fielding often has funny effect on fast blood pressures. In case of hypotensive attack, lie victim down with head and shoulders slightly raised. - Fracture If ninth-inning rally knocks Dodger fans off his seat and he breaks his fore arm, lay him down with forearm resting across his chest... WHN will broadcast Dodger games with Red Barber as announcer.

Lester explains that Mr. Duggan's program "KEEN 

KATZ AGENCY, has held some of station's most consistent advertisers since its beginning, most of whom have increased their budgets on the program.

Art Contest

"LITTLE SONGS on Big Subjects," tolerance singles originated and aired by WFIL New York, are to be based on pictures of democracy and Americanism entered in station's new contest launched in New York, Connecticut and Boston junior and senior high schools. U. S. Savings Bonds valued at $100, $50 and $25 are to be offered as top prizes. Competition closes May 5th. Entry blanks are secured by writing to: Art Contest, WHN, 565 Fifth Ave., New York, N. Y.

Wardrobe Given Away

COMPLETE wardrobe is given away each week by Howard Brothers, New York clothing store, on its "The Fight" video series on WAKD New York. First member of television audience to identify "The Howard Clothes Man," who is "planted" at different locations each week, receives wardrobe. Clues to his identity are given during each of the fight telecasts. Agency: Redfield-Johnstone Inc., New York.

WCSF (FM) Coverage

DETAILED COVERAGE maps have been sent out to advertising agencies all over the country by WCSF (FM) Columbus, Ind. Map was devised from reports and surveys taken by WCSF technical department and telephone reports received by the station. Map also includes cities that planned WCSF coverage.

"Who's On First? Contest"

PRIZE for new "Who's on First?" contest conducted by "Sports Clinic" program over WFIL Philadelphia, have increased in value and volume. Few of prizes include: Season tickets to home games (baseball, football, basketball), radio-phonograph, traveling bag, sporting equipment, wrist watch, among many others. Prizes are for ages, who write to the program on "I like the WFIL Sports Clinic because..." Two teenagers are selected from entries and one from studio audience to identify mystery baseball player. Prizes are given by adding a jingle each week to series of clues.

Schools to Get Discs

U. S. OFFICE of Education has received from NAB transcribed reproductions of the four winning broadcasts in the nationwide National Radio Week Contest recently completed. Transcriptions will be loaned to the nation's high schools for the double purpose of acquainting teachers with the contents of the prize scripts and to encourage participation this year.

WGAT Open House

OPEN HOUSE was held at the new studios of WGAT Utica, N. Y. April 5-18. The modern studios are situated in the Kemp Bldg., 250 Genesee Street.

EDNA POLLY, recent Miss of WROW Albany, N. Y., is happy to be known under the by 122,181 pieces of mail received by the station in a recent 15-day contest in which listened picked on all star scholastic basketball team from the area. Contest was conducted by Roy Shutt on his 6:15 nightly "Stanton Sports Parade," sponsored by Stanton Brewery Inc., Troy.

KFI Ruler

LATEST piece promoting KFI Los Angeles 75-foot Vertical antenna came to the trade in form of a letter with an attached 6-inch ruler inviting readers to use it for tapping on the desk, or "putting it down 500 times on a scale of railroad track to get an idea of just how tall our new vertical antenna is." Letter continued "a rule of any length couldn't measure the terrific results we're getting with our even stronger signal.

KEEN Salute

SALUTE to Tom Duggan, the man who comes to breakfast" on KEEN San Jose, Calif. is given in latest promotion letter issued to trade by that station.

PGS PIONEERING IN KANSAS CITY

KANSAS CITY SINCE 1942

NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET

O. R. WRIGHT SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.
The Voice of America gives to other nations a full and fair picture of American life, aims and policies, plus factual news of the world and the United States.

