"You should have seen them; they roared when I said I wanted to sell my product in Virginia, parts of Georgia and the Carolinas, as well as points east. And that WOR could do it." The pay-off, of course, is that WOR did do it.

And if that skeptic there in the corner, who’s raising one eyebrow cynically, would care to hear from an unprejudiced listener who happened to read one of our ads, here ‘tis: “What d’ya mean South Carolina and Virginia? We pick up WOR direct...and on an old set, too!”—signed, William Pawley, New Smyrna Beach, Fla.

So, if you, sir, would like to have people say, “Gimme” in the majority of 4½-million homes in 430 counties in 18 states which include the S-o-u-t-h, you could do worse than get in touch instantly with mutual

— that power-full station WOR

at 1440 Broadway in New York
Donald A. Tripp is secretary of the Mutual Fire Insurance Company, of Belvidere, Illinois. The Tripps, with their son and daughter, live in one of the finest houses in town (population: 10,051). Mr. Tripp is a graduate of the University of Illinois; his wife, Mylrea, attended Rockford College.

The whole family are musical. Mylrea plays piano and accordion; ten-year-old Bobby plays piano, clarinet and violin; and Elizabeth, age 17, the piano, flute and piccolo. For the past two years, Elizabeth has attended the Music Festival at Interlochen, last summer sang the lead part in the festival operetta.

The Tripp family have listened to WLS for years. When the children were younger, they ate breakfast every day listening to Jolly Joe and his morning kid show on WLS. Mrs. Tripp is a regular listener to WLS “Feature Foods,” says of the program:

“I like Martha and Helen. Their friendly, helpful half-hour has been for years as much a part of my day as the family lunch hour. They seem like personal friends of mine. I feel I know them as well as my next door neighbors.”

It is on such families as the Tripps that WLS microphones have been focused for almost 24 years. Whether they live in town or on the farm, WLS strives to give them the entertainment they wish, the information they need. How well we have succeeded is reflected in our loyal audience who send us a million letters every year—and upon a loyal audience depend advertising results.

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One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 58.6% of the Audience

FOR ALKA-SELTZER!

(18.1 Hooperating at 12:30 p.m.)

The Winter, 1947 Hooper reveals that “Queen for a Day”, aired for Alka-Seltzer over the Intermountain Network at 12:30 p.m., had 58.6% of the audience and a rating of 18.1 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>Sets In</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>All</th>
<th>Others</th>
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<td>12:30 p.m.</td>
<td>30.9</td>
<td>18.1</td>
<td>1.7</td>
<td>1.0</td>
<td>7.6</td>
<td>2.5</td>
</tr>
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</table>

14 Intermountain Network cities comprised of the followings: 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 Alka-Seltzer, Intermountain can do for you, too. See Avery-Knodell!
BIGGEST radio news of regular session of Congress convening Jan. 6 may not be White Bill consideration in Senate but full dress House subcommittee investigation of FCC, particularly since revelation of Comm. Clifford J. Durr's FBI and business-baiting tactics. Rep. Leonard W. Hall of New York, who succeeds to Interstate & Foreign Commerce subcommittee chairmanship, wants "look-see" at FCC and is expected to propose inquiry virtually with opening gavel.

CROSLEY BROADCASTING Corp., Avco subsidiary, has decided not to exercise option to acquire 49% of KSTP, St. Paul 50,000 watt headed by Stanley E. Hubbard. Avco through Croasley had advanced $880,000 last March to enable Mr. Hubbard to acquire 75% stockholdings of Shields and Brown estates and June and July month option to purchase 49% minority for $690,000 leaving Mr. Hubbard with 51%. FCC records disclose option not exercised. Mr. Hubbard understood now seeking other private financing.

NEW WBOB at Oak Ridge, Tenn., where atom bomb was developed, henceforth will be officially known as WATO. Atomic Energy Commission officials, who operate community, evidently felt former call letters were too explosive, since city was dedicated to peacetime development of nuclear energy. Consequently manager and Co-owner Marshall H. Pengra obligingly switched (with FCC approval) to "WATO, the Atomic City, Oak Ridge, Tennessee."

SHOULD additional vacancy on FCC occur within next few weeks spontaneous campaign is expected to develop for elevation of George E. Sterling, chief engineer, to top level. Desirability of having engineer is stressed, in view of impending NARBA and other allocations problems. Mr. Sterling's chairmanship of American delegation to preliminary NARBA discussions in Havana last month won admiration of government and industry observers alike.

PLANS for nationwide chain of intrastate video installations in leading department stores nearing completion, should be announced early in January. System contemplates participation by national manufacturers as well as stores in video display set-up.

FIRST screening of department store radio programs entered in NRDGA second annual contest shows marked improvement in retailer broadcasts this year. Winners to be announced at NRDGA convention in mid-January. Progress in retailer radio traced to industry campaign to acquaint stores with medium's sales power small as stimulus of first NRDGA contest.

EFFORT of NAB to make RMA set makers more radio conscious, especially when spend-

(Continued on page 82)
Greetings...
for Christmas and the New Year

Steinman Stations
Represented by
RADIO ADVERTISING CO.

New York    Chicago    Los Angeles    San Francisco
Hasn't Scratched Yet?

WHHM has done more than scratch the surface in listener interest ... and audience approval ... just cast an eye over the High Hoopers WHHM has consistently obtained.

*We're fond of thinking that we've changed the local radio picture in Memphis ... both as regard to audience ... and advertisers' returns.

The Station Folks listen To Is the Station Folks Follow Thru on ... in buying advertised items.

