

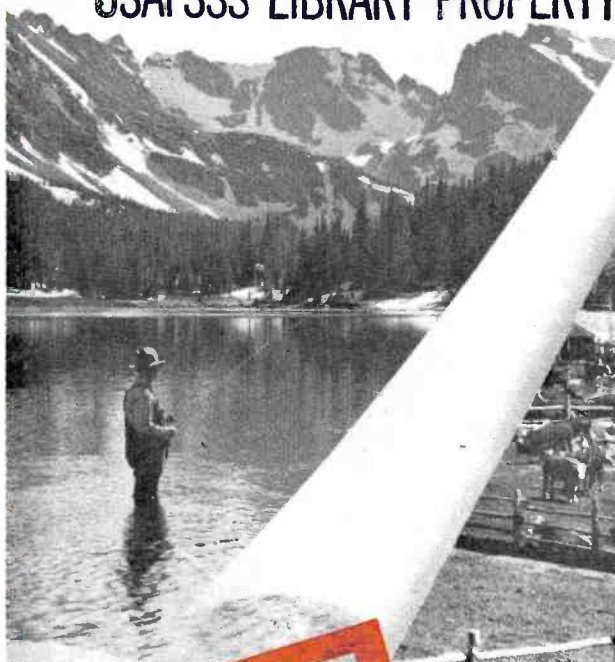
BROADCASTING

The Newsweekly of Radio and Television

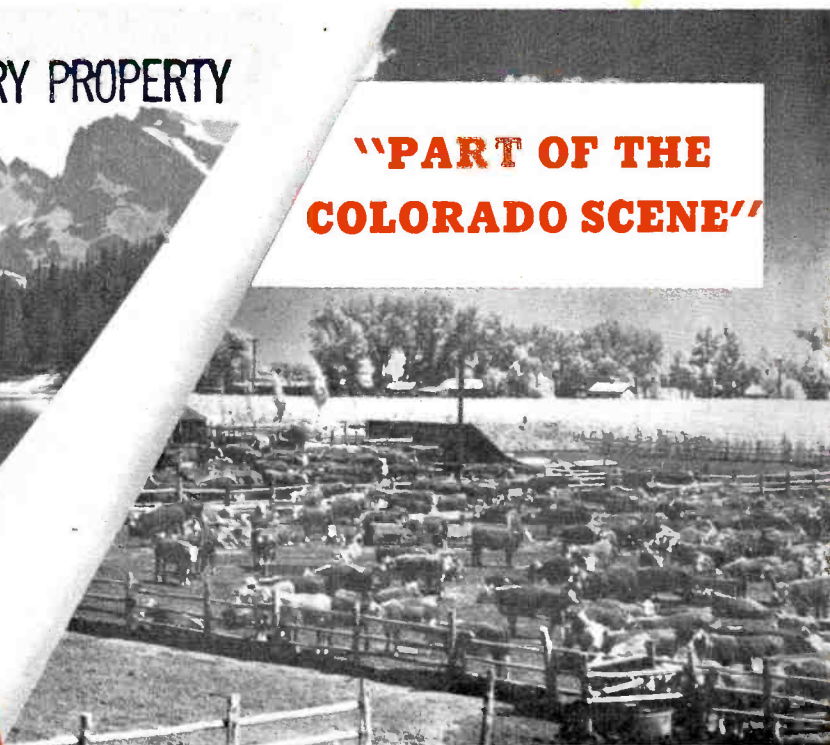
TELECASTING

U.S. ARMY
SCHOOL
BY
P.M.

USAFSSS LIBRARY PROPERTY



"PART OF THE
COLORADO SCENE"



KLZ

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.

DENVER

560 KC.

CBS AFFILIATE

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company
Represented by the Katz Agency, Inc.

FARM INCOME IN 1947 WAS **BIG** IN *Big Aggie's* FIVE-STATE AREA

Cash farm income in 1947 soared to more than 6¼ 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.

	1947 * FARM INCOME	INCREASE OVER 1946
IOWA	\$2,368,962,000	39%
SOUTH DAKOTA	671,099,000	35%
MINNESOTA	1,335,556,000	26%
NEBRASKA	1,125,518,000	32%
NORTH DAKOTA	736,927,000	48%
TOTAL	6,238,062,000	

* 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.

570 KC
5,000 WATTS

A Cowles Station
WNAX

SIoux CITY - YANKTON

AFFILIATED WITH THE AMERICAN BROADCASTING CO.



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.

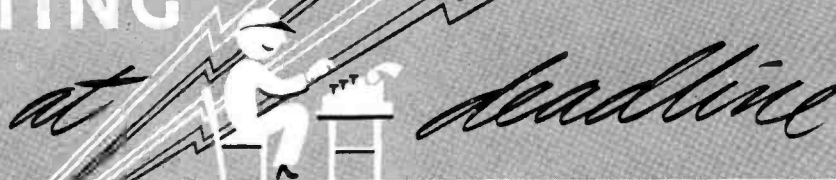
Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.



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 re-write Communications Act now being talked up with return of Chairman Wallace H. White Jr. (R-Me.) to Interstate Commerce Committee councils 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 Foote, Cone & Belding to BBDO, David White, latter agency's producer, will take over *Hit Parade* while Hilliard Marks will continue with *Jack Benny Show*. Both originate from Hollywood. Wayne Tiss, 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 whys and wherefores of AT&T long lines rate-making in offing 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. FM'ers argue same lines can carry up to 9000-cycle quality. FCC has evinced interest in answering complaints of FM broadcasters.

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

(Continued on page 98)

Upcoming

April 19: Hearings on FCC Mayflower decision banning editorializing by stations, FCC Hqrs., Washington.

April 21: Hearings on Liquor Advertising Bills (S-265, S-2352, S-2365) before Senate Interstate Commerce Com., Senate Office Bldg., Washington.

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

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.
(Other Upcoming on page 72)

Bulletins

ANOTHER \$1,000,000 was added for broadcasting section of "Voice of America" Friday by Senate appropriations subcommittee, making total allotted \$24,600,000. In all, \$29,000,000 allotted for information and education projects of State Dept. Increase was part of \$13,239,674 added to State-Justice-Commerce money bill. Subcommittee also restored \$1,724,000 for Census Bureau in Commerce Dept. budget to permit gathering of current statistics.

NATION'S civil defense organizations will be prepared for operation "in six months and maybe sooner", Russell J. Hopley, newly appointed director of Civil Defense Planning told Crete, Neb., audience April 16. Three phases of work will be planning, passing essential legislation and putting program into operation (see story page 21).

ROBERT M. MCGREDY, salesman at WTOP Washington since April 1946, named Friday as WTOP sales manager succeeding Richard C. Linkroom, now program manager.

ORR FORMS AD AGENCY; OFFICES IN THREE CITIES

FORMATION of W. Wallace Orr Adv. Agency announced Friday afternoon. Agency has taken over office space of Booth, Vickery & Schwinn in New York and Baltimore, has opened new office in Philadelphia [CLOSED CIRCUIT, April 5].

Mr. Orr with N. W. Ayer & Son, New York, for 17 years, last five as vice president and supervisor of service in Philadelphia office. He supervised Atlantic Refining Co.'s radio and sports program, and recently formed TV program syndicate that produced *Baseball Previews*.

Vice presidents of new agency are T. Hamlin Reese and Norman Vickery, formerly Booth, Vickery & Schwinn executives. They will be in Baltimore offices.

New agency has taken over accounts of B, V & S—Gunther Brewery, Abbotts Bitters, Audio Devices, Radio Electronic School of New York and Philadelphia National League Ball Club.

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 10 video stations (WMAR-TV, WBKB, WWJ-TV, KTLA, WNBT, WFIL-TV, WNBW, WCBS-TV, KSD and WTMJ). Agency, Cecil & Presbrey, New York.

MIX CAMPAIGN ● John R. Marple & Co., Westfield, N. J. (Thompson's Fireside Hushpuppy Mix) to expand five program spots starting last week on two New York stations into nationwide campaign. Both weekday programs, *Ask Ella Mason* WHN 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*, 9-9:30 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.

WATCH SPOTS ● Longines-Wittnauer Watch Co., New York, starting April 23 will use spot announcements before New York Yankee home games on WMCA New York, and WAAT Newark station breaks during baseball season. Agency, Victor A. Bennett Co., New York.

MARS EXPANDS ● Mars, Inc. (Candy), Chicago, May 1 adds eight stations to 129 NBC stations now carrying *Curtain Time* Saturdays, 6:30-7 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 8-8:30 p.m. spot on NBC replacing *Milton Berle* program which was dropped. Advertiser also sponsors *Philip Morris Night With Horace Heidt* Sundays, 10:30-11 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.

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

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 & Presbrey 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 Inc., radio production firm, has joined Harry B. 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 318 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 in New York. Cuban 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 Hatheway-Steane Corp., division of American Tobacco Co.

CELIA AGRESS, former executive director for American Public Relations Assoc. Inc., New York, has joined Rodgers & Brown Adv. Co. Inc., New York, as account executive.

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)

BROADCASTING • Telecasting

YOU'RE ON THE *FIRST* STATION WHEN YOU PICK *KPRC* HOUSTON

FIRST IN BMB

**FIRST IN
HOOPER**

**FIRST IN THE
SOUTH'S FIRST
MARKET**

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 5:45 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 "Festung 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*.

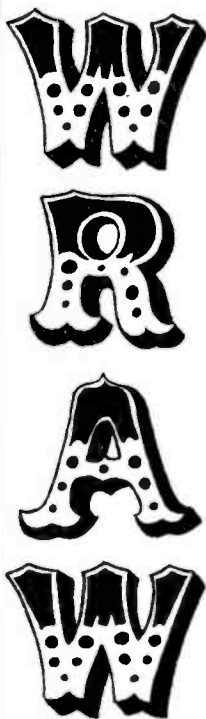
No wonder that CBS delivers its large audience to advertisers at a lower cost than any other network. And that latest reports show that the largest individual audiences in *all* radio are the CBS audiences of the LUX RADIO THEATRE in the evening, the ARTHUR GODFREY SHOW in the daytime.

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

Sales Results ...High



**READING
PA.**

Established 1922

**Rates
...Low**

Represented by
**ROBERT
MEEKER
ASSOCIATES**
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week



WTMJ-TV cameras cover reporters covering the elections.

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—with never 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

(Continued on page 42)

On All Accounts

AS SENIOR ACCOUNT executive for Philip Morris at the Biow 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 job 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 1935 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 Biow 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.



CHUCK

SELL
No. 1 Market
IN THE
South's-
No. 1 State

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

All WITHIN OUR
PRIMARY + AREA

210,200 PERSONS

**\$179,469,000
IN RETAIL SALES**

**\$283,685,000
IN BUYING INCOME**

**We Lead Day and Night
in this Rich Tri-City Market**

WRITE FOR OUR BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE

Represented by
HEADLEY-REED COMPANY

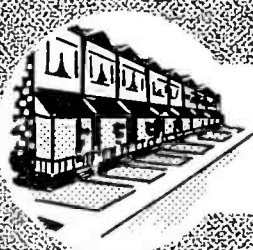
SEPT. 1ST IN READING, PA.



**METROPOLITAN
DISTRICT**

**POPULATION
175,355**

1940
U.S. CENSUS



**62,530
RADIO HOMES**

WHUM GOES COLUMBIA

WHUM

EASTERN RADIO CORP.

NATIONAL REPRESENTATIVES - WEED & CO.

1240 ON YOUR DIAL . THE VOICE OF READING

WORLD BRINGS

ENJOYED BY

For
every
type of
**MUSICAL
PROGRAM**

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 PIANISTS*

Carmen Cavallaro
Fray and Braggiotti
Frank Froeba

VIOLIN SOLOISTS AND QUARTETS*

Joseph Knitzer
London String Quartet

POPULAR CONCERT ORCHESTRAS*

Lyn Murray
David Rose
Victor Young
Ray Bloch
Johnny Green
John Scott Trotter
Ray Sinatra

ORGANISTS*

Jesse Crawford
Archer Gibson
Everett Tutchings
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
Cane 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-

SEE US AT N. A. B. CONVENTION IN ROOM

WORLD PROGRAM

WORLD BROAD

TRANSCRIPTION HEADQUARTERS

Chicago

NEW

22 West Hubbard Street - Delaware 8800

50 West 57th Street

Distributed in CANADA by Northern Electric Company,

★Partial listing

YOU TALENT

MILLIONS!

POPULAR SINGERS*

Evelyn Knight	Dick Haymes
Patti Clayton	Bob Eberly
Vivienne Segal	Earl Wrightson
Gwen Williams	Robert Chisholm
Monica Lewis	Kenny Baker
Julie Warren	Ray Heatherton

SACRED AND RELIGIOUS*

Dorothy Kirsten and Travis Johnson Singers
London String Quartet
James Elwood
Walter Howard Choir
Plymouth Choir
Frank Raye
Frank Luther

SYMPHONIC

The Philharmonic Orchestra of Los Angeles
The Cincinnati Summer Opera Orchestra

CONCERT AND SALON ORCHESTRAS*

Erno Rapee
Harry Horlick
Robert Hilliard
Albert Wallace
Wladimir Selinsky Sinfonietta
Gerald Allaire Symphonetta
Ralph Ginsburgh
Jerry Sears
Mischa Borr

CONCERT VOCALISTS*

Dorothy Kirsten
Felix Knight
Lucille Manners
Robert Weede
Helen Oelheim
William Gephart

HAWAIIAN

Lani McIntire, His Hawaiian Orchestra and Quartet

HILLYBILLY AND WESTERN*

Ernest Tubb
Jimmy Wakely and His Rodeo Boys
Art Dickson and His Lone Star Serenaders
Frank Luther and the Lawrence Quintet
Arkansas Travelers
Prairie Ramblers
Ranch Boys and Betty Lou

CHORUSES*

Lyn Murray Chorus
World Light Opera Company
Imperial Male Chorus
The Travis Johnson Singers
World Mixed Chorus
World Choristers
The Campus Choir
The Sportsmen
The College Eight
Windsor Singers

NOW USE THIS GREAT WORLD LIBRARY

tinuities. 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.

YORK

Hollywood

Columbus 5-2300

6750 Santa Monica Blvd. - Hillside 0171

Limited, 1261 Shearer Street, Montreal 22, Quebec

© 1948, World Broadcasting System, Inc.



Telestatus Report



(REPORT 3)
OPERATIONS ANALYSIS

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 video 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 BROADCASTING plans to collect and publish a running record of the growth of this new type of radio.

The 16 commercial TV stations in February employed 1,051 persons; were on the air for 3,114 hours and 33 minutes, including 1,631 hours and 41 minutes of programs, 36 hours and 19 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

ALL TIME DURING FEBRUARY

	COMMERCIAL		SUSTAINING	
	Hrs.	Mins.	Hrs.	Mins.
Programs	648	-- 20	983	-- 22
Announce- ments	20	-- 46	15	-- 33
Test Patterns	90	-- 00	1356	-- 32
Totals	759	-- 06	2355	-- 27

than 168 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 BROADCASTING *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 47,500 home receivers and 11,000 sets in public places.

At that time, six months before the present report, 62 advertisers were sponsoring more than 100 hours of video 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 spurt.

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.

TIME ANALYSIS FOR FEBRUARY

STATION		COMMERCIAL			SUSTAINING		
		PROG.	ANNCE.	TEST PAT.	PROG.	ANNCE.	TEST PAT.
		HR.-MIN.	HR.-MIN.	HR.-MIN.	HR.-MIN.	HR.-MIN.	HR.-MIN.
KTLA Los Angeles	Even.	75.02	1.41		29.26	.05	
	Dayt.	11.25		80.00	30.14		84.00
WMAL-TV Washington	Even.	30.20	1.56		79.30	.48	20.00
	Dayt.		.08		.08	124.00	
WNBW Washington	Even.	30.51	.47		37.56	2.46	19.11
	Dayt.	1.30			27.43	.12	167.59
WTTG Washington	Even.	40.30	3.45		87.15	1.-	27.-
	Dayt.						18.-
WBKB Chicago	Even.	36.46	.44		47.09	.10	3.0
	Dayt.	19.40	.20		15.19	.05	6.06
WMAR-TV Baltimore	Even.	26.47	2.29		117.50	.40	
	Dayt.						44.09
WWJ-TV Detroit	Even.	46.20	1.11	5.-	35.40		7.-
	Dayt.	20.-	0.22	5.-	16.10		84.-
KSD-TV St. Louis	Even.	32.27	1.27		26.28	.20	6.-
	Dayt.	3.03	.03		25.12		6.18
WABD New York	Even.	27.14	1.59		68.12	1.48	5.00
	Dayt.				2.30		40.00
WCBS-TV New York	Even.	39.26	.17		38.25		5.-
	Dayt.	2.-			2.-		105.-
WNBT New York	Even.	26.35	1.01		58.12	5.-	10.05
	Dayt.	2.-				0.32	200.00
WRGB Schenectady	Even.	26.02	.34		59.29	.16	10.-
	Dayt.				7.54		37.01
WFIL-TV Philadelphia	Even.	52.45	1.-		43.15	.06	147.-
	Dayt.				21.25		
WPTZ Philadelphia	Even.	37.44	.14		35.09	1.17	
	Dayt.	14.08	.03		25.44	.20	115.35
WTMJ-TV Milwaukee	Even.	43.45	.45		26.-		7.19
	Dayt.	2.00			19.15		57.49

NUMBER OF EMPLOYEES AND HOURS OF OPERATION IN FEBRUARY

	EMPLOYEES	HOURS OF OP.
KTLA	40	311 -- 53
WMAL-TV	50	256 -- 50
WNBT	40	288 -- 55
WTTG	28	177 -- 30
WBKB	85	129 -- 19
WMAR-TV	53	191 -- 55
WWJ-TV	56	220 -- 43
KSD-TV	30	101 -- 18
WABD	110	146 -- 43
WCBS-TV	100	192 -- 08
WNBT	210	303 -- 25
WRGB	44	141 -- 16
WEWS	77	-- --
WFIL-TV	48	265 -- 31
WPTZ	50	230 -- 14
WTMJ-TV	30	156 -- 53
		3114 -- 33

CITIES WITH COMMERCIAL TELEVISION SERVICE IN FEBRUARY

CITY	POPULATION	NUMBER IN HOMES	OF VIDEO IN PUBLIC PLACES	RECEIVERS TOTAL	COMMERCIAL TV STATIONS
Los Angeles	3,916,875	14,000	2,000	16,000	1
Washington	1,205,220	8,000	1,000	9,000	3
Chicago	4,644,640	12,300	3,700	16,000	1
Baltimore	1,306,040	4,000	1,000	5,000	1
Detroit	2,702,398	5,100	1,600	6,700	1
St. Louis	1,584,044	3,900	1,300	5,200	1
New York	12,684,411	135,000	15,000	150,000	3
Schenectady	87,549*	1,450	450	1,900	1
Cleveland	878,336*				1
Philadelphia	3,372,690	23,000	3,000	26,000	2
Milwaukee	587,472*	1,275	425	1,700	1

16

All population figures are census bureau metropolitan district data as of May 1947 except those asterisked*, which are 1940 census figures.

VIDEO STATION BUSINESS IN FEBRUARY

STATION	CITY	NUMBER OF ADVERTISERS	COMMERCIAL TIME HOURS MINUTES
KTLA	Los Angeles	35	168 -- 08
WMAL-TV	Washington	12	32 -- 24
WNBW	Washington	26	33 -- 08
WTTG	Washington	21	44 -- 15
WBKB	Chicago	29	57 -- 30
WMAR-TV	Baltimore	34	29 -- 16
WWJ-TV	Detroit	17	77 -- 53
KSD-TV	St. Louis	12	37 -- 00
WABD	New York	27	-- --
WCBS-TV	New York	13	41 -- 43
WNBT	New York	18	29 -- 36
WRGB	Schenectady	17	26 -- 36
WEWS	Cleveland	4	-- --
WFIL-TV	Philadelphia	22	53 -- 45
WPTZ	Philadelphia	30	52 -- 09
WTMJ-TV	Milwaukee	11	46 -- 30

THE SUN

A. S. ABELL COMPANY

★ ★ ★ ★

BALTIMORE 3, Md.

WMAR TV & FM

-the stations with the prestige

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.

FLASH!

Station WMAR-TV,
now affiliated with
CBS, is the only
station in Maryland
carrying the CBS
television programs.

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.

Represented by
THE KATZ AGENCY, Inc.
500 FIFTH AVE. • NEW YORK 18

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FEATURE CALENDAR

First issue of the month: Comparative Network
Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones

At Washington Headquarters

SOL TAISHOFF

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ADVERTISING: S. J. Paul, Advertising Director;
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William L. Thompson, Manager; John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. HEMpstead 8181
David Glickman, West Coast Manager; Ralph G.
Tuchman, Hollywood News Editor, Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0776
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by
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BROADCASTING *—The News Magazine of the Fifth
Estate. Broadcast Advertising * was acquired in
1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: \$7.00 PER YEAR, 20c PER COPY



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 card 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!

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency



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).

New Business



TRIMOUNT CLOTHING Co. of Boston, Mass. (maker of Clipper Craft clothes), through **MORRIS SHAPIRO**, chairman of the board, announced at company's semi-annual convention that advertising plans for the fall were most ambitious in Clipper Craft's history. Network radio and television as well as newspapers and outdoor advertising will be used. **William H. Weintraub & Co.**, New York, is agency for the firm.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Wing cigarettes), has contracted for quarter-hour chain-break baseball scores on **KROW** Oakland-San Francisco, of American, National and Pacific Coast League games. Agency is **Russel M. Seeds Co.**, Chicago.

LOU BLOCK, Philadelphia (Studebaker dealer), April 12 began for 13 weeks, *Show Business*, featuring **Ethyl Foster**, over **WCAU-TV** Philadelphia, Mon. 7:15-7:30 p.m. **Solis Cantor Agency**, Philadelphia, handles the account.

PARODI, ERMINO & Co., San Francisco, distributor of **G. Simi** Imported Olive Oil, has announced that full-scale trade and consumer promotion for the olive oil will be resumed now that product is available in unlimited quantities for first time since outbreak of war. Advertising and merchandising plans, prepared by **Frank Paul Newton Adv.**, San Francisco, will go into effect immediately.

ESSLINGER'S Inc., Philadelphia (beer), April 13 began television sponsorship of wrestling matches from New York City's **St. Nicholas Arena** carried by **WPTZ** Philadelphia. Contract, to continue until end of Tuesday evening wrestling season, was placed through **Lamb, Smith & Keen Inc.**, Philadelphia.

CLIQUE CLUB GINGER ALE, Los Angeles, plans five-weekly participation and chain break announcements for May and June on seven Los Angeles stations. Participation will be on **KFI Art Baker Notebook**;

(Continued on page 82)

Open Mike

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

Market Survey Draws More Kudos

EDITOR, BROADCASTING:

For many weeks past I have intended to offer my congratulations to **BROADCASTING** on the swell job you and your staff are doing. Forgive me for not getting around to telling you so sooner.

BROADCASTING's highly factual, accurate, and neatly presented. It is of real value to me in keeping abreast of week-to-week developments in radio, television advertising and programming.

BROADCASTING is definitely "on the beam" in every respect.

Carl S. Hallauer
Exec. Vice President
Bausch & Lomb Optical Co.
Rochester, N. Y.

EDITOR, BROADCASTING:

I want to congratulate you and **BROADCASTING Magazine** on your new city-by-city editorial feature. It's a wonderful idea.

George Howard Allen
Promotion Manager
New York Herald Tribune

EDITOR, BROADCASTING

Your city market series is swell!

Thad Holt, president
Voice of Alabama Inc.
WAPI Birmingham, Ala.

EDITOR, BROADCASTING:

I have read with interest your study of the Washington radio market which is published in your issue of March 29.

I believe that your continuing study of major radio markets constitutes a great contribution to the radio trade.

Permit me to congratulate you!

T. A. M. Craven
Vice President
Cowles Broadcasting Co.
Washington, D. C.

EDITOR, BROADCASTING

Having just seen your market report on Washington, I want to say that I consider it a terrific idea. I can't imagine any more useful way of pointing up trends

(Continued on page 64)

KLX WINS TWO NATIONAL HONORS!

#1

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.

#2

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.

THE PAY OFF ➡

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.

SPECIAL OFFER ➡

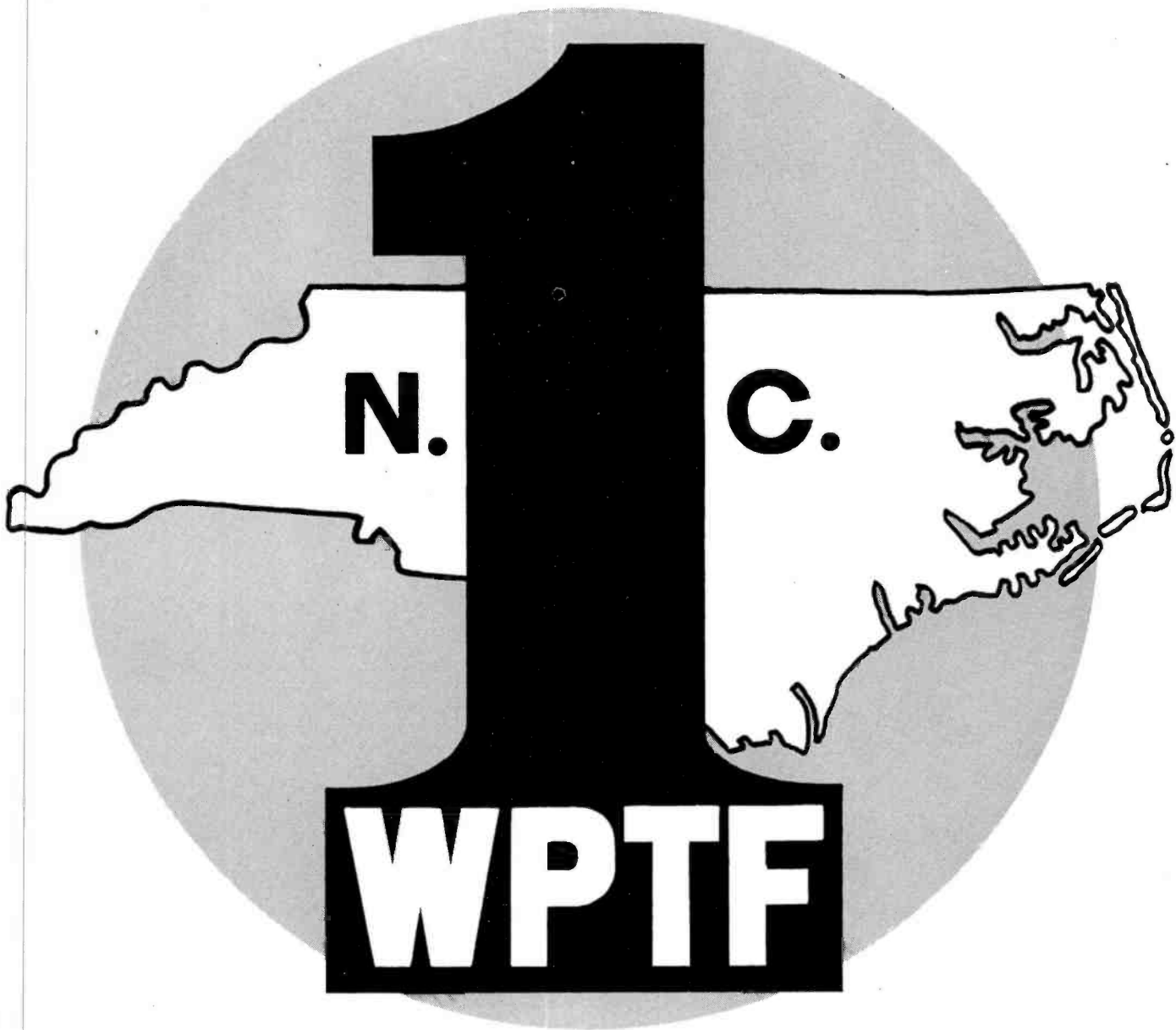
KLX has 14 special promotion and merchandising services that give your clients real help in this overflowing billion-dollar Oakland market. Wire or write airmail today to KLX, Tribune Tower, Oakland 4, California.

KLX

TRIBUNE TOWER, OAKLAND 4, CALIFORNIA
J. R. KNOWLAND, Jr., Pres. • GLENN SHAW, Gen. Manager

*Prize-Winning Sales Promotion
That Pays Off for Advertisers!*





**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 in its greatest boom.

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 panicky 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 "freezes" 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 \$14,400,000,000—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 com-

panion 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 incompletion 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 war place heavy stress, however, upon communications facilities. Although communications ranked fourth during World War II as an essential offensive-defensive asset, its 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. Leighton 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 manufacturing companies on 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 civilian hands. 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

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

Non-Hearing Grants Cracked

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 Bennett 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 peti-

(Continued on page 79)

AWB DISCLAIMER Women Project Renounced

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

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 Friday that AWB had neither sanctioned nor participated in RRA's 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 Daugherty, WSTC Stamford, Conn., who is AWB secretary, and Dorothy Lewis, AWB vice president (now 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 Daugherty 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 and 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; minimum monthly service of \$35 for monthly reports to clients, with another \$5 for agencies; small charges per returned release if beyond normal expectancy. Script and transcription library would be maintained free of charge.

Members of a proposed board of review were named.

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 amicable solution.

Although none of the parties would comment as to the details, 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 only other music front where disagreement still exists, the AFM was reportedly sitting tight in its refusal to perform for records or transcriptions. No progress was reported in what one industry representative described as "the search for a magic formula."

The AFM quit working for "canned" music last Dec. 31 when it was prohibited by the Taft-Hartley act 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 station 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, he pointed out that live music could now be used to back up film if such was desired.

A letter by Mr. Petrillo to all locals, dated Mar. 25, made it clear

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Petrillo and Networks Near TV Solution

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.

Further in his advice to locals, Mr. Petrillo states 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 fund were less than one half of one percent of the total expenditure last year.

FTC to Eye Video Advertising Script

COMMERCIAL television broadcasts 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 submit four times yearly 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 plaques, 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.



JOINT problems of Assn. of Women Broadcasters and the parent NAB were discussed at an April 9 Washington meeting. AWB committee included: Seated 1 to r.—Gertrude Grover, WHCU Ithaca, N. Y.; Ruth Crane, WMAL Washington, chairman; Eleanor Hanson, WHK Cleveland; standing—Vernice Irwin, KVI Tacoma; Nancy Grey, WTMJ Milwaukee; Pat Griffith, NAB director of women's activities; Alma Kitchell, WNBT New York (alternate for Norma Richards, WSPD Toledo, Violet Short, KTSN San Antonio, and Ann Halden, KGO San Francisco); Nell Daugherty, WSTC Stamford, Conn. Absent when photo was taken was Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York.



AMONG proponents of the Johnson Bill (S-2231) was A. Frank Katzentzine, owner of WKAT Miami Beach.



LEADING witnesses for the bill included Frank U. Fletcher III, of WARL Arlington, Va., and T.A.M. Craven, former FCC Commissioner, now vice president of Cowles Broadcasting Co. and general manager of WOL Washington.



ONE of the most vigorous cases was made by Ed Craney, operator of the Northwest "XL" stations.

CLEAR OPPONENTS REPLY

Craney Leads Fight on Hill

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 engineering director of the Clear Channel Broadcasting Service, is scheduled to make the principal presentation for CCBS, 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

CCBS 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 Comr. T. A. M. Craven, now vice president of the Cowles stations and general manager of WOL Washington; Hulbert Taft Jr., managing director of WKRC Cincinnati and cousin of Sen. Robert A. Taft (R-Ohio); Rex Howell, manager and co-owner of KFXJ 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 CCBS 750-kw proposal would concentrate too great power in too few hands and would threaten smaller stations with ruin. He attacked Mr. Caldwell, CCBS 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

CCBS 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.),

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ANA

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 audience 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

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Hooper, Nielsen Discuss Ratings

PEABODY AWARDS

CBS and Affiliates Win 5 of 11 Honors

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 WQQW 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 1940, 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 Views 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 signalizes the skillful commentary of Don Hollenbeck, the courage of Edward R. Murrow who conceived the program, and the CBS news



Elmer Davis, ABC
Commentator.



Edward R. Murrow,
CBS Commentator.



Carl Green, WQQW
writer-narrator



William S. Paley, CBS
board chairman.



Benjamin Cohen, UN in-
formation director.



Irving S. Olds, U. S. Steel
board chairman.



Dr. Serge Koussevitzky,
Boston Symphony



Fletcher Markle, CBS pro-
ducer-director-actor.



Merle S. Jones, WCCO
general manager.



H. Leslie Atlass, CBS v.p.,
WBBM president.

... Key Figures in Organizations Receiving Honors

staff for a consistently high performance."

To Dr. Serge Koussevitzky'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 par-

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PEABODY AWARD WINNERS

"Report Uncensored," 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," CBS—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," series by WQQW Washington—Outstanding Children's Program.

"United Nations Today," a service of the United Nations Network for Peace—Special Citation.

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 has there been internal population movement of such magnitude as in the past seven eventful years."

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

of every five persons living in the West in April 1947 were migrants. The area acquired some 2,000,000 persons in the seven years, far ahead of the 1935-40 gain of 900,000 persons.

Heaviest loser in this migratory trend is the South, 1,500,000 persons having left for other areas. This loss was greater than that of the 1935-40 period when the economic depression slowed up the usual movement from the rural South to the urban North to 270,000 persons in the five years.

The North Central states joined the South in contributing most to the West, about 1,200,000 persons each, with the Northeast adding 300,000. The nonwhite population in the South moved around less than the white population.

"During the war," Director Capt

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LEADING AM, FM and television broadcasters and advertising executives attempted to peer into the future of radio and television from the social and economic aspects during the City College of New York's School of Business Fourth Annual Radio and Business Conference in New York April 13 and 14.

Major interest was centered on the impingement of television upon the broadcasting field.

Harry Bannister, general manager of WWJ Detroit, speaking at the closing conference panel in Hotel Roosevelt Wednesday, April 14, termed the future of both radio and television as "hazy and confusing." "There is no evidence of clarification in years to come," he said, adding that "in radio we have been on sure ground—able to meet any new problem. But we lost that sure footing when television came. Now our decisions are based on guesswork and risk, with no sure knowledge."

He predicted that within ten years—"perhaps sooner"—in all metropolitan areas network stations will televise all schedules, and at least one video station will prevail in cities of 50,000 population and over. "There will be lots of FM, but only a handful of high-powered AM stations."

Cites Competition

John S. Hayes, general manager of WINX Washington, speaking on the same panel, asserted that the major problem in the industry today was not television, but the increasing competition among AM stations. "Television won't steal AM advertising to any great extent, at least on the local level, for many years," he said.

Other speakers on Wednesday were Craig Lawrence, general manager, WCOP Boston; Noran E. Kersta, director of video operations, NBC; George C. Dibert, vice president, J. Walter Thompson, New York and A. A. Schechter, vice president, MBS, who was moderator. Both Mr. Dibert and Mr. Kersta supported the theory that present economy could support a doubling of advertising expenditure, and that television can "easily" be supported.

The Tuesday night panel, held in the City College Main Auditorium, discussed 10 major questions posed from brief dramatic sketches. Ted Cott, WNEW New York vice president and program manager, presided. Elissa Landi, radio, stage and screen star, welcomed the more than 2000 members of the audience to the conference.

In discussing the question of competition between AM, FM and television, most panel members agreed that advertisers will choose the media most adaptable to pre-



CITY COLLEGE of New York radio awards won by CBS personnel are examined by (l to r): Hubbell Robinson Jr., vice president and director of programs for the network; Robert Lewis Shayon, a producer; J. L. Van Volkenburg, director of station administration; John Gray Peatman, chairman of the CCNY committee on the national awards; Gerald Maulsby, CBS assistant director of public affairs, and William C. Ackerman, director of CBS reference department. The awards were made to Mr. Robinson for "My Friend Irma," to Mr. Shayon for "The Eagle's Brood," to Mr. Maulsby for "We Went Back" and to Mr. Ackerman for overall network promotion.

senting his product—and all three facets will, therefore, thrive. Mr. Cott predicted however, that of the 23 stations now in New York City, eventually there will be at least 10 fewer, with only specialized stations remaining in existence. "Advertising dollars will go to stations which specialize," he said, "... specializing in foreign language programs, classical music, public service features, etc."

Gerald O. Kaye, general sales manager of Bruno, New York, one of the largest advertisers in the city, asserted that "for every \$1 spent on radio, \$5 is going toward television."

Others on the panel were Fred Allen, NBC comedian, Harold E. Fellows, CBS manager for New

England area and general manager of WEEI Boston; Mr. Kersta; Gordon Mills, radio director, Kudner Agency Inc., New York; Paul B. Mowrey, national director of ABC television; Robert A. Schmid, MBS vice president in charge of station relations, and James D. Shouse, president, Crosley Broadcasting Corp.

John Gray Peatman, chairman of awards committee, presented a plaque to Waddill Catchings, president, Rayshow Inc., for the creation of the outstanding radio program created during 1947, *The Greatest Story Ever Told*, and another plaque to Mr. Shouse for the

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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 anticipates 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 in Washington 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.

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 or-

ganizations, 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

All-Radio Presentation Book Ready

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 Gulick, WGAL Lancaster, Pa.

The new joint committee includes Messrs. Ratner, Gray and Thomas; Leonard Asch, WBCA Schenectady, FM Assn. director; Kenneth H. Baker, NAB; Will Baltin, Television Broadcasters Assn.; Bond Geddes, Radio Manufacturers Assn.; E. P. H. James, MBS; Ivor 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

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TIME HEARING

LONG-DELAYED hearings on uniform time will be held tomorrow (April 20) before a Senate Interstate Commerce subcommittee. As of last Friday, no broadcasters had requested time to testify.