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

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

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

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

Voice of America... on Audiodiscs

Audio Devices, Inc., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

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FCC Actions
(Continued from page 85)
April 13 Applications... ACCEPTED FOR FILING
License for CP
WKRC Mobile, Ala.—License to cover CP change power and hours, etc.
K S P E Needles, Calif.—License to cover CP new standard station.
WOB S Jacksonville, Fla.—Same.
WTVS Marianna, Fla.—Same.
WCBN Conserville, Ind.—Same.
Assignment of License
WEIM Fitchburg, Mass.—Voluntary assignment of license from Mitchell on G. Meyers, Ruben E. Aronhime and Millard H. Meyers 1/6 as Radio Station WEIM to WEIM Broadcasting Inc.
License for CP
WCS X Amsterdam, N. Y.—License to cover CP new standard station.
Acquisition of Control
WDAY Fargo, N. D.—Voluntary acquisition of license by provision of new control by C. H. Reincke to Earl C. Reincke.
License for CP
KWBM Williston, N. D.—License to cover CP new standard station.
WILE Cambridge, Ohio—License to cover CP new standard station.
AM—930 kw
Kenyon Bredt, Tulsa, Okla.—CP new standard station 1340 kc 250 w un.
Contingent on KCOME being granted change of facilities.
License for CP
WVCH Chester, Pa.—License to cover CP new standard station.
WSPS Ponce, P. B.—License to cover CP change frequency, increase power, etc.
WUSN Charleston, S. C.—License to cover CP new standard station.
Assignment of License
KORC Mineral Wells, Tex.—Voluntary assignment of license from Alfred Achillics Carograms to Raymond W. River and Herman S. Bolel, partnership d/b as Radio Station KORC.
AM—490 kc
Robstown Bcastg. Co., Robstown, Texas—CP new standard station 890 kc 350 w D.
License for CP
KOVO Provo, Utah—License to cover CP new standard station increase power, etc.
Assignment of License
WSKI Montpelier, Vt.—Voluntary assignment of license from Carl R. Taylor and Bernard M. Jacobsen, partnership d/b as Montpelier-Barre Bcastg. Co. to Montpelier-Barre Bcastg. Co. (New)—FM—92.3 mc
Well-Worth Bcastg. Co., Los Angeles—CP new FM station on Channel 222, 92.3 mc, ERP 1 kw AMENDED to change name from Frank J. Howell and W. T. Killingsworth, partnership d/b as Well-Worth Bcastg. to Frank D. Howell and M. T. Killingsworth, Henry F. Korse, and Clarence B. Rents d/b as Well-Worth Bcastg. Co.
Modification of CP
WWDX Paterson, N. J.—Mod. CP new FM station for extension of completion date.
FM—92.9 mc
Charleston Bcastg. Co., Charleston, W. Va.—CP new FM station on 43, 300 mc, AMENDED to specify Channel 225, 92.9 mc.
FM—88.7 mc
WHMA FM Madison, Wis.—CP new commercial educational station to change frequency from 91.5 mc to 88.7 mc.
TV—210-216 mc
Radio Diablo Inc., San Francisco—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 350 kw, aur. 250 kw and un., AMENDED to change studio location to San Jose, Calif.
TV—186-192 mc
S. H. Patterson, San Francisco—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 19.4 kw, aur. 19.4 kw and un., AMENDED to change ERP from vis. 19.4 kw, aur. 19.5 kw to vis. 19.4 kw, aur. 18.5 kw.
TV—210-216 mc
Cherry & Webb Bcastg. Co., Providence, R. I.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 23.1 kw, aur. 24.5 kw and un., AMENDED to increase ERP from vis. 23.1 kw, aur. 24.5 kw to vis. 97.2 kw, aur. 48.6 kw.
TENDERED FOR FILING
M. R. Schacker, Sacramento, Calif.—CP new commercial television station on Channel 22, 88-94 mc, ERP vis. 1.5 kw, aur. 0.75 kw.
M. R. Schacker, Santa Barbara, Calif.—CP new commercial television station on Channel 9, 82-88 mc, ERP vis. 1.5 kw, aur. 0.75 kw.
TV—44-46 mc
Evangelical Lutheran Synod of Missouri, Ohio and Other States, Clayton, Mo.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 0.98 kw, aur. 0.98 kw.
TV—216-192 mc
TV—82-88 mc
WEKT Inc., Milwaukee—CP new commercial television station on Channel 6, 68-88 mc, ERP vis. 16.84 kw, aur. 8.8 kw.
Mr. John A. Bohm, Martinez, Calif.—CP new standard station 1330 kc 500 w D.
Acquisition of Control
KDON KDON FM Monterey, Calif.—Acquisition of control of license for AM and permission for FM station through transfer of stock from Robert A. Orlo Management News Inc.
Assignment of License
KLOK KLOK FM San Jose, Calif.—Consent to assignment of license of AM and CP of FM station to E. L. & Clar- rel Barker, Barker Broadcasting Co., San Francisco, Calif.
Assignment of License
WHUM Reading, Pa.—Consent to assignment of license of WHUM and pending application for station to Eastern Radio Corp. (New York corporation) through Eastern Radio Corp. (Pennsyl- vania corporation).
Assignment of CP
WMIL Milwaukee—Consent to assignment of CP of FM station to Radio Milwaukee Inc.
KCUE Harlingen, Tex.—Mod. CP change power and hours from 50 kw, un. except from 1.8 AI-Cincinnati to 10 kw, after sunset at Cincinnati and 50 kw, D, and make changes in DA 1530 kc.
Transfer of Control
KRFQ Tyler, Tex.—Consent to transfer of control of 49% capital stock in permitted corporation to L. L. Stewart, V. M. Preston, Alice Howenstine and Lonnie J. Preston.
April 14 Applications... ACCEPTED FOR FILING
Modification of CP
KSOI, Yuma, Ariz.—Mod. CP new standard station for extension of completion date.
AM—610 kc
United Bcastg. System, Van Nays, Calif.—CP new standard station to change frequency from 1570 kc to 1530 kc.
AM—1230 kc
Southeastern Massachusetts Bcastg. Corp., New Bedford, Mass.—CP new standard station 1220 kc 100 w un., AMENDED re changes in officers, directors and stockholders.
Modification of CP
WSKB McComb, Miss. — Mod. CP
AMENDED

vis.

operated on Channel

from

pletion

RAW TEXT END

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change frequency, increase power, etc.

AMENDED to change power from 1 kw-

5 kw to 500 w-5 kw-D.

Program Authority


Extension of authority to transmit programs to stations CPB, and CP-

Canadian Bestco. Corp., for period beginning 6-4-48

AM-1200 kc

The Mullins & Marion Bestco., Inc.,

sl. C.—CP new standard sta-

tion 940 kc 1 kw-D. AMENDED to change fre-

KXKQ Goldsboro, N. C.—mod.

change frequency, height above average

terrain to 300 ft.

WLJ FM Holbrook, Mass.-mod.

new FM station, to change frequency from

KVPM Portland, Ore.—same.

FM changed to 95.1

R. I. Bestco. Co., Providence, R. I. —

CP new FM station (Class B) on frequency
to be assigned by FCC, ERP 15.3 kw.

AMENDED to change ERP from 15.2 kw to 12.5 kw.

Modification of CP

WLX-FM Richmond, Va.—mod.

CP new FM station, to change ERP to 26.1 kw and change ant.


new commercial television station operated on Channel 6, 69-72 mc, ERP

vis. 15 kw, aur. 7.5 kw and unil.

AMENDED to change name from Don-

roy Bestco. Co., to Don E. Kaneley and

Leroy Hillman d/o as Donrey Bestco. Co.

Modification of CP

KTIA Los Angeles, Calif.—CP new

commercial television station for ex-

of completion date.

Landon Television Broadcast Co.,

Denver, C.1.—CP new standard tele-

vision station on Channel 5, 76-82 mc.

KFAB Bestco. Co., Omaha, Neb.—CP

new commercial television station on

Channel 7, 174-180 mc. ERP vis. 24.4 kw.

Remote Pickups

Cornerstone Bestco. and Television

Co., Idaho Falls, Idaho.—CP new remote

pickup station on 159.5, 158.4 mc, power

of 8 w. emission A3 and hours in ac-

sordance with Sec. 4.403.


CPs two new remote pickup stations on

1606, 2074, 2102, 2785 mc, power 2 w.

emission A3 and hours in accord-

ance with Sec. 4.403.

Exp. Relay

Scripps-Howard Radio Inc., Cincin-

nati—CPs two new standard tele-

vision relay stations on 7000 mc, power

0.1 kw, emission A3 and hours in ac-

sordance with Sec. 4.131(b) and 4.133.

SSA-660 kc

KFAR Fairbanks, Alaska.—Extension of special service authoriza-

tion to operate on 1685 kc. ERP vis. 0.34 kw for

period beginning 3 a.m. EST, May 1 and en-

ending 3 a.m. EST May 1, 1949.

WEUE Fresno, Calif.—License to cover

CP new standard station.

Modification of CP

WREN Topeka, Kan.—mod. CP in-

crease power, etc., for extension of completion
date.

The Princeton Bestco. Co., Princeton,

N. J.—CP new standard station 1170 kc

AM-1390 kc

Modification of CP

KJAN Opeiuasas, La.—Mod.

CP new station for extension of com-

pletion date.

KRBR State Island, N. Y.—Mod.

CP increase power, etc., for extension of

completion date.

WKNV FM Fort Smith, Ark.—Mod.

CP new FM station for extension of com-

pletion date.

WTIC FM Hartford, Conn.—Same.

WMAL-FM Washington, D. C.—Same.

WLAP-FM Allentown, Ky.—Same.

