AND PEOPLE, Dear Reader—34,057,161 people, 1/4 of the nation—can hear WOR!

There are more people in WOR’s regular listening area than in the area of any other station in the land. People with $35,249,682,000 to spend every year.

If you want to barter your product or service in exchange for a lot of their money, you’d better call WOR pronto and say, “Look, I want some of that time of yours at the very low cost for which it sells. You see, I want action fast in 430 counties in 18 states.”

And does WOR get action? Listen: One man who makes a product that bucks some of the stiffest competition in the land bought WOR for one day a week; one day, mind you. One announcement sold 5,000 units of his product in 2 days—and WOR was the only advertising used! 21 announcements sent 5,000 people into this man’s stores for a free picture offer and 90% of the people made cash purchases.

That, sir, is a sample of what WOR can do for you.

WOR
... heard by the most people
where the most people are
Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS.

Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harem Night Club, Ben Tucker Hudson Bay Fur Co., Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co., as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them.

No wonder we say it's a hit!

In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.
The **Local Appeal**

has more sales impact

Local interests are best served by local enterprise. That applies equally to sources of supply, public utilities, public service, — and media for reaching the people. The home-town radio station is an essential part of this picture — both for the resident and the advertiser trying to reach him. It is close, it is friendly, it is the direct radio-way to the local area it serves.

New England people listen to their local stations. They receive the big shows, the regional entertainment and their own local features — without dialing outside — all there on the Yankee home-town station.

Yankee's 23 home-town stations take you everywhere in New England — reach 89.4% of the radio homes — give you direct hard-hitting impact in the very markets you select.

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.
MARSCHALK & PRATT, New York, agency for Jesse Marzello, to cut audition records of Jinx Falkenburg and Tex McCrary for possible network sponsorship.

SULPHURIC baths and beverages at Homestead Hotel in Hot Springs, isolated Virginia mountain resort, may be augmented by sulphuric oratory when NAB board holds next code meeting. NAB expected any day to announce selection of Feb. 18-20 as date of meeting.

NEWEST NAB code idea is "codified" revision for membership. It would consist of matched new-and-old paragraphs so changes can be studied easily prior to final board action.

NAB has turned over to BMB its annual yearend task of determining set ownership figures for nation. Set data are based on U. S. Census Bureau calculations and predictions reached on scientific basis.

LINGERING DOUBTS about objective of left wingers who spawned FCC's Blue Book and assaults on American radio will be dispelled with upcoming publication in *Ladies Home Journal* of bylined piece by Jerome Spingarn, ex-FCC staffer now identified with Idaho's cowboy liberal Sen. Glen H. Taylor. Article will urge that government acquire an existing network, or establish government system which would set standards by which American radio should be operated.

AGITATION over Durr-FBI incident (see page 15) is expected to bring to light disclosures that FBI reported to FCC several years ago applicant for new station in important midwest community was known to FBI as Communist card holder. (P.S.—Individual now has both AM and FM station, having procured them without hearing and is applicant for additional stations.)

THERE's revived speculation FCC may soon extend FM and/or TV license terms beyond present one-year limit. Without expressly ruling that possibility out, however, FCC authorities feel next development more likely to be staggering of FM license expiration dates (as in AM), so all won't fall due May 1, as now.

TRANSCRIPTION and program exhibitors will be able to audition as well as display wares at NAB Los Angeles convention. They will be assigned suites in Biltmore. "Silent" exhibition at Atlantic City still sore subject with them. Heavy equipment firms to share exhibition space on lower floor on cooperative basis.

INSIDE OBSERVERS wouldn't be surprised if threats of North American "ether war" developed as result of unconscionable demands (Continued on page 94)

**Upcoming**

Dec. 8: General Mobile Hearing, FCC Hqrs., Washington.


(Other Upcomings on page 85)

**Bulletins**

PLANS to rshw televised proceedings of GOP and Democratic conventions in Commercial Museum, Philadelphia, so 25,000 can watch discussions will be made at meeting of Mayor Bernard Samuel's Radio & Television Committee. Chairman is Roger W. Clipp, general manager of Inquirer stations. Present were representatives for Phileo, Emerson, RCA-Victor, Parnsworth, Westinghouse, Crosby, Pilot, Motorola, Elliott Lewis and General Electric. Representatives of political parties attended.

ARMSTRONG MEDAL for 1947 awarded to John V. L. Hogan, president of Radio Inventions Inc., at annual banquet of Radio Clubs of America in New York Friday night. Medal for 1946, when no award made, given posthumously to Charles Stuart Ballentine, author of *Radio Telephony for Amateurs*. Radio Club of America, founded in 1909 as ham organization, is now scientific group.

RCA board last week declared 30c dividend on outstanding shares common stock, payable Jan. 21 to stockholders of record Dec. 19. Previous dividend 20c.

FCC COMR. Clifford J. Durr said Friday afternoon he "heartily" endorsed recommendation of Sen. Homer Capehart (R-Ind.) for Congressional investigation of Durr-FBI incident (story page 15). He expressed hope that if one developed it would be "thorough and complete and that not only its findings but its hearings will be public."

He asserted Sen. Capehart apparently "was not furnished full information either as to the 'sequence of events' or the efforts made to explore the 'tips' and 'leads' furnished by the FBI." He added:

He was not, for example, informed of the memorandum from the FBI to the Commission which annotated and prompted Chairman Denny's letter of Nov. 27, 1946, and in which the FBI advised with respect to a group of broadcast applicants: "I thought you would be interested in knowing that an examination of this list reflects that the majority of such applicants are members of the Communist party or have affiliated themselves with the activities of the Communist movement."

Mr. Durr said Congress and public should have "fullest possible information, consistent with national security and safety, about the operations of both the FCC and the FBI" as well as other government bureaus and agencies. He continued:

They should also be fully informed about the extent to which the information FBI is gathering and furnishing to other governmental agencies relates to national security and law enforcement, and the extent to which it relates to the activity of persons engaged in the peaceful advocacy of political, social, and economic philosophies.

If the individuals and organizations named in such reports are guilty of illegal activities, they should be exposed and prosecuted. In any event, they should be informed of the accusations made against them in secret in order that they may answer them in public. Those accused as well as the public are entitled to know whether the accusers are responsible people who know what they are talking about or mere killers and busybodies, speaking things which they ought not."

There has already been too much rumor, suspicion, and "suppression." Let's now have FULL information about the activities of the FBI as well as the FCC, and FULL information about the identity and activities of the "New Deal fellow travellers," as well as about the Communists.

Mr. Durr emphasized he spoke for himself personally and not for FCC or any other member. His colleagues meanwhile kept silent, making no comment on his statement.

**Business Briefly**

MARS CHANGE - Stanley Vainbir, former staff announcer, KIXL Dallas, replaces Lew Valentine Dec. 8 as Mars Candy's Dr. I.Q. (NBC, Mon. 8:30-9 p.m. CST). Mr. Valentine goes to radio production department, Grant Adv., Chicago, Mars agency.


BARBER REPLACEMENT - Red Barber's daily 6:30 p.m. CBS co-op sports show to leave air Jan. 2, replaced by *Lum & Abner* on WCBS New York, musical show on rest of CBS.


PETRILLO TACTICS BRING THREAT OF NEW LAW

JAMES C. PETRILLO'S AFM will be held up as outstanding example of bad union practice in report to be issued by Rep. Carol D. Kearns, (R-Pa.) chairman of subcommittee of Labor Committee. Chairman Fred Hartley (R-N.J.) announced report would point up need for legislation imposing penalties on industry-wide strikes and union "make-work" practices. Hearings will be held in 30 days.

ESTIMATED 70% total dollar volume business done by broadcasters represented by 750 stations signing nine-year renewals with BMI, effective March 11, 1950. Carl Haverlin, BMI president, predicts 90% of dollar volume will be represented in "reasonably short time."

**Welcomes Probe, Durr Tells Capehart**

Page 4 • December 8, 1947
Frankly, here at KCMO, we wondered how soon all our listeners would find us at the “8-Ten Spot”.

With our rise to 50,000 watts daytime non-directional, and 10,000 watts night, we wondered, too, how many NEW listeners we’d gain.

Our mail count from the date of the switch-over, September 9th, tells the story. From the first day it’s been going up—and it’s still rising.

All across the length and breadth of this expanding Mid-America market, folks are tuning in their favorite ABC and KCMO programs “at the 8-Ten Spot”. For coverage that’s economical and complete, it’s KCMO — Kansas City’s most powerful radio station for Mid-America.

KCMO
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
Represented by John E. Pearson Co.
More Advertisers, National and Local, are using KOIL than ever before!

EDWARD PETRY CO., INC. NATIONAL REPRESENTATIVES

*ABC in Omaha and Council Bluffs

CHARLES T. STUART—EXEC. DIR. W. J. NEWENS, MGR.
Meet Jack Gregson, gentlemen. He's the hottest salesman in San Francisco and he's selling millions of dollars' worth of merchandise over KSFO.

Jack's more than a disc jockey, he's the leading radio personality to thousands of Bay Area people who enjoy hearing him ad-lib a commercial as much as they enjoy the records he plays. That's the secret to his amazing sales success... folks just like to hear him talk and they believe in him.

Right now Jack Gregson is selling everything from eggs to appliances. General Electric just signed him to a quarter hour across the board. Crystal Palace Market (largest food emporium in the West) swear he is responsible for some of their greatest sales successes. Regal Pale Beer tested Jack Gregson along with four other stations using a recipe book hook... Gregson outpulled every one by big margins.

Gregson's Disc Jockey Revue is on the air 3½ hours every day.

Wire, write or get in touch with KSFO's representatives, the Bolling Company. Put the hottest salesman in town on your sales staff!

Meet the hottest salesman in town.
The Lux Radio Theatre
(now in its 18th year on CBS)
averages more listeners to each broadcast
than any other program in Radio.

The Philharmonic-Symphony broadcasts
(in their 18th year on CBS)
are heard by more people each season
than have ever voted for any
President of the United States!

And consistently, CBS presents more
major new Radio programs, and
more major new Radio personalities,
to the American people than
any other network.

Why 99,000,000 people
gather every week...

AT CBS!
These are three of the 27,253 reasons why nearly a hundred million men, women and children (over 10 years old) in every corner of the nation listen each week to CBS.

For there are 27,253 individual CBS broadcasts a year: a consistent week-in, week-out pattern of top-network programming, spanning the entire range of the best in Radio.

And wholly independent data show that these programs are the most effective in all Radio; gathering audiences for CBS advertisers at less cost than any other network’s programs.

Behind these programs stand the resources of the complete CBS network, including the largest Program Department in all Radio — and the resources of the great companies who so consistently sponsor CBS’s most popular programs, including more of the largest users of Radio than appear on any other network.

But behind these are the American people themselves, who created Radio in this country in their own image; with all the vitality, richness, and criss-crossing patterns of culture, of America itself.

Nowhere else in the world does Radio approach the rich quality of American Radio, which broadcasts many more serious programs and many more popular programs in any week than are heard in other countries in months.

And nowhere else have the people themselves made of Radio such a tremendous social and selling force ... still growing!

Comprehensive studies show that the average U.S. Radio family is listening more in 1947 than in any previous year: 4.6 hours a day, for a total of 165,000,000 family-hours of daily family listening in America.

They listen ... , and in survey after survey the American people also vote Radio their first preference in entertainment, and their first source of news.

How they judge CBS programs is shown simply and conclusively.

For 99,000,000 people now gather every week at CBS — more people than ever before in CBS history — to get the latest news and laughter, music and drama, ideas and goods.

And whether you measure their listening to “average” programs, or to “top” programs alone, you find that CBS today delivers larger audiences to its advertisers, for each dollar invested, than any other network.
Feature of the Week

WMAR-TV's station wagon, mobile unit and auxiliary equipment tender.

** * * **

After a little over a month of operation, WMAR-TV, Baltimore Sunpapers' television station, has chalked up an enviable record. Thanks to the ingenuity of its programming staff and the mobility of its remote crews, the station has been going full steam ahead on special programs—well sponsored—as well as on full sports coverage that would tax the facilities of a station twice its size.

A major percentage of remote pickups by the mobile unit are sponsored. The Navy-Georgia Tech football game was sponsored by a Crosley radio and television distributor; the Navy-Penn State game by a distributor of Emerson radios. Baltimore City College Polytechnic Institute game on Thanksgiving was sponsored by Philco and Stewart's department store. The Hub department store sponsored the first day's racing telecast from Pimlico. Wrestling is sponsored each week by Gunther Brewing Co., and professional basketball by National Brewing Co.

During WMAR-TV's first 14 days of operation, the station televised two races daily from the Pimlico race track, including one fed to NBC. This was in addition to the wrestling, basketball and civic events telecast during the evenings.

Under sponsorship of Equitable Trust Co. of Baltimore, WMAR-TV televised the Freedom Train, its personnel, many of the documents exhibited, and several of those visiting the train.

WMAR-TV's mobile unit is in a bus body rebuilt according to designs by Chief Engineer Carlton G. Nopper. It has a tender to carry (Continued on page 80)

Sellers of Sales

Four bells and 23 orchids conspired on Nov. 10 to make advertising news for Lenore Sanders, timebuyer for National Export Advertising Service, New York. The bells came from Jimmie Fidler of the Three Sanders had just placed on KULA Honolulu for her client, Carter Product's Arrid deodorant. The orchids were the token of appreciation sent by Frank V. Webb, general manager of the outlet on which the program had been spotlighted.

And bells and orchids probably could not have found a more worthy recipient. Young, attractive and intelligent Miss Sanders has attended more colleges than a losing football coach. She received her B.A. degree at Hunter College, majoring in Romance languages. Then she switched to the U. of Wisconsin where she achieved her M.A. in Latin American relations. After that it was Duke U. topped off by a finishing job at a business school for Spanish stenography.

At that point Lenore apparently had amassed enough distinction to answer a blind ad in the New York Times. The ad led to a job as a Spanish-speaking secretary for the Pan American Broadcasting Co., station representative. Three years later when the war broke out she took over the management of the firm while the owner, Gene Bernald, was in the army. Upon his return, she moved to Freemantle Overseas Radio, in charge of the Latin American division. It was in March 1947 that Lenore came to her present job as radio timebuyer for National Export Adv. Service. Here she has progressed to the point where she now buys all the export radio time for Lambert Pharmacal, Lever Bros., Quaker Oats Co., Carters Products, William R. Warner products and Heinz.

Notwithstanding the extent of her duties, Miss Sanders insists that she still has time for golf, piano, tennis, and most recently of course—collecting orchids.
One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.6% of the Audience

FOR RALSTON-PURINA
(12.6 Hooperating at 5:45 p.m.)

The Winter, 1947 Hooper reveals that “Tom Mix,” aired for Ralston-Purina cereals at 5:45 p.m., had 40.6% of the audience and a rating of 12.6 in 14 intermountain cities including Salt Lake City. Here is the Hooper report:

**URBAN AUDIENCE MEASUREMENTS**

Winter, 1947
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Use</th>
<th>Sets In</th>
<th>Rating</th>
<th>Rating</th>
<th>Rating</th>
<th>Rating</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:45 p.m.</td>
<td>31.0</td>
<td>12.6</td>
<td>3.4</td>
<td>4.7</td>
<td>9.6</td>
<td>0.7</td>
<td></td>
</tr>
</tbody>
</table>

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

What the Intermountain Network has done for Ralston-Purina, Intermountain can do for you, too. See Avery-Knodel!

**THE INTERMOUNTAIN NETWORK Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
LISTENING with a
PURPOSE

Stations whose listeners tune "with a purpose" sell more goods.

The appeal of such stations varies from the superficial to the profound. Listeners emotions are that way.

As a part of this pattern, which compels attention, the commercial message is rational. It is in context.

We know that such circumstances—which give a station an "acceptance-plus—" exist in the case of WSAI.

CINCINNATI
WSAI - A.B.C. A Marshall Field Station Avery-Knodel
Far be it from us to play upon the local tastes, the sectionalism that characterizes every part of these otherwise United States. But you know that what sounds good in de Nawth will often get you murdered in de Souf—or even maybe in the East or West! And that’s one of the big reasons for spot-broadcasting.

In Louisville, the top local show on the air is WAVE’s Dixieland orchestra—the Georgia Wildcats—a 12:00 noon to 12:30 live talent jamboree that boasts a 9.1 Hooper*. No, it might not “go” in New York—but that’s what we said in the first paragraph!

Here at F&P, we know a lot about what kind of shows will get you the most for your money in every section, with “Bull’s-Eye Radio”. This knowledge is yours for the asking. How about drawing on it?

*Winter-Spring, 1947

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BEAUMONT KFDM
BOSTON KSH
BUFFALO WGR
CHARLESTON, S. C. WCSC
COLUMBIA, S. C. WIS
CORPHUS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDAM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HONOLULU-HILO KGMB-KHBC
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC-KFRE
LOUISVILLE WAVE
MILWAUKEE WMAW
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
NORFOLK WSH
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND, ORE. KEX
RALEIGH WPTP
ROANOKE WDSJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFRB
TERRE HAUTE WTHI

TELEVISION:
ST. LOUIS KSD-TV

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street

Page 14 • December 8, 1947
Capehart Requests Investigation of Durr

Charges The Attack
On FBI Reports
Is 'Sabotage'

CONGRESSIONAL INVESTIGATION of FCC Commissioner Clifford J. Durr was called for Thursday by an angry member of the Senate Foreign and Interstate Commerce Committee, Senator Homer Capehart (R-Ind.). The Senator charged that Commissioner Durr's attack on the FBI's reports to the FCC was "a brazen effort to subvert the FBI in its lawful duty and responsibility to uncover Communists and other disloyal persons."

"I charge that Mr. Durr was derelict in his duty in NOT making efforts to see that the 'tips' or 'leads' furnished by the FBI were thoroughly explored," the Senator said. "There are many angles to this smelly case that remain to be cleared up if the confidence of the people in the FCC is not to be seriously impaired."

Not only Mr. Durr, but all members of the FCC were included in Senator Capehart's call for an investigation of "the Durr affair." The Senator declared, "I believe that Congress...should make a thorough investigation...An appropriate committee of the Congress should question all members of the FCC, Director J. Edgar Hoover of the FBI, and any other persons who may be able to give pertinent testimony."

Favor Had Subsided
Before the Capehart statement, the incident had been closed as far as the FBI and the FCC were concerned. Relations between the two agencies, temporarily suspended after Mr. Durr's attack, had been resumed. But Commissioners Durr and Jones had engaged in a public dispute over the right of the FBI to furnish FCC with information on prospective applicants.

Acting Chairman Paul Walker of the FCC had sent Mr. Hoover what amounted to a public apology for Durr's attack; expressed the confidence of the FCC in the work of the FBI; and requested resumption of FBI reports to the FCC. Mr. Hoover accepted the letter and declared that FBI reports again would be sent to the Commission.

Mr. Walker's letter follows:

Dear Mr. Hoover:

This is in reference to your letter of November 21, 1947, which we discussed last week. The letter referred to an article by Mr. Marcel Childs pertaining to certain statements of Commissioner Durr concerning the furnishing to the Commission by the Federal Bureau of Investigation of 'unsolicited' reports on individuals connected with radio stations.

Any statement Commissioner Durr made was on his own personal responsi-

bility. He did not discuss the matter in advance with other members of the Commission, and in making the statement he did not purport to be speaking for the Commission. He has himself requested that we make this entirely clear to you.

The Commission has asked me to express its confidence in the Federal Bureau of Investigation and to advise you that it is desirous of receiving from your Department information concerning Durr's report expressing the Commission.

By direction of the Commission:

PAUL A. WALKER,

To date, Commissioner Durr has not backed down on his charges that these reports were based on "gossip, rumor, and non-expert opinion on political, economic or social philosophies," and that they were "unsolicited." Immediately after Commissioner Walker sent the letter to Hoover, Commissioners Durr and Jones issued statements expressing opinions.

While Durr maintained the position he first stated in his Chicago (Continued on page 81)

---

Jimmy Petrillo Wins in a Walk—But He Ran Alone

JAMES CAESAR PETRILLO was winner in Tuesday's balloting for president of Local 10, American Federation of Musicians (Chicago) because he had no opposition. Neither did Carl A. Baumann, Edward A. Benkert, James J. Petrillo (son of James C.), Henry Kainer, and Biasi Miraglia, running for vice president, recording secretary, financial secretary, treasurer, and sergeant-at-arms, respectively.

When No. 10's board of directors prepared the slate shown in the adjoining reproduction, they did so without consulting the rank-and-file of Petrillo's home local. Unlike the United Automobile Workers, who, at their last convention, threw out a majority report of their directors and adopted a minority report, and unlike the printing-press workers, whose officers publish a magazine, the union's, whose official publications reserve space for anti-administration comments, the Chicago union conducts itself in this manner:

When election time approaches, the board submits to the locals (real-

(Continued on page 90)
Rayve Shifting 75% Budget From Network to Local Shows

The 1948 radio plans for Rayve Creme Shampoo contemplate a switch in policy so that instead of expanding into new network time, 75% of the total budget will go into local radio, R. A. Porter, head of the New York office of Roche, Williams & Cleary, which handles the account, revealed last week.

Increased competition in the shampoo field has resulted in this radical switch to emphasize local programs, Mr. Porter explained.

The 1948 campaign will include one-minute musical commercials, and local quarter and half hour programs selected for popularity. Radio time will be backed by four-color, half-page and full-page ads in 15 top-circulation magazines, based on the claim that Rayve Creme Shampoo uncovers new color in the hair and was first Creme shampoo sold in tubes.

The company formerly sponsored two network programs, 'The Sammy Kaye Show and Grand Marques on Bob Burns Dropping Network for Discs

Bob Burns, radio and movie star confirmed in Chicago Dec. 2 reports that he was withdrawing from network radio in favor of transcription.

Mr. Burns said his decision was based on a desire to give radio back to the radio stations and to break away from agency and network domination.

He also said his programs would be produced by Star Transcription Co., New York, as weekly 30-minute open-end transcriptions available for local sponsorship.

Four Post-Season Games To Be Aired by Gillette

Gillette Safety Razor Co., New York, will sponsor four football games on Dec. 27 and New Year's Day on three networks (MBS, ABC, CBS) it was announced last week by J. F. Spanj Jr., president of the firm. Broadcast of the games will be carried on more than 1000 stations throughout the United States.

The first game, the annual Blue-Gray contest, will be carried on Dec. 27 from Montgomery, Ala., on MBS at 7:45 p.m. The other games will be played on New Year's Day. The Orange Bowl game between Georgia Tech and Kansas will be broadcast from Miami on CBS at 1:45 p.m. The Sugar Bowl game between Alabama and the U. of Texas will be on ABC at 2:30 p.m. from New Orleans. The annual East-West All-Star game from San Francisco, starting at 4:45 p.m., will be heard on MBS.

Maxon Inc., New York, is the agency for Gillette Co.

EVERYBODY'S HAPPY, including Comedian Peter Donald (seated, center), as contract is closed for new 5-weekly transcribed program to be sponsored nationally by Stanback Headache Powders. Show will be aired over key regional stations in major markets. Seated (1 to r): Charles Stark, producer and director; Mr. Donald, star of program; John J. Lamers, president of Piedmont Advertising Agency Inc., Salisbury, N. C. Rear: Peggie M. Springstead (1), account executive, Charles Stark Inc., and Larry Surles, radio program advisor for agency.

Taylor Tests

TAYLOR-REED Corp., Glenbrook, Conn., through its agency, St. Georges & Keyes, New York, will begin a test campaign for its Vichy Pastilles, acid-tall tablets, on Jan. 12 in New York. One-minute spot announcements and participation on an unannounced show are scheduled to run for three months on several metropolitan stations. Stanley Keyes is the account executive.

BROWN IS NAMED HEAD OF ANA RADIO GROUP

THOMAS H. BROWN JR. has been named to fill the newly created position of executive head of the Radio Council of the Association of National Advertisers, ANA announced last week.

The position supplements the executive committee which has operated in the Radio Council the past two years to study technicalities in using radio as an advertising medium. The committee includes officials of leading firms using radio. Mr. Brown will now serve as the advisor and councilor on television, programming, time, listener and other problems concerning radio.

Before joining ANA, Mr. Brown was assistant to the president of Dancer-Fitzgerald-Sample Inc., New York, and prior to that time was secretary and general manager of American Home Products Corp., New York, and vice president and general manager of Whitehall Parmaeal Co., New York.

P & G AGENCIES TOLD TO USE BMB SURVEY

PROCTER & GAMBLE CO., largest user of radio time to advertise its various products, has recently instructed its advertising agencies to make full use of BMB audience data in the preparation of station schedules for P & G radio campaigns.

Commenting on BMB, W. W. Ittman, director of media for P & G, said:

"We have found the Broadcast Measurement Bureau reports most useful in our station analysis and in planning our radio advertising. We are unequivocally in favor of the continuance of the BMB principle of tri-partite research. We, of course, hope that as time goes on BMB will develop more and more refined techniques for determining radio coverage, which will be correspondingly more valuable to the advertiser."

Mr. Ittman further stated, "...we want to point out that this statement represents the position of the Procter & Gamble Company on this matter, not simply my attitude or that of any other individual within the company."

Leone Recap Delayed

FORMAL signing of Mickey Rooney to a CBS term contract has been delayed by the need for clearing details with MGM. Filmstar, following a contractual agreement will cut audit platters under supervision of Ernest Martin, the network's Hollywood director of transcontinental programs. No format has yet been selected and more platters owned by Mr. Rooney will not be used. Earliest airing, assuming sponsorship, would be in February following the star's return from England.
Fight Looms on Issue
Formerly Scheduled
To Start Jan. 12

WITH a stormy fight already
looming, FCC last week postponed
the start of another radio
editorializing hearing from Jan.
12 to March 1.

The decision to postpone was an-
ounced Wednesday without ex-
planation, action the Commission
had taken the unusual
step of dispatching letters to 49
organizations and 36 private in-
dividuals asking them to testify
in the hearing or at least submit
their views in writing. The invit-
ations reportedly were issued over
the protests of Comrs. E. K. Jett
and Robert F. Jones.

A score of others already have
indicated their views pro or con,
or, without stating their position,
have told FCC they wish to be
heard. The hearing involves the
question of whether FCC should
relax its “Mayflower” doctrine ban-
nning editorializing by stations.

Extends Filing Date

In postponing the hearing, FCC
extended to Dec. 31 the time in
which other interested persons may
signify their wish to participate.

Such notices of appearance may be
in the form of a letter to the
Commission,” FCC said. They
should show the name of the wit-
ness, the organization represented,
the subject and the stage of the
proceedings will be presented, and the
time required.

Among those invited by FCC
to present their views on the sub-
ject was Charles Slepian, one of the
authors of the much-contro-
tverted FCC Blue Book. Others on
the invitation list included mem-
bers of the Commission on Free-
dom of the Press, the Presi-
dent’s Committee on Civil Rights;
former Senators Burton K. Wheel-
er (D-Mont.) and Robert La-
Follette Jr. (Progressive-Wis.); Sid-
ney Kaye, BMI executive vice
president and general counsel; col-
gage professors, attorneys, and
theologians.

NAB, which under President
Justin Miller has conducted an
active campaign to remove the
Mayflower restrictions, has not yet
filed its brief but indicated that
one would be submitted promptly.
CBS, ABC, and Yankee Network
also have indicated they would
participate in the hearing, along
with some station executives.

Most of the correspondence thus
far received by the Commission
consists of cards and letters state-
ing personal attitudes toward the
Mayflower edict, and notices of
intent to appear which give no
indication of what stand will be
taken.

In a formal brief, however, Elias
I. Godofsky, president of WHLI
and WHNY (FM) Hempstead,
N. Y., protested that FCC is
abridging free speech so long as
the Mayflower ban remains in
force. He said the “scarcity of
frequencies” argument is no longer
valid, “if it ever was,” and that
the “fear of monopoly in radio
communications” is now a myth.

Cornell U., licensee of WHCU
Ithaca, which has asked FCC for
an opinion on the station’s right
to editorialize on a local matter,
noted that Copper Corned E. Day,
Cornell presi-
dent, and Michael R. Hanna, sta-
tion manager, would testify for
modification of the ruling.

Other Opinions

J. A. Beirne, president of Com-
munications Workers of America,
opposed any change in the May-
flower policy on grounds that sta-
tions are “too closely dependent
upon advertising revenues” to give
“fair and reasonable” editorial
treatment to the stations owners are
not representa-
tive of the people of the nation,
and that broadcasters’ past han-
ding of their responsibilities does
not justify FCC’s giving them a
new one.

Norman Gelber of Berkeley,
Calif., wrote that “unless Mr.
Miller [NAB President] can prove
covenuently that he has a
human nature for the better and
that broadcasters, by some special
immunity, can resist the economic
interests of the advertisers, I
would advise the Commission to
disallow his request for revising
the Mayflower decision.”

Stella Holt, executive secretary
of the Voice of Freedom Com-
mmittee, said a Committee represen-
tative would oppose revision.

Maude C. Keator of Alameda,
Calif., expressed “complete agree-
ment with President Justin Miller.”

But NAB’s Chicago contingent
there already is too much opinion
on the air: “We want no more of
it, and indeed a diminishing of ly-
ing propaganda,” he declared.

Robert D. Leigh, chairman and
director of the Public Library In-
quiry of the Social Science Re-
search Council, wrote: “In general,
I would represent the deliberations
of the general problem of editorial
dependency on the part of the Com-
misson on the Freedom of the
Press during its two and a half
years of activity, but in its strict
legal sense I would state my own
opinion...”

Mrs. E. Straub of Alameda,
Calif., said “labor should have
equal opportunity to voice their
side.”

Mrs. Helen Dunbar, also of Al-
ameda, asked the Commission to
give us at least a little of the
prerogative granted Big Interests.

(Continued on page 84)

Freedom of Speech in Danger—Miller
Head of NAB Addresses
Radio and TV Groups
In New York

ADVERTISING and free speech
face threats to their very existence
from emotional critics and power-
hungry government officials, NAB
President Justin Miller told a com-
bed luncheon held last Wednes-
day at the Hotel Roosevelt, New
York, by the Radio Executives Club
and the Advertising Club of New
York.

Facing leaders in the advertis-
ing, broadcasting and related in-
dustries, Judge Miller said they
must unite to convince the public
that advertising is a means of edu-
cation serving the public interest.

He then turned on newspapers
and trade journals “which are so
intense about the supposed need
for broadcasters to ‘rare back’ and
dissolve ‘after-tomorrow mira-
cle’ for their criticism of NAB’s
code-writing procedure. (See Open
Mike, page 46.)

Defending the series of events
that have marked code-adopting
procedures to date, he suggested
that newspapers and trade journals
deceive standards of practice for
themselves.

“So far, they haven’t made a
good start,” he said, speaking of
the publication. He then inter-
ated this sentence which did not
appear in the advance text, “Per-
haps by reason of their contact
with the NAB and its members
they may be able to get some basis
upon which they can proceed.”

Judge Miller added, “But we
appreciate their interest and their
assistance, nevertheless. Out of
the withering cross-fire of criticism
which is pouring into any published
proposals will come fuller consider-
ation and deeper understanding.

But it means, also, that which is
actual in legislation—compre-
mise. Surely, it is not necessary for
me to emphasize that point to a
group of hard-headed realists such
as this. And it means, also, delay.”

Hedges President

William S. Hedges, NABC vice
president and president of Radio
Executive Club, presided at the
combined luncheon, attended by a
crowd that filled the Roosevelt’s
Grand Ballroom. Gene Thomas,
sales manager of WOR New
York and president of the advertising
club, introduced Judge Miller,
whose subject was “Advertising in
the Public Interest.”

After referring to comments of
Niles Trammell, NABC president,
along this line at the NBC 1946
convention, he reviewed the con-
fused language in the Communica-
tions Act and the ambiguity of the
phrase “public interest, conven-
nience or necessity,” and said there
is no such question of the meaning
of the term “public service,” which
has an entirely different meaning.

He proposed this definition:

The term “public interest, con-
vienience or necessity” as applied
to radio broadcasting means that
which concerns, af-
fects or pertains to the conven-
ience, need, benefit, advantage or
profit of the people as a whole;
by insuring to them that there
shall be, in the broadcast trans-
mission of ideas and information
of every lawful character, such
freedom of speech, freedom of
economy and freedom from unnessary
physical interference as is intended
by the Constitution of the United
States.

He declared flatly that “advertis-
ing serves the needs and the con-
venience of the people as a whole;
the public, its institutions, its
needs and pertains to their benefit,
advantage and profit—personally and
(Continued on page 85)
$350,000 RCA and GE Units Bought for 'News' TV Outlet

TWO CONTRACTS totaling well over $350,000 were signed last week by F. M. Flynn, president and general manager of the New York News, for transmission and studio equipment for the new video station WLTV New York, which the paper hopes to have ready for operation early next year.

From RCA the News ordered a 5 kw transmitter with associated pickup and relay equipment, including a high-gain antenna and two complete field pickup units with four image orthicon remote cameras and their allied apparatus.

Studio Equipment

General Electric Co. will supply the News video station with its studio equipment, comprising three image orthicon studio cameras, monitoring and control consoles, camera dollies, microphone boom and other studio apparatus. GE is also furnishing movie projection facilities that will enable WLTV to telecast both 35 mm and 16 mm film. Projection apparatus also includes a balopticon unit specially developed for use in television, plus conventional slide projectors. The master control room also will be equipped by GE throughout.

The GE contract is said to total more than $150,000. RCA contract approximates $225,000, Mr. Flynn, in commenting on the GE contract, said "The News is looking to the engineering accomplishments of WRGB, General Electric's station in Schenectady ... We hope to borrow a little of their know-how."

Plans Building Additions

WLTV will operate on Channel 11 (198-204 mc). Present plans call for three stories to be added to the News Building, in midtown Manhattan, to be used for studios for the station, whose transmitter will be based on the News Bldg. roof. Antenna will be 800 feet above street level.

Miami, Dayton and Atlanta TV Permits Asked by Cox Stations

THREE APPLICATIONS for television were filed Friday with FCC by James M. Cox Radio Stations in Dayton, Atlanta and Miami. With the announcement of filing, J. Leonad Reinsch, managing director of the Cox stations, said that contingent contracts with RCA totaling over $1,000,000 in television equipment and installation costs had been signed.

If all of Mr. Cox's video and FM applications go through, all three cities will have Cox-owned AM, FM and TV stations. Mr. Reinsch said that the channels applied for were: in Dayton, Channel 13; in Atlanta, Channel 6 or 8, and in Miami, Channel 5.

Managers Named

Robert Moody has been named manager of the Dayton video operation, James Le Gate for the Miami outlet, and Clifford E. Dunlap, Jr., for Atlanta. Mr. Reinsch, as managing director of the Cox stations, will supervise the overall video operations.

Transmission facilities in Atlanta will be located on a 20-acre tract on Peachtree St., near Rhodes Center. A 500-ft. tower will be erected. Another 500-ft. tower will be constructed on the Wilmington Pike outside Dayton for the WHIO affiliate outlet. In Miami, the antenna will be mounted on the Miami Daily News Tower, Biscayne Blvd. Each station will be equipped with complete facilities for remotes, with mobile cameras.