Two bills are pending before the committee [BROADCASTING, March 22]. S-2226, introduced by Sen. Clyde M. Reed (R-Kan.) at the request of the Interstate Commerce Commission, provides for uniform daylight time. S-2041, introduced by Sen. John Overton (D-La.), would proclaim nationwide standard time.

Scheduled to testify are representatives of ICC, American Assn. of Railroads, American Short Line Railroad Assn., Motor Bus Operators and possibly NAB.

The state of California already has inaugurated daylight saving time to conserve power, but the two other West Coast states, Oregon and Washington, remain on standard time. However, a resolution adopted by the city council of Portland, Ore., last week favors daylight time and urges that it be enacted at least on an area basis by the three states.

Favors Daylight Time

The council also said it favors daylight time on a national scale as a means of increasing consumption of consumers goods during the present shortage and of conserving national resources.

In Washington, D. C., the time question was still unresolved. A bill authorizing the District of Columbia commissioners to decide whether the Capital will have daylight time has passed the Senate and is now pending before the House, which is expected to approve.

Detroit's Mayor Van Antwerp, although personally opposed to the

Opens Tomorrow; Two Bills Pending

measure, 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 hadn't decided 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 mc) will be conducted April 22 with five hours of video program fare 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 6 kw aural, 12 kw visual. 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.



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

Evans, Hollister Named Members of BMI Board

ELECTION of Walter C. Evans, president of Westinghouse 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 14 the total number of directors. Mr. Evans also is vice president of Westinghouse Electric Corp. Mr. Hollister is owner of KBOL Boulder, Col., and part owner of KMMJ Grand Island, Neb., and KCOL Fort Collins, Col.

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; Claude Barrere, incumbent, for secretary; Lewis Avery, Avery-Knodel, for treasurer. Nomination is tantamount to election, since all were unopposed.



Mr. Haverlin

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 and 16 Kentucky stations with \$1,100,000 in allegedly overdue taxes.

According to John Tarrant of the Louisville law firm of Ogden Tarrant, Galphin and Street, Earl 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 clients 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, filed a motion 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 back franchise, 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 have 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."

Former Employees Queried Re KMPC

A PAIR of investigators from FCC Washington headquarters have interviewed a number of present and former KMPC Hollywood newsmen and other employees in the Commission's probe of charges that KMPC Owner G. A. (Dick) Richards ordered a "slanting" of news on the station [BROADCASTING, March 8, 15].

Though the investigators, Raymond Lewis and Robert F. Alford, would make no comment on their activities, it was known they have examined station records in addition to their interviews. Cleve Roberts, one of the former KMPC newsmen whose charges led to the inquiry, was reported to have been questioned at length.

The investigation, ordered by FCC, is to extend to WGAR Cleveland and WJR Detroit, other Richards stations.

Messrs. Lewis and Alford have been in Los Angeles since April 7 in connection with the inquiry.

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 and beer advertising in interstate commerce.

S-2365 by Sen. Edwin Johnson (D-Col.) would permit only a picture of a bottle plus a few simple descriptive or illustrative words.

S-2352 by Sens. Johnson and Clyde M. 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 powers 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, al-

Congress to Study Controls

though 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, since they would allow a 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, they could set a precedent which would encourage moves of a similar nature against advertising of other products.

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

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 KFJH Wichita, KFI Los Angeles, WRC 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 specially anxious to learn how to telecast 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 avail-

Federal Study Underway

able 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.

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 MBS board; J. R. Poppele, vice president of WOR New York and MBS board member; E. P. H. James, Mutual vice president and television coordinator; Willet Brown, program director of Don Lee, and Frank Schreiber, manager of WGN-TV Chicago.

SEEK 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 Radiophone Co., licensee of WKY Oklahoma City and owned by Oklahoma Pub. Co., seeks video Channel 4 (66-72 mc) in that city, while California Inland Broadcasting Co., merger of J. E. Rodman and Tulare - Kings Counties Radio Assoc. broadcast interests [BROADCASTING, March 15] has filed for Channel 5 (76-82 mc) at Fresno, Calif.

Southern Broadcasters Inc., Richmond, Va., permittee of WRMV (FM), requests a combined television-FM operation on Channel 8 (180-186 mc) as Richmond affiliate of the Allen B. DuMont Labs. television network.

Warner Bros., which seeks aural power of 15.5 kw and visual power of 31.5 kw at Chicago on Channel 13 (210-216 mc), estimates construction would cost \$788,000 aside from studio facilities. First year operating cost would approximate \$800,000 with revenue running about \$350,000, it was indicated.

Transmitter would be located atop the Morrison Hotel. The Warner Bros. application is the fifth for the three remaining TV facilities in Chicago.

Principals Involved

The new TV applications, with ownership and other details, include:

Albany, N. Y.—Van Curler Broadcasting Co., Channel 9 (186-192 mc), 8 kw visual, 5 kw aural. Initial cost \$263,000, first year expenses \$125,000, revenue \$75,000. Four stockholders, each owning 25%: S. H. Fabian, founder, president and substantial owner Fabian Theatre Corp., chain operator, president; Samuel Rosen, secretary-treasurer Fabian Theatre Corp., treasurer; his wife Eleanor Fabian Rosen, sister of S. H. Fabian, vice president; and Edward L. Fabian, son of S. H. Fabian, employed by theatre firm, secretary. Applicant was unsuccessful contestant in competition for 1460 kc at Albany (deleted WOKO facility which was

12 More File Applications With Commission

granted to Governor Dongan Broadcasting Corp., now operating station under same call).

Chicago—Warner Bros. Pictures Inc., Channel 13 (210-216 mc), 31.5 kw visual, 15.5 kw aural. Initial cost (less studios) \$788,000, first year expenses \$800,000, revenue \$300,000. Applicant is owner KFVB Los Angeles.

Columbus, Ga.—J. W. Woodruff, Jr. Woodruff Jr. and E. B. Cartledge Jr. doing business as Columbus Broadcasting Co., Channel 3 (60-66 mc), 1.734 kw visual, 0.867 kw aural. Initial cost \$140,080, first year cost \$35,000, revenue unknown. Applicant is licensee WRBL Columbus.

Others Seeking TV

Corpus Christi, Tex.—R. L. Wheelock, W. L. Picken and H. H. Coffield doing business as Corpus Christi Television Co., Channel 6 (82-88 mc), 19.2 kw visual, 9.6 kw aural. Initial cost \$187,500, first year cost \$96,000, revenue unknown. Co-partners are independent oil producers, already have filed similar video requests for Phoenix, San Antonio and New Orleans.

Fresno, Calif.—California Inland Broadcasting Co., Channel 5 (76-82 mc), 12.1 kw visual, 9 kw aural. Initial cost \$208,825, first year cost \$100,000, revenue \$50,000. Applicant is newly approved merger of J. E. Rodman (40%) and Tulare Kings Counties Radio Assoc. interests, to operate KTKC Visalia, Calif., at Fresno on 940 kc with 50 kw eventually under KFRE call.

Lawrence, Mass.—Hildreth & Rogers Co., Channel 6 (82-88 mc), 15.2 kw visual, 7.34 kw aural. Initial cost \$255,000, first year cost \$120,000, revenue unknown. Programming to be 70% commercial. Applicant is licensee of WLAW Lawrence.

Madison, Wis.—Radio Wisconsin Inc., Channel 9 (186-192 mc), 26.78 kw visual, 13.39 kw aural. Initial cost \$230,733.39, first year cost \$60,000, revenue \$20,000. Applicant is permittee of WISC Madison, and is 49.4% owned by Central Broadcasting Co., licensee WEAU Eau Claire, Wis.

Oklahoma City—WKY Radiophone Co., Channel 4 (66-72 mc), 12.4 kw visual, 6.2 kw aural. Initial cost \$192,400, first year cost \$180,000, revenue \$90,000. Applicant is licensee WKY Oklahoma City.

Richmond, Va.—Southern Broadcasters Inc., Channel 8 (180-186 mc), 18.5 kw visual, 19.3 kw aural. Initial cost of \$89,000 cited for 500 w DuMont "Acorn Package" with additional \$40,000 estimated for 3.5 kw amplifier installation. Monthly operating cost \$3,000, revenue unknown. Applicant, permittee WRMV (FM) Richmond, is

(Continued on page 79)

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*, featuring Henry Morgan and sponsored by Admiral Radio Corp., through Robert J. Enders Agency, Washington. It was the first performance on a 13-week series.

Sunday's program (6:30-7 p.m.) was to originate at WFIL-TV Philadelphia, an ABC affiliate, with WMAR-TV Baltimore, WMAL-TV Washington and WABD New York, the DuMont station, as additional outlets. Construction of ABC's New York video station is about to begin.

The Morgan show made its bow

★ April 11 at WFIL-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. Siragusa, Admiral president, has asked the Enders agency to look for other television shows which will help make Admiral a leader in the new visual medium.

Other regularly-scheduled programs announced by ABC include

(Continued on page 79)

Television stories, on other pages, in this issue:

AFM and Networks Near Agreement on Television	22
WTVR Richmond, Va., Starts April 22 on Channel 6	26
3 or 4 New York Video Sets in Modest Income Homes	29
WTG Washington Will Telecast Senators' Home Games	38
CBS Makes TV Cost Survey	40
Grey Agency Makes Video Budget Survey	46
Baggy Pants Taboo on Television	56
CBS to Telecast Horse Racing	58
ABC, French Group Plan TV Exchange	58
Apex to Furnish Film to Network	58
Fighters Want Cut in Garden TV Fees	60
KSTP-TV Minneapolis-St. Paul Rate Card No. 1	66
KSD-TV St. Louis Rate Card No. 2	66
WBKB Starts Morning Programming	89
Pacific TV Showing	90
RMA-IRE to Investigate High Band	92

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



PARTICIPATING in special broadcast when KEX Portland, Ore., went to 50 kw were (l 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 (l to r): Jules Herbueaux, NBC program manager; Harold Smith, WMAQ Chicago sales promotion; I. E. Showerman, 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 7½ kw April 9.



MOTTO WINNER for WPIX(TV) New York, Paul Keough (l), newsreel editor, gets check from Robert L. Coe, manager, and Carl Warren, news manager. Motto: "First on the Scene, First on the Screen."



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



UNION OIL-NBC confab (l to r): Haines Fennell, Union advertising manager; Harold J. Bock, NBC Western TV manager; Robert S. Howard, NBC Western spot sales manager; Reese Taylor, Union president; Arnold Maguire, TV director of Foote, Cone & Belding, L. A.; Lewis Frost, assistant to NBC Western v.p.

PRESIDENT Charles H. Davis (seated), Davis Buick Co., agrees on baseball sponsorship on WPTZ(TV) Philadelphia. D-B officials (l to r): Charles Willis, Ed Baeur, F. Cunningham.

CBS TV plans are discussed in Chicago by (l to r) H. Leslie Atlass, Central Division v.p.; Joseph H. Ream, network v.p. and secretary; Harlow Roberts, v.p. of Goodkind, Joice & Morgan.



WITNESSING signing of WNHC-TV New Haven, as a DuMont TV affiliate are (l to r) James T. Milne, station manager; Alde De Dominicis, secretary and treasurer; Lawrence Phillips, DuMont; Halsey Barrett, DuMont.

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 (l to r) Gerald O. Kaye, sales manager of Bruno-New York; Burt Lambert and Ira Herbert, WNEW.



EQUIPMENT PROGRESS

NAB Exhibit Sellout

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 sellout 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 entertainment features of the convention [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 women 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 9 a.m. Monday morning 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 as well as light equipment and broadcast services.

The heavy equipment area will be almost double that available at the Chicago convention in 1946. Other exhibitors, 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 said requests for power run well ahead of expectations, with hotel and utility officials promising to deliver the requested services.

Details of the 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 employee-employer relations panel slated for the Monday morning management session. Titled "Unscrambling the Labor Jigsaw Puzzle," the panel will include 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 WSJS Winston-Salem, N. C.; Arthur F. Harre, general manager of WJJD Chicago.

Richard P. Doherty, NAB employee-employer relations director, will speak Monday morning 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. "No holds will be barred," said Mr. Howard, who recalled that the FCC-industry panel at Atlantic City lasted more than an hour beyond adjournment time.

Named by Chairman Coy to represent the Commission are John A. Willoughby, acting chief engineer; James E. Barr, chief, Standard Broadcast Division; Cyril M. Braum, chief, FM Broadcast Division; Hart Cowperthwait, acting chief, Television Broadcast Division.

For Industry

Taking part on behalf of the industry, Mr. Howard said, are Mr. McNaughten; Orrin W. Townner, 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. The three last-named are 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. Among topics on 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. Arty 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 ratio 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 for eastern districts, by three 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:

Amperex Electronic Corp.; Andrew Co.; Oliver Gramling (assistant general manager in charge of radio, Associated Press); Associated Program Service; Broadcast Measurement Bureau; Broadcast Music Inc.; Broadcast Service Bureau; Capitol Records;

Collins Radio Co.; Commodore Productions & Artists; Communication Products Co.; Daven Co.; Fairchild Camera & Instrument Corp.; Federal Telephone & Radio Corp.; Gates Radio Co.; General Electric Co.; Harry S. Goodman Radio Productions; Graybar Electric Co.;

Industrial Information Inc.; Keystone Broadcasting System; Lang-Worth Feature Programs; Lehigh Structural Steel Co.; C. P. MacGregor; Mag-necord Inc.; Mayfair Transcription Co.; NBC Radio Recording Division; Presto Recording Corp.;

RCA; Rangertone Inc.; Raytheon Mfg. Co.; Hermion Hosmer Scott Inc.; SESAC Inc.; Standard Radio Transcription Services; Transcription Sales; U. S. Recording Co.; Western Electric Co.; Westinghouse Electric Corp.; Winchester Corp.; World Broadcasting System; Frederic W. Ziv Co.

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 results of a survey made public 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 31,755 home television receivers in the New York area with 53% in New York City.

KWK St. Louis has installed new 10-kw Western Electric FM transmitter which is now in regular operation.

MAYFLOWER

FCC's REVIEW of the Mayflower decision banning editorializing by radio station licensees swings into its second session today before the Commission *en banc*. NAB witness trio, including President Justin Miller, Executive Vice President A. D. Willard Jr. and General Counsel Don Petty, is to lead off at today's proceeding.

Continued from early March when the Commission in a five-day session heard views of some 30 witnesses [BROADCASTING, March 8], second phase is not expected to be concluded within present three days assigned to proceeding this week. A score of new individuals are to testify. As of last Friday it was undecided whether the session would be continued again after Wednesday or would run the rest of the week under some other arrangement. This might be part day with full

Second Session of FCC Hearing Starts

Commission sitting or 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 now attorney, and Commr. T. A. M. Craven, vice president and general manager of WOL Washington. Mr. Fly was head of FCC when the original Mayflower ruling was handed down.

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

Ralph Hardy, KSL Salt Lake City; William Quarton, WMT Cedar Rapids; William J. Scripps, WWJ Detroit; Dr. Frederick Siebert, U. of Illinois; E. R. Vadeboncoeur, WSYR Syracuse; United Auto Workers, CIO; Progressive Citizens of America; Gordon P. Brown, WSAV Rochester; Louis G. Caldwell, WGN Chicago; Frank Waldrop, Washington Times-Herald; American Veterans Committee; National Lawyers Guild; Cooperative League of U. S. A.; Rex Howell, KFXJ Grand Junction, Col.; Sidney Shreiber, Motion Picture Assn.

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 about 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 Convention; James L. E. Jappe, assistant to the chairman in charge of hall arrangements for the Republicans; R. M. Menaugh, 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 Philadelphia to receive final reports on completed arrangements. All studio space for radio and television has now been assigned, according to the party.

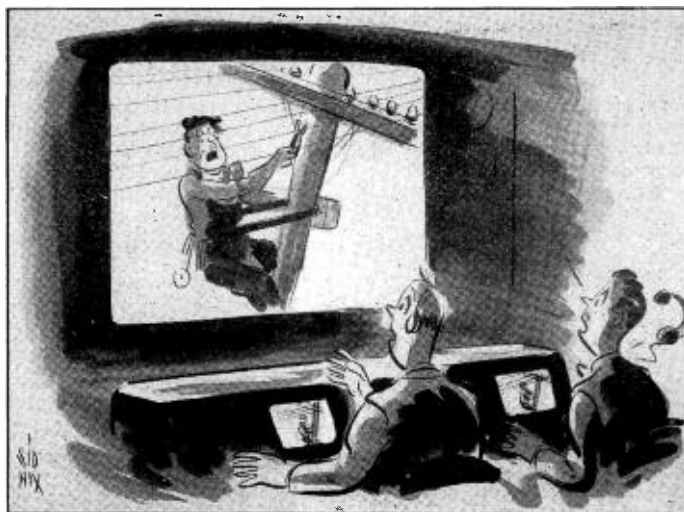
A unique feature of the setup will be combined facilities backstage for AM and TV so that leading news commentators can be televised simultaneously with their regular broadcasts.

Stern Retained in BMI Post; Lorraine Is Named

CONTRACT renewal for Julie Stern, general professional 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 E. 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.

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



Drawn for BROADCASTING by Sid Hix
"NBC . . . NBC . . . sorry, your time is up!"

WOOD SALE

SALE of WOOD Grand Rapids by ABC to Harry M. Bitner, Indianapolis broadcaster, his family and associates was approved by FCC last Wednesday, 21 months after the network took the 5-kw NBC affiliate "in trust" 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 approxi-

NBC BACKS NEWSMAN ACCUSED BY MOSCOW

CHARGES by Radio Moscow that Robert Magidoff, NBC Moscow correspondent, had been involved in espionage against Russia were repudiated last week by the network, which preferred to place its "full confidence" in Mr. Magidoff.

The broadcast was precipitated by alleged pronouncements of Mr. Magidoff's secretary, identified as Cecilia Nelson, a native of Michigan. According to Radio Moscow, Miss Nelson reported full details about the alleged espionage in a letter to *Izvestia*, a Soviet government newspaper. She is said to have quit her job the same day.

William F. Brooks, NBC vice president in charge of news, special events and international relations, issued the following statement with respect to a reported Russian government ouster of Mr. Magidoff:

"Robert Magidoff has been employed by the National Broadcasting Co. as a news reporter since July 21, 1941. His work for us consisted solely of broadcasting news reports and sending news dispatches. The company has full confidence in his integrity as a working news man and, needless to say, never requested him to send any information in violation of censorship or which might be considered of a military nature."

Following network orders, Mr. Magidoff booked passage April 16 on a Soviet plane scheduled to leave for Berlin April 18.

FCC Approves Transfer By ABC to Bitner

mately \$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 WFBM 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 KILQ Grand Forks, N. D. (1440 kc, 1 kw day, 500 w night) from Dalton LeMasurier by 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 KVNW Grand Forks (1260 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 WFBM 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, Ill., and Wilmet 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 wire or microwave networks. Also authorized were two coaxial units in the Cleveland-Buffalo cable and TV terminals at Buffalo, Toledo, South Bend and Danville, 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.

Washington spokesmen said that for at least a year the bureau had 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 rest 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. Loyel, Resident Manager

'OPERATION WRC'

Organization Described

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 McAndrew. 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 news 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 functions 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 over-all 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 "transitional" service.

Some Compromises

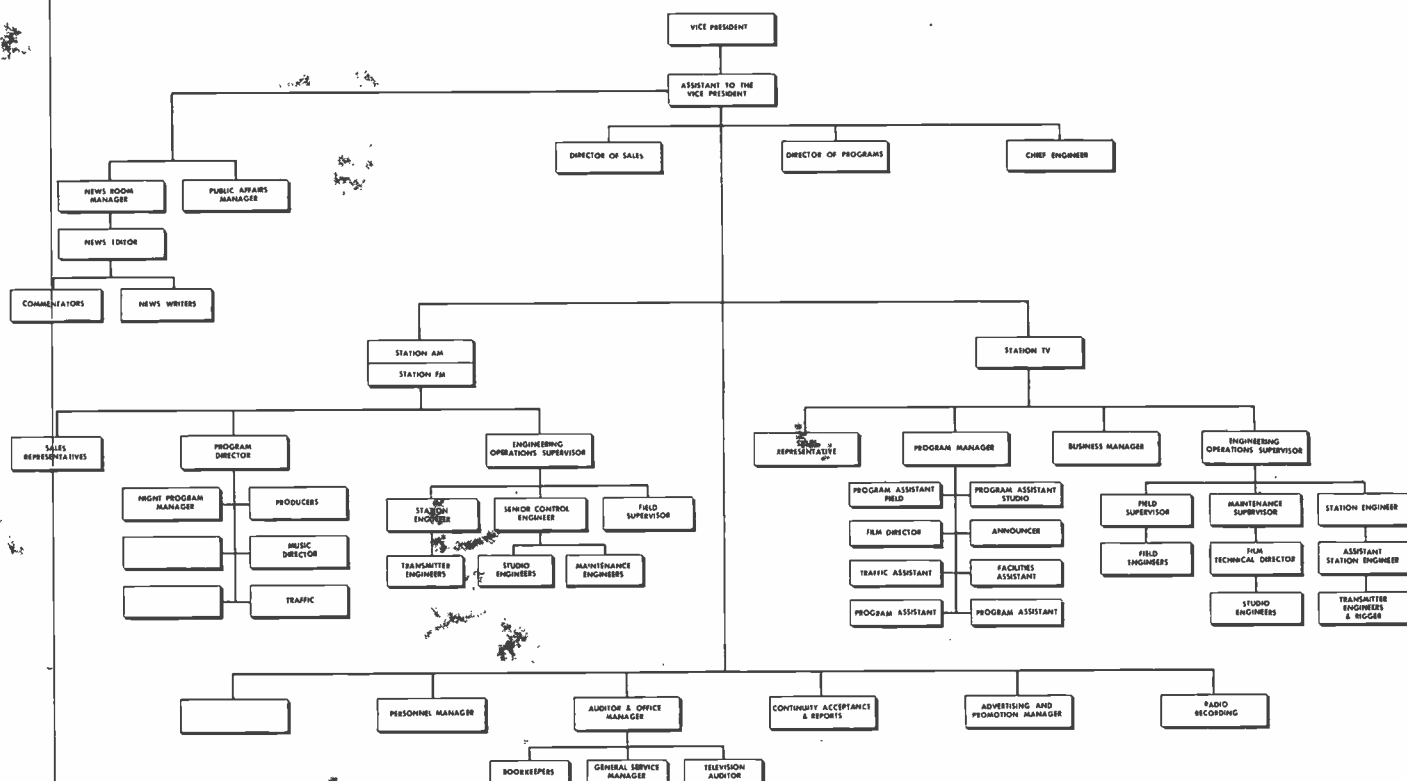
Naturally there must be adjustments and compromises between aural and visual broadcasting but I look upon television as being a new service and not wholly a substitute for sound. The program director, naturally, has specialists under him who are doing everything in their power to build programs especially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

HOW THE NBC WASHINGTON OPERATION FUNCTIONS





"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

FMA MEETING

FM SELLING and programming provide the theme for the organization meeting of Region 4 of FM 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

Capital Scene of May Region 4 Sessions

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, WITH-FM Baltimore, as moderator. Talk on Transit FM will be given by E. Cleveland Giddings, vice president of Capital Transit Co., Washington, which is experimenting with receiving sets in its vehicles.

Presiding at the Thursday lunch-

eon 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 F. Wolfe, owner of WPRO Fremont, Ohio, will be among convention speakers, discussing FM rates.

FMA's board will meet May 4 and 6.

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.

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



Mr. Robb

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 Shawn, 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.

MAKING A SENSATIONAL SPLASH*

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

FORJUE & CO., representatives

*Camay rates a bow for this one

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 thrashed 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. PRYOR 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

Advertisers themselves will tell you . . .

WOW, Omaha and JOHN BLAIR & Company



WOW transmitter throws out 5000 Watts on 590 KC to 450,000 families in 200-mile radius of Omaha.

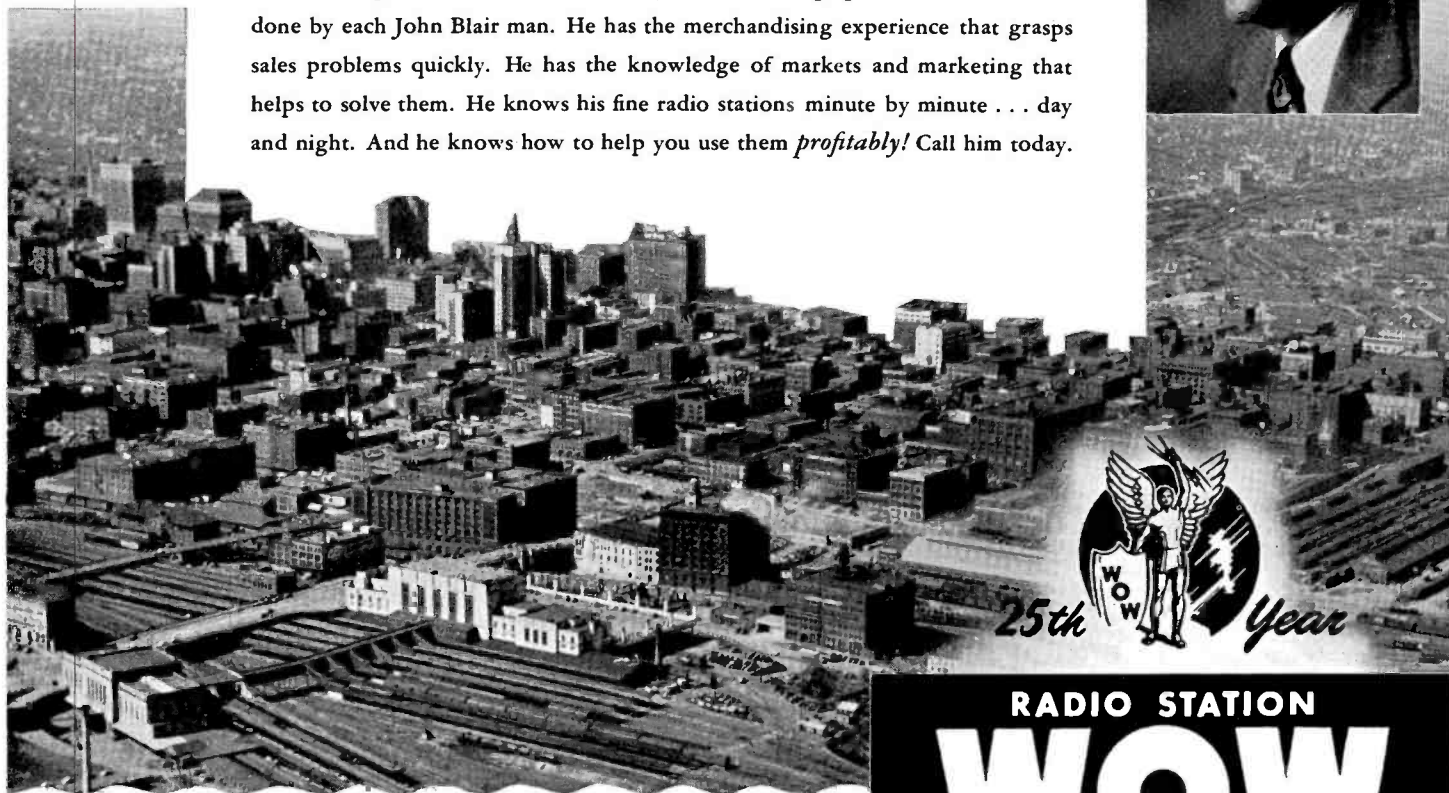
John J. Gillin, Jr.—Pres. & Gen. Mgr. of WOW, Director of NAB since 1934.

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.



25th Year

A Fine Radio Station...

RADIO STATION
WOW INC.

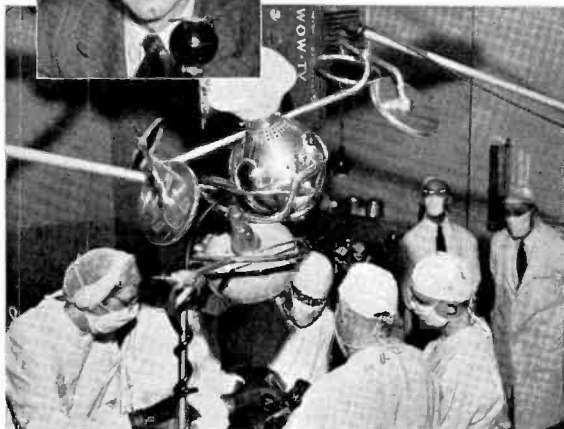
OMAHA, NEBRASKA
590 KC · NBC · 5000 WATTS

Owner and Operator of
KOPY AT NORTH PLATTE

have been a winning team for 15 years!



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!

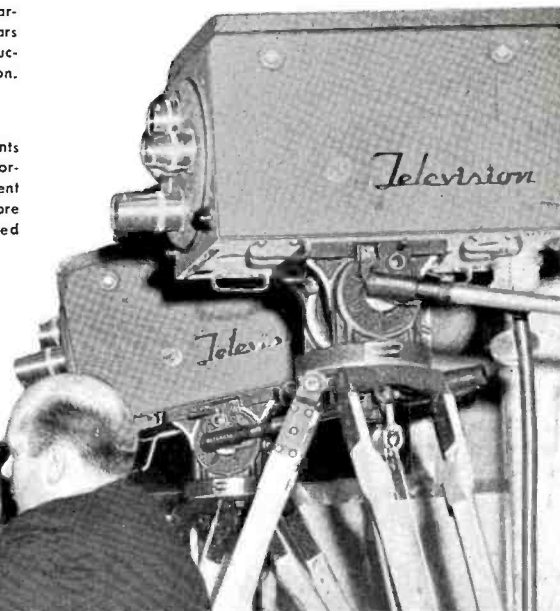
Since 1923, WOW, Omaha has sowed plenty of kilowatts in its rich farm area...and WOW advertisers have reaped plenty of profits.

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

Foreign TV

REQUEST has been filed with FCC by WWJ-TV Detroit for special authority to telecast the opening ceremonies of Canada's Industrial Exposition at Windsor, Ont., April 28, 9-9:30 p.m. Radio microwave link for the video signal will operate with 0.1 w on 6900-6925 mc. Audio facilities of CKLW Windsor at the Windsor Arena, scene of exposition, are to be used. A CKLW line extends to WWJ's main control room. FCC stated it believed this would be the first foreign video pickup.

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 Lerch of CBS Washington, Phil Alampi of WJZ New York and Ken Gopen of the Agriculture Department.

Bruno-N. Y. Signs

BRUNO-NEW YORK Inc., Metropolitan distributor of RCA 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 entertainer-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 given informally by the star 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 solid-selling 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.

WTTG WILL TELECAST WASHINGTON GAMES

ALL 77 home games of the Washington Senators will be televised by WTTG 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.

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

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

SPOTS AVAILABLE

BEFORE & AFTER

MAJOR LEAGUE AND INTERSTATE LEAGUE BASEBALL

WAMS
1000 WATTS
WAMS-FM
20,000 WATTS

The Bonus Buy in Wilmington Delaware
SERVING THE HIGHEST PER CAPITA INCOME AREA IN THE U.S.A.

1380 KC. - DAY AND NIGHT
Covering
ALL OF DELAWARE
and adjacent areas of
PENNSYLVANIA, NEW JERSEY
AND MARYLAND

WRITE - WIRE or PHONE

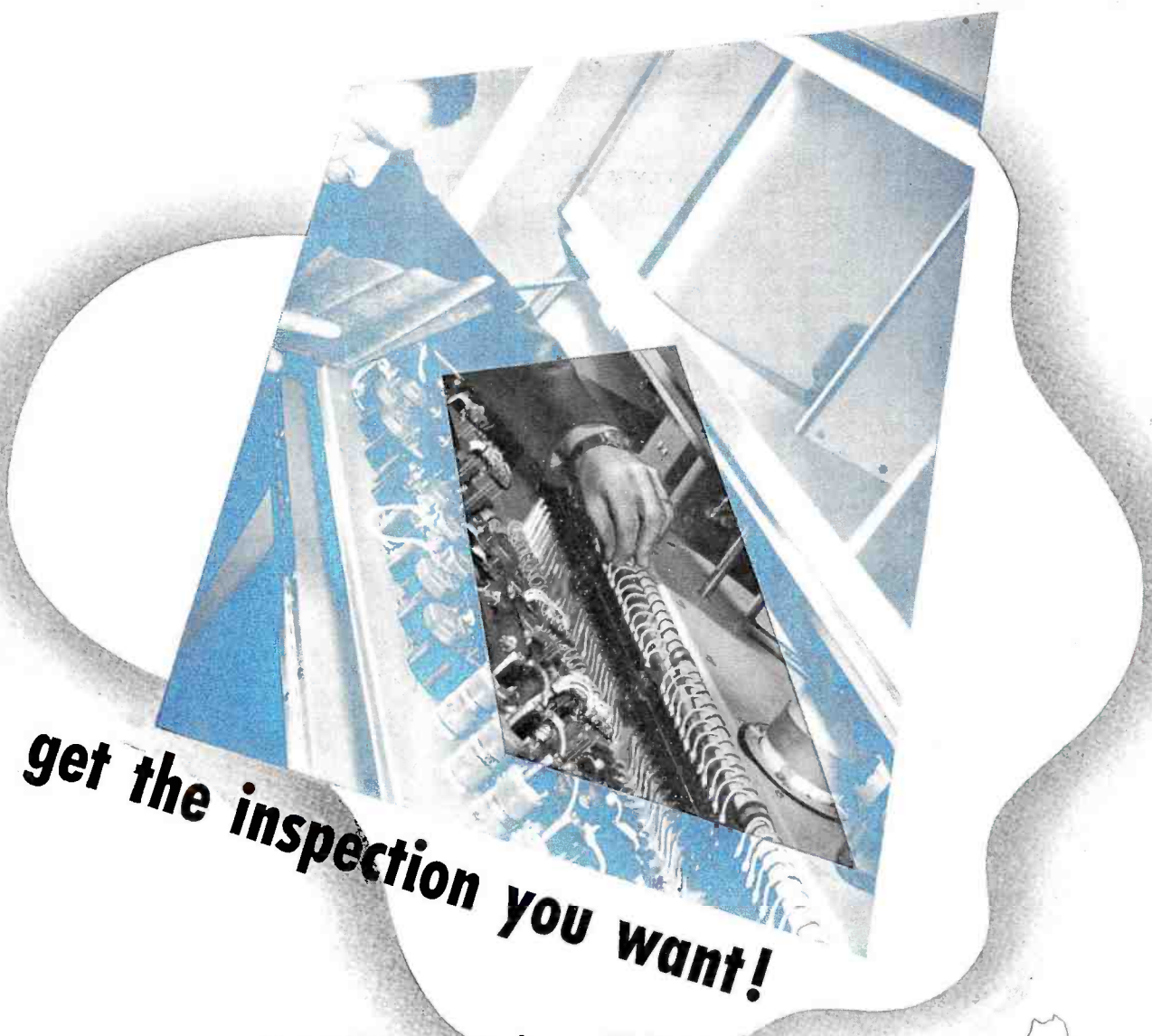
For Valuable Time Availabilities

NOW ON THE AIR with 227,573 Radio Families solidly behind Wilmington's home owned and operated radio station. Get on this AM plus FM Radio bandwagon while the pick of the spots are still available.

GEORGE L. SUTHERLAND

Vice President • Manager

WAMS • WAMS-FM • WILMINGTON 99, DEL.



get the inspection you want!

... in the NEW Westinghouse FM Transmitters

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.

J-02147



Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems . . . from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

FIRST OF ALL . . .

See the new Westinghouse 10 KW FM Transmitter, NAB Convention, Los Angeles, May 15-20.

IN BROADCASTING
Westinghouse
 PLANTS IN 25 CITIES OFFICES EVERYWHERE



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 \$200,000 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 \$450,000 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-\$130,000 or more; Type "C," \$200,000-\$280,000 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

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.

\$100,000-\$150,000 or more. If this same station operates 100% local, the range will be \$180,000-\$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 Ass't. 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, procurement
 - 1 Local news man
 - 1 Clerk (logs, scheduling, copy)
- 1 Artist
- 5 Secretaries
- 2 Messengers
- 2 Bookkeepers
- 1 Adm. Asst. (legal, labor, copyright, contracts, etc.)
- 23 Subtotal

(b) Technical

- 1 Asst. Chief Engineer
- 1 Studio Supervisor
- 8 Studio, Telecine Technicians
- 2 Film Technicians
- 1 Trans. Supervisor
- 6 Trans. Technicians
- 9-Man Remote Crew as follows:
 - 1 Non-operating supervisor
 - 1 Full-time maintenance technician
 - 2 Cameramen
 - 1 Camera control man
 - 1 Combination camera control man-switcher
 - 1 Audio man
 - 1 STL trans. operator
 - 1 Attendant
- 28 Subtotal
- 51 TOTAL

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

Range: \$350,000-\$450,000 or higher depending on local salary scale, method of operation and other circumstances.

1. Non-tech. personnel (35) \$127,400
2. Technical personnel (39) 162,000
3. Indirect expenses:

Transmitter	14,500
(a) Power supply	
(b) Tubes	
(c) Maintenance	
(d) Misc.	
Studio	25,000
(a) Power	
(b) Tubes	
(c) Maintenance	
(d) Supplies	
(e) Wires (program)	
Mobile unit	25,000
(a) Power and tubes	
(b) Maintenance	
(c) Garage and shop	
(d) Supplies	
Rent	5,000
Misc. (incl. taxes, insurance, travel, entertainment, telephone, telegraph, etc.)	15,000
	\$373,900

(Continued on page 81)

* Increase in personnel to meet additional local program production requirements made in same ratio as in case of Type "C" station operating costs.

Where Skilled Workers Predominate...