License for CP

WOUY-FM Bangor, Me.—License to

cover CP new FM station.

Assignment of CP

WEIM-FM Fitchburg, Mass.—Volun-

tary assignment of CP to WEIM Fitch-

burg Inc.

Modification of CP

WPMR New Bedford, Mass.—mod.

CP new FM station for extension of com-

pletion date.

WTST-FM Kansas City, Mo.—mod.

CP new FM station to change ant.

WRNY-FM Rochester, N. Y.—Mod.

ERP from 157 kw to 150 kw.

Completion of CP

Troy Bestco. Inc., Troy, N. Y.

new commercial television station on

Channel 9, 186-192 mc, ERP vis. 10 kw.

AM-1320 kc


new standard station 1250 kc 150 kw

AM-975 kc

Stanislaus County Bestco., Inc., Mo-

desto, Calif.—CP new standard station

970 kc 1 kw D-NA.

AM-1360 kc

S. E. Bradford, B. C. Cunningham and


new standard station 1380 kc 1 kw D.

Assignment of CP

WGBF FM New York, N. Y.—Consent to

assignment of CP for FM station to

WGBF Inc.

AM-930 kc

WFRF Washington, N. C.—CP change

hours from 5 to 10 kw D to 1 kw-N 5 kw-D and install

DA-N.

AM-1490 kc


—new standard station 1400 kc

250 kw unil.

AM-186-192 kc

Van Curier Bestco. Corp., Albany,

N. Y.—CP new commercial television station on Channel 9, 186-192 mc,

ERP vis. 8 kw. 5 kw.

TV-147-150 kc

WBKB to Start Morning

TV PROGRAMMING during April 19

morning hours will be launched by

WBKB Chicago April 19 when the

Balaban & Katz station starts tele-

casts of a regular women's pro-

gram on a five-week basis.

According to Capt. Bill Eddy, WBKB

director, two advantages are

anticipated with morning pro-

gramming: (1) Increased sales of
cases, based on the addition of

another demonstration hour for

dealers during the business day and

(2) A field for new research into

audience reaction. The program

should indicate, he believes, what

response might be expected from

continuous programming.

non-commercial educational station for

extension of completion date.

TENDERED FOR FILING

TY-76-82 mc

Sacramento Bestco. Inc., Sacramento,

Calif.—CP new commercial television

station on Channel 6, 69-88 mc, ERP

vis. 15 kw, aur. 5.5 kw.

AM-186-192 kc

Troy Bestco. Inc., Troy, N. Y.

new commercial television station on

Channel 9, 186-192 mc, ERP vis.

10 kw, aur. 6.8 kw.

AM-1320 kc


new standard station 1250 kw 150 kw

AM-975 kc

Stanislaus County Bestco., Inc., Mo-

desto, Calif.—CP new standard station

970 kc 1 kw D-NA.

AM-1360 kc

S. E. Bradford, B. C. Cunningham and


new standard station 1380 kc 1 kw D.

Assignment of CP

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AM-186-192 kc

Van Curier Bestco. Corp., Albany,

N. Y.—CP new commercial television station on Channel 9, 186-192 mc,

ERP vis. 8 kw. 5 kw.

TV-147-150 kc

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(Continued on page 87)
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HIGH BAND TV

PRACTICAL study of the 216-500 mc band to determine its usefulness for television will be conducted by a joint committee of Radio Manufacturers Assn. and Institute of Radio Engineers.

The project was set in motion at a meeting held jointly in Toronto with the Canadian RMA. It was suggested by FCC Chairman Wayne Coy before the Institute of Radio Engineers in New York [Broadcasting, March 29].

RMA is expected to name members of the joint committee after conferring with IRE. Dr. W. R. G. Baker, director of the RMA Engineering Dept., will represent RMA.

Chairman Coy had suggested inquiry into the 500-900 mc band, present RMA-IRE study will be confined to 216-500 mc because propagation characteristics of data equipment are available for immediate study. Later the joint committee will study the higher band, now allocated experimentally to television.

Type of Study

The TV study will be of the general type handled for a number of years by Canada's and the Toronto Technical Planning Board, whose dissolution RMA's board favored at the Toronto session. RTPB was originally formed to advise the FCC on broad industry technical problems. Many of the RTPB panels consisted wholly of RMA members, with the panels in some cases duplicating membership of RMA units. The TV committee will recommend to the FCC whether it is practical to extend the commercial video band to 800 mc. Chairman Coy told the IRE the present band likely will prove inadequate. At its Toronto meeting the RMA board discussed television and FM set promotion projects, authorized a series of "Town meetings" for service men, with the first to be held in New York in the summer or autumn; adopted plans for the RMA convention June 14-17 at the Statler, Chicago; and approved naming of a committee to represent RMA radio members in dealings with the armed services; approved the April 8-9 meeting of the RMA, new statistical services including quarterly reports on distribution of TV sets; heard report on 1947 National Radio Week and plans for the 1948 observance.

The board will next meet during the Chicago convention in June.

The Canadian group dealt with a large agenda ranging from public relations to excise tax. RMA of Canada plans to meet with Canadian government officials and Trade and Commerce Minister D. C. Howe on alleviating excise tax situation.

Since imposition last mid-November of 25% excise tax on receivers and ban on all receiver imports, Canadian receiver sales have fallen off drastically, employment in radio factories has dropped 30%. In addition to 25% excise tax there is a Canadian 8% sales tax.

About 90% of components contained in Canadian-made receivers are made in Canada. Inasmuch as the tax was clamped down to stop importation of U. S. parts to save U. S. dollars, Canadian industry feels that tax should be lifted due to high content of Canadian parts used in industry.

Meetings of the broadcast relations committee of the RMA with Canadian Broadcasters Corp., Canadian Assn. of Broadcasters and Dept. of Transport was on the agenda, as well as problems of station interference. A public relations program of the RMA contemplates taking part in the Canadian Community Radio Week, May 16-22, a campaign to have a radio in every home, to have sound systems in all schools of five rooms or more.

RMA - IRE Committee

To Investigate
WIBW is a network of radio and television stations owned by the Kansas City-based Kansas City Star and operated by the Cox Media Group. The network is named after the call letters of the first station, WIBW, which was founded in Topeka, Kansas, in 1929. The network is known for its news and political coverage, and has been a significant force in Kansas journalism and broadcasting for over 80 years. WIBW is also known for its strong community involvement and support of local events and organizations. The network's current stations include WIBW-AM (1280 AM) and WIBW-FM (97.9 FM) in Topeka, and WIBW-AM (1150 AM) in Manhattan, Kansas. WIBW is owned by Cox Media Group, one of the largest media companies in the United States, and is part of the Cox Media Group Radio Network, which includes over 40 radio stations across the country.
Help Wanted

Managerial

Local commercial manager—West Coast regional (major network) has opening for topflight manager. Prefer man with successful record on management level. Must be willing to sell better than anyone on staff and have complete grasp of all departmental operations. Must have complete grasp of all departments of radio station. Must be able to take complete charge of local sales and accept full responsibility for maintaining and building present staff. This is a job for a man—not a boy—and pays a man's salary with full opportunity to prove himself. Must have car. Furnish complete educational and business background first, letter. Good references imperative. Box 44, Broadcasting.