Current status of FM for the Cox stations is as follows: W10JD-FM in Miami is now in commercial operation; an FM grant has been approved for WSB Atlanta, and an application is pending for WHIO Dayton.

The Cox stations are also among newspaper-owned outlets cooperating in the experimental use of facsimile broadcasting.

Other television developments of the week in this issue:

- WMAR-TV Building Sets Record
- Video Satellites in Philadelphia
- Breakdown of All TV Grants and Applicants
- TBA Clinic Agenda Set in New York
- Standardized Video Set Ads Asked by Better Business
- WBT Charlotte Files for TV
- WTMJ-TV Goes On Air in Milwaukee
- Site for KGO Video and FM Purchased
- Yankee Network Slates Television Clinic
- Eliges Cites Navy Television Uses

(Also see various note departments for video personal changes, appointments, etc.)

COE TO MANAGE VIDEO OUTLET OF N. Y. 'NEWS'

ROBERT L. COE, chief engineer of KSD St. Louis and manager of KSD-TV, last week was named manager of the New York Daily News television station, due to go on the air early in 1948 on channel 11.

Mr. Coe's appointment was announced by F. M. Flynn, president and general manager of the News, who named three members of the News staff to other key positions with the new video station.

Clifford E. Denton was appointed operations manager, B. O. Sullivan, commercial manager, and Carl Warren, news and special events manager.

KSD-TV announced Friday that Thomas E. Howard, former assistant chief engineer, will succeed Mr. Coe.

Huge Boom Is Forecast in Sales for Television

THE VIDEO MARKET, including providing transmitting and studio equipment for television stations and receivers for the viewing public, should reach five billion dollars in the next few years, Larry E. Gubb, chairman of Philco Corp., told the Buffalo Rotary Club last week.

Estimating that the 1947 video set output and sale will total about 175,000, Mr. Gubb said he foresees a 1948 total of some three times that number, with a retail value of $200,000,000 or more. He stated that the "real advance" in the receiver field will be through projection receivers, where a large picture can be produced from a small tube.

On the broadcasting side, Mr. Gubb said it will not be long before there are television networks connecting most of the country's major cities; that these networks "will open a tremendous field."
FMA Convention Oct. 11-12, Chicago

Fall Session Will Avoid Conflict With Annual NAB Meeting

SECOND annual convention of FM Assn. will be held Oct. 11-12 at the Hotel Sheraton, Chicago [CLOSED CIRCUIT, Nov. 24]. FMA President Everett L. Dillard announced Thursday following a meeting of the organization's Executive Committee, FMA also took steps to speed development of FM networks through existing land coaxial cable links, approved membership of a liaison committee to work with Radio Manufacturers Assn. and authorized appointment of a special FMA Network Committee. FMA's board, by mail ballot, authorized Bill Bailey, executive director, to arrange the October convention. An October date was selected over September, to avoid conflict with NAB's convention, which will be held at Los Angeles May 17-20.

Conflict with NAB's meeting last September held down FMA's attendance, Mr. Bailey said. "Because of requests from manufacturers who want to display at both the NAB and FMA conventions, our board deemed it advisable to meet at a time not in conflict with the NAB."

Selection of the Chicago site is expected to draw maximum attendance to the FMA meeting and to attract a large number of manufacturers. Attendance is expected to be greatly in excess of the New York figure, which included 220 officially registered and about 200 unregistered.

Sheraton Hotel Selected

The Sheraton, located at 505 N. Michigan Ave., Chicago, next to Tribune Tower and across the street from the Wrigley Bldg., has adequate sample rooms, lunch, banquet, and meeting facilities, according to Mr. Bailey.

Tentative convention program calls for morning and afternoon meetings Monday and Tuesday, with luncheon sessions and a Monday night banquet.

Announcement of the convention followed the first meeting of the Executive Committee since September. Meeting Wednesday at FMA's new offices on the mezzanine floor of the Munsey Bldg., in the 1300 block of E St, Washington, the committee handled a heavy agenda of association problems.

The committee authorized Leonard H. Marks, FMA general counsel, to take "immediate steps" to obtain "common carrier network facilities" capable of handling frequencies up to 15,000 cycles at rates commensurate and equitable with those available for wide-band transmissions to other broadcast services.

Although the FMA announcement made no mention of television, it was recalled that during hearings on the use of TV Channel No. 1 (44-50 me) a fortnight ago, Mr. Dillard, who also is president of Continental Network, testified that the AT&T had turned down Continental's application for use of the audio portion of the New York-Washington coaxial cable.

Conn. E. K. Jett had commented that the FCC might "look into" the possibilities of network line facilities for FM.

Whether FMA will ask the Commission for an investigation of the long-line structure could not be determined, although members of the Executive Committee were understood to favor such a move.

According to some of the FMA committee members who attended Wednesday's meeting, FM broadcasters feel that if the AT&T provides a coaxial cable without charge to television, which broadcasts commercial programs, FM stations should be permitted use of the cable for sustaining experimental purposes.

In taking up the campaign for additional FM network facilities, FMA explained that it is not fighting the battle for Continental or any other FM hookup. Rather, it is handling the problem from an FM industry-wide standpoint. The new FMA Network Committee will consist of representatives from each of the regional networks. The committee will name its own chairman.

FMA released a statement on growth of FM. It said: Within a year investment in FM facilities will amount to $100,000,000 with FM set manufacturing gross reaching $400,000. FM broadcasting is beginning to show a profit; 340 FM stations are on the air, with 1,000 operating by the end of 1948; at least eight regional FM networks are functioning, with others planned.

Members appointed to the RMA liaison committee are: Thomas F. McNulty, WMCP Baltimore, chairman; Sol S. Eisen, New Haven, Conn.; George Arnold Jr., WTPD- FM Quincy, Ill.; Ben Strouse, WWDFC-FM Washington; Elias Godofsky, WHNY Hempstead, N. Y. Mr. Dillard, chairman of the FMA Oklahoma City; C. M. Janisky Jr., Janisky & Bailey, Washington; Mr. Dillard, Mr. Marks and Mr. Bailey.

Mr. McNulty was authorized to seek an immediate meeting with the RMA to discuss mutual problems, chief of which is the growing market for FM sets being created through FMA member promotion, the committee stated.

Dual Marking Hit

Many complaints have been received from broadcasters and listeners, as well as from the National Better Business Bureau, about dual marking of dial on FM sets. Some sets are marked by megacycles, others by band and still others by both. Furthermore, complaint has been made that the dial markings, whether megacycle or channel or both, are too close that listeners find

(Continued on page 82)

Havana Agreement Cheers Engineers

NARBA Conference Ends After Five Weeks; On to Canada

THE North American air has been cleared of much engineering and diplomatic confusion as a result of the NARBA Engineering Conference, which last week was winding up a successful five-week meeting in Havana.

As a result, when delegates representing nations of this continent meet in Canada next August for the third North American Regional Broadcasting Agreement (NARBA) they will have the benefit of a flying start in their joint pursuit of electronic peace among nations.

Most of the American delegates were en route home last week after a series of diplomatic and engineering jousts with their neighboring countries. As in all conferences of the sort, ruffled tempers burst out from time to time as nations stood up for their rights and principles. In general, however, the Havana meeting was successful in bringing agreement on many subjects and providing background for later compromises at the Canada NARBA. It was scheduled to wind up formally last Friday.

A number of highlights stand out among achievements and failures at Havana. These include:

• Agreement to recommend to NARBA that nations shall cooperate in eliminating interference.
• Demand of Mexico for two more clear channels, with switch of two of its present high clears for channels in lower part of broadcast band. This would require a vast and costly juggling of stations.
• Demand of Cuba for 12 B stations indicated.
• Adoption of a series of engineering definitions which in themselves will aid the solution of many problems.

• Agreement on substituting Class III for IIIA and IIIIB stations.
• U. S. assertion of right to go power of 1,000 kw up.
• Elimination of intermediate channel assignments.
• Insistence of Cuba that it never will accept the 650-mile rule on distance from border of Class II stations on 1A channels.
• Approval of allocation of 540 kc channel to broadcast band.

The Havana conference, which had been preceded by preparatory meetings of the individual delegations, convened Nov. 1 to take up technical advances of the Canadian NARBA. Two committees were created to handle the main work—Purely Technical (A) and Engineering and Policy (B). These in turn were broken into subcommittees and sub-subcommittees.

In every case where all participants

(Continued on page 86)

BROADCASTING • Telecasting December 8, 1947 • Page 19
Denial of WGKV Renewal Proposed

Decision Reported Based On Local's Hidden Ownership

IN ITS THIRD recent decision based on grounds of concealment of ownership, FCC last week proposed to deny the already-dated, highly complex licensee renewal application of WGKV Charleston, W. Va.

What had been a related case the Commission ruled, meanwhile, that John A. Kennedy was not guilty of willful concealment in failing to report an option contract and executory agreement to acquire stock in WGKV, and accordingly granted renewal to his WCHS Charleston.

Comr. Clifford J. Durr and Robert F. Jones voted for denial of the WCHS renewal request. Comr. Durr said in a dissenting opinion that "I do not think the record supports the Commission’s finding that applicant's failure to report the 49% interest of Mr. Kennedy in Station WGKV was the result of willful misconduct and an intent to conceal," Comr. Jones issued no dissenting opinion. Comr. Rosel H. Hyde did not participate in the Olson case.

In the WGKV case, having decided that renewal should not be granted, FCC proposed to dismiss two long-pending applications for transfer of control of the station. One involved an application looking to Worth Kramer, now WJR Detroit program director, reducing his interest from 51% to 40% by selling 11% to each of his partners, Richard Venable and Eugene E. Custer, for a total of $12,500.

Remainder of Stock Sold

Subsequently, FCC said, Mr. Kramer sold his remaining interest for $20,000 to Messrs. Custer and Venable and Floyd E. Price, and filed a long dormant application for transfer of control. The FCC decided at that time that Price was an equal owner of the stock then listed in Custer's name and all stock interest that Custer held in the station since the time in 1942 when Custer had first become associated with the station.

The second application for transfer was for FCC consent to Messrs. Custer and Price's sale of their combined 31% interest (25% each) to Mr. Venable, owner of the remaining 50%, for $100,000. FCC said that, since it proposed to deny renewal to the station, "we have found it unnecessary to give further detailed findings" upon the transfer applications.

As in the WOKY case and the WORL decision, much of which was denied renewal on grounds of concealed ownership, FCC's decision emphasized the need for "truthfulness and candor" in reports from licensees.

The Commission said that in 1942, when they first became interested in buying WGKV, Messrs. Custer and Venable were told by Mr. Kramer and William V. Vodery that FCC would not approve a transfer unless someone with broadcast experience controlled the station. "Accordingly, in order to induce favorable action by the Commission, they agreed to furnish the Commission with the false information that... the proportion of the stock of the applicant. This course of action was agreed to even though it was clearly understood among Custer, Venable, and Kramer that in Kramer would have no real interest in the stock until Custer and Venable had been repaid for their investment, and that thereafter Kramer would be given only a 40% stock interest."

FCC's decision continued: "The excuse offered for the conduct of the applicants was that the Commission's investigation early in 1943 would result in substantial changes in FCC's laws and regulations applicable to the operation of a radio broadcast station and therefore acted upon the advice of Worth Kramer, Reese (Edward D. Reese, president of Park National Bank in Newark, Ohio), and their counsel."

Such a failure on the part of Custer and Venable to observe their own obligations of a station licensee to the public, the time they acquired control of Station WGKV or subsequently, when the Commission instituted its investigation in itself suggests serious doubts regarding their qualifications as licensees.

In any event, and even though it might be shown that the practice of submitting false information was instigated by Vodery, Reese and Worth Kramer, the excuse offered by Custer and Venable for their part in that practice can scarcely be regarded as an adequate defense of a small but in particular facts in this case. For in agreement to furnish the Commission its false information, despite their full knowledge of its falsity, with the purpose of inducing action favorable to their interest, they deliberately disregard even the ordinary standards of honest men may be expected to follow in everyday life...

Moreover, in view of their earlier conduct, we are not persuaded that the increased interest of Custer and Venable in the management of the station, taken after they became aware of our investigation, and their utter failure to have their interests in the station, furnishes the excuse or the justification for renewal of the license of Station WGKV which they now seek by petition and application."

Comraess. Custer, Venable and

(Continued on page 98)

Networks, 16 Stations Sued By Kentucky For Back Taxes

ON the ground that radio stations and networks are public utilities because they render public service, the Commonwealth of Kentucky has sued the four national networks, Keystone Broadcasting System and 16 Kentucky stations for $1,150,090 in back franchise, gross receipts and income taxes, excluding interest and penalties.

The stations were sued for $405,958 in franchise and gross receipts taxes only, since they already had paid their state income taxes.

Suits were filed in Franklin Circuit Court by Arno Hadley, Commonwealth's attorney, William H. Walden, special attorney, covering taxes from 1942 to 1946.

Mr. Walden charged that the networks are public service corporations operating in Kentucky; that a large and substantial portion of their net income is derived from business done, property owned in and control of the stations and they are liable for 4% tax on net income of the business allocable to Kentucky; for 3% on all gross receipts from "furnishing the ways and means for the transmission of the voice or of messages" as provided by statute, and for ad valorem franchise taxes on their overall value less other ad valorem assessments.

Amounts sought from the networks follow (franchise, gross receipts, income and total taxes): KEYSTONE—$4,421; $3,047; $3,892; total $11,360.

Amounts sought from Wyoming Green—$2,023; $6,562; total $8,585.

WFMY—Frankfort—zero; $600; total $600.

WKY—Oklahoma—zero; $805; total $805.

WHJN Henderson—$904; $4,473; total $5,377.

WOP—Hopkinsville—$8,088; $3,737; total $11,825.

WKY—Frankfort—zero; $3,255; total $3,255.

WAV—Lexington—$1,735; $7,202; total $8,937.

WAV—Lancaster—$3,859; $8,805; total $12,664.

WAV—Louisville—$6,370; $26,310; total $32,680.

WOMI Owensboro—$2,410; $7,561; total $9,972.

WPAD Paducah—$4,378; $15,065; total $19,443.

WKBW—Buffalo—$414; $106; total $520.

The state's attorney charged that for businesses they have been as profitable as any; that all networks have multiplied many times over their original investment, with one having increased its stock from 1 share of $2.50 stock to 17 shares worth around $80; that value comes from the privileges these networks enjoy in broadcasting these messages through the states and that proper allocation should be made so the states can get their proper proportion of taxes. These arguments apply in lesser degree to stations, he said.

The attorney referred to selling leases of stations, nine and more times the value or cost of the tangibility of property and investment in the station. He contended that inasmuch as radio is rendering a public service, first taxes should pay taxes similar to other public service corporations such as telephone, telegraph, bus lines and railroads. When the network suits, the state listed $6,746,378 in its valuation of network's licenses under a formula which purports to represent the share of national income on which Kentucky claims the right to impose taxes.

In the case of NBC, for example, the state bases its levies for each of five years on the following gross sales in the preceding year. When gross sales in 1942 (actually 1941) are listed as $53,343,956; 1943 $67,805,540; 1944 $78,145,843; 1945 $76,896,376; 1946 (1945) $70,274,000.

NBC's net profits on sales for the previous year are listed as follows: 1942 (actually 1941), $4,822,284; 1943 (1942), $5,288,676; 1944 (1943), $5,470,209; 1945 (1944), $7,748,618; 1946 (1945), $6,746,378.

Network stations are definitely identified with the state, it is charged, with the following identifying announcement cited: "This is WAVE, National Broadcasting Co."
Sideways!

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. It seems they had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers a long time ago learned that W-I-T-H in Baltimore is the way to make sales at low cost.

They proved it. And today many, many companies in the list of smart advertisers sign off their commercials with "This is W-I-T-H!"

BROADCASTING • Telecasting
Calling All Smiths

SWITCHBOARD operators at WBBM Chicago were loaded recently with calls from the Smiths of Chicago—and all because of a series of announcements made by John McCormick on his Matinees at Midnight record show. During Chicago visit of CBS' singing star, Jack Smith, Mr. McCormick announced nightly for a week that first 20 Smiths calling station after 1 a.m. would receive free tickets to the star's stage appearance at Oriental Theatre. Result: WBBM's switchboard began lighting up like a theatre marquee. Chicago telephone directory lists over 11 pages of Smiths.

FOR HER OUTSTANDING service to radio in Philadelphia through educational programming Miss Gertrude A. Golden, radio chairman of the Philadelphia Board of Education, receives first annual KYW certificate of achievement. Making presentation is the Philadelphia station's general manager, Robert E. White (second from left). At far left is "Colonel Bill" Galleher, KYW education director, and at right Dr. Alexander J. Stoddard, superintendent of Philadelphia schools.

Luckman Lauds Ad Council and Radio

Lever Bros. Head Urges Industry To Continue Food Saving Aid

CHARLES LUCKMAN, former chairman of the Citizens Food Committee and president of Lever Bros., last year cited the Advertising Council last year as "what is being done . . . to aid a great humanitarian effort."

In a letter to T. S. Repplier, president of the Advertising Council, Mr. Luckman said: "At this time, when the government assuming administrative work of the Citizens Food Committee, I want to be sure everyone understands how immeasurably valuable the Advertising Council has been during the entire effort."

Citing radio support as typical of that given by advertisers to the food conservation campaign through the council's operation, Mr. Luckman pointed out: "The radio allocations of the Council placed behind the food emergency program represented one of the most powerful and organized means of quickly bringing the food emergency appeal to the public. Yet even before the allocations were placed behind the food effort, countless advertisers had answered . . . the call for cooperation by carrying the appeal on their programs using other than Council-allocated time."

He concluded his letter by urging all groups cooperating with the council to maintain and "if possible increase their efforts for food conservation during the coming months."

GIAN'T-VIEW LENS

Size of 7" TV Picture Tube
Doubled by Device

CHICAGO TELEVISION audiences were getting their first glimpse this week of a postwar adaptation of the familiar "bomblister" used to protect aerial gunners during wartime.

Known as the "Walco Giant-View Lens," the device will double the size of the standard 7" tube picture, and increase by 1 1/2 times the size of a 10" tube picture. Lens is manufactured by E. L. Cournand & Co., New York, which produced "bomb-blisters" during the war. It retails at $59.95.

The lens is made of plexiglass, with a convex front and a flat base, into which is poured approximately 1 1/2 quarts of mineral oil. Lens is then hermetically sealed. Net effect is to duplicate the refraction of glass, without the necessity of grinding the surface.

ADVERTISING CLUB of New York is receiving prophecies of the world in 2004, the 100th anniversary year of the club, from national business and professional leaders. Prophecies will be microtomed and placed in cornerstone of the Club's new annex.

WSIX gives you all three: Market, Coverage, Economy

Page 22 • December 8, 1947
Cavalier Broadcasting Corp.
ANNOUNCES THE OPENING OF

NORFOLK'S Newest Radio Station Covers TIDEWATER, VIRGINIA

Estimated population 1,342,000—
from 32 surrounding counties—
norfolk's trading area.

1000 WATTS - 860 KILOCYCLES

IRVING M. KIPNES, General Manager
OFFICES—HELENA BUILDING, NORFOLK, VA.
Daytime Serials Found Beneficial

Housewives Want Them Just as They Are, Study Reveals

AMERICAN housewives, at least those belonging to the lower middle classes (65% of the nation's population), like daytime serials just as they are.

Furthermore, they consider such programs "educational" and of value to society for their contribution in depicting the "strength, stability and sanctity of American family life."

These conclusions were reached following a year's study of listeners to CBS' Big Sister (12-12:15 p.m CST) conducted by Social Research Inc., Chicago, an organization of university social and economic specialists.

Results of the study, directed by Prof. W. Lloyd Warner, anthropologist, and Dr. William E. Henry, psychologist, both on the faculty of the U. of Chicago and commissioned by Social Research Inc., to analyze mental reactions of "typical American housewives" to daytime serials, are expected to play an important role in future plot themes of CBS daytime serials.

Entitled "Radio Daytime Serials: A Symbolic Analysis," the study says, "From time to time, soap opera becomes a subject of public controversy, yet these radio programs are rarely examined factually. Few studies give any reliable evidence to demonstrate what the actual psychological interaction of the audience and daytime serial is, or show what effect a program has on the lives of the women who listen, or how these programs function for good or ill in American life."

The researchers look upon the daytime serial as a symbol system which stimulates its audience (1) as individuals and (2) as members of society.

Program's Theme

Basic themes of Big Sister, they found, cast light on the day-to-day anxieties and hopes of the lower middle class wives. They found further that these story themes are capable of projecting the listener into the emotional concerns and situations of charac-

Million Dollar Baby

WITH SIGNED contracts for Your Favorite Story exceeding $1,000,000, Frederic W. Ziv Co. believes that it has hit a new high in the open end transcription field. This series, starring Ronald Coleman, is sponsored by some 200 advertisers on about 270 stations.

Cut a Better Sales Figure in the GREATER KANSAS CITY MARKET with KCKN

Leaving the thinly-spread farm and small town market to others, KCFN concentrates on Greater Kansas City, where the effective buying income is nine hundred million dollars, after taxes. Because KCKN, and only KCKN, programs exclusively and specifically for this in-the-money audience, Kansas Citians know they can set their dials at KCKN for the kind of radio entertainment they like. And so, without the rate penalty of out-state coverage, you can reach the market that counts most . . . the mass market buying power of Greater Kansas City.

KCKN

The Voice of Greater Kansas City

BEN LUDY, General Manager, KCKN, Kansas City . . . WIBW & WIBW-FM, Topeka
ELLIS ATTEBERRY, Manager, KCKN, Kansas City

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 450 Lexington Avenue, MOHAWK 4-3280
SAN FRANCISCO 4: 1207 Russ Building, DOUGLAS 8220
CHICAGO 1: 100 North Michigan Avenue, CENTRAL 5877
KANSAS CITY 6: 300 Walmont Building, VICTOR 3664

Page 24  December 8, 1947  BROADCASTING  Telecasting

(Continued on page 29)
They say Christmas comes but once a year. True, but the year 'round programs on Cleveland's Chief Station deliver profit packages for you. Constantly alert to changing trends in broadcasting, WJW's skillful programming and merchandise promotion assures responsive audiences, attract respected advertisers.

*B For listeners and advertisers alike, for entertainment and sell-ability, WJW stands for complete coverage.

BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC

5000 Watts

REP RESENTED NATIONALLY BY HEADLEY-REE Company
The profitable operation of your FM station is the first interest of Westinghouse.

Because a Westinghouse station was the world's first . . . because Westinghouse operates its own FM stations . . . because Westinghouse builds both FM transmitters and home receivers . . . because we believe in the future of FM and, more important, in its immediate possibilities . . . because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a new FM promotion plan—the first real one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program . . . it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

from studio...to station...to home
REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

A new promotion package to help you gain listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station.

It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

<table>
<thead>
<tr>
<th>Newspaper publicities</th>
<th>Newspaper advertisements</th>
<th>Car and window cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Window displays</td>
<td></td>
<td>Demonstrations and movies</td>
</tr>
<tr>
<td>Consumer booklets</td>
<td></td>
<td>Radio spots</td>
</tr>
<tr>
<td>Programming aids</td>
<td></td>
<td>Contests</td>
</tr>
<tr>
<td>Dealer support</td>
<td></td>
<td>Studio party guide</td>
</tr>
<tr>
<td>Timing helps</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Daytime Serials
(Continued from page 24)

(3) directed interviews during the program and (4) free association interviews.
A fifth instrument was used to select subjects from among the audience who could qualify by economic, marital and occupational levels.
It was found that daytime serial listeners were predominately from the lower-middle and upper-middle classes, consisting approximately 65% of the population. It is this group, the investigators claim, which makes up the bulk of movie audiences, buys most popular magazines, and constitutes the great mass audience at which national advertising is aimed.
Techniques used in analyzing Big Sister can also predict popularity or dislike of various mass communication devices—individual radio serials, motion pictures, greeting cards, advertising art and copy.
As a result of the study, Prof. Warner and Dr. Henry have concluded that future plot themes of Big Sister should continue to use the same symbols (characters reflecting good vs. evil); that themes should be concerned with family problems (such as having a baby, as opposed to joining a bridge club); should refrain from using plots or characters which tend to minimize family importance, and keep subjects of social significance, or improvement (political or international issues) in the background.
The 150-page study which was submitted this week to Elmo Wilson, CBS director of research, will be published within the next two months by Genetic Psychology Monographs, a scientific publication.

KSFH (FM) Owners Tell Plans for an FM Network
EXPANSION PLANS of the Pacific Broadcasting Co., owners of FM station KSFH San Francisco, look forward toward an eventual FM network, C. A. Gibson, Pacific’s president, said last week. The company has a conditional permit to construct another FM station in Fresno and has applied for licenses to operate in other areas, Mr. Gibson revealed.
Between 31,000 and 32,000 shares of stock have been sold to finance KSFH and the proposed Fresno station, the Pacific president announced. The stock sells at $5.00 a share, and company has permission to sell 50,000 shares.
KSFH has been on the air since Oct. 22 [Broadcasting, Nov. 3]. Its transmitter is located in Oakland Hills and studios and offices in the Fairmont Hotel, San Francisco.

A VETERAN greets a recruit—and presents him with a gift for "coming of age." Carleton E. Dickerman (1), WEEI Boston announcer, with 20 years of service, welcomes General Manager Harold E. Fellow as the latest addition to WEEI’s Fifteen-Year Club. The club represents 20% of WEEI’s personnel.

BRAND NAMES STICK
In Chewing Gum Advertising
Jingles Did the Trick
BRAND NAMES of chewing gum advertised via the singing radio commercial tend to stick in the minds of listeners with the tenacity of the product itself, a survey made public by The Pulse Inc., indicated last week.
In April 1947, and again in November, 500 men and women in metropolitan New York were asked by Pulse interviewers: "Have you heard any chewing gum advertising on the radio lately—either spot announcements, or programs, or jingles or songs? Which brands of gum?"

In the April survey, the list of chewing gum brand identifications was led by Adams Chiclets, with 33.0%, and Dentyne, with 21.0%, both of which had been plugged strenuously in radio jingles. Two other Adams brands, Beeman’s Pepsin and Adams Clove, didn’t make the April list at all.
In November, however, all four Adams brands were extolled in radio verse, and both Pepsin and Clove broke into the money—with 2.2% and .2% Pulse brand identification ratings, respectively. Dentyne and Chiclets again topped the chewing gum list with 29.9% and 23.4%.

28 Fewer FCC Employees
In October Than in June
FCC in October had a total of 1,301 employees, a drop of 28 from the June figure of 1,329, according to the findings of the Joint Committee on Reduction of Nonessential Federal Expenditures which were inserted in the Congressional Record last week by Sen. Harry P. Byrd (D-Va.).
For FTC, the employment figure of 568 in October was 33 less than the 591 on the rolls in June. FCC’s figure included 36 personnel stationed outside the continental United States.
DELIVERIES are being made by General Electric on a new table model AM and FM radio, first of its kind made by the company since the war.
COLUMBIA-PACIFIC BRINGS
CHARLES COLLINGWOOD TO THE COAST...

Some bylines are worth more than headlines. Charles Collingwood's is one of these... radio listeners have good reason to remember it.

Collingwood was first to report the assassination of Admiral Darlan. First to describe the fall of Tunis. First to wire-record the D-Day landing off Normandy.

His coverage of the German surrender at Rheims, his reports from war-torn Paris, his recent broadcasts covering the U. N. Security Council have made his name a hallmark of brilliant news reporting.

Now, Charles Collingwood is on the Coast. Each Monday through Saturday at 5:15 to 5:30 P.M., the Columbia Pacific Network presents News Analysis by Charles Collingwood.

Once again Columbia Pacific has underlined its insistence on top talent for a top market.

News Analysis by Charles Collingwood is sponsored by Bekins Van & Storage Company and Household Finance Company. But other Columbia Pacific programs of equally impressive caliber are still available.

Backed by the finer facilities and more complete services of CPN your sales story can cover the Coast with assured effectiveness. For details, call Columbia Pacific or Radio Sales.
WTRF, WTRF-FM START AT WHEELING, W. VA.
WTRF, new 1-kw MBS outlet on 1290 kc at Wheeling, W. Va., and its sister station, WTRF-FM, began operation Nov. 29. The FM outlet operates on Channel 236 with 20 kw.

Stations are owned by the Tri-City Broadcasting Co. headed by President Jesse A. Bloch of Wheeling. Other officials include Albert Dix, vice president, and Gordon Dix, secretary-treasurer. Studios, transmitter and tower are located across the river in Beloit, Ohio.

Staff is headed by Station Manager R. W. Ferguson, a former newspaper man. Others are: K. J. Campbell, formerly with WWVA Wheeling, sales manager; George Cowen, chief engineer; Frank Curtis, formerly with WSTV Stubenville, Ohio, WJPA Washington, Pa., and WAJR Morgantown, W. Va., program director and chief engineer; Bud Sheneck, announcer; Albert T. Fisher, sales representative; Marjorie Davis, bookkeeper, and Albert Dimmack and Howard Daubenmeyer, engineers.

New 43-Tube Transmitter
For FM Developed by GE
DEVELOPMENT of a new 10-kw FM transmitter using the Phasitron modulator has been announced by the General Electric Co.'s Transmitting Division at Electronics Park, Syracuse, N. Y. Known as Type BT-4-A, the new transmitter, completely self-contained, utilizes the standard 3-kw FM transmitter as the center part of the unit assembly.

The new transmitter's 43 air-cooled tubes include 17 radio-frequency tubes, 16 tuning and 20 rectifier tubes. The modulator unit proper employs only 14 tubes.

The engineers said the protective features, sequence interlocks, supervisory-control lights and safety features of the new transmitter are "unique." Transmitter is built with full-length front and rear doors in a vertical chassis construction. It demounts into separate units.

KVNJ (FM) in Fargo, N. D.
Is on 3-9 p.m. Schedule
KVJN (FM) Fargo, N. D. is now on the air, broadcasting on 92.5 mc, (channel 222) with 10 kw power, soon to be increased to 50 kw. Station, licensed to Northwest Broadcasting Co., is now operating 3 p.m. to 9 p.m., until the erection of a new transmitter building, at which time KVJN will go full-time. John Nytsul is president and general manager; Floyd Wynne program director; Harry Vose chief engineer.

In honor of KVJN's going on the air, the Fargo Forum devoted ninetenths of the first section of the paper Nov. 15 to stories and tie-in radio ads for the new station. It began broadcasting Nov. 17.

PHILLY TV SETS
Will Number 20,000 by End
Of '47, Says McLean
TELEVISION SETS in Philadelphia will number 20,000 by the end of the year, according to James D. McLean, commercial manager of WPXTZ, Philco video station in Philadelphia.

Mr. McLean made the statement in a talk Dec. 1 before the Fiftie Club, a group of Philadelphia public relations executives. He said that as of Oct. 1 the number of sets in Philadelphia was 16,000 but that sales of receivers in the area have now mounted to between 2,000 and 3,000 a month.

In his talk, he discounted the predictions of what he called "star-eyed visionaries" who predict television will mean the end of AM radio and the motion picture theatres.

At the same time he indicated that television is in for tremendous expansion. He cited the growth of sponsorship at WPXTZ as an indication, stating that at the beginning of the year it had but nine sponsors but that now it has 31.

He said, however, that television has not yet reached the stage where operations are profitable. He called video broadcasting a "\$10 for a $1 business", with station operators getting back ten cents for every dollar expended.

Occasion by birthday cake was 100th broadcast of Rutgers U. Forum. Cutting the cake, as members of speakers' panel (standing rear) for the broadcast look on, is Mrs. Irving B. Rosenhaus, wife of the president of WAAT Newark, N. J. Seated at table are: Mr. Rosenhaus (r) and Marshall G. Rothen, director of broadcasting at Rutgers and moderator of the forum. Topic for the broadcast, aired Nov. 25, was "What Is Radio's Challenge to Education?" Participating (rear 1 to r) were: Robert H. Hudson, director of education for CBS; William D. Boutwell, former chief of radio for U. S. Office of Education; William Pfeiffer, director of WBOG, Newark Board of Education's FM station, and William A. Coleman, chairman of Fordham U. Dept. of Communication Arts Radio Division. Forum, originally broadcast only on WAAT, now is heard via transcription on four other New Jersey stations, WCTC New Brunswick, WMID Atlantic City, WILK Asbury Park and WSJN Bridgeton.

Around The Nation
LUNCHEON in Los Angeles, breakfast in Detroit and Baltimore, and dinner in New York and Washington, was the menu for Ted Husing and Bill Brundage Dec. 6, 7 and 8. They (1) aired the football struggle in Los Angeles, (2) between NC State and Notre Dame and U. of Southern California, sponsored by the U. S. Army & Air Force Recruiting Service, placed through N. W. Ayer, (3) Husing then was to fly to Baltimore to handle the Colts professional game yesterday, sponsored by Gunther Beer through Schimm & Mesam, and (4) Brundage flew to Detroit to handle the Lions game, sponsored by Goebel Beer. Today will find Husing back in New York on WHN and Brundage in Washington at WOL. Moral: be a top-flight sports announcer and see the country.

GOV. JESTER IS SLATED TO HELP LAUNCH KTRE
GOV. BEAUFORD JESTER of Texas is scheduled to give the welcoming address when KTRE Lufkin, Tex., takes over Dec. 10 as a 14-kw outlet on 1420 kc, the station management announces.

Facilities of the new station, which is licensed to Forest Capital Broadcasting Co., include a large auditorium studio with polyclindrical wall design, several smaller studios, World and Capitol transcription libraries and AP news service.

Staff is headed by Richman Lewin, general manager, a veteran of 12 years in radio and formerly with KRBA Lufkin. Ed Henry, previously with KRKC Beaumont, Tex., is assistant manager and program director. Ray Gordon, also formerly with KRKC, is promotion manager and chief announcer.

WSJS-FM Winston-Salem is Launched on 104.1 Mc
WSJS-FM Winston-Salem, N. C., which went on the air last Monday, is operating the following schedule: 10:30 a.m.-10:30 p.m. on 104.1 mc (channel 281).

The new FM outlet, licensed to Piedmont Publishing Co., is using a 10-kw General Electric transmitter and a 6 bay GE antenna. Full effective radiated power is 48 kw.

Gordon Gray is president of licensee.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.
**EXPLANATORY NOTES**

**LISTINGS IN FOLLOWING ORDER**
- **Sponsor**
- **Name of Program**
- **Number of Stations and in Some Instances, Broadcastinggallery**
- **Spokespersons Remaining to Be Broadcast on West Coast**

**ABC**
- 10:00-11:00 AM Tuesday, March 9, 1947, on ABC Network.
- Shows are aired live throughout the nation.

**CBS**
- 10:00-11:00 AM Monday, March 9, 1947, on CBS Network.
- Shows are broadcast live throughout the nation.

**MBS**
- 10:00-11:00 AM Tuesday, March 9, 1947, on MBS Network.
- Shows are aired live throughout the nation.

---

**THURSDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FRIDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SATURDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**SUNDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**TUESDAY - FRIDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**SATURDAY**

<table>
<thead>
<tr>
<th>MBS</th>
<th>CBS</th>
<th>ABC</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

CBS leads all other networks in delivering substantial audiences at lowest cost to advertisers. CBS achieves this success by means of superbly balanced facilities and comprehensively coverage coordinated with CBS' ability to provide advertisers with programs that simultaneously win large audiences and deliver outstanding radio values.