RETAIL SALES FLOURISH

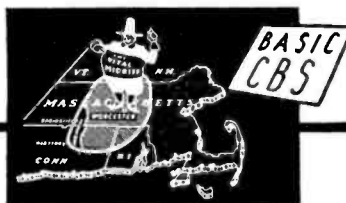
Worcester overshadows all major New England cities in January 1948 retail sales activity according to recent Department of Commerce figures. Apparel sales rose 9%, Food—14%, total retail sales—8%, over January 1947 sales. In total retail sales alone, Worcester's increase was four times that of the city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

WTAG WORCESTER
580 KC 5000 Watts

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





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 the job for them."

The switchboard operators of the daily newspapers also are deluged with questions immediately after the airing of radio quiz programs.

"People are funny," commented a Journal operator Thursday. "I'll bet I've had 50 calls about the new Queen of Denmark. If I had the answer, I'd keep it to myself and hope they would call me so I could win the prize for myself."

WAGA fans deluge Atlanta Public Library!

The switchboard operators of the daily newspapers 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.



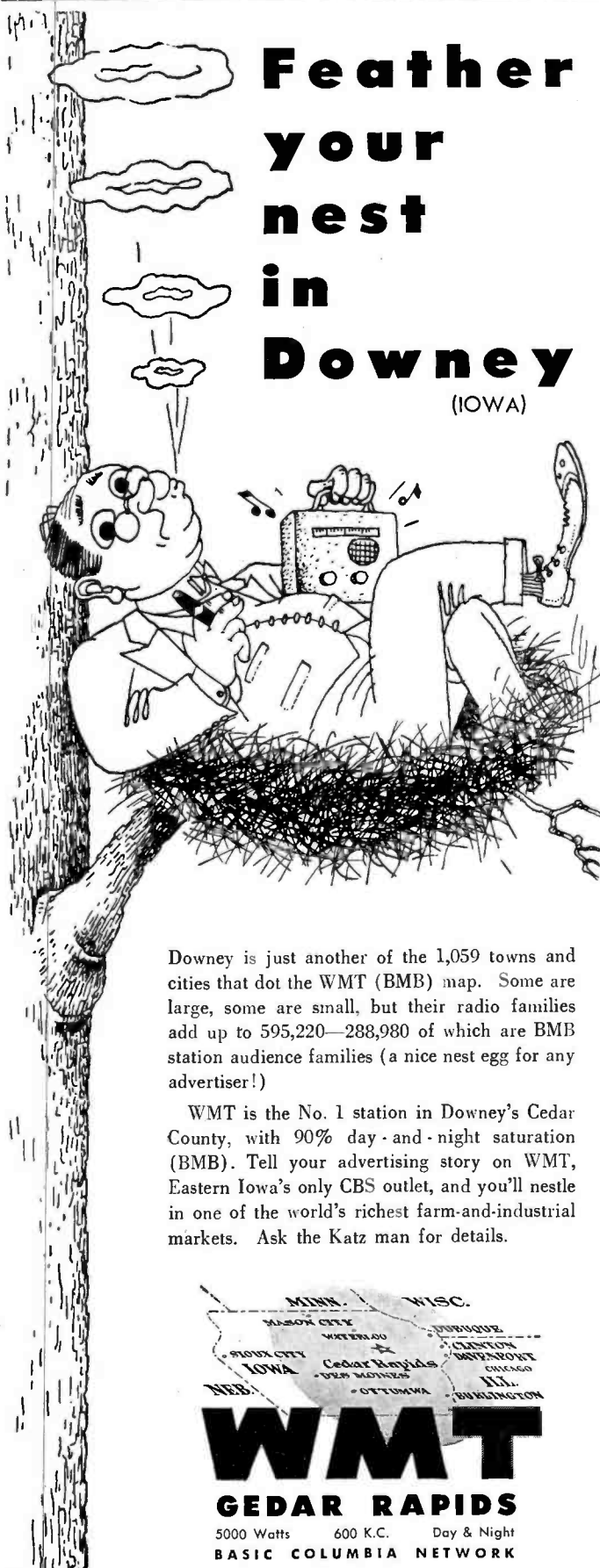
AVERY-KNODEL, INC. — National Representatives

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

ATLANTA'S

WAGA

590 KC • 5000 WATTS



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.



WMT

GEDAR RAPIDS

5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

JUVENILE MARKET

NBC Announces
Youth Survey

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 10.1%, 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 65% 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 a 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 8-8:30 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 10-10:30 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 Raffeto and Barton Yarborough, Sundays at 7-7:30 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.

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 broadcasts 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.

These People MAKE NEWS at WFAA—Everyday!



Sidney Pietzsch
WFAA News Director



Hugo Speck
Foreign News Editor



Jack Nunnery



T. M. (Pete) Hott



Al MacElmurray



Ellery Owens



H. D. Colson

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 halftime on 820 Kc. (50,000 watts) and half time on 570 Kc. (5,000 watts).

ADVERTISERS AND LISTENERS CONTINUE TO RELY ON **WFAA** TO LEAD THE WAY IN THE SOUTHWEST

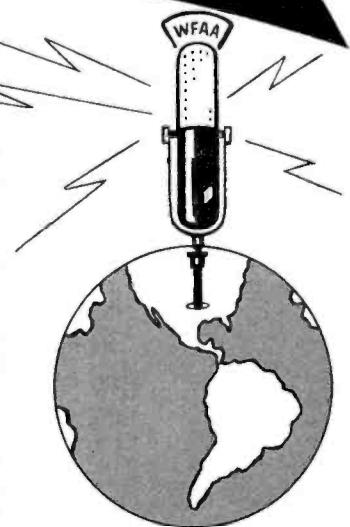
- Largest, Most Experienced Staff
- Complete Modern Facilities
- Proven, Popular Programming
- Complete, Effective Coverage

Station WFAA
DALLAS, TEXAS

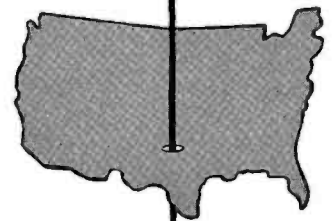
820 NBC 570 ABC
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News

and
WFAA FM

Represented Nationally by EDWARD PETRY and COMPANY



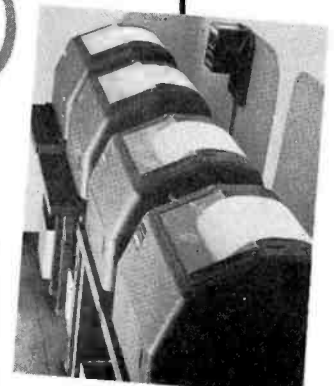
World News



National News



Local News



Teletype Room



It happened on NBC

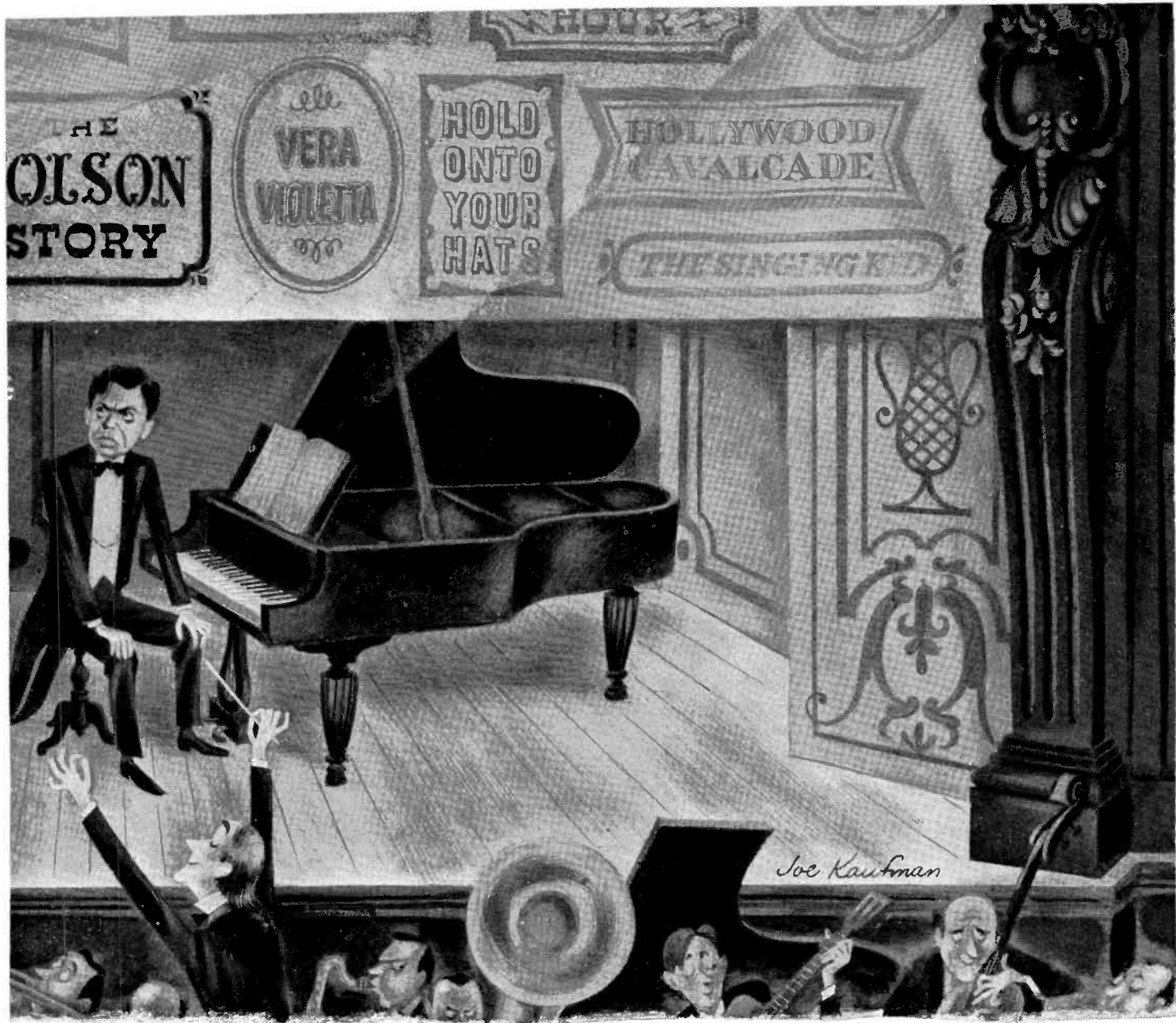
STORY OF A LEGEND ★ "You Ain't Heard Nothin' Yet!" For more than three decades the world has been hearing those words, and still it hasn't heard everything yet. For Al Jolson is a tumultuous, restless, irrepressible torrent of song, music, and entertainment.

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-

AMERICA'S NO. 1 NETWORK



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.



A service of Radio
Corporation of America

... the National Broadcasting Company

WCMI

... *Right In

"THE BIG MIDDLE OF THINGS"

- 381,000 busy folks with an Effective Buying Income of \$271,539,000 live in the rich, industrial tri-state area—served by WCMI.

• (Source—Sales Management—1947)



NOTE:

From the
*WCMI TRANSMITTER
to center of population
HUNTINGTON, W. VA.
only 8.5 miles

to center of pop. --
IRONTON, OHIO
only 7.0 miles

"Triple Coverage Where
It Counts"

WCMI IS CBS

FOR ASHLAND, KY.,
HUNTINGTON, W. Va.,
AND IRONTON, OHIO.

(Ask a Pearson Representative)



Charles C. Warren, Manager
ASHLAND, KY.—HUNTINGTON, W. VA.

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, 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, audition 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 Eckstine, of WIP 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.

WHITEMARSH township (Pa.), where WFIL Philadelphia has its transmitter towers, has been given a plot of ground by the station to be used for recreational purposes, together with a \$5000 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 for spot announcements three times 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 by 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:

Cities on the air	Cost
3 per week (5)	\$1,005.00
2 per week (5)	291.50
1 per week (2)	53.13
Cities expected by July 1	
2 per week (4)	280.00
1 per week (5)	175.00
Cities expected by Sept. 1	
1 per week (9)	315.00
	\$2,119.63

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 week-end 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.

Milwaukee TV Sets

A CHECK of distributors shows that 2,050 television receivers were installed in the Milwaukee, Wis. area as of April 1, 1948, according to Bruce Wallace, assistant manager of WTMJ Milwaukee. Of these, 1,514 sets or 74%, are in homes.



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.

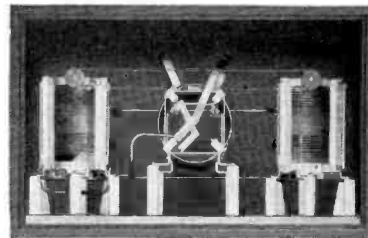
YOU CAN CONTROL MULTI-TOWER ARRAYS THIS SIMPLE WAY

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 relation between the element currents of two towers. This unit handles up to 10 kw.

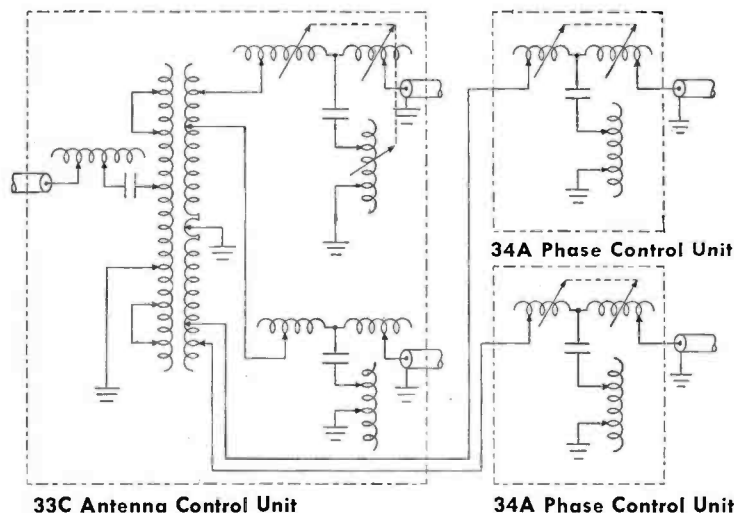
2 Add a compact Phase Control Unit for each additional tower



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.

B-37

Gentlemen:

Please send me Bulletin T-2513, Western Electric Antenna Control Equipment.

Name _____

Company _____

Address _____

City _____ State _____



Western Electric

DISTRIBUTORS: IN THE U. S. A. —
Graybar Electric Company. IN
CANADA AND NEWFOUNDLAND —
Northern Electric Company, Ltd.

ABC NEWSPAPER POLL

Coverage of Radio News Sparse

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 all 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 these:

- 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—90c 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 CD, 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 Herald*—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.

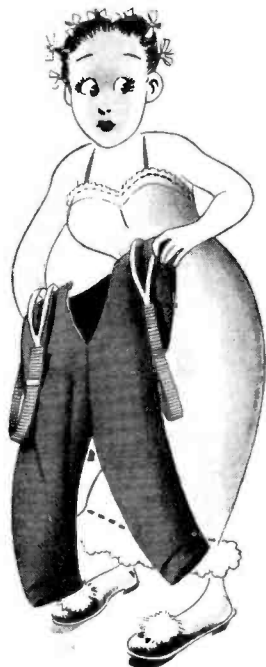
Oklahoma Situation

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 that are 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)

The Local Touch



That Sells!



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

WGST

ATLANTA

*Sales Management

**Broadcast Measurement Bureau

5000 Watts Day **CBS** 1000 Watts Night

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"DROP ME OFF AT THE NEXT FARM, LEM!"



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.)



FARGO, N. D.



FREE & PETERS, INC. Exclusive National Representatives ● **NBC** ● **970 KILOCYCLES** ● **5000 WATTS**



You don't hav



TH

WLOK, 1



e to SHOUT . . .

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.

THE FORT INDUSTRY COMPANY

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

Editorial

Impaled Blackstones

WITHIN A WEEK, FCC's mercurial lawyers scaled the heights of legalistic exhilaration, only to be plunged into the slough of Blackstonian despond.

The lift came on Thursday, April 8, when the FCC finally unburdened itself of the second "final" decision in the New York FM case, which centered around the *New York News*, under attack for alleged editorial bias. Seven commissioners voted 10 different ways in winding up the heaviest snowstorm of dissenting and concurring opinions in FCC annals. The *New York News* lost but in such a manner that further litigation seems futile. This was accomplished by assigning two of the five remaining FM assignments to New Jersey, leaving 14 New York applicants as contenders for the remaining three construction permits.

The ice-water shower came last Monday. The U. S. Court of Appeals in Washington—second highest court in the land—by a unanimous vote of its five sitting members, handed the FCC as decisive a drubbing 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, contending it had not been given a hearing when it would 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 are entitled to hearing when they properly and legally contend that objectionable 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 broadcasting business requiring substantial investment is more "than a mere privilege or gratuity"; "... if ... objectionable interference ... will occur through the operation of the new station, not only will such licensee suffer economic injury but also his listening audience will be deprived of adequate service." ... The "private as well as the public interests" are recognized in 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 and the case remanded. It was a solar plexus blow.

We venture a substantial number—if not a majority—of the new station AM authorizations without hearings on regional and clear channels since lifting of the war-time freezes, would have fallen within the purview 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 precipitate a hearing by claiming a pending application threatens him with objectionable interference. It means that the Commission, in accepting an application, cannot safely hazard even a guess as to when it might finally be decided.

Look Out for the Outlook

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

This journal is not given to scare-stories for the sake of arousing reader interest. Hence these paragraphs are written 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—transmitting 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 industry that produced substantially less than a billion-dollar output before the war skyrocketed 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 civilian production.

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

This is no pipe dream. Paul A. Porter, former chairman of the FCC, and afterward OPA administrator, now in private administrative 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 days 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 Congress. It will be recalled that an outlay of roughly \$250,000 was required for the electronic equipment on a single B-29 bomber during the last war. How many B-29's or larger bombers and transports would be entailed in establishing a 70-group force we don't know, but it certainly would absorb a substantial portion of the capacity of existing radio manufacturing plants.

The FCC is processing applications for TV, FM and AM as speedily as its regulations and its somewhat cumbersome procedures permit. We think it should expedite its processing. We look with some misgiving upon the rule-making procedure it is following on contested 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 station 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 suspending construction, as was done in 1942.

Information is needed. If there's a foreseeable freeze, or even something like the "stand-by" controls being urged in some quarters, 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 applications 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 announced. 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 was 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 2½-1. A county judge in Texas is the chief administrative officer. Judge Hofheinz 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)



Ann 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.

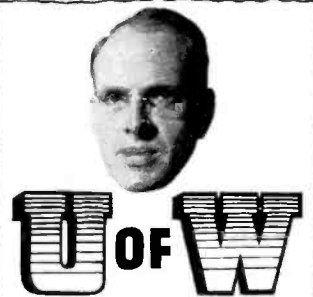
1,000,000[★] PROGRAM DIRECTORS

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!

KJR

SEATTLE

Avery-Knodel, INC. RADIO STATION REPRESENTATIVE



INTERESTING, factual reports on the progress of science . . . as specifically related to the State of Washington . . . by its own University. Plus interesting guest interviews, both programs directed by Ed Adams.

BISHOP BAYNE



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

Curley James



SONGS in the Western manner . . . by the Northwest's own ballad singer.



NEWS CONFERENCE

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



DR. John Hanley

EXPERT consultation on gardening as applied to the Pacific Northwest.



BOB ACKLEY Special Events

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

A Marshall Field Station **950 KC. AMERICAN BROADCASTING CO.** [★] To be exact 1,178,303

Respects

(Continued from 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 en banc, 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 lot" in overalls until the task was finished 19 days later. He did the job during wartime without priorities, using non-critical 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. KTHH has been on the air since. It operates with 5 kw fulltime on 790 kc, with MBS affiliation.

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

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 12 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

Cafcales, of Houston. They have two sons, Roy Jr. (Butch), 11, and James Fred (Spud), 9, and a daughter, Dene (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 Braeburn and 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.

1894

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 250-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 (WJKT), 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 his turn at the microphone. Call letters of his station at that time were WHBP. The station went on a fulltime schedule in 1939, and shortly thereafter became affiliated with NBC.



Mr. TULLY

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 is one message heard once by one listener, based on Hooperatings.) All radio assistance in the drive is on a volunteer basis.

Management



NAT L. ROYSTER, former general manager of WOLS Florence, S. C. for three years, and sales manager of WFLB Fayetteville, N. C. for past six months, has been appointed manager of WTND Orangeburg, S. C. Mr. Royster was with WMMN Fairmont, W. Va. for 5½ years as announcer and manager of artists bureau, later joining WRRP Washington, N. C., before going to WOLS.

JOSEPH P. WRENN, veteran of 11 years in business management field, has been appointed West Coast representative of Broadcast Enterprises, Inc., radio brokerage firm.

HERBERT L. WILSON, president of Broadcast Enterprises, also announced opening of offices at 455 North Rodeo Drive, Beverly Hills, Calif.

ROBERT G. SOULE, vice president and part owner of WFLB Syracuse, has been re-elected to second term as president of Syracuse Chamber of Commerce.

R. W. RUSS RICHMOND, general manager of WHKK Akron, has been elected vice president of United Broadcasting Co. of Cleveland, licensee of WHK Cleveland, WHKC Columbus, and WHKK.

DON SEARLE, ABC Western Division vice president, is on trip to Grand Island, Neb., Omaha and Chicago, and will attend television conferences in New York, returning to his desk May 1.

HAROLD J. BOCK, NBC manager of western television operations, is on leave from Hollywood for several months to study operational methods.

ROBERT BROWN will be acting manager of television department during Mr. Bock's absence.

CARL E. GEORGE, vice president and assistant general manager of WGAR Cleveland, has been appointed visiting lecturer in course on radio station management at Ohio State U.

RICHARD E. HUNT, president and general manager of WPTW Piqua, Ohio, is the father of a boy, Philip Devereaux.

ROBERT E. WHITE, general manager of KYW Philadelphia, has been named chairman of radio committee for annual Salvation Army Fund Drive being conducted in Southeastern Pennsylvania.

ROBERT M. LAMBE, general manager of WNCA Asheville, N. C., is the father of a boy.

WILTON E. COBB, general manager of WMAZ Macon, Ga., has been elected to board of directors of Macon Retail Merchants Bureau.

THOMAS S. LEE, head of Don Lee Broadcasting System, is recovering from an appendectomy at Coachella Valley Hospital, Indio, Calif.

CANADIAN RADIO YEAR BOOK for 1947-48 is now off the press and selling for \$5 per copy.

WHAT A COMBINATION!

When you smoke a Camel, in your Hanes Underwear, under a Chatham blanket, you join the world's millions in keeping Winston-Salem one of the world's great markets . . . and you help keep our workers supplied with cash to buy the products they hear about over WAIR.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

In Utah -

— more than 78% of the population
and 86% of the buying income are concentrated in 9 counties where KDYL
is the popular station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

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.



BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SPONSOR QUILTS!

Campaign 'Too Good'

BAGGY PANTS TABOO
At Least on TV, Fashion Guild
—Tells Video Executives

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 Zehle & Co., New York, emerged as the admirals' choice.

Sylvan 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 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 462—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 Zehle & 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 enlist-

the the Walter C. Williams Advertising Agency in 1943, and a year later reorganized it as the William von Zehle & 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.



Star of "This Is Adventure" is Glenn Ford (at mike). Behind him in control room are (l to r): Messrs. von Zehle and Taplinger, and Charles Powers, director.

ments, all recruiting copy was cut from the show and purely institutional advertising used.

This Is Adventure is the first network program for the four-year-old William von Zehle & 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 Zehle, president of the firm, is regarded as one of the most versatile and successful young men in the industry. He formed

ALTHOUGH no official word has been received from Paris on the "new look" for men, it appears that the "baggy 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 fortnight ago, 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 7 meeting has been monitoring shows in New York.

Invited to attend the luncheon were Reynold Kraft and Warren Wade, NBC; Ken Farnsworth and James Caddigan, DuMont; George Moscovics and Jerry Danzig, CBS; B. O. Sullivan and Harvey Marlowe, *New York Daily News*; Ed Lennon and Paul Belanger, WAAT Newark. Norman Blackburn, NBC national program director, also attended. Bert Bacharach was the guild representative.

POLL TO END

St. Joseph's Series Closes May 2-8

PLANS for terminating the Radio Acceptance Poll after tabulation of results for the week May 2-8 were announced April 5 by poll headquarters at St. Joseph's of Indiana in Collegeville.

A final audit of the poll, which by then will have comprised 30 weeks of critical listening to radio comedy programs, will be made by certified public accountants, and a market research analyst will interpret the findings for the broadcasting industry, the announcement said.

As part of the completed report, to be issued as soon as possible after close of the poll, the Most Rev. John G. Bennett, Catholic bishop of the diocese of Lafayette, Ind., will issue a statement summarizing accepted definitions of good taste in entertainment.

Polling Method

Because RAP is the first intensive listenership study ever attempted, the announcement said, the complete report of findings should be of interest to broadcasters and the public. Pollsters of all creeds last fall were invited by the press commission of the National Federation of Catholic College Students to participate in RAP, with instructions to grade comedians as they would a guest in their homes.

Tabulations for the week Feb. 29-March 6—RAP's 21st—showed the *Fibber McGee & Molly*, *Jack Benny* and *Henry Morgan* pro-

grams as most "highly acceptable" in that order. *McGee & Molly Show* preserved its cumulative rating edge by an appreciative margin of 9.0 over the runnerup, the *Henry Morgan Show*.

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

KGW



PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

**CANADA'S
FOURTH
MARKET**

**WINNIPEG
A "MUST" BUY**

**CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.**

Three Beauties of the Deep South



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*



**50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE**

Represented Nationally by The Katz Agency, Inc.

Ad Club Offers Four Radio Awards

AURAL RADIO and television comprise two of the eight major divisions listed by the Chicago Federated Advertising Club for its sixth annual advertising awards competition and will be eligible for four of the 29 awards to be presented May 26, according to CFAC.

Classification in the aural radio group include: (1) Programs—drama, variety and music; (2) special features—sports, public service, news on the spot and shows appealing to women, veterans, juveniles and record fans, and (3) spot announcements—straight and musical, to include chain breaks of 100 words or more.

Television category includes "all types of shows," with the awards to be made at "discretion of jury." Video also was listed in last year's competition but only on a small scale. (Two Chicago video stations—WBKB and WGN-TV—now are in operation.)

According to the announcement, entries for the radio division are requested in the form of a letter describing the program and giving facts on ratings and sponsor identification, and accomplishments for the advertiser and accompanying platters.

Entries will be accepted for all advertising produced since January 1947. April 30 is deadline for entries.

Remaining 25 awards are to be given in other media.



EXCLUSIVE RIGHTS to televise trotting races at Roosevelt Raceway, Westbury, Long Island, are formally granted WPIX New York by Robert G. Johnson (seated r), president of Old Country Trotting Assn. Seated beside Mr. Johnson is Robert L. Coe, manager of WPIX, which is scheduled to go on the air June 15 on Channel 11. Standing (l to r) are: Allan Lawrence, WPIX special events director; Carl Warren, news and special events manager, and William Weisman, member of trotting association board.

ABC, FRENCH GROUP PLAN TV EXCHANGES

EXCHANGE of television films is anticipated "in the near future" between Radiodiffusion Francaise and ABC, according to Thomas Velotta, ABC vice president in charge of news and special events.

Mr. Velotta was one of the six American broadcasters who returned April 2 from a two-weeks trip to France to study French radio. He said that according to an agreement reached with Vladimir Porche, general director, French Broadcasting System, France will fly half-hour video films to ABC upon request of the network. Requests will depend upon current events and timeliness of educational and economic features, ABC said.

Following receipt of a series of films, ABC is to reciprocate with video films of similar events. Distribution of the French films in this country will be determined after they arrive.

Harned Takes Over BBDO Lucky Strike Assignment

SAMUEL A. HARNED, vice president and a member of the plan board of Batten, Barton, Durstine & Osborn, New York, has been placed in charge of the recently acquired Lucky Strike account, it was announced last week by Ben Duffy, president of the agency. Mr. Harned has been with BBDO 25 years.

Assisting him on the account will be: John Thomas as account executive on printed advertising; Len Carey, as radio account executive (he was moved from BBDO's Los Angeles office to New York), and Jack Denove, who will be account executive in charge of merchandising.

CBS "Dick Haymes Show" originates from New York for second successive week on April 22 before returning to Hollywood.

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 would likely be a character comedy 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.

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 aural radio and television networks was announced April 14 by J. P. Spang Jr., Gillette's president.

The Preakness and Belmont Stakes are to be televised from trackside over WCBS-TV New York, WMAR-TV Baltimore, WCAU-TV Philadelphia and WTTG Washington. The Kentucky Derby is to be filmed 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, 5-5:30 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. Maxon Inc. is the Gillette agency.

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.

ENTIRE cast of "Vox Pop," ABC show heard Wed. 8:30-9 p.m. for American Express Travelers Cheques, is scheduled to go to Paris for broadcast on April 21, and thence to London for second overseas broadcast April 28. On return trip, Parks Johnson and Warren Hull, who conduct "Vox Pop," plan to interview fellow passengers aboard the S. S. America for their show of May 5.



ROBERT M. SCHILLIN, son of A. B. SCHILLIN, who is vice president and local sales manager of Bremer Broadcasting Corp., Newark, N. J., has been named sales manager of the firm.

B. O. SULLIVAN, commercial manager of WPIX New York, video station of New York News which is to begin operations June 15, has been appointed to direct activities of sales department of the station. His assistants are SCOTT DONAHUE Jr. and JACK PATTERSON, both former members of advertising department of the News. WPIX also has announced its appointment of FREE & PETERS as national representative.

ROBERT STREET, national sales manager of McClatchy Radio Stations, has resigned effective April 15, to become a partner in "Saddle Rock" Dude Ranch at Sedona, Arizona, in partnership with Edgar Ellinger, former executive vice president of Musicraft Corp.

PAUL W. NORRIS, formerly with WTKR Durham, N. C., has joined WCAV Norfolk, Va., as sales manager.

JAMES M. HALPIN, merchandising assistant of WCOP Boston, has resigned to join WFEA Manchester. N. H., as local sales representative.

ROBERT G. MISENHEIMER has joined sales staff of WDUK Durham, N. C.

FRANK CROWTHER, commercial manager of WMAZ Macon, Ga., and production manager FRANK HUBBS have been presented wrist watches by the Macon, Ga., Chamber of Commerce in appreciation of their work on 28-week series, "The Voice of Industry." Weekly half-hour show was put on by WMAZ and Macon Chamber of Commerce with no cost to the company featured each week.

RICHARD PAULSEN, formerly of KITO San Bernardino, has joined KPAC Los Angeles, as account executive.

McGEEHAN and O'MARA has been appointed representative of WESB Bradford, Pa.

PHIL HERBERT, commercial manager of WHKK Akron, has returned to his duties after five weeks recuperating from an appendicitis operation.

Sarnoff Announces Meet

SECOND annual meeting of the Armed Forces Communications Assn. will be held May 10-11 at Dayton and Wright Field, Ohio, David Sarnoff, president and board chairman of RCA and president of the association, announced last week.



CHNS

HALIFAX NOVA SCOTIA
IN TWENTY YEARS,
PIONEER TO LEADER;
FROM 1000 WATTS
TO
5000 WATTS—NOW!

JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

LOOKING FOR PROGRAMS?
Most Local Shows Beat Network Shows on High Hooper
KOIL
SERVING
OMAHA & Council Bluffs
BASIC ABC • 5000 WATTS
Represented by
EDWARD PETRY CO., INC.



Cover IOWA with KIOA

SELL WITH

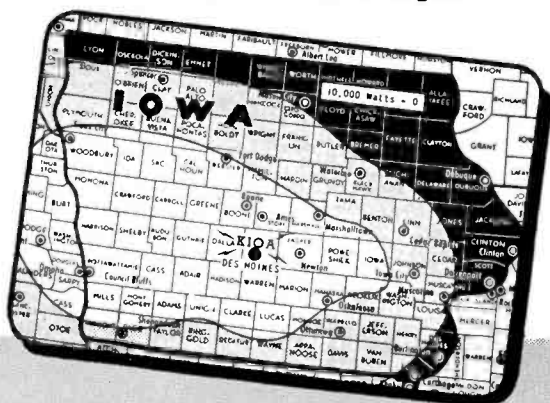
Participation in Chicago Cubs games (day-time) with Bert Wilson at the mike-April 19th thru September 30th.

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

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

940 kilocycles

10,000 watts day
5,000 watts night



KIOA

10th and Mulberry, DES MOINES, IOWA

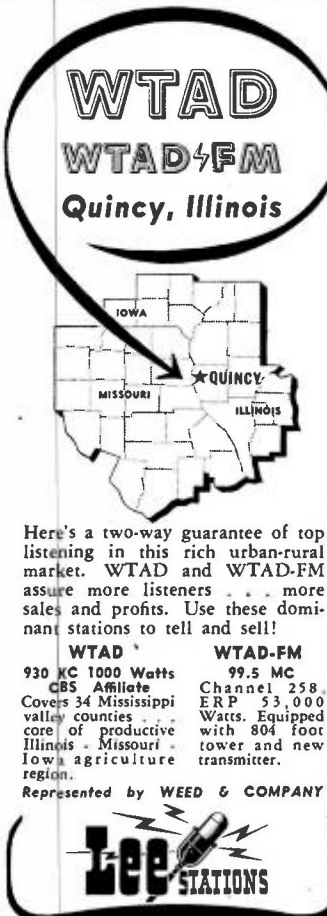


WMPS
MEMPHIS
68
On Your Radio

10,000 W Day Time
5000 W Night Time

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales



WTAD
WTAD-FM
Quincy, Illinois

Here's a two-way guarantee of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners . . . more sales and profits. Use these dominant stations to tell and sell!

WTAD	WTAD-FM
930 KC 1000 Watts	99.5 MC
CBS Affiliate	Channel 258
Covers 34 Mississippi valley counties	ERP 53,000
core of productive Illinois - Missouri - Iowa agriculture region.	Watts. Equipped with 804 foot tower and new transmitter.

Represented by WEED & COMPANY

Lee STATIONS

Production



WALTER L. TILLMAN, formerly with RCA Victor Home Instrument Div. and with Warner Brothers in Philadelphia has joined WFIL-TV Philadelphia, as director of films.

MILTON DICKEY, formerly with KOAM Pittsburg, Kan., has joined announcing staff of KCMO Kansas City, Mo.

DONALD BRUCE, former announcer with WHIZ Zanesville, Ohio and WING Dayton, Ohio, has joined staff of WIRE Indianapolis, Ind.

CHARLES POLACHECK and **RALPH LEVY**, associate directors at CBS Television, New York, have been promoted to full directors.

IRWIN S. DAVIS, formerly with Benton & Bowles, New York, has been appointed continuity director of WGLN Glens Falls, N. Y.

LOU STONE, formerly with WFGP Atlantic City, and WSTV Steubenville, Ohio, has joined announcing staff of WFIT Pittsburgh.

MURIEL EVANS, formerly with WBUZ (FM) Bradbury Heights Md., has joined WEAM Arlington, Va., where she conducts her own half-hour show. Miss Evans is former motion picture and radio actress and her "Muriel Evans Show" has been heard over WINX, WWDC and WOL, all in Washington, D. C.

JUDY CATON has left KFI Los Angeles music library to join Bergstrum Music Co., Hawaii.

IRENE SUN, continuity director of WJBK Detroit, has resigned to make plans for her forthcoming marriage to Capt. Christopher F. Bell in Marburg, Germany on May 15.

ROY HANSEN has joined announcing staff of WWDC Washington.

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

EVEN S. NORD, program director of KELO Sioux Falls, S. D., has been appointed chairman of Freedom Train Committee in Sioux Falls.

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

MARJORIE BEIMER, former continuity director of WCLO Janesville, Wis., has joined continuity staff of KRNT Des Moines, and **DEAN NAVEN** has joined as staff announcer.

BERT ROBINSON, formerly with WWSC Glens Falls, N. Y., has joined announcing staff of WHTT Hartford, Conn.

GEORGE VARNUM Jr. formerly with WEST New Castle, Pa., has joined announcing staff of WFIT Pittsburgh.

JOEL COHEN has resigned as continuity and commercial copywriter for "Mr. and Mrs. Music" show on WMCA New York. Mr. Cohen also wrote "Echoes of the Big Time" for WMCA.

ED BENDER, night production supervisor at WINS New York, and Beverly Brumer of Brooklyn, were married April 4.

JAMES DENTON has joined announcing department of KFEL Denver.

JIM HOLT, formerly with several Michigan stations, has joined KIEV Glendale, as disc m.c.

MARK WARNOW, conductor of ABC "Sound Off," is in Cedars of Lebanon Hospital, Hollywood, recovering from a heart attack.

SPECS POWELL, CBS staff musician, is the father of a girl, Donna Ilene.

JACK CURTIS, Philadelphia vocalist, has been assigned to "Music From the Theater," Sunday 1 p.m. feature of KYW Philadelphia. He replaces **FRANK COLEMAN**, who left for Hollywood.

CHARLES BULOTTI Jr., program director of Don Lee Broadcasting System, arrives in New York this week (April 19) for conferences with MBS officials.

RALPH EDWARDS, m.c. of NBC "Truth or Consequences," was honored in Chicago with a luncheon April 14 tendered by American Heart Association. Mr. Edwards presented AHA with a check for more than \$1,500,000 representing

contributions received during recent "Walking Man" contest.

EDDIE FRITZ, songwriter, has joined music department of WGN Chicago.

WARD QUALL, staff announcer at WGN Chicago, is the father of a boy, Graham Ward, born April 7—on the announcer's birthday.

EDDIE CANTOR, NBC comedian, will be honored as "outstanding humanitarian of the year" at testimonial dinner being given April 24 by Beverly Hills B'Nai B'rith.

WILL ROLANDS, CBS New York producer, is the father of a boy, Anthony, born April 9.

BARBARA LUDDY, co-star of CBS "First Nighter," has been awarded plaque for "sustained outstanding performance in radio" by Phi Beta, women's professional music and speech fraternity.

JACK MCCOY has been named announcer for NBC "Corliss Archer" series.