Wanted—Manager for 250-watt independent AM-FM station, eastern section. Salary and expenses. Will start tomorrow. Write in detail to Box 189, Broadcasting.

Wanted. Sales manager with ambition to become general manager of outstanding, highly successful independent local station in northeastern city of 100,000 population now billing close to $200,000. Re- tains one full-time employee, absolutely clean young operator with unusual ambition, incentive, and proven sales ability. Must have complete control over all sales getting ability. The right man in the right place will make a fortune. Write at once. Box 255, Broadcasting.

Salesmen

Immediate opening. An unusual opening for a proven experienced time-salesman with a sales background, to have all independent station sales against strong competition. Write copy and presentation. In return we offer you a competitive salary with a good chance of promotion and advancement. Write at once, enclosing a good first-class business letter. Box 5, Broadcasting.

Salesman—Midwest network station new position opening for capable man, salary $10,000 in top agricultural area. Salary non-negotiable. Write in detail to Box 221, Broadcasting.

Wanted—Salesman, single, with car for advertising and sales. Excellent opportunity in up-to-date, very progressive, and well-located market. Write for details. Box 242, Broadcasting.

Salesman for independent radio station— Immediate opening for qualified man to handle all sales activities. Box 158, Broadcasting.

Situations Wanted

Managerial

Radio executive, capable of adjusting to changing conditions, excellent use of teletypes, for position with Washington station. Ability to turn around a floundering education. Box 241, Broadcasting.

Engineer, 1st class license, experience unneeded. Unless recent graduates, experienced radio engineer, sales man age 18 to 24. Will provide furnished bedroom with bath in station building. Send complete information, photo, first letter. Geo. O. Webb, WABO, Augusta, Georgia.

Wanted—Combination engineer-an- nouncer: Best of working conditions, $1,000 per year, and half over 40 hours week. Permanent position. Air mail disc. Box 245, Broadcasting.

Television executive. Available to right organization. Experienced in all phases of commercial television programming since 1940. Desire program manager's position in midwest or potential network market. Box 219, Broadcasting.

Television executive available for right organization. Experienced in all phases of commercial television programming since 1940. Desire program manager's position in midwest or potential network market. Box 221, Broadcasting.

Available within 90 days, experienced announcer. Experience with director-commercials manager $7,500. Box 245, Broadcasting.

Manager—Now operating successful 250-watt network affiliate desires change to large market. Permanent position offers $70,000, plus profit sharing plan. Box 188, Broadcasting.

Opportunity—Experienced, well-versed in all phases with proven record. Best references.写入Box 46, Broadcasting.

Manager—Now operating successful 250-watt network affiliate desires change to large market. Permanent position offers $70,000 plus profit sharing plan. Box 188, Broadcasting.

Announcers


Announcer—College grad, family man, 23. Some experience 250 w station. Needs permanent position. Must be able to accommodate unusual hours. Box 244, Broadcasting.

Announcer—Young, able, energetic man, has license and writing experience. Knows how to manage with low overhead and keep operating expenses down. Box 319, Broadcasting.

Salesmen

Attention station managers from Nor- folk to Savannah, versed, experienced, has able to do the job. Box 221, Broadcasting.

Situations Wanted

Managerial

Station manager—Sales and audience builder. Has license and eleven years experience as both. References available. Box 239, Broadcasting.

Help Wanted

Businessman with experience in all phases of radio. Young, energetic, and an innovator. Apply for new opening in growing market. Box 255, Broadcasting.

Situations Wanted

Help Wanted

Program Director

Large midwestern network affiliate seeking experienced program producer for musical, variety, dramatic, etc. Permanent position for man con- tent to make home in large mid- western city. Salary, performance, salary requirements, references and experience. Box 255, Broadcasting.

Midwest farm man wanted, 100 watt daytime KDKA. Box 193, Broadcasting.

Wanted—Experienced continuity writer for 100 watt independent station. Must have originality, accuracy. Must have complete experience. Submit copy samples, qualifications and salary requirements in first letter to WAFN, 1900 North Michigan, Illinois.

Continuity writer needed by KHRM. Station going to 5,000 kw shortly and is looking for a continuity writer. Must have all type of commercials and copy, to run at 650 or 700 kw. Reply by KHMO.

Continuity writer wanted by KHRM. Station going to 5,000 kw shortly and is looking for a continuity writer. Must have all type of commercials and copy, to run at 650 or 700 kw. Reply by KHMO.

Manager of programming—Radio station in southeastern city of 300,000. Young, energetic, and able to do job. Box 231, Broadcasting.

Help Wanted

Manager—Now operating successful 250-watt network affiliate desires change to large market. Permanent position offers $70,000, plus profit sharing plan. Box 188, Broadcasting.

Available immediately—Executive, ex- pert knowledge, production, origination, news, sports, sales, personnel. Box 253, Broadcasting.
**Situations Wanted (Cont'd)**


Sports caster—Experienced in all sports, baseball, football, golf, tennis, boxing. All set for coming baseball sea- son, right opportunity. Fully particulars upon request. Box 147, BROADCASTING.

Announcer—Available immediately. Col- lege degree, veteran, one year Mutual afiliate. Experienced all phases. Selling, copywriting, production, music. Newscasts, disc shows all types remote, sports. Box 150, BROADCASTING.

Announcer—Married, presently em- ployed. Desires position in northeastern states, will go anywhere. Has experience on play production, newscasts and short copy. Excellent reliability and photo available. Box 193, BROADCASTING.

Serious-minded announcer. Experienced, prefers news and announcing. Disc and photo on request. Box 195, BROADCASTING.

Announcer—Single, 25,capable, college graduate. Available all phases broadcasting. Desires position with progressive station. Available immediately. Box 196, BROADCASTING.

Announcer—Now employed in midwest seeking to return to broadcasting. Marred, wants permanent position. Write Box 202, BROADCASTING.

**WIDELY EXPERIENCED ANNOUNCER**


Announcer—Sports, special events and staff. Must be AFRA salary or com- parable. Average 25. Box 201, Central Station, Kansas City, Kansas.


**Situations Wanted (Cont'd)**

Do you need a D.J. for mid- night show? Ten years in radio, musician, showman, can do night spots with T.T.'s. Would like midnight shows or milkman hours. Own sound effects libra- ry. $75 plus talent. Have 1st phone ticket. K. Thomas, Gen. Del., Indianapolis, Ind.