CBS does this with a "Package Program" operation scheduled in network radio. For example: "My Friend Irma" and Arthur Godfrey's "Talent Scouts"... both CBS-produced... are ranked by NRI among the top audience shows in all network radio.

And along with this... "My Friend Irma" ranks third; "Talent Scouts" fifth, in number of times listeners pay dollar.

The reason why CBS某一today supply such performance for its advertisers and actually summarized in a case study. To see the study... And to get the figures in radio values...
TV Authorized, Sought in 54 Cities

SEVENTEEN commercial television stations are on the air, 54 others have been authorized, and 43 applications are pending before the FCC, according to a roundup last week.

The list, prepared as of Dec. 1, showed commercial video authorizations or applications for 54 cities in 29 states. The number of licenses outstanding remains at the wartime total of six, but 11 other stations have gone on the air under special temporary authorization preliminary to licensing.

Of the 43 applications pending, 25 have been set for hearing; most of these are in competitive proceedings for communities where the number of applications exceeds the number of channels that are available.

Television authorities estimated that the operating or authorized stations represent initial installation costs totaling from $10,700,000 to $14,250,000, while the comparable figures for the 43 pending applications was placed between $6,450,000 and $8,600,000.

The list is shown below, with grouping by state and city. An asterisk (*) denotes a licensed station; "CP" represents a construction permit; "CP-O" indicates those operating under special temporary authority. "A" indicates application pending, while "A-H" represents application in hearing. "TBD" means "to be determined." The list:

(Continued on page 64)
Sale of WCAU to 'Bulletin' Approved; WPEN to Sun Ray

PHILADELPHIA Bulletin's acquisition of 50-kw WCAU Philadelphia and sale of its own 5-kw WPEN, involving stripped prices totaling about $3,700,000, were approved by FCC last week on a 4-to-2 vote.

The transactions will become effective between Dec. 16 and 21.

WCAU and its associated WCAU-FM were part of a radio-newspaper transaction in which J. David Stern, forced by a three-month strike by the Newspaper Guild, sold the Philadelphia Record and the Camden Post and Courier, as well as WCAU and WCAU-FM, to the Bulletin late last January [BROADCASTING, Feb. 9]. Stripped price for the clear-channel station and its FM affiliate was about $2,900,000.

The accompanying radio transaction involved the Bulletin's sale of WPEN to Sun Ray Drug Co. for $500,000 [BROADCASTING, June 16].

Auxiliary transfers, designed to keep all Bulletin radio properties at the same location, involved the exchange of WCAU-FM for WPEN-FM and WPEN-TV, and corresponding exchanges in call letters so that the Bulletin outlets will all use the WCAU basic call.

Comrs. Clifford J. Durr and Robert F. Jones voted for hearing on the transactions but were overruled by Acting Chairman Paul H. Walker and Comrs. E. K. Jett, Rosel H. Hyde and E. M. Webster.

Purchase of WCAU was at virtually the same price Mr. Stern paid Dr. Leon Levy and his brother, Isaac D., and their associates when he acquired the station about a year ago.

Management of WCAU is expected to continue under the direction of Dr. Levy, co-founder of the station. G. Bennett Larson, WPEN manager, is expected to remain with the Bulletin organization but in the immediate future probably will devote himself primarily to development of the television properties.

Drug Co. Operations

Sun Ray Drug, new owner of WPEN and WPEN-FM (presently WCAU-FM), operates some 150 stores throughout the Eastern Seaboard. The company is headed by Harry Syik, with William H. and Albert J. Syik as executive vice presidents.

WCAU, a CBS affiliate, operates on 1210 kc with 50 kw. WPEN, an independent, is on 950 kc with 5 kw.

Meanwhile, FCC also approved the sale of KSMA Santa Maria, Calif. (1450 kc, 250 w) for $32,500 and a 25% interest in KHON Honolulu (1380 kc, 6 kw) for $2,500. Assignment of license of WQQW and WQQW-FM Washington by Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a Delaware corporation, with no change in ownership, also was approved.

In the KSMA transfer, Hugh G., Charles A. and Mareby Cardella Shutliff and Cleo Agnes Center sold the station to Santa Maria Broadcasting Co. The new firm is owned by R. H. Hardenbergh, former FCC radio inspector and more recently a design engineer with Eitel-McCollough, San Bruno, Calif., and W. J. Davidson, formerly with KSTP St. Paul and a large number of California stations as actor, announcer, and program executive. Mr. Hardenbergh will have at least 21.5% and Mr. Davidson at least 24.6%, with the remainder held by one or both of them and/or a third stockholder.

In the KHON transaction, Ralph M. Fitkin, president, who with his wife owns 50% of the voting stock, gave up negative control through the sale of 25% interest to Louis Roy Turner, vice president. J. C. Hardy retains the remaining 50% of voting stock.

KHON is an MBS and Don Lee affiliate. KSMA is an independent.

No Flies on Lester

NBC, with straight face, last week issued a correction to a press release of Oct. 23:

"In an NBC television press release of Oct. 23, 1947, it was incorrectly stated that the high-speed pictures of drone flies in flight shown over WMBT, Oct. 26, were taken by Dr. C. H. Curran, curator of the department of insects and spiders of the American Museum of Natural History. The pictures were taken by Henry M. Lester, with his own equipment and in his own laboratory, with Dr. Curran supervising handling of the flies."

S-T-R-E-T-C-H your advertising results with DOUBLE COVERAGE. That twin Farm and City Market served by KFH will "rise and shine" for you on "That Selling Station for the Southwest. Ask any Petry office.

WICHITA IS A HOOPERTED CITY

KFH WICHITA

CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Pro Playoff Sponsors

FULL ABC network will broadcast National Professional Football League championship game Dec. 21 for fifth consecutive year under joint sponsorship of General Mills Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago. Originating from Chicago, broadcast will be announced by Harry Wismer and Red Grange. In the event of a tie in either division of league, which would necessitate a playoff, broadcast will be postponed until Dec. 28. Agencies are Knox Reeves, Minneapolis, and Ewell and Thurbur Associates, Chicago, respectively.
Smart timebuyers can’t afford to “play dead” to these facts: WCON, The Atlanta Constitution station, on the air soon—with a ready-made audience—thousands of ears waiting for ABC’s network programs, and WCON’s star-bright staff of talent. Good shows backed by outstanding WCON “7-Way Promotion” will make us first on Georgia radios in preference as well as position.

WCON - ATLANTA

THE ATLANTA CONSTITUTION STATION • 550 KC • 5000 WATTS
OBJECTIVE

Avery-Knodel Inc.
John Blair & Company
The Bolling Company Inc.
The Branham Company
Burke Kuipers & Mahoney Inc.
Burn Smith Company Inc.
Capper Publications Inc.
Thomas F. Clark Company Inc.
Forjoe & Company
Free & Peters Inc.
The Friedenberg Agency Inc.
Gilman Nicoll & Ruthman
W. S. Grant Company Inc.
Homer Griffith Company
Headley-Reed Company
George P. Hollingbery Company
The Katz Agency Inc.
Lorenzen & Thompson Inc.
McGeehan & O'Mara Inc.
Joseph Hershey McGillvra Inc.
J. P. McKinney & Son
John E. Pearson Company
John H. Perry Associates
Edward Petry & Company Inc.
Radio Advertising Company
Paul H. Raymer Company Inc.
Sears & Ayer Inc.
Taylor-Howe-Snowden Radio Sales Inc.
Walker Company Inc.
Weed & Company
Adam J. Young Jr. Inc.
With the clear realization

... that there is a tremendous undeveloped potential for National Spot Radio

... that National Spot Radio offers special economy and effectiveness for advertisers

... that this business is both desirable and highly profitable to radio stations

... that development of this business to any substantial degree can best be accomplished by means of collective effort...

... we, the radio representative companies listed here, have joined together with common understanding and common purpose to form a national association. Our major objective is:

> to develop the use and increase the sale of national spot radio

OF RADIO STATION REPRESENTATIVES
Something has happened in Utica, N.Y.
IN JUST 7 MONTHS
WGAT

WINS THE AUDIENCE AND HAS ATTAINED
MUSICAL LEADERSHIP . . . with a score of 60.2%

WGAT, the voice from the heart of the Empire State, will carry your message to Central New York's high-profit market through the precision control of WGAT

THE SCORE AS TABULATED IN A RECENT SURVEY*

<table>
<thead>
<tr>
<th>INDEX</th>
<th>SHARE OF AUDIENCE</th>
<th>SHARE OF MUSIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGAT</td>
<td>*45.9%</td>
<td>*60.2%</td>
</tr>
</tbody>
</table>

*45.9% of Utica's radio listeners *60.2% of Utica's radio listeners stated they tuned in WGAT who stated a preference for music most frequently during the day. Some chose WGAT over any other station.

* Conducted and Audited by
  T. L. Curtis Advertising
  Utica, N. Y.

Represented Nationally by:
  RADIO ADVERTISING CO.  New York, Chicago, Los Angeles San Francisco

---

PRESIDENTIAL ADVISOR John R. Steelman (l) and Charles Luckman, (center), president of Lever Bros., who until recently headed the Citizens Food Committee, spoke on a closed circuit to 169 CBS stations Nov. 25. Their listeners included members of governors' and mayors' food committees across nation. At right is James A. Colliflower, Washington, D. C., committee head, who witnessed the talks at WTOP, where they originated.

IF THERE IS a station in the Chicago area interested in experimenting with Dr. Rolf Kaltenborn's "subscription radio project," it isn't on the air as yet. A check of every AM and FM station within 60 miles of Chicago revealed absolutely no interest in Dr. Kaltenborn's dream of rented radio.

However, it was learned from authoritative sources that Dr. Kaltenborn, son of the news commentator, H. V. Kaltenborn, had contacted Marshall Field, Chicago publisher and station owner, by wire. Mr. Field is reported to have turned the wire over to Howard Lane, head of Field Enterprises Inc., Chicago.

Mr. Lane said there was "absolutely no possibility" that Mr. Field might consider Dr. Kaltenborn's plan to transmit a scrambled signal which could be received only on sets subscribing to the service.

Further, radio engineers said the plan was "fantastic" and in violation of the Federal Communications Act which provides for "free" radio. Only possibility open to Dr. Kaltenborn would be for him to offer the service by direct telephone wire, the engineers said.

---

THE ADVERTISING Council will be saluted in a half-hour program to be transcribed jointly by the four major networks and broadcast by more than a thousand U. S. stations on or after Dec. 10.

Titled  Let Truth Be Known , the show stars Van Heflin and an outstanding cast of radio actors. Arnold Perl wrote the script and Mitchell Grayson directed.

Charles G. Mortimer, vice president of General Foods and Advertising Council chairman, is scheduled to speak briefly during the broadcast. The show was planned and produced by a four-man committee representative of all four networks. Its members were John Coburn Turner, ABC script manager; William Trost, general manager of the CBS program department; Herbert Rice, MBS production director, and Thomas McCray, NBC eastern program manager.

WISMER IS HONORED BY 'SPORTING NEWS'  HARRY WISMER, ABC sports director, and assistant to G. A. Richards, owner WJR Detroit, will receive the First Annual Sporting News award for the nation's top football announcer. Presentation ceremonies will take place between the halves of the Sugar Bowl contest, which he will broadcast. The 34-year-old announcer has averaged 30 games a season at the mike for the last five years, including professional and inter-collegiate football. The Sugar Bowl struggle will be his fifth consecutive broadcast of that event.

Named as one of the "Ten Outstanding Young Men of the Year" by the Junior Chamber of Commerce last winter, Mr. Wismer is also the recipient of a Washington Touchdown Club Award in 1945 and 1946; the Esquire magazine award for outstanding sports announcing in 1944; and a certificate of appreciation from the War Department for his work on Army broadcasts in 1946.

Mr. Wismer received the Sporting News award as the outstanding general sports commentator four successive years for his broadcasts of golf and tennis matches, track meets and other top sports events. He began his announcing career at the university station at Michigan State College, broadcasting the college sports events. Mr. Richards heard him and brought him to WJR to handle sports activities.
There is a tendency to think of America as one great, homogeneous land. It is not, really. It varies in subtle ways, though all tingle to the same red, white, and blue flag.

In terms of programming, we recognized a generation ago that we must build a healthy share of our time into material for the people of our area—thousands of them isolated by distance with rugged hills between. They needed something not being given them, and only we could reach them with our 50,000 watt, clear channel station. We built a production staff comparable to those at key network points, and geared to the spirit on which WSM was founded.

The caliber of our performance, the basic rightness of what has been found at 650 on the dial through these 22 years, may best be judged by WSM's present-day position as the number one station to listeners in an area of five million people.
300 Delegates to Convene At TBA Clinic in New York

MORE than 12 states will be represented when about 300 delegates from organizations affiliated with the Television Broadcasters Assn. Inc. and members of TBA attend the Television Clinic Wednesday (Dec. 10) in the Waldorf-Astoria Hotel, New York, according to J. R. Poppele, president of TBA.

A demonstration of the Bell System's recently-opened experimental microwave relay system between New York City and Boston will highlight the day's events, which also will include talks by three engineers from Eastman Kodak Co., Rochester, N. Y.; presentation of the annual TBA awards; election of directors and officers of TBA; and discussion periods.

Attendance at all sessions, except the awards luncheon, will be limited to members of TBA. The association now numbers 53 members, with five applications awaiting approval of the board of directors.

Registration will open at 9:30 a.m. in the Silver Corridor of the Hotel, with the annual meeting of official TBA representatives scheduled in the Basildon Room 10 to 11 a.m.

The Television Clinic will follow "Microwave Talk"


"The Advertising Agency Views Television," which will conclude the morning panel, is being arranged by Douglas Day of Buchanan & Co., New York.

Paul Kibbourn, vice president of Paramount Pictures and a director of TBA, is chairperson of the awards luncheon. Speakers have not yet been announced. Climaxing the session will be the Bell System's microwave relay demonstration between New York and Boston. M. E. Stiebly, staff executive of AT&T, will conduct the demonstration in the Astor Gallery where special installations, including a battery of television receivers, will be made.

"TBA Elections"

TBA directors will elect 1948 officers after the luncheon, with the final panel scheduled for 3 p.m. in the Jade Room. Lawrence W. Lowman, vice president in charge of CBS television, will preside at the forum, when the following speakers will be heard: Neil H. Swanson, vice president of the Baltimore Sun in charge of television station WMAR Baltimore, whose topic will be "Getting a Television Station on the Air"; G. Emerson Markham, station manager for General Electric and vice president of TBA, who will discuss "Local Television Station Programming."

James D. McLead, commercial manager of WPTZ Philadelphia, will speak on "Local Commercial Television Sales"; Robert E. Shelly, director of television engineering operations at NBC, will present "The Network Story—Relays, Coaxial, Stratovision, Kinescope Recordings" and Scott Helt of the DuMont television network will discuss "Engineering problems of Local Remotes."

**WHHM**

MEMPHIS, TENN.

Patt McDonald

Independent—But not Aloof

Forjoe & Co., representatives

*With Our Hats off to the Alphabet and Chesterfield*
EVERY AD-MAN KNOWS...

Santa Claus misses the mark in Managua

But

DID YOU KNOW...

Here in the $1,000,000,000 Ark-La-Tex KWKH occupies the Number 1 spot of all stations in this great 49-county area. Just as the Latin American advertiser makes sure his ads have the "local touch" (for instance, he knows that Saint Nick seldom crosses the Rio Grande) so do we keep ourselves in tune with the likes of our loyal listeners. Constant programming to these preferences has brought us the acceptance we enjoy today. We know our audience and put that knowledge to work for our advertisers. Your schedule will receive this same protection on 50,000-watt KWKH... the station heard by most—preferred by most in a big tri-state market.

that people in the South (United States, that is) celebrate Christmas with firecrackers?

that 2 1/2 million Southern farm families made $6,500,000,000 in 1946?

that KWKH is the only station that covers all the rich South Arkansas, North Louisiana, East Texas market?
Cowles Files Answer to Upton Close

WOL Commentator’s Talk Caused $200,000 Libel Suit

THE LONG-AWAITED answer to the Upton Close suit against Albert Warner and Cowles Broadcasting Co. was made public last week. It was filed Nov. 28 in U. S. District Court by Attorneys John F. Harding, New York, and Hugh Lynch Jr., Washington.

The brief is a response to the libel suit brought against Cowles, owners of WOL-MBS Washington; and Mr. Warner, chief of the Mutual Washington news bureau [BROADCASTING, March 3]. In the notice served, the then-Mutual Commentator Close (whose real name is Josef Washington Hall) asked $200,000 damages for “libelous publication” of a broadcast concerning the plaintiff given by Mr. Warner March 6, 1946 over WOL. Mr. Warner's script, exposing much of the alleged misinformation Mr. Close had broadcast, was reprinted in full in or part in the Congressional Record and several newspapers, magazines and pamphlets.

Mr. Warner said, in part: “There is a kind of unwritten law in most newspaper shops and radio stations that one columnist or commentator does not find basic fault with another in the neighboring column or program. It is a kind of professional immunity. You may criticize ignorance and malevolent confusion at a distance but not in the critic at your elbow.

"I propose to break that rule." Mr. Warner then proceeded to review Upton Close's record—his minimizing of Japanese aggression even after Pearl Harbor; his championing of "Fascist Franco and the Nazi henchmen who are on top in Argentina"; his misinterpretation of facts concerning the State Dept., the housing situation, foreign relations; and his presentation of Tyler Kent as a guest on the Close program. Tyler Kent was the clerk in the American Embassy in London who took confidential messages to his London residence, and who allegedly turned over the documents to pro-Germans.

Reviews His Record

The answer to Mr. Close's suit is a further review of the Close record, and a "defense of fair comment" of Mr. Warner's script.

The brief goes back to May 1940, when Mr. Close is quoted as saying that Great Britain had financed and supported Japan's invasion of Manchuria, that nine-tenths of Germany's armaments were either manufactured by or financed by the British, and other English statements with supposedly no factual basis.

The history of his minimizing of the Japanese war threat before Pearl Harbor, then his attack on the way in which the war was being fought is traced. "Japan is licked to a stalemate in China," he is quoted as saying, followed at various periods with "... if there is one thing Japan hopes to do, it is to avoid a clash with the American fleet." "I see less reason for having a war with Japan who is the puppet of the United States than for the Allies to fight each other."

On Dec. 15, 1942, Mr. Close said: "Japan is the 'have' nation and we the 'have not' nation and Japan has all the minerals and foods... Our leaders were so wrong in the estimate of her strength... Our leaders must stop straddling the fence and get into action."

Throughout the European war, Mr. Close "Défend"ed the U.S. war effort by shapshoting at British and Russian war policies," the brief states, "and repeatedly raised doubts as to the good faith of the Allies toward one another."

Numerous examples of the charges are quoted.

Proof Positive

Included in and filed with the brief are copies of several of Mr. Close's scripts used over Mutual and NBC, Mr. Warner's script on Mr. Close, numerous references to Mr. Close and his talks in Congress in the Congressional Record, a Saturday Evening Post editorial giving factual proof of the falsity of Mr. Close's statements regarding an article in the Saturday Evening Post, and reprints of various articles by and about Mr. Close in other magazines and newspapers.

In cases cited, the brief points out Mr. Close's allegations and attempts to refute them with factual evidence.

Mr. Close's sponsor at one time on Mutual was the National Economic Council and its president, Merwin R. Hart, who "is well known for his pro-fascist leanings," according to U. S. Supreme Court Justice Robert H. Jackson, quoted in the brief. Lumberman's Mutual Casualty was another Mutual sponsor.

While on NBC, in 1942-'43, he was sponsored by Shafter Pen Co. The brief points out that each time Mr. Close's commentaries were discontinued by these sponsors, he gave several varying reasons for the ending of the contract.

According to Mr. Lynch, an attorney for Cowles and Mr. Warner, the law firm last Tuesday was served with notice to strike the answer to the suit. Action is now pending.

SUGGESTS U. S. RADIO HAVE UNESCO LIAISON

A PROPOSAL that the National Assn. of Broadcasters appoint a representative to serve as liaison officer from U. S. radio to the Paris headquarters of UNESCO was made last week to the Radio Executives Club of New York by Philippe Desjardins, head of UNESCO's radio section.

The proposal was made in the presence of Justin Miller, NAB president, who was featured speaker at the club's Wednesday luncheon. Judge Miller, responding to the solicitation by M. Desjardins, said: "I hope we shall be able to work out with him the project he has outlined."

M. Desjardins said the presence of a representative of American broadcasters in Paris would assist UNESCO in using radio to promote its educational and cultural aims.

'TALKING LAMP' Radio Editor Uses It to Get Story to Paper Quickly

PEACETIME use of a wartime Naval secret weapon was made by Larry Wolters, Chicago Tribune radio editor, Dec. 2 to transmit a story to his city editor.

Known as the "talking lamp" the device transmits invisible infra-red radiations and was developed for the Navy to make secret two-way conversation between ships at sea or from ship-to-shore during periods of radio silence. The lamp is a laboratory development of Westinghouse Electric Corp.

Mr. Wolters used the "invisible searchlight beam" to phone his story of the results of the National 4-H Club contest from the Civic Opera Bldg. to Tribune Tower approximately one mile distant.

The device could be used in areas where telephone lines are cut and climatic interference makes radio broadcasting impossible.
EXTRA REACH GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER 22.1% OF THE LISTENING AUDIENCE "MORNING - NOON - NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Bless that clear signal at 630 on the dial...it packs a punch that puts profits in your pocket!...a coverage wallop that BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of these prosperous counties...the lush area within a hundred miles of St. Louis...and found 22.1% of the listeners tuned to 630 on the dial. Bless that clear signal. These counties are all in the heavy-weight class and add a million additional spenders to the million and a quarter St. Louisans in KXOK's "home market." Compare KXOK's long reach and low rates...and you'll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Bless that clear signal at 630 on the dial.

* Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Co. Ask your John Blair Man about this revealing survey...offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 KC • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times
BMB Appoints Special Counsel in Fight For Recognition as Tax-Exempt Outfit

APPOINTMENT of the legal firm of Root, Ballantine, Harlan, Bushby & Palmer, and of Ernst & Ernst, accountants, as special counsel to BMB in its fight for official recognition as a non-profit, tax-exempt corporation, was announced last week by the tripartite research organization, following a Tuesday evening meeting of BMB’s Executive Committee.

BMB also reported that it has received a two-week extension for filing the income tax return which the Internal Revenue Bureau contends must file. Original deadline was Nov. 28. BMB officials emphatically declared that the act of filing a return does not imply any admission of tax liability, however.

The committee, whose membership includes the presidents of the three groups sponsoring BMB—ANA, AAAA and NAB—stated that the organization’s tax status has not been determined as yet and that the Internal Revenue Bureau has neither rendered a bill nor found BMB tax delinquent.

Ryan Statement

Speaking for the committee, J. Harold Ryan, chairman of the committee as well as of the BMB board, said: “We have no fear whatever of the outcome. BMB’s cooperative, non-profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the off-expressed need of advertisers, agencies and broadcasters for a tripartite, cooperative, non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax.”

The committee also issued the following statement, designed to clarify the tax situation for the benefit of its more than 500 station subscribers:

“The Internal Revenue Bureau is not the agency of final resort in the determination of tax liability. Final tax liability can be determined only by the Tax Court of the United States, whose decisions may be appealed through the U. S. Circuit Courts to the Supreme Court.

Not Bound

“In performing its function the Revenue Bureau is demanding that returns be filed by many organizations which are in all probability not subject to tax. In no case does the Revenue Bureau determine, in advance of filing, the amount of taxes allegedly due, as erroneously reported in the press with respect to BMB.

“No Commissioner of Internal Revenue is bound by the rulings of predecessor commissioners, and it is not without precedent for one commissioner to reverse the ruling of a predecessor. To cite an instance the Revenue Bureau, in its current drive to collect taxes, another non-profit, cooperative organization well known to the advertising fraternity was granted tax exemption by the Revenue Bureau as far back as 1923 and operated under such exemption without question ever since. Yet this year the commissioner reversed the earlier ruling by asserting that this organization is subject to taxes and demanding that it file returns.

“BMB finds itself in the same untenable situation as many similar heretofore exempted non-profit organizations. Although this present situation calls for alert and positive action, there is no cause for alarm as to the ultimate outcome.

“On advice of counsel BMB filed a statement of its tax exemption on Dec. 31, 1945. It is customary practice among non-profit organizations. That statement was supplemented in August 1946 by another brief which provided further information bearing on BMB’s tax exemption.

“In October 1947, more than a year later, the Commissioner of Internal Revenue issued an opinion and demanded that BMB file tax returns. At its Nov. 17 meeting the BMB board of directors authorized retention of special legal and accounting counsel. The firms of Root, Ballantine, Harlan, Bushby & Palmer, attorneys, and Ernst & Ernst, accountants, were retained.

Dec. 2 Approval

“On advice of counsel, the BMB Executive Committee, meeting Dec. 2, approved the filing of tax returns, but in filing these returns does not admit tax liability.

“The Executive Committee is taking the proper steps to safeguard the interests of the subscribers and is confident of the ultimate outcome of the matter.”

Reviewing BMB’s progress, the Executive Committee reported an increasing interest in the interim audience measurement study to be made next March and the feeling that this interest would mount as the Jan. 5 deadline for ordering these studies comes nearer. Committee also said it expects numerous new and renewal subscriptions in BMB to come in during December as a result of the extension of subscription discounts to Jan. 1.
"Always giving something extra!"

*Just ask your Raymer representative

December 8, 1947 • Page 45
FCC Said Undermining Smaller Stations

EDITOR, BROADCASTING:

One of these mornings, the industry of small radio stations will awake to find themselves in much the same position of the small, starving weekly newspaper; insufficient income to maintain adequate quality material to operate on more than a shoestring. Many of these stations, new and established, are destined to failure.

The weak-kneed attitude of the small station industry in allowing the FCC the power to destroy small-station economy is dangerously alarming. If the FCC is sponsoring this influx of new stations without pressure from equipment makers, then an immediate investigation should be made to determine if the FCC is a genuinely American body; if its theories are guided by some un-American objective.

On the other hand, if the FCC is a pure and holy American body but has allowed itself to become the toy of the big equipment manufacturers, the demand for investigation is just as urgent.

It is possible that many of the large stations sense the disaster that is ahead for the small stations and are only mildly interested in the dangers that beset the small stations. This is a dangerous attitude, since the division of listeners, until the time of collapse, will eventually place the large station in the position of being unable to deliver a profitable audience.

The NAB and the industry it represents had either better get busy . . . or spend seven out of every eight hours in prayer.

J. Carson Brantley
The J. Carson Brantley Adv. Agency
Salisbury, N. C.

Editor's Note: Among the national accounts which J. Carson Brantley Advertising Agency has handled are: Ralston Purina, Wonder Products (insecticides), Owen Drug Co. (coid preparations).

Miller Compliments Editorial Stand

EDITOR, BROADCASTING:

Congratulations on a bang-up editorial page in the current (Nov. 24) number of BROADCASTING. In your first editorial, you say just what should be said concerning the present situation. With reference to the Standards of Practice. In your second editorial, you point the finger at some hogs who have been getting away with murder, practically unchallenged . . .

Your editorial on "Reverse Land-Listen" is one of the best ideas which I have yet heard for getting our message over to the people of the European countries, and, at the same time, getting some sort of an equivalent for the money which we are pouring into these countries . . .

Justin Miller
NAB President
Washington, D. C.

Teen-Ager Station

WUBC Washington Heights, New York City, "... probably the only radio station with no vice presidents," was profiled in a short article by Hyman Goldberg titled "Bedroom Broadcasters" in last week's (Dec. 5) Saturday Evening Post. The station is run by 13-year-old twins, Jay and Bruce Colen, in their bedroom. WUBC is on the air Friday nights for 15 minutes, at "about 1440 kc" with a range of 500 yards. The twins produce blood-and-thunder shows and boy-in-the-street interviews, using neighborhood talent. WUBC—for United Broadcasting Co.—was "licensed" by the simple expedient of phoning the FCC and getting the approval of a bemused official to remain on the air.

Liberty's Spirit Ebbs, Broadcaster Fears

EDITOR, BROADCASTING:

In the land where liberty was conceived, where democracy was born, and where free enterprise has made the land and one to be en-
READY NOW

A New 3 KW-FM TRANSMITTER by RAYTHEON

Ask WLAW-FM about RAYTHEON SERVICE
Marked “OK for shipment” at Raytheon, Waltham, on Thursday, equipment for WLAW’s new FM transmitter began feeding programs into their antenna at Burlington, Mass., on Saturday. That’s evidence of Raytheon super service made possible by dependable, easy-to-install Raytheon quality equipment.

You’ll like its LOOKS
It’s clean as a whistle, modern, streamlined — a handsome addition to any up-to-the-minute station. It’s true, but hard to believe, that the new Raytheon 3KW-FM Transmitter is the lowest cost reliably made equipment of its class that you can buy.

You’ll like its PERFORMANCE
It’s easy and quick to tune — requires a minimum of special testing equipment . . . delivers a high quality, stable, hi-fidelity signal . . . operates at an inherently lower noise level. Features Raytheon direct crystal control and simplified Cascade Phase Shift Modulation.

You’ll like its EASE OF MAINTENANCE
Simple, conservatively rated circuits . . . easy accessibility . . . the use of standard, readily obtained, easily replaced parts — make this Raytheon 3KW-FM Transmitter the easiest, most economical equipment to service and operate.

Look ahead with RAYTHEON
Raytheon’s Integrated Design Policy lets your station grow with the industry. Start as low as 250 watts . . . step it up with the new 3KW-FM Amplifier and Transmitter . . . use it later as a driver for a 10 KW unit. You’re set for the future with no fear of obsolescence.

Write today for complete information and technical details.

Raytheon Manufacturing Company
Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle
Dear Time Buyer:

When buying radio time for the Cincinnati market, let WCKY show you the record — the Hooper record, the mail record.

It will prove that WCKY is the lowest cost per thousand listeners, and has the greatest plus coverage.

We will appreciate the opportunity to give you all the figures which are most revealing and of vital interest.

Call our New York office collect — Mr. Ralph E. McKinnie
Eldorado 5-1127

or Cincinnati — Mr. Charles H. Topmiller
Cherry 6565

WCKY is doing the real selling job for the advertiser.

INVEST YOUR AD DOLLAR WCKY'S-LY
HERE IS THE LATEST HOOPER REPORT:

AUGUST THRU OCTOBER
1947
Cincinnati

MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>SETS-IN-USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.00 AM to 6.00 PM</td>
<td>18.0</td>
<td>3.4</td>
<td>3.7</td>
<td>3.0</td>
<td>5.3</td>
<td>2.4</td>
<td>0.2</td>
</tr>
<tr>
<td></td>
<td>Ratings*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share of</td>
<td>18.9</td>
<td>20.6</td>
<td>16.7</td>
<td>29.5</td>
<td>13.3</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Audience**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.00 PM to 8.00 PM</td>
<td>23.0</td>
<td>4.7</td>
<td>4.4</td>
<td>4.6</td>
<td>6.6</td>
<td>2.6</td>
<td>0.1</td>
</tr>
<tr>
<td></td>
<td>Ratings*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share of</td>
<td>20.4</td>
<td>19.3</td>
<td>19.8</td>
<td>28.5</td>
<td>11.5</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td>Audience**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.00 AM to 8.00 PM</td>
<td>18.9</td>
<td>3.6</td>
<td>3.8</td>
<td>3.3</td>
<td>5.6</td>
<td>2.4</td>
<td>0.2</td>
</tr>
<tr>
<td></td>
<td>Ratings*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Share of</td>
<td>19.2</td>
<td>20.3</td>
<td>17.3</td>
<td>29.3</td>
<td>12.9</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Audience**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Base: Total Homes Called
** Base: Sets-In-Use

NOTE: The above measurements are based on a sample exceeding 600 homes called and, therefore, are submitted as conclusive.

NOTE: Sta A has two months of baseball included in this Hooper Survey.

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

FBI-Durr Pinch

COMR. CLIFFORD J. DURR has plunged the FCC into another mess, this time with the FBI. The FCC majority has attempted to kiss it off with a somewhat overdue apology which may placate FBI Director J. Edgar Hoover temporarily, but which won’t satisfy Congress.

Any day now the House Independent Offices Subcommittee begins hearings on the FCC’s 1949 fiscal year appropriation. That committee is headed by Rep. Edgar Jones of Texas—R-Mass.—who for years has had a sharp axe out for the FCC. Even on the minority side of the House there are formidable members who are unfriendly to the Commission and its way of doing business, not least among them Democratic Leader and ex-Speaker Sam Rayburn of Texas, and Rep. Gene Cox of Georgia, who headed the last Select Committee investigating charges of FBI four in 1945.

Since last September, a highly respected former member of the House—Robert F. Jones of Ohio—has been sitting on the Commission. He has the confidence of the Republican majority. He is liked on the Democratic side too. Mr. Jones has observed FCC operations carefully. His full-scale disagreement with left-winger Durr on the FCC board is to go along with the FCC’s majority’s current puff compromise to assuage both Mr. Hoover and Comr. Durr will arouse interest on the Hill.

For years the FBI has been supplying to the FCC and the Commission high-level unclassified information which it has received during its investigatory work without suggestion or recommendation. Mr. Durr saw fit to describe these as “graffiti” reports on individuals connected with radio which he regarded as “baseless gossip.” Mr. Hoover didn’t relish that, and since the FCC hadn’t seen fit to repudiate them, the statement was left in its original form, at least that was what he was transmitting the transcript of such data. The FCC found itself over another barrel, as it had on several other occasions, agitated largely through Durr’s mind, as it charged his legislature fellow-staffers who go down the line for the so-called “liberals” but invariably leave an anchor to the broadcasting who has heard and done nothing.

The Durr-FBI incident brings into the open what has been more than a suspicion among inner-workings at the FCC. Several Commissioners, incumbent and past, have never seen the FBI reports to which Mr. Durr referred. Were these reports routed to the Legal Dept., perhaps to the Chairman’s office on occasions, and possibly to other selected Commissioners at the will of the Legal Dept.? Certainly Commissioneer Durr wasn’t passed up, because he said he knew about them and didn’t like them. But Acting Chairman Walker hadn’t seen them; nor had Comr. Jett. Nor Comr. Jones until the incident led them to call for them.

These reports dealt with alleged subversives seeking broadcast licenses. Why hasn’t Commission counsel sought to ferret out such information as believable? Even Durr?

The five-page Durr statement justifying his stance on the FBI “uninsolicted reports” is another slick attempt at rhetorical curve-throwing which may make Daily Worker and FM Better than Green, as being denounced by Congress.