JO STAFFORD, vocalist on NBC "Chestertier Supper Club," has instituted a Folklore Prize which will make possible an annual \$250 prize for the college student submitting the best collection of folklore to the president of American Folklore Society.

EDDIE DUNHAM, assistant production manager of NBC, is acting as production director, historian and photographer on trip to Orient with **BOB RIPLEY** and his party. Group left San Francisco April 9 on S S President Cleveland, and will return May 20.

BETTY BECKANSTIN, former assistant to promotion manager of BROADCASTING, has joined WTCE Washington as secretary to **RICHARD L. LINKROOM**, program manager.

DELYCE DEERING, former night club singer and disc m.c. in New York, has started her own afternoon record program, "The Deering Show," over WDUK Durham, N. C.

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

BRIAN JAMES, formerly with KWHW Altus, Okla., has joined WMBH and WMBH-FM Joplin, Mo., as announcer.

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

ANNE HAYES, director of women's activities of KCMO Kansas City, Mo., has been selected to serve on advisory committee of American Women Broadcasters for United Nations.

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

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

PHYL BIRN, known to WHB Kansas City listeners as "Sandra Lea," has been appointed chairman for State of Missouri, Assn. of Women Broadcasters.

GARRY STEVENS, former vocalist with Tex Beneke Band, has joined WROW Albany, N. Y., and has own disc jockey show.

VIOLET SHORT, staff member of KTSB San Antonio, Tex., and chairman of 13th District AWP, has been selected for advisory committee of the Radio Division of the United Nations, Lake Success, N. Y.

JANET WALDO, star of CBS "Corliss Archer" series, and **ROBERT E. LEE**, radio writer-director, have announced their marriage.

JOHN SCHEN, staff member of WHBC Canton, is the father of a boy, John Jr., born April 2.

TOM WILLIS of Toronto, has joined announcing staff of CKGB Timmins, Ont.

Fighters Want Cut In Garden TV Fees

CHARGE that television is cutting into earnings of prizefighters by siphoning off part of the actual fight audience was made last week by the New York Boxing Managers Guild. The Guild said it would appeal to the State Boxing Commission for support in its campaign for a share in video fees collected by the Twentieth Century Sporting Club, which controls boxing in Madison Square Garden.

Meanwhile, the Guild continued its three-week "strike" against the Twentieth Century Sporting Club, refusing to permit fighters managed by any of its 135 members to fight in the Garden, which is the headquarters of bigtime U. S. boxing. No fights are scheduled in the Garden until after May 14. The circus will be performing there until then.

Eddie Walker, spokesman for the Managers Guild, maintained that fighters are losing money on televised bouts since in most cases their "cut" is based on gate receipts, which he contends fall off when a fight is televised. "We don't care about the radio profits. The radio makes fight fans," he declared. "A guy hears a fight and he wants to come to see the next one."

Mr. Walker said the Guild feels these losses should be balanced by a percentage of the video profits for the managers and their fighters. The Boxing Commission has not yet been approached as a mediator in the dispute, a spokesman said last Wednesday.

John Jay Johns

JOHN JAY JOHNS, 49, formerly copy chief, D'Arcy Advertising Co., New York, died April 8 in his New York home. He had been with D'Arcy 20 years. Mr. John's father was George Sible Johns, late editor emeritus of St. Louis Post-Dispatch.

Center Your Attention on



Center of the Dial
860 kc
MILWAUKEE



TELEVISION- SET DESIGNERS!

Follow this
Ken-Rad tube
pattern for
finest
picture
quality



12AT7
Nine-pin minia-
ture twin triode.
Converter and
r-f amplifier.



6AU6
Miniature r-f
amplifier pen-
tode. Best inter-
mediate-fre-
quency tube from
standpoint of
design economy.



12AU7
Nine-pin minia-
ture general-
purpose twin tri-
ode. Serves in
place of the
6SN7-GT (com-
mon in earlier
television-set
designs) in syn-
chronizing cir-
cuits and as a
multi-vibrator.



6BG6-G
Power-amplifier
pentode. Driver
tube for the hor-
izontal sweep
circuit.



1B3-GT/8016
Half-wave high-
vacuum rectifier.
Used to rectify
the high-voltage
picture-tube
supply.

CHARACTERISTICS AND TYPICAL OPERATION, 12AT7 (Center-tapped heater permits either a 12.6-v or 6.3-v supply)

	Series	Parallel
Heater voltage (a-c or d-c)	12.6 v	6.3 v
current	0.150 amp	0.300 amp
Direct interelectrode capacitances, approx value without external shield (grounded cathode operation):		
Grid-to-plate (each section)	1.45 mmfd	
Input (each section)	2.5 mmfd	
Output (Section No. 1)	0.45 mmfd	
Output (Section No. 2)	0.35 mmfd	
As Class A amplifier, each triode section:		
Plate voltage	180 v	
Grid bias voltage	-1 v	
Amplification factor	62	
Transconductance	6,600 micromhos	
Plate current		11 ma

CHARACTERISTICS AND TYPICAL OPERATION, 6AU6

Heater voltage (a-c or d-c)	6.3 v
current	0.3 amp
Direct interelectrode capacitances (measured without external shield):	
Grid-to-plate (max)	0.0035 mmfd
Input	5.5 mmfd
Output	5.0 mmfd
As Class A amplifier:	
Plate voltage	250 v
Screen (Grid No. 2) voltage	125 v
Grid bias voltage	-1 v
Transconductance	4,450 micromhos
Plate current	7.6 ma
Screen current	3 ma

TYPICAL OPERATION, 12AU7 (Center-tapped heater permits either a 12.6-v or 6.3-v supply)

	Series	Parallel
Heater voltage (a-c or d-c)	12.6 v	6.3 v
current	0.15 amp	0.3 amp
As Class A ₁ amplifier, each triode section:		
Plate voltage		250 v
Grid voltage		-8.5 v
Amplification factor		17
Plate resistance		7,700 ohms
Transconductance		2,200 micromhos
Plate current		10.5 ma

TYPICAL OPERATION, 6BG6-G

Heater voltage (a-c or d-c)	6.3 v
current	0.9 amp
As deflection amplifier:	
D-c supply voltage	400 v
Peak positive surge plate voltage (approx)	4,000 v
Peak negative surge grid voltage (approx)	-100 v
D-c Grid No. 2 current	6 ma
D-c Grid No. 1 current	25 microamperes
D-c plate current	70 ma

RATINGS, 1B3-GT/8016

Heater voltage, a-c	1.25 v
current	0.2 amp
Design center values	
Peak inverse plate voltage (max)	40,000 v
Peak plate current (max)	17 ma
D-c plate current (max)	2 ma
Freq. of supply voltage (max)	300 kc

● 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.

178-G1-8880

KEN-RAD *Radio Tubes*

PRODUCT OF GENERAL ELECTRIC COMPANY

Schenectady 5, New York

FCC PROPOSALS

2 Grants, 2 Denials
Announced

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 fulltime on 1240 kc at Youngstown, Ohio. Both decisions were based on technical factors.

FCC on Wednesday announced a supplemental proposed decision to grant application of Williamsport Radio Broadcasting Assoc. for 1340 kc, 250 w unlimited hours, at Williamsport, Pa., and to deny competitive request of Lycoming County Broadcasting Co. The same as the 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 alleged 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 WRJN Racine, Wis., and WGIL 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-free daytime service. The area involved is 1,045 sq. mi., FCC stated, representing 63% of the total served. As for WGIL the Commission stated the interference would involve 25,606 persons (15%) and 735 sq. mi. (16.7%) area served.

Wired Music is headed by John C. McCloy, president and 50% owner, 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. McCloy 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. Franzen and Irl C. Martin, local businessmen.

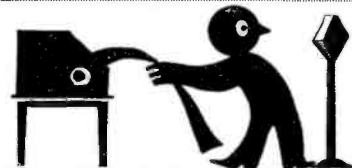
Mahoning Valley was issued the proposed denial in that its station would not meet the allocation and engineering requirements of the Commission, according to the decision. A Class IV outlet is sought, FCC indicated, whereas a Class III station should be requested for Youngstown, the principal city of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

Station Service

The conclusions cited that the proposed station would serve the entire city during the day but only 70.6% of the district's population. Within the nighttime interference-free contour of 17.8 mv/m the station would serve only 80% of the city area and 7.1% of the district area. Further, at night only 42.5% of the district population would be within the contour. FCC stated its standards provide the contour should include 90% of the district population.

FCC in addition said there were

News



LESLIE G. ARRIES Jr., son of **LESLIE L. ARRIES Sr.**, who is director of sports for DuMont Television Network and former manager of DuMont's Washington video station, WTTG, has been appointed special events director of WTTG. Mr. Arries Jr. has been with the station for past year, serving as cameraman, engineer and remote crew technical director.

JACK BITTERMAN, former sports editor of Mobile (Ala.) Press, has been appointed director of sports for the paper's new stations. WABB and WABB-FM Stations are to begin operations soon. Mr. Bitterman formerly was with WHK Cleveland, did extensive broadcasting with AAF during the war, and worked with several stations since discharge.



Mr. Bitterman

DONALD M. PEACH, field representative for United Duroc Record Assn. in Colorado and Rocky Mountain West, has been appointed director of agriculture for KOA Denver, effective May 1. He succeeds the

late **HARLEY C. RENOLLET**. **PAUL VISSER**, assistant director of agriculture for NBC, has been handling KOA agriculture assignments during the interim period.

JERRY CARR, former news editor at WINS and WLIB, both New York, has been named editor of WHLI Hempstead, New York news bureau.

JACK CASEY, formerly a sports writer for New Brunswick, N. J., Daily Home News, has been appointed sports director of WDNH (FM) New Brunswick, the Home News station.

CHET HUNTLEY, CBS Western Division director of public affairs, and **CHARLES COLLINGWOOD**, Columbia Pacific Network news analyst, have been named to an advisory council for United Nations Educational, Scientific & Cultural Organization. Both plan to attend meeting of new group in San Francisco this month.

BOB GARRED, CBS Hollywood newscaster, has been re-signed to new two year contract with option for third year.

JOHNNY BOYER, sportscaster of KDKA Pittsburgh, is the father of a girl.

W. D. (Blackie) REESE has joined KTXL San Angelo, Tex., as farm director.

HELEN HAGEN, member of news department of KXOK St. Louis, and **JIM HENNESSY**, announcer of that station, have announced their engagement.

TOM CARNEGIE, sportscaster with WIRE Indianapolis, Ind., has been named honorary member and initiated into Alpha Chapter of Omega Tau Alpha in recognition of radio achievement.

EDWARD R. MURROW, CBS news analyst, is slated to speak at Annual State Dinner of the Governors 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 Assn. for 1948.

SAM MOLEN, sportscaster and director of sports of KMBC and KFRM (FM) Kansas City, Mo., has written book titled "They Make Me Laugh." Book has been published by Dorrance & Co., Philadelphia, and contains collection of sports stories and humorous anecdotes about "greats" and "also-rans" of sports.

SHERIFF's department at Hillsboro, Tex., will be linked with the Central Texas FM network centering at Waco.

Turntable



PAUL SOUTHARD, former director of sales of Columbia Records Inc., New York, last week was appointed vice president in charge of merchandising. Mr. Southard joined the firm as sales manager in 1939, was named a vice president in 1943 and a member of the board in 1947.

SACRED RECORDS Inc., Los Angeles, has begun volume production of religious transcriptions, with Zondervan Publishing House, Grand Rapids, as exclusive distributor.

DE LUXE RECORD Co., Linden, N. J., has appointed Walter Kaner Assoc., New York, to handle its publicity and promotion. Kaner firm will handle East Coast publicity and promotion and coordinate company's national promotion through its field representatives in Chicago and Los Angeles. **NAT LORMAN**, formerly with Apollo Records, has joined Kaner Assoc. to assist with De Luxe account.

You Can Get an 11.7 Rating
On WCKY's Daily Hit Parade

(*Dec.-Feb. 1948 Hooper)

50,000 WATTS
OF
SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson
WCKY
CINCINNATI

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 Cherpach Jr., engineer at WKBN Youngstown, president and chief engineer and 31.9% owner; Gene Trace, former program manager WKBN and now with WAKR Akron, 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. Macejko, attorney, 4.3%.

In the Williamsport proceeding the Commission ruled that it considered the three Williamsport Radio partners were unaware and innocently had not disclosed the existence of unsatisfied judgments against Frank E. Plankenhorn, a partner during the original filing.

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 need existed for such disclosure.

The three equal owners of Williamsport Radio include Harry J. W. Kiessling, vice president and director of Grit Pub. Co.; William P. Wilson, theatre owner, and Mr. Stroehmann, general manager and part owner of several bakeries. Group won proposed decision on local residence grounds. Lycoming County Broadcasting is owned by seven stockholders among whom are George Lewis, David P. Gullette and Joseph T. Connolly, all of WCAU Philadelphia.

WEVD

5000 WATTS 1330 K.C.

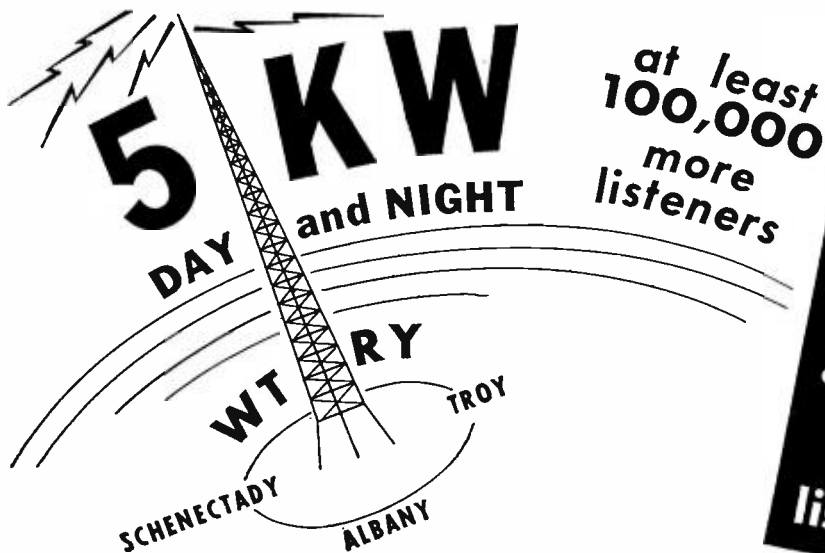
PROGRAMS OF
DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA

Send for WHO'S WHO
Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19



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

Open Mike

(Continued from page 18)

for various radio areas in this highly competitive period.

Paul Martin

Program Director

WKBW Buffalo, N. Y.

WEAM Manager Clarifies Position on Giveaways

EDITOR, BROADCASTING:

In your story on the Washington market, there is a misimpression. . . . You state that Ray Brown (who has since resigned WEAM for WSPB in Sarasota) and I register righteous indignation over money giveaways. That is true. You erroneously added: "Members of the Arlington Ministerial Alliance, it is said, agree with Messrs. Brown and Stanley that it was only right and just for the FCC to order WARL [a competing Arlington station] to show cause why its Dollars for Answers program is not a lottery."

So that WARL will not put ground glass in my oatmeal, so that the Arlington Ministerial Alliance won't pray that my soul goes to that place where the man continues to toss coal on the fire, please correct the statement. Both stations co-operate with the ministerial union in granting free time to all sects and creeds, and WEAM loves WARL as much as one can love the competition.

The Arlington Ministerial Alliance has been placed in an embarrassing position, but by your publishing this, everything returns to its rosy complexion.

Howard Stanley

General Manager

WEAM Arlington, Va.

Editor's note: Spokesmen for the Arlington Ministerial Alliance assure BROADCASTING that they sponsor parallel programs on both WARL and WEAM and are quite happy with the situation.

Jett Sees Video Coming to Front

EDITOR, BROADCASTING

I wish to congratulate you on the "new look" of BROADCASTING.

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 910 kc with 5 kw fulltime, directionalized. The Commission denied competitive bids of WKNB New Britain and WHTT 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 proposing to deny Central Connecticut and WHTT. Latter sought 910 kc in lieu of its present 250 w on 1230 kc.

The final decision held that equitable distribution of facilities re-

It won't be long before you will want to consider transposing BROADCASTING for Telecasting so that the former takes the smaller print.

E. K. Jett

Vice President

The Sunpapers, Baltimore

Radio Spends Too Much In Papers, Says Walrod

EDITOR, BROADCASTING:

We were just reading your article concerning KILZ's advertising radio by means of radio.

Since we went on the air we have done this straight through on sporting events. That is, we have announced that a certain game was open for sponsorship and, believe it or not, they sold.

We have not advertised our station in the local papers or with handbills. Just these announcements from time to time.

Results are good. Radio spends too much money with newspapers when they could do more by patronizing their own medium.

Truman H. Walrod

Station Manager

KDSJ Deadwood, S. D.

New Firm Gets Grant In FCC Reversal

quired a grant of one of the applications for New Britain's first fulltime operation rather than increased facilities for one of four existing fulltime stations at Hartford. The Commission chose Central Connecticut over WKNB 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 stock subscribers, none of whom has more than 14-2/7% of interest. These include:

Lawrence E. Edwardson (7-1/7%), former commercial manager of WONS (then WNBC) Hartford, subsequently in the advertising business, who is president and general manager; Willis W. Holt (7-1/7%), chief engineer of WOY New York, who will be chief engineer of the new station; George J. Coyle and Leo V. Gaffney, New Britain attorneys, and M. A. Kirshnit, businessman (14-2/7% each); and the following local business and professional men who have 7-1/7% each: Frank E. Rackliffe Jr., Harry Fogelson, Milton D. Jones, Charles J. Hickey, George H. Wuchert Jr., 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 \$2,494,599 as of Dec. 31, 1947, compared with assets of \$5,118,744 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 comparisons, Dr. Allen B. DuMont, president, cited billings of \$5,190 in June 1947 and \$48,945 in January 1948.

Cathode-ray tube division sales for the first eight weeks of 1948 were \$559,000, 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 \$1,642,000, compared with \$807,000 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 Muckenhaupt 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 Warren, 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, CFRN 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 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 NARBA 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.

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Melody Lane

YOU'VE CHANGED

On Transcriptions: Standard—David LeWinter; Langworth—Lenny Herman.

On Records: Harry James-Dick Haymes—Col. 36412; Adele Clark—Dec. 24352; Frankie Laine—Atlas 236; Anne Shelton—London 118; Mary Osborne—Aladdin 3010.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

PHILADELPHIA'S
No. 1 Disc Jockey

Doug Arthur
with
Danceland

10,000
Walls

WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

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.

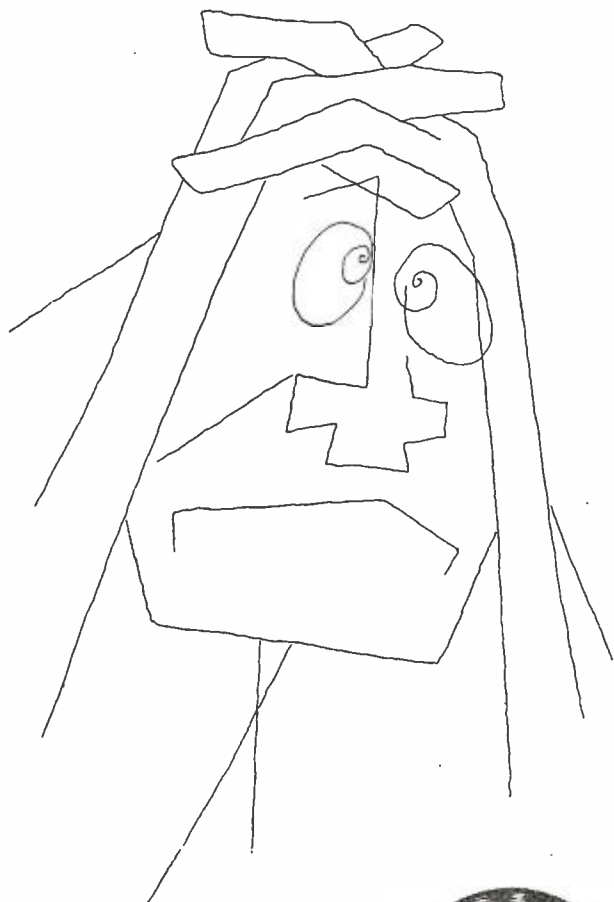
Dozens of great stars, *currently* popular, in brilliant musical programs. From Hollywood! 3000 selections in basic library. More added every month. Each week new material for 27 shows—35 hours of programming.

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!



PROGRAM SERVICE FROM HOLLYWOOD

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

FREE!

Please send me without cost...

1. Demonstration Transcription describing Service.
2. Complete details and cost.

Name _____

Position _____ Station _____

Street & No. _____

City & State _____

B-419



GOOD NEWS for those interested in a TELEVISION CAREER!

Twin City Television Lab
Division of Beck Studios, Inc.
announces opening of a
TELEVISION PRODUCTION SCHOOL
April 19, 1948

offering Program Directing, Writing
(creative and commercial) Acting,
Announcing, Camera Techniques and
Procedure. Courses, 9 to 15 months.
Centrally located in upper Midwest
(downtown Minneapolis) with 11,
000 sq. ft. in Lyceum Theatre Bldg.,
comprising modern classrooms, li-
brary, film projection and editing
room, huge television studios, control
and observation rooms, completely
furnished with latest actual image
orthicon television station-type equip-
ment.

OUTSTANDING DIRECTION, SUPERVISION AND STAFF

Personally supervised by Joe Beck as
executive director, outstanding radio
personality, whose Beck School for
Radio is nationally recognized. William
E. Gage is V.P. and Technical Su-
pervisor.

VETERAN TELEVISION DIRECTOR

Ernest Colling,
former NBC Tele-
vision Program
Director, twice
winner of Amer.
Television So-
ciety's award, the
second time for
production of



"Angel Street", is Director of the
school, supervising a staff of competent
instructors.

Affiliated with Beck School for Radio,
Twin City Television Lab Sales and
Service, and Beck Studios' own com-
mercial television station, application
for which has been filed.

CENTRAL GEOGRAPHIC LOCATION
AND NATIONAL CONTACTS ASSURE
FAVORABLE PLACEMENT.

WRITE OR WIRE
FOR FREE BULLETIN.



230

LYCEUM THEATRE BUILDING,
MINNEAPOLIS 2, MINN.

Division of Beck Studios, Inc.

RATE CARD FOR KSTP-TV IS EFFECTIVE APRIL 27

WITH KSTP-TV Minneapolis go-
ing on full commercial basis April
27, Rate Card No. 1 will be effec-
tive, 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 20 seconds. For
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.

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

HEARING REQUESTED ON KICD REVOCATION

HEARING was requested last
week by KICD Spencer, Iowa, on
FCC's order of revocation issued a
fortnight ago alleging misrepresen-
tation of financial data by Ben B.
Sanders, president and principal
owner of the station [BROADCAST-
ING, March 29]. The Commission
order was to be effective April 15
unless a hearing were sought be-
fore 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 mis-
represented his financial qualifica-
tions in 1945 when he purchased
64% interest in KICD from L. W.
Andrews for \$19,000. The data pur-
portedly concealed is a loan in that
amount from J. Harold Smith,
Knoxville evangelical minister,
whose own WIBK Knoxville is
under examination by the Com-
mission. FCC indicated it was dur-
ing 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. No date for
this proceeding has been set.

'Operation WRC'

(Continued from page 32)

tions under AM-FM and TV, I be-
lieve the chart speaks for itself.
The fact that the personnel setup
is very flexible should be placed on
the credit side. From such a begin-
ning it should not be difficult for
us to "grow into" the time when
separate and parallel organiza-
tions from top to bottom will be
necessary and advisable. It may be
two, three or five years before that
point is reached.

Leaded Bon Bons

ANNOUNCERS will be an-
nouncers, 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 box of
candy on Mr. Perry's desk.
Carefully removing one layer
of chocolates, Mr. Thomas re-
placed 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."

RCA 12-Oz. Microphone Soon Available for \$50



The RCA Bantam is dwarfed by its
big brother microphone.

* * *

A NEW MINIATURE microphone,
smaller than a pack of cigarettes,
has been developed by RCA Engi-
neering 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 re-
mote broadcasts, etc. According to
RCA, 65 already have been ordered
for the forthcoming political con-
ventions.

It fits comfortably in the palm
of the hand, and weighs but 12
ounces. New, highly efficient mag-
netic 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 micro-
phones, RCA representatives state.

TO MEET needs of an expanded student
body, RCA Institute, 35-year-old radio
and television school division of the
Radio Corp. of America, opened new
quarters April 5 at 350 W. 4th St., New
York.

Four FM Actions Authorized by FCC

DISMISSAL of one Class A and
two Class B FM construction per-
mits 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 Theo-
logical Seminary and Bible Train-
ing School.

The Northwestern Theological
Seminary grant, for Channel 290
(105.9 mc), accompanied new
standard station authorization (see
story page 97).

Civic Broadcasting Corp., li-
censee 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
Veterans Adm. and it had only
two studios available at its pres-
ent location. WOLF told FCC that
because of this, and for further
reason that it had lost its MBS
affiliation WNDR, new regional
outlet there, it did not wish to
continue with FM at present time.

Vacates Permit

The Journal Co., permittee of
Class B WMJT Green Bay, Wis.,
vacated that CP in view of ex-
tensive other new FM and TV
activities. Licensee of WTMJ Mil-
waukee and WSAU Wausau, Wis.,
Journal Co., has FM underway in
both cities as well as WTMJ-TV.

North Shore Broadcasting Co.,
licensee of WESX Salem, Mass.,
dropped its Class A FM permit
with Commission consent. Station
indicated it had surveyed area re-
garding FM broadcasting and
found it was not wise to go ahead
at the present time. Limited num-
ber of listeners and economic fac-
tors were noted.

Other FCC 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
seven Class B FM construction
permits.

The conditional grants:

Berkeley, Calif.—Pacific Foundation,
Class A, proposed Channel 261 (100.1
mc). Also AM applicant at Richmond,
Calif., grantee is nonprofit cultural
organization. Directors on executive
committee: Lewis K. Hill, chairman
and general manager, former news
editor of KYA San Francisco and an-
nouncer at WMAL Washington, also
ex-Washington director of American
Civil Liberties Union; H. Don Kirsch-
ner, vice chairman, warehouseman
with Associated Cooperatives Inc., Oak-
land, Calif.; Charles Davis, treasurer,
executive secretary of Institute of In-
ternational Relations, Mills College,
Oakland; Philip Stearns, news chief
at KRON (FM) San Francisco and ex-
news editor at KYA; John Waldron,
freelance radio writer and producer.

Erie, Pa.—Unity Corp., Class B, pro-
posed Channel 246 (97.1 mc). Unity
operates WTOD and WTOD-FM Toledo,
holds permits for FM also in Spring-
field and Mansfield, Ohio. Firm is
headed by Edward Lamb and Prudence
H. Lamb, who together own 46%
Picture Waves Inc., Columbus, Ohio,
TV grantee, and who together hold
55.5% of Dispatch Inc., TV grantee 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.

NATIONAL BROADCASTING COMPANY
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.



A Service of Radio Corporation of America

WIBK
KNOXVILLE,
Tennessee

WIBK
Knoxville, Tennessee

in
**BLACK
&
WHITE**
Knoxville's
Best Bet

Represented by:
DONALD COOKE, INC.

AM-WLBR-FM

HAS MORE LISTENERS IN THE
LEBANON AREA THAN ALL OTHER
STATIONS COMBINED

—Robert S. Conlan Survey

Within 30 miles of Lebanon,
Pennsylvania, over 1,000,-
000 buyers in six cities and
eight counties—comprising
a rich agricultural and steel
market—spend \$300,000,-
000 annually in retail sales
... When considering Cen-
tral Pennsylvania, be sure
to specify—



JULIAN F. SKINNELL
—Operations Manager—
REPRESENTED BY RAMBEAU

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 AFRA in a closed session Tuesday afternoon, while the television industry came in for only passing references.

Principal topics on the convention agenda centered around business practices and techniques, employer-employee relations, personnel and community relationship, 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-AAAA 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 normal part of business operations and can and must be the affirmative answer to Stalin, whose goal is to conquer America's minds," he declared.

Four points to be considered in employee relations were outlined Tuesday by Robert Creaghead, 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, the Formfit 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 your concept of the bureau'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, comprising use of posters, mailing pieces and product labels, are built around the show and certain of its personalities, he said.

Government Disc Contract to Allied

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 own 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 NBC. 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; Stanley Resor, president of J. Walter Thompson Co., vice president, three years; John H. Ryder, president of Norm Advertising Inc., vice president, one year, and James A. Brewer, president of Brewer-Cantelmo 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 H. C. Bohack Co. Other directors nominated are: James Werblow, treasurer of Polygraphic Co. of America; George P. Hall, vice president of James Jamison & Co.; Thomas J. Watson Jr., vice 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 Steere (l) welcomes his new assistant, C. Kenneth Spicer, station's chief accountant. Mr. Steere has been with WBT for a year; Mr. Spicer has just transferred to the station after six years with the government.



This Year is G-Year ---
The Swing's to GATES
---- in '48

GATES

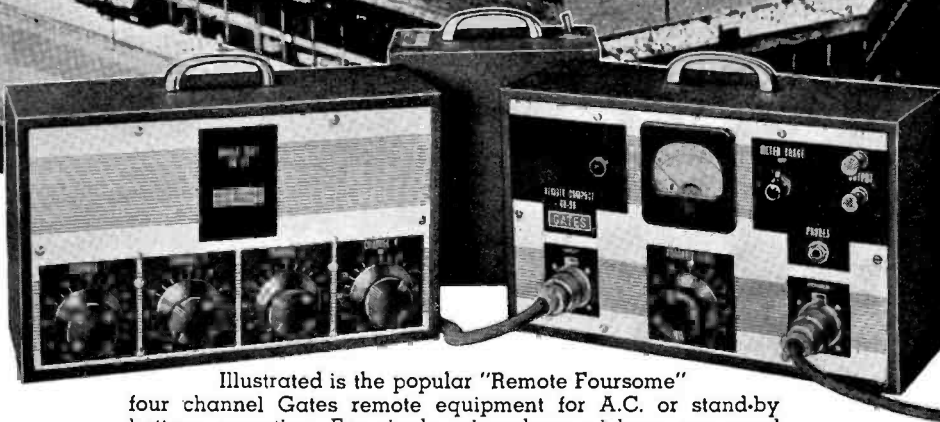


Photo by permission of
the St. Louis American
League Baseball Club.

Illustrated is the popular "Remote Foursome"
four channel Gates remote equipment for A.C. or stand-by
battery operation. For single microphone pickups you need
not use the mixer. The "Foursome" is broadcasting's foremost
remote equipment package.

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.

Look over your remote apparatus now. With baseball—and politics, are you adequately supplied? Deliveries on all four popular Gates remotes — ranging from \$98.00 to \$325.00 — are immediate.

Gates
Radio Company
Quincy
Illinois

Washington, D. C. ... Gates Radio Company, 13 F. Street N. W. ... Tel. ME-0522
Houston ... Western Radio Supply Co., City of Lodi, Cal. ... Tel. CA-0005
Atlanta ... Specialty Distributing Co., 425 Peachtree St. N. E. ... Tel. AT-4406
Montreal ... Canadian Marconi Company
Los Angeles ... Gates Radio Co., 574 Hollywood St., Hollywood ... Tel. DN-81275
Export ... Westinghouse, 40 Wall St., New York City ... Tel. WN-34321

Mine Salley Paul
Garfield & Guild Adv. Agency
660 Market
San Francisco, Calif.

Dear Sal:

Feller asks me t'other day, "Why is WCHS th' top station round bout Charleston, West Virginia?" Well, sez I, anybody knows that... Jes' listen to H'it... that's the bee' way t' find out... Jes' hear them fine CBS programs fr' instance... then, take our 15 newscasts a day... WCHS compiles ours from the top two news services AP an' UP... WCHS is th' only station in West Virginia with 'em both... Course, CBS get's their's first hand... Put to Q. John Citizen, which refers to our high class clientele, the best reason for listenin' to WCHS in Charleston, West Virginia can be learned best by... jes' listenin'.

Yrs,
Algo.

WCHS

Charleston, W. Va.

RADIO'S THRILLING HALF-HOUR
TRANSCRIBED DETECTIVE SHOW

**"BOSTON
BLACKIE"**

Radio's greatest point-per-dollar buy!

16.5

IN MINNEAPOLIS

C. E. Hooper October-December, 1946

Consistently Beats All Competition
on Stations From Coast-to-Coast!

WRITE

ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

Clear Opponents Reply

(Continued from page 23)

author of the measure, attended regularly, and on occasion was the only member present. Members participating on a less regular basis included Chairman Wallace H. White Jr. (Me.), whose activities are being limited on doctor's instructions; Acting Chairman Tobey; and Sens. Clyde M. Reed (Kans.), Albert W. Hawkes (N.J.), and Homer E. Capehart (Ind.), Republicans, and Sen. Tom Stewart (Tenn.), Democrat. Sen. Zales N. Ecton (R-Mont.) sat in on some sessions although not a member. Sen. Hawkes has had a 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 spokesmen, 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 Johnson 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 manner that the same frequency may not be used effectively and simultaneously by stations in at least one other location within the U. S.

Comdr. Craven said 1-B stations would be needed; his idea of duplication did not anticipate regional or local stations on present clears. 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. Roosevelt, he said, felt the Government, if anyone, should operate such stations. "I think I was able to dis-

suade him from that course of action," Comdr. Craven said.

He opposed the use of 750-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 will "ultimately" supplant AM, but even then he felt it will not be "practically" possible to cover the 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 coverage by clear-channel breakdowns, he referred to briefs filed in the FCC hearing by Paul D. P. Spearman, counsel for the Regional Broadcasters Committee. Comdr. Craven, vice chairman of RBC, said Mr. Spearman was reluctant to appear because of the "ethical situation," but suggested that the Committee might call him.

Sen. White said at one point that he had no quarrel with the overall objective of the Johnson measure but that he was "greatly disturbed" by the attempt to transfer the technical details of licensing from FCC back to Congress. He said he did not know what confusion it might lead to. He noted that the Communications Act imposes two obligations: (1) an obligation to issue licenses to improve reception, and (2) an obligation to deny licenses if interference would otherwise result.

Congress, he pointed out, turned technical detail over to the FCC, and provided that FCC should counsel with Congress on legislation dealing with radio. 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 dictate the decision.

Sen. Johnson felt that Congress "cannot abandon its responsibility."

Capehart Cites New Outlets

Sen. Capehart, noting the hundreds of new stations licensed by FCC, asked whether the Commission wasn't doing "an excellent job" combatting monopoly in that regard. Comdr. Craven agreed, but said the question now was a policy matter which goes much further.

To further questions by Sen. Capehart, he said Cowles would seek clear-channel operations in Des Moines (KRNT) and Boston (WCOP). 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 imperil U. S. rights under NARBA if the U. S. has "a competent delegation." He maintained that "we don't have to make a bad agreement," and noted that

any such treaty must be ratified by the Senate.

Edwin B. Craney, managing director of the "XL" stations in the Pacific Northwest, who was characterized by CCBS spokesmen as leader of the opposition to clear channels, told the Committee at the outset that he had never talked with Sen. Johnson about his bill. Sen. Johnson agreed.

Mr. Craney said he had a financial interest in six stations, one of which is a limited-time Class 2 outlet on a 1-A channel (KXL Portland). But he said he'd rather forego fulltime operation forever than see "super-power" on any channel. He indicated he would apply for fulltime and might also seek a new station in Montana.

Mr. Craney presented a series of maps, based on BMB survey data, which showed listenership to various 1-A and 1-B stations. The purpose, Mr. Craney explained, was to show how 1A channels are being "wasted" in great areas of the nation. He emphasized that WOR New York, though duplicated, serves a greater population than 1-A network stations in New York, according to BMB findings.

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

MONDAY AFTERNOON

Clear-channel stations, Mr. Craney said, are 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—religious, political, economic or social to the people of the U. S."

Passage of the bill, he continued, "would not deprive a single listener 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. Craney commented that there is "nothing in the Havana Treaty to support the clear-channel argument."

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

Clear-channel programs and locations "belie their purpose," said Mr. Craney. The fact 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.



ALUMINUM
HANDLE WITH CARE

PRESTO RECORDING CORP.
NEW YORK, N. Y., U. S. A.



RECORDING CORPORATION
242 WEST 55TH STREET
NEW YORK 19, N. Y.

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 "implored" 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 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 WFMI(FM) Portsmouth, N. H. and WKXL 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 clears must be maintained to protect the rural listener. "No 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." "I do not 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 Capehart 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 would then 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 them 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-man 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 radio attorney and half owner of WARL Arlington, Va., who endorsed the bill in behalf of his own and 13

Upcoming

April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.

April 27-29: Radio Farm Directors, Dept. of Agriculture, Washington.

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

April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

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

May 5-6: FMA Argument 4, Statler Hotel, Washington.

May 7: Oral Argument before FCC on political interpretations, WHLS Port Huron, Mich., at Washington.

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

May 22: IRE North Atlantic Region Meeting, Hotel Continental, Cambridge, Mass.

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 listenership.

He contended 1-A channels could be broken down without harming present 1-A stations or their 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 9½ hours in winter to 14½ in summer. If the 750-kw plan were put into effect, he said, this would be reduced to 5½ and 10½ 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 daytime-skywave signals of stations below 1250 kc.

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

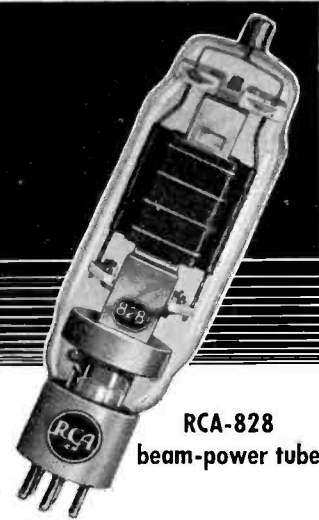
KRCT Goose Creek, Tex.; WCRA Effingham, Ill.; KWHK Hutchinson, Kan.; WGMW Canton, Ohio; WTOB Winston-Salem, N. C.; KSFA Nacogdoches, Tex.; WCLE Clearwater, Fla.; WAIT Chicago; WONO Oneonta, N. Y.; WCPB Saratoga, N. C.; WFTW Fort Wayne, Ind.; KCLE Cleburne, Tex.; WKNX Saginaw, Mich.