Announcer and continuity writer. Ex- perience news editor. College educa- tion, excellent voice. Box 227, BROAD- CASTING.

Hearing is believing. Yes, it's the quality of the voice that counts. And in announcing you need every bit of accent and ear-selling ability. For proof write today. Box 228, BROADCASTING.

Announcer—Vet. 10 months experience. Locate north. Have done play-play basketball. Box 229, BROADCASTING.

Announcer—copywriter, 23, single, sober, veteran experience. Box 240, BROADCASTING.

Ambitious announcer experienced in commercials, newscasting, disc shows, remote. Write. Box 236, BROADCASTING.

Chief announcer, 30 years experience. Ten years with S.W., 20 years with WIDELY. $1000.-now in the air. Box 237, BROADCASTING.

Announcer—Engineer—First phone. Ex- perience Armed Forces Radio Service. College background, veteran, prefers west, will travel. Available immediately, resumes on request. J. Bracken. 2512 18th St., N.W., Washington, D.C.

Announcer—Chief announcer-engineer, 35, married. $750.-round per week. Box 239, BROADCASTING.

**Technical**

Chief engineer available on 30 days notice. Will consider 1000 watts or less. 16 years varied radio experience—broadcast, shortwave, construction. Single, have car, 34 years old. Personal inter- ests do not prevent travel. Box 26, BROADCASTING.

Engineer—Nine years assistant chief, air- and water cooled direction. Director of installation. Box 261, BROADCASTING.

Capable transmitter engineer available for operation or new installation. Rec- eives, maintains, services. Travels anywhere. Have ability to get along smoothly with people. Box 127, BROADCASTING.

A dependable transmitter engineer de- signs operating position. 1 phone—RCA Institute grad. 30 years, in good health. Excellent references. Box 128, BROADCASTING.

Engineer—Young, single, ambitious, travel anywhere. RCA graduate, in good health. Phone available immediately. Box 169, BROADCASTING.

Station engineer, twenty years in broadcast- ing, wishes to remain in position. Has furnished service from 25 to fifty kilowatts. Directional antennas. FM installation. Latter includes complete supervision of installation and opera- tion five kilowatt RCA TTS-18 television broadcast station, and operation of several smaller stations. Can furnish best references Box 215, BROADCASTING.

Engineer, single, currently employed in station. Desires position in station installation, operation and maintenance. Rate broadcast, amateur and Navy electronics. Also some experience recording, room, control room. Excellent reference present employer. Box 213, BROADCASTING.

**Situations Wanted (Cont'd)**

Practical chief engineer for small local, non-commercial newscaster. Reads spot, news. Furnishes reference as to effectiveness. Marries requires $850.-per month. To $70.00 weekly regardless of hours. Box 186, BROADCASTING.

Veteran, 1 class phone. Desires position with video station. Graduate RCA Institute. Experience in installation and operation and maintenance course at NYU. Also, hold NYU motion picture operator's license with experience in editing and television lighting. Box 187, BROADCASTING.

Engineer—Former Marine Engineer, experienced in telegraph radio and telephone. Desires position as transmitter. $500.- per month. Box 197, BROADCASTING.

Engineer—First phone, 5 years broadcast- ing experience. 50 kw transmitter, con- trol, remote. Installation. Presently em- ployed in traveling installation work. Prefer east. Box 198, BROADCASTING.

Attention. ambitious, married, ex-Navy, 3 years college. First radiotelephone, ham operator, 3 months amateur. FM & TV school graduate. Typing and shorthand. Write Box 201, Stitzell, Fleetwood, Penna. Phone 3506.

Engineer, 1st phone. Veteran, 22, mar- ried. Work anywhere. Four years Naval communications. Metiville grade, N.Y. Used box 248 Codwell Place, Elmhurst, L. I., N. Y.

Engineer, first phone. telephone, tele- graphic, marine operator. Go anywhere. Box 207, BROADCASTING.

Engineer, 1st phone. Ten years commu- nications. Car. Desires position in west. Box 208, BROADCASTING.

AM transmitter engineer, 28, married. Has experience at progressive station. Box 225, BROADCASTING.

Wants position transmitter engineer call- ing Pacific Coast. Two years experience in operation and maintenance of trans- mission and control room equipment. New chief engineer in midwestern town: Desires position in Arizona, Cali- fornia, Washington or Oregon; married, has 2 years experience. Write to Box 248, BROADCASTING.


Chief engineer small station, studio en- gineer larger station. Experience in both practical and administrative. Desires position of operated- 1st phone. Studio Installation, transmitter maintenance, control-board operation. Desires permanent affiliation with progres- sive station. Available immediately. Box 244, BROADCASTING.

35, first phone, 10 years experience, mar- ried. Engineering degree. Box 250, BROADCASTING.


Broadcast engineer. Single, 28, first phone license. Excellent experience and training in a large city, successful. box telephone. Box 220, BROADCASTING.

Production-Programming, others

Continuity writer or director—Young woman, 21, single, college graduate. Seek large city, western. Experience in network affiliation in a sizable city. Versa- lity, experience, ideas—then that im- portant to job. Box 251, BROADCASTING.

Program director available on four weeks notice. Good voice, builder of audience. Desires opportunities for public service promotions. Commentator, director. Has wide ex- pertise because of no future at present. Desires activity in civil affairs and excellent references. Box 133, BROADCASTING.

California-Arizona situation! Experienced, productive, working continuity director desires change. Record of success available. Box 166, BROADCASTING.

Newsmen—Experienced all phases radio. Know documentary, dramatic, com- mercial, continuity. Married, 24, college graduate. Desires experience in program director. Will consider other offers. Currently with major network. Box 167, BROADCASTING.

Two-in-one-man. Topnotch program di- rector who is also a first rate sales- man. Proven. Young energetic man with plenty of energy and drive to work with both sales and programs. Station must be progressive, although necessarily small. Desires a man who can build good programs and write to Box 150, BROADCASTING.

Young woman, skilled in production, announcer, desires position with small station operation; good voice, personality. Resume available. Box 168, BROADCASTING.

Program director, announcer, newscast- ing, 2 years executive experience. Af- fground (AM-FM) also includes produc- tion (drama, symphony), writing, act- ing, directing. Desires permanent background as director. Minimum 19. Background, single. Box 248, BROAD- CASTING.

Program director—12 years broadcasting experience. Now desires position an- nouncing, newscasting, program-pro- duction, long-distance or close-by recording, etc. Currently program man- of network registration ordires. Desire permanent affiliation with progres- sive station. Available on 30 days notice. Box 247, BROADCASTING.