Comr. Durr, from time to time, has been reported ready to leave the FCC. His term expires next June 30. Senator Capehart (R-Ind.) has asked for a congressional investigation of the “smelly” Durr incident. Developments will be awaited with interest.

Page 30 • December 8, 1947

Mayflower’

INVITATIONS to appear at the Mayflower case rehearing March 1 and give “us the benefit of your conclusions and opinions” have been sent out by the FCC to 49 organizations and 38 individuals. Sending such letters of invitation is unorthodox procedure. It was voted in this instance over the vigorous protests of both Commissioners Durr and Jones.

The letter states, quite frankly, that the problem is “editorializing by broadcast licensees” and summarizes at some length the original Mayflower decision by the Commission. Everything looks fair and square, and above board until one glances at the list of names to which the invitations were sent. Then even the most gullible must wonder if someone hasn’t slipped a colleague into the game.

The organizations to which invitations were sent did not offer such opportunities for the manipulator as did the list which went to individuals. Such standbys as the U. S. Chamber of Commerce and the NAM were automatically included. So was the NAB, which instigated the hearing. But of the 49 groups asked to testify ten are easily identified as devoted to the FCC decision, none other than the REMA for one, where perhaps 20% in this category seems a large number. But wait. Look at the names of the 36 individuals. One observer, going down the list, checked 26, or better than 70%. They are nearly always highly intelligent just as they are more often than not extremely “liberal” in their viewpoints. But 22 out of 36 seems an inordinately high percentage of people from one single classification.

The fourteen invitations which went to members of the Commission on Freedom of the Press form the basis for some interesting cogitation. This group, set up for the express purpose of studying freedom of expression, has so far issued eight reports which might be summed up as nearly unanimous in urging more government control on radio, the press and on other means of mass communications.

Of course none of the U. of Chicago group’s reports went quite so far as the recommendation Charles A. Siepmann made in the Blue Book for the FCC and in his own popular version of that masterpiece under the title Radio’s Second Chance. Well, you guessed it, one of the names appearing on the invitation list is that of C. A. Siepmann.

With such a group urged to be on hand with their testimony which may be expected to support the FCC’s original Mayflower decision banning editorializing and perhaps urge even more government control of radio, one wonders if the FCC majority isn’t already congratulating itself over the outcome. They must feel like the culprit who is tried before a jury comprised of his father, his mother and ten of his best friends.

CAN ADVERTISERS afford to foot the video bill? That’s the question confronting the middle boys in the knitted-brow departments of agencies and networks. One school of thought points out that many mass journals are hitting stratospheric advertising rates. Life, for instance, is getting $15,225 a page for black and white. Video proponents think that same money spent on television programming would bring better results. They see victory for television depending on quick expansion of video circulation.

Our Respects To—

LIFE is a lot simpler today for the gentleman who was writing and producing 27 shows a week for KFRC San Francisco in 1933. Today Austin Peterson is vice president and radio director of Ted Bates Inc. with headquarters in Hollywood.

In this capacity he oversees Hollywood originations of NBC Kay Kyser’s College of Musical Knowledge and The Dennis Day Show.

Looking back on his 14 years in radio, “Peter” Peterson believes he started out in the industry at a time when “anything that could possibly happen in radio happened not once but 15 times.” As an example, he recalls a time while employed at KFRC when union clearance had not been accomplished for an Army band. As result he was faced with the dilemma of putting the remaining 25 minutes of a half hour program following a speech by a ranking Army officer. And he found the solution in this officer who had been taking variations for 27 minutes instead of the planned five.

His mentor at start of his career was the late Harrison Holloway, who sired many a radio man’s beginning. Contemporaries at KFRC included Ralph Edwards, Tom Brennan, Jack Van Nostrand, John Nebbett, John B. Hughes, Hal Peary and Arnold McGuire.

In fact it was Pat Weaver, now Young & Rubicam radio vice president, and Jack Van Nostrand who advised him to give radio writing a whirl. But Holloway acts the man who first saw his sample scripts.

Starting out as writer for the well-known West Coast Blue Monday Jamboree, he wrote comedy acts at rate of $10 per. In addition he says he always worked sound effects into acts thereby insuring himself an additional five dollars as sound man.

Looking back on his time in the industry, he finds the most amazing things that happened to him came as a sound man. Two sketches that he once wrote called for 110 sound effects. Since this called for a wide assortment, he carefully arranged them for access and sequence. But the show was running over and they cut a number without telling him. Caught with his sound effects down, he performed the majority of them vocally.

Mr. Peterson remained with the station from March 1933 until summer of 1936 when he went down to Hollywood as a writer on the Packard Show which featured Fred Astaire and Charles Butterworth. After the first 19 weeks, he was named program editor and re-

(Continued on page 58)

BROADCASTING • Telecasting
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.
Respects
(Continued from page 50)
mainly as such for the next two years.
In 1938 he joined the production staff of Young & Rubicam as producer of Passing Parade with John Nesbitt. His boss at that time was Tom Harrington, now with Ted Bates Inc. as account executive and vice president.

His next assignment was editor of CBS Screen Guild Theatre in 1938. He remained as such until September 1942 when he left the agency to join OWI. After a few months he entered the Army as a captain serving with AFPS, first in charge of all writers and later as program director. Separation came in December 1945, as a major.

In January 1946 he joined Ted Bates Inc., in his present capacity. Having spent so much of his radio career as a writer, he is still very concerned with the adequacy of budgets in this direction. Recognizing the full weight of name casts, he is nonetheless certain that no cast can carry its own weight without ample script help. His presence in radio was not his starting aim. Following graduation from San Mateo Junior College in 1927, he started out as a freelance artist. Early in the summer of 1928 he joined the Oakland Post Enquirer as a cartoonist at $15 per week.

Actually he had hoped to be a reporter but found it easier to get a job as an artist. So sports cartooning were the closest he came to being represented in the news columns of the paper. After six months in Oakland he was transferred to the Los Angeles Herald where he stayed until the market took care of his job as well as others' in November 1932.

Shifting operations to Carmel, he next undertook a year of what is now recalled as "freelance-starving-to-death" as an artist. During this time he began to think about writing. This led to radio.

A native of California, he was born Harry Austin Peterson at Palo Alto, July 10, 1906. He was reared there, graduating from Palo Alto High School in June 1925.


His presence in radio was not his starting aim. Following graduation from San Mateo Junior College in 1927, he started out as a freelance artist. Early in the summer of 1928 he joined the Oakland Post Enquirer as a cartoonist at $15 per week.

Mr. Walker, formerly in charge of sales staff of WBNK Indianapolis, has been appointed commercial manager of WMPS Memphis, Tenn. Mr. Walker, veteran of more than 10 years in radio, was with WCPO and WMPS prior to joining the station as manager for past six years.

Engineering of Young & Rubicam's production department, has been named special program development executive. He has been the New York office head office is at 1216 S. E. Adams St. Telephone Birmingham 2.

Mr. Walker, formerly in charge of sales staff of WBNK Indianapolis, has been appointed commercial manager of WMPS Memphis, Tenn. Mr. Walker, veteran of more than 10 years in radio, was with WCPO and WMPS prior to joining the station as manager for past six years.

Mr. Warren joins APW (FM) Columbus, Ind., as chief bookkeeper.

THOMAS H. DUNN, former account executive with Harry M. Frost Agency, Houston, has joined WOAP as sales representative.

PAUL W. NORMAN, program director at WNNR, has been transferred to station's sales department.

DEAN R. UPSON, commercial manager of WERN Shreveport, La., has been appointed member of Mayor's Commission for Recreation Week, Jan. 1st to 17. Mr. Upton also will be chairman of sub-committee on radio publicity.

WILLIAM FORBES, commercial manager of WWOV, Richland, Mo., is the father of a boy, Jeffrey Howard, born Nov. 27.

Page 52 • December 8, 1947
ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGA IN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS

... ON THIS!

“THE

MILLION

DOLLAR

BALLROOM”

million dollar talent and music to produce millions of sales for you in America's richest market!

INQUIRE NOW ABOUT OUR GUARANTEED 13-26-52 WEEK CONTRACT PLAN

WORL

BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES
ABC ANNOUNCES TWO MORE SHOW RENEUWALS

ABC's Paul Whitman Club, Monday through Friday, 3:30-4:30 p.m., and TV Pop, Wednesdays, 8:30-9:00 p.m., have both been renewed according to the network. The National Biscuit Co., New York; Nestle's Milk-Products Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem and Wesson Oil & Snowdrift Sales Co., Inc., New Orleans, each sponsor a quarter of the Whitman Show, and TV Pop is sponsored by the American Express Travelers Cheques, New York.


Agency Unit Formed

THE FORMATION of the Council of Advertising Agency Librarians in New York, was announced last week. Librarians representing some of the leading agencies have been meeting informally once a month for the past year to discuss mutual problems. The council has appointed Delphine V. Humphrey, librarian of McCann-Erickson, as first chairman, and Rita Allen, librarian of Newell-Emmett, as its first secretary. Other members are: Natalie Frank, Geyer, Newell & Ganz; Katharine A. Strong, Analog; Vera Halorovan, J. M. Mathes; Margaret Lynch, Kuhn & Petersen; Rosalind Mor-rison, Doherty, Clifford & Shenefelt; J. M. O'Leary, Birds & Best; Josephine Siede, Compton Advt.; Doris Richardson, Fuller, Smith & Rose; Anne West, Campbell-Kawl.

KWRN Reno, Nev., ABC Outlet (1490 kc), Starts

KWRN Reno, Nev., owned by Reno Newspapers Inc., and affiliated with ABC, is on the air on 1490 kc with 250 w. Executive staff includes Merrill Inch, general manager; John Lang, sales manager; Gene Shumate, program director, and Wilbur Cardwell, chief engineer.

The new station's modern studios, utilizing a low-level design, are on the fourth floor of the Gazette Bldg. in downtown Reno. Transmitter is a mile east of the city. A 14-page newspaper

AGENCIES

E. G. (Al) Eisenmenger, formerly with Danper-Pligard Sample, Chicago, has been named radio director of Swaney-Drake & Co., Chicago. Mr. Eisenmenger will be directly responsible for all radio production and timebuying.


Travis Wells, formerly of Lennen, Hollywood, and prior to that on staff of Foote, Cone & Belding and J. Walter Thompson Co., Chicago, has joined Bravura, Van Norden & Staff, Los Angeles, as account executive.

Samuel H. Heymann, vice president of Ruthrauff & Ryan, Chicago, has re-signed effective Jan. 2. He joins the Alligator account desk.

Ralph Allum, formerly a vice president of Lord & Thomas, Chicago, Sample, Hummert & Blight, Chicago, has joined the Alligator account desk.

Jeanette Siede, Compton Adv.; Doris Richardson, Fuller, Smith & Rose; Anne West, Campbell-Kawl.

FLORENCE WARNER has resigned from the publicity department of Blwo Co., New York, to return to Des Moines because of ill health.

Gerald F. Perry, formerly with Dart's, Chicago, has joined Bizer & Associates, New York, as copy chief and sales promotion manager.

Victoria Sullivan, formerly with O'Brien & Dorrance, CBS, has joined Blau & Maury Adv., New York, as copy chief and sales promotion manager.

BROADCASTING • Telecasting

AGENCIES

KWRN Reno, Nev., ABC Outlet (1490 kc), Starts

KWRN Reno, Nev., owned by Reno Newspapers Inc., and affiliated with ABC, is on the air on 1490 kc with 250 w. Executive staff includes Merrill Inch, general manager; John Lang, sales manager; Gene Shumate, program director, and Wilbur Cardwell, chief engiener.

The new station's modern studios, utilizing a low-level design, are on the fourth floor of the Gazette Bldg. in downtown Reno. Transmitter is a mile east of the city. A 14-page newspaper

section with full-color front page and containing congratulatory ads, advertising and news stories about KWRN heralded the launching of the station Thanksgiving Day.

Studios under construction is KWRN-FM, which is to be a 10-kw outlet. It is expected to be on the air early in the spring, the KWRN management announ-

ing private practice as public relations counsel in Washington.


Carroll H. Hudders Jr., formerly with J. Walter Thompson Co.'s New York research and public relations department, has joined agency's office in Sea Point, Switzerland, where he will engage in market research.

Mitchell Grayson, radio producer, has been appointed to television department of Kenyon & Eckhardt, New York. In this capacity, he will assist in providing programming for the agency.

Kaye Sullivan, formerly with O'Brien & Dorrance and CBS, has joined Blau & Maury Adv., New York, as copy chief and sales promotion manager.

Florence Warner has resigned from the publicity department of Blwo Co., New York, to return to Des Moines because of ill health.

Ken Main, formerly publishing manager of Aviation Corp., Van Norden & Staff, Los Angeles, as account executive.

Samuel H. Heymann, vice president of Ruthrauff & Ryan, Chicago, has re-signed effective Jan. 2. He joins the Alligator account desk.

W. Douglas Humphries, formerly with Kenyon & Eckhardt, Chicago, has joined copy department of Mason Inc., New York. He was a former association with R & E, he was with Grant Adv., J. M. Mathes, and McCann-Erickson.


Myron E. Stewart, formerly with MacFarland, Chicago, has joined Gourgin-Cobb Adv., Chicago, as production manager.

Vic George, president of Whitehall Broadcasting Ltd., Montreal, wrote six books, and currently is Bureau of the "New York Times." He "Want To Know" being released in Canada by William Wright, Toronto station representative.

E. G. Stephens, former manager of D'arbo-Maclean Adv., Calgary, has joined Harold F. Stanfield Ltd., Montreal, as account executive. He is veteran of IOCAP and joined Maclean Adv. at Montreal on release from air force.

Roland Blair, former vice president and account executive of Rogers & Smith, Chicago, has joined Swansy Drake & Bement, Chicago, as account executive.

Paul Olafsson, space buyer in Chicago office of Dancer-Pligard-Sample, resigns effective Dec. 15 to join John W. Shaw Inc., Chicago, as media director.

Gerald F. Perry, formerly with Bat-cille Adv., Dallas, has opened Perry Adv., 217 South Main, Dallas. He previously was with Mitthoff & White Adv., El Paso.

R. B. Brewer, vice president and secretary of MacManus, John & Adams Inc., Detroit, has been appointed general manager in charge of internal operations.
KGO at 50,000 Watts
Most Powerful Station
On Pacific Coast!

The new KGO transmitter, on the air December 1, emits a signal of well over 100,000 watts in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of new radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in your city—today.

ABC SPOT SALES DIVISION
American Broadcasting Company
New York   Chicago   San Francisco
33 West 42nd St.  Civic Opera Bldg.  155 Montgomery St.
Los Angeles 1440 Highland Ave.  Detroit Stroh Bldg.
LATEST in “mystery” give-aways has been introduced by WJBE-FM, Detroit, on new program titled “A Good Look.” On Fri., show is sponsored by Floyd Rice Ford. “Mystery car” which appropriate signs roam slowly through cities and towns, giving free demonstrations of perks. To recognize car, service message sign on radio, communicate with WJBE and repeat message word-for-word, each evening of entertainment for four persons in Detroit. Evening consists of transportation, dinner, contests and four reserved seats at theatre.

... Way We Wash...

DRAMATIZATION of Bendix automatic washing machine as it goes through its paces is basis of new series, “Wash On” produced by North American Home Appliances Inc., South Bend, Ind. Each hour program is being carried by 18 stations in Michigan and West, with plans to extend to other regions. Bendix dealer’s store with audience and is conducted by Bendix salesman and announcer. Announcer describes workings of Bendix and gives play-by-play account of washer’s activities. Interviews with spectators in store are also used in addition to such stunts as having prominent persons remove shirts for use in demonstration.

Dr. Dawber Heads Church Radio Commission Group

DR. MARK A. DAWBER, executive secretary of the Home Missions Council of North America, has been named chairman of the ad interim committee which will set to seek up a permanent Protestant Radio Commission Group. The formation of such a body was agreed upon by 50 inter-denominational Protestant leaders who met at Brooklyn, N. Y., on Sep. 18.

Dr. Dawber has been authorized to appoint the nine members of the interim committee, which has been empowered to organize a subcommittee to survey “the total religious radio situation in this country.”

Action to have the proposed Protestant radio commission committee, which was named, by the Federal Council of Churches, be withheld pending formal organization of the commission, which is expected to take a few months.

Harry W. Bettinghaus

HARRY W. BETTINGHAUS, 55, administrative assistant to Sen. C. Wayland Brooks (R-III.), and former AP newsman, died last week at his home in Washington. Because of a senator’s Brooks’ capacity as chairman of the Rules Committee, Mr. Bettinghaus had much to do with facilities for radio correspondents and was exceptionally helpful in monitoring the facts which brought about the present inter-communication system between the gallery and studios of correspondents. D. Harold McGrath, superintendent of the Senate Radio Gallery, paid tribute to Mr. Bettinghaus, saying, “The Radio Correspondent’s Asan, has lost a good friend.”

How To Win

1. Send Just $2.00 Deposit.
2. We Ship Record.
3. You audition for Laundries.
4. If You Sell — Deduct Your $2.00 — Send Balance of Your Price.
5. If No Sale — Send Record Back. We'll Re-Fund Your $2.00 Deposit in Full

Exclusive one station

Each City

THE LAUNDRY DOES IT BEST

Wire — Phone — Write

TODAY

TODAY'S

BEST

SPIEGEL'S

BI-COLOR

CREATIVE

RECORDS

AT

3

399

322

370

316

322

317

308

307

306

305

304

303

302

301

300

299

298

297

296

295

294

293

292

291

290

289

288

287

286

285

284

283

282

281

280

279

278

277

276

275

274

273

272

271

270

269

268

267

266

265

264

263

262

261

260

259

258

257

256

255

254

253

252

251

250

249

248

247

246

245

244

243

242

241

240

239

238

237

236

235

234

233

232

231

230

229

228

227

226

225

224

223

222

221

220

219

218

217

216

215

214

213

212

211

210

209

208

207

206

205

204

203

202

201

200

199

198

197

196

195

194

193

192

191

190

189

188

187

186

185

184

183

182

181

180

179

178

177

176

175

174

173

172

171

170

169

168

167

166

165

164

163

162

161

160

159

158

157

156

155

154

153

152

151

150

149

148

147

146

145

144

143

142

141

140

139

138

137

136

135

134

133

132

131

130

129

128

127

126

125

124

123

122

121

120

119

118

117

116

115

114

113

112

111

110

109

108

107

106

105

104

103

102

101

100

99

98

97

96

95

94

93

92

91

90

89

88

87

86

85

84

83

82

81

80

79

78

77

76

75

74

73

72

71

70

69

68

67

66

65

64

63

62

61

60

59

58

57

56

55

54

53

52

51

50

49

48

47

46

45

44

43

42

41

40

39

38

37

36

35

34

33

32

31

30

29

28

27

26

25

24

23

22

21

20

19

18

17

16

15

14

13

12

11

10

9

8

7

6

5

4

3

2

1

0

WHAM!!

Our New Laundry Spots

“The LAUNDRY DOES IT BEST”

Already

A Sensational Seller!

STATIONS REPORTING IMMEDIATE SALES.

How Can You Miss?

First: Laundries need these Spots and they know it. They face terrific competition — 25 Machines and Home Appliances. They need these spots and time on Your Station to tell their story.

Second: These 8-20 sec Singing Jingles, by the Tom, Dick and Harry Trio, are the Sell- ingest Job ever recorded.

Third: The price is right!

Under 25,000 $20.00
To 50,000 22.50
To 150,000 25.00
To 250,000 35.00
Over 250,000 50.00

Price Complete for 26 Weeks from Date of 1st Broadcast - Renewal at Same Rate.

(Extra Discs $3 Each)

HERE’S YOUR DEAL

1. Send Just $2.00 Deposit.
2. We Ship Record.
3. You audition for Laundries.
4. If You Sell — Deduct Your $2.00 — Send Balance of Your Price.
5. If No Sale — Send Record Back. We'll Refund Your $2.00 Deposit in Full

“THE LAUNDRY DOES IT BEST”

Wire — Phone — Write

TODAY

RADIO’S FINEST SPOT SERVICE
Make Each
Record a

"Personal
Appearance!"

—with precision control of recording quality

Listen critically: Your station is on the air. There's your announcer's voice... the opening music... the song... the chatter. Is it a 'live' or a 'recorded' program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled 'live' performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is 'WOW'-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead—which is standard equipment on the Unit 523 Studio Recorder—has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address: 88-06 Van Wyck Blvd., Jamaica 1, N.Y.
Time On Chicago Outlets at Premium As Strike of Typographers Continues

WHILE Chicago newspapers were struggling to meet daily editions during the second week of the International Typographers Union strike, the city's radio stations, almost without exception, reported an SRO sign for new commercial business.

Major stations continued their policy instituted Nov. 24, the day the strike began, of offering additional news programs to supplement their regular news service but indicated that only a few additional advertisers could be accommodated should the typographers strike actually force the six metropolitan dailies to suspend operations.

This was a strong possibility after Jan. 1, as the Chicago Newspaper Publishers Assn., representing the dailies (Sun-Times, Tribune, Daily News, Herald-American and Chicago Journal of Commerce) issued a protest against "slow-down" tactics on the part of mailers. The mailers union, an ITU affiliate, has a contract due to expire Jan. 2, at which time the mailers could refuse to renew without violation of the Taft-Hartley Law.

Two-Way Effect

TWO-WAY radio is ideal in some communication situations. But standard one-way broadcasts can have a two-way effect. Consider the method of KFVD Los Angeles. Cooperating with Optimists Club in toy drive on behalf of Salvation Army, station broadcast repeated announcements seeking donors. As they came in, names and addresses were put on air and Optimist driver members spread through city and proceeded to point of pickup.

Radar Warning

CAUTION regarding improper use of radar equipment for training purposes was expressed last week by FCC. Issued because of numerous inquiries from colleges and other educational institutions, the Commission notice warned against possibility of interference to recognized services, particularly air navigation, and the necessity for obtaining both station and operator licenses before starting operation of such equipment.

HARD TO BELIEVE...

He's not the imaginary "whiffenpoof", although he is almost as fantastical! He's a real live animal, a hard-shelled mammal known as the "armadillo", a timid little fellow that burrows by day and wanders across the South Texas prairie at night. Hard to believe... but it's true!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION

* MUTUAL and TSN

REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

But it's true...

And, there's another for the book! KPAB is Laredo's listening habit because it's Laredo's ONLY radio station! We're on the air 18 hours daily, bringing the program of the nation's largest network to this rich, isolated market of over 100,000 potential buyers.

It's hard to believe... but it's true! You can't cover Laredo without KPAB! Another FIRST! We'll soon be on the air with KAIR, on 100,000 watts, Laredo's first and only frequency modulation station! Why not ask us more about it?
Seek Package Show

BIOW CO., New York, is investigating a number of radio shows in an effort to come up with a package program for possible sponsorship by Schenley Distillers Corp. Although it is not certain that the company will return to network radio on behalf of its wines, it is understood that the agency will recommend it. The company recently dropped sponsorship of Suspense on CBS.

(Eugene T. Dyer Jr.)

Eugene T. Dyer Jr., 24, son of Gene T. Dyer, owner and executive director of WAIT Chicago, was killed Dec. 1 when his car struck a concrete abutment near Mundelein, Ill. The deceased was a partner in WAIT with his father and had served 4½ years in the U. S. Navy.

One-Time Basis

Following were bought on a one-time basis: Gimbel Bros. (Sound film review of Thanksgiving Day parade); Chevrolet Motor Co. (ABC royal wedding program); Raymond Rosen, Bendix distributor (Bendix Home Laundry Show); Trailer Coach Mfrs. Assn. (Trailer Coach Show); and American Telephone and Telegraph Co.

(Philadelphia—A Great City) Jacob Reed's Sons (Schoolboy Sports Show); Bartel's, home appliances (Let's Pop the Question); and Mort Farr, home appliances (Far Better Sports with Don Kellett).

BROADCASTING

RADIO & TELEVISION ADVERTISERS WHO KNOW THAT

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ... INCLUDING ALL 50,000 WATERS.

FIRST IN AM
FIRST IN COMMERCIAL FM
SOON FIRST IN FACSIMILE
SOON FIRST IN TELEVISION

New Jersey's 1st Station

Newark—New Jersey

December 8, 1947

Page 59
K. LOWELL SISBON, former m.c. of "The Early Birds" breakfast pro- gram on WFAA Dallas, has been named program supervisor at that station. ELLIOTT ROBERTSON, formerly with KPO San Francisco and NBC Chi- cago, has been appointed production di- rector of WFAA.

SAM ELFERT, publicity director of WLIB New York, has been appointed program director of that station, suc- ceeding DON MARTIN, who is resigning to do full-time freelance writing and produc- tion work.

BARBARA YORK, newscaster, Evansville, Ind.; BETTY MOUNT, Columbus, Ind., have been assigned to WFRP, Tompkins, for two years and previously was studio en- gineer with NBC.

DICK JEWELL, news director, has joined announcing staff of WCBS (FM) Columbus, Ind., and SARAH WELLS has been appointed WCTU continent- director.

R. WILKINSON, former assistant di- rector of WRFV Savannah, Ga., has joined WCBC and WCBS-FM Rock- y Mount, N. C., as program director. Others added to WCBC production staff include: JACK WINDSOR LIND- RAY, formerly with WCPB, Trento- ne; DICK BRADBOW, WILLIAM RAMSAY and CARL LAMM; JANE BRYANT, ASSISTANT DIRECTOR; BETTY WASHBURN, public service di- rector; EMMY SWINBURNS, formerly with WRFV, women's director; RUTH ROWLAND, disc jockey; BILL ROBBINS, FM librarian.

GEORGE FELDMAN, 17-year-old In- diana state winner of NAB's "Voice of Democracy" contest, has joined WIKY Evansville, Ind., as part-time announce- 

BARBARA DRAFER, former contin- uity director of WNOX Knoxville, Tenn., has been appointed continuity editor of KCMO Kansas City, Mo.

JANET LAMBERT, staff announcer and night newscaster of WMCA New York, has left that station to fre- e in New York.

10-25-27.

K. (Pete) CORBITT, temporary program director at WTIT Durham, N. C., has been named to that post per- manently.

JAMES HUGHES, former announcer and traffic manager at WHJ Jackson, Mich., has joined WNCC Saginaw.

LOWELL SIBSON, pro- fessor of speech at College of the Canyons, Santa Clar- ta, Since the author of "The Art of Public Speaking," has been appointed acting pro- gram manager of WTAG Northampton, Mass.

WILLIAM COX, program director of WMO Cincinnati, has resigned to join WHOP Cambridge, Mass., as pro- gram director. Others included in the announce- ment is the resignation of WHUP as- sistant program director of WWHO New York, and the appointment of HARRY WISEMAN as program manager of WBOC Boston.

LUCIOUS DAVIS, former disc jockey at WYDR Steelton, Pa., has joined WBBM Chicago as program director.

MICHAEL O'DONNELL, left NBC music library to become director of the WINS New York, music library last

week, replacing JERRY ALPEN, who resigned, SHELLIE BOTHMAN, who has been appointed director of WPGW Boston.

TOM HILL, newscaster, has been assigned to KWWI Elyria, Ohio, and has announced program depart- ment.

ELIZABETH TROUTMAN, has returned to the continuity department of KZMP Madison, after a five-week vacation.

LARRY BERRILL, has joined WAVA Washington, D. C., as announcer and traffic manager.

DICK MEYER, formerly with WABC New York, has joined ANNOUNCING STAFF OF WAPT, and has been appointed production manager of "Dr. Galvin's " show.

MARTIN MILL, formerly with WFCI, Des Moines, has been appointed program manager of "Our House Party." 

ROBERT TUCKER, formerly with WPAT Paterson, N. J., has joined announce- 

sport of WFRD Worthington, Ohio.

ROBERT CARMAN, announcer at WOSU Columbus, recently resigned from his post, and has been appointed program director of the station.

W. B. OLSON, former announcer of WQW Galax, Ill., has been appointed announcer of WQW Galax, Ill., and has been appointed announcer of WQW Galax, Ill., and has been appointed program director of WHLO Galax, Ill.

DANA ADAMS, announcer of WQPO Longview, Tex., is the father of a boy, William Barrett.

CARICATURES OF Dr. Frank Stanton (r), CBS president, and Hugh B. Terry, manager of KLZ Denver, provided background while the two executives discussed station and network problems in Mr. Terry's office during Dr. Stanton's recent visit to the Colorado capital.

Standard Video Set Ads Are Asked by BB Bureau

THE National Better Business Bureau disclosed in New York last week that it is preparing a code of recommended advertising stan- dards for television manufacturers and dealers to eliminate "misleading" or "confusing" video adver- tising.

The Bureau has already recom- mended, according to Kenneth Willson, a BBB official, that the actual image size be given when the dimensions of the picture tube appear in an advertisement. The Bureau further cited as an isolated instance a television set manu- facturer who advertised a video receiver for sale at an "annually sav- ing of $100" when actually the price had been permanently re- duced by $100. The Bureau advised version of the copy to make this fact apparent.

WQAM Miami received special recognition from the city of Hialeah, Fla., for services rendered during the recent flood. WQAM relayed messages, warn- ings and advice to the people en- dangered by the flood waters.
Harry A. Huliss, president of General Mills Inc., Minneapolis, has been appointed chairman of the board. James F. Bell, resigned. Leslie N. Lefferts, executive vice president, has been elected president succeeding Mr. Huliss. Mr. Bell combines with company as chairman of newly-appointed committees on finance and technological programs. Appointments effective Jan. 1.

National Biscuit Co., has appointed McCann-Erickson to handle its Pacific Coast advertising beginning Jan. 1, in addition to its national account, which agency already handles.

General Brewing Co., San Francisco (Lucky Lager beer), has renewed for seventh consecutive year, nightly two-hour recorded "Lucky Lager Dance Time" on KFAC Los Angeles, Agency: McCann-Erickson, San Francisco.


Holt-Diamond Inc., New York, used car dealer, purchased three-five minute minute spots in WHO's "Booster Hour," WNYT New York, Wnd 7:30-8:30 p.m., preced- ing Kraft Theater telecasts, on No- vember 25, Dec. 2 and 10. Five-minute seg- ments cover boardroom of the BT Evening program, with program and commentary. Agency: Miller Adv., Los Angeles.


Theodore T. Goole has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Ma- ris, Diner-King and other V. Viva brand products, and the Delettes line of cosmetics.


Delco Appliance Div., of General Motors Corp., Rochester, N. Y., has appointed Foste, Cone & Belling to handle its advertising effective Jan. 1, 1949. Agency's Chicago office will handle account.

Lyons & Healy, Chicago, music store, Nov. 4, started "The House That Music Built" on WENN Chicago, Tuesdays, 9-10 p.m. (CST). It is first largest radio expenditure to date. Contract for 14 weeks was placed directly. New York Motor Sales Co., Detroit, Nov. 30 started series of spot announce- ments on five Yankee Network stations. Agency: Brookes, Smith, French & Dor- nance, Detroit.


Theodore T. Goole has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Ma- ris, Diner-King and other V. Viva brand products, and the Delettes line of cosmetics.


Delco Appliance Div., of General Motors Corp., Rochester, N. Y., has appointed Foste, Cone & Belling to handle its advertising effective Jan. 1, 1949. Agency's Chicago office will handle account.

Lyons & Healy, Chicago, music store, Nov. 4, started "The House That Music Built" on WENN Chicago, Tuesdays, 9-10 p.m. (CST). It is first largest radio expenditure to date. Contract for 14 weeks was placed directly. New York Motor Sales Co., Detroit, Nov. 30 started series of spot announce- ments on five Yankee Network stations. Agency: Brookes, Smith, French & Dor- nance, Detroit.


Theodore T. Goole has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Ma- ris, Diner-King and other V. Viva brand products, and the Delettes line of cosmetics.


Delco Appliance Div., of General Motors Corp., Rochester, N. Y., has appointed Foste, Cone & Belling to handle its advertising effective Jan. 1, 1949. Agency's Chicago office will handle account.

Lyons & Healy, Chicago, music store, Nov. 4, started "The House That Music Built" on WENN Chicago, Tuesdays, 9-10 p.m. (CST). It is first largest radio expenditure to date. Contract for 14 weeks was placed directly. New York Motor Sales Co., Detroit, Nov. 30 started series of spot announce- ments on five Yankee Network stations. Agency: Brookes, Smith, French & Dor- nance, Detroit.


Theodore T. Goole has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Ma- ris, Diner-King and other V. Viva brand products, and the Delettes line of cosmetics.


Delco Appliance Div., of General Motors Corp., Rochester, N. Y., has appointed Foste, Cone & Belling to handle its advertising effective Jan. 1, 1949. Agency's Chicago office will handle account.

Lyons & Healy, Chicago, music store, Nov. 4, started "The House That Music Built" on WENN Chicago, Tuesdays, 9-10 p.m. (CST). It is first largest radio expenditure to date. Contract for 14 weeks was placed directly. New York Motor Sales Co., Detroit, Nov. 30 started series of spot announce- ments on five Yankee Network stations. Agency: Brookes, Smith, French & Dor- nance, Detroit.

Help Wanted

18,000 watt midwest AM station is accepting applications for announcing position. Applicants must be at least 21 years of age and hold valid license. Please send complete background information and references. Rush to Box 46, BROADCASTING.

Salesman wanted by 1,000 watt independent station in midwest city of 150,000. Excellent income possibilities for man who can sell. Some active accounts to start. Commission with drawing account. Write Box 71, BROADCASTING.

An opportunity is open at one of the nation's oldest established stations in a major eastern city for a competent, energetic Salesman. Please state complete background, salary requirements and availability in first letter. Reply to Box 99, BROADCASTING.

Announcer-wanted by station in large city. Good living conditions. For further information write Box 63, BROADCASTING.

Salesman—Hard-hitting experienced man who can talk and sell broadcast advertising intelligently in tough, competitive southern New England market of 300,000. Preference given applicant who knows New England market and has been successful with retail accounts. Position demands man who is analytical, know-how and is consistent pluggers. Very aggressive drawing account against in-house competition. Right man can earn $30,000 per year. Experience in sales, experience, personal background, references, and photo. Write Box 94, BROADCASTING.

Newman, WANE, P.O. Box 926, Fort Wayne, Ind.

Combination man — Network affiliate wants first class operator with announcing ability. Please send complete background and all details. Airtime qualifications, disc, salary expected, KOWB, Laramie, Wyoming.

Two eager-beaver announcers with first class ticket to start at $35 weekly. New station. Friends from afar. Complete background and references. Good living conditions. Write Box 61, BROADCASTING.

Publisher and diversified capabilities, special events, disc jockey, no drinks, pressure, dependable. Must have first class ticket. Salary expected. Airtime qualifications, disc, salary expected, KOWB, Laramie, Wyoming.

WANTED


Two good announcers, one with first class license, for FM station going on air July 1. Excellent salary. Good opportunity. Wire, phone Ray A. Furr, Station Manager, WHFJ, Charlotte, N.C. Phone 4-7155.

Engineer—First class license, 250 watts, network. Going to killowatt soon. Experience not necessary. WWMF, Wilmington, N.C.