Hulbert Taft Jr., managing di-

(Continued on page 74)

RCA

TUBES ...



RCA-828
beam-power tube

the standard of comparison ...

RCA beam-power tubes

• RCA pioneered in the design of beam power tubes for broadcasting —and RCA has the most complete line in the field. In your transmitter, these are the tubes that make possible fewer stages, fewer components, fewer tuning controls. And, with their conservative ratings for hour-after-hour service, RCA beam tubes

assure you maximum performance for your money.

For your convenience, the complete line of RCA beam tubes are now available directly from RCA or from your local RCA Tube Distributor. For data on any RCA tube, write RCA, Commercial Engineering, Section DP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA
HARRISON, N. J.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

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.

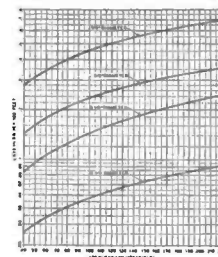
Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections are easily bolted together. A circular synthetic rubber "O" gasket effectively seals the line. Flux corrosion and pressure leaks are avoided. A bullet-shaped device positively connects inner conductors.

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.



ATTENUATION CURVE

shows total loss plus 10% derating factor to allow for resistance of joints and deterioration with time.

Four diameters available: 6 1/8" — 3 1/8" — 1 3/8" and 7/8".

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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 stations but occupy 26.5% of all available frequencies (AM). When WLW Cincinnati operated with 500 kw, he said, "every other station in that vicinity certainly felt the economic effects."

To retain clear channels and raise their power, he charged, would accentuate "to ruinous extremes" 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 FM. But he conceded that at this stage it would not be practical to attempt such an equalization in AM.

AM earnings, he said, are particularly important to help pay for television and FM pioneering. He said WKRC is encountering relatively low losses in FM, but will have a "more difficult time" when it moves into television. He maintained 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 wouldn't 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 manager of WGAY Silver Spring, Md., said daytime stations, such as his, were forced to impose limitations upon the use of their facilities by local organizations, and that the problem would be increased during political campaigns. He submitted 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 if breakdowns are made.

To questions from Sens. Tobey and Hawkes, he said WGAY handled \$95,000 of 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 filing 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 facilities."

He noted that the home states of 10 members of the committee have no clear-channel stations. Sen. Capehart, he said, would have to reach Indians via WLW (paying 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 portion 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 popularity of stations was a question of building up an audience, and "I'm not interested in tearing anybody down."

Mr. Gonce maintained that Congress should pass a resolution, along with the Johnson Bill, stipulating that in breaking down the 1-A's, the stations in the West should be dominant and those to the East should be required to give protection by using directional antennas.

TUESDAY AFTERNOON

Martin Karig, president of WWSC 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.

Andrew Jarema, president and general manager of WKOP, daytime outlet in Binghamton, N. Y., described the lack of good service in his area at night. He said that even if the area could receive a dependable signal from WSB Atlanta, dominant station on WKOP's frequency, the people would not need or be interested in WSB programs 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 dinner conference of FCC and Committee 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 committee he was appearing only for himself and because Mr. Caldwell, CCBS counsel, had brought his name up.

A statement by Mr. Caldwell that Sen. Wheeler had slipped the 50-kw resolution through the Senate in 1938 when only a handful of members were present was termed

WEATHER REPORTS

KFAC Says KFI Has Monopoly

—With Local Bureau—

SPARKS flew in Los Angeles last week over the contention of Calvin J. Smith, general manager of KFAC, that KFI, also in that city, is monopolizing frost warning and weather bureau reports.

Mr. Smith had charged in a telegram to the Senate Interstate Commerce Committee, which was considering the Johnson Bill (S-2231), that KFI had an arrangement with the local U. S. Weather Bureau whereby that station got first crack at service reports.

In reply, William B. Ryan, KFI general manager, branded the allegations as "colossal ignorance." Mr. Ryan said that for many years KFI, despite the problems involved with network advertisers and agencies, has continued to hold the frost warning service as more important than any other material broadcast over the station. The KFI manager 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 not the result of 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 KFI's. His concern, he explained, is because KFAC intends to file for 50 kw as soon as the question of clears has been clarified.

an "absolute misstatement of fact." The resolution, Sen. Wheeler said, was the culmination of 16 years of experience and was introduced because he felt it to be "in the public interest."

Mr. Caldwell, he said, has criticized his opponents 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 networks 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 regulation?" (Continued on page 76)

WHAT'S A FEW MILES BETWEEN MARKETS—PLENTY! when the next biggest is 122 miles away



Amarillo is 122 miles from the \$500 million Lubbock area. Fort Worth 290 . . . El Paso 380. In Texas distances are vast, community 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 combined. It sells in the South Plains.

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LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.

A Mutual Station
Rep. by JOHN E. PEARSON CO.



REAL *Mike Flexibility*

for the **SOUND EFFECTS MAN**

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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.

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DAZOR FLOATING ARM FOR MICROPHONES

Clear Opponents Reply

(Continued from page 74)

lation?" asked the former committee chairman, with a prevalent 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 the 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 of the Commission," he said, "to establish basic legislative policies. It is the duty of the Commission to execute the policies as laid down by Congress." He continued:

It is a source of amazement to me that the clear-channel group, who prate day in and day out about private enterprise and 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 abdicate your position and turn the legislative process over to the administrative agency. You may be assured that the members of this group will individually be back up here within a week or a month, reverting to form.

Leaving the matter to FCC, he argued, has resulted only in more and more hearings. Reviewing the FCC chairmen, he asserted that Mr. McNinch never did anything; that Mr. Fly wanted 12 super-power stations, but the people would never stand for it; that Mr. Porter was in favor of breaking down clears but only held hearings, and that Mr. Denny was also 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 concerns 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 are involved—monopoly, censorship, survival of small business, control of political campaigns and elections and a host of related issues. The technical features advanced are "camouflage," he charged, adding that "they [clear-channel stations] take one position one time and the diametrically opposite the next."

Third point answered by Sen. Wheeler was the argument that it is "passing strange" for the Senate to suddenly concern itself with the issue. Citing examples, 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, protests from locals and regionals and those interested in new stations mounted higher. Heeding these protests, Sen. Wheeler said he and other committee members discussed the matter with 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 inaugurating 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 vehement counsel, 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 effectively and far more swiftly."

After Sen. Wheeler had concluded his statement, Victor Sholis, CCBS 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 KRJF in his city, said that stations in Denver, Salt Lake City and St. Paul even now are making it difficult for KRJF 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 of radio communications for 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 channel 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. Willenbacher, representing WIKY and WIKY-FM Evansville, Ind., told the committee that (1) No compelling reason exists to increase power of clears, (2) such action would detrimentally affect economic interests of small stations, (3) to increase power and protection of clears would tend toward monopoly and place too much power with too few, and (4) creating further extensive use of 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 is not 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 cautioned that failure of Congress to take positive action now "might well be regarded as tacit approval by it for increased power."

WEDNESDAY MORNING

Stephen Tuhy 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 efface the purposes of the Congressional mandate" contained in the equitable-distribution provisions of the Communications Act. Mr. Tuhy appeared for:

WNAR Norristown, Pa.; WKOP Binghamton, N. Y.; WGTI Kannapolis, N. C.; KCAR Garden City, Kan.; KWGB Goodland, Kan.; WABZ Albemarle, N. C., and Tyler Broadcasting Co., Tyler, Tex.

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, president of the National Farmers Union, said NFU felt "super-power" would "squeeze small stations off the air" and that farmers could be served with the present 50-kw ceiling "if stations are relocated, 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 to move high-powered 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 Comdr. Craven's plan for 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 communities." But these, he said, "are the exception."

"I can prove 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



CUBAN BROADCASTER Goar Mestre (third from l), president and directing head of CMQ Havana and its network, and a group of representatives of RCA and of the firm of Humara and Lastra, distributor of RCA products in Cuba, examine control room of new \$3,000,000 Radio Centro in Havana. L to r: Miguel Humara, of Humara and Lastra; Dudley Wood, regional director of RCA International Division for Latin America; Mr. Mestre; Meade Brunet, vice president of RCA and managing director of its International Division; Julian Lastra, of Humara and Lastra, and M. S. Hazzard, RCA field representative in Cuba.

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 boosts would further limit co-channel daytimers, whereas the real need is for action "to increase the availability of service for medium-sized and small cities and towns." Mr. Daly appeared for:

WCNT Centralia, Ill.; WLDS Jacksonville, Ill.; WSIV Pekin, Ill.; WMBS Macon, Miss.; WCOG Meridian, Miss.; WJQS Jackson, Miss.; WJSK Columbus, Neb.; Hillsdale Broadcasting Co., Hillsdale, Mich.; Kewanee Broadcasting Co., Kewanee, Ill.; Mississippi Broadcasting Co., Starkville, 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, he endorsed the measure and 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 mine 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 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 co-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.

He 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 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 clears, 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.

WEDNESDAY AFTERNOON

Walter Tison, president of WALT Tampa, Fla., led off Wednesday afternoon by describing the tight situation in Florida where he claimed that all frequencies, except for U. S. 1-A's, are being used by Mexico and Cuba.

He charged that Cuba uses 15 kw on some regional frequencies where U. S. stations are limited to 5 kw. Passage of the Johnson Bill, he said, would give him a chance to get full time on a channel where he wouldn't have to compete with foreign interference.

Richard Fairbanks, president of WIBC Indianapolis, took issue with the earlier testimony of WLW's James Shouse. The sales procedure of WLW, he charged, is to sell its entire coverage area. He claimed that when WLW was at 500 kw it blanketed and sold Indianapolis and Louisville.

H. H. Leake, director of radio services for Oklahoma A. & M. College, told how the college had received a CP in 1946 for a daytime outlet on 840 kc, which is used by WHAS Louisville. A WHAS petition for reconsideration was denied a few months later, but the *Courier-Journal* station appealed to the



SEN. WHEELER lambasts clears' bid for higher power.

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 time WLW 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-power" would have "serious" social, political and economic effects.

John Claggett, 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.

(Continued on page 78)

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Peabody Awards

(Continued from page 24)

ticular, *CBS Is There*. In making the award the Peabody group saluted William S. Paley, chairman of the CBS board, who personally conceived the documentaries; Robert Heller, who directs them; Goodman Ace, who devised *CBS Is There*; and Robert Shayon, program producer.

The United Nations' Radio Division, Dept. of Information series, *United Nations Today*, was awarded a special citation. The program "has made it possible for millions of Americans to feel that they have a vital interest in the United Nations' deliberations," reads the citation.

Children's Shows Hit

A sharp criticism of the "mediocrity" of most children's programs prefaced the award in this field. After extensive searching by both the board and the listening posts, the Peabody committee finally found what they were searching for in *The Children's Hour*, presented over WQQW Washington. The program "reflects the sincerity and good taste of Carl Green, as he makes his attractive selection of songs and stories," the award says. "Mr. Green and Station WQQW well merit a citation for the skillful work they have done in this otherwise drab field." The program is sponsored by local department stores.

"In 1947," reads the award for outstanding local public service, "no local station in the country was more alert than Station KXAR of Hope, Ark. . . . Here is the story of a new station, handicapped by limited facilities, which rose to the crisis when the neighboring country was devastated by a tornado. . . ." The citation also added a word of thanks to Mutual, "who should be proud of this junior."

WBBM won the regional station public service award for *Report Uncensored*. "With alert detail and wise understanding this program has helped to educate and arouse a great community to the causes of juvenile delinquency; and what is more, has stimulated enlistment in the Volunteer Bureau for a comprehensive attack on the problem."

In the same field of public service, a special citation went to WCCO on behalf of its program, *As the Twig Is Bent*. "This program is the culmination of a year-long effort to secure the passage of a Minnesota State Youth Conservation Act, and . . . to make that act effective. So unusual and so practical was this program that the ideas in it and the station have been cited as an example to the governors of the 47 other states."

The Peabody Awards are designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Fos-

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 Assn. of Advertising Agencies; John Crosby, 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; Joseph Henry 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.

Migrant U. S.

(Continued from page 24)

said, "many persons moved long distances to work in war production centers, to live near their husbands in the armed forces prior to their embarkation, etc."

Clear Opponents Reply

(Continued from page 77)

predicted. He added that 20 "super-power" 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 "super-power." In the 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 with 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 KGEZ 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 in the industry knows it," he charged, "but those that control them won't admit it."

Sen. Johnson announced that about 800 letters pro and con would be placed in the record.

PARAMOUNT VIDEO N. Y. Theatre Shows Large Screen

PARAMOUNT PICTURES scored an authentic and far-reaching video "first" last Wednesday, April 14, when it initiated full movie screen television at the Paramount Theatre, New York.

Utilizing a multi-hop television relay for the first time in New York, about 20 minutes of boxing from the Navy YMCA in Brooklyn was thrown on the screen of the Paramount, with the screening following the action by 66 seconds.

This lag represented the time required to relay the fights from Brooklyn to the roof of the New York Daily News Building, and from there by microwave relay to the Paramount Building at Times Square, where it was recorded on film. During this process the television reception of 30 images a second was transposed into the standard 35 mm film of 24 images a second.

Paramount transmitted on a "closed circuit" over a 7000 mc microwave frequency; reception was impossible for any video receiver outside the theatre. Paramount provided its own origination because, according to Paul Raibourn, head of Television Productions Inc., the Paramount subsidiary which arranged the show, the New York video stations "refused to cooperate with us."

The televised bouts were seen by the regular Paramount audience—which had come expecting to see only the feature film and stage show—and an unusually large press group.

After the showing Mr. Raibourn,

in reply to a question about the legal aspects of theatre television, said smilingly that "we haven't gotten 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 23]," he said in reply to a question. It is "very possible," Mr. Raibourn 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 query about 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.

"VIC" DIEHM SAYS:



COMING OUR WAY?

I don't think I have to twist your arm — Not after you read these undisputed facts.

1. We're right in the heart of Luzerne County, third largest populated county in Penna.
2. BMB reports that 9 out of 10 radio families in our coverage area hear your sales message every week.
3. A full promotion program supplements all time buyers programs in this \$55,000,000 market.

For further information write to
Vic Diehm c/o WAZL
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WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF
PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

Seek Video

(Continued from page 27)

composed of Richard R. Hutcheson, president-treasurer and 21.9% owner; York L. Wilson, secretary 43.7%, and Wm. H. Brawley, Federal Trade Commission investigator, vice president. Messrs. Hutcheson and Wilson are part owners Cincco Broadcasting Co., grantee FM station WOYO Cincinnati. Mr. Wilson in addition is part owner Tropical Broadcasting Co., grantee FM station WYFE Miami, Fla. WOYO would be dropped if necessary to pursue joint FM-TV venture at Richmond, to use single triplex type tower for TV aural and visual signals and FM transmission. TV outlet is proposed as DuMont network affiliate. Firm's application was transmitted to FCC by Sen. Olin D. Johnston (D-S.C.).

Rock Island, Ill.—Rock Island Broadcasting Co., Channel 6 (66-72 mc), 13.6 kw visual, 7.6 kw aural. Initial cost \$177,000, first year cost \$60,000, revenue \$30,000. Applicant is licensee WHBF that city.

Sacramento, Calif. — Sacramento Broadcasters Inc., Channel 6 (82-88 mc), 15 kw visual, 7.5 kw aural. Initial cost \$145,440, first year cost \$84,000, revenue \$75,000. Applicant, licensee KXOA that city, is owned 100% by Lincoln Dellar, also sole owner Western Radio Adv. Inc., San Francisco, and 90% owner KXCB Stockton, Calif.

Troy, N. Y.—Troy Broadcasting Co., Channel 9 (186-182 mc), 10 kw visual, 6.8 kw aural. Initial cost \$237,205, first year cost \$80,000, revenue unknown. Programming per month: 20 hours remote pickup, 20 hours studio, 80 hours airm. Applicant is licensee WTRY Troy.

Details of four other new TV applications, reported filed in BROADCASTING, April 12, include:

Albany, N. Y.—Patron Broadcasting Co., Channel 9 (186-192 mc), 29.6 kw visual, 14.8 kw aural. Initial cost \$207,746, first year cost \$128,000, revenue \$75,000. Applicant is licensee WPTV Albany.

Clayton, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and other States, Channel 2 (54-60 mc), 0.98 kw visual, 0.639 kw aural. Initial cost \$100,000, first year operating cost \$25,000. Non-commercial outlet, no revenue. Applicant is licensee KFVU Clayton, part of metropolitan St. Louis.

Milwaukee—WEST Inc., Channel 6 (82-88 mc), 16.84 kw visual, 8.8 kw aural. Initial cost \$178,000, first year cost \$16,000 above present WEST operation cost, revenue unknown. Applicant is licensee WEST that city.

Milwaukee—Kapital Broadcasting Co., Channel 6 (82-88 mc), 1.797 kw visual, 0.946 kw aural. Initial cost \$143,050, first year cost \$60,000, revenue \$24,000. Applicant is licensee KCBC Des Moines. Myles H. Johns, executive vice president and board chairman who with family owns 33%, is part owner WTMV East St. Louis, Ill., and WOSH Oshkosh, Wis. He has filed application for FCC consent to gratuitous transfer of his Milwaukee FM outlet WMIL to Kapital.

ABC

(Continued from page 27)

Hayloft Hoedown, Saturdays, originating on WFIL-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 pickups from New York will be inaugurated.

FOUR new Crosley radio models are ready for delivery, according to Stanley Glaser, manager of radio and television section, Crosley Div., Avco Mfg. Corp. Models include new FM-AM radio phono combination; all purpose, high performance portable; and two farm (battery) sets.

BROADCASTING • Telecasting



ATOP the O'Sullivan Bldg. tower, Baltimore's highest structure, members of FCC inspect transmitter of WMAR-TV, Sunpapers station. (l to r) Commissioner George E. Sterling; Sunpapers vice president and radio director, E. K. Jett, who was succeeded on FCC by Mr. Sterling; Commissioner Rosel H. Hyde; and Sunpapers vice president and executive editor, Neil H. Swanson, who has sparked newspaper's TV programming.

FCC CONTINGENTS SEE WMAR-TV, RCA PLANT

AN FCC DELEGATION visited the Baltimore Sunpapers' WMAR-TV April 9 and another group left April 11 for two-day visit to RCA laboratories at Princeton, N. J.

The Baltimore visit was on invitation of former FCC Comr. E. K. Jett, now Sunpapers vice president and radio director. The trip included inspection of Baltimore's FM Transit Radio bus. Group included:

Comrs. Rosel H. Hyde and George E. Sterling; John A. Willoughby, acting chief engineer; General Counsel Benedict P. Cottone; Assistant General Counsels Harry M. Plotkin and Lester Spillane; A. L. McIntosh, chief, Frequency Allocations and Treaty Division; Cyril M. Braum, chief, FM Broadcasting Division, Engineering Dept.; Hart Cowperthwaite, TV engineer; Edward W. Allen, chief, Technical Information Division; George S. Turner, assistant chief engineer; William P. Massing, 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 low end of "upstairs" television band [CLOSED CIRCUIT, April 5]. Delegation included:

Chairman Coy and Comrs. Hyde, Jones, Webster, and Sterling; Messrs. Willoughby, McIntosh, Allen, Braum, Cowperthwaite, Cottone, and Plotkin; A. L. Chapin, and William Bauer.

WDXY (FM) LAUNCHED AT SPARTANBURG, S. C.

A SECOND Spartanburg, S. C., FM outlet, WDXY, affiliated in ownership with WORD, Spartanburg 250 w fulltime AM station on 1400 kc, was launched April 14. Notables participating in the dedicatory program included former Secretary of State James F. Byrnes who has an interest in Spartan Radiocasting, licensee of WORD and WDXY, and Gov. J. Strom Thurmond of South Carolina.

WDXY, operating on Channel 263 (100.5 mc), is powered by a 3-kw Westinghouse transmitter. From 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

WOOD Sale

(Continued from page 30)

(12%), vice chairman of the board and chief executive officer of Mellon 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. Kelley 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 approved assignment of license of KNAF Fredericksburg, Tex. (1340 kc, 250 w), from Walter T. McKay and Arthur Stehling, co-partners, to new corporation in which each holds 40% interest. Other 20% is acquired for \$5,000 by Gerald P. Fisher, KNAF manager.

WHOD Homestead, 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 par, representing 69% interest, is involved in reshuffle. Under new setup no one person holds majority interest.

hill near Drayton, S. C., overlooking Spartanburg.

Al Willis has been appointed program director of the new FM outlet, Walter J. Brown, president and general manager of Spartan Radiocasting, announced. The other FM station in Spartanburg is WSPA-FM, owned by Spartanburg Advertising Co. and operating on Channel 255 (98.9 mc).

WDXY's sister station, WORD, has been on the air since Sept. 1, 1940. Former Secretary Byrnes also participated in its dedication.

FCC Torpedoed

(Continued from page 21)

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 WCKY appeal—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 before the court. All eight involve appeals by 1-A or 1-B stations against FCC grants for daytimers on their respective channels.

Two others of the eight—both appeals by 1-A WJR Detroit—were argued along with WCKY's reargument last June [BROADCASTING, June 16].

FCC authorities thought the decision, unless appealed to and reversed by the Supreme Court, would have "terrific impact" in the way of additional FCC hearings. While the Ashbacher Decision required hearings on mutually exclusive 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 *certiorari*, 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. 1-A and 1-B channels, pending a decision on its own daytime-skywave case. This currently is 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-skywave appellants, contended it would receive interference within its normally protected contours as result of the operation of the co-channel daytime station. FCC argued that its rules do not recognize daytime skywave.

The court, in the opinion by Justice Stephens, saw two major issues involved: (1) whether such interference will be caused, and (2) if such interference is found, whether public interest requires that it be allowed. The opinion asserted:

Each of these issues is critical for the public as well as for the private (Continued on page 80)

Shadows Over Radio

(Continued from page 21)

working around a constantly expanding capacity. Cathode and 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 launched on a survey to determine production potentialities of 11,000 industrial plants in the nation [BROADCASTING, April 5]. Of this number 200 plants produce component electrical and communications parts or smaller finished products and 400 plants manufacture larger finished communications items.

They will find the industry already in high gear.

U. S. Government business of transmitter equipment manufacturers of the Radio Manufacturers Assn. totaled \$135,623,975 last year, of which \$74,800,000 was radar equipment. The radar sales consisted of \$19,600,000 in airborne items; \$41,800,000 shipboard; \$13,300,000 in other items (\$4,500,000 in search and navigational equipment, \$8,800,000 in fire control equipment).

The 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 total consisted of \$25,400,000 in search and navigational equipment and \$16,400,000 in fire control apparatus.

A total of \$25,800,000 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 \$1,853,104.

Equipment Totals

Domestic sales of airborne transmitting equipment totalled \$2,594,349 to scheduled carriers and \$1,376,676 to non-scheduled carriers during the last year. Sales of group equipment to scheduled and non-scheduled carriers amounted to \$124,637 and \$87,719 respectively. Export sales of airborne and ground transmitting equipment amounted to \$655,152.

Reports of the RMA's general communications section of the transmitter division show a total of \$9,631,332 in sales of medium and VHF transmitting equipment.

Transmitting equipment and accessories made by RMA members totaled \$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 during 1947.

A large chunk of defense appropriations under Congressional study now will be applied to the pur-

chase of electronics. And official quarters believe these will represent only token preparedness moves, if the cold war continues to heat up.

Large users of electronics equipment—military services, Coast Guard, Civil Aeronautics Authority and Weather Bureau—are seeking \$334,744,000 for radio, radar and similar equipment in 1949 budgets, now one of the chief topics of debate on Capitol Hill.

The Army Signal Corps is asking \$34,000,000 of which one-third will be dedicated to the purchase of new equipment and the rest for maintenance of old apparatus. This appropriation is believed to include a substantial amount for an Army Airways Communications System.

The Air Force requested \$773,700,000 of which \$35,500,000 was intended for electronic equipment peculiar to the Air Force. The total budget has been raised by a Congressional committee to \$1,223,100,000 and it is expected that this would produce an increase in ap-



ARRANGEMENTS for broadcasting of the Dallas Rebel baseball games by WRR, the Dallas municipal station, during 1948 season are completed by (l to r): Dale Drake, WRR managing director; W. O. Bankston, of Bankston-Hall Motors (Ford agency), the sponsor; George Schepps, president of the Dallas Baseball Club.

propriations for electronics.

Two Air Force supplemental requests are also in the Congressional mill.

One request, of an undisclosed amount, would presumably be available in the event of an emergency.

The other seeks \$108,000,000 to

FCC Torpedoed

(Continued from page 79)

interests, for if as a matter of fact and law objectionable interference to the outstanding licensee will occur through the operation of the new station, not only will such licensee suffer economic injury but also his listening audience will be deprived of adequate service.

It would, accordingly, a priori appear to be important in the administration of the Communications Act that a hearing be accorded by the Commission calculated to bring to its attention all relevant items of fact and law which might affect its decision on each of the two issues stated.

That private as well as public interests are recognized by the Act is not to be doubted. While a station license does not under the Act confer an unlimited or indefeasible property right, nevertheless the right under a license for a definite term to conduct a broadcasting business requiring—as it does—substantial investment, is more than a mere privilege or gratuity. A broadcasting license is a thing of value to the person to whom it is issued and a business conducted under it may be the subject of inquiry.

The Supreme Court, it was pointed out, has ruled that a station license may be modified "indirectly" by grants which would cause interference within the existing station's protected contour, and that such modifications require hearings. But, the court noted further, the WCKY-Stanton case posed the additional question of whether a hearing must be held "on the issue whether the granting of the requested facilities will or will not result in an indirect modification of the outstanding license."

Basis of Conclusion

The court concluded that such an issue does demand a hearing. It based its conclusion on four grounds:

1. In the construction of a statute, its provisions should if possible be given a reasonable meaning. . . . It would be unreasonable for Congress to deny a hearing to an outstanding licensee on the issue whether or not the extension of facilities to another station will cause objectionable interference within the protected contour of the outstanding license and there-

by indirectly modify the same, but to accord a hearing, as the Act does (as construed by the Supreme Court in the KOA case), on the issue whether or not the public interest requires such modification. Each of such issues . . . is of critical importance to both the private and public interests. . . . For the determination of each of these issues the Commission is equally in need of the presentation of evidence and argument.

2. . . . In view of [Sec. 309-a of the Act], the Commission cannot decide, without according a hearing to the applicant for new facilities, that his proposed operation WILL constitute objectionable interference . . . and that therefore the application for new facilities must be rejected. This being true, the Act will apply unequally unless it is construed also to provide that the Commission cannot decide, without a hearing accorded to an outstanding station licensee, that the operation of the new station WILL NOT constitute objectionable interference within the protected contour of the existing station and WILL NOT thereby indirectly modify the license for that station.

3. . . . The Commission in its own rules . . . has construed the Act as requiring a hearing. And again by its order issued in the instant case . . . the Commission construed the Act as according a hearing to an outstanding licensee claiming objectionable interference. . . . The Commission can hardly be heard to say that administrative remedies created by it are to be rendered abortive by denial of hearing to an existing licensee who seeks to pursue them.

4. . . . As has been said above, 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, pro tanto a deprivation of property. The due process clause of the Fifth Amendment provides that no person shall be deprived of life, liberty or property without due process of law. An essential element of due process is an opportunity to be heard before the reaching of a judgment. . . .

To FCC's claim that it correctly found, even without a hearing, that the Stanton station would cause no objectionable interference to WCKY, the court replied with a quotation: "He who decides anything, one party being unheard, though he should decide right, does wrong."

electronically equip the 70 group air force of 6,869 front line aircraft it has asked for. In case of war an immediate 50% 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 groups with 2,360 planes and 34 Air Reserve Groups with 3,212 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 \$58,825,000 for electronics equipment. 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 Department 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 is authoritatively reported that, like the Air Force, roughly \$73,870,000—or 10%—of the budget would be earmarked for electronics equipment.

Provisions 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 rapid progress through Congress at this time. Actual expenditures, if the budget is cleared, are not expected to exceed \$3,400,000, however.

Coast Guard Budget

A total of \$1,200,000 for directional 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.

Former 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.

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 directing loading, unloading and transporting 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.

TV Cost Survey

(Continued from page 40)

"D" Station Personnel

(28 hours, 100% local)**

- (a) Non-Technical
- 1 Station Mgr.
 - 1 Program Mgr.
 - 3 Announcers
 - *17 Program men
 - 2 Sports
 - 9 Misc. shows
 - 2 Film production, procurement
 - 2 Local news
 - 2 Clerks (logs, scheduling copy)
 - 1 Artist
 - 1 Commercial Mgr.
 - 1 Salesman
 - 1 Commercial program service man
 - 4 Secretaries (including program typing)
 - 2 Messengers
 - 2 Bookkeepers
 - 1 Adm. Asst. (legal, labor, copyright, contracts, etc.)
 - 35 Subtotal
- (b) Technical
- 1 Chief Engineer
 - 1 Secretary
 - 1 Trans. supervisor
 - 6 Trans. technicians
 - 1 Studio supervisor
 - 13 Studio technicians
 - 2 Telecine Technicians
 - 2 Cameramen
 - 1 Camera control man
 - 1 Switcher
 - 1 Audio man
 - 1 Boom man
 - 1 Dolly man
 - 2 Master Control maintenance men
 - 2 General maintenance men
 - 10 Remote men
 - 1 Supervisor
 - 1 Shop maintenance man
 - 1 Attendant-driver
 - 1 Asst. supervisor (working relief)
 - 2 Cameramen
 - 1 Camera control man
 - 1 Combination camera control man, switcher
 - 1 Audio man
 - 1 Relay trans. operator
 - 6 Building operations men
 - 1 Building operations supervisor
 - 2 Air-conditioning or electrical men
 - 3 Attendance
 - 39 Subtotal
 - 74 TOTAL

A breakdown on TV equipment component costs, which would be subject to from 5% to 20% escalator clause on most items at the present time, was also furnished in comprehensive style.

Equipment and price ranges were given as follows:

- A. Transmitter
- 1. Antenna ----- \$ 3,000-\$16,000

* Continuity writing, studio floor mgr., record library, etc.

** Represents 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-\$96,000
- 3. Test Equipment (More than one set may be required).... \$ 5,000-\$10,000
- 4. Antenna Supporting Structure-Tower .. \$ 1,000-\$50,000
- 5. Building ----- \$12,000-\$40,000

NOTE: DuMont 500-w trans. with accessories, \$35,000.

B. Studio

- 1. Camera Chain ----- \$15,000
 - I.O. tube
 - Electronic view finder
 - Control chassis and unit
 - 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 flying spot scanner ----- 2,000
 - (h) Optical multiplexer ----- 250
 - (i) Distribution amplifier ----- 515
 - (j) Video jack panel, plugs and patch cords ----- 800
 - (k) Studio camera switching unit ----- 5,500
 - (l) Portable audio facilities ----- 1,200
 - (m) Camera (I.O.) tube ----- 1,200
 - (n) Turntables ----- \$450 to \$850
 - 3. Audio Consoles ----- \$3,000-\$12,000
 - 4. Lighting ----- \$1,200-\$15,000
- C. Telecine (Film)
- 1. Film projectors
 - 35mm ----- \$10,000
 - 16mm ----- \$4,000
 - 2. Balopticon projector ----- 2,500
 - 3. Film camera (incl. control unit, monitoring, pedestal, cable and power units) ----- \$12,000
- D. Portable Remote Equipment
- 1. Mobile unit (truck) ----- \$3,000-\$11,000
 - 2. Dual camera chains ----- \$32,500
 - (2 cameras, control units, switcher, master monitor, sync generator, power units, cable, lenses.)
 - 3. Radio Relay (7000 mc) --- \$11,000
 - (Trans., receiver, antennas, power and control units, other accessories.)

The booklet 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 involve capital expenditures of from \$15,000 to \$50,000 or more. The final cost, CBS advised, would depend upon site and other local conditions. The network estimated it would probably cost from \$5,000 to \$10,000 a year to operate each intermediate relay station.

Another section devoted its to illustration, description and price quotations on almost 100 different TV receiver models in six price ranges. Manufacturers of the models were identified in the class ranges, which included \$150 to \$200, \$200-\$400, \$400-\$600, \$600-\$900, \$900-\$1,500, \$1,500-\$3,000. Models listed ranged from the 19-tube, Hallcrafters Co. model No. T-54 with 7" picture tube, priced at \$169.50 to the impressive \$3,000 TV-AM-FM-Phono Metropolitan console model of Brunswick Division, Radio & TV, Inc., with its 46 tubes and 36 by 48" projected picture. Names and addresses of 29 manufacturers of video receivers were offered in another section.

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.

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.



SINCE 1922
ABC NBC
FORT WORTH, TEXAS
570 kc. 820 kc.
5,000 Watts 50,000 Watts
FREE & PETERS INC.
National Representatives

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 between nations and nationals." 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, MBS; Herbert Clark, Blue Network (now ABC), and Gerald Clark, CBC.

1

GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

2,350,000 Jewish Speaking Persons

1,234,000 German Speaking Persons

2,103,737 Italian Speaking Persons

WBNX
NOW BROADCASTING OVER NEW YORK
American Leading Foreign Language Station

**FIRST...
WHERE THERE'S
MOST!**

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

ANNOUNCES
The Inauguration of
WJDX-FM
10 KILOWATTS
Effective Radiated Power
Approximately 60,000
Watts
On the Air April 15th

**5000 - DAY
1000 - NIGHT**

18 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingsbery Co.

**SATISFACTION
IS THE KEY TO
LINGO'S PROGRESS**

**"... 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 WKNB
New Britain, Conn.

LINGO Vertical Tubular Steel RADIATORS

**For delivery on schedule
and complete satisfaction de-
pend 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.*

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

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 JACK LAYNE, former script writer for 20th Century Fox; H. DONALD LaVINE, formerly with Harry S. Goodman Adv. Agency, New York, and NORMAN J. GREENE, formerly on editorial staff of *Story Magazine*, New York.

New Business

(Continued from page 18)

chain breaks on KNX, KHJ, KECA, KFWB, KMPC, KLAC. Agency: Mayers 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. KINSLEY Jr. is account executive.

ASKEPHREDRINE (cough 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.

JASPERS 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 • • •

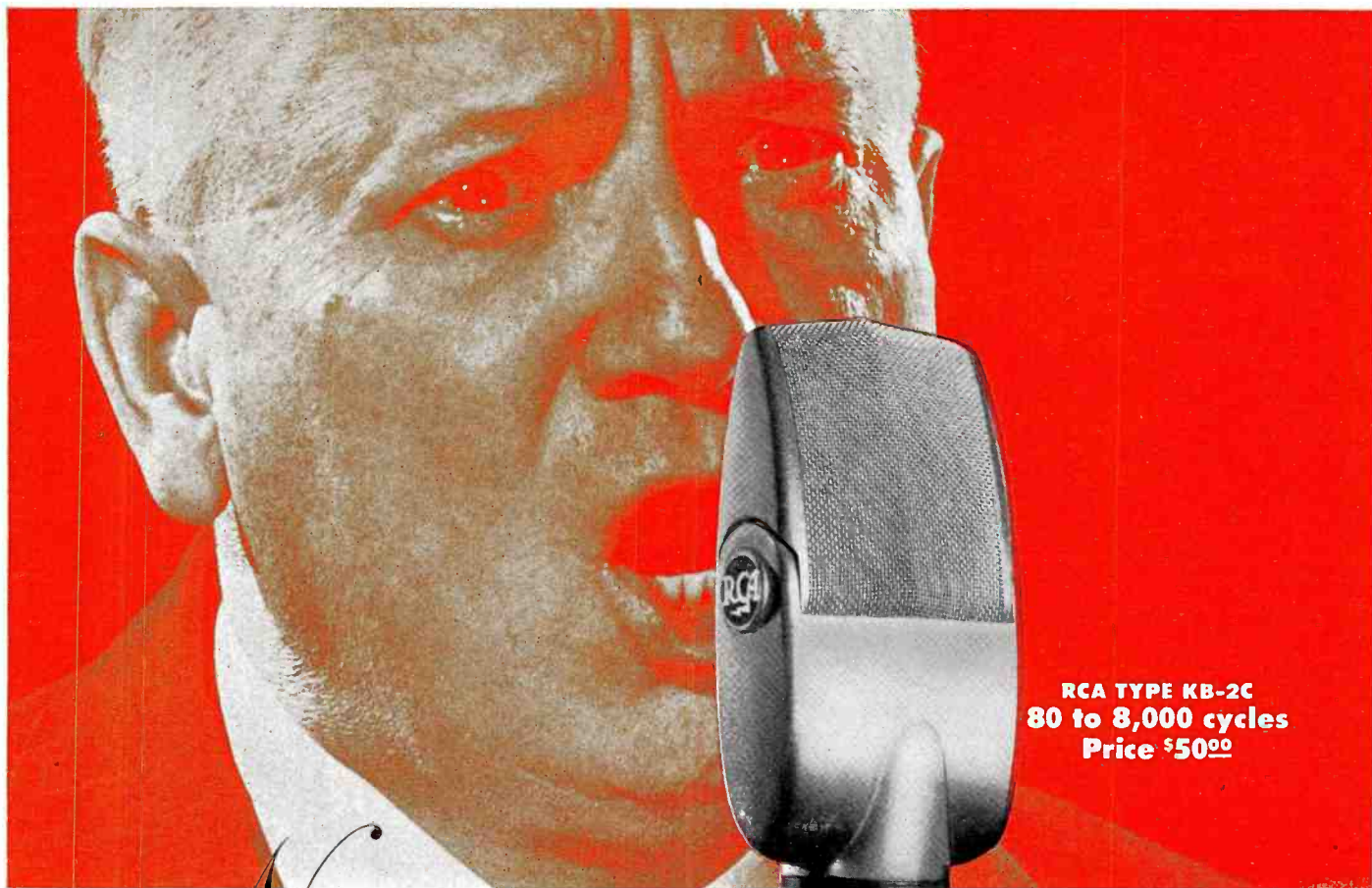
BORDEN Co.'s *Your Song and Mine*, new weekly musical series, is scheduled to start on CBS April 21, 9-9:30 p.m., replacing the *Mark Warnow Show*. An Air Features production placed through Kenyon & Eckhardt, the program features Thomas L. Thomas, Mary Martha Briney, Felix Knight and Edward Slattery's 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 Friday at 8 p.m. *Mr. Ace and Jane* is to remain on CBS, with time, product and definite starting date to be assigned later.