Experienced program director and an- nouncer available. Box 223, BROAD- CASTING.

Versatile newscaster-announcer, col- lege graduate, married, now desires position that will bear out with good opportunity anywhere. Box 218, BROADCASTING.

Program director—Presently employed. Desires position in broadcasting.为主的 stage background and 12 years radio experience in announcing, production, editorial, sales. Married. Box 214, BROAD- CASTING.

Have I reached the limit of my ability? Want Texas of southwest, where efforts are rewarded. Six years experience, $6000.-minimum at first. Box 215, BROADCASTING.

Pan left to right—doily in for closeup. Take one television writer-director, place on weatherman. Describe first weatherman, foremost stations, twelve years network, newspaper, advertising, production. Married. Box 214, BROAD- CASTING.

April 19th, 1948  Page 95
**Station Managers!**

Need Trained Personnel?

**BROADCASTERS!**

Want a Refresher Course?

**BEGINNERS!**

Want to be a broadcaster?

The National Academy of Broadcasting, Inc.

3338 16th Street, N.W.

Washington 10, D. C.

**Residence and Correspondence School**

**NATIONAL ACADEMY OF**

**BROADCASTING. Dept. 111**

3338—16th St., N.W.

Washington 10, D. C.

Please send information concerning

[ ] Correspondence [ ] Residence Courses.

**Name.**

**Address.**

City. [ ]

State. [ ]

From School: 

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, broadcasting, control operation and continuity writing. Write to Hal Styles, The Last Available, Radio School of Broadcasting, 8800 Wilshire Blvd., Beverly Hills, California.

[For qualified technicians, write to Charles Bartini, Midwest Radio Institute, 15 West 44th St., N.Y.C. Longacre 4-0940.]


**Employment Service**

![Image](https://via.placeholder.com/150)

Situations Wanted

Woman’s desires, experienced on eastern regional. Satisfied, but seeks advancement. Box 243, Broadcasting.

**Schools**

**WIRELESS FULLTIME LOCAL**

Here is a splendid opportunity for an individual or partner to acquire an attractive fulltime facility located in a very desirable metropolitan market. The station is far above the average. Station is new making money under absentee ownership but gross and net can be increased by a capable resident owner. Price $62,500. Financing. Write exclusive representatives

**BLACKBURN-HAMILTON CO.**

Radio Station Brokers

Washington, D. C.

Jamieson B. Blackburn

101 New York Avenue, N.W.

Nationals 4460

**DALLAS**

Theodore E. Wilson and Philip D. Jackson

Tower Petroleum Building — Central 1177

Ray Price

Ray V. Hamilton

325 Montgomery St. — Esbrook 2-6723

**45% Interest in midwestern network station. Or will consider trading interest for another station. Box 98, Broadcasting.**

For sale—5000 watt Western Electric 5-C transmitter with two sets of tube and two new style control units. Spare armatures for all generators. Will meet FCC in terms. Pushbutton power change to 1 kw output. Western Electric 5-C (transistorized) frequency monitor, FCC approved. General Radio 721-A modulation monitor and other equipment approved. Western Electric 110-A compressor. RCA 40-24 compressor. Two RCA 41-B preamplifiers. Two RSPI turntables. The above equipment is in excellent working order. Box 114, BROADCASTING.


1000 watt Western Electric Type 353K transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—250 watt AM transmitter. New composite, FCC approved. Guaranteed. $1400. WESL, Preston, Maryland.

Neoncycle Audio Antique Music Box Favorites. Six separate minutes plays. $3. The Precision Recording Co. Box 417, Hartford, Conn.


Complete Presto recording and playback console—includes 2 Presto 6-N recorders; Auxx reproducer; 4 channel console; VU meter; preamps; cutting amp and power supplies. Printed for quick sale. Box 227, BROADCASTING.

Two WE 1380-A reproducer sets, complete with arms, heads, filters and switches. Two spare 9-A reproducers and one spare KR-3386 equalizer and cable assembly with 171A coil. Equipment used, but in perfect condition. WBW, Topeka, Kansas.

For sale, ten 1000-B isolaitae right angle boxes for 21½ Coax line. WHAS, Louisville, Kentucky—50 kva RCA 1056-B water-cooled transmitter with facilities for AC filament supply. Many spares. In good operating condition. For further information, contact Dr. Herman Towler, Broadcast Service Corporation, Hartford, Conn.

BONDING COPPER

In Stock for Immediate Shipment.

Send for Our Price List Today.

J. L. Clark Metals Co.

2108 S. Ashland Ave.

Chicago 8, Ill.

**ABC Poll**

(Continued from page 48)

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FCC Actions
(Continued from page 89)
April 15 Decisions...

BY COMMISSION EN BANC
License Renewal
KILO Grand Forks, N. D.—Granted renewal of license for period ending Nov. 1, 1950.
K. B. Grand Forks, N. D.—Same.
WCRR Pontiac, Mich.—Granted renewal of license for period ending May 1, 1951.
Following stations were granted renewal of licenses for one year:
- KAMQ Amarillo, Tex.—KOAM Waco, W. Va.
- KOCM Paducah, Ky.—KCOH Paducah, Ky.
- KSRO San Mateo, Calif.—KCBS San Francisco, Calif.
- KFCK Canton, Ohio.—WCHS Charleston, W. Va.
- KLRU Austin, Tex.—KCMX Dallas, Tex.
- WHOG High Point, N. C.—WKMX Milwaukee, Wis.
- KMCL Covington, Ky.—WCLD Cincinnati, Ohio.
- WWII Detroit, Mich.—WJAC Pittsburgh, Pa.
- KGO San Francisco, Calif.—KGO San Francisco, Calif.

Assignment of License
KILO Grand Forks, N. D.—Granted to assignee, H. B. DuBois, for $8,000, the license held by Dalton Lemasurier to Grand Forks Herald Press, Inc., to be used as a standard station.
WNEZ San Juan, P. R.—Granted assignment of license of WNEZ to WCHR, owner of which station will hold majority interest.
Assignment of Permit
KFSA-FM Fort Smith, Ark.—Granted voluntary assignment of permit for construction and operation of WRMV, a standard FM station to be authorized on the same frequency as WRMV, to owner.
KNX-FM Los Angeles, Calif.—Granted assignment of license from partner to partner, Walter T. McKay and Arthur F. Heilbron, to be held by Jerald P. Fisher.
Transfer of Control
WHOB Pontiac, Mich.—Granted voluntary transfer of control of permit for WDBQ to Michigan State College, owner.
WOOD Grand Rapids, Mich.—Granted assignment of license of WOOD to Grandwood Best, Co.

Hearing Concluded
Radio New Orleans, Inc., New Orleans, La.—Hearing concluded for new station 1400 kw 250 w.