Wanted Immediately. Experienced manager. State experiência starting salary when you write. Wire or phone Samuel Litman, 261-12 Duncan St., Columbus 1, Ohio. First class ticket. Salary expected.

Engineer with first class phone or combination. WMJM, Cordele, Georgia.


Wanted—An experienced announcer for classical music station. Working knowledge of 3 languages essential. Understanding of classical music music required. There is an immediate opening for such a man. Send audition disc and letter to WMMS, 33 Court St., Boston.

NY salesman—Represent out-of-town station? Program director (foreign language). Apply Box 413, BROADCASTING.

Wanted—Commercial manager for thousand-watt station in eastern thirty thousand with permanent FM facility. Vast population area. Give experience, references, etc. Apply Box 121, BROADCASTING.

Wanted—Licensed engineer. Single, preferably one who can speak English and who is in the United States. Apply Box 121, BROADCASTING.

Program Director-wanted—Nice woman for newspaper owned AM. Florida independent station. Must have experience, dynamic personality. Starting salary $70.00 per week to start. A snapshot would be helpful. Reply to Box 111, BROADCASTING.

About to Go on the Air?

We are a group of experienced station operators who can assist you in quickly and efficiently getting into the broadcast business. You will save a considerable amount of money if you purchase an interest in your own station. Write BOX 86, BROADCASTING.
Situations Wanted (Cont'd)

**Announcer** with telephone first experienced in special events, commercials, news, sports, selling, management. Hard hitting, hard working solid producer. Box 60, BROADCASTING.

**Sportscaster**, first class. Available January 15th. Presently employed, wants opportunity with future. Salary plus talent must be at least $100. Experienced play-by-play all sports. 28, married and no children. Best possible references. Prefer northern or middle Atlantic states, but will go anywhere. Box 96, BROADCASTING.

For qualified technicians, write or phone: Electronics, Emerson Radio and Musi- cal Institute, 13 West 66th St., N.Y.C. Long distance rate. No replies by mail.

Announcer-disc jockey, all-round experience with news, ad-lib music special events. Have three years experience, but prefer straight announcing. Steady announcer-writer. References. Box 100, BROADCASTING.


BROADCASTING.


**Technician**-Recent graduate learn announcer-operator. General Radio experience, some writing. James V. Harkness, 1395 60th Street, Brooklyn 4, N. Y.

**Situations Wanted (Cont'd)**

Graduate radio school vet. Disc show to sell. Good continuity, special events and commercials. Has shown business, vaudeville, pictures, cafes. Contact George C. Shriver, 1215 N. Dearborn, Chicago, Ill.


Gentlemen—If you're looking for a bright young man with several years of successfull announcing and programming, voice, background in music, license, go no further! I can be had, especially. Not station operator. Prefer- ably eastern metropolitan market. Box BROADCASTING.

Do you need a manager or assistant manager? Have degree and 11 years experience. Prefer midwest. Box 77, BROADCASTING.


Ten years experience construction, maintenance and operation both AM and FM positions with transmitter engineer, First phone license, Will consider any locality. Box 79, BROADCASTING.

Air salesman-Major, veterans. Done various things in radio experience, friendly, sincere voice, News, sports, general staff can handle. Operate controls, No ticket. Photo, disc available. Box 80, BROADCASTING.

Announcer, 26, dependable, ambitious, 4 years experience, Desire position with a major market, for future sales. Box 81, BROADCASTING.

Television director-writer. Five years experience, Complete experience. Capable producer. Box 82, BROADCASTING.

It's no disgrace to be unemployed, but it's a damned expensive. Experienced, all-around announcer-specialist, language, ad-lib disc shows. Licensed, wants night announcement position. Prefer metropolitan area, east. Disc or photo, interview. Box 83, BROADCASTING.

Hai Stives may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been grounded or grounded for eight or more months by radio professionals in announcing, writing, operating, consulting and continuity writing. Write or wire H. F. Stives, Hoyt's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Young lady desires position with radio station on east coast. Graduate radio broadcasting, Southern Methodist University, Dallas, Texas. Experienced, BROADCASTING.


Top announcer seeks position with station offering security and advancement. Presently employed as program director, enjoys responsibility, experience and ability in exchange for chance to settle down. 28, married, no children. Box 104, BROADCASTING.

VERSATILE young woman, experienced program director, writing, editing, routine, with musical background desire position. Also, any years with a station, one year agency radio writing. Also, 2 years experience in movie industry. Excellent personality. Organism. Box 103, BROADCASTING.

Announcer. Recent graduate broad- casting school Radio City. Trained all phases of supporting work, sales, staff, news, entertainment. Non-toast, Paul Harvey Schal- man, 61 Argyle Road, Brooklyn, N.Y.

FOR SALE

**MICHIGAN TOWER FOR SALE**

190' International-Steeby self-supporting—trigoangular Used 6 years—available in December Standing Box 862, BROADCASTING

FOR SALE

**TWO NETWORK STATIONS**

One in a major market, the other on the air for over 10 years. Most desirable part of the southeast. Splendid climate, excellent living and business conditions. Attractive rate structure offers valuable network affiliations, they are showing a fine profit and there is a definite opportunity for further expansion in nearby territory.

This will be one of the outstanding buying opportunities of the year. Price $150,000 for both or by possible exclusive in one.

**CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS**

**G-1 APPROVED**

**FOR SALE**

**BLACKWICH-HAMMONDAZLX**

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackwich. Ray E. Hamilton
1510 10th Ave., N. W.
Washington, D. C.

**FOR SALE**

100 kw transmitter in excellent con- dition available January 1, 1948. Box 97, BROADCASTING.

(Continued on page 61)

Situations Wanted (Cont'd)

Announcer - writer—Pleaseing, sincere voice; also can write good, clean sales copy, Ambitious, single, solid background in announcing, newscasting and copy writing. Congressman, 40 years in Washington, D.C., come established, can mould to location. Location not an object. Write by 207, BROADCASTING.


BROADCASTING.

**STATION MANAGERS!**

Trained professional available for all phases of studio work.

G. I. students available for on-the-job training.

**BROADCASTERS!**

Brush up on your technique through resident or corre- spondence courses.

**WOMEN!**

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

**MEN!**

Intensive 32-week course trains you for real jobs in acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N.W. Washington 10, D. C.

America's Pioneer Broadcasting School

**CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS**

G-1 APPROVED

**FOR SALE**

**BLACKWICH-HAMMONDAZLX**

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackwich. Ray E. Hamilton
1510 10th Ave., N. W.
Washington, D. C.

**FOR SALE**

100 kw transmitter in excellent con- dition available January 1, 1948. Box 97, BROADCASTING.

(Continued on page 61)

December 8, 1947 • Page 63
Rules Amendment

MODIFICATION was ordered last week by FCC of its rules Sec. 1.401 concerning notification of violations to require that parties advised of violations reply only to the originating Commission office. Herefore those not so advised were required to reply to FCC headquarters with a copy sent to the originating office. The second sentence of the section as amended now reads:

Within 3 days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice.

OUTSTANDING service plaque for making "Operations Safety" in Los Angeles, has been awarded to Southern California Broadcasters Assn. by Adv. Club of Los Angeles, Chapter National Safety Council, and Los Angeles Police Dept.

For Sale (Cont'd)

1200 feet new 1½ inch coaxial line. This is surplus from our FM installation. Immediate delivery. Make us offer. Radio Station WBOC. Salisbury, Md.

Turntables—I Robinson model A, used one year; I Robinson model B, used six weeks. Both $500 C.O.D. Box 115, BROADCASTING.

Gates studio set for sale, used only few months. Ideal for small station use or studio control. First check for $50.00. Chief Engineer, Studio Control Station WKBY. Paducah, Kentucky.

For sale—Two Presto recorders, type 8-A, new, complete including 4-A cabinets, four feeders, three cutters, type I-A, one cutter type I-2, but not including playback pickups. Price reasonable. Fritz Bauer, KFZT, Springfield, Missouri.

Two WE reproducers, consisting 5-A arm, 9-A head, equalizer and 171 repeater coil. One-B-A head new, used short time, 1 spare 9-A head, just factory overhauled, excellent condition. For everything $250.00. Wire WNLH. Laconia, N.H.


250 watt transmitter. WR 310-A, adjustable for 250-150 watt operation. In excellent condition. Available immediately due to power increase. Includes tubes and spare parts. Make offer. WEAT, Miami Beach, Florida.

1800 watt Western Electric Type 35831 transmitter, in excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Wanted to Buy

Small station, presently unprofitable unit preferred. Box 459, BROADCASTING.

Radio executive with 17 years experience wants to buy interest in local AM station and in management. Network affiliation preferred. Box 2706, BROADCASTING.

Prominent metropolitan station. Regardless of power or location. Box 120, BROADCASTING.

Miscellaneous

Announcing for Radio-Kilmer. Newest publication in field. Used by nine universities, 300 stations. $2.00. University Radio Publications, Box 1138 University Station, Des Moines, Iowa.

Have you or your station photo or photo deal story? Get our proposition. Abbey Studios 5, 11th St., St. Louis, Missouri.

Engineer partner wanted, degree, Consultant-survey. Box 1298, Hollywood, California.

TELEVISION LICENSEES, PERMITTEES & APPLICANTS

<table>
<thead>
<tr>
<th>City, States and Applicant</th>
<th>Call Letters</th>
<th>Channel No. Frequency (mc.)</th>
<th>Effective Peak Power Radiated (kw.)</th>
<th>Antenna Ht. Above Average Location (ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Boston) (continued)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A-H) Mass. Corp.</td>
<td></td>
<td>(9) 186-192</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A-H) New England Theatres</td>
<td></td>
<td>(1) 186-196</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall River</td>
<td></td>
<td>(1) 180-186</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(A) New England Tele. Co.</td>
<td></td>
<td>(2) 186-192</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Bedford</td>
<td></td>
<td>(A) Anthony &amp; Sons.</td>
<td>(3) 180-186</td>
<td></td>
</tr>
<tr>
<td>Wesley Fun. (C.P.)</td>
<td></td>
<td>(4) 180-186</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MICHIGAN

Detroit (C-P) Evening News Assn. | WWJ-TV | (4) 66-72 | 17.1 | 17.7 | 588 |
|                                 | WJW    | (5) 64-60 | 14.86 | 7.59 | 560 |
| (C-P) Fort Industry Co.        |        | WDDT    | (7) 174-180 | 39.1 | 16.7 | 465 |
| (A-H) United Detroit Theater   |        | WJTL    | (5) 76-82 |       |       |     |

MINNESOTA

Minneapolis (C-P) KSTP Inc. | WTCN-TV | (4) 66-72 | 17.9 | 9.2 | 490 |
|                           | KSTP-TV  | (3) 66-72 | 13.68 | 6.48 | 547.1 |

MISSOURI

St. Louis (C-P) Pullman Pub. Co. | KSDK-TV | (5) 76-82 | 18.15 | 18.7 | 594 |

NEW JERSEY

Newark (C-P) Brimmer Bst. Corp. | WATV    | (3) 180-186 | 17 | 8.3 | 585 |
| Trenton (A) Trent Bst. Corp.  |        | (4) 66-72 | 6.60 | 125 |

NEW MEXICO

Albuquerque (C-P) A. Varela Bst. Co. | KOBU-TV | (4) 66-72 | 4.5 | 4.5 | 48 |

BUFFALO

(S-P) WABF inc. | WKBW-TV | (4) 66-72 | 15 | 9 | 335 |

NEW YORK

WNYC | WINS-TV | (7) 174-180 | 16.35 | 8.17 | 730 |
| (C-P) Bamberger Bst. Service | WOR-TV | (5) 186-192 | 30.85 | 94.5 | 600 |
| (C-P) CBS | WORL | (5) 186-192 | 7.5 | 519 | 1045 |
| (C-P) ABC | WABC | (6) 186-192 | 1.81 | 783 | 980 |
| (A-H) Alles B. Dallant Labs. | WHN | (5) 186-192 | 13.68 | 6.48 | 547.1 |

OHIO

Cleveland (A-H) General Electric | WRLY | (4) 66-72 | 20.15 | 22.5 | 761 |
| (A-H) Alles B. Dallant Labs. | WJW | (4) 66-72 | 20.15 | 22.5 | 761 |
| (A-H) WJCA Inc. | WJAV | (12) 610-816 | 6.5 | 7 | 1,110 |

PORTLAND

(C-P) Oregonian Pub. Co. | KGW | (6) 86-88 | 10 | 11.2 | 984 |

HARBOR

(C-P) Harold O. Bishop | WIP-TV | (8) 186-188 | 6.20 | 14.0 | 580 |
| (A-H) Whitlock | KWHI | (8) 186-188 | 6.20 | 14.0 | 580 |

JOHNSON

(C-P) WJCA Inc. | WJAV | (13) 610-816 | 6.5 | 7 | 1,110 |

PITTSBURGH

(C-P) WPRP, Wini, Pene Bst. Co. | WPRT-TV | (10) 199-198 | 25 | 25.6 | 676 |
| (C-P) Phila. Inquirer (Triangle Pub., Inc.) | WPTZ | (6) 32-36 | 18.1 | 9.3 | 500 |
| (C-P) Phila. Inquirer - TV Bst. Corp. | WPX | (5) 6060 | 7.09 | 7.76 | 340 |
| (A-H) Daily News Tele. Corp. | WPX | (18) 904-810 | (CP) 10.37 | 10.7 | 701.6 |

PHILADELPHIA

(A-H) Alles B. Dallant Labs. | WTV | (5) 66-72 | 14.6 | 7 | 818 |
| (A-H) Alles B. Dallant Labs. | WTV | (5) 66-72 | 14.6 | 7 | 818 |
| (A-H) WJRC Inc. | WJRC | (10) 199-198 | 25 | 25.6 | 676 |

TENNESSEE

MEMPHIS

(A-H) Bull City Bst. Co. | WIP-TV | (5) 186-188 | 13.6 | 7.18 | 650 |
| (C-P) Memphis Pub. Co. | WIP-TV | (6) 66-72 | 13.6 | 7.18 | 650 |

TEXAS

DALLAS

(C-P) KRRL Radio Corp. | KRRL-TV | (4) 66-72 | 46 | TBD | 519 |
| (C-P) Lacy-Pottier Bst. Co. | KBTX | (8) 180-192 | 35 | 18.5 | 489 |
| (A-H) Interstate Oil Corp. | KTV | (3) 66-72 | 17.6 | 8.9 | 490 |

Waco (C-P) Carter Public. | KCFN | (5) 76-82 | 17.6 | 8.9 | 490 |

HOUSTON

(A) W. Albert Lee | WACO | (8) 54-60 | | | |

(Continued on page 77)

Page 64 • December 8, 1947

BROADCASTING • Telecasting
"THE BEST DOLLAR BUY

in Canada’s richest market!"

That's what our advertisers say—and it makes us at CFRB pretty proud! There are 44 firms who have been advertising on CFRB since 1936—satisfied sponsors for over ten years. And there's only one thing that makes them satisfied, keeps them advertising over CFRB—results!

Yes, every advertising dollar spent on CFRB gives results. Here are facts:

CFRB covers the heart of industrial Ontario, the area that represents over 40% of Canada's total retail sales. And, in this area, every advertising dollar on CFRB buys:

- 2,795 potential radio homes after 7:00 p.m.
- 3,475 potential radio homes between 6 and 7 p.m.
- 5,195 potential radio homes at other times.

No wonder our advertisers are satisfied! They're getting results — a buying audience in a buying market!

Looking forward to the next twenty years!
Grants for Charleston, S. C., Bluefield, W. Va., Stations

NEW LOCAL outlets were authorized for Charleston, S. C., and Bluefield, W. Va., and four other applications were denied as FCC handed down final decisions in four cases last Monday.

The decisions put into effect earlier Commission proposals to:
1. Grant the application of Southern Broadcasting Co., for a 250-kw fulltime station on 1450 ke at Charleston, and deny Fort Sumter Broadcasting Co.'s application for the same facilities [BROADCASTING, Oct. 6].
2. Grant Radio Bluefield Co.'s bid for 1210 kc with 225 w fulltime at Bluefield and deny Potahos Broadcast Corp.'s application for the same facilities [BROADCASTING, Oct. 6].
3. Deny the application of Illinois Broadcasting Co. for a 250-kw fulltime station on 1400 kc at Centralia, Ill., on grounds of excessive interference [BROADCASTING, Oct. 6].
4. Deny the application of Enterprise Publishing Co. for a 250-kw fulltime station on 1400 kc at Douglas, Ga., also on grounds of excessive interference [BROADCASTING, Oct. 6].

None of the losing applicants had filed exceptions to the proposed decisions.

In the competitive proceedings—the Charleston and Bluefield cases—the Commission based its selection of grantees largely on comparisons of broadcast experience and of extent of ownership participation in day-to-day operations of the proposed stations.

The grants give Charleston its fifth AM station and Bluefield its second.

Ownership of the grantee companies:
Southern Broadcasting Co., Charleston—The company is headed by C. Norwood Hasty, owner of Magnolia Gardens (exhibition and floral nursery) and of an insurance business, who has 50.3% interest. H. M. Middleton, assistant to the president of Wilder Radio Stations (WVYR Syracuse and WTRY Troy, N. Y. and WELI New Haven, Conn.), owns 18.18% and will manage the station. J. Drayton Hasty, son of the firm's president and associated with a New York investment brokerage concern, also owns 18.18% and will be commercial manager. Other stockholders, all local business and professional men, are J. Ross Hanahan and George L. Bult, 0.96% each; Andrew Shoun, Louis D. Simonds Jr. and Theodore D. Maybank, 3.03% each; J. M. Haggard, 7.38%, and B. M. Hough, 24.43%. Network affiliation is planned.
Radio Bluefield Co. Bluefield—The company is an equal partnership of J. Landon Alley, former general manager of WHJS Bluefield; George E. Shumate, owner of Shumate Radio Service, of Bluefield, and R. Bernard Jarrett, manager and controlling stockholder of Southern Office Supply Co., Bluefield. Mr. Alley will be general manager; Mr. Shumate will be in charge of engineering and technical operations, and Mr. Jarrett will organize and supervise the accounting and sales departments. Network affiliation is contemplated.

RADIO costs the average American worker one week of work while the average Russian worker must pay 15 weeks of work for what he gets, according to a comparison of Americanism, Communism and Fascism compiled by the Coordinator of Information for the U. S. House of Representatives.

The report points out that Americanism is founded upon freedom of speech and radio, while Communism and Fascism employ ruthless suppression of free speech and use of radio.

In the number of radio sets, the report shows that the U. S. far exceeds other countries with 425 sets per 1,000 population in 1946. While under the totalitarian governments, the report says that possession of radio by private citizens without permission of some petty bureaucrat means arrest and punishment. As a result, Russia's 1946 figure is given as 8.1 sets per 1,000 population. Other Fascist, or former Fascist countries are listed as follows: Germany (1944), 167.7; Japan (1945), 98.3; Italy (1946), 32.7; and Spain, 14.

Figures on the cost of radio are attributed to the U. S. Bureau of Labor Statistics, while those on the number of sets are furnished by the Department of Commerce.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
904 National Press Bldg., DI. 1229
Washington, D. C.

RING & CLARK
62 Years' Experience in Radio Engineering
Munsey Bldg. Republic 2347
Washington 4, D. C.

JANUARY 1, 1947

GEORGE C. DAVIS
501.514 Munsey Bldg. — District 8458
Washington 4, D. C.

INTERNATIONAL BLDG. — DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8271
KANSAS CITY, MO.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
62 National Press Bldg. — N. W.
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7727

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. — DE. 1234
WASHINGTON 5, D. C.

LOHNES & CULVER
Munsey Building District 8219
Winston 4, D. C.

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 16th St. N. W. Room 1210
DISTRICT 4127

RUSSELL P. MAY
1422 F St., N.W. — Kellogg Bldg.
Washington, D. C. — Republic 3984

FRANK H. MCINTOSH
710 14th St., N.W.—Metropolitan 647
WASHINGTON, D. C.

ALFRED B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1900 EYE ST., N.W. — NATIONAL 5196
WASHINGTON, D. C.

DIXIE B. MCKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. — Adams 3711

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. — Atlantic 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
583 E. 78th St. — TRIANGLE 4000
CHICAGO 19, ILLINOIS

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. — ML. 4151
Dallas, Texas
1728 Wood St. — Riverside 3611

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.

KEAR & KENNEDY
1708 K ST., N.W. — REPUBLIC 9861
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 9, TEXAS
JUSTIN 8-6108

GILLE BROS.
1108 Lillian Way Gladstone 8178
Hollywood, California

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 3690

A. R. BITTER
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Bldg. Ph. Blockhow 22
Oshkosh, Wis.

ANDERSON & MERRYMAN
New York City — New Orleans
39 W. 42nd St. — American Bldg.
Longacre 3-6029 — Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. — PHONE 1218
ARLINGTON, TEXAS

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
2008 14th St., N. W.
Washington 10, D. C. — Adams 7299

MERL SAXON
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. — BE 6646
Washington, D. C.
November 28 Decisions...

BY COMMISSION EN BANC

License Extension

WABV-FM Indianapolis—Present license extended upon temporary basis for period ending March 1, 1948, pending final action on application for transfer of control.

WCAU-FM Philadelphia—Present license extended upon temporary basis for period ending March 1, 1948, pending final action on application for transfer of control.

WMIT Winston-Salem, N.C.—Present license extended upon temporary basis for period ending March 1, 1948, pending receipt of reply to letter regarding ownership.

BY THE COMMISSION

Comms. Hyde and Jones Dissenting


With Petitions

Allen B. DuMont Labs. Inc., WAGR Bestg. Co. and United Bestg. Co., Cleveland—Ordered that these joint applications be consolidated for hearing on issues to determine the following things: (a) stock ownership and management interests of Paramount Pictures Inc., and other things, and further ordered that consolidated hearing on these applications be held b. in lieu of separate consolidated hearing on the following issues: (a) renewal of license for new television station for period ending Oct. 15 on applications of Allen B., DuMont Labs. Inc., New England Theaters Inc., United Detroit Theatres Corp., and Inter-City Circuit Inc.

Fraternal Cable Inc., Nashville, Tenn.—Ordered that petition for renewal of license for period ending Dec. 10, 1948, be dismissed as moot.

By written notice, December 8, 1947.

You Need

Only two types of PLUG-IN amplifiers... type 116-A as a pre-amplifier or booster... type 117-A as a program amplifier, monitor, or booster.

You Save

By conserving rack space.
By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

You Have Quality

These amplifiers are designed to give a longer life to the Lanolin standard of high quality performance. They exceed the FCC specifications for FM radio.

The complete story of "PLUG-IN Amplifiers by Lanolin" is ready for you now in booklet form . . . write for it today.

FROM MICROPHONE TO LINE

Type 116-A

License Renewal

WFMM Alpino, N.J.—Granted renewal of license for period ending July 1, 1948.

WFYM Tiffany, Ohio—Granted assignment of license on an unused channel for the same location.

Hearing Designated


WPVY Vandalia

Wilmington Star-News Co., Wilmington, Del. —Granted petition to vacate its Class B FM station and discontinue operations.

WQXW-WQXZ 66-72 mc

Memphis Publishing Co., Memphis, Tenn. —Granted permanent license to operate new station on Channel 4, 66-72 mc, via power 12.6 kw, sur 7.12 kw, ant. 650 ft.

License Renewal

Followings were granted stations were renewed for temporary license for period ending Nov. 1, 1950; WBCB Anderson, Ind.; WMWW Meriden, Conn., and WVOF Portland, Maine.

WRC Washington, D.C.—Granted renewal of temporary license for period ending May 1, 1950.

WRW Charleston, WVa.—Granted renewal of license for period ending Aug. 1, 1950.

WCLZ Alma, N.Y.—Same.

License Extension

KLIZ Brainerd, Minn.—Present license extended for temporary period ending March 1, 1948, pending further action on hearing and program plans.

License Renewal

WJXN Joseph T. Novy, Riverside, Ill.—Granted renewal of experimental station on Channel 22 for period ending May 1, 1948.

License Extension

Licenses for following stations were extended on temporary basis for period ending May 1, 1948:

ARK Little Rock, Ark.; KFMP (and Aux.) Fort Worth, Texas; XUH (and Aux.) KFJU-FM WXXO WXXU Los Angeles; KOB Albuquerque, N.M.; WCR Atlanta, Ga.; WDEW Wilmington, Del.; WFLA Tampa, Fla.; WAGW Oakland, Calif., III.; WKBW (and Aux.) Buffalo, N.Y.; WNOE New Orleans; WQV (and Aux.) New York; WSBQ Eiberon, Ga.

Hearing Designated

Sarkes Tarzian, Bingham, Ind.—Designated for renewal hearing applications for two additional broadcast stations, WXXZ and WXXK, and granted temporary authority to operate for period ending May 1, 1948.

AM—1220 kc

Community Bestg. Co., Baton Rouge, La.—Granted new construction 1220 kc 250 w D; engineering coin.

Wm. Howard Cole, Philadelphia, Miss.—Granted new construction 1220 kc 250 w D.

AM—1410 kc

The Henderson County Bestg. Co., Athens, Tenn.—Granted new construction 1410 kc 250 w D.

AM—1010 kc

Gulf Shores Bestg. Co., Crestview, Fla.—Granted new construction 1010 kc 1 kw D; engineering coin.

AM—1570 kc

Pottery Bestg. Co., E. Liverpool, Ohio

ANT-ANTENNAS

DIRECTIONAL ANTENNA

ERP-Effective radiated power

STUDIO-TRANSMITTER

wvrh. amp. - synchronous

VIA-REMOTE

cond.-conditional

1-8-L: S: local station

trans.-transmitter

aur.-aural

un.-unlimited hours

December 8, 1947

Announced final decisions in following cases:

Granting application of Radio Bluefield Co. for new station at Bluefield, W.Va. 1340 kc; granting application of WOAH for new station at 1340 kc; and granting application of Pochonchka Bestg. Corp. for new station at 1340 kc.

Granting application of Southern Cable Co. for new station at Charleston, S.C. 1450 kc 250 watt D; and Granting application of Fort Sumter Bestg. Corp. for new station at Charleston, S.C. 1450 kc 250 watt D.

BY COMMISSION EN BANC

AM—1340 kc

Arthur D. Smith Jr., Winchester, (Continued on page 70)
52 Times A Year
5 reasons for choosing Western Electric

1. **Extremely Low Flutter** - Flutter (wow) reduced to a new low! Drive mechanism suspension reduces motor and building rumble to minimum... permits full utilization of low noise level FM transmission.

2. **Low Rumble** - New principle of operation... drive mechanism suspension reduces motor and building rumble to minimum... permits full utilization of low noise level FM transmission.

3. **Low Distortion, Wide Response** - Low inter-modulation distortion and wide response of famous 9 Type Reproducers bring out full quality of lateral or vertical recordings.

4. **Accurate Playing Time** - Playing time variation less than 2 seconds in 15 minutes.

5. **Ease of Operation** - Automatic arm rest... fast electrical speed change... rapid pickup... minimum slowdown time, plus many other features, minimize operational effort.

1304 Type Reproducer Set—and 304 Type Panels—are in production. For full details, call your local Graybar Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

---

**FCC Actions**

(Continued from page 68)

**Decisions Cont.**

Tenn.—Granted CP new station 1340 kc 250 w n. & e., engineering cond.

**AM—1410 kc**

William L. Courtnay Evans, Dover, Del.—Granted new station 1410 kc 1 kw D; engineering cond.

**AM—1570 kc**

West Allis Bstg. Co., West Allis, Wis.—Granted new CP station 1570 kc 250 w D; (Comms. Durr and Hyde for hearing).

**Transfer of Control**

WCAU at Philadelphia—Granted four following applications: (1) Consent to transfer control over Redco R. Co.; (licensure of WCAU and WCAF-FM from J. M. Searle and others to Bulletin Co.; (2) assignment of license of WCAF-FM from Philadelphia Record Co. to Bulletin Co.; (3) assignment of license of WPEN-FM and CP for WPEN-TV from Wm. Penn Bstg. Co. to Philadelphia Record Co.; and (4) transfer of control of Wm. Penn Bstg. Co. (present licensee of WPEN-FM) to Bulletin Co.; to Sun Ray Drug Co. Status after this petition is granted: Sun Ray Drug Co. will own 100% of Wm. Penn Bstg. Co. for consideration of $800,000. Wm. Penn Bstg. Co. will be licensee of WPEN and WPEN-FM (formerly WCAF-FM). Petitioner's brief filed to consolidated hearing. Station WPEN-FM will be changed to 1420 kc.

**Assignment of License**

KSA Santa Maria, Calif.—Granted consent to assignment of license of station KSA to N. J. Shurtliff, et al., partnership, to Santa Maria Bstg. Co., for consideration of $35,000.

**Transfer of Control**

KRON Honolulu, T. H.—Granted consent to transfer of negative control of Aloha Bstg. Co. Ltd. from Ralph M. Fink to Louis Turner, representing 25% of stock for $2500.

**Assignment of License**


**AM—970 kc**

KPDJ Alexandria, La.—Granted CP change frequency from 1480 to 1250, increase 250 kw to 5500 w-n, increase DA-N, change 250 w-c to move trans, location, engineering cond. and subject to limitations from KARK Topeka, Okla. hearing.

**AM—1310 kc**

KJKA Cayuga, N. Y.—Granted CP change frequency and power to 1250 kc 5 kw E—KFQF to 1310 kc 1 kw DA-N, install new trans., and DA-N and change trans, location.

**WNXW New York—Granted CP major changes in DA.**

**Modification of CP**

KYNU Logan, Utah—Granted mod. CP to make changes in DA and for change in completion date; engineering cond.

**Petition Denied**

Texas Star Broadcasting Co., Dallas, Tex.—Denied petition to amend and grant application for new station 960 kc 250 w and new station 860 kc 250 w n. & e. in consolidated proceeding.

**Arkansas Bstg. Co., Tulsa, Okla.—Denied petition to amend and grant application for new station 1100 kc 250 w n. & e. in consolidated proceeding.**

**Order Direct**

Order direct from publisher or leading publishers throughout the U.S.A.

---

**WHAT IS YOUR R. I. Q.?**

(Radio Intelligence Quotient)

YOU'LL FIND THE ANSWER IN RADIO and the LAW

By J. G. Moser and Richard A. Lavine

A MUST for EVERYONE in radio, advertising, station management and law.

The FIRST book of its kind. Written in simple, concise form and language.

RADIO and the LAW is as up-to-date as the Supreme Court decision in the Petrolito case—as new as Television—as interesting as a best seller.

The authors, J. G. Moser and Richard A. Lavine, are considered two of the country's outstanding legal authorities in the field of radio.

Order direct from publisher or leading publishers throughout the U.S.A.
Here are front and rear open views of the 1000/500 watt Collins 20T standard broadcast transmitter, a superbly engineered nucleus around which to build your new station or modernize your present one.

Note the symmetrical vertical design and clean, straightforward construction. Note particularly the ready accessibility. Individual covers, shown in the front view, are quickly and easily removable, baring components and wiring.

Two complete and independent temperature-controlled plug-in oscillators are included. Either may be selected by means of a switch and either will remain in operation after the other is removed. Oversize, conservatively rated components are used throughout. The cabinets are spacious and well ventilated. There is no overheating problem. Count on the 20T for continuous high fidelity service with low operating and maintenance cost.

This dependable, thoroughly engineered AM transmitter is well worth looking into further—now. Write us for illustrated descriptive bulletin.

**FOR BROADCAST QUALITY, IT'S . . .**

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 West 42nd Street, New York 18, N. Y. 458 South Spring Street, Los Angeles 13, California
**SPECIALS!**

**WE** 2' patch cords $5 each in lots of 12. List $11.00.

**WE** 6' patch cords $5 each with test clips on one end.

**WE** 4000 GRT generators, complete, brand new, only $200.00.

**WE** send jacks, $8. Factory list $400.

**WE** batteries, complete with manual.

**WE** telephones, complete.

**WE** offer discounts.

**WE** have steel reels, used, $11.00.

**WE** offer Christmas Party prizes.

**WE** offer $15 test clips.

**WE** offer sweepstakes.

**WE** offer giveaways.

**WE** offer new December products.

**WE** offer a new catalog.

**WE** have December promotions.

**WE** offer special deals.

**WE** have special offers.

**WE** offer special prices.

**WE** have special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.

**WE** offer special savings.

**WE** offer special promotions.

**WE** offer special discounts.

**WE** offer special deals.

**WE** offer special offers.

**WE** offer special prices.
THESE ARE BEAM POWER TUBES built for reliable broadcast station operation. Like all RCA beam power tubes, they have high power sensitivity, high cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam power tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA.

For additional information, write RCA, Sales D.V., Section P-36-L, Harrison, N. J.
From this package come the finest recordings in the world

Presto
GREEN LABEL DISCS

You have heard about 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.
IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but all of the rich Western New York market...43 county coverage.

IN AUDIENCE BUYING POWER...WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of WHAM MARKET DATA

WHAM

Tops Them All
IN WESTERN NEW YORK

FCC Actions
(Continued from page 74)

Applications Cont.:
crease power, install new trans. and change in DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WHMA-FM Aniston, Ala.—Mod. CP as mod. authorized new FM station for extension of completion date.

WJE-FM Hagerstown, Md.—Same.

WWDX Paterson, N. J.—Same.

WKN-FM Reno, Nev.—Same.

WNXC Lima, Ohio—Same.

KWIL-FM Albany, Ore.—Same.

License for CP
KWIL-FM Albany, Ore.—License to cover. CP, as mod., which authorized new FM station for extension of completion date.

WLOG-FM Logan, W. Va.—Same.

TV-76-82 mc
Liberty Bestg. Corp. Atlanta, Ga.—CP new commercial television station on Channel 5, 76-82 mc and UHF vis 17-76 and aur 3.5 kw. TV-186-192 mc

Massachusetts Bestg. Corp., Boston—CP new commercial television station on Channel 4, 176 mc and UHF vis 17-76 and aur 3.5 kw. TV-186-192 mc

Modification of CP
WCLR Clearfield, Pa.—Mod. CP which authorized new FM station for extension of completion date.

APPLICATION RETURNED
AM-1760 kc

TENDERED FOR FILING
Transfer of Control
WWXL WWXL-FM Peoria, Ill.—Consent to transfer of control of AM station and CP of AM station and CP for FM station from Joseph H. Olidan, Max J. Lipkin, John J. Store, Morris Sena, and Harry Fracter to Homer D. Morrow and Myron A. Reed.

AM-1220 kc
Ottawa Bestg. Co. Ottawa, Kan.—CP new standard station 1220 kc 1 kw D.

Transfer of Control
WGNR New Rochelle, N. Y.—Consent to transfer of control of stock in per- mistee corporation for FM station from Edgar Sandford and Lawrence Goldring to Julian H. Glass.

AM-1360 kc
Whittler Bestg. Co., Whittler, Calif.—CP new standard station 1360 kc 1 kw D.

Transfer of Control
KFBI Wichita, Kan.—Consent to transfer of control of stock in licensed corporation to Earl Mills and John R. Griffith and various employees of KFBI.

AM-1400 kc
David Harold Woodbridge, Memphis, Tenn.—CP new standard station 1400 kc 1 kw D. (request facilities to be retained by WRBD).