Adpeople • • •

PAUL H. WILLIS has been appointed general advertising manager of Carnation Co., Los Angeles. Three advertising managers to assist Mr. Willis also have 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 Friskies 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.



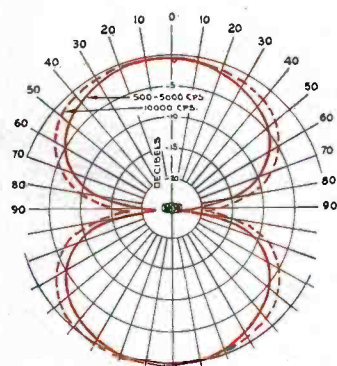
RCA TYPE KB-2C
80 to 8,000 cycles
Price \$50⁰⁰

New

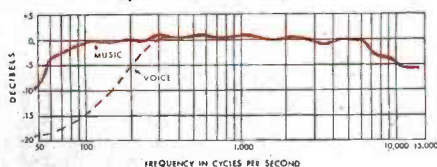
VELOCITY MICROPHONE

Bantam Size!

The KB-2C shown here is actual size.



Directional characteristics of a typical KB-2C microphone.



Open Circuit Frequency Response of a typical KB-2C microphone.

BECAUSE this man is talking into the new miniature KB-2C, his audiences 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 so 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.



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 Laurence W. Harry tr/as Fostoria Bstg. Co., Fostoria, Ohio, requesting reopening of record (so as to permit clarification of his testimony with respect to policies he proposes to pursue relative to broadcasting of controversial issues of public importance, political broadcasts, and broadcasting of religious services), and joint opposition thereto filed by Mansfield Journal Co. and Lorain Journal Co., be set down for oral argument in conjunction with exceptions to proposed decision adopted Jan. 10 in proceeding on above applications.

BY COMMISSION EN BANC

AM-1340 kc
Western Oregon Bstg. Inc., Reedsport, Ore.—Granted CP new station 1340 kc 250 w unli.; engineering cond.

AM-1300 kc
Raleigh M. Shaw, Lawrenceville, Ill.—Granted CP new station 1300 kc 1 kw D; engineering cond.

AM-990 kc
Bexar Bstg. Co., San Antonio, Tex.—Granted CP new station 990 kc 1 kw D; engineering cond.

Modification of License
KGEK Sterling, Col.—Granted mod. license to change hours from specified to D.

Hearing Designated

W. W. Roark, Coleman, Tex.—Designated for hearing application for new station 1230 kc 250 w unli. and made KWTX Waco party to proceeding.

KVOL Lafayette, Ind., and KRMD Shreveport, La.—Designated for consolidated hearing application of KVOL to change frequency from 1340 to 1480 kc and power from 250 w unli to 1 kw-N, 5 kw-D, with application of KRMD seeking like facilities at Shreveport; granted petition of Wabash Valley Bstg. Corp., permittee of WTHI Terre Haute, Ind., to designate said applications for hearing; and further ordered that following be made parties to proceeding: WTHI Terre Haute; WRDQ Augusta, Ga.; KAUS Austin, Minn.; KILM Lincoln, Neb.; KANS Wichita, Kan., and WABD Mobile, Ala.

Modification of License
WTAQ Green Bay, Wis.—Granted

Actions of the FCC

APRIL 9 to APRIL 15

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-audio-transmitter
synch. amp-synchronous amplifier

ant-antenna
D-day
N-night
aur-aural
vis-visual

cond.-conditional
LS-local sunset
mod.-modification
trans-transmitter
unl-unlimited hours

mod. license to change D operation to non-directional.

Hearing Designated

W DLP Panama City, Fla.—Designated for hearing application for mod. license to change DA-DN to DA-N (590 kc, 1 kw), to determine if interference would result to Cuban station CMCY or any other foreign broadcast station, as defined by NARBA.

Petition Denied

Lakes Area Bstg. Co., Pryor, Okla.—Denied petition requesting that its application seeking D operation on 1100 kc be removed from pending file and granted or designated for hearing.

Petition Granted

Deland Bstg. Co., Deland, Fla.—Granted petition requesting reconsideration of Commission's action of Sept. 26, 1947, designating for hearing application for new station 1490 kc 250 w unli.; and another petition requesting that immediate consideration be given to first filed petition; and Commission's action of Sept. 26 was set aside, and action of June 11, 1947, which granted above application for new station was reinstated, subject to filing within 60 days of application for mod. CP specifying transmitter site and ant. system meeting requirements of Commission's standards.

Texas Star Bstg. Co., Harlingen, Tex.—Granted petition requesting extension of time for filing opposition to petition filed by WCKY requesting reconsideration of Commission's action of Feb. 16, granting application of Texas Star for new station.

Hearing Designated

KGAR Garden City, Kan.—Designated

for hearing matter of revocation of CPs of AM station KGAR and FM KGAR-FM, at time and place to be hereafter designated.

Petition Dismissed

Stanislaus County Bstgs. Inc., Modesto, Calif.—Dismissed petition requesting designation of its application in hearing involving KFRE et al. Also denied petition for reinstatement of its application without prejudice to filing of new application incorporating by reference therein such material contained in said dismissed application as might be pertinent and proper.

ACTIONS ON MOTIONS

By Commissioner Sterling

Monval Bstg. Co., Monessen, Pa.—Granted petition to dismiss without prejudice application for new station.

WWSW Inc., Pittsburgh—Granted petition for leave to amend TV application to reflect changes in stock ownership.

WDGY Minneapolis, Minn.—Denied petition requesting cancellation of hearing in re order to show cause scheduled April 15. Commission on its own motion continued hearing until time and place to be specified.

United Bstg. Corp., Pittsburgh—Granted petition for leave to amend TV application to show new trans. site and make changes in effective ant. height. Also granted petition for leave to file late appearance.

Chillicothe Bstg. Co., Chillicothe, Mo.—Granted petition to dismiss without prejudice its application.

WTAO Cambridge, Mass.—Granted petition to intervene in proceeding on application of Huntington-Montauk Bstg. Co. Inc.

Huntington-Montauk Bstg. Co. Inc., Huntington, N. Y.—Granted petition for leave to amend application to add amended stock subscription agreement.

KVAK Atchinson, Kan.—Granted petition for leave to amend application to add supplemental contract extending expiration date of original contract of assignment.

WPAT Paterson, N. J., and WFMD Frederick, Md.—Granted joint petition for continuance of hearing scheduled April 14 and continued same to May 24.

William J. Brennan, Jacksonville, Fla.—Granted petition for leave to amend application to change applicant from individual to partnership; to change from 5 kw D to unli. with 25 kw.

Blackhawk Bstg. Co., Sterling, and WTAX Springfield, Ill.—Ordered that consolidated hearing scheduled April 12 be continued to April 29, in this proceeding.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing scheduled for April 12 to May 3.

WWSW Inc., Pittsburgh—Granted petition for continuance of consolidated hearing on TV applications from May 17 to June 14 at Pittsburgh.

Globe-Democrat Pub. Co., St. Louis—Granted petition for leave to amend TV application to show revised cost estimates, description of trans. location, etc.

Forrest City Bstg. Co. Inc., Forrest City, Ark.—Granted petition for leave to amend its application to specify 1150 kc 1 kw D instead of 1490 kc 250 w unli. Amendment was accepted and application removed from hearing docket.

A. Frank Katzentine, et al, Miami Beach, Fla.—Granted joint petition for continuance of consolidated TV hearing scheduled for April 26 to May 17 at Miami.

The Connecticut Bstg. Co., Hartford, Conn.—Granted petition for leave to amend TV application to make changes in engineering data and computations submitted in support of application.

Stephen Detzer, Hermosa Beach, Calif.—Granted petition to dismiss without prejudice FM application.

Potomac Bstg. Corp., Alexandria, Va.—Granted petition to dismiss without prejudice application for mod. CP to specify Class B instead of Class A FM operation.

Humboldt-Millan-Trenton Bstg. Co., Humboldt, Tenn.—Granted petition for leave to amend application to request 740 kc 250 w D instead of 950 kc 1 kw D and application was removed from hearing docket. Further ordered that application of Leaf-Chronicle Co. Inc., Clarksville, Tenn., be removed from hearing docket.

WDGY Minneapolis—Dismissed as moot petition to postpone hearing scheduled for April 15.

Coconino Bstg. Co., Flagstaff, Ariz.—Granted petition for continuance of consolidated hearing scheduled for April 12, to May 3.

Cherry & Webb Bstg. Co., Providence, R. I.—Granted petition to continue consolidated hearing on TV applications now scheduled April 26 at Boston, and same was continued to June 28 at Boston.

Community Bstg. Co., Corpus Christi, Tex.—Granted petition for continuance of hearing scheduled for April 15 to April 28.

Charles Wilbur Lamar Jr., Morgan City, La.—Commission on its own motion continued hearing scheduled for April 12 to April 30.

Continued hearings on following cases to dates indicated: The Naugatuck Valley Bstg. Corp., Ansonia, Conn., from April 12 to April 30; Community Bstg. Service Inc. (WVWZ), Vineland, N. J., from April 16 to May 5; KXRO Inc., Aberdeen, Wash., from April 12 to May 3.

Union-Carolina Bstg. Co., Union, S. C.—Granted petition for leave to amend application to request 1480 kc 1 kw unli. DA-N in lieu 1230 kc, 250 w unli. etc., and application was removed from docket.

Continued hearing on Dallas TV applications from April 13 to June 21 at Dallas, and hearing on WLOW Norfolk and Radio Television of Baltimore Inc. from April 8 to May 8.

By The Commission

WTAL Tallahassee, Fla.—Granted application for CE to replace expired CP to change type trans. and studio location.

April 12 Decisions . . .

DOCKET CASE ACTIONS

AM-1340 kc

Announced supplemental proposed decision looking toward the grant of application of Williamsport Radio Bstg. Assoc. for new station at Williamsport, Pa., to operate on 1340 kc 250 w unli cond. and denial of application of Lycoming County Bstg. Co. seeking same facilities.

Petition Denied

Announced memorandum opinion and order denying petition for rehearing and petition and supplemental petition for oral arguments filed by Kentucky Bstg. Corp. Inc., directed against action of Commission of October 24, 1947, granting application of Mid-America Bstg. Corp. for new station Louisville, Ky., and denying application of Kentucky Bstg. Corp. Inc. to change facilities of WINN Louisville, Ky.

April 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRB Fairbanks, Alaska—License to cover CP new standard station.

Modification of CP

KLIK San Diego, Calif.—Mod. CP new standard station for extension of completion date.

License for CP

WTAL Tallahassee, Fla.—License to cover CP change frequency, increase power, etc.

Modification of CP

KAYS Hays, Kan.—Mod. CP new standard station for extension of completion date.

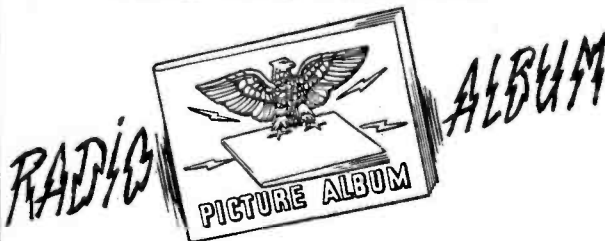
AM-1430 kc

WNJR Newark, N. J.—CP install old main trans. at present site of main trans. for aux. purposes with power of 1 kw, DA-N, 1430 kc.

License for CP

WEBR Buffalo, N. Y.—License to

YOUR OWN TAILORED



AT NO COST TO YOU

direct publisher to station service

Albums created especially for your station available at no cost to you . . . no cost to your listeners. We now have exclusive national sales and distribution rights for all Radio Albums produced by the Howard Company, Peoria, Illinois publishers who have, since 1938, produced almost 200 Radio picture albums distributed for stations from coast to coast.

you can have thousands of individually planned radio albums distributed

AT NO COST TO YOU

and exclusive in your city

Write or phone today . . . exclusive rights to only one station in each city.
Phone 4-9180

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

cover CP change frequency, increase power, etc.

AM—1050 kc
Beaver Valley Radio Inc., Rochester, Pa.—CP new standard station 830 kc 250 w D. AMENDED to change frequency from 830 to 1050 kc and change in officers, directors and stockholders.

Modification of CP
KWFT Wichita Falls, Tex.—Mod. CP increase power, etc., for extension of completion date.

WHOB-FM Mobile, Ala.—Mod. CP new FM station for extension of completion date.

KRED Eureka, Calif.—Same.
KQW-FM San Francisco—Same.
KSMO-FM San Mateo, Calif.—Same.
WEHS Chicago—Same.
KFH-FM Wichita, Kan.—Same.
WJLB-FM Detroit, Mich.—Same.

License for CP
KOZY Kansas City, Mo.—License to cover CP changes in FM station.

Modification of CP
WGBG-FM Greensboro, N. C.—Mod. CP new FM station for extension of completion date.

WHBC-FM Canton, Ohio—Same.

FM—94.5 mc
Sandusky Newspapers Inc., Sandusky, Ohio—CP new FM station (Class B) on Channel 245.96.9 mc, ERP 50.4 kw and ant. height above average terrain 306 ft. AMENDED to change frequency to Channel 233.94.5 mc.

WCAE-FM Pittsburgh—Mod. CP new FM station for extension of completion date.

WDLB-FM Marshfield, Wis.—Same.

Modification of CP
WNAO-FM Raleigh, N. C.—Mod. CP new FM station for extension of completion date.

WKOK-FM Sunbury, Pa.—Same.

License for CP
WLIV Providence, R. I.—License to cover CP new FM station.

License Renewal
Applications for renewal of standard broadcast license filed by: WHOW Clinton, Ill., and WPTW Piqua, Ohio.

TENDERED FOR FILING

TV—174-180 mc
KLZ Bcstg. Co., Denver, Col.—CP new commercial television station on Channel 7. 174-180 mc, ERP vis. 2.3 kw, aur. 1.15 kw.

TV—174-180 mc
Miami Hollywood Television Corp., Miami, Fla.—CP new commercial television station on Channel 7. 170-180 mc, ERP vis. 17.1 kw, aur. 12.2 kw.

TV—180-186 mc
Homer W. Snowden, d/b as Shreveport Television Co., Shreveport, La.—CP new commercial television station on Channel 8. 180-186 mc, ERP vis. 26.4 kw, aur. 13.2 kw.

TV—186-192 mc
Radio Wisconsin Inc., Madison, Wis.—CP new commercial television station on Channel 9. 186-192 mc, ERP vis. 26.78 kw, aur. 13.39 kw.

AM—1340 kc
Kenyon Brown, Tulsa, Okla.—CP new standard station 1340 kc 250 w unli. (Contingent on KOME change in facilities.)

AM—1230 kc
Haleyville Bcstg. Co., Haleyville, Ala.—CP new standard station 1230 kc 250 w unli.

AM—1030 kc
Homer W. Snowden d/b as Blackwell Bcstg. Co., Blackwell, Okla.—CP new standard station 1030 kc 250 w D.

TV—174-180 mc
WKAT Inc., Miami Beach, Fla.—CP new commercial television station on Channel 7. 174-180 mc, ERP vis. 18.6 kw, aur. 9.8 kw.

TV—76-82 mc
WHEB Inc., Portsmouth, N. H.—CP new commercial television station on Channel 5. 76-82 mc, ERP vis. 27.5 kw, aur. 14.5 kw.

April 13 Decisions . . .

DOCKET CASE ACTIONS

AM—1400 kc
Announced proposed decision looking toward denial of application of Wired Music Inc. for new station at Rockford, Ill., 1400 kc 100 w unli.

AM—910 kc
Announced final decision granting application of Central Connecticut Bcstg. Co. for new station at New Britain, Conn., 910 kc 5 kw unli. DA and denying application of The Hart-



A NEW WAY to make field intensity measurements gets a tryout from WEBR 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 WEBR consulting engineer flew with him on the trip, and both agreed it will soon be possible to run complete field measurements in one day.

ford Times Inc. to change facilities of WTHH Hartford, Conn., from 1230 kc 250 w unli. to 910 kc 5 kw unli. DA and The New Britain Bcstg. Co. to change facilities of WKNB New Britain, Conn., from 840 kc 1 kw D to 910 kc 5 kw unli. DA.

AM—1240 kc

Announced proposed decision looking toward denial of application of Mahoning Valley Bcstg. Corp. for new station at Youngstown, Ohio, 1240 kc. 250 w unli.

BY THE COMMISSION

KGAR Garden City, Kan.—Granted mod. CP to change studio location, without prejudice to decision on order of revocation.

BY THE SECRETARY

KICM Mason City, Iowa—Granted license for new station 1490 kc 250 w unli. and specify studio location.

WGIV Charlotte, N. C.—Granted license for new station 1600 kc 1 kw D.

KPHC Walsenburg, Col. — Granted mod. CP change type trans. and for approval of ant., trans. and studio location.

WSRS and WSRS-FM Cleveland Heights, Ohio—Granted vol. assignment of license for AM and FM CP to WSRS Inc.

WNDB-FM Daytona Beach, Fla.—Granted CP change trans. site and make changes in ant.

Following were granted extension of completion dates as shown: WBEZ Chicago, to 8-1-48; WKAR-FM E. Lansing, Mich., to 6-15-48; WJHL-FM Johnson City, Tenn., to 5-15-48; WRBW-FM Albany, to 5-25-48; WGBA Schenectady, to 7-20-48; KONG Alameda, Calif., to 6-22-48; KNOB Long Beach, Calif., to 7-22-48; KEX-FM Portland, Ore., to 7-25-48; WKBZ-FM Muskegon, Mich., to 7-1-48; WJAX-FM Jacksonville, Fla., to 7-25-48; WBT-FM Charlotte, N. C., to 11-4-48; WDNC-FM Durham, N. C., to 6-25-48; WBBB-FM Burlington, N. C., to 7-31-48; KFPW-FM Fort Smith, Ark., to 8-15-48; WESB-FM Bradford, Pa., to 5-1-48.

WTPS New Orleans—Granted license for new station 940 kc 1 kw D.

WFIL Philadelphia—Granted license increase power to 5 kw, install. new trans. and DA DN and change trans. location.

WCAL Northfield, Minn.—Granted license install. new trans. and change studio location.

KXLR Little Rock, Ark.—Granted license install. new trans.

WKST New Castle, Pa.—Granted license covering changes in vertical ant. and mounting FM ant. on AM tower.

W10XBW Kansas State College of Agriculture and Applied Science, Manhattan, Kan.—Granted license to cover CP reinstate CP for exp. TV station.

W4XGG Gordon Gray, Winston-Salem, N. C.—Granted assignment of license to Gordon Gray, et al, d/b as Radio WMIT.

KAXG Alamo Bcstg. Co. Inc., Area of San Antonio—Granted mod. CP to change power from 50 to 100 w, and change eqpt.

KISD Sioux Falls, S. D.—Granted

mod. CP to change name of permittee to KISD Inc.

KTLN Denver, Col.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KWIE Kennewick, Wash.—Granted mod. CP for approval of ant., trans. and studio locations.

KABC San Antonio, Tex.—Granted CP install new trans.

Following were authorized extension of completion dates to dates shown: WSAI-FM Cincinnati, to 8-1-48; WTCN-FM Minneapolis, to 10-5-48; WSTP-FM Salisbury, N. C., to 8-15-48; WFIN-FM Findlay, Ohio, to 6-27-48; WAIR-FM Winston-Salem, N. C., to 6-1-48; WKWK-FM Wheeling, W. Va., to 5-1-48; KNBC-FM San Francisco, to 10-12-48; WGH-FM

Newport News, Va., to 6-6-48; WONS-FM Hartford, Conn., to 6-1-48; KWOS-FM Jefferson City, Mo., to 5-1-48; WCAC Anderson, S. C., to 8-1-48; WLSU Baton Rouge, La., to 5-15-48; WPTL Providence, R. I., to 6-1-48; WNYE Brooklyn, to 7-30-48; WHTN-FM Huntington, W. Va., to 7-21-48; KOCY-FM Oklahoma City, to 6-25-48; WCOD Richmond, Va., to 8-23-48; WJND Meadville, Pa., to 6-30-48; WOWO-FM Fort Wayne, to 6-28-48; WKRS Waukegan, Ill., to 7-14-48; WTHH-FM Port Huron, to 9-18-48; KPNI Palo Alto, Calif., to 7-27-48; WSJN San Juan, to 7-21-48; WPTZ Philadelphia, to 6-2-48; WBAL-TV Baltimore, to 7-21-48; WKVN Area of Arcibo, P. R., to 7-15-48; WLWT Cincinnati, to 4-15-48.

WATO Oak Ridge, Tenn.—Granted license for new station 1490 kc 250 w unli.

KLMM Lamar, Col.—Granted mod. CP to extend completion date to 7-3-48.

WONO Oneonta, N. Y.—Same to 7-1-48.

WCJU Columbia, Miss.—Granted vol. assign. of license to WCJU Inc.

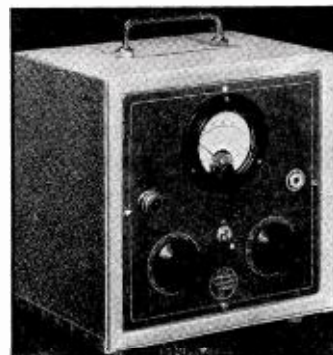
WHTM Rochester, N. Y.—Granted mod. CP to make ant. changes and change ERP to vis. 16.7 kw, aur. 8.65 kw.

W&XUM—Radio Ohio Inc., Columbus, Ohio—Granted mod. CP to change type ant. and extend completion date to 7-14-48.

Following were granted extension of completion dates as indicated: WKVM Arcibo, P.R., to 6-15-49; KVNW Grand Forks, N. D., to 7-4-48; WIRK West Palm Beach, Fla., to 7-1-48; KIOA Des Moines, to 5-28-48; WBT Charlotte, to 11-4-48; WPRP Ponce, P.R., to 5-1-48; KMIB Belton, Tex., to 6-1-48; WNHCFM New Haven, to 4-15-48; WTAQ-FM Green Bay, Wis., to 6-4-48; WRZE York, Pa., to 7-15-48; WIRL-FM Peoria, to 7-13-48; WHPE-FM High Point, N. C., to 5-21-48.

WNNH Rochester, N. H.—Granted mod. CP for approval of ant., trans. location and studio location, and change type trans.

(Continued on page 88)



**PORTABLE
TWO CHANNEL
REMOTE
AM and FM
AMPLIFIER**

COMPLETE WITH TUBES **\$187.50** F.O.B. DALLAS

FREQUENCY RESPONSE: Uniform within ± 1 db, from 30 to 15,000 cycles.

MAXIMUM GAIN: 80 db.

OUTPUT NOISE LEVEL: — 60 db.

DISTORTION: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.

INPUT IMPEDANCE: 30, 125, 250 and 500 ohms.

OUTPUT IMPEDANCE: 600 ohms.

POWER OUTPUT: Maximum +10 dbm.

DIMENSIONS: 7" x 9 1/2" x 9 1/2".

WEIGHT: 9 lbs.

FINISH: Cracked Gray.

Equipped With Cannon Male Input Connectors

INTERNATIONAL ELECTRONICS CORP.
Dept. C 2422 Alamo Street Dallas, Texas

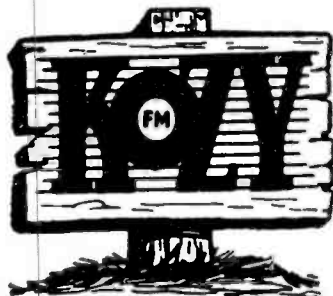
K T U L

TULSA

John Esau

Vice President & General Manager

Avery-Kudde, Inc.
RADIO STATION REPRESENTATIVE



**PIONEERING IN
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.

Promotion



JOSEPH BESCH, formerly with United Press, has been named director of promotion for WINS New York. He replaced **CHARLES OPPENHEIM**, resigned.

LORAYNE SHEPARD has joined promotion and publicity department of KFEL Denver.

WILLIS B. PARSONS, former NBC manager of Thesaurus and syndicated program sales, has joined ABC advertising and sales promotion department as copywriter. Mr. Parsons had been with NBC since 1934.

HOWARD L. DAVIS, 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 press department, and Frank Hamilton were married April 9.

COLEMAN F. CODY has joined promotion and merchandising 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.

HAZEL MARKEL, director of public service and public relations of WTOP Washington, D. C., has been elected an associate member of National Capital Alumnae Chapter of Theta Sigma Phi.

GRAEME ZIMMER, promotion director of WCSI(FM) Columbus, Ind., has been made an honorary sheriff of Passaic County in New Jersey, and presented an honorary officer's degree by Johnny Long Fan Clubs of America.

JANET BARRETT, former head of promotion and publicity for Rizzo School of Music, Chicago, has joined KFI Los Angeles promotion department.

Weather Brochure

WEATHER is front page news, according to WFIL Philadelphia. Station has issued brochure telling advertisers about the 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 raindrops and sunshine. Description of WFIL's complete weather laboratory with forecasting experience and picture of its own weather man is presented on inside spread, with background of Commerce Dept. weather map. Back page lists necessary time-buying information for advertisers. Four page folder was prepared and issued by Katz Agency, station representative.

Community Indorses Program

SCHOOL AND HEALTH groups in Puget Sound (Wash.) area are cooperating with KIRO Seattle to promote extensive use of CBS transcribed child guidance program titled "Doorway to Life." The half-hour weekly dramatization of children's adjustment problems are transcribed at time of release and sent to Seattle and Tacoma Public School systems. Community clubs and organizations are supporting the program and show has been listed as "Recommended Listening," in local "Red Feather News."

'First Aid Manual'

"**FIRST AID MANUAL**" suggesting emergency treatment for ailments and injuries commonplace among Brooklyn Dodger baseball fans has been published by WHN New York and local Red Cross chapter. Manual gives emergencies and suggested treatments such as: "Apoplexy... Dodger fielding often has funny effect on fans' blood pressures. In case of apoplectic attack, lay victim down with head and shoulders slightly raised." "Fracture... If ninth-inning rally knocks Dodger fan off his seat and he breaks his forearm, lay him down with forearm resting

across his chest. . . " WHN will broadcast Dodger games with Red Barber as announcer.



EDNA FOLEY, receptionist at WROW Albany, N. Y., is happy to be snowed under by the 122,181 pieces of mail received by the station in a recent 15-day contest in which listeners picked an all-star scholastic basketball team from the area. Contest was conducted by Roy Shudt on his 6:15 nightly "Stanton Sports Parade," sponsored by Stanton Brewery Inc., Troy.

KFI Ruler

LATEST piece promoting KFI Los Angeles' 750-foot vertical antenna came to the trade in form of a letter with an attached 6-inch ruler inviting reader to use it for tapping on the desk, or "putting it down 1500 times on a stretch 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.

Letter explains that Mr. Duggan's program "KEEN Kapers" 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 jingles originated and aired by WNEW New York, are to be basis of pictures of democracy and Americanism entered in station's new contest launched in New York, Connecticut and New Jersey junior and senior high schools. U. S. Savings Bonds valued at \$200, \$100 and \$50 are to be offered as top prizes. Competition closes May 24. Entry blanks may be secured by writing to: Art Contest, WNEW, 565 Fifth Ave., New York.

Wardrobe Given Away

COMPLETE wardrobe is given away each week by Howard Clothes, New York clothing store, on its "The Fights" video series on WABD 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.

WCSI(FM) Coverage

DETAILED COVERAGE maps have been sent out to advertising agencies all over the country by WCSI(FM) Columbus, Ind. Map was devised from reports and surveys taken by WCSI technical department and telephone reports received by the station. Map also includes cities that phoned WCSI.

'Who's On First' Contest

PRIZES 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, basketball and football), radio-phonograph, traveling bag, sporting equipment, wrist watch, among many others. Contestants are teen-agers who write to the program on "I like the WFIL Sports Clinic because . . ." Two teen-agers are selected from entrants and one from studio audience to identify mystery baseball player. Clues to mystery man are given by adding jingle a 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 out to the nation's high schools for the double purpose of acquainting students 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 Kempf Bldg., 250 Genesee Street.

HAWAII'S FIRST STATION

**NBC
IN THE
PACIFIC
SINCE
1931**

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.



Voice of America!... ... ON **audiodiscs***

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.

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.

Audi discs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

*REG. U.S. PAT. OFF.



they speak for themselves **audi discs**

The Swing is to WHB in Kansas City



10,000 WATTS IN KANSAS CITY
WHB
 DON DAVID
 JOHN T. SCHILLING
 BENJAMIN H. HARRIS
 Represented by
 JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

Baltimore's
Listening
Habit

W C B M

MUTUAL BROADCASTING SYSTEM
 JOHN ELMER, President
 GEORGE H. ROEDER, General Manager

Exclusive National Representatives
WEED & CO.
 New York, Chicago, Boston,
 Detroit, Atlanta, Hollywood,
 San Francisco

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.
 KSFE Needles, Calif.—License to cover CP new standard station.
 WOBS Jacksonville, Fla.—Same.
 WYTS Marianna, Fla.—Same.
 WCNB Connerville, Ind.—Same.

Assignment of License

WEIM Fitchburg, Mass.—Voluntary assignment of license from Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers d/b as Radio Station WEIM to WEIM Fitchburg Inc.

License for CP

WCSS Amsterdam, N. Y.—License to cover CP new standard station.

Acquisition of Control

WDAY Fargo, N. D.—Voluntary acquisition of control of licensee corporation from C. H. Reineke to Earl C. Reineke.

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—1030 kc

Blackwell Bcstg. Co., Blackwell, Okla.—CP new standard station 1030 kc 250 w D.

AM—1340 kc

Kenyon Brown, Tulsa, Okla.—CP new standard station 1340 kc 250 w unl. Contingent on KOME being granted change of facilities.

License for CP

WVCH Chester, Pa.—License to cover CP new standard station.

WFRP Ponce, P.R.—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 Achilles Corcanges to Raymond W. River and Herman S. Boles, partnership d/b as Radio Station KORC.

AM—890 kc

Robstown Bcstg. Co., Robstown, Tex.—CP new standard station 890 kc 250 w D.

License for CP

KOVO Provo, Utah—License to cover CP change frequency, 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 Bcstg. Co. to Montpelier-Barre Bcstg. Co. Inc.

FM—92.3 mc

Well-Worth Bcstg. Co., Los Angeles —CP new FM station on Channel 222, 92.3 mc, ERP 1 kw. AMENDED to change name from Frank D. Howell and M. T. Killingsworth, partnership d/b as Well-Worth Bcstg. Co. to Frank D. Howell and M. T. Killingsworth, Henry F. Korsemeier and Clarence R. Pentz d/b as Well-Worth Bcstg. Co.

Modification of CP

WWDX Paterson, N. J.—Mod. CP new FM station for extension of completion date.

FM—92.9 mc

Charleston Bcstg. Co., Charleston, W. Va.—CP new FM station on 43-500 kc. AMENDED to specify Channel 225, 92.9 mc.

FM—88.7 mc

WHA-FM Madison, Wis.—CP non-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. 250 kw, aur. 250 kw and unl. 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. 13.9 kw and unl. AMENDED to change ERP from vis. 19.4 kw, aur. 13.9 kw to vis. 16.0 kw, aur. 15.6 kw.

TV—210-216 mc

Cherry & Webb Bcstg. Co., Providence, R. I.—CP new commercial television station on Channel 13, 210-216 mc,

ERP vis. 23.1 kw, aur. 24.85 kw and unl. AMENDED to increase ERP from vis. 23.1 kw, aur. 24.85 kw to vis. 97.2 kw, aur. 48.6 kw.

TENDERED FOR FILING

TV—82-88 mc

M. R. Schacker, Sacramento, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.5 kw, aur. 0.75 kw.

M. R. Schacker, Santa Barbara, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.5 kw, aur. 0.75 kw.

TV—54-60 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. 0.639 kw.

TV—186-192 mc

Patroon Bcstg. Co. Inc., Albany, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 29.6 kw, aur. 14.8 kw.

TV—82-88 mc

WEST Inc., Milwaukee—CP new commercial television station on Channel 5, 82-88 mc, ERP vis. 16.84 kw, aur. 8.8 kw.

Kapital City Bcstg. Co., Milwaukee—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.797 kw, aur. 0.946 kw.

AM—1330 kc

Mr. John A. Bohn, Martinez, Calif.—CP new standard station 1330 kc 500 w D.

Acquisition of Control

KDON KDON-FM Monterey, Calif.—Acquisition of control of licensee for AM and permittee for FM station through transfer of stock from Robert A. Griffin to Salinas Newspapers 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. & Clariel Barker, general partners, T. H. & Opal A. Canfield, limited partners, d/b as Valley Bcstg. Co.

WHUM Reading, Pa.—Consent to assignment of license of WHUM and pending application for television station from Eastern Radio Corp. (New York corporation) to Eastern Radio Corp. (Pennsylvania corporation).

Assignment of CP

WMIL Milwaukee—Consent to assignment of CP of FM station to Kapital City Bcstg. Co.

Modification of CP

KCUK Harlingen, Tex.—Mod. CP change power and hours from 50 kw unl. except from LS—Cincinnati to LS—Sacramento, Calif., to 10 kw-N after sunset at Cincinnati and 50 kw D, and make changes in DA 1530 kc.

Transfer of Control

KRST Tyler, Tex.—Consent to transfer of control of 49% capital stock in permittee corporation to L. L. Preston, V. M. Preston, Alice Howenstine and Lonnie J. Preston.

April 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOL Yuma, Ariz.—Mod. CP new standard station for extension of completion date.

AM—610 kc

United Bcstg. System, Van Nuys, Calif.—CP new standard station 610



RADIO HISTORY is made as Cincinnati Street Railway Co. becomes the first major transit company to provide specialized FM fare in its streetcars and busses [BROADCASTING, April 5]. Participating in completion of negotiations April 2 were: (l to r, seated) Hulbert Taft Jr., president of Transit Radio Inc. and WCTS Cincinnati managing director, and Morris Edwards, president of the transit company, and (l to r, standing) Richard C. Crisler, executive vice president of Transit Radio Inc., and David C. Taft, manager of WCTS and treasurer of Transit Radio Inc. WCTS is FM affiliate of WKRC, the "Cincinnati Times-Star" station.

kc 500 w D. AMENDED to change name from Daniel M. Sheridan, Al Rothschild, Walt Emeson, Alexander Haagen, Earl L. Patrick and Edward Iannelli, partnership d/b as United Bcstg. System to United Nations Bcstg. Corp., and to change trans. and studio locations from Van Nuys to San Fernando.

Transfer of Control

KLIX Twin Falls, Ida.—Voluntary transfer of control of licensee corporation from Pentress H. Kuhn to J. Robb Brady Trust Co.

AM—970 kc

Lincoln Bcstg. Co., Springfield, Ill.—CP new standard station 970 kc 1 kw DA-2 unl. AMENDED to change power from 1 kw to 500 w-N 1 kw-D and change DA-N.

Modification of CP

KJAY Topeka, Kan.—Mod. CP new standard station for extension of completion date.

WLou Louisville, Ky.—Mod. CP new standard station to change frequency from 1570 kc to 1350 kc.

AM—1230 kc

Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass.—CP new standard station 1230 kc 100 w unl. AMENDED re changes in officers, directors and stockholders.

Modification of CP

WSKB McComb, Miss.—Mod. CP

21st Year

regional promotion campaigns

HOWARD J. McCOLLISTER
 10660 BELLAGIO, LOS ANGELES • BR 04705

change frequency, increase power, etc. AMENDED to change power from 1 kw-N, 5 kw-D to 500 w-N, 5 kw-D.

Program Authority
American Bcstg. Co. Inc., New York—Extension of authority to transmit programs to stations CFCF and CPL and Canadian Bcstg. Corp., for period beginning 6-2-48.

AM-1280 kc
The Mullins & Marion Bcstg. Co., Mullins, S. C.—CP new standard station 940 kc 1 kw-D. AMENDED to change frequency from 940 to 1280 kc.

Modification of CP
KELO Sioux Falls, S. D.—Mod. CP change frequency, increase power, etc. for extension of completion date.

WAVZ New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WHYN-FM Holyoke, Mass.—Mod. CP new FM station for extension of completion date.

KPRA Portland, Ore.—Same.

FM-Unassigned
R. I. Bcstg. Co., Providence, R. I.—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 15.2 kw. AMENDED to change ERP from 15.2 kw to 12.6 kw.

Modification of CP
WLEE-FM Richmond, Va.—Mod. CP new FM station, to change ERP to 26.1 kw and change ant. height above average terrain to 307 ft.

TV-66-72 mc
Donroy Bcstg. Co., Fresno, Calif.—CP new commercial television station operated on Channel 4, 66-72 mc, ERP vis. 15 kw, aur. 7.5 kw and unl. AMENDED to change name from Donroy Bcstg. Co. to Don K. Lankey and Leroy Hillman d/b as Donroy Bcstg. Co.

Modification of CP
KTLA Los Angeles—Mod. CP new commercial television station for extension of completion date.

TV-76-82 mc
Landon Television Broadcast Co., Denver, Col.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.9 kw, aur. 8.5 kw and unl.