Hearing Designated
KANA Anchorage, Mont.—Designated for hearing application for Class A station at 1410 kw, 10,000 w.

KALM Fort Smith, Ark.—Designated for hearing application for Class D station at 1440 kw.

APRil 15 Applications...

ACCEPTED FOR FILING
Haleyville Best, Co., Haleyville, Ala.—New standard station 1230 kw 250 w.

AM—1390

License for CP
KUJJ Walhalla, S. C.—License to cover CP increase power, etc.


RPJO San Jose, Calif.—Same.

License for CP
KCVE-FM San Luis, Calif.—License to cover CP new station expansion.

WGES-FM Chicago, Ill.—New CP station for expansion.

WGNB Chicago, Mo.—New CP station to change ERP to 40 kw, change antenna height and average terrain from 490 to 500 ft.

3 New AM Grants; Hearing on WETA

FCC BOX Score

FOUR BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,642 licensed, 347 construction permits, 286 applications in pending status; other—146 licences in pending status; Conditional licenses—742, of which 350 are on air under special temporary authority) 64 application for further action; applications in hearing; television—seven licensed, 86 CP's (of which 14 are on air), 199 applications pending of which 120 are in hearing.

WCMN-FM Ashland, Ky.—Mod. CP new station for expansion of completion date.

WITH-FM Baltimore, Md.—Same.

WBAI-FM Atlantic City, N. J.—Same.

License for CP
WFMQ Jersey City, N. J.—License to cover CP new FM station.

Modification of CP
WSRL-FM New York, N. Y.—Mod. CP new station for expansion of completion date.

WJS-FM Pittsburgh, Pa.—CP new station to change ERP from 20 kw to 24 kw, condition to complete construction and operation by average terrain from 500 ft. to 471 ft. CP new station to expansion of completion date.

Evangelical Lutheran Synod of Miss., Ill., and Others, Ill., Mo.—CP new commercial station on Channel 2, 54-60 mc, ERP 0.38 kw, 0.030 kw ERP.

WJY—76 mc.

WHEB Inc., Portsmouth, N. H.—New CP new commercial station on Channel 15, 76-82 mc, ERP 0.71 kw, 0.030 kw ERP.

V—186-192 mc.

Patroon Broadcasting Inc., Albany, N. Y.—NEW CP new commercial station on Channel 9, 186-192 mc, ERP 20.6 kw, 14.8 kw ERP.

Van Curler Best, Corp., Albany, N. Y.—CP new commercial station on Channel 9, 186-192 mc, ERP 8 kw ERP.

V—54-60 mc.

Fisheries Blend Station Inc., Seattle, Wash.—CP new commercial station on Channel 2, 54-60 mc, ERP 16.7 kw, 8.35 kw ERP.

V—82-88 mc.

Capital Cities Co., Milwaukee.—CP new commercial station on Channel 6, 82-88 mc, ERP 1.797 kw, 0.85 kw ERP.

WEXT Inc., Milwaukee.—CP new commercial station on Channel 6, 82-88 mc, ERP 16.8 kw, 8.8 kw ERP.

TENDERED FOR FILING
Transfer of Control
KTEN and KFWA Wichita Falls, Tex.—Transfer of control of C Ps to M. B. Hanks and Houston Hartes, trustees. Contingent on KTRAN assignment.

Assignment of CP
KTRN Dallas, Tex.—Assignment of CP of FM station to Waste Best, Co.

First National Bank and owner Ellis Grain Co., and F. B. Sumpner, Inc., York, Pa.—Grant licenses and renewal of licenses for Channel 29 (105.5 mc) was issued simultaneously.

Religious Teaching Institute, headed by Dr. W. B. Riley, president, Station is to be noncommercial.

FCC Authorizes
(Continued from page 68)
casting, Co., Class B, proposed Channel 14 for WTVV-FM at Fort Lauderdale, Fla., Class B, proposed Channel 281, (104 mc), Grantee is licensee WRUF that C P new station on Channel 281 for following; power is effective radiated power, antenna height is above average terrain.

WEVE Coastal Best, Co., Bayside, Calif.—Grantee for Channel 126, Class A, 91.1 mc, 105 kw.

WJGC Nashville, Class A, 105.3 mc (No. 300), 5 kw.

WRYM Greenville, Class A, 92.1 mc (No. 211), 7.5 kw.

KXQ Kansas City, Mo. 107.3 mc (No. 208), 5 kw.

WPEC West Palm Beach, Class A, 95.5 mc (No. 285), 5 kw.

WJMR Jacksonville, Fla., 107.3 mc (No. 208), 2 kw.

WBYW Muncie, Ind. 107.3 mc (No. 208), 2 kw.

WFIT Orlando, Fla., Channel 16, Class A, 2 kw.

WYHI through WREH Best, Co., Minneapolis, Minn.—Class A, 107.5 mc (No. 229), 10 kw.

WKYM Madera Best, Co., Madera, Calif., Class A, 103.9 mc (No. 280), 7 kw.

KAIK Laredo Best, Co., Laredo, Tex., Class B, 96.3 mc (No. 245), 21 kw.


WIPR-Pico Rico Radio Communications, Inc.—Channel 20, Viejo, Cal., Class B, 101.1 mc (No. 226), 10 kw.

KSIB-AM Southwest Iowa Best, Co., Class A, 91.7 mc (No. 208), 9.4 kw.

KUGC The Gateway City, Inc., Des Moines, Iowa, Channel 14, 91.7 mc (No. 208), 2 kw.

WXSN Springfield, Springfield, Mass., Channel 1440 mc.

WKYI through WYHT, WOosten, etc.—WREK Best, Co., Memphis, Tenn.—Channel 1440 mc, Class A, 102.7 mc (No. 274), 4.6 kw.

Following have been authorized
CPs in lieu of previous conditions:
WZOC—Juliette, Ga., Class A, 107.3 mc (No. 280), 5 kw.

WONW—Juliette, Ga., Class A, 107.3 mc (No. 280), 5 kw.

WBRW Baton Rouge Best, Co., Baton Rouge, La.—Class B, 98.1 mc (No. 253), 10 kw.

WMFL—Middle Georgia Best, Co., Madison, Ga.—Class B, 106.7 mc (No. 252), 10 kw.

WDHM—Matheson Radio Co., Inc., South Bend, Ind.—Class B, 94.5 mc (No. 225), 20 kw.

WOMF—Fisherman's Bend Station Inc., Toledo, Ohio, Class B, 104 mc (No. 235), 1 kw.

WJSB—South Shore Best, Co., Hammond, Ind.—Class B, 98.1 mc (No. 242), 20 kw.

WROX—Rockford Best, Inc., Rockford, Ill.—Class B, 97.5 mc (No. 248), 17 kw.