Transfer of Control
KHON Honolulu, T. H.—Divestment of negative control of consent to transfer from James C. Hardy of 2500 sh. common stock to Wesley Edwards.

Assignment of License
WROX Clarksville, Miss.—Consent to assignment of license of estate of Bir- nley Innes E. (deceased), to Birnley Innes Jr., administrator.

Transfer of Control

December 2 Decisions...

DOCKET CASE ACTIONS
Announced proposed decision looking toward denial of application Kanswa Valley Bestg. Co. for renewal of li- cense for WGVY Charleston, W. Va., and to dismiss applications for transfer of control, for relinquishment of control, and petition to amend application for transfer of control.

Announced decision granting application of Charlestone Bestg. Co. for renewal of license of WCHG Charleston, W. Va. (Commissioner Hyde not participating; Comra. Dunn and Jones dissenting; Comr. Dunn issuing dissenting opinion).

BY THE SECRETARY
WDLW WAGE Inc., area Syracuse, N. Y.—Granted license for new remote pickup station.

WXYY Television Productions Inc., Pasadena, Calif.—Granted CP to change type trans. and make changes in ant. system.


Futcher's Blend Station Inc., area Seattle—Same.

Following were authorized extension of completion dates for period shown: KLMR Lamar Co., to 3-31-48; WBOY Deer, Ill., to 3-1-48; KEZZ San An- tonio, to 4-21-49; KAKG San Antonio, to 4-21-49; WCPF Greenfield, Wis., to 3-31-48; WBNM Miami Beach, Fla.—Granted license for new station 800 kc 1 kw D. WCOL Columbus, Ohio.—Granted li- cense covering move of old main trans. to present location of main trans. to be used as aux. with 250 w.

WKAT Miami Beach, Fla.—Granted license covering installation of new main trans. (at present site of main trans.) to be used for aux. purposes with 1 kw.

WFAA Dallas, Tex.—Granted license covering installation of new trans.

WEST Easton, Pa.—Same.

KUSB San Diego, Calif.—Granted li- cense for new station 1510 kc 1 kw-N 5 kw-N DA unti and change studio location.

KGAF Galveston, Tex.—Granted li- cense for new station 1580 kc 250 w.

KOBK Las Cruces N. M.—Granted license for new station 1450 kc 250 w unti.

KBRK McCook, Neb.—Same.

WZIF Covington, Ky.—Same except 1090 kc 250 w D.

KTTR Rolla, Mo.—Same except 1490 kc 250 w unti.

WDMD Fajardo, P. R.—Same.

KORA Bryan, Tex.—Same except 1240 kc 250 w unti.

KUCB Montrose, Col.—Same.

WQIL Marquette, P. R.—Granted li- cense for new station 1150 kc 1 kw unti. and specif. studio location.

KMLB Monroe, La.—Granted license covering changes in DA-N.

KUBL Eugene, Ore.—Granted license covering changes in vertical ant. and mounting of FM ant. on AM tower.

WRAP Ft. Worth, Tex.—Granted li- cense install new trans.

WBGO Newark, N. J.—Granted li- cense for new noncommercial educational station, Channel 217, 91.1 mc; 2.5 kw.

WPAB Pence, P. R.—Granted license for increase in power to 5 kw and in- sall new trans.

KVRC Ardmore, Ariz.—Granted li- cense for new station 1240 kc 250 w unti. and for change of studio location.

KFPW Ft. Smith, Ark.—Granted CP to install new vertical ant. and mount FM ant. on top.

WJPA Washington, Pa.—Granted CP for installation of new vertical ant. and mount FM ant. on AM tower.

How to ride with Santa

You don't have to be wealthy to be a philanthropist.

When you give even a dollar or two for Christmas Seals, you give the greatest gift of all — health, even life itself.

Christmas Seal funds make possible year-round help against tuberculosis — the dread TB that threatens more people between 15 and 44 than any other disease.

Add Christmas Seals to your Christmas giving. Let Santa's every letter, every package carry the Seal that saves lives. Send in your contribution today.

BUY CHRISTMAS SEALS

Because of the importance of the team Alhany, Space has been contributed by
<table>
<thead>
<tr>
<th>City, States and Applicant</th>
<th>Call Letters</th>
<th>Channel No. Frequency (Mc)</th>
<th>Effective Peak Power Radiated (kw.)</th>
<th>Antenna Ht. Above Average Terrain (ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake City</td>
<td>KDLTV</td>
<td>(3) 54-60</td>
<td>13.5</td>
<td>7</td>
</tr>
<tr>
<td>(CP) Intermountain Betyl. Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>WTVR</td>
<td>(6) 85-88</td>
<td>19.16</td>
<td>6.4</td>
</tr>
<tr>
<td>(CP) Harvest &amp; Martin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>KRSC-TV</td>
<td>(5) 76-88</td>
<td>18.95</td>
<td>9.79</td>
</tr>
<tr>
<td>(CP) Radio Sales Corp.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ-TV</td>
<td>(3) 60-66</td>
<td>16.1</td>
<td>17 319</td>
</tr>
<tr>
<td>(CP) Journal Co.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

WCAE-FM Pittsburgh, Pa.—Granted mod. CP to change type trans. and make changes in ant. system. The following were granted extension of completion dates to period shown: WSBK McComb, Miss., to 5-1-48; KGUU Granada Pda, Ore., to 12-31-47; WBPAPA-PM Springfield, S. C., to 6-24-48; KBKON-PM Gainesville, Tex., to 2-6-48; WMBH-FM Jolton, Mo., to 2-11-48; WIP-YM Sharon, Pa., to 6-12-48; KALL-FM Portland, Ore., to 3-15-48; KXJU Topeka, Kan., to 3-20-48; WBOU-NY New London Conn., to 3-15-48; WGST-FM New Castle, Pa., to 3-2-48; WSDY-FM Decatur, Ill., to 3-1-48; WJLDupith, to 3-16-48; KING-FM Seattle, to 1-1-48; WPDR Detroit, Mich., to 3-16-48; WBG Philadelphia, to 12-31-47; KWPT-FM Wichita Falls, Tex., to 3-24-48; WNPL New York, to 6-21-48.

WEB Johnson City, Tenn.—Granted license for new station 780 kc, 1 kw D and to change studio location. KHJ Wichita, Kan.—Granted mod. CP to extend completion date to 4-4-48.

WENF Endicott, N. Y.—Granted license for new station 1450 kc 250 w unil and for change in studio location.

WHLB Virginia, Minn.—Granted license for new station 620 kc 500 w.

WGBK Knoxville, Tenn.—Granted license for new station 1340 kc 1000 w.

WBFB Benton Harbor, Mich.—Granted license for new station and for change in studio location 1600 kc 1 kw D.

WLBQ Muscle Hill.—Granted license for change of call sign from KBQ to WLBQ and for change in power 1000 mc, AM tower and change studio location.

WBRO Forest City, N. C.—Granted license for new station 780 kc 1 kw D.

WJJV Newport News, Va.—Granted license for new station 770 kc 1 kw.

WWBO Forest City, N. C.—Granted license for new station 780 kc 1 kw D.

WNYC New York City—Granted license for new station 1340 kc 250 w unil.

WCHF Johnstown, Pa.—Granted license for new station 1320 kc 250 w unil.

WCGQ Ft. Wayne., Ind.—Granted license for change of call sign from WQG to WCQ and for change in power 1500 mc, AM tower and change studio location.

WWBO Springfield, Ohio—Granted license for new station 1210 kc 250 w D.

WNNC Morganton, N. C.—Granted license for new station 1440 kc 250 w unil.

WHV Avon Park, Mich.—Granted license for new station 1600 kc 1 kw D.

KXO Grand Junction, Co.—Granted mod. CP to change type trans. and approval of ant. and trans. location.

WBG Laurel, N. C.—Granted mod. CP to make changes in trans. equipment and approval of ant. trans. and studio locations.

WARC Rochester, N. Y.—Granted mod. CP to change type trans. and trans. equipment.

WWPG Palm Beach, Fla.—Granted CP to install new vertical antenna and power 10 kw D.

The following were granted extension of completion dates to period shown: KFMT-FM Thousand Oaks, Ark., to 1-18-48; KTRN Wichita Falls, Tex., to 2-10-48; WMAM-FM Milwaukee, to 3-16-48; WTCO-FM Savannah, Ga., to 6-18-48; WYAPW Dunkenburg, W. Va., to 1-4-48; KOMO-FM Seattle, Wash., to 3-16-48; WTVG Detroit, to 5-30-48; WTTM-TV Milwaukee, to 5-30-48; WBCH Bridgeport, to 4-1-48; WIP-TV Philadelphia, to 2-1-48; WPTZ Philadelphia, to 2-1-48; WLDW Dayton, Ohio, to 6-4-48; WWBH Indianapolis, to 6-10-48.


December 2 Applications — ACCEPTED FOR FILING

Assignment of License

WEBJ Bretonia, Ala.—Voluntary assignment of license from William L. Brooks to William E. Brooks and William E. Brooks Jr., partnership d/b a as Bretonia Bestg. Co. Modification of CP

WOOF Dothan, Ala.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location.

Assignment of License

KDDI Danuba, Calif.—Voluntary assignment of license from Eugene A. Hefner and David L. Hefner and John M. Banks, partners d/b a to Radio Danuba Co. Modification of CP

KDHH Boise, Idaho.—Mod. CP which authorized to increase power, install new trans. and DA-NM use and change trans. and studio location.

KASH Lafayette Ind.—Mod. CP, as which authorized new standard station to change type trans. and make changes in vertical ant. and mount FM ant. on top of AM tower.

WJSW Owensboro, Ky.—Mod. CP which authorized new standard station to change type trans. License for CP

WJSW Owensboro, Ky.—License to cover CP as, which authorized new standard station and authority to determine operating power by direct measurement of ant. power. Modification of CP

KTRY Bastrop, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WNTW Walkham, Mass.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location and to specify studio location.

Exp. Booster

WKAL Rome, N. Y.—License for experimental booster station at Utica, N. Y. 1450 kc 250 w uini. License for CP

WJSW Altoona, Pa.—License to cover CP which authorized increase power, change frequency install new trans. and to change hours of operation, install DA-N make changes in vertical antenna, change trans. location and change studio location and to determine operating power by direct measurement of ant. power. Assignment of CP

KCOR San Antonio, Tex.—Voluntary assignment of license from Raoul A. Cortez to KCOR Inc. FM—83.5 mc

KFBM San Diego, Calif.—License for new station 1460 kc 250 w and for change frequency, increase power, install new trans. and change DA-N and change in studio location.


Philo Television Bestg. Corp. area between Philadelphia and New York.—License to cover CP WIBG which authorized change in frequency, etc. to request of attorney.

Applications Dismissed

Modification of CP

WIBG West Hempstead, N. Y.—Mod. CP which authorized new standard station to change type trans. and make changes in ant. studio location and specific studio location.

WRVR Albany, N. Y.—License to operate on 570 kc 1 kw D and authority to determine operating power by direct measurement of ant. power. DISMISSED at request of attorney.

Tendered for Filing

Transfer of Control

WLLW WLAI-FM Lowell, Mass.—Consent to transfer of control of license of (Continued on page 78)

KFMB sells SAN DIEGO

KFBM DOEs bring RESULTS

(San Diego and Cents results. Because San Diego grows, KFBM—right in the center of this year’s $532,000,000 retail sales.Y. So, take a tip and get on “The Inside Track” in this great market—get on KFMB.

DIEGO

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by Jack Gross
Represented by Branham Co.

WHO is “Listened-to-Most” in 74 of Iowa’s 99 Counties

(during daytime )

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.

Representatives

December 8, 1947 • Page 77
Applications Cont.: AM and CP of FM to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased.

WMAS WMAS-FM Springfield, Mass., to transfer of control of licen-
ses of AM and CP for FM to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased.

Charlotte Berg, Co., Charlotte, Mich.,—CP new standard station 1320 kc 1 kw uni. DA.

AM-1420 kc

Gulf Coast Bstg, Co., Galveston, Tex.,—CP new standard station 1440 kc 300 w and uni.

AM-1490 kc

Modification of CP

KLIF CHM, Tex.—Mod. CP to change frequency from 1190 to 1490 kc.

AM-490 kc

December 3 Decisions . . . .

BY THE COMMISSION

In Matter of Editorializing by Broadcast Licensee, Cohen, Inc., New Orleans, La., to grant petition for rehearing. (Comr. 1950, 172.)

BY COMMISSION EN BANC

Set for Argument

Paris Bstg, Co., Paris, Tenn.—Set for oral argument. Petition for rehearing that record be reopened in proceeding on its application for CP and application of Murray Bstg. Co., Inc., Murray, Ky., to permit introduction of evidence on factual issues which petitioner also requests to be added to issues previously designated for hearing. "To determine availability of frequencies (Vis. 250 kc, 1970 kc and 1470 kc to serve Murfand Ky., and the extent to which D hours of day and night would allow the radio needs of that community," and to permit petitioner to introduce evidence with respect to events which have transpired since final hearing date, etc., to be consolidated with oral argument of petitioner and exceptions to Commis-

December 3 Applications . . . .

ACCEPTED FOR FILING

AM—500 kc

WEWW Belle Glade, Fla.—Mod. CP, as mod. which authorized increase power to 3 kw D, to change trans. from 1340 kc 1 kw N and change trans. location for exten-
sion of renewal date.

AM—1600 kc

WTSF St. Petersburg, Fla.—Mod. CP, as mod. which authorized increase power to 1 kw D and N; change trans. from 1340 kc 1 kw N and change trans. location for extension of renewal date.

AM—1600 kc

KCRQ Cedar Rapids, Iowa—Mod. CP as mod. which authorized increase power to 1 kw D and N and increase power to 1 kw D and N and change trans. location for extension of renewal date.

Transfer of Control

WMEW Boston, Mass.—Voluntary transfer of control of license corpora-
tions of John E. Beatty, Charles A. Couglin, George Kaplan, Fred Ban-

den, Allen T. Desser to Fred J. Pote, William S. Pote, and Anto-
ninette L. Iovanna. 176 sh. common stock—35.8%.

AM—1320 kc


AM—570 kc

WXKN Saginaw, Mich.—CP for new standard station, 2100 kc 1 kw D, to change frequency from 2100 to 1700 kc, change trans. location from unit to unit.

AM—1320 kc

KYLE Alamogordo, N. M.—Mod. CP, as mod. which authorized new standard station for extension of renewal date.

AM—1420 kc

Maple City Bstg, Corp., Hornell, N. Y.—CP for new standard station to be operated on 1420 kc, power of 500 w 1 kw D and N.

AM—1450 kc

KDUR Durant, Okla.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM—1530 kc

WKAG San Juan, P. R.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM-1590 kc

KWLK Longview, Wash.—CP for change to trans. type.

FM—927 inc

Marmat Radio Co., Bakersfield, Calif.—CP for new FM station (Class B) to be operated on 92.5 mc, ERP of 4 kw.

Modification of CP

WFWM Marletta, Ga.—Mod. CP which authorized new FM station to specify types, change trans. site, change ERP to 15.2 kw; ant. height above average terrain to 508.25 feet and make changes in ant. system.

 pharmacist

License for CP

KFXD-FM Nampa, Idaho.—License to cover CP, as mod., which authorized new FM station.

AM—237 kc

Wauk Bassett, Waukesha, Wis.—CP for new FM station (Class A) to be operated on 92.5 mc, ERP of 163 w ant. height above average terrain to 300 ft. AMENDED to change ERP from 163 w to 180 w, make changes in ant. system.

License for CP

WJUW Urbana, Ill.—License to cover CP which authorized changes in non-commercial educational station.

License Renewal

WASK Lafayette, Ind.—License re-

December 4 Decisions . . . .

BY COMMISSION EN BANC

Deschamps for Hearing

WHAS Inc. and Wave Inc., Louis-

AM—1420 kc

AM—1450 kc

KDUR Durant, Okla.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM—1530 kc

WKAG San Juan, P. R.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM-1590 kc

KWLK Longview, Wash.—CP for change to trans. type.

FM—927 inc

Marmat Radio Co., Bakersfield, Calif.—CP for new FM station (Class B) to be operated on 92.5 mc, ERP of 4 kw.

Modification of CP

WFWM Marletta, Ga.—Mod. CP which authorized new FM station to specify types, change trans. site, change ERP to 15.2 kw; ant. height above average terrain to 508.25 feet and make changes in ant. system.

AM—1590 kc

License for CP

KFXD-FM Nampa, Idaho.—License to cover CP, as mod., which authorized new FM station.

AM—237 kc

Wauk Bassett, Waukesha, Wis.—CP for new FM station (Class A) to be operated on 92.5 mc, ERP of 163 w ant. height above average terrain to 300 ft. AMENDED to change ERP from 163 w to 180 w, make changes in ant. system.

License for CP

WJUW Urbana, Ill.—License to cover CP which authorized changes in non-commercial educational station.

License Renewal

WASK Lafayette, Ind.—License re-

December 4 Decisions . . . .

BY COMMISSION EN BANC

Deschamps for Hearing

WHAS Inc. and Wave Inc., Louis-

AM—1420 kc

AM—1450 kc

KDUR Durant, Okla.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM—1530 kc

WKAG San Juan, P. R.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.

AM-1590 kc

KWLK Longview, Wash.—CP for change to trans. type.

FM—927 inc

Marmat Radio Co., Bakersfield, Calif.—CP for new FM station (Class B) to be operated on 92.5 mc, ERP of 4 kw.

Modification of CP

WFWM Marletta, Ga.—Mod. CP which authorized new FM station to specify types, change trans. site, change ERP to 15.2 kw; ant. height above average terrain to 508.25 feet and make changes in ant. system.

AM—1590 kc

License for CP

KFXD-FM Nampa, Idaho.—License to cover CP, as mod., which authorized new FM station.

AM—237 kc

Wauk Bassett, Waukesha, Wis.—CP for new FM station (Class A) to be operated on 92.5 mc, ERP of 163 w ant. height above average terrain to 300 ft. AMENDED to change ERP from 163 w to 180 w, make changes in ant. system.

License for CP

WJUW Urbana, Ill.—License to cover CP which authorized changes in non-commercial educational station.

License Renewal

WASK Lafayette, Ind.—License re-

December 4 Decisions . . . .

BY COMMISSION EN BANC

Deschamps for Hearing

WHAS Inc. and Wave Inc., Louis-

AM—1420 kc

AM—1450 kc

KDUR Durant, Okla.—Mod. CP, as mod. which authorized installation of new standard station for extension of completion date.
Records Deleted

WBIX Rome, Ga.—Granted request to delete all records relating to authorization granted for CP and license.

Hearing Designated

WDAR Tampa and W. A. Smith, Pisc., N. J.—Copied order designating for hearing application of WDAR to change station site and change trans. and changes trans. site, and application of W. A. Smith for new station site. Pla. 540 to 250 D in consolidation with proceeding on applications of EGO, Denver Bostg. Co., KCMO, WRAT, and WGY.

Benlee Bostg. Co. and Mid-Island Radio In., Patchogue, N. Y.—Designated for consolidated hearing applications for new stations, each requesting 1500 kw 250 D.

KWU Waterloo and Mahaska Bostg. Co., Oskaloosa, Iowa.—Designated for consolidated hearing applications for new station 1400 kw 100 D in consolidated proceeding with applications of Tri-County Bostg. Co., Luizing, Tex., and Weldon Lawson, Sequit, Tex.; made KONO San Antonio party to proceeding.

Proceedings Consolidated

Adopted order consolidating further proceedings in matter of promulgation of rules and regulations and standards of engineering practice, granting D skywave tran. of standard sta. and additional space in use of channel broadcasting in standard band (Docket #511); ordered that all CPs dated 503 may remain in Docket #511 Jan. 5, 1948, and those parties who so desire may participate in oral argument, scheduled Jan. 19, 1948, in Docket #511, in which proceeding to same extent as previously provided for in case of parties in Docket #511.

December 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KMYO Marvsville, Calif.—Mod. CP which authorized changes in trans., install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

KSBV Salinas, Calif.—Mod. CP, as mod. which authorized new standard station for extension of completion date.

WMAW Salinas, Calif.—Same.

KXNM San Bernardino, Calif.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

 License for CP

KGO San Francisco.—License to cover CP, as mod., which authorized increase in power, install new trans. and DA-DN and change trans. location and authority to operate by director licensee of ant. power.

KXAN Austin.—Mod. CP, as mod., which authorized increase in power, change in trans. and DA-DN and change trans. location, for extension of completion date.

WBIL San Francisco.—License to cover CP, as mod., which authorized increase in power, install new trans and DA-DN and change trans. location.

KXAN San Antonio.—Mod. CP, which authorized new standard station for extension of completion date.

KBWS San Francisco.—License to cover CP, as mod., which authorized new standard station for extension of completion date.

Wicus license to change time trans. and change tower.

KXAN Austin.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KBKS Portland, Ore.—Mod. license to change hours of operation of station 10:00 a.m. to 6:30 p.m. (PST) Mon. through Fri. each week, and from 10:00 a.m. to 10:00 p.m. (PST) Mon. through Fri. each week.

KBST New Castle, Pa.—Mod. CP, as mod., which authorized increase in power, install new trans. and move FM ant. on top of AM tower, for extension of completion date.

KDEM San Juan, P. R.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

KYTN Sherman, Tex.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1490 kc

WCHV Charlottesville, Va.—CP changes in vertical ant. and change tower, and change trans. and studio locations.

(Continued on page 80)
FCC Actions
(Continued from page 79)

Applications Cont.:  

License for CP  
WOAY Coal Hick, W. Va.—License to cover CP which authorized increase in power to 5 kw, new trans., and authority to determine operating power by direct measurement of ant. power.

License Renewal  
Applications for renewal of standard station license filed by: KFIZ KGW WAGO WYMP WHIT WILK WMAS WMIQ WWDJ.

TENDED FOR FILING  
Modification of CP  
KWAK Stuttgart, Ark.—Mod. CP to change frequency from 1240 to 1230 kc, using 250 w uni.

Assignment of CP  
WMIE Miami, Fla.—Consent to assignment of to KITC, Inc., a sub of WBST.

AM—1060 kc  
WIBV Bellevous, Ill.—CP increase 250 w to 1 kw D and install new trans.

Modification of CP  
KJAY Tacoma, Wash.—CP to change power from 1 kw to 1 kw-5 kw-D to 5 kw-D using DA-DN on 1440 kc.

AM—1060 kc  
WADC Tallmadge, Ohio—CP install FM ant. on east tower of DA.

Voice of Little Rhody, Newport, R. I.—CP new standard station 1600 kc 1 kw.

AM—1450 kc  
Easley Broadcast Co., Easley, S. C.—CP new standard station 1600 kc 1 kw.

AM—1870 kc  
Easley Broadcast Co., Easley, S. C.—CP new standard station 1600 kc 1 kw.

Modification of CP  
KURV Edinburg, Tex.—Mod. CP to change hour from D to uni., power from 1 kw-D to 1 kw-DN, install new trans. and DA-N and FM ant. on north tower.

Feature of Week  
(Continued from page 10)  

additional equipment, WMAR-TV also has a station wagon rigged to meet specific needs of the three film crews.

The station fed WCBS-TV of New York and WFIL-TV Philadelphia as the American International newsreel of Princess Elizabeth's wedding pro- cession. WMAR-TV also presented to its viewers the entire Navy-Notre Dame football game, condensed to 90 minutes of continuous action, by eliminating time-outs and intermissions.

The same sort of presentation was given the Army-Navy game, using official Navy films.

WMAR-TV, which reaches the streets two and sometimes three remote pickups a day, has included in its special programs the Marine Corps' birthday party at Fort Meiden (where the "Star Spangled Banner" was written), induction of the new president of Loyal College, beginning of Rededication Week in Baltimore. Scheduled are pick-ups from Baltimore's Sesqui- centennial exhibition beginning Dec. 8, sessions of Baltimore's City Council, Mummers' Parade in Philadelphia Jan. 1 (in cooperation with WFIL-TV), several special events in Washington (in cooperation with WMAL-TV), and community Christmas celebrations.

FCC Correction  
IN REPORT of broadcast actions dated Dec. 1, item referring to WILB, Lansing Bestg. Co., should have shown application of WILS is for change in facilities from 1430 kc 500 w D to 1320 kc 1 kw uni.

Hearings Before FCC . . .  
DECEMBER 8  
Further Hearing  
In Matter of Allocations of Frequencies to Various Classes of Non-Govern- mental Services (General Mobile) in Radio Spectrum from 19 kc to 30,000 mc. Further hearing at Dept. of Commerce Auditorium.

DECEMBER 9  
AM—Hearing  
Ashbacker Radio Corp., Manistee, Mich.—CP 1200 kc 250 w uni.  
Manistee Radio Corp., Manistee, Mich.—Same.

To be held in County Court House, Manistee, 10 a.m.

AM—Hearing  
Coastal Bestg. Co., Lakeland, Fla.—CP 1230 kc 250 w uni.

To be held in City Hall, Lakeland, Dec. 6; Court Room, City Hall, Winter Haven, Dec. 10 a.m.

DECEMBER 9  
Further Hearing  


DECEMBER 10  
AM—Hearing  
Woodward Bestg. Co., Detroit—CP 940 kc 5 kw D DA.

Intervener: WRB Louisville, Ky.

AM—Hearing  
Charles Wilbur Lamar Jr., Morgan City, La.—CP 980 kc 250 w uni.

Further Hearing  
Logansport Bestg. Co., Logansport, Ind.—CP 1280 kc 250 w uni.

Party respondent: WJOB Hammond, Ind.

DECEMBER 10-12  
AM—Hearing  


To be held at Grand Haven, Dec. 10; Muskegon, City Hall, Dec. 11-12.

DECEMBER 11  
AM—Hearing  

Capitol Bestg. Co., Trenton, N. J.—CP 1290 kc 1 kw uni.

WSWZ Inc., Trenton, N. J.—CP 1290 kc 5 kw uni. DA—1.

Morristown Bestg. Co., Morristown, N. J.—CP 1290 kc 500 w D.

Interveners: WCAU Philadelphia, WNDR Syracuse, N. Y., WABC Boston; party respondent: WOV New York, WIDE Newark, N. J.

DECEMBER 12-13  
AM—Hearing  
The St. Andrew Bestg. Co., Panama City, Fla.—CP 1400 kc 250 w uni.

To be held in County Court House, Panama City, Fla.—Same.

To be held in court room, City Hall, Panama City, 10 a.m.
Copehart Requests

(Continued from page 15)

speech of Oct. 27, Commissioner Jones strongly supported the work of the FBI and said most of the reports Mr. Durr referred to were turned in by the FBI at the request of FCC Chairman Denny in 1946; and that Mr. Durr's statements are "misleading," and "taken out of context."

For the first time, Commissioner Durr in his statement gave examples of the kind of information he objected to receiving from the FBI. He again stated his belief that the FBI should not pass on to the Commission information which does not carry the weight of evidence, but which may serve to influence the decision on specific cases before the Commission.

The feud, reminiscent of interagency squabbles in the New Deal days, was brought to the surface when Columnist Marquis Childs, in his syndicated column Nov. 18, commented upon the Oct. 26 speech by Commissioner Durr attacking the FBI for the kind of reports it was furnishing the FCC upon individuals connected with radio.

Letter to Walker

This public comment prompted the FBI director to send a letter to Commissioner Walker, dated Nov. 21, in which he stated that the FBI, in transmitting these reports, "... has not at any time attempted in any manner or degree to influence FCC decisions."

At the same time, Mr. Hoover informed Commissioner Walker that the FBI would stop sending reports to the FCC, stating that all of the statements made by Mr. Durr and since these statements have not been repudiated by other members of the FCC, I must assume that the material which the FBI has been furnishing the Commission is not desired by the Commission."

It was then that the FCC met to draft the above reply, dated December 1, a reply which evidently was satisfactory assurance to Mr. Hoover that FCC as a whole was not critical of the FBI reports, and in fact, wished to receive regular reports concerning persons connected with radio.

The underlying legal issues were treated by Comr. Durr and Comr. Jones in their statements of position on the issue. Mr. Durr contended it is "wholly improper for the Commission to base its decisions on information not contained in the record, and it is wholly improper for anyone to attempt to influence it to make its decisions other than on the basis of the record." Mr. Durr also contends that the Supreme Court of the United States has said that "the social, economic, or political views of an individual are not relevant to his qualifications as a broadcast licensee.

Jones Questions Stand

Commissioner Jones, in his statement of position, attacked his colleague's contention that these reports are not relevant to the judgment of the FCC in granting broadcast licenses, and declared that in a letter dated November 27, 1946, then-Chairman Mr. Denny had requested information from the FBI on a designated group of persons who were applying for a license. That letter asked for the affiliation of the officers, stockholders and directors of this group. Most of the information cited by Comr. Durr concerned this group, Mr. Jones said.

He agreed with Mr. Durr only in that any such information on applicants should be a part of the official record, but contended it is the responsibility of the Commission whenever it receives information relevant to a matter pending before the Commission "to request the applicant to furnish additional information so that the Commission can arrange to have the material produced at a Commission hearing by a qualified witness under oath."

In his statement of December 1, Mr. Durr made public specific examples of the kind of information he objected to receiving from the FBI. A part of his statement follows:"

... it is of little help to the Commission to be informed that an applicant was, in 1944, at the height of the war, reported by an unidentified source as being in contact with an unidentified individual who was suspected of possible pro-Russian sentiments; or that the applicant was reported by an unidentified source to have been identified by still another unidentified Communist as a committee member and board of directors of an organization with which an applicant had been reported by another unidentified source as being associated with the Communist movement; or that 'according to an unknown outside source' the name of the applicant 'appears as a member of a committee of the Federation of Artists and Professional People which was active in the campaign of the Democratic presidential nominee in the past presidential elections; or that another unidentified source has described such organization as a 'Communist infiltrated and/or influenced organization'; or that one of our national associations of lawyers has been referred to by another unidentified source as being under Communist influence; or that an unidentified 'reliable source' has provided a report of an article written by the applicant and originally carried in the New York Times, which article is reported to be an incitement of antiblack broadcasts, including news commentators and sponsors of such programs; or that the Democratic committee has been referred to by an unidentified outside source as being under the influence of the Communist element; or that the applicant has been referred to in a newspaper account of a political speech delivered by a vice presidential candidate, where the Communist candidate had been reported to have left his job with the government to support the campaign of President Roosevelt, the founder of this 'Communist party'; or that the applicant has been reported by an unidentified source to have been a member of the committee of a labor union or the applicant spoke on a forum on American-Indian relations.

Each of these examples was discussed in Commissioner Jones' statement:

"I have personally reviewed some of the so-called unconfirmed information which the Federal Bureau of Investigation has from time to time supplied to the Commission ... most certainly such information seems relevant to the official responsibilities of the Commission. From some of the materials have been made. I am not entirely satisfied that the Commission was not negligent in failing to request the FBI to furnish supporting or supplemental evidence and appropriate information as to possible sources from which the information might be obtained through competent witnesses and incorporated official records of the hearings in the cases to which the information may be relevant.

"If no one at any time has brought to my attention any situation in which the FBI in submitting such material to the Commission endeavored in any manner to influence the Commission's decision. The FBI has only transmitted this information to the Commission for the Commission's consideration, evaluation, and such action as the Commission itself deems wise or not to take upon each item of information. If the Bureau was required to evaluate this information, it would be subject to due process.

As for the detailed charges contained in Mr. Durr's statement, Commissioner Jones maintained that his fellow Commissioner's statement was compounded of "selected phrasing..." which was taken out of context of the material and ((Continued on page 26))
Capenhart Requests

(Continued from page 81)

'"the form in which it was submitted," and was in some instances "misleading."

Com. Jones said the material submitted by the FBI was in one case "of such a grave nature" that the Commission should make efforts to determine, "at this time," whether some of this material can be put into competent evidentiary form. "If so the Commission might consider reopening the record for the production of such evidence."

Summing up his general opinions on a specific case, Mr. Jones declared: "In my view, the FBI's entrance into this matter was solely cooperative, secondary, and at the Commission's request. Further, it is not the responsibility of competing applicants to establish that their opponents are disqualified by reason of subversion and other factors, despite the fact that one party is often eliminated from a license by such evidence introduced by an opposing applicant."

He stated further: "I do not feel that the Commission can live with the existence of such a license, and that any such license is entitled to a level of deference, and the record speaks for itself."

UNESCO Votes $360,000 For Radio and Press Unit

A $7,682,637 "program for peace" in 1948 was approved last week by UNESCO before the organization, in a spate of events, ended its month-long second general conference in Mexico City. The largest single allocation, $944,797, was earmarked for the UNESCO mass communications section. Of this amount, $360,000 will be used to establish a press, radio and film "production unit" which will try to "sell" UNESCO to the public.

Radio Stations in OKLAHOMA

We thought you'd be with us "sooner" than this.

\[Map of Oklahoma showing radio stations\]

State Farm Insurance

Broadcast Service Bureau

FMA Convention (Continued from page 19)

difficulty in knowing what station they are tuning unless they hear a "call letter announcement.

FMA officials suggested to RMA's committee members that present demand justifies greatly enlarged FM set production in 1948. Production this year by RMA members may exceed 1,200,000 FM sets, about half the output predicted a year ago. With most set makers having overcome high-frequency engineering problems, vastly increased production is now believed possible.

FMA contends that RMA's figures indicate only the output of FM tuners for present AM sets, with some manufacturers loath to divulge figures for fear of revolution to competitors. Applications of 123 new FMA members were approved by the Executive Committee, bringing the association's total to 236 members.

RMA matters for 1947 and 1948 were discussed, with expansion in the FMA operation planned early next year. The current budget is $39,000.

The committee decided not to accept an invitation from Irvin G. McCann, general counsel of the House Education and Labor Committee, to testify regarding proposed labor legislation which is to be represented at the hearings by NAB. The committee felt that NAB as the overall industry organization had been better equipped to handle legislative matters.

Attending the committee meetings were Messrs. Dillard, Straw, Jansky, McNealy, Marks and Bal- lard, Jones, WBT, Nashville, N. C.; David G. Taft, WCTS Cincinnati.

STATEMENT BY SENATOR HOMER E. CAPEHART

"The country must be shocked, as I am. "No evidence of Durr," a member of the Federal Communists, has been found to the satisfaction of the Federal Bureau of Investigation in its "lawful duty." Responsibility for these violations by this faction of Communist and other disloyal personnel is well described.

The sequence of events so far developed point toward a program of espionage which, if continued, will endanger this country.

"The F.C.C. on November 27, 1946, through its then chairman, Charles R. Denny (he resigned on Oct. 9, 1948) issued a notice that the information it had found regarding the "tips" of certain applicants for a radio broadcasting license were "misleading."

In compliance with that request, the F.B.I., over the signature of its director, J. Edgar Hoover, transmitted to the F.C.C. by special messenger, information that had been gathered.

I have watched for the accuracy of truthfulness of this information. Out of concern for the safety of the nation. I have asked that the information raised questions on the loyalty of the applicant."