TV-174-180 mc
KFAB Bcstg. Co., Omaha, Neb.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 24.4 kw, aur. 12.7 kw and unl.

Remote Pickups
Eastern Idaho Bcstg. and Television Co., Idaho Falls, Ida.—CP new remote pickup station on 153.9, 154.8 mc, power of 8 w, emission A3 and hours in accordance with Sec. 4.403.

WTAR Radio Corp., Norfolk, Va.—CPs two new remote pickup stations on 1606, 2074, 2102, 2758 kc, power 20 w, emission A3 and hours in accordance with Sec. 4.403.

Exp. TV Relays
Scripps-Howard Radio Inc., Cincinnati—CPs two new experimental television relay stations on 7000 mc, power 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

SSA-660 kc
KFAR Fairbanks, Alaska—Extension of special service authorization to operate on 660 kc 10 kw unl. for period beginning 3 a.m. EST, May 1 and ending 3 a.m. EST May 1, 1949.

License for CP
WEUS Eustis, Fla.—License to cover CP new standard station.

Modification of CP
WREN Topeka, Kan.—Mod. CP increase power, etc., for extension of completion date.

AM-1590 kc
The Princeton Bcstg. Co., Princeton, Ky.—CP new standard station 1170 kc 250 w D. AMENDED to change frequency from 1170 to 1590 kc.

Modification of CP
KJAN Opelousas, La.—Mod. CP new standard station for extension of completion date.

WBRR Staten Island, N. Y.—Mod. CP increase power, etc., for extension of completion date.

KWHN-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WTIC-FM Hartford, Conn.—Same.

WMAL-FM Washington, D. C.—Same.

WLAP-FM Lexington, Ky.—Same.

License for CP
WGUU-FM Bangor, Me.—License to cover CP new FM station.

Assignment of CP
WEIM-FM Fitchburg, Mass.—Voluntary assignment of CP to WEIM Fitchburg Inc.

Modification of CP
WFMR New Bedford, Mass.—Mod. CP new FM station for extension of completion date.

WHB-FM Kansas City, Mo.—Mod. CP new FM station to change ant. height above average terrain from 500 ft. to 497 ft., ERP from 46 kw to 42 kw.

WRNY-FM Rochester, N. Y.—Mod. CP new FM station for extension of completion date.

TV-174-180 mc
KLZ Bcstg. Co., Denver, Col.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 2.3 kw, aur. 1.15 kw and unl.

TV-82-88 mc
Jacksonville Bcstg. Co., Jacksonville, Fla.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 19.8 kw, aur. 10.2 kw unl.

TV-174-180 mc
WKAT Inc., Miami Beach, Fla.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 18.6 kw, aur. 9.8 kw.

TV-174-180 mc
Miami-Hollywood Television Corp., Miami, Fla.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 17.1 kw, aur. 12.2 kw and unl.

TV-180-186 mc
Shreveport Television Co., Shreveport, La.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 26.4 kw, aur. 13.2 kw unl.

TV-198-204 mc
Booth Radio Stations Inc., Flint, Mich.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 2.8 kw, aur. 1.4 kw and unl.

TV-54-60 mc
The Press Co. Inc., Albany, N. Y.—CP new television station on Channel 2, 54-60 mc, ERP vis. 15.1 kw, aur. 7.56 kw and unl.

TV-192-198 mc
Lee Bcstg. Corp., Richmond, Va.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 27.3 kw, aur. 13.6 kw and unl.

Modification of CP
KWGS Tulsa, Okla.—Mod. CP new

WBKB to Start Morning TV Programming April 19
TV PROGRAMMING during morning hours will be launched by WBKB Chicago April 19 when the Balaban & Katz station starts telecasts of a regular women's program on a five-a-week basis.

According to Capt. Bill Eddy, WBKB director, two advantages are anticipated with morning programming: (1) Increased sales of receivers, 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

TV-76-82 mc
California Inland Bcstg. Co., Fresno, Calif.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.1 kw, aur. 9 kw and unl.

TV-82-88 mc
Sacramento Bcstrs. Inc., Sacramento, Calif.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 15 kw, aur. 7½ kw.

TV-186-192 mc
Troy Bcstg. Co. Inc., Troy, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 10 kw, aur. 6.8 kw.

AM-1230 kc
Conway Bcstg. Co., Conway, Ark.—CP new standard station 1230 kc 250 w unl.

AM-970 kc
Stanislaus County Bcstrs. Inc., Modesto, Calif.—CP new standard station 970 kc 1 kw DA-N unl.

AM-1380 kc
S. E. Bradford, B. C. Cunningham and R. L. Cunningham d/b as The Colorado Bcstg. Co., Englewood, Col.—CP new standard station 1380 kc 1 kw D.

Assignment of CP
WGHP New York, N. Y.—Consent to assignment of CP for FM station to WGHP Inc.

AM-930 kc
WRRF Washington, N. C.—CP change hours from D to unl., power from 5 kw D to 1 kw-N 5 kw-D and install DA-N.

AM-1490 kc
Culpeper Bcstg. Corp., Culpeper, Va.—CP new standard station 1490 kc 250 w unl.

TV-186-192 mc
Van Curler Bcstg. Corp., Albany, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 8 kw, aur. 5 kw.

TV-54-60 mc
Fisher's Blend Stations Inc., Seattle, Wash.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 18.7 kw, aur. 8.35 kw.

Assignment of CP
WAUD Auburn, Ala.—Consent to assignment of CP to Auburn Bcstg. Co. Inc.

AM-1400 kc
Bauer Bcstg. Co., Sandpoint, Ida.—CP new standard station 1400 kc 250 w unl.

AM-1490 kc
Knoxville Pub. Co., Knoxville, Tenn.—CP new standard station 1490 kc 250 w unl. (Contingent on frequency exchange between WATO and WOND.)

SSA-660 kc
KFAR Fairbanks, Alaska—Extension of special service authorization to operate with 660 kc 10 kw unl. for period not to exceed regular license or May 1, 1949.

TV-66-72 mc
KTAR Bcstg. Co., Phoenix, Ariz.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 1.53 kw, aur. 0.85 kw.

(Continued on page 97)

IN ATLANTA it's WCON
THE ATLANTA CONSTITUTION STATION

Drawing by permission of D. Appleton Century Co.

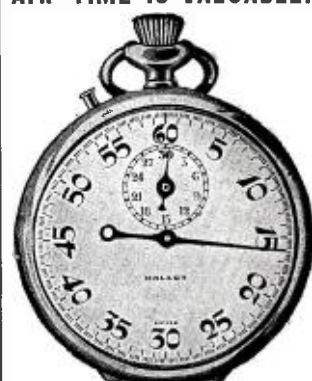
ABC

NATIONAL REPRESENTATIVES HEADLEY REED COMPANY

\$336,669,000
Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.
WCON is the medium to help you get your share. Write or wire Headley Reed Company for availabilities.

WCON
5000 WATTS • 550 KC

AIR TIME IS VALUABLE!



To get the most from your radio time—to coordinate the elements of your program with split-second accuracy, use—

GALLET, GALCO and SECURITY STOP WATCHES and CHRONOGRAPHS

Preferred for over a quarter century by industry where precision timing saves precious dollars.

Send for free catalogue
THE ELMOR COMPANY
11 E. 45th St., New York 17, N. Y.
Importers and Distributors
MURRAY HILL 7-2587

WBZ
Boston's most powerful station
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

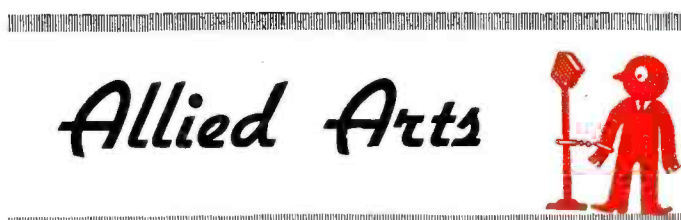
ERIC E. SUNDQUIST, formerly with C. E. Hooper Inc. and Assn. of National Advertisers, has joined Radio Index sales department of A. C. Nielsen Co., Chicago.

MUSIC PUBLISHERS' Assn. of U. S. has joined American Music Conference as a sponsoring member and **NELSON M. JANSKY**, MPA president, has accepted appointment to AMC's trustees.

NORINE FREEMAN, former newspaper columnist and press association reporter and recently connected with public relations work, has joined James J. McGuinn Organization, Chicago public relations firm, where she has been named vice president in charge of production.

FLORENCE OWEN, former member of Chicago City News Bureau staff, has joined McGuinn Organization as account supervisor.

BILL EVANS, former contact man for Margaret Ettinger & Co., Hollywood, and **JUD ALLEN**, former partner in Pearl-



man-Allen & Co., Hollywood, and before that with Margaret Ettinger & Co., have formed their own publicity office, Allen-Evans Inc., at 8506 Sunset Blvd. Telephone: Crestview 10450.

LES MITCHEL Productions, Hollywood, has moved to new offices at 9310 Hillrose Ave., Sunland, Calif. **JAMES F. HADLOCK**, former radio director for

Ted H. Ball Adv., Hollywood, has joined agency as associate.

ERNEST COLLING, producer and director at NBC Television, New York, for six years, today begins his duties as director of training at Twin City Television Lab Training Unit in Minneapolis. He will supervise instruction in programming, program directing, acting and writing at the lab.

REP INC. has been reorganized by **BRUCE EELLS** and is now known as **BRUCE EELLS & ASSOC.** New firm is located at 2217 Maravilla Drive, Hollywood, and plans are underway to produce 10 low budget video film series.

PEGGY WYNNE, radio actress, and **FELICE RICHMOND**, movie actress, have joined cast of Jerry Fairbanks Productions video film series for NBC "Public Prosecutor." **PHIROZE NAZIR**, actor and writer, also joined "Public Prosecutor" staff.

GENERAL ARTISTS Corp., Hollywood, has prepared series of 26 fifteen-minute films for television on Sammy Kaye's "So You Want to Lead a Band" program over ABC, to be released in the fall. Films are produced by Jack Cherot and will be sold direct to sponsors.

ORSATTI Agency, Hollywood, has begun production of 13-week video film series, "Hollywood Harmony House," featuring June Preisser and Gene Reynolds. **MARVIN SALTZMAN**, television director of Orsatti, reports that films will run 12½ minutes in length, produced by Bell International Pictures as open-end offerings.

CLINT STANLEY has joined Ken Dolan Assoc., Hollywood talent agency, as head of television department.

DONN B. TATUM, of Lillick Geary and McHose, Los Angeles law firm, has been named general counsel for Academy of Television Arts and Sciences, Hollywood.

MORT SINGER Jr. and **SEYMOUR KAPLAN** have opened an office at 366 Madison Ave., New York, to produce aural radio and television package shows. Mr. Singer, Broadway producer, leaves for Hollywood May 1 to set up film-television production unit.

Equipment

JAMES J. TYNAN has been appointed sales manager of commercial products division, and **KENNETH V. CURTIS** has been appointed product manager of Raytheon Manufacturing Co., New York. Mr. Tynan formerly was in charge of sales and service of Mariner's pathfinder radar. Mr. Curtis has been with CBS and Radiation Laboratory at Massachusetts Institute of Technology.

IRVING GREENE, former manager of sound and communications department of Heins & Bolet, New York, has been appointed manager of the same division of Sun Radio & Electronics Co. Inc., New York. Firm also announced that it is occupying another floor at its location, 122-124 Duane St., for use as new sales and showrooms for expansion of current stockroom facilities and enlargement of Sun Radio's sound studio.

U. S. TELEVISION Mfg. Corp., New York, has announced production of new television set described as projecting pictures 34½ feet under normal lighting conditions. Set is priced at \$2,495 and measures 34x20½ inches. Model also employs special metal screen.

J. H. ROBINSON, former vice president and sales manager of Kings Electronics Co., Brooklyn, has been appointed manager of Farnsworth Television & Radio Corp.'s newly-established New York distributing branch, 108 W. 57th St.

LANGVIN Mfg. Corp., New York, audio equipment, has announced appointment of **JOHN BIVINS** and **DAVID J. CALD-**

WELL as exclusive sales representatives in North Carolina, South Carolina, Virginia, Southern West Virginia, Northern Georgia, Eastern Kentucky and Northern Alabama.

HARRY DAWSON, till recently manager-engineer of Canadian Assn. of Broadcasters, has been appointed head television development of Canadian General Electric Co., Toronto.

FREDERICK D. GEARHART Jr. and **L. R. RAEMER** have been elected to board of directors of Lear Inc., Grand Rapids, Mich., manufacturer of wire recorders, home radios and other electrical equipment.

MARCUS A. ACHESON, former manager of Advanced Development Dept. of Syl-



Mr. Acheson

vania Electric Co.'s Central Engineering Labs., Kew Gardens, New York, has been appointed chief engineer for radio tube division of Sylvan Electric Products Inc. **JOHAN C. KROMHOUT**, supervisor of technical and applied lighting experiments in Lighting Center of Sylvan, has been appointed manager of European Sales.

RAYMOND K. MCCLINTOCK, former manager of firm's international division, and associated with the company since 1936, has been appointed assistant to chief engineer of radio tube division of Sylvan.

Pacific TV Showing

DEMONSTRATION of television production techniques and equipment will be offered daily during 10-day All-Electrical Exposition at Pan Pacific Auditorium, Los Angeles, starting Aug. 20. Committee in charge of showings includes Ronald C. Oxford, KFI Los Angeles executive producer of television, chairman; Klaus Landsburg, general manager, KTLA Los Angeles; Hal Bock, NBC manager of Western television operations; Harry Lubeke, television director, Mutual-Don Lee; and Dave Crandall, Los Angeles Times television section.

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Technical



PHILIP PARMELEE has joined WDRG Hartford, Conn., as control room operator, and **PETER DEPASQUALE**, formerly in WDRG's control room has been transferred to control room of WDRG-FM. **GEORGE F. TUCKER**, formerly with WMAS Springfield, Mass., has joined WDRG-FM as transmitter-operator.

IRWIN H. DEMSKY, formerly with MacKay Radio, has joined engineering staff of WHLI and WHNY (FM) Hempstead, N. Y.

JOHN B. MITCHELL and **CHARLES A. JOHNS** have joined technical staff of KDKA Pittsburgh.

AMERICAN INSTITUTE OF RADIONICS Inc. has been established by **DONALD G. STANLEY**, president; **L. H. NEVILLE-THOMPSON**, vice president-treasurer, and **EDWIN W. LUTHER**, secretary, all members of Washington, D. C. Board of Trade, in effort to "police" service industry of radio. National headquarters for the organization are in Washington, D. C., Suite 311, Evans Bldg., Telephone: NA 3695. Local and state units are being planned and will be correlated with Washington headquarters. Application blanks have been sent to radio dealers and servicemen.

RONALD J. MITCHELL has joined WCOB Boston as control room engineer.

JAMES H. BROWN, engineering supervisor of NBC Hollywood and also a lawyer, is campaigning for Assemblyman from 37th Los Angeles district. Mr. Brown has been a resident of California for 35 years and this is first time he has sought public office.

FEDERAL TELEPHONE & RADIO Corp. has announced second printing of "Reference Data for Radio Engineers, Second Edition."

ARNOLD B. BAILEY Corp., Scotch Plains, N. J., has announced new Bailey FM transmitter, described as employing new and simple principle which utilizes highly stable FM crystal operating at frequencies up to limit of crystals now available.

BARRY COOL Jr., KHJ Los Angeles engineer, and Patricia Flick have announced their marriage.

KOMO'S 50-KW PLANT IS IN FULL OPERATION

AS A SEQUEL to the recent opening of its new studios [BROADCASTING, Feb. 23], KOMO Seattle has increased power from 5 to 50 kw. The newly-completed 50-kw transmitter is located on Vashon Island, 15 miles southwest of Seattle.

The site, selected as being ideal to best serve western Washington, gives a salt water path to the major population areas, it was stated by O. W. Fisher, president and general manager of KOMO.

The transmitter site is approximately three-quarters of a mile from Puget Sound. The building, designed to be functional rather than artistic, according to Mr. Fisher, is constructed of reinforced concrete in modern design, and is equipped with the most advanced RCA equipment.

Also housed in the new building is a complete workshop, an engineering and drafting office, a kitchen unit, and a bedroom unit complete with showers and closets. In case of failure of the regular power line, an auxiliary power plant room contains a 75 KVA automatic starting gasoline driven power plant.

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 the April 8-9 meeting of the RMA, held jointly in Toronto with the Canadian RMA. It follows a suggestion 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.

Though Chairman Coy had suggested inquiry into the 500-900 mc band, present RMA-IRE study will be confined to 216-500 mc because propagation characteristic data and 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 panels of the Radio 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 500 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 servicemen, 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 Stevens Hotel, Chicago; authorized naming of a committee to represent RMA radio members in dealings with the armed services; approved

RMA - IRE Committee To Investigate

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 C. D. 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 RMAC with Canadian Broadcasting 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 RMAC contemplates taking part in the Canadian Community Radio Week, May 16-22, a campaign to have a radio in every room, have sound systems in all schools of five rooms or more.

CONSOLIDATION of Western Electric Co.'s 14 offices in New York into one major headquarters in lower Manhattan was announced last week by the firm, manufacturing and supply unit of the Bell System. Proposed building is equal in area to four city blocks. Date for the start of construction has not been announced.

Sally Flowers

"Sally's Sittin' Room" is a huge place . . . it's all of Central Ohio. Hundreds of listeners visit with Sally each day . . . listen to her humorous, friendly chatter and buy the merchandise she advertises. Sally has sales appeal. She has been enjoying continuous radio popularity since 1934 as a member of WBNS talent(ed) family.

COVERS
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WELFARE of all kinds of household pets is being promoted in new series of programs titled "The Animal World Court," sponsored by Chrysler-Plymouth dealers. A five-minute feature opening and closing with catchy whistled tune, series features Arnold Moss as narrator of stories of heroism, devotion and intelligence of dogs, cats and other pets. Project will aid and solicit support for local Humane Society and will work with the society to find homes for pets. Local dealers are distributing free booklets on care and feeding of pets and application blanks for memberships in Humane Society. McCann-Erickson in Detroit and New York is producing and placing the series. Programs began April 12 on following stations: WAKR Akron, WCAO Baltimore, WNAC Boston, WCKY Cincinnati, WJW Cleveland, WXYZ Detroit, KMBC Kansas City, KECA Los Angeles, WFOK Milwaukee, WNBC New York, WFIL Philadelphia, WCAE Pittsburgh, KFMB San Diego, WTOL Toledo, WMAL Washington. It will start on KMOX St. Louis April 19.

Political History

VIGNETTES of true life episodes based upon authentic facts taken from proceedings of historic U. S. Presidential national conventions are being prepared by Bernard L. Sackett Television and Radio Production Agency, Philadelphia. Stories will be compiled in 13-week series of 15-minute features, as a timely package in spirit with Democratic and Republican Conventions to be held this June.

'Date With Delta'

AMATEUR TALENT is presented in full-hour program titled "Date With Delta" every Sunday 1:45-2:45 p.m. over KWEM West Memphis, Ark. Sponsored by local Delta Furniture Co., program offers amateur talent in mid-south area opportunity to compete for honors. Station reports that recent broadcast which featured six weekly winners in final contest brought in over 10,000 letters and cards from listeners, representing votes for individual favorites.

Cancels Commercials

ALL COMMERCIAL shows for one hour and 15 minutes on Monday night, April 5 were cancelled by WTBC Tuscaloosa, Ala., to carry political rally from local Circuit Court House. Station donated this time to Junior Chamber of Commerce which sponsored the rally in campaign to get the people out to vote.

Test Town

TEST of a national show in an average market area has been completed by ABC with its now-national "Stop the Music" program. ABC aired the show over WAGE Syracuse one week before going on the network. Show devoted all its long distance calls to Syracuse station's primary area. Program from New York operated just as it does now on the network, but instead of scattering calls over 48 states, they were channeled to one area while research experts stood by and checked acceptance. Program's prizes were furnished by Syracuse department store, E. W. Edwards & Son, and store plugs were given from New York.

WPIX Features

ALTHOUGH it will be two and a half months before WPIX, video station of New York News, begins regular opera-

Programs

tion, station already has gained prominence by its coverage of recent Wall Street strike riots. Covering the strike for WPIX film library, Ed Clarity of station's newsreel staff, kept his camera grinding through fighting that suddenly broke out. Pictures were offered to WNET, NBC New York television station, which aired them that evening. Programming plans for WPIX also are underway and include variety series, "Cabaret Nights," to be telecast from nightclub, Versailles Restaurant. Danton Walker, News' columnist, will serve as m.c. of the 26-week series. Series will be station-built program but will feature real nightclub as setting.

Town-Crier

LOCATED in the heart of one of the largest coal mining sections of the country, WOAY Oak Hill, W. Va., naturally was waiting for John L. Lewis' announcement of the end of the soft coal shut-down, as one of its biggest stories. Severe electrical storm, however, cut off all power just before announcement came through. WOAY, reverting to methods of town-crier, rolled out a sound truck and sent it through the coal camps broadcasting the news. Late bulletins were obtained by telephone from AP bureau in Huntington, since news printer was also out of service.

Italian Elections

TELEVISION FILMS of proceedings prior to Italian elections on April 18 were made for WFIL-TV Philadelphia on the spot and flown to Philadelphia for processing and editing in the station's newsreel laboratory. First Italian pictures were taken of the country's parade of armed power on April 4. Cameraman was Ivan H. (Cy) Peterman, Philadelphia Inquirer's correspondent on the scene. His pictures were taken expressly for television.

Aired From Mexico

MAJOR LEAGUE exhibition baseball game between the Pittsburgh Pirates and Chicago White Sox was aired from Juarez, Mex., April 6 on KELP El Paso, Tex. Game was played in Juarez because of repairs being made on El Paso park. Tim Carroll handled the play-by-play with Bill Gerlack doing the commercials and Jimmy Sims acting as engineer. Juarez station, XEF, gave its listeners a Spanish language version of the game.

'WSPR Community Forum'

TOWN MEETING type program, presenting prepared talks of four speakers, followed by brief question-and-answer discussion among speakers has

been started by WSPR Springfield, Mass. Titled "Community Forum," program is presented before studio audience and is concluded with session of questions from those present. Discussion on question "Are we getting the most out of our tax dollar?" was subject of recent broadcast which featured J. Albin Anderson Jr., former Republican mayor of Springfield; Charles D. Sloan, Democratic city solicitor of Springfield; Emil J. Vlasak Jr., executive secretary of Springfield Apartment Owners' Assn. and chairman of Democratic City Committee of Springfield; and Edward Jones, executive secretary of non-partisan Springfield Taxpayers' Assn.

'Teentime' Contest

AUDITIONS are being held every afternoon in studios of WIRE Indianapolis, to find best teen-age disc jockeys, who will appear on the "S. S. Teentime" show over WIRE. Each week three teenagers are selected from auditions to broadcast before an audience on the teentime show. Applause selects winner who receives portable radio with other two contestants receiving record albums. Final winner at end of contest will receive \$50 plus radio-phonograph console to present to school or club.

'Voice of the People'

INTERVIEW-TYPE program titled "Voice of the People" is heard over WJAG Norfolk, Neb., every Saturday morning. Each week, program originates from different town in Northeast Nebraska, and is tape-recorded and broadcast a week later. Program is sponsored by O. A. Cooper Mills of Humboldt, Neb. and produced at local dealer's place of business. Station reports one town dismissed school classes so students might watch production of program.

WIP Resumes Quiz

"DOLLARS-to-Donuts" program has been restored to the air by WIP Philadelphia, after three-year lapse. Show, live-audience quiz, awards dollars or donuts to correct and incorrect answers respectively. Program also carries "one-clue-a-week" name-the-person contest in connection with Philadelphia's Community Hospital drive for building funds. Contestants enter competition by writing fifth line to a limerick. Three best rhymers are called on telephone each week and given chance to guess in name-the-person contest. Sealed envelope, containing name of the person, called "The Perfect Ghost," was turned over to Philadelphia's Mayor Bernard Samuel by Frank Sinatra for safekeeping. Identity of "The Perfect Ghost" is known only to the chairman of the board and superintendent of Community Hospital.

'D. J. School'

ASPIRANTS to the happy station of disc jockey are having an opportunity to show their talents on new Al Jarvis "School for Disc Jockeys" on KLAC Hollywood. Four applicants are chosen each week from letters sent in to compete on the half-hour program, one of which will be selected for the finals. Ultimate winner gets television set.

Listeners' Opinions

DISCUSSION program, aimed at Chicagoand listeners who feel their ideas and opinions will interest others, has been inaugurated by WGN Chicago. Titled "Speak Your Mind," program each night poses one question for comment by listeners who can request air time for future broadcasts by writing summary of their opinions to the sponsor, Morris B. Sachs Stores. Heard five times weekly, each program is devoted to one topic, and is uncensored and unrehearsed. Paul Harvey is m.c.

TV Salute to Cities

CITIES served by WEWS, Scripps-Howard television station in Cleveland, Ohio, are being featured in series of telecasts by that station in salute-format programs. First program was presented April 10 and was dedicated to Sandusky, Ohio. Show included 15-minute documentary film taken of the city by WEWS cameramen, as well as live show originating in WEWS's Cleveland studios.

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Malagueña
and
Cuban Boogie

RCA Victor 26-9031



**PHIL
HARRIS**

Somebody Else
— Not Me
and
Deck of Cards

RCA Victor 20-2821



**ETTA
JONES**

This Is
a Fine Time
and
Misery is a
Thing Called Moe

RCA Victor 20-2782



**RAY
MCKINLEY**

Tambourine
and
A Man Could Be A
Wonderful Thing

RCA Victor 20-2768



**ROY
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RCA Victor 20-2780



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Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. **BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

Help Wanted

Managerial

Local commercial manager—West Coast regional (major network) has opening for topflight working sales manager. Prefer man with successful record on midwest independent. Must be able and willing to sell better than anyone on our present staff and definitely not a desk executive. 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 move ahead fast—based on performance. Must have car. Furnish complete educational and business background first letter. Good references imperative. Box 144, BROADCASTING.

Manager for 250 w independent AM-FM station, eastern section. Salary and commission, paying \$6,000 now. Write application in detail to Box 189, BROADCASTING.

Wanted. Sales manager with ambition to become general manager of outstandingly successful local independent station in northeast city of 100,000 population now billing close to \$200,000. Requires fully experienced, absolutely clean young operator with unusual ambition, imagination and completely proven sales getting ability. The right man can just about name his own ticket, including eventual stock interest and there is no lid either on potential earnings or ideal management conditions. Sales record based on your own ability and individual efforts must be completely and thoroughly established (hitch-hiking on an upward sales trend will carry no weight whatsoever). Station in question is solidly built and increasingly successful. Desire for hard-hitting sales manager to work into managerial post based only on wish of present owner-operator to lighten load to permit other activities and partial retirement. Write completely in first letter, please. Box 232, BROADCASTING.

Salesmen

Immediate opening. An unusual opening for a proven experienced time salesman. Must have ability to supervise sales against strong competition. Write copy and presentation. In return we offer the position of commercial manager with a good salary and over ride on gross billings. Wire full details, references, picture in first letter. Box 135 BROADCASTING.

Straight percentage salesman. 1000 watt daytimer KXIC Iowa City, Iowa.

Wanted—Experienced time salesman, 12% commission, nominal advance. Write Station WNMP, Evanston, Illinois.

Salesman—Midwest network station new power 5000 watts. Metropolitan market 100,000 in top agricultural area. Salary or commission open for producer. Box 221, BROADCASTING.

Wanted—Salesman, single, with car for mutual affiliate in growing market. Need lively, energetic with ideas. Salary and commission. Give details, references, pic with letter. Write, WKDK, Newberry, S. C.

Salesman for independent radio station, 1000 watts. Must have car. Write Sol Robinson, WLIZ, Bridgeport.

Salesman? New 250 watt fulltime station Connecticut 50,000 market. Draw against 15% commission. Qualifications, photo if possible. Box 158, BROADCASTING.

Announcers

Good all-round announcer able to handle news, sports and disc jockey show. Starting salary \$50 for 40 hours. Box 99, BROADCASTING.

Help Wanted (Cont'd)

Southern AM-FM network affiliate needs good morning man. If available wire immediately. Letter, references, disc and photo will be required. Box 120, BROADCASTING.

Announcer, experienced, for 1000 watt major market, middle Atlantic station. Good future for right man. Send details and audition disc. Box 199, BROADCASTING.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Announcer—Midwestern network 5000 watt station needs versatile announcer. \$50.00 starting salary. Box 222, BROADCASTING.

Wanted—Three turntable operating announcers with good voices who can ad-lib intelligently, one for program manager, 1000 watt daytime station opening late May. Can use continuity writer and salesman on salary. Write Station WTND, Orangeburg, S. C.

Announcers. Deep voices, single vets. Future with new 250 station. Box 233, BROADCASTING.

\$10,000 per year or better in potential earnings to top disc jockey who can build show and sell participations. You must be good. Inquiries confidential. Box 241, BROADCASTING.

Immediate opening. NBC affiliate. for announcer-disc jockey with at least 2 years experience. Employment and character references required. Send full details first letter and audition disc. WTBO, Cumberland, Md.

Wanted—First rate all-round announcer who is able to gather and write local news. Eastern affiliate, starting salary \$50 for 40 hours. Box 98, BROADCASTING.

Technical

Radio engineer, capable of adjusting (or learning) complex directional antennas, for position with Washington consultant. State detailed qualifications, education, and salary requirements. Box 118, BROADCASTING.

Engineer, 1st class license, experience unnecessary. Prefer recent graduate recognized radio school, single age 18 to 24. Will provide furnished heated room with bath in station building. Send complete information, photo, first letter. Geo. G. Weiss, WBBQ, Augusta, Georgia.

Wanted—Combination engineer-announcer. Best of working conditions. \$1.00 hour, time and half over 40 hours week. Permanent position. Air mail disc. KPOW, Powell, Wyoming.

Transmitter engineer with first class ticket needed by KHMO. Station going to 5 kw with directional antenna shortly. Will need car for transportation to transmitter site. Salary \$46.00 for 40-hour week. Send complete details to Ben Parrish, Chief Engineer, Radio Station KHMO, Hannibal, Missouri.

Production-Programming, others

Experienced continuity writer, male or female to handle traffic, special events. Also, experienced announcer capable doing disc jockey. Interview shows. Audition disc, picture required. Good salary, chance for advancement. Excellent location. Reply Box 45, BROADCASTING.

Help Wanted (Cont'd)

PROGRAM PRODUCER

Large midwestern network affiliate seeking experienced program producer for musical, variety, dramatic, etc. Permanent position for man content to make home in large midwestern city. Send full details on experience, salary requirements, references and recent photo to BOX 216, BROADCASTING

Midwest farm man wanted, 1000 watt daytimer KXIC, Iowa City, Iowa.

Wanted—Experienced continuity writer for midwest 1000 watt independent station. Must have originality, accuracy. Submit copy samples, qualifications and salary requirements in first letter to WKAN, Kankakee, Illinois.

Continuity writer needed by KHMO. Station going to 5 kw shortly and is expanding its copy department. No prima donna wanted; we want someone who knows good commercial copy, who will start at a reasonable figure and grow with the station. Send complete information, previous employment, experience, salary expected to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Experienced continuity writer, commercial only. Good spot for person seeking to take root. Can be good job for right person. Box 230, BROADCASTING.

Continuity girl wanted for Pacific Northwest network affiliate. If you can turn out real commercial continuity in a speedy manner get in touch with us. Must be fast typist. Musical knowledge or background valuable. Give complete details in first letter, qualifications, references—you know what. Radio KIT, Yakima, Washington.

SCRIPTWRITER

Network affiliate in major midwest city needs an experienced, all-round scriptwriter for shows of all types. Permanent position for person who wants to live in the midwest. Send full details on experience, salary requirements, references and recent photo to Box 217, BROADCASTING.

Wanted—Versatile girl, writing ability, capable of telling children's stories, Mountain States network station. Salary commensurate with ability and experience. Send details, photo and disc with first letter. Box 255, BROADCASTING.

Situations Wanted

Managerial

RADIO EXECUTIVE

16 years in top radio on both station and advertising agency sides. Fully experienced in management, sales, programming, promotion and public relations. Seeking opportunity with established station as manager or commercial manager and available immediately. Write JOHN D. HYMES, Box 182, BROADCASTING.

Television executive. Available to right organization. Experienced in all phases commercial television programming since 1940. Desire program manager's position in midwest, or potential network origination point. Box 953, BROADCASTING.

Available within 90 days, experienced combination station manager-program director-commercial manager, \$7,500 minimum. Interested only new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 46, BROADCASTING.

Manager—Now operating successful 250 network affiliate desires change to larger market. 15 years background in all phases with proven record. Best references, family man, available 30 days, salary plus profit sharing plan. Box 188, BROADCASTING.

Available immediately—Executive, experienced all phases. Will consider sound news or staff position. Box 253, BROADCASTING.

Situations Wanted (Cont'd)

Station manager—Sales and audience builder. Has license and eleven years radio, newspaper and writing experience. Knows how to manage with low overhead and switch your operation from red to black, or to plan, build, and manage new station. Mature family man, now employed. Prefer southwest. Top references. Box 192, BROADCASTING.

Qualified manager, west only. Now employed as PD in network affiliate. Age 38, experienced, stable, available 30 days. Box 219, BROADCASTING.

Organizer-manager! Have successfully established and managed six radio stations. Comprehensive local and regional experience all phases radio. Young, aggressive, looking for new opportunity for even greater success. Box 211, BROADCASTING.

Manager or commercial manager. Started from scratch operation which became successful and now being choked for profit. Have resigned and temporarily employed elsewhere. Exceptional background, result getter wishes to profit by experience and join operation backed by radio-wise ownership. Can import some of former staff if you desire. Eighteen years production, sales, announcing, newscasting and managerial experience will pay off for you. Minimum \$6000-\$7500 and will earn it. Box 224, BROADCASTING.

Manager-Commercial manager. Available soon, mature, experienced all phases radio, hard worker, salary bonus basis. Box 231, BROADCASTING.

Looking for a toreador? I'm your man if the position requires "taking the bull by the horns" and handling efficiently any phase of programming, production, continuity or management. My ability to successfully "toss the bull" is best shown by the many years of announcing of all types of Delay Shows, special events, news and sports casting I've done. Was part owner and general manager of station but would rather "at the bill" than "pay the bill." Have many programs with proven success to offer . . . what can you offer young, ambitious radio man with plenty of experience. Salary requirements \$4800.00 per year minimum. Box 234, BROADCASTING.

Forced to move—sold my house—because, Doctor says "you must move your wife." Manager, sales manager with agency background awaits your offer. please! Box 244, BROADCASTING.

Salesmen

Attention station managers from Norfolk to Savannah: versatile, experienced staff announcer would like to locate on mid-Atlantic coast. Bill Murphy, WLIX North Wilkesboro, N. C.

Two-in-one man. Topnotch program director who is also a first rate salesman. Proven record in both fields. Young, energetic man with plenty of experience wants a job where he can work with both sales and programs. Station must be progressive, although not necessarily large. If you need a man who can build good programs and sell them, write to Box 184, BROADCASTING.

Salesman, topnotch man, young, ambitious, stable. Knows programs and how to sell them. Box 201, BROADCASTING.

Announcers

Announcer, three years, 2½ college. Vet. 25, single. News disc. can inaugurate sports department. Control experience. \$70 base. Prefer network affiliate east of Ohio. Car. Limited sales experience. Presently employed at small net affiliate. Write Box 242, BROADCASTING.

Announcer—College grad, family man. 23, some experience 250 w station: some control operation. Permanency paramount, want to settle down. Eastern, southeastern U. S. preferred. Confident, pleasant, efficient; I can do the job for you. Dave Rosehill, 119-21 Metropolitan Ave., Kew Gardens, Long Island, N. Y.

Successful prewar and postwar salesman in small market desires improvement. Box 254, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, experienced, console, operation, excellent newscaster, time salesman. Past employment proven announcing and sales record. Married, 33. Box 136, BROADCASTING.

Sportscaster—Experienced in all sports, baseball, football, golf, basketball and boxing. All set for coming baseball season if right opportunity presents itself. Full particulars upon request. Box 147, BROADCASTING.

Announcer—Available immediately. College degree, veteran, one year Mutual affiliate. Experienced all phases. Selling, copywriting, production, traffic, news, disc shows, all types remotes, sports. Box 190, BROADCASTING.

Announcer—Married, presently employed. Desires position in northeast area. Two years experience. Special emphasis on play production, newscasts and music. Excellent references. Disc and photo on request. Box 191, BROADCASTING.

Announcer, veteran, single, 18 months experience, graduate Beck Radio, versatile, dependable. Employed but looking ahead! Will consider any offer. Disc available. Box 193, BROADCASTING.

Serious-minded announcer. Experienced. Prefer news and some announcing. Disc and photo on request. Box 195, BROADCASTING.

Announcer—Single, capable, college trained all phases broadcasting. Desires position with progressive station. Available immediately. Box 196, BROADCASTING.

Announcer—Now employed in midwest wants to return to the east. Married, wants permanent position. Write Box 202, BROADCASTING.

WIDELY EXPERIENCED ANNOUNCER

Seven solid years. Commercial, news, M. C. record shows, sports including play-by-play. Everything behind the mike. Knowledge programming and continuity. Know radio picture. Used to earning top money. Married. College. 36. Box 200, BROADCASTING.

All-round announcer, topnotch, 8 years experience, specializing in play-by-play, sports, special events, news editing, programming, staff announcing. Married, looking for permanent job with future. Please state salary. Box 206, BROADCASTING.

Announcer—News, sports, special events and staff. Must be AFRA salary or comparable. Wire or write Bill Hopkins, Box 2681, Central Station, Kansas City, Missouri.

Experienced sports announcer. Baseball, play-by-play, also, specialized in wire reports. Dick McMullen, 430 W. 62nd, Chicago, Illinois.