BROADCASTING \ Telecasting
April 19, 1948 • Page 97
YANKEE HEARING REQUEST OPPOSED BY DAILY NEWS

WPIX NEW YORK, video outlet of New York Daily News, Friday filed opposition at FCC to “informal request” by Yankee Network Inc. for consolidated hearing on WPIX application for power boost on Channel 11 (198-204 mc) and Yankee application for new outlet on Channel 10 (190-198 mc) at Bridgeport, Conn. WPIX held Yankee application under protest; it holds Channel 10 not allocated to Bridgeport and recent ruling by Commission that rule making hearings were necessary in such matters [BROADCASTING, March 29].

WPIX further held requested modification is within rules permitting 50 kw radiated power at 500 ft, antenna height (above average terrain). Equivalent asked by WPIX is 18 general musical director. Position is not assigned 16.3 kw at 560 ft. News outlet also claimed Yankee hearing request and engineering affidavit filed at FCC April 6 was not served to WPIX and attorney learned of request only by observing it in FCC files April 9.

MEREDITH PUBLISHING SEeks ALBANY TV

COMMERCIAL VIDEO outlet in Albany, N. Y., on Channel 9 (198-192 mc) sought by Meredith Pub. Co. in application filed Friday at FCC [CLOSED CIRCUIT, April 6]. Publisher of Better Homes & Gardens and Successful Farming, firm is entering TV on national scale with other applications in preparation. Meredith with Tri-States Theatre Corp. each 50% owner Tri-States Meredith Broadcasting Co., pending TV applicant at Des Moines where same joint firm has bought KSO for $450,000 from Kingsley H. Murphy [BROADCASTING, Feb. 9].

Albany request, fifth for four open facilities, specifies 12 kw visual, 6 kw aural power. Initial cost $263,670, first year operating cost $130,000, revenue $50,000. Network affiliation contemplated. TV operations of Meredith headed by Donald Withycomb, television consultant and former coordinator of radio and television for Baltimore Sunpapers, owner WMAR and WMAR-TV [BROADCASTING, April 12].

CHOTZINOFF APPOINTED

SAMUEL CHOTZINOFF, former manager of NBC Music Division, appointed to new position of general musical director. Position is not same as that held by Frank Black until his recent leave of absence. Mr. Black currently musical director for Harvest of Stars, CBS Wednesday night program starring James Melton. NBC officials said Mr. Black is to return to network in "a year or so."

MURIEL HUPP LEAVES FCC

MURIEL G. HUPP, secretary to former FCC Assistant General Counsel Vernon L. Wilkinson, resigning effective Tuesday to continue as his secretary in new radio law partnership of Haley, McKenna & Wilkinson [BROADCASTING, April 9]. Previous to him in job, Hupp has held FCC secretarial position past three years.

YANKEE HEARING REQUEST OPPOSED BY DAILY NEWS

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WPIX further held requested modification is within rules permitting 50 kw radiated power at 500 ft, antenna height (above average terrain). Equivalent asked by WPIX is 18 general musical director. Position is not assigned 16.3 kw at 560 ft. News outlet also claimed Yankee hearing request and engineering affidavit filed at FCC April 6 was not served to WPIX and attorney learned of request only by observing it in FCC files April 9.

MEREDITH PUBLISHING SEeks ALBANY TV

COMMERCIAL VIDEO outlet in Albany, N. Y., on Channel 9 (198-192 mc) sought by Meredith Pub. Co. in application filed Friday at FCC [CLOSED CIRCUIT, April 6]. Publisher of Better Homes & Gardens and Successful Farming, firm is entering TV on national scale with other applications in preparation. Meredith with Tri-States Theatre Corp. each 50% owner Tri-States Meredith Broadcasting Co., pending TV applicant at Des Moines where same joint firm has bought KSO for $450,000 from Kingsley H. Murphy [BROADCASTING, Feb. 9].

Albany request, fifth for four open facilities, specifies 12 kw visual, 6 kw aural power. Initial cost $263,670, first year operating cost $130,000, revenue $50,000. Network affiliation contemplated. TV operations of Meredith headed by Donald Withycomb, television consultant and former coordinator of radio and television for Baltimore Sunpapers, owner WMAR and WMAR-TV [BROADCASTING, April 12].

CHOTZINOFF APPOINTED

SAMUEL CHOTZINOFF, former manager of NBC Music Division, appointed to new position of general musical director. Position is not same as that held by Frank Black until his recent leave of absence. Mr. Black currently musical director for Harvest of Stars, CBS Wednesday night program starring James Melton. NBC officials said Mr. Black is to return to network in "a year or so."

MURIEL HUPP LEAVES FCC

MURIEL G. HUPP, secretary to former FCC Assistant General Counsel Vernon L. Wilkinson, resigning effective Tuesday to continue as his secretary in new radio law partnership of Haley, McKenna & Wilkinson [BROADCASTING, April 9]. Previous to him in job, Hupp has held FCC secretarial position past three years.
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, home-maker 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.
“Mutual Newsreel”

Presenting the News—As It Happens—
By People Throughout the World To Whom It Happens

“From now on we want to hear the people who make the news do their own talking”—with this message wired and cabled to all Mutual stations and overseas correspondents, “Mutual Newsreel” got under way.

To bring this idea to life, “Mutual Newsreel” draws on the full news facilities of Mutual’s 500 affiliates—uses on-the-scene reporters with mobile units, wire and tape recorders, special short-wave and line feeds. Plus Mutual’s corps of 22 foreign correspondents trained in special techniques. Plus the facilities of international news and short-wave facilities.

Developed by A. A. Schechter, radio’s leading News and Special Events executive, who has introduced more “firsts” in his field than any man, “Newsreel” will, we predict, become his biggest hit. Listen to the show tonight (in most cities it follows Gabriel Hetter)—watch it build in importance and rating. Build your business with it.

“Opinion-Aire”

“Radio’s Court of Public Opinion”

A few of the nation’s top personalities presented in recent weeks by “Opinion-Aire”.

Senators Taft, O’Mahoney, Ball, Johnson, Flanders, Baldwin. Also top industrialists, educators, labor leaders—in fact, outstanding figures in all fields of endeavor.

“Opinion-Aire” transforms studio into court-room, is filled with suspense, places “on trial” a new major issue each week. Prosecutor and defense counsel are top rank newsmen; witnesses are outstanding people in our national life. And they battle it out.

In addition and no other forum has this feature—“Opinion-Aire” gets the listener to express his opinion—by telephone and written ballot... and the results are announced over the air. The show pulls thousands of letters each week—record being 14,000.

Called “the brightest new idea in airing controversial opinion. In fact, it’s the only new idea to come along,” (John Crosby) and described as “a dynamic format” (Variety) “Opinion-Aire” is another of Mutual’s great new program innovations.