First partial public disclosure of the matter came in an address by Mr. Durr in Chicago, on October 30, in which he described the information received from the F.C.C. from the F.B.I. as "baseless gossip."

Then Mr. Hoover asserted the right and responsibility of the F.B.I. to pass along their information to the F.C.C. and when no action was taken by the F.C.C. to refer the matter to Mr. Hoover said that he would stop forwarding the information of interest to the F.C.C. in carrying out its duties.

"Whereupon the F.C.C. majority by resolution asserted its confidence in the F.B.I., and requested that there be no discontinuance of cooperation between the F.C.C. and the F.B.I."

Mr. Durr issued a statement retracting his attack upon the F.B.I. and reported, and says the investigation should not pass over the basis of gossip or hearsay evidence. Of course, we all know that the F.B.I. has no basis for continuing its investigation.

Mr. Hoover, however, investigated the matter and furnished the F.B.I. with the thorough facts of it.

There are many angles to this nasty story that remain to be clarified. The confidence of the people in the Federal Communications Commission is not to be seriously impaired.

We are told that the reports made by the F.B.I. were not shown to all of the F.C.C. members. The F.C.C. is asked to submit and that only recently did some members learn that these reports had been made.

Who suppressed them? Where were they made? Why were they channeled through one channel?

At great expense to our people in taxation and through the protection of the quality of life, our Government is advancing to all the countries of the world. We must not lose faith in our country."

And yet the evidence unfolds daily which show our own Government is engaged in supplying low-like-toers are being harbored in key positions where they can sabotage our interests."''

"To fight communism abroad while F.B.I. agents (in Chicago) publish at home is sheer nonsense. When one sees Communists connected with the broadcast sports, it is not surprising that they would like to control the broadcasting industry."

"The right to operate a radio station can be obtained only by permit granted by the Federal Communications Commission."

"Confidence of the people in the Federal Communications Commission is vital to the success of this nation's policy of maintaining Communists to capture radio stations, has been shaken by the so-called Durr affair."

Therefore, I believe that Congress having the responsibility to see that its laws are efficiently administered, should make a thorough investigation of the Durr affair and tell the entire committee of the Congress should question all members of the Federal Communications Commission, Director J. Edgar Hoover, recommended by the Senate."

CBC RECOMMENDS CFRB POWER BOOST TO 50 kw

CFRB TORONTO is being recom- mended for a power increase of from 10 kw to 50 kw by the board of governors of CBC following its meeting at Ottawa Nov. 27-28. The move would give CFRB the first independently-owned Canadian station, which can go to 50 kw. Increase was recommended by CBC board to the Department of Trans- mission, Radio Broadcasting, Mr. C. D. Howe "to maintain the extent of coverage of CFRB as near as possible to its present coverage of 10 kw, 1000 kc. The total coverage at 50 kw on 1010 kc would not be greater than at present."

CFRB is moving from its present 10 kw, 1010 kc clear channel to make way for CBC station CJBC which will move from 5 kw on 1010 kc to 50 kw next year.

Increase follows recommendation of this past summer's Parliamentary Radio Committee that Canadian stations be allowed power increases up to limits of Havana, Cuba, the theoretically, independently-owned stations were limited to 5 kw, except for the few stations which had more than that before CBC came into being 11 years ago.

NEW 250-w watt station on 1450 kHz has been granted to a group in Calgary. Ont., with Wally Slatter, RCAF veteran, and son of Jack Slatter, Radio Representatives Ltd., as licensee.

When it's BMI It's Yours

Another BMI "Fin Up" Hit—Published by Campbell-Porgie

LET'S BE SWEETHEARTS AGAIN

On Transcriptions: ASSOCIATED—Mindly Carson; RACINE—Edith Locke; NBC THESAU- RUS—Novatime Trio.

On Records: Margaret Whiting—Cap. 15010; Victor Lombardo—Maj. 7269; Bill Johnson—Vis. 20. 2591; Guy Lombardo—Monica Lewis—Dec.*; Blue Barron—MGM*; Shep Fields—Masterly 535; Billy Lee-Murph.*

Broadcasting • Telecasting
Freedom of Speech

(Continued from page 17)

generally; hence, that advertising comes within the meaning of the legislative language in just as full and real a sense as anything else which can be broadcast by a radio transmitter. Let me be perfectly clear. I make this statement without the slightest reservation or purpose of equivocation."

He regretted that some persons with low emotional boiling points, incapable of objective reason, would abolish all advertising if irritated, and reminded that the personal likes, dislikes, preferences and prejudices of a few "may be very decisive in countries which enjoy totalitarian forms of government.

Advertising's Role

"Advertising serves the needs, the convenience, the advantage, the profit of a large majority of the whole people than does any other single thing which is broadcast," Judge Miller said. He then proceeded to warn of what is happening through governmental action and of the need for voluntary setting of standards.

Turning to the FCC Blue Book, he said it assumes "no advertising is in the public interest, but is tolerated merely because it provides the money upon which broadcasting exists; all sponsored programs are 100% advertising, hence not in the public interest and should be minimized as much as possible; all sustaining programs are 100% in the public interest, hence should be substituted so far as possible for sponsored programs; too many programs are commercially sponsored — hence broadcasters are making too much money; hence the government must limit the amount of advertising, by threatening to deny renewal of licenses."

FCC's recent Lemon Book now warns that broadcasting is a business to keep out of, he said, though previously FCC had urged "all and sundry, including veterans" to apply for licenses. He then referred to FCC's abuse of discretion in telling the public that broadcasters generally "were making inordinately large profits."

At this point he pointed to the Blue Book's technique in depicting the commercial side of broadcasting (see separate story).

Code Picture to Date

In reviewing events to date in NAB's code-adopting procedure, Judge Miller said it is consistent with by-law authorization, unhurried, fully democratic and reflects "a sincere and honest desire to prepare and adopt a just, fair and equitable set of standards which will command the respect, and secure the observance, of the broadcasters."

He recalled the Atlass-Breen questionnaire sent to stations last month in advance of the NAB board meeting, inferring the survey was biased and leading because it asked, in substance, "whether they wished to have NAB enforce standards of practice upon them."

"Naturally, a considerable proportion of non-NAB members would not wish to have NAB force anything upon them," he said. "As a matter of fact NAB has not yet suggested enforcement in any form. So far, no more has been considered than voluntary acquiescence. Obviously there will not be even acquiesence if there is not, at least, understanding and approval of the standards. What methods of securing observance may be possible, within the law, is something yet to be determined. What methods of securing observance may be acceptable to the broadcasters and to their representatives on the board of directors has not even been considered."

He indicated that the "heat and hysteria" of the last few months have produced more interest among broadcasters concerning their powers and duties than they have ever known before.

Going into specific standards, he said none are in final, approved form. All are subject to suggestions from broadcasters, he said. Based on these suggestions, including those from the field and board members, he said:

"There probably will be little change in those sections which deal with religion, race, creed, color, profanity and obscenity, marriage and the home, insobriety, narcotic addiction, physical and mental afflictions, crime and mystery programs, children's programs. There probably will be some changes in those sections dealing with simulation of news, litigation, professional advice, sports events, news broadcasts, political broadcasts, public controversial issues and religious programs.

"There may be substantial changes in Section 3 on commercial policies, particularly with regard to 'Business Not Acceptable,'

'Time Limitations on Commercials' and 'Contests.' It is probable that there will be considerable elimination of overlapping provisions, with resulting condensation and shortening of the whole. There will probably be a preamble or creed which will precede and introduce the present proposals. There probably will be some substitution of affirmative language for negative, prohibitory language which now appears in the present draft."

Programming Phases

Most generally accepted, Judge Miller said, are sections dealing with qualitative factors of programming. Most discussion has concerned time limitations, he explained, a point at which interests of advertisers and broadcasters are most apt to clash. He promised a "great deal of discussion" will take place before final agreement.

Though broadcasters realize that advertisers will not use the medium if standards are too severe, he said they insist the code clearly state that they alone are responsible for character and content of programs and will not give up that power or delegate it to NAB or anybody else.

Active members of NAB are the authors, the promulgators and will be the observers of the code, Judge Miller said. All segments of the membership are being

(Continued on page 84)

FIRST... WHERE THERE'S MOST!

WJDX

NBC AFFILIATE IN JACKSON, MISSISSIPPI

Represented Nationally by the
George P. Hollingsbery Co.

December 8, 1947 • Page 83
WAGE PROBE TO HEAR BROADCAST PROBLEMS

NAB will appear before the Wage & Hour Administration Jan. 7 in connection with hearings designed to decide what exemptions should be made from overtime provisions of the Fair Labor Standards Act.

Richard P. Doherty, NAB Director of Employee-Employer Relations, requested the hearing on the ground that operation of the law fails to take into consideration practical operating problems of the broadcasting industry.

Mr. Doherty will review special needs of the industry in connection with overtime and describe inequities.

**Editorializing Hearing**

(Continued from page 17)

After all, labor does the creating. Why, in the name of justice shouldn't they have a voice?" A. R. Whitford of Santa Barbara, Calif., "from the people's side heard over the air, not reactionary talk only. We oppose the NAB." W. G. Wyson, general manager of Southern Broadcast Co., submitted a letter to the Mayflower policy.

From an unsolicited source came a copy of *In Fact*, edited by George Seldes, which contained an article headed: "Radio Neta Sell Out to Hucksters; Survey Lists 7 Reactionaries on 1,724 Outlets, 31 Million Victims.

Saul Carson, New Republic radio editor, said he would oppose any weakening of the Mayflower policy and urged that it be strengthened if possible.

Fred Doherty of Labor's WCPFL Chicago said it would have witnesses to discuss: "Promoting the cause of organized labor (AFL) through radio editorializing."

Not to Participate

Those who have notified FCC that they would participate, but did not indicate what position they would take, include NAB, ABC, CBS, radio station WABC, WJZ and WOR, and some Southern stations.

Individuals to whom FCC meanwhile sent letters outlining the issues of the editorializing hearing and asking them to participate, wrote as follows in FCC records:

Charles A. Beard; Robert Carr, executive secretary, President's Committee on Civil Rights; Zachariah Chavis, Haward U. law professor and vice chairman of the Commission on Freedom of the Press (CFP); John M. Clark, Columbia U. economics professor; Ed- win L. Corwin, Princeton U. professor of political science; John Croby, New York Herald Tribune radio writer; Hender L. Cushman, State U. law professor; Walter L. Hensley, law professor; Robert L. Lowther, editor of *Progressive Magazine*; Harry A. Marquand, Adjunct Professor of Law at New York University; Arthur M. Siegman, author of *The People Look at Radio*; Howard M. Winer, of Connecticut U.; E. L. Whitford, of *In Fact*;

While FCC's secretary had no authority to compel their attendance, some of the persons specifically addressed have indicated in the past their willingness to testify before the Commission.

**Woc READ EASE the**

**Fund to Send TV to Homeless**

A PLAN for publishing area "Station Listening Indexes" comparable with his present city "Station Listening Indexes" was presented last week by Arthur M. Siegman, member of the audience measurement firm, to station officials at Des Moines.

Siegman said that he would not publicly divulge details of the plan, explaining that these must await a future meeting of his station audience measurement advisory council.

**FCC Authorizes Secretary**

To Act on Applications

TO EASE the workload of FCC members and speed action, the Commission last week delegated to its secretary authority to act upon applications for approval of voluntary transfers of control of radio stations and certain professional license transfers [CLOSED CIRCUIT, Nov. 24].

The sense of the approval of the Accounting and Law Depts., therefore, the FCC secretary henceforth may act upon (1) "broadcast service applications which fall within the provisions of Section 1.325 of the Rules (applications for involuntary assignment or transfer of control, such as a transfer from a deceased licensee to the administrator of his estate), and (2) "broadcast service applications for consent to assignments of licenses from individuals to corporations owned and controlled by such individuals, or from corporations to individuals controlling such corporations, provided there are no substantial changes in the interests of the respective assignor."
Milwaukee's Video Outlet Goes on Air

Gala Opening Last Wednesday Marks WTMJ-TV Start

Wednesday, Dec. 3, was "T-Day" in Milwaukee as the Journal Co.'s long-awaited $4,000,000 station, WTMJ-TV, made its debut with a three-hour telecast featuring local talent and addresses by city and state dignitaries.

Eight programs were offered on the initial day to substantiate Executive Vice President and General Manager Walter J. Damm's statement: "Every preparation has been made in advance to insure the best possible television operation."

Production of the entire evening's entertainment, estimated to have cost close to $2,000, was directed by Jim Robertson, who demonstrated the months of study and preparation that went into the station's premiere.

At a dinner given by The Journal Co. and its official family, Frank E. Mullen, executive vice president of NBC, congratulated Mr. Damm for the pioneering spirit of WTMJ and said every effort was being taken to add Milwaukee to NBC's projected nation-wide television network. By means of specially-prepared 16 mm film, Niles Trammell, NBC president, also congratulated the Milwaukee Journal station for its foresight in planning many years ago for WTMJ-TV's initial broadcast.

300 TV Sets Arrived

Mr. Damm said that more than 300 television sets had arrived in Milwaukee in time for the broadcast and he estimated WTMJ's first audience was in excess of 10,000 since many sets were placed in show-windows of local sponsors.

Milwaukee advertisers who won the distinction of being first to sponsor television in the city were Socony-Vacuum Oil Co. Inc., Schuster Dept. Store, A. Getelman Brewing Co., Gimbel's, The Boston Store, Taylor Electric Co. and Constant Hosierie.

Russ Winnie, assistant to Mr. Damm, said all local sporting events had been sold and that WTMJ-TV's daily schedule already has a heavy listing of local and national sponsors.

APPLICATION for television was filed last week with FCC by the Jefferson Standard Broadcasting Co., owner and operator of WBT and WBT-FM Charlotte, N. C.

J. M. Bryan, president of company, declares present plans call for an estimated coverage of 2,000,000 persons in North and South Carolina.

No definite date has been set for opening of TV in Charlotte, but station officials are hopeful for a late 1948 debut. AT&T engineers, however, have estimated 1950 as the date for operation of the coaxial cable from Washington, D. C., to Charlotte. The cable has been installed, but difficulties in obtaining certain equipment are slowing work necessary to put cable in operation.

Charles Crutchfield, general manager of WBT and WBT-FM, declared last week that if other broadcasters in the South and in the Carolinas will apply for TV licenses at the earliest possible date, ways and means of speeding the debut could be found.

WBT plans to locate its TV transmitter equipment on Spencer Mountain of this present site of WBT-FM intermont broadcast operations.

Jefferson Standard Broadcasting Co.'s executives include: Ralph C. Price, chairman of the board, president of Jefferson Standard Life Insurance Co.; J. M. Bryan, president, first vice president of insurance firm; Charles H. Crutchfield, vice president; and E. D. Crutchfield, secretary and treasurer.

The Board approved an overall installation cost of $500,000 for television. This estimate includes costs of new studio, lights, monitoring equipment, cameras, a mobile unit with telescopic lens cameras, transmission and sound equipment which will be linked to transmitter facilities through high frequency radio beam.

Mrs. Grace Carr Geddes
MRS. GRACE CARR GEDDES, 34, died Wednesday in Emergency Hospital, Washington, after an illness of several months. She was the widow of Gall G. Geddes, fatally injured last June in an automobile accident at Doylestown, Pa. Mr. Geddes was a son of Bond Geddes, executive vice president of Radio Manufacturers Assn., and had been an executive of National Assn. of Manufacturers. Two children survive.
pating nations agreed on topics listed on the agenda, long hours and days of debate and haggling at the Canadian NARBA were avoid-
ed. Thus many matters of an engi-
neering nature were decided, in ef-
fect, by engineering experts with-
out the compromises and jocke-
ing entailed in treaty negotiations.

Brought out into the open were the
demands that each country will
make at the NARBA meeting, with
the engineering reasons behind these proposals. Engineering rep-
resentatives of the countries tossed
these proposals back and forth.
Where agreement could not be reached, progress was made in un-
derstanding each others’ desires.

The A and B committees submit-
ted reports to the main confer-
ence, most of which were adopted with
minor changes. Committee B made
no recommendations, merely re-
porting the views of each country.
Committee A chairman was Donald
R. MacQuivey, vice chairman, Tele-
communications Division, U. S.
Dept. of State. Committee B chair-
man was Guillermo Morales, of the
Cuban Ministry of Communica-
tions.

New definitions were adopted for
standard broadcast stations and
channels. They follow:

The term Standard Broadcast Station
means a station authorized for radio-
phone emission on a standard broadcast channe-
references. They follow:

The Department of
Communications Division,
R.
Committee

Where
engineering nature were
listed
Canada
Canada
Cuba and Mex-

They proposed to drop the IA
and IB categories, making all
Class I. It was felt the idea was
to break down all clear channels
interchangeably, with Cuba getting
many IB stations.

Mexico asked that it have 650,
630, 950 and 980 kc as clear chan-
els, offering to give up 1220 and
1870 kc in exchange for 630 and
980 kc. This proposal led to heated
defense, U. S. and Canada describ-
ing complex engineering problems
involved since some 1800 U. S. sta-
tions would be affected, especially
254 regions of which 200 have
costly directional antenna prob-
lems. The proposal was viewed as
an extremely drastic, with extensive
relocations and expenditure of
millions of dollars involved. Cuba
continue the 20:1 co-channel ratio
on signal intensity at borders. Sub-
mersion of calculations of ground
wave conductivity throughout the
North American region was recom-
mended. All countries but Mexico
are currently working on this
project.

Committee B approved an in-
crease in the number of channels
from 106 to 107, as a result of the
decision by the Atlantic City con-
ference to add 540 kc to the broad-
cast band. Use of 540 kc was left
to the Canadian NARBA meet-
ing. Canada now uses it as 1A.
Both Mexico and Canada favored
use of 540 kc as a Clear 1A chan-
nel.

Cuba’s suggestion that the term “national” channel be substituted
for “clear channel” was not
adopted.

‘National’ Channel Defined
A “national” channel, under this
proposal, would be one on which
the dominant station or stations
give most to large areas, with
groundwave as well as part of the
skywave service interference-free
within borders or coasts of country
in which station is located. Min-
imum power of Class I station
would be 10 kw and when maxi-
mum exceeds 50 kw, it could not
radiate toward any other country
using the same channel with any
kind of station. The signal could
not exceed the equivalent to a 50
kw station with an antenna effi-
ciency of 225 kw per kw radi-
ated. They proposed to drop the IA
and IB categories, making all
Class I. It was felt the idea was
to break down all clear channels
interchangeably, with Cuba getting
many IB stations.

Mexico asked that it have 650,
630, 950 and 980 kc as clear chan-
els, offering to give up 1220 and
1870 kc in exchange for 630 and
980 kc. This proposal led to heated
defense, U. S. and Canada describ-
ing complex engineering problems
involved since some 1800 U. S. sta-
tions would be affected, especially
254 regions of which 200 have
costly directional antenna prob-
lems. The proposal was viewed as
an extremely drastic, with extensive
relocations and expenditure of
millions of dollars involved. Cuba

WESTERN COLORADO’S
PIONEER STATION

Serving the
NUMBER MARKET
at GRAND JUNCTION

21 years of “Know How”
HUE DEPENDS ON VIEW
Judge Miller Illustrates How Blue Book
Defines Commercial Blocks—

See story Miller Address, page 17

"Those black pages" in the FCC Blue Book really aren't so black if they are broken down in a factual manner, NAB President Justin Miller told the Joint Luncheon Dec. 3 of the Radio Executives Club.

Approval of WSYR Sale is Requested
Publisher S. I. Newhouse, New
Owner, Announces Plans
APPLICATION for FCC approval as general manager of WSYR, a post he has held since 1932, and the station's present staff will continue unchanged, Mr. Newhouse reported.

Radio Projects Inc. presented plans to expand WSYR-FM programs, particularly in the field of school programming, and to put into effect an increase in FM broadcast hours immediately upon actual acquisition of the station. The new company also plans to enter the television field in the near future, to develop facsimile broadcasting, and to work closely with General Electric Co.'s Electronics Park in Syracuse and with Syracuse University.

The Washington law firm of Dow, Lohnes & Albertson represented Central New York Broadcasting Corp., while Segal, Smith & Hennessey, also of New York, represented Radio Projects Inc. and New York Advertising Club. Judge Miller showed an enlarged reproduction of the Sunday evening network and non-network commercial and sustaining programs of CBS basic affiliates (April 23, 1944, 6-11 p.m.) as portrayed on page 25 of the Blue Book. The chart is almost solid black, dominated by network commercial time.

Using blank network and station symbols, Judge Miller showed the same chart with only one-sixth of each commercial block in black representing the actual time consumed by commercial messages.

"During the time represented by that white space, the listener is being entertained, informed, or diverted, in some way, to his liking," Judge Miller said. "Why, then, should we allow the Commission—or anyone else—to go unchallenged when they seek to leave the impression that radio is 'too commercial' or that the great mass of sponsored programs are any less desirable than those which are called 'sustaining.'"

"Obviously, there is need for aggressive, affirmative action upon the part of broadcasters, and their friends, to give real facts to the people concerning advertising in general, and broadcast advertising in particular."

WPSK
730 Kc
1,000 (D)
Alexandria, Virginia
announces with pleasure the appointment of

THE FRIEDENBERG AGENCY, Inc.
as
Exclusive National Representatives

HENRY Z. UNGAR
Commercial Manager

BROADCASTING • Telecasting

KGLD gives dominant coverage of a prosperous rural-urban market
—ideal for testing!

2200 N.E. 5600 N.W. CBS AFFILIATE
WEED COMPANY, INC.

December 8, 1947 • Page 87
7 FM Authorizations Granted; Three Permits Return CPs

CONSTRUCTION PERMITS for seven new FM stations were issued by the Federal Communications Commission (FCC), including three permits, including Knight Newspaper Corp. of Detroit (Detroit Free Press), turned in their FM authorizations. Four construction permits meanwhile were issued by the Commission "in lieu of previous conditions." Knight Radio, which previously had filed and later withdrawn FM applications for Akron and Chicago, told FCC that it had planned to erect its Detroit FM tower at the Free Press building but found that it would be necessary to reinforce the building. In view of the costs involved, the company said it decided to give up the FM grant, which was for Class B Channel 238 (95.5 mc).

KTMS Santa Barbara, Calif., turned in its permit for Channel 252 (98.3 mc) without assigning any reason. WSYB Rutland, Vt., explained that it felt pioneer radio work is costly and that its proposed FM venture would be economically unsound, gave up its authorization for Class A Channel 252 (98.3 mc).

The first group received construction permits (power is effective radiated power; antenna height is height above average terrain):

- Mattatuck Bstg. Co., Waterbury, Conn. (Channel 287); 29 kw; 500 ft.
- KLZ-FM: Bstg. Co., Denver, Colo. -Class B: 94.1 mc (Channel 231); 5.3 kw; 500 ft.
- WLOP-FM: Hastwood Inc., Orlando, Fla.-Class B: 100.3 mc (Channel 268); 85 kw; 375 ft.
- WTIN-FM: Cascohton Bstg. Co., Cascohton, Ohio.-Class A: 103.1 mc (Channel 276); 700 kw; 315 ft.
- KBFT-FM: Sky Bstg. Service, Dallas, Tex.-Class B: 100.9 mc (Channel 286); 8 kw; 346 ft.
- KTBQ-FM: Claudia T. Johnson, Austin, Tex.-Class B: 92.3 mc (Channel 222); 17 kw; 390 ft.
- WBCW: Central Bstg. Co., Wausau, Wis.-Class B: 104.7 mc (Channel 284); 21 kw; 830 ft.

The following were authorized construction permits in lieu of previous conditions:

- KBDO: Union-Tribune Pub. Co., San Diego, Calif.-Class B; 96.5 mc (Channel 241); 48 kw; 825 ft.
- WMBR-FM: Bstg. Co., Jackson, Fla.-Class B: 96.1 mc (Channel 247); 47 kw; 220 ft.
- KBFA-FM: Penascola Bstg. Co., Pensacola, Fla.-Class B: 88.9 mc (Channel 255); 5.5 kw; 320 ft.

WSSV-FM: WSSV Inc., Savannah, Ga.-Class B: 100.3 mc (Channel 262); 15 kw; 440 ft.
- WPMF-FM: WPBM Inc., Indianapolis, Ind.-Class B: 100 mc (Channel 244); 35 kw; 405 ft.
- KTOA-FM: Independent Bstg. Co., Des Moines, La.-Class B: 98.5 mc (Channel 253); 75 kw.

WBON: Bowling Green Bstg. Co., Bowling Green, Ky.-Class B: 101.1 mc (Channel 2661); 8.4 kw; 280 ft.
- WBNR: WBNR Bstg. Co., Natchez, Miss.-Class B: 96.3 mc (Channel 247); 8 kw; 190 ft.
- WMNF-FM: MHN Inc., St. Paul, Minn.-Class B; 102.1 mc (Channel 271); 57 kw; 450 ft.

Decatur City, Mo.-Class B; 100.5 mc (Channel 251); 450 kw; 570 ft.
- WQX: Interstate Bstg. Co., New York City.-Class B; 98.7 mc (Channel 244); 11 kw; 430 ft.
- WRJ: United Bstg. Co., Columbus, Ohio.-Class B; 98.7 mc (Channel 244); 11 kw; 500 ft.
- WQAM-FM: Scranton Times, Scranton, Pa.-Class B; 91.3 mc (Channel 222); 1.8 kw; 1200 ft.
- KFPA-FM: Aramitio Bstg. Corp., Amarillo, Tex.-Class A: 100.3 mc (Channel 252); 3.3 kw; 420 ft.
- WLRX: Journal-News, Norfolk, Va.-Class B; 102.5 mc (Channel 270); 7 kw; 350 ft.

Awards Announced By Schools, Colleges

LEADING NETWORK shows won recognition today when the American Schools of Colleges Announced recipients of its second annual radio awards.

This year's winners include: Audience participation, Truth or Consequences, Warner Bros. Jurisdiction and Land of the Lost; dramatic shows, Theatre Guild of the Air and Quiet Please; educational dramatic,- Class B Channel 238 (95.5 mc).

- KTMS Santa Barbara, Calif., turned in its permit for Channel 252 (98.3 mc) without assigning any reason. WSYB Rutland, Vt., explained that it felt pioneer radio work is costly and that its proposed FM venture would be economically unsound, gave up its authorization for Class A Channel 252 (98.3 mc).

The first group received construction permits (power is effective radiated power; antenna height is height above average terrain):
Request Is Denied For DPA Hearing

DAYTIME Petitioners Assn.'s 15-month-old request for an FCC hearing looking to full-time use of Mexi- can clear channels on which DPA members now operate daytime only [BROADCASTING, Aug. 19, 1946] was dis- missed by the Commission last week, without prejudice.

Spokesmen for the group, which had asked FCC either to dismiss without prejudice or to defer action on the petition, said they hoped the U.S.-Mexico "gentlemen’s agreement" with respect to use of the channels will be continued when the North American Regional Broadcasting Agreement (NARBA) treaty conference is held in Canada in August. If satisfactory agreements are reached at that time regarding full-time use of such channels, it was pointed out, FCC then presumably would con- duct a hearing to determine how the frequencies should be used.

FCC officials already have indicated that the subject is a proper one for study at the NARBA treaty conference but beyond the scope of the pre-NARBA meeting.

Daytime-Skywave Hearings, Clear Channel Combined

FCC's LONG-PENDING daytime-skyskywave case, on which rests the fate of scores of AM applicants and stations operating daytime on clear channels, was consolidated by the Commission last week with the clear-channel case itself, foreclosing any chance of its being decided until next year.

All participants in the daytime-skyskywave hearing, held last June [BROADCASTING, June 9], may file briefs by Jan. 6 and those who do may then participate in oral argument starting Jan. 19. The dates are the same as those set for briefs and argument, respectively, in the clear-channel case [BROADCASTING, Nov. 3]. No decision in either proceeding is expected before March or April.

Though the announcement of the consolidation of further proceeding did not mention it, FCC's present policy of holding up action on applications for daytime and limited-time use of U. S. 1-A, and 1-B channels presumably will be kept in effect until after the January argument and subsequent decision. When it originally called the daytime-skyskywave hearing, the Commission specified that no action would be taken on such applications "until the hearing is con- cluded and a decision is announced" [BROADCASTING, May 12].

YANKEE NETWORK TV CLINIC NEXT MONTH

COINCIDENTAL with announce- ment that the Yankee Network had begun construction of its television transmitter in Boston, Linus Trav- ers, Yankee's executive vice presi- dent and general manager, last week announced the opening of a television clinic for Boston advertising agency men in January.

Television technicians from other parts of the country will be called in, Mr. Travers said, with the idea of presenting a "practical, down- to-earth" clinic whose main purpose will be to acquaint the agency men with the fundamentals of video and the application of TV techniques.

Demonstrations of actual programs are planned, and there will be ample opportunity for those attending the clinic to ask questions, Mr. Travers indicated.

Letters of invitation to attend the clinic were forwarded to all advertising agencies in the Boston area.

Democrats Name Roach 1948 Convention Chief

WILLIAM N. ROACH, until recently assistant to the treasurer of the Democratic National Commit- tee, has been named managing di- rector of the Democratic National Convention in 1948, it was an- nounced last week by Sen. J. How- ard McGrath (D-R.I.), chairman of the Democratic National Com- mittee.

Mr. Roach has been with the commit- tee since 1929 and was assistant director of the 1944 convention in Chicago.

Yankeef Network TV Clinic Next Month

COINCIDENTAL with announcement that the Yankee Network had begun construction of its television transmitter in Boston, Linus Trav- ers, Yankee's executive vice presi- dent and general manager, last week announced the opening of a television clinic for Boston advertising agency men in January.

Television technicians from other parts of the country will be called in, Mr. Travers said, with the idea of presenting a "practical, down- to-earth" clinic whose main purpose will be to acquaint the agency men with the fundamentals of video and the application of TV techniques.

Demonstrations of actual programs are planned, and there will be ample opportunity for those attending the clinic to ask questions, Mr. Travers indicated.

Letters of invitation to attend the clinic were forwarded to all advertising agencies in the Boston area.

Democrats Name Roach 1948 Convention Chief

WILLIAM N. ROACH, until recently assistant to the treasurer of the Democratic National Commit- tee, has been named managing di- rector of the Democratic National Convention in 1948, it was an- nounced last week by Sen. J. How- ard McGrath (D-R.I.), chairman of the Democratic National Com- mittee.

Mr. Roach has been with the commit- tee since 1929 and was assistant director of the 1944 convention in Chicago.

FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (I). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (I to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heaslip, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.

Daytime-Skywave Hearings, Clear Channel Combined

FCC's LONG-PENDING daytime-skyskywave case, on which rests the fate of scores of AM applicants and stations operating daytime on clear channels, was consolidated by the Commission last week with the clear-channel case itself, foreclosing any chance of its being decided until next year.

All participants in the daytime-skyskywave hearing, held last June [BROADCASTING, June 9], may file briefs by Jan. 6 and those who do may then participate in oral argument starting Jan. 19. The dates are the same as those set for briefs and argument, respectively, in the clear-channel case [BROADCASTING, Nov. 3]. No decision in either proceeding is expected before March or April.

Though the announcement of the consolidation of further proceedings did not mention it, FCC's present policy of holding up action on applications for daytime and limited-time use of U. S. 1-A, and 1-B channels presumably will be kept in effect until after the January argument and subsequent decision. When it originally called the daytime-skyskywave hearing, the Commission specified that no action would be taken on such applications "until the hearing is concluded and a decision is announced" [BROADCASTING, May 12].

YANKEE NETWORK TV CLINIC NEXT MONTH

COINCIDENTAL with announcement that the Yankee Network had begun construction of its television transmitter in Boston, Linus Trav- ers, Yankee's executive vice presi- dent and general manager, last week announced the opening of a television clinic for Boston advertising agency men in January.

Television technicians from other parts of the country will be called in, Mr. Travers said, with the idea of presenting a "practical, down- to-earth" clinic whose main purpose will be to acquaint the agency men with the fundamentals of video and the application of TV techniques.

Demonstrations of actual programs are planned, and there will be ample opportunity for those attending the clinic to ask questions, Mr. Travers indicated.

Letters of invitation to attend the clinic were forwarded to all advertising agencies in the Boston area.

Democrats Name Roach 1948 Convention Chief

WILLIAM N. ROACH, until recently assistant to the treasurer of the Democratic National Commit- tee, has been named managing di- rector of the Democratic National Convention in 1948, it was an- nounced last week by Sen. J. How- ard McGrath (D-R.I.), chairman of the Democratic National Com- mittee.

Mr. Roach has been with the commit- tee since 1929 and was assistant director of the 1944 convention in Chicago.

FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (I). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (I to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heaslip, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.

"FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (I). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (I to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heaslip, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.

Daytime-Skywave Hearings, Clear Channel Combined

FCC's LONG-PENDING daytime-skyskywave case, on which rests the fate of scores of AM applicants and stations operating daytime on clear channels, was consolidated by the Commission last week with the clear-channel case itself, foreclosing any chance of its being decided until next year.

All participants in the daytime-skyskywave hearing, held last June [BROADCASTING, June 9], may file briefs by Jan. 6 and those who do may then participate in oral argument starting Jan. 19. The dates are the same as those set for briefs and argument, respectively, in the clear-channel case [BROADCASTING, Nov. 3]. No decision in either proceeding is expected before March or April.

Though the announcement of the consolidation of further proceedings did not mention it, FCC's present policy of holding up action on applications for daytime and limited-time use of U. S. 1-A, and 1-B channels presumably will be kept in effect until after the January argument and subsequent decision. When it originally called the daytime-skyskywave hearing, the Commission specified that no action would be taken on such applications "until the hearing is concluded and a decision is announced" [BROADCASTING, May 12].

"FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (I). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (I to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heaslip, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.

"FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (I). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (I to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heaslip, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.
NARFD Praises NAB Special Consideration to Farm Show

A RESOLUTION commending the NAB "for having raised agricultural programs to the level of special consideration" and urging that "agricultural programs be accorded treatment under the Standards of Practice equal with other types of programs" was passed by the National Assn. of Radio Farm Directors at its annual meeting in Chicago Nov. 30-Dec. 1.

Charles (Chuck) Worcester, WMT Cedar Rapids, was elected president for the coming year, succeeding Layne Beatty, WBAP Fort Worth. Wallace Kadderly, KGW Portland, Ore, was elected vice president, succeeding Mr. Worcester; and Hal Totten, WGN Chicago, was named secretary-treasurer.

Farm programs came closer to realizing broadcasting ideals because they achieve a wedding of entertainment and public service rarely realized in other program structures, A. D. Willard Jr., NAB executive vice president, told the annual banquet Nov. 30.

In an earlier session, Herb Plambeck, WHO Des Moines, delivered a NAB code action report which pointed out that NARFD was primarily interested in two things: (1) Treatment by the NAB and the industry as a whole on the same plane of importance as other radio programs, and (2) placing of farm programs on same basis commercially as other daytime programs.

NARFD sessions began Sunday, Nov. 30, with the morning agenda calling for various committee reports and a talk by Ken Gapon of the USDA.