Can you use an eighteen-year-old disc jockey-announcer? Graduate of Radio City School. Has pleasant personality and voice. Disc and photo available. Box 203, BROADCASTING.

Announcer—Six years sports, staff. Disc. 50 kw experience. Married. Box 205, BROADCASTING.

Experienced announcer, some continuity, requires permanent position with new station. Married, go anywhere. Disc available. Box 251, BROADCASTING.

All night record show wanted by disc jockey with four years experience. Promotion minded. Knows music, can build following. Box 212, BROADCASTING.

Experienced announcer with administrative ability. 33, veteran, at present employed 50 kw. Wants good solid job, program director, chief announcer with air work. Prefer northeast market. Box 309, BROADCASTING.

Attention southern stations. Experienced studio and sports announcer available. Now employed desires change. Best references. 60 dollars minimum. Write Box 126, BROADCASTING.

Inner—Four years' experience. Versatile. Good on ad-lib shows. Disc jockey. Reliable, sober. Available June. Martin Balson, 1928 N. Oak Park Ave., Chicago.

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 TT's. Would like midnight shows or milkman hours. Own sound effects library. \$75 plus talent. Have 1st phone ticket. K. Thomas, Gen. Del., Indianapolis, Ind.

Announcer and continuity writer. Experienced news editor. College education. Excellent voice. Box 227, BROADCASTING.

Hearing is believing. Yes. It's the quality of the voice that counts. And in announcing quality means tone richness and ear-selling ability. For proof positive write today. Box 228, BROADCASTING.

Announcer—Vet. 10 months experience. Locate north. Have done play-by-play basketball. Box 229, BROADCASTING.

Announcer-engineer. First phone. Experience Armed Forces Radio Service. College background. Veteran, single, will travel. Available immediately. resume and disc on request. Wire or write. Lloyd Mack, 1820 Phelan Place. Bronx 53, N. Y.

Skilled announcer desires permanent position in southwest, midwest or south. Disc, photo and background on request. Box 235, BROADCASTING.

Ambitious announcer experienced in commercials, newscasting, disc shows, remotes and some acting and writing. Box 238, BROADCASTING.

Announcer-copywriter, 23, single, sober, vet. 1 year experience. Box 240, 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 interests do not prevent travel. Box 28, BROADCASTING.

Engineer—Nine years assistant chief, air and water cooled equipment. Directional adjustment, operation. Chief locals. Full details. Box 66, BROADCASTING.

Capable transmitter engineer available for operation or new installation. Recently two years on 100 kw transmitter. Travel anywhere. Have ability to get along well with people. Box 127, BROADCASTING.

A dependable transmitter engineer desires operating position. 1 phone—RCA Institute grad. 39 years, in good health. Excellent references. Box 128, BROADCASTING.

Engineer—Young, single, ambitious, travel anywhere. RCA graduate, 1st phone, available immediately. Box 169, BROADCASTING.

Station engineer, twenty years in broadcasting. Ten years chief engineer, five to fifty kilowatts. Directional antennae, FM, television. Latter includes complete supervision of installation and operation five kilowatt RCA TT5-B television transmitter, and all associated studio and other equipment. Can furnish best references Box 215, BROADCASTING.

Engineer, single, currently employed in station. Specialization in transmitter installation, operation and maintenance. Have broadcast, amateur and Navy electronics experience. Also some experience recording, nemo, control room. Excellent reference present employer. Box 213, BROADCASTING.

Situations Wanted (Cont'd)

Practical chief engineer for small local, now in Carolina, presently available. Reads spots, news. Furnishes references as former chief. Married, requires \$65.00 to \$70.00 weekly regardless of hours. Box 186, BROADCASTING.

Veteran, 1st class phone, desires position with video station. Graduate RCA Institutes and presently taking studio operation and maintenance course at NYU. Also, hold NYC motion picture operator's license with experience in editing and stage lighting. Box 187, BROADCASTING.

Engineer—Former Merchant Marine operator. first phone, second telegraph, active amateur. 2 months broadcast experience station and transmitter Mutual affiliate; prefer northeast; state salary. Box 197, BROADCASTING.

Engineer—First phone, 5 years broadcast experience. 50 kw transmitter, control, remotes, installation. Presently employed in traveling installation work. Prefer east. Box 198, BROADCASTING.

Attentive, ambitious, married, ex-Navy. 1½ years college. First radiotelephone, second radiotelegraph, amateur W8BED, FM & TV school graduate. Typing and code; speed 25 w.p.m. Write Howard Stitzel, Fleetwood, Penna. Phone 3506.

Engineer, 1st phone. Veteran, 22, married. Work anywhere. Four years Navy communications. Melville graduate. Richard Abrecht, 5148 Codwise Place, Elmhurst, L. I., N. Y.

Engineer, first phone, telegraph, radar, marine operator. Go anywhere. Box 207, BROADCASTING.

Engineer, 1st phone. Ten years communications. Car. Desires position in broadcasting. Box 208, BROADCASTING.

AM transmitter experience, 28, married. B.S. Desire eastern progressive station. Box 225, BROADCASTING.

Want position transmitter engineer calling Pacific Coast. Two years experience in operation and maintenance of transmitter and control room equipment; now chief engineer in midwestern town; seeking permanent position in California, Washington or Oregon; married, do not drink; no car. Available on short notice. Box 236, BROADCASTING.

Chief engineer, B.S. in E.E. Member IRE. 15 years experience, 11 as chief. Operation, maintenance, construction, directional. Can design, build, complete station; keep it operating efficiently. Cooperate with management. Satisfy salesman. Work harmoniously with announcers. Alert, resourceful, sober, married, references. Want progressive station, AM or FM. Minimum 1 kw. Available two weeks notice. Box 243, BROADCASTING.

Chief engineer small station, studio engineer larger station. Experience in both. Married, steady, reliable, ambitious. 1st phone. Studio installation, transmitter maintenance, control-board operation, remotes. Two weeks notice. Box 94, BROADCASTING.

35, first phone, 10 years experience, married. Engineering degree. Box 252, BROADCASTING.

Technical situation wanted. Versatile combination man. Desires position with eastern seaboard station. Experienced radio actor, announcer, newscaster. Also Hammond organist. Graduate RCA Institute. First phone. Box 249, BROADCASTING.

Broadcast engineer. Single, 28, first phone license. Extensive experience and training in Army, amateur, and taxi radio. Box 220, BROADCASTING.

Production-Programming, others

Continuity writer or director—Young woman, 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sizeable city. Versatility, experience, ideas—and that impetus to "do the job right"! Box 912, BROADCASTING.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

Young man, excellent all-round station experience in midwest and topnotch radio and television promotion, exploitation work in New York, desires position for growth with station or agency in any large city. Box 129, BROADCASTING.

Program director available on four weeks' notice. Good voice, builder of high Hooper shows. Many national citations for public service promotions. Good sports editor, play-by-play. Desire change because of no future at present job. Very active in civic affairs and excellent references. Box 133, BROADCASTING.

California-Arizona stations! Experienced, productive, working continuity director desires change. Record of successes. Resume available. Box 166, BROADCASTING.

Newsman—Experienced all phases radio-writing, documentary, dramatic, commercial, continuity. Married, 24, college graduate, veteran. Wants overseas job. Will consider other offers. Currently employed. Box 168, BROADCASTING.

Two-in-one-man. Topnotch program director who is also a first rate salesman. Proven record in both fields. Young, energetic man with plenty of experience wants a job where he can work with both sales and programs. Station must be progressive, although not necessarily large. If you need a man who can build good programs and sell them write to Box 185, BROADCASTING.

Young woman, skilled in production, announcing, scriptwriting, all phases small station operation; good voice, personality. Box 194, BROADCASTING for disc and references.

Experienced gal continuity writer wants to work in Pennsylvania. Versatile. Dependable. Not afraid of hard work. Write Box 204, BROADCASTING.

Program director, announcer. 2½ years practical experience, understands all phases programming. Knowledge television production. Desires permanent spot with progressive organization. Box 250, BROADCASTING.

Program director, announcer, newscaster, disc jockey. Ten year radio background (AM-FM) also includes production (drama, symphony), writing, acting, directing. Extensive theatrical background as actor-director. Minimum \$75. Veteran, single. Box 248, BROADCASTING.

Program director—12 years broadcasting including over 6 years free lance announcing, newscasting, program production manager, director, commercial recording, etc. Currently program manager of major network regional outlet. Desire permanent affiliation with progressive station. Available on 30 days notice. Box 247, BROADCASTING.

Experienced program director and announcer available. Box 223, BROADCASTING.

Versatile news editor-announcer, college graduate, veteran, married, now with 50 kw network station. Interested in good opportunity anywhere. Box 218, BROADCASTING.

Program director—Presently employed, desires change. Interested in television, stage background and 12 years radio experience, also announcing, production. Married. Box 214, BROADCASTING.

Have I reached the limit of my ability? Want Texas of southwest, where efforts are rewarded. Six years experience, radio. Box 210, BROADCASTING.

Pan left to right—dolly in for closeup, take one television writer-director, plenty experience at one of nation's foremost stations, twelve years network, advertising agency, and radio experience; can program manage and generally put your television picture in focus. Contact immediately. Box 239, BROADCASTING.

Situations Wanted

Woman's director, experienced on eastern regional. Satisfied, but seeks advancement. Box 245, BROADCASTING.

Schools



STATION MANAGERS!

Need Trained Personnel?

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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, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Learn broadcasting and continuity writing under studio conditions with topflight instructors. Free placement service. Enroll evening classes now. Veteran approved. Next fulltime day class starts June Seventh. Limited enrollment. Insure your priority by applying at once. Pathfinder School of Radio Broadcasting, Kansas City, Missouri.

Employment Service

Urgent! Technicians to announce (experience unnecessary). "Personality" disc jockeys-baritone announcers. Radio Employment Bureau, Box 413, Philadelphia.

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RADIO - TELEVISION
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The Best Available
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For Sale

MIDWEST FULLTIME LOCAL

Here is a splendid opportunity for an individual or partners to acquire an attractive fulltime facility located in a very desirable medium-sized market that is far above the average. Station now making money under absentee ownership but gross and net can be increased by a capable resident owner. Price \$62,500. Financing arranged. Write exclusive representatives

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DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Building - Central 1177

SAN FRANCISCO
Ray W. Hamilton
225 Montgomery St. - Embarcadero 2-5672

45% interest in midwestern network station. Or will consider trading this interest for another station. Box 88, BROADCASTING.

For sale—5000 watt Western Electric 5-C transmitter with two sets of tubes and two new style crystal oscillator units. Spare armatures for all generators. Will meet FCC standards. Pushbutton power change to 1 kw output. Western Electric 1-A (converted) frequency monitor. FCC approved. General Radio 731-A modulation monitor. FCC approved. Western Electric 110-A compressor. RCA 40-C line amplifier. Two RCA 41-B preamplifiers. Two ERPI turntables. The above equipment is in excellent working order. Box 114, BROADCASTING.

Two 200 ft. Ideco and one 155 ft. Blaw-Knox square tapered insulated towers. Excellent FM antenna supports. Available about June 15. Make offer. Contact KLO, Ogden, Utah.

1000 watt Western Electric Type 353E1 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.

Nonroyalty Audio Antique Music Box favorites. Six separate minute plays. \$3. Custom Recordings, Box 1047, Hartford, Conn.

Used Presto portable recorder. In good condition. Type 6-N with model 85-A recording amplifier. \$500. Write Manager, KRIC, Beaumont, Texas.

Complete Presto recording and playback console—includes 2 Presto 6-N recorders; Audax reproducers; 4 channel console, VU meter; preamps; cutting amp. and power supplies. Priced for quick sale. Box 237, BROADCASTING.

Two WE 1300-A reproducer sets, complete with arms, heads, filters and switches. Two spare 9-A reproducers and one spare KS-3386 equalizer and cable assembly with 171A coil. Equipment used, but in perfect condition. WIBW, Topeka, Kansas.

For sale ten 1000-R Isolantite right angle boxes for 2½" Coax line. WHAS, Louisville.

For sale—50 kw RCA 1050-B water-cooled transmitter with facilities for AC filament supply. Many spares. In good operating condition. For further information write to Herman Taylor, Travelers Broadcasting 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)

ically, it disclosed. In Oklahoma City, the *Times* and *Oklahoman* recently started a column and KSWO Lawton, an ABC affiliate, said it was planning to buy space for a Sunday radio feature.

The Central Division publicity chief said that in most instances where newspapers were affiliated with stations, chances of garnering space are "better than average" though they don't have regular radio columns. Citing Springfield, Ill., where ABC's WCVS is tied in with the *State Journal* and *State Register*, he stated: "It is found that when we move shows into this city . . . the station aids greatly in helping place the copy with the managing editor or city editor, but in order to get across . . . strictly publicity copy, the management of the station buys a full page each Sunday . . ."

Chicago and Peoria are the standout cities in Illinois with respect to use of radio publicity copy. In the former, all newspapers but the *Herald-American* carry daily radio columns. None is affiliated with ABC stations.

'Journal' Outstanding

The standout paper for radio in Wisconsin is the *Milwaukee Journal*, which devotes considerable space on Sunday to radio. A daily column was dropped, however, some time ago. Papers in other cities carry only listings or program highlights.

The situation in New Orleans, home of the *Times Picayune* and *N. O. States*, has improved vastly in four months. Daily columns now are used, though consisting mostly of highlights.

The most sizable play given to radio in the Twin Cities appears in the *Minneapolis Tribune*.

The *Indianapolis News*, *Birmingham Age Herald* and *Des Moines Register & Tribune* cover the medium with daily radio columns.

" . . . In my opinion," Mr. Henry said, "radio news and radio listings should not be put on a commercial basis as far as newspapers are concerned, but should be accepted as part of the public service done by the newspaper itself as well as the radio station . . ."

Wanted to Buy

C. P. Immediate cash. Prompt action. AM unit unstated or incomplete. Expedite by giving details first letter. Box 148, BROADCASTING.

Desire to purchase AM station or part interest therein. Send complete details with initial reply. Box 150, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS BUYERS! SELLERS!

List With Us

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FM TECHNICAL PHASES COVERED IN NEW BOOK

FREQUENCY MODULATION Volume I, edited by Alfred N. Goldsmith, Arthur F. Van Dyck, Robert S. Burnap, Edward T. Dickey and George M. K. Baker, RCA Review, RCA Labs. Division, Princeton, N. J., 515 pp. \$2.50.

THE SEVENTH volume of the RCA technical book series and the first on FM, *Frequency Modulation Volume I*, is a compilation of technical papers by RCA and associated engineers. The papers cover the period 1936-1947 and are presented in four sections: general, transmission, reception and miscellaneous.

The papers are as presented in the *RCA Review*, the quarterly technical review of RCA, and republished from other technical journals and magazines. *RCA Review* is published by the RCA Labs Division, Princeton, N. J., under supervision of George M. K. Baker.

Each of the sections in the book includes papers reprinted in full as well as several reproduced in summary form. Original publication data is indicated in each case. Additional sources of reference include an FM bibliography and a list of papers on FM station placement and field survey techniques.

In the preface to the book it is stated, "*Frequency Modulation Volume I* is being published for scientists, engineers and others interested in frequency modulation with the sincere hope that the material here assembled may help to speed developments and enable frequency modulation to find its true place among companion arts and services."

MPPA Rejects Screen Guild Demands for TV

MOTION PICTURE Producers Assn. has rejected two demands of the Screen Actors Guild relative to television. One seeks clause which would preclude use for video of films produced for theatre exhibition.

SAG feels that if musicians are entitled to such coverage, so are actors until system of compensation for extra showing is evolved. Second demand concerns right of actor to perform in other media such as aural radio and television and retain fees paid for such services.

Hudson Claims Listener Holds A Responsibility

THE RADIO LISTENER has a direct responsibility for what is broadcast, Robert B. Hudson, CBS director of education and opinion programs, told the New York City Federation of Women's Clubs April 5.

Mr. Hudson pointed out that radio brings students into the stream of world events far beyond the power of the school. He said that greater discrimination is inculcated in children and adults radioprogramming will be improved.

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.

KFJM Grand Forks, N. D.—Same.

WCAR Pontiac, Mich.—Granted renewal of license for period ending May 1, 1951.

Following stations were granted renewal of licenses for period ending May 1, 1951: **KAMQ** Amarillo, Tex.; **KGA** Spokane, Wash.; **KGDM** Stockton, Calif.; **KLOK** San Jose, Calif.; **KOCS** Ontario, Calif.; **KOMA** Oklahoma City; **KPMC** Bakersfield, Calif.; **KRLD** Dallas; **KSMO** San Mateo, Calif.; **KTIM** San Rafael, Calif.; **WALT** Tampa; **WCMW** Canton, Ohio; **WCRA** Birmingham, Ill.; **WEWO** Laurinburg, N. C.; **WGPA** Bethlehem, Pa.; **WHFB** Benton Harbor, Mich.; **WHOO** Orlando, Fla.; **WHPE** High Point, N. C.; **WKMH** Dearborn, Mich.; **WLAC** Nashville; **WLBH** Mattoon, Ill.; **WMBI** Chicago; **WYAR** Norristown, Pa.; **WOWO** Ft. Wayne, Ind.; **WPAG** Ann Arbor; **WPGH** Pittsburgh; **WQXR** (and aux.) New York; **WSCR** Scranton; **WSFT** Thomaston, Ga.; **WSDI** Essex, Md.; **WWGP** Sanford, N. C.; **WZIP** Covington, Ky.

Assignment of License

KILO Grand Forks, N. D.—Granted consent to assignment of license from Dalton LeMasurier to Grand Forks Herald Inc., for \$180,000, on cond. that assignee relinquish CP for KVNW Grand Forks.

WNEL San Juan, P. R.—Granted assignment of license of WNEL to corporation in which present licensee will hold 96.2%.

Assignment of Permit

KFSA Fort Smith, Ark.—Granted voluntary assignment of permit for Class B FM station to Southwestern Pub. Co., owned by assignor and family.

Assignment of License

KNAF Fredericksburg, Tex.—Granted assignment of license from partnership to corporation 80% owned by assignor partners, Walter T. McKay and Arthur Stehling, and 20% interest owned by Gerald P. Fisher.

Transfer of Control

WHOD Homestead, Pa.—Granted voluntary transfer of control of permittee from original stockholders to group of original and new stockholders no one of which will hold majority interest.

Assignment of License

WOOD Grand Rapids, Mich.—Granted assignment of license of WOOD to Grandwood Bestg. Co.

Hearing Designated

Radio New Orleans Inc., New Orleans, La.—Designated for hearing application for new station 1400 kc 250 w unli.; made **WLCS** Baton Rouge, La., party to proceeding.

AM—1400 kc

North Plains Bestg. Co., Perryton, Tex.—Granted CP new station 1400 kc 250 w unli.

Hearing Designated

KANA Anaconda, Mont.—Designated for hearing application for CP change frequency from 1230 kc to 930 kc, increase 250 w unli. to 2½ kw-N, 5 kw-LS, DA-2, install DA-DN.

AM—1440 kc

Family Broadcasting Corp., Minneapolis—Granted CP new station 1440 kc 5 kw D; engineering cond.

AM—900 kc

Northwestern Theological Seminary and **Bible Training School**, Minneapolis—Granted petition to remove from hearing docket and granted application for new standard station 900 kc 1 kw D, cond., and cond. grant for Class B FM station, proposed assignment Channel 290, 105.9 mc.

Grant Set Aside

WFRL Freeport, Ill.—Adopted memorandum opinion and order granting petition of **WFRL** requesting reconsideration of Commission action of Nov. 28, 1947, granting application of **West Allis** Bestg. Co. for new station in West Allis, Wis.; set aside said grant to **West Allis**, and designated application for hearing; made **WFRL** party to proceeding.

Petition Granted

WATK Antigo, Wis.—Granted petition to waive Sec. 3.30(a) to permit identification of **WATK** as Antigo, Wis., station, studio thereof being located outside city limits.

WOOK Silver Spring, Md.—Granted license to cover CP for AM station.

Pacific Foundation, Richmond, Calif.—Denied petition requesting Commission review May 16, 1947, action of motion commissioner denying petition for leave to amend application and reopen record to show revised balance sheet.

Extension Granted

WENR-TV Chicago—Granted extension of completion date of new TV station to Sept. 1 (Comr. Jones for hearing).

KGO-TV San Francisco—Granted extension of completion date of new TV station to Dec. 31.

WDTV Pittsburgh—Granted extension of completion date of new TV station to Sept. 14.

WAAF-FM Chicago—Granted 3 mo. extension of time to complete construction.

Pulitzer Pub. Co., St. Louis—Granted 3 mo. extension of time to complete construction of Class B FM station.

Petition Denied

WHIT-FM New Bern, N. C.—Adopted order denying petition requesting that Commission permit deferral for period of one year of such further action as may be required of petitioner in connection with its CP for Class B FM station at New Bern.

WBSM New Bedford, Mass.—Adopted memorandum opinion and order denying petition for reconsideration directed against Commission's action of Feb. 26, 1948, granting petitioner's application for extension of time in which to complete construction of FM station on cond. that station commence interim operation within 90 days.

FM CPs Vacated

WOLF-FM Syracuse, N. Y.—Granted request to vacate CP for Class B FM station and dismissed application.

WMJT Green Bay, Wis.—Granted request to vacate CP for Class B FM station and dismissed application.

WESX-FM Salem, Mass.—Granted request to vacate CP for Class A FM station and dismissed application.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

WDSM Superior, Wis.—Continued hearing on application from April 14 to May 3.

Civic Bestg. Inc., Cleveland—Denied petition requesting that issue designated for hearing in consolidated proceeding on applications of **WLEU**, et al. be enlarged to include determination of whether frequency 1260 kc with 5 kw-D, 1 kw-N, unli. should be used at Erie, Pa., with specific DA-D proposed by petitioner.

Grand Haven Bestg. Co., Grand Haven, Mich.—Granted petition to continue further hearing on its application and **WMUS**; continued from April 19 to May 6.

On FCC actions on motions report dated April 9, item on **WLOW** Norfolk and **Radio Television** of Baltimore Inc. should have read as follows:

WLOW Norfolk, Va.—Granted petition requesting extension of time from April 8 to May 8, within which to file exceptions to proposed decision adopted March 19 in re applications of **Radio Television** of Baltimore Inc., Baltimore, and **WLOW**.

April 15 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Haleyville Bestg. Co., Haleyville, Ala.—CP new standard station 1230 kc 250 w unli.

AM—1330 kc

John A. Bohn, Martinez, Calif.—CP new standard station 1330 kc 500 w D.

License for CP

KUJ Walla Walla, Wash.—License to cover CP increase power, etc.

Modification of CP

WHMB Washington, D. C.—Mod. CP new FM station for extension of completion date.

KRPO San Jose, Calif.—Same.

License for CP

KVEC-FM San Luis Obispo, Calif.—License to cover CP new FM station.

Modification of CP

WGES-FM Chicago—Mod. CP new FM station for extension of completion date.

WGNB Chicago—Mod. CP new FM station to change ERP to 40 kw, change ant. height above average terrain from 490 ft. to 506 ft.

3 New AM Grants; Hearing on WETA

THREE NEW standard stations, including two daytime-only outlets for Minneapolis and a fulltime station for Perryton, Tex., were au-

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,642 licensed, 347 construction permits, 286 applications in pending file, 326 applications in hearing; FM—120 licensed, 149 conditional grants, 757 CPs (of which 350 are on air under special temporary authority) 64 applications pending, 40 applications in hearing; television—seven licensed, 86 CPs (of which 14 are on air), 199 applications pending of which 120 are in hearing.

WCMI-FM Ashland, Ky.—Mod. CP new FM station for extension of completion date.

WITH-FM Baltimore—Same.

WRAB-FM Atlantic City, N. J.—Same.

License for CP

WFMO Jersey City, N. J.—License to cover CP new FM station.

Modification of CP

WSLE-FM Ogdensburg, N. Y.—Mod. CP new FM station for extension of completion date.

WJAS-FM Pittsburgh—Mod. CP new FM station to change ERP from 20 kw to 24 kw, ant. height above average terrain from 500 ft. to 471 ft.

KREL-FM Goose Creek, Tex.—Mod. CP new FM station for extension of completion date.

TV—54-60 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. 0.639 kw unli.

TV—76-82 mc

WHEB Inc., Portsmouth, N. H.—CP new commercial television station on Channel 5, 76-82 mc, vis. 27.5 kw, aur. 14.5 kw unli.

TV—186-192 mc

Patroon Bestg. Co. Inc., Albany, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 29.6 kw, aur. 14.8 kw unli.

Van Curier Bestg. Corp., Albany, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 8 kw, aur. 5 kw unli.

TV—54-60 mc

Fisher's Blend Station Inc., Seattle, Wash.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 16.7 kw, aur. 8.35 kw unli.

TV—82-88 mc

Kapital City Bestg. Co., Milwaukee—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.797 kw, aur. 0.946 kw unli.

WEST Inc., Milwaukee—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.84 kw, aur. 8.8 kw unli.

TENDERED FOR FILING

Transfer of Control

KTEN and **KWFA** Wichita Falls, Tex.—Consent to transfer of control of CPs to M. B. Hanks and Houston Hart, trustees. Contingent on KTRN assignment of CP.

Assignment of CP

KTRN Wichita Falls, Tex.—Consent to assignment of CP for FM station to **Texoma Bestg. Co.**

AM—1290 kc

Logan Bestg. Corp., Logan, W. Va.—CP new standard station 1290 kc 1 kw-N 5 kw-D unli. DA-1.

FM—104.9 mc

Earl W. Fessler, Madison, Wis.—CP new Class A FM station on Channel 285, 104.9 mc.

thorized last Thursday by FCC.

At the same time the Commission set aside an earlier grant to **WETA** West Allis, Wis., and designated the application for hearing with **WFRL** Freeport, Ill., made party to the proceeding.

New Authorizations:

Perryton, Tex.—North Plains Broadcast Co., 1400 kc, 250 w, unli. Co-partnership: Van W. Stewart, publisher Ochiltree County Herald; Carl Ellis, president First National Bank and owner Ellis Grain Co., and F. B. Sumpter, in real estate and insurance business.

Minneapolis—Family Broadcasting Corp., 1440 kc, 5 kw, daytime. Grantee is owned 60% by Christian Business Men's Committee of Minneapolis Inc., non-denominational charitable and service group, and 40% by Lee Whiting, former manager **WBOY** that city and now with Lloyd William Nelson Adv., who is to be general manager.

Minneapolis—Northwestern Theological Seminary and Bible Training School, 900 kc, 1 kw, daytime. Conditional grant for Class B FM outlet on Channel 290 (105.9 mc) was issued simultaneously. Religious training institute is headed by Dr. W. B. Riley, president, Station is to be noncommercial.

FCC Authorizes

(Continued from page 66)

casting Co., Class B, proposed Channel 222 (92.3 mc). Grantee is owner AM station **WVWV** Fairmont.

Gainesville, Fla.—U. of Florida, Class B, proposed Channel 281 (104.1 mc). Grantee is licensee **WRUF** that city.

FM CPs have been issued to following; power is effective radiated power, antenna height is above average terrain.

WBEY Coastal Bestg. Co. Inc., Bay Shore, N. Y.—Class A, 107.1 mc (Channel 296), 250 w, 470 ft.

WIOC Robert P. O'Bannon, Corydon, Ind.—Class A, 92.1 mc (No. 221), 750 w, 105 ft.

Northwest Georgia Bestg. Co., Gainesville, Ga.—Class A, 103.9 mc (No. 280), 300 w, 255 ft.

KVOM Madera Bestg. Co., Madera, Calif.—Class A, 103.9 mc (No. 280), 260 w, 170 ft.

KAIR Laredo Bestg. Co., Laredo, Tex.—Class B, 96.5 mc (No. 243), 31 kw, 240 ft.

WLCS-FM Air Waves Inc., Baton Rouge, La.—Class B, 101.1 mc (No. 286), 3 kw, 380 ft.

WIPR-FM Puerto Rico Communications Authority, Rio Piedras, P.R.—Class B, 92.3 mc (No. 222), 10 kw, 2300 ft.

KSBF-FM Southwest Iowa Bestg. Co., Creston, Iowa—Class B, 107.3 mc (No. 298), 9.4 kw, 330 ft.

KUGC The Gate City Co., Keokuk, Iowa—Class B, 98.5 mc (No. 253), 22 kw, 230 ft.

WRXS Radio Springfield Inc., Springfield, Ill.—Class B, 104.5 mc (No. 283), 15 kw, 275 ft.

WREC-FM Hoyt B. Wooten tr/as **WREC** Bestg. Co., Memphis, Tenn.—Class B, 102.7 mc (No. 274), 4.6 kw, 235 ft.

Following have been authorized CPs in lieu of previous conditions:

WCFC Beckley Newspapers Corp., Beckley, W. Va.—Class B, 101.3 mc (No. 287), 31 kw, 430 ft.

KTEM-FM Bell Bestg. Co. Inc., Temple, Tex.—Class B, 107.5 mc (No. 298), 1.9 kw, 500 ft.

WBRL Baton Rouge Bestg. Co. Inc., Baton Rouge, La.—Class B, 98.1 mc (No. 251), 15 kw, 470 ft.

WBML-FM Middle Georgia Bestg. Co., Macon, Ga.—Class B, 100.7 mc (No. 264), 50 kw, 260 ft.

WHDH-FM Matheson Radio Co. Inc., Boston—Class B, 94.5 mc (No. 233), 20 kw, 455 ft.

KOMO-FM Fisher's Blend Station Inc., Seattle, Wash.—Class B, 98.9 mc (No. 255), 14.4 kw, 445 ft.

WJOB-FM South Shore Bestg. Corp., Hammond, Ind.—Class B, 92.3 mc (No. 222), 20 kw, 390 ft.

WROK-FM Rockford Bestrs. Inc., Rockford, Ill.—Class B, 97.5 mc (No. 248), 17 kw, 100 ft.

At Deadline ...

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 out of order and should be denied in view of 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 18.5 kw at 733 ft, boosting from presently 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 (186-192 mc) sought by Meredith Pub. Co. in application filed Friday at FCC [CLOSED CIRCUIT, April 5]. 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 5]. Formerly in Justice Dept., she has held FCC secretarial position past three years.

DANBURY MONOPLY CHARGED IN FCC PETITION

PETITION filed with FCC charging that Danbury (Conn.) *News-Times*, only local newspaper, has refused to accept advertising from users of new WLAD Danbury, only local AM station. Charge of "monopolistic practices" was made by Berkshire Broadcasting Corp., permittee of WLAD and WLAD-FM, in seeking withdrawal of FM grant to Fairfield Broadcasting Co., whose chief owners (Frank H. Lee Jr. and James B. Lee, of Lee hat manufacturing firm) have interests in *News-Times*.

WLAD, 250-w daytimer on 800 kc, also asked FCC to reopen record on pending Fairfield application for AM station on 550 kc with 1 kw day, 500 w night. Petition, filed by Philip M. Baker of Baker & Thompson, Washington law firm, said "the situation is aggravated" because Lee family exerts "a powerful economic influence over the lives and fortunes of many of the residents of Danbury."

REBUTTAL BY CLEARS

PROPOSERS of clear channels to present four rebuttal witnesses in today's (Monday) wind-up of Senate Interstate Commerce Committee hearings on Johnson Bill (S-2231) to break down clear channels and limit power to 50 kw, it was reported Friday (earlier story, page 23). Rebuttal plans of bill's proponents not indicated. To speak for clear channels and higher power, witnesses against bill will be: Col. John H. Dewitt Jr., president of WSM Nashville and engineering director of Clear Channel Broadcasting Service; Victor A. Sholis, director of WHAS Louisville and of CCBS; Louis G. Caldwell, CCBS counsel; Ralph W. Hardy, KSL Salt Lake City.

NAB CODE OMISSION

OMISSION of three words from its official text of proposed Standards of Practice, published March 29, announced Friday by NAB. Words "excluding station breaks" were omitted from sentence under time standards which limits multiple sponsorship programs to maximum of three minutes advertising per 15-minute segment. By implication the time standards excluded station breaks from multiple sponsorship programs despite omission of three words.

JUDGES CRITICIZE RADIO

LAX divorce laws and broadcasts cited as two major factors contributing to juvenile crime by National Council of Juvenile Court Judges, meeting in Atlantic City. Many broadcasts emphasize crime and violence, council resolution said, with serials and court episodes conveying harmful ideas to children. Proposed NAB Standards of Practice outlaw such programming.

CONVENTION PARTY LIMITS

NO ORGANIZED parties to be allowed in guest rooms during NAB convention, Baltimore Hotel informed association Friday. Entertainment and exhibit rooms available on second floor for parties. NAB explained Los Angeles hotel restriction will not interfere with small informal gatherings in guest rooms.

RCA TO DOUBLE OUTPUT OF CATHODE TUBE PLANT

RCA Tube Dept. to double capacity of cathode tube plant at Lancaster, Pa. Contract awarded Friday for new building in which TV tube will be produced, including new 16-inch tube. New building to be ready by mid-summer. RCA now making more than one TV tube per minute.

RCA announced development of new "flying spot" tube (RCA-5WP15) said to permit telecasting station call letters, picture material or test patterns from easily interchangeable film slides or opaque material.

RDG N. Y. NOMINEES

LESTER O'KEEFE and Robert Lewis Shayor nominated for president of New York local Radio Directors Guild, to be voted on at May 3 meeting. Other nominees: For vice president Tom Bennett and Mitchell Grayson; for secretary, Charles Powers and Maurice Robinson for treasurer, Ernest Ricca and Norman Sweetser; for councilor-at-large, two to be chosen, Perry Lafferty, Don Gillis, William Sweets, Frank Telford, Betty Todd; council television representatives, Charles Polachiel and Frances Buss.

LONG-DISTANCE TV RECEPTION

"EXCELLENT reception" of New York television shows at distance of 143 air mile reported by U. S. Television Mfg. Corp. USF quoted telegram from Rhode Island Television Co., announcing reception in Providence of projection set of programs originating on several New York video channels.

JOINS DEMOCRATIC STAFF

WALLACE GADE, recently chief of radio division of Veterans of Foreign Wars, Washington, D. C., appointed assistant to Kenneth Fry, Democratic National Committee radio director. He joined VFW staff in 1946, after three years' Navy service. Before war he was at Northwest stations.

Closed Circuit

(Continued from page 4)

consider proposal of Mike Hanna, general manager of its AM station WHCU, for TV outlet in Ithaca, tied into campus curriculum but operated on strict commercial basis. Rub is FCC allocations don't provide for Ithaca outlet.

CHICAGO'S La Salle street betting SEC will broaden regulations as result of interest in televised annual reports. After Union Oil Co. of California presented documentary film Tuesday night over WBKB Chicago and stations in eight other cities, one Chicago financier pointed out such programs could be harmful if sponsored by unscrupulous market riggers, or struggling corporations.

WARNER BROS. has placed television operations in Hollywood under theatre department. Shift causes speculation company moving in direction of theatre television rather than station operation. On the latter, it appears studio will hold for commercial color.

INDICATIONS at Ottawa are that Parliamentary Radio Committee will sit this summer to review activities of Canadian Broadcasting Corp., and hear presentations of the Canadian Assn. of Broadcasters regarding independent licensing and regulatory body.

Now . . .

HIGHER TOWER GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

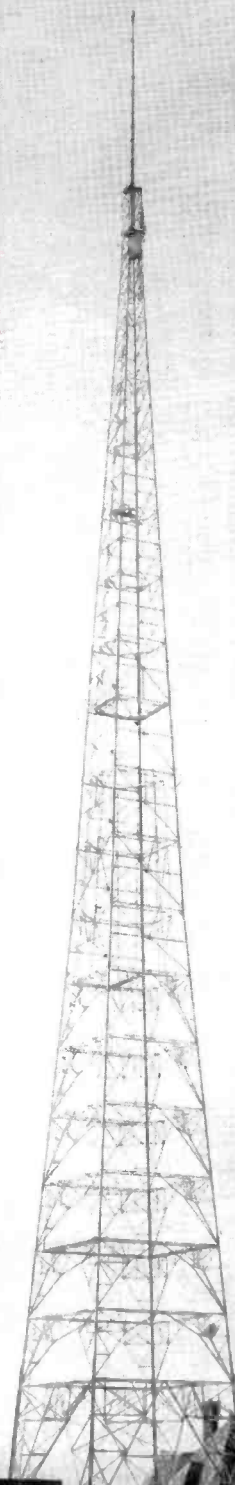
With the completion of the new \$600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius . . . an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, 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.



WLWT
CINCINNATI

Crosley Broadcasting Corporation

TELEVISION SERVICE OF THE NATION'S STATION

TWO GREAT NEW PROGRAM IDEAS

"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.

"Mutual Newsreel" has been acclaimed by press and listeners.

Variety: "punchy, dramatic, authentic... real life vignettes."

Chicago Tribune: "the listener feels he was there when the news broke."

New York Times: "a true realization of radio's journalistic potential."

"Mutual Newsreel" is the only program which covers all the news 24 hours a day and presents it to the listener condensed and organized—for 15 minutes each night, Monday through Friday. Newsreel presents a complete picture of the news by the men and women who make the news.

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 Heatter)—watch it build in importance and rating. Build your business with it.

TYPICAL OF THE NAMES ON RECENT BROADCASTS:

Clement Atlee
Warren Austin
Bernard Baruch
Sen. Styles Bridges
Gen. Omar Bradley
Archbishop of Canterbury
Winston Churchill
Att. Gen. Clark
Sir Stafford Cripps
Dwight Eisenhower
Sen. Homer Ferguson
Henry Ford, II
Mohandas K. Gandhi
George VI
Andrei Gromyko
Herbert Hoover
Bob Hope
Rep. Leo Isacson
John L. Lewis
Joe Louis
Secretary Marshall
Jan Masaryk
Pope Pius XII
Mrs. Eleanor Roosevelt
Robert A. Taft
Henry Wallace
Queen Wilhelmina

"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.



Mutual Broadcasting System