One session was devoted to talks by John Douglass of Australian Broadcasting Co.; Fergus Mutrie, CBC agricultural farm supervisor; Farm Directors Larry Haeg, WCCO Minneapolis; Jesse Buffum, WEEL Boston and Mears. Kadderly and Beatty.

Other Topics

NARFD attendance included: Archer, W. (Amer), Texas A & M; Alampi, Phil, WZJ, New York; Arnold, Burns, OKLA A & M, Stillwater; aspleaf, Harry, WNAX, Sioux City, Iowa; Atwood, Frank, WTC, Hartford; Battles, Ray, WLW, Cincinnati; Beatty, Layne, WBAP, Fort Worth; Beatty, George, KMMJ, Denver; Brofere, Jake, WCH, Portland, Me.; Buffum, Jesse, WEEL Boston; Burnham, Mary, CBS, Washington; Chapman, Jim, WTAM, Cleveland; Child, Bob, WGT, Shenecoyct; Cooley, Frank, WHAS, Louisville; Conley, Philip, WSBT, South Bend, Ind.; Crel, Jack, KFTO, Lubbock; Diamond, Bill, WHO, Des Moines; Dillard, C. B., WNOH, Hamilton, Ohio; Feltz, Miriam, WOSU, Columbus; German, George, WNAQ, Yakonit.

Hansen, Mal, WOW, Omaha; Huckle, Don, WGR, Buffalo; Jackson, C. C. W., WCN, Kansas City, Mo.; KCMO, Kansas City, Mo.; KCMO, Indianola; KGW, Portland; Kister, George, KMMJ, Grand Island; Lerch, Don, CBS, Washington; London, Gordon, WWL, New Orleans.

Martin, Harry, WFBR, Indianapolis; Mats, Homer H., KDKA, Pittsburgh; McDonald, Bill, KFAB, Lincoln; Mack, Chus, WNAX, Yankton; McDonald, John, WSM, Nashville; Meriflith, Comba, WWJ, Detroit; Miller, Bob, WRFD, Worthington; Plambeck, Herb, WHO, Des Moines; Renollet, Hal, KOA, Denver; Stookey, Charley, WXOK, St. Louis; Totton, Hal, WGN, Chicago; Vattert, Ed, WCR, Bay City; Väder Paul, NBC, Chicago; Watts, Lowell, KLV, Denver; Weatherax, L. F., KBPI, Wichita, Kan.; Wehr, Marshall, WJR, Detroit; Zieg, Gary, KSTP, St. Paul; Worcester, Chuck, WMT, Cedar Rapid; Zipf, Bill, WBNB, Columbus; Everett Dillard, FM Assn.; G. Em-erson Markham, General Electric Co., WRGB, for Television Broadcasters Assn.; A. D. Willard Jr., for NAB. Richard P. Doberty, of NAB, is executive secretary of this group as well as the full committee.

Public Relations Subcommitte: Milton Backslm, Decca Records, for record manufacturers; Joseph W. Bailey, Louis G. Cowan Inc., for transcription manufacturers; Stanley Manson, WHAM Rochester and Stromberg-Carlson Co., for FMA; Bond Geddes, RMA; Robert D. Sweezy, CBS, for networks; Paul Rabourn, Paramount Pictures, for TBA; Robert K. Richards, NAB.

Little Reaction
The four major networks appeared last week to be in no great hurry to take advantage of Mr. Petrillo's temporary reversal of the AFM edict forbidding the employment of musicians on cooperative programs (BROADCASTING, Dec. 1).

The union boss made the announcement on Nov. 26; late last week only seven co-op shows on two networks, out of a total of more than 35 on all four, had added instrumental music to their formats or were planning such action soon. Neither NBC nor CBS, according to spokesmen for those networks, had any such immediate action in the works.

ABC confirmed that it plans to add a 25-piece orchestra to the Arthur Godfrey Show beginning with the program of Dec. 17. The network also plans to add instrumental music to Dick Tracy, and Ethel and Albert and musical bridges to Headline Edition.

MBS, in addition to restoring Pianist Joseph Kahn to the cast of Information Please, planned to augment Meet Me at Party's with an orchestra, starting with yesterday's broadcast. It was expected to be Harry Zimmerman's west coast CBS house band. Mutual also planned to institute organ bridges between "cases on Alexander's Mediation Board."

Pulse Inc. Report for November

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Time</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSPA</td>
<td>Jack Benny</td>
<td>8:00</td>
<td>22.7</td>
</tr>
<tr>
<td></td>
<td>Fred Allen</td>
<td>8:30</td>
<td>23.0</td>
</tr>
<tr>
<td></td>
<td>Orson Welles</td>
<td>9:00</td>
<td>22.1</td>
</tr>
<tr>
<td></td>
<td>Lux Radio Theatre</td>
<td>10:00</td>
<td>17.3</td>
</tr>
<tr>
<td></td>
<td>Fibber McGee &amp; Molly</td>
<td>10:00</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Bob Hope</td>
<td>11:00</td>
<td>20.0</td>
</tr>
<tr>
<td></td>
<td>Red Skelton</td>
<td>11:45</td>
<td>15.0</td>
</tr>
<tr>
<td></td>
<td>Wollie Winchell</td>
<td>12:00</td>
<td>19.0</td>
</tr>
<tr>
<td></td>
<td>Bing Crosby Show</td>
<td>1:00</td>
<td>17.8</td>
</tr>
<tr>
<td></td>
<td>Mr. District Attorney</td>
<td>1:30</td>
<td>16.3</td>
</tr>
</tbody>
</table>

The Spartan Women

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cutout oddballs that were sold precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambry she had just described. There wasn't enough left to make a doll's dress!
Strained Relations Between the NAB and Members of the Senate Interstate Commerce Committee were reported antagonized last week by the NAB's recent publication and distribution of Broadcasting and the Bill of Rights, the three-hundred-odd page volume containing testimony on the White Bill (S. 333) to amend the Communications Act, 10,000 copies of which were sent to selected persons and organizations.

Members of the committee said last week that the volume, promptly labeled the "Grey Book," and the accompanying press release, were viewed as "propaganda." The matter was discussed informally at a meeting of the full committee, with more than a quorum present, on the preceding Friday (Nov. 28). One Senator, who asked not to be quoted, said that NAB President Justice Miller had reached "an all-time low with the committee."

Senator Magnuson (D-Wash.), a member of both the full committee and the subcommittee on the White Bill hearings, wrote NAB that he appreciated "very much indeed the opportunity of your association in sending me a copy of its book, Broadcasting and the Bill of Rights."

As a member of the Committee on Interstate & Foreign Commerce the compilation of statements on the White Bill will be of particular interest to me, and I am looking forward to the opportunity to read the book with the care which the subject warrants."

On the House side Rep. Clarence F. Lea (D-Calif.) and Rep. Frederick A. Muhlenberg (R-Pa.), along with a number of other Congressmen, thanked NAB for sending the book.

Representative Muhlenberg enclosed a copy of recent remarks on the dangers of federal encroachment of free speech and need of protecting freedom of the air.

Senators took umbrage against the book and press release, it was said, because the volume carried the affirmations of 25 representatives of the radio industry and did not contain the cross-examination and observations of the legislators. Moreover, it was said by one Senator that Judge Miller had attacked the integrity of members of the committee in at least one particular. The Senator also referred to selected reiteration in Judge Miller's testimony, reiterated in the press release, reading:

"If Congress has now come to a time when it wishes to abandon the established American concept of freedom of speech and the press and to go back to the system existing in England at the time of the colonies, then it should do so by initiating a constitutional amendment, which will reveal, clearly, the change in fundamental law which it proposes."

Committee members expressed doubt that anything would be done on the White Bill at the special session but revealed that the full committee had used Chairman Wallace H. White Jr. (R-Me.), the majority leader, to continue his revision of the original bill with a somewhat lenient action at the next session.

In one authoritative quarter it was said that the Committee, and perhaps the Senate, would be disposed to follow Senator White's lead on proposed new legislation at the next session, particularly since the Senator proposes to retire from public life upon completion of his term next year. But it was pointed out that it was "relatively easy" to kill legislation of this character.

There was the attitude that radio had not cooperated in full measure with Chairman White or with the committee and that more acceptable legislation could be evolved if radio would change its attitude. The Committee does not like to be told by an industry spokesman that "I am the law and the Gospel," one Senator said.

New York-Chicago TV Network By Mid-1949, Mullen Predicts

Television network linking Chicago and New York by "the most practical means" was predicted for the middle of 1949 last week by Frank E. Mullen, NBC executive vice president. Mr. Mullen was in Chicago for the International Livestock Exposition and to receive a citation from the Agricultural Editors Assn. at a dinner in the Morrison Hotel.

Regarding the proposed video network, Mr. Mullen allowed "a few months leeway on either side" and disclosed that NBC Chicago was planning to televise the 1949 International Livestock Exposition on the network.

He indicated that AT&T would contribute to the final decision as to whether coaxial cable or micro-waves be used in the network.

In an interview on WNBC New York Nov. 30, Mr. Mullen stated his belief that television would stimulate all other entertainment and educational media. He pointed out that although the rise of aural radio was feared by other media, actually newspapers, motion pictures and the recording industry have shown a steady increase in revenue in past years.

A further step in NBC's goal for a television link between New York and Chicago was taken Dec. 5 following conferences between O. B. Hanson, NBC vice president in charge of engineering and Joseph P. Kennedy, owner of the Merchandise Mart.

Both agreed that NBC's television plans call for construction of an additional floor to be built on the present 19th floor of the east wing of the famous Chicago landmark. These will house television studios and business offices only, with additional construction of FM and TV antenna towers to be made atop the Chicago Civic Opera building, a few blocks distant.

Dannenbaum to Become WPEN's Sales Manager

ALEXANDER W. DANNENBAUM Jr., presently commercial manager and secretary-treasurer of WDAS Philadelphia, will become sales manager of WPEN Philadelphia. Mr. Dannenbaum will be the first person to be transferred to its new ownership, the S. H. Reinders Drug Co. (see story page 34).

Announcement of the appointment was made last week by Edward G. Obrist, who will be WPEN manager under Sun Ray.

Mr. Dannenbaum has been with WDAS since 1935. During the war he served with the Army Signal Corps in the CBI Theatre and subsequently was discharged with rank of major.

Lorillard Renews

P LORILLARD CO., New York (Old Gold cigarettes), through its agency, Lennen & Mitchell, New York, is currently arranging its 1948 schedule for sponsoring baseball games in New York, Chicago and Atlanta. The company will again sponsor the Dodgers' games on WHN New York with Red Barber and Connie Desmond doing the sportscasts.

NAVY IS URGED TO USE VIDEO IN ITS PUBLICITY

Television can become the Navy's most effective public relations tool, Sydney H. Eigens, NBC vice-president in charge of press, told a public relations indoctrination course of 50 high ranking naval officers last week at a meeting in the studios of WRC, NBC's owned and operated station in Washington, D. C.

Urging the Navy to begin studying television and to get video programming through the 15 television stations now operating in the country, Mr. Eigens advised the naval officials to consult with these advertising agencies that have pioneered in television, taking advantage of their experience in determining the most effective means of video presentation of the Navy's messages to the American public.
WBAL Letter on Blue Book, Financial Data Are Disclosed

FIGHT BETWEEN WBAL Baltimore and Pearson-Allen for the station's 1090-kc, 50-kw clear channel assignment won last week with developments which included the introduction of an appeal letter from WBAL to its program consultant regarding "limited analysis" of one week in 1944 which said that, with certain exceptions, "There is essential agreement with the FCC statements on their analyses which appear...[in]...the Blue Book;" and the "discriminatory" examination of Harold C. Burke, WBAL manager. Mr. Dempsey decried the "fishing expedition" tactics of his competitor, the diversification of statistics and the "discriminatory" nature of certain rulings by Comr. Rosel H. Hyde, presiding officer—whom Mr. Hyde explicitly denied.

The letter, written to Mr. Burke by Paul F. Peter, partner of the radio management consulting firm of Frazier & Peter, concerned completion of statistics on the Blue Book week of April 29, 1944. The analysis was introduced by WBAL the previous week in reply to a similar study made by Pearson-Allen for the same period from data in the WBAL program logs [Broadcasting, Dec. 1].

Most of last week's sessions, concluding the fourth week of proceedings since start of the hearing Nov. 3, were devoted to examination of Mr. Burke by the Pearson-Allen counsel. This inquiry was expected to be concluded on Friday. No session was held Thursday. The hearing has been recessed for this week because of the general mobile service proceeding beginning today (Dec. 8).

Columnists Edward L. Pearson and Robert S. Allen head Public Service Radio Corp., the new applicant for WBAL's facilities. The station is owned by the Hearst New York Post. There is pending with the U. S. Court of Appeals for the District of Columbia an appeal by WBAL of the District Court dismissal of its complaint against Hearst Blue Book and FCC [Broadcasting, Nov. 24].

The station has contended from the first that the Blue Book charges against it should first be cleared before a comparative hearing is held and that Pearson-Allen would never have filed for the Blue Book not been issued.

Mr. Marks contended Mr. Peter on Monday regarding his report for WBAL on the Blue Book week. Questioning if Mr. Peter's calculations manifested a term not defined as "commercial" under the rules of the Commissioner, Mr. Marks was informed by the consultant, "It is under the rule, but I fail to follow it.

The Pearson-Allen counsel then proceeded to solicit data from Mr. Peter and his report on commercial and sustaining percentages for the Blue Book week with information from the FCC document serving as guide. Mr. Marks asked for the "commercial" and "interpreted" percentages for 8 a.m.-6 p.m. The answer was 83.6%. The same query for 8-11 p.m. brought the reply of 96.7%.

File Excluded

Mr. Marks then turned to inquiry into Mr. Peter's preparation of the WBAL exhibit on the Blue Book week and asked for the file Peter was employing for reference to reply. Upon objection and challenge by Mr. Hyde, Mr. Marks was attempting a "fishing expedition to conduct cross examination," Comr. Hyde excluded the file. He did permit admission of the following letter from Mr. Peter to Mr. Burke, dated Nov. 12, 1947, reporting completion of the exhibit:

"There is attached a copy of our program analysis report for the week of April 29, 1944. The nature of the FCC Blue Book week was performed in request of Mr. Dempsey. It is possible use at the hearing if the subject FCC analysis is required.

There is essential agreement with the FCC statements on their analyses which appear on pages 7 and 8 of the National Broadcasting Co.'s Blue Book, except for the nature of $307 and 9 sustaining public service announcements and -6 sustaining public service announcements in the Thursday 8 a.m.-11 p.m. We found 247 commercial spot announcements, 13 sustaining station promotion announcements and 9 public service announcements charged to the station in public service announcements is accounted for by special promotion and infrequently-logged weather reports. These total 466 as opposed to their 307.

No effort has been made to perform further analysis to disclose the amount of programming service involved during the week since Mr. Dempsey feels that it is an essential part of his presentation.

Mr. Dempsey asked if the FCC's Blue Book definition of participating programs did not reverse the Commission's instructions as set forth in the annual financial reports of 1938. Mr. Peter replied that participating programs, making up WBAL's "interpreted" classification of programs as paid for or not paid for since there is no "overpaid." Of a class which may fall to both commercial and sustaining, he contended, it is "statistical definition. Their difference must be mutually exclusive." Mr. Dempsey earlier explained advertisers were not responsible for program content of participating shows.

Overall Policy

Mr. Burke, WBAL manager, taking the stand for cross-examination by Mr. Marks, first was questioned by Mr. Dempsey on overall FCC policy. Mr. Burke has "always sought continuing improvements in the past" and the experience built up will enable future improvements to come about.

Mr. Dempsey questioned whether future program plans involved a radical change. Mr. Burke replied negatively and said steady improvements would be made in light of "never becoming an interpretation of the Blue Book." Questioned about WBAL's national representative, Mr. Burke stated that Edward Petry & Co. were assigned to the station in the national accounts outside of Maryland and the District of Columbia since March 1942. Previously, he said, WBAL was represented by International Radio Sales, a Hearst subsidiary.

Mr. Marks then asked for production of WBAL's annual financial reports to the FCC (Form 324) for the year ending Dec. 31, 1944. Mr. Burke, he said, wanted "definite information as to the profitability of WBAL," to determine if enough money were allocated to programing to give programs to which Petry was attached. Mr. Burke, he said, wanted programs to the Edward Petry Co. matter and produced the WBAL renewal application of Jan. 29, 1944, to which two contracts relating to Petry were attached. One agreement showed that Petry paid International Radio Sales the sum of $73,208.33 in 1942 for assignment of the right to renew WBAL. The other agreement showed, Mr. Burke told the commission, he knew about the purchase, Mr. Burke replied, "No, I don't know about that." The WBAL manager explained he earlier had recommended employment of the Petry services and that that was the extent of his participation in the affair.

Mr. Marks next presented exhibits to compare WBAL's program proposals as outlined in its application for renewal to the FCC, iwth actual performance as reported in the station's annual financial reports. The hearing commenced renewal application. WBAL proposed to devote 40.1% of its time to commercial programs but actually devoted 44.56%, according to the exhibits. Whereas 14.95% was to be devoted to sustaining educational programs and 3.27% to sustaining agricultural programs, 3.74% and 0.55%, respectively, were devoted to those classifications, the report showed.

At the outset of Tuesday's proceeding, Mr. Dempsey continued his objection to the admission of the financial data. He charged that Pearson-Allen counsel's purpose was not to cross-examine Mr. Burke but to secure information from FCC's confidential files and thereby to "mold our direct case into the pattern to favor him." Mr. Dempsey said the cross-examination was not relating to the direct presentation, contrary to practice.

Comr. Hyde did not agree with this view and overruled objections. He said he was attempting to be careful to exclude any matter unnecessary and which would "embarrass anyone in any sense of the word."

Mr. Dempsey contended the ruling was "highly discriminatory to Hearst Radio.

FCC Counsel McCoy then identified the data. the exhibit showed gross revenue and program expenditures to be: 1943—gross income $1,038,896; program expense $125,845 (30.86% of total broadcast expense); 1944—gross $1,275,200, program $133,920 (31.11%); 1945—gross $1,294,379, program $160,309 (12.84%); and 1946—gross $1,183,506, program $188,967 (33.06%). Net income before taxes was shown to be: 1943, $629,781; 1944, $844,786; 1945, $806,147, and 1946, $612,451.

Mr. Marks concluded the Wednesday session with a request for the minutes of the meeting of the board of Hearst Radio at which Mr. Burke was elected a vice president and board member, and also asked for the firm's minute book. Mr. Dempsey stated he did not intend to supply such material since the record on the retransmitting side of the resolution would do. Comr. Hyde reserved ruling on the matter.
12 New Standard Stations Authorized; Facility Changes Granted To 8 Others

IN MULTIPLE actions last week in standard broadcast, FCC authorized construction permits for a dozen new stations and improvement of facilities for eight existing A.M. stations. The following new stations were authorized:

Cambridge, Mass.—Harvey Radio Labs, 740 kc, 250 w. daytime; Principals: Frank Lyman Jr., president, and his wife, Jeanne S. Lyman, vice-president, co-owners; and Ronald W. Martin, clerk. Chicago, Ill. — Interstate Broadcasting Co., 1450 kc, 250 w., unlimited. Principals: William Shakespeare Jr., retired manufacturer, co-owner, and Thomas H. Barst, real estate broker, vice-president, 14% owner, and R. T. Wilson, partner, director 14%. John F. Turner, department manager; secretary-treasurer 14%; Elliott C. Newell, auto and electrical appliance dealer, director 14%.

Birmingham, Minn. — Interstate Broadcasting Co., 1450 kc, 250 w., unlimited. Principals: Don H. Bower, farm implement and hardware dealer and president; and E. Charles Comer, president and 29.8% owner. City 14% owner, and Howard E. Mowry, partner, 12.3%. Dr. R. A. Bieber, vice president 23%. Thomas L. Bier, attorney, secretary 23.8%. George Washington, owner Red River Implement Co. 2%; Albert W. Ewing, manufacturer, business 0.9%; his son and business associate, Mrs. Ann Ewing, 15%. Luisa Vega, Nev.—San Joaquin Broadcast Co., 1450 kc, 250 w., unlimited. Principals: R. K. Wittenberg, attorney, 51%; and R. L. Stoddard, general manager of KATO Radio, 49%.

Changes in existing facilities were approved as follows:

FRED PERKINS (CBS) PHILADELPHIA — Granted change from 1690 kc 250 w. to 1590 kc, 250 w., unlimited. Co-owners; and Ronald Jr., president, and E.0. Turner, Jr., attorney, secretary 17.3%; E. A. Dupont, to be commercial manager, 2.7%; A. E. Kenney, hotel—restaurant labor consultant, 5.1%.

Changes in existing facilities were approved as follows:

KFXA GREETLY, Col. — Granted change from 990 kc, 250 w., time share KPOP Denver, to 1410 kc 1 kw. full time, directional night.

KCBS Shreveport, La. — Granted change from 1480 kc 1 kw. to 710 kc, 10 kw to local sunset, 5 kw, night, directional full time. Conv. Clifford J. Durr voted for hearing.

WWSW Pittsburgh — Granted change from 250 w. to 1800 kc 5 kw. to local sunset, 2.5 kw, night.

KDKA Pittsburgh — Granted increase in power from 500 w. to 1100 kw, 2 kw, to local sunset, 5 kw, night, directional full time, on 600 kc.

KASSA Dallas — Granted increase day power, 1500 kw, to local sunset, 7 kw, directional 1000 kc, 7 kw, night power.

KXMAC San Antonio, Tex. — Granted change from 1240 kc, 5 kw, to 630 kc, 5 kw, directional full time.

Nielsen Radio Index — "Top 20" "TOP 20" — EVENING Week of Oct. 19-25, 1947 (Ranking Limited to 30-Minute Programs Broadcast Each Week)

TOTAL AUDIENCE AVERAGE AUDIENCE CUM. AUD. (4 Wks.)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Points</th>
<th>Points Change</th>
<th>Prev. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Filler McGee &amp; Molly</td>
<td>24.8</td>
<td>+1.2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Alice &quot;N&quot;</td>
<td>19.3</td>
<td>+7.6</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Chase &amp; Son Program</td>
<td>13.1</td>
<td>+3.5</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>Last of the Consequences</td>
<td>7.9</td>
<td>+0.7</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Bob Hope</td>
<td>6.5</td>
<td>+0.5</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Fibber McGee &amp; Molly</td>
<td>5.5</td>
<td>+0.5</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>John Banner</td>
<td>5.4</td>
<td>+0.5</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>Life of Riley</td>
<td>5.3</td>
<td>+0.5</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Joe Beany</td>
<td>5.3</td>
<td>+0.5</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>I Love Lucy</td>
<td>5.1</td>
<td>+0.5</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>Red Skelton</td>
<td>5.0</td>
<td>+0.5</td>
<td>9</td>
</tr>
<tr>
<td>12</td>
<td>My Friend Irma</td>
<td>5.0</td>
<td>+0.5</td>
<td>10</td>
</tr>
<tr>
<td>13</td>
<td>A Date With May</td>
<td>4.9</td>
<td>+0.5</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>Inner Sanctum</td>
<td>4.9</td>
<td>+0.5</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>Great Gildersleeve</td>
<td>4.3</td>
<td>+0.5</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>Your Hit Parade</td>
<td>4.1</td>
<td>+0.5</td>
<td>16</td>
</tr>
<tr>
<td>17</td>
<td>The Keel Music Hour</td>
<td>4.0</td>
<td>+0.5</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>Blondie</td>
<td>3.9</td>
<td>+0.5</td>
<td>18</td>
</tr>
<tr>
<td>19</td>
<td>Mr. District Attorney</td>
<td>3.6</td>
<td>+0.5</td>
<td>19</td>
</tr>
</tbody>
</table>

SEE FOOTNOTE

"TOP 20" — DAYTIME (Ranking Limited to 15-Minute Programs Broadcast 5 Times a Week)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Points</th>
<th>Points Change</th>
<th>Prev. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Right to Happiness</td>
<td>10.3</td>
<td>+0.9</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Palmer Young Family</td>
<td>9.9</td>
<td>+0.9</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Our Gar, Sunday</td>
<td>9.3</td>
<td>+0.9</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Our Girl, Saturday</td>
<td>9.0</td>
<td>+0.9</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>The Lone Ranger</td>
<td>8.7</td>
<td>+0.9</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Girl Marries, When A</td>
<td>7.8</td>
<td>+0.9</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Points</th>
<th>Points Change</th>
<th>Prev. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rose Mary</td>
<td>9.0</td>
<td>+0.9</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Weeds West</td>
<td>8.9</td>
<td>+0.9</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Helen Trent</td>
<td>8.8</td>
<td>+0.9</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>The Big Sister</td>
<td>8.7</td>
<td>+0.9</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Stella Dallas</td>
<td>8.6</td>
<td>+0.9</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Points</th>
<th>Points Change</th>
<th>Prev. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aunt Jenny</td>
<td>8.6</td>
<td>+0.9</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Read of Life</td>
<td>8.5</td>
<td>+0.9</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Widdie Brown</td>
<td>8.4</td>
<td>+0.9</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>My Perkins (NBI)</td>
<td>8.1</td>
<td>+0.9</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Me Perkins</td>
<td>8.0</td>
<td>+0.9</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Points</th>
<th>Points Change</th>
<th>Prev. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Portia Faces Life</td>
<td>8.0</td>
<td>+0.9</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Lawrence Jones</td>
<td>7.9</td>
<td>+0.9</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Joyce Jordan</td>
<td>7.6</td>
<td>+0.9</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Fifty Club (Philip)</td>
<td>7.4</td>
<td>+0.9</td>
<td>4</td>
</tr>
</tbody>
</table>

CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) in 4 weeks. These ratings range from 1.0 to 7.8. The TOTAL AUDIENCE includes all persons 12 years and older, and the CUMULATIVE AUDIENCE includes all persons 12 years and older who are reached during the number of weeks specified.

Copyright 1947, A. C. Nielsen Co.
At Deadline...

FCC ADOPTS SIMPLIFIED FINANCIAL REPORT FORMS
ADDITION of shortened and simplified annual financial report forms—Form 324, Schedules 1 through 12—was announced by FCC Friday, effective Jan. 1.

New forms, henceforth to be filed only by all networks and licensees but also FM permittees whose stations are on air under special temporary permission authorization, also revealed dates which will form 1947 "composite week" for use in preparing program logs for financial report.

Composite week will be following 1947 dates: Monday, Jan. 13; Tuesday, March 4; Wednesday, April 23; Thursday, May 8; Friday, Aug. 1; Saturday, Sept. 20; Sunday, Nov. 23.

First 12 schedules of Form 324 are cut to 9 by elimination of No. 5 (intangible property owned and devoted exclusively to broadcast service by respondent); No. 6 (property intended for use in broadcast service and leased to others); No. 9A, analysis of time devoted to other stations); and No. 12 (total compensation of proprietor, partners, stockholders, officers, and broadcast staff employees, musicians and other talent).

Besides general rearrangements for clarity, revision substantially shortens balance-sheet schedule with reference to liabilities and non-broadcast investments; cuts out several details previously required in schedule on broadcast revenues; deletes several items under "Scheduled Expenses," permitting them to be lumped into miscellaneous expenses. No material changes in income statement, program log analysis, and analysis of time devoted to networks. Definitions cut from 18 to 4 pages.

50 kW ATLANTA OUTLET PROPOSED BY FCC
PROPOSED GRANT of new 50 kW day, 10 kW (directional) on 1550 kc to Fulton County Broadcasting Corp., Atlanta, Ga., announced by FCC Friday. Decision would deny request of WSOC Charlotte, N. C., to switch from 250 w (fulltime) to 60 kW "directional night" on 1550 kc on grounds proposed WSOB operation is contrary to NARBA in not protecting Canadian rights. Commission also adopted memo opinion and order denying petition of WSOB to reopen record and amend its request to protect Canada as it held matter was issue in hearing and should have been considered then. Grant is Atlanta's seventh AM outlet.

Fulton County Broadcasting is owned 100% by Samuel Rothberg, real estate dealer, who is secretary-treasurer. Following hearing he purchased half interest held by firm's president Edward Berlant, proposed general manager, who withdrew. Now associated with Mr. Rothberg are his son, Robert L. Rothberg, employed by H. M. Wocher & Sons Co., Philadelphia, and Deveraux F. McClatchy, attorney, FCC. Nighttime operation of WSOB would not afford adequate protection to secondary service area of any station in Ontario, as provided by NARBA. Report showed Fulton operation would protect Ontario. WSOB petition offered protection to existing KCTB St. Catharines and to proposed operation at Windsor, Ont.

NARBA NATIONS URGED TO DRAFT STANDARDS
NARBA Engineering Conference formally closed in Havana Friday (story on page 19) as George E. Sterling, FCC Chief Engineer and U. S. chairman, called on nations to consider drafting of certain engineering standards for Canada conference in August. He said NARBA should continue to lead world in regional agreements.

Besides engineering standards, Mr. Sterling said, should include uniform methods of field intensity measurements and their evaluation; coordinated use of data in propagation studies; use of directional antennas; steps to eliminate interference due to spurious emissions and cross modulation effects; equipment specifications; setting up of monitoring stations. U. S. delegation was to leave Havana late Friday.

NARBA Engineering Conference formally closed in Havana Friday (story on page 19) as George E. Sterling, FCC Chief Engineer and U. S. chairman, called on nations to consider drafting of certain engineering standards for Canada conference in August. He said NARBA should continue to lead world in regional agreements.

Besides engineering standards, Mr. Sterling said, should include uniform methods of field intensity measurements and their evaluation; coordinated use of data in propagation studies; use of directional antennas; steps to eliminate interference due to spurious emissions and cross modulation effects; equipment specifications; setting up of monitoring stations. U. S. delegation was to leave Havana late Friday.

RMA GROUP VOTES INTENSIFIED SALES DRIVE
INTENSIFICATION of radio-in-every-room campaign voted by RMA Advertising Committee at monthly meeting in New York Friday. At least twice as much as last year to be spent in pushing campaign, according to Stanley Maxon, Stromberg-Carlson advertising director, meeting chairman. Kick-off to be two-week "test saturation" campaign in early February in Hartford, Conn., with pattern repeated if successful, in 50 leading cities. Committee recommendations subject to approval of RMA Set Committee and directors, to meet Jan. 21-22 at Hotel Stevens, Chicago.

DON LEE, STADIUM UPHOLD IN TELEVISION SUIT
DON LEE Broadcasting System and Hollywood Legion Stadium won first round Friday in suit filed against them by Alejandro Chavez from restraining telecast of bout scheduled for Dec. 12. [BROADCASTING, Dec. 1, Nov. 24]. Judge Frank G. Swain ruled in Los Angeles Superior Court that unless performer specifically withholds television performance rights in control of promoter, is otherwise free to deal in sale of television performance.

Counsel for Don Lee and stadium contended privacy not involved and insisted that telecast is extension of newspaper account or broadcast and consequently could not be held in violation of privacy. Chavez counsel said it constituted "reproduction for profit and not news," and indicated he would appeal.

MAIZLISH HEADS CONVENTION ENTERTAINMENT COMMITTEE

William Maxon, SCBA then president and general manager of KKW Passadena, told Broadcast SCBA has asked NAB for complete responsibility for entertainment. Spectacular events planned, in Hollywood style. SCBA members meet Dec. 11 to set up other committees for convention.

ABC DEFENDS PARTICIPATION BY DENNY IN 'NEWS' CASE
CHARLES R. DENNY's participation on New York FM case after accepting post with NBC, attacked by New York Daily News as invalidating entire decision [BROADCASTING, Dec. 1], was defended by ABC, one of successful applicants, in brief filed with FCC and circulated Friday.

ABC argued Mr. Denny, former FCC chairman, did not join NBC until more than three weeks after FM decision was adopted; that even if his participation were prohibited by statute, News still would not have had enough votes to get grant. Thus, Mr. Denny's event NBC was not applicant in proceeding.


ROBERT G. COLESON, assistant to NAB president in charge of 11 western States, in Hollywood Presbyterian Hospital recovering from operation.

Closed Circuit
(Continued from page 4)

ABC DEFENDS PARTICIPATION BY DENNY IN 'NEWS' CASE
CHARLES R. DENNY's participation on New York FM case after accepting post with NBC, attacked by New York Daily News as invalidating entire decision [BROADCASTING, Dec. 1], was defended by ABC, one of successful applicants, in brief filed with FCC and circulated Friday.

ABC argued Mr. Denny, former FCC chairman, did not join NBC until more than three weeks after FM decision was adopted; that even if his participation were prohibited by statute, News still would not have had enough votes to get grant. Thus, Mr. Denny's event NBC was not applicant in proceeding.


ROBERT G. COLESON, assistant to NAB president in charge of 11 western States, in Hollywood Presbyterian Hospital recovering from operation.

of Latin American nations expected at upcoming NARBA conference in Canada in August. Preliminary engineering sessions just closed at Havana indicated such portents with Mexicans and Cubans suggesting that since U. S. has FM so well developed, it might as well turn over most of best of AM to them.

THERE's been such demand for its Lemon Book on radio's economic outlook that FCC, its supply low after answering more than 2,000 requests for copies, is having Government Printing Office reprint it for public sale. Significantly, several hundred banks and similar loan organizations have asked for copies. Elatedly, officials add they've received no complaints if against report. GPO copies should be available first of year, at price to be set by GPO. FCC footprints printing bill.

AMONG OTHER repercussions FCC authority fear fear from l'lngoire Drame is sizeable cut in 1948-49 appropriations. They think last inter-agency squabble, with Army and Navy over RFD, may have cost them $2,000,000.

REPORTS PERSIST that FCC Commissioner E. K. Jett, who is now rounding out 37 years of continuous government service in both Navy and in radio regulation, will leave FCC soon to enter private industry. He advised Broadcasting Friday he has made no commitments but did not deny that he has at least one proposal under consideration.

NEGOTIATIONS continued in both Los Angeles and New York last week on possible million dollar transaction sale of KLAC Los Angeles and KYA San Francisco. M-G-M and Jack Whrer, independent motion picture producer and oil man, emerged as serious bidders, along with others, who are present coast station owner. Howard Stark, radio director of Smith Davis Corp., newspaper and radio investment concern, has been on Coast for fortight. Mrs. Dorothy S. Thacker, publisher of New York Post, owns KLAC and KYA as well as WLIB New York.

BROADCASTING • Telecasting
McHenry County, Illinois, held a Pasture Improvement Day. 1,500 farm families were there...and so were we. Thousands of other Midwest farm families, unable to attend, benefited from the demonstration explanation broadcast by Art Page, farm program director, on the WLS Dinner Bell program.

WLS travels thousands of miles each year to be where local folks get together. During the first six months of 1947, the WLS Dinner Bell program alone originated 27 remote broadcasts in 20 Midwest counties. We were there with the local folks covering their events, talking with them about their problems.

This is the kind of service that counts—going direct to city or town or county, participating with our folks in their events. We get pretty well acquainted with folks when we're out visiting them all the time—and they get to know and believe in us.
WKY OKLAHOMA CITY

"With Unique, New Mobile Studio, WKY Opens New Horizons of Service"