MAKE UP THAT BUDGET LIBERALLY FOR MEMPHIS AND WHHM. LOOK AT THE FACTS AND WE FEEL CERTAIN YOU'LL BUY THE STATION THAT PROVIDES MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

PATT McDONALD, general manager

MEMPHIS, TENNESSEE

Represented by FORJOE & CO.

*With a fond pat to the Bon Ami Chick for a swell motto.
"FRIEND OF THE FAMILY"
—the local station is a welcome visitor every day

<table>
<thead>
<tr>
<th>WNAC</th>
<th>WFAU</th>
<th>WJOR</th>
<th>WICC</th>
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Yankee—New England’s largest regional network—is also the most flexible network in choice of coverage.

Each of Yankee’s 23 home-town stations is an accepted influence in local affairs, an important and friendly approach to the community it serves.

You can buy any individual station, or any number of stations, individually or as a network group.

You write your own ticket. Pick your markets. There is a local Yankee station covering every important market in this rich six-state area. You can reach directly into more markets with greater impact than through any other radio group. It’s your best buy in New England.

"This is The Yankee Network"

Member Mutual Broadcasting System
most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air. Today, 19 of the 25 highest rated programs are on NBC.

most listened to... according to the Broadcast Measurement Bureau, the industry’s official audience gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio families in the evening and over 2,500,000 more radio families in the daytime than the second network.

most effective... in the judgment of advertisers. Last year, according to Publishers’ Information Bureau, gross expenditures for network facilities by the hundred largest radio advertisers, were $65,000,000 on NBC—nearly $13,000,000 more than on the second network. Further, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facility costs and BMB families, NBC delivers more listeners per dollar, both day and night, than the network with the second largest audience.
These are the stars of the 19 NBC programs which today are among radio's top 25. (HOOPER REPORT NOV. 15-21)

KEY

1. Bob Hope
2. Jack Benny
3. Fibber McGee and Molly
4. Charlie McCarthy
5. Amos 'n' Andy
6. Fred Allen
7. Red Skelton
8. Mr. District Attorney
9. Ralph Edwards
10. Al Jolson
11. Alice Faye & Phil Harris
12. Duffy's Tavern (Ed Gardner)
13. Burns & Allen
14. The Great Gildersleeve
15. William Bendix
16. Frank Sinatra
17. Henry Aldrich
18. Judy Canova
19. Jack Carson & Eve Arden

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America
Feature of the Week

"WHERE and why do radio stations get such names—those odd assortments of letters which usually spell nothing?" asks the Asbury Park (N.J.) Evening Press in the issue announcing the opening of WJLK (FM).

The article explains the call letters of WJLK as being the initials of J. Lyle Kimmonth, for nearly 50 years editor and publisher of the Press, licensee of the station.

Then the Press goes on to point out other call letters which have a meaning behind them. "Researchers say," the paper explains, "that call letters denote (1) civic pride, (2) names of universities, (3) names of newspapers, (4) names of persons, (5) miscellaneous reasons, and (6) no significance."

WCFC (FM) Beckley, W.Va., says the Press, falls into either of two categories, (1) civic pride or (6) no significance. The paper claims the letters were at first selected for being easy to remember and to pronounce. Then there were several slogans selected to fit the call letters: "West Virginia's Cleanest and Finest City," or "West Virginia's Coolest and Finest City" for the summer. "World's Clearest and Finest Coal," was also thought of.

"Many call letters were born merely on the impulse of some person who helped build a station," continues the Press. "For example, years ago in Pomeroy, Ohio, a young man named Glenn E. Chase applied for a license to operate a radio station. In his application Chase jokingly implied that because he was making most of the equipment himself, it would probably be the Worst Station from A to Z, and asked that appropriate call letters be assigned to him. His request was granted and the station was named WSAZ."

The present owners say the letters stand for "With Service from A to Z," adds the Press.

"Station WEBR says, 'We Extend Buffalo's Regards,'" according to the article, "and the sunshine city of St. Petersburg, Fla., [WSUN] asks, 'Why Stay Up North?'"

Broadcasting would be interested in hearing from stations with call letters that have a definite significance. From time to time the more interesting ones will be published.

Sellers of Sales

JANE Daly is one young lady who really likes her job—she's a timebuyer for Earle Ludgin & Co., Chicago. And radio is the finest business in the world, Jane thinks. It helped make her husband assistant sheriff of Cook County (Chicago).

During the last county election, Jane convinced her husband, Alfred J. Borah, that radio was needed to reach into thousands of Republican homes and get out the vote. For Cook County had been strongly Democratic. She flooded the Chicago airlines with transcribed messages and crossed her fingers on election day. Her candidate won hands down.

Jane had every reason, however, to be confident that radio would do a successful job. As timebuyer for Ludgin since 1941, she has placed millions of dollars in spot-buying for R. Dyes.

A station representative's dream of an ideal timebuyer, Jane not only is loaded with charm and attractive to the eye, but she gives everybody a fair shake when a Ludgin account goes into national spot. She doesn't believe, for instance, in making up her mind about the station she wants in a market and then calling in the "reps" to see what will produce the best deal. All station representatives in the market are invited in to display his wares. From the information they supply and her knowledge of the market based on past experiences, she makes her final choice. She doesn't buy from the book either, i.e., from Hooper or BMB alone. Jane believes that other intangible elements often are just as important as a row of decimal points.

While she has been most widely known for her work on spot radio, both Jane and the agency are justifiably proud of a program that is heard only in the Chicago area. It might be called the listener's best buy in radio, depending on how much you like classical music, the Chicago Symphony Orchestra and Artur Rodzinski. If you are a fan and like all three you can save yourself the $3.60 it costs for a front row seat at the regular Thursday night concert by tuning in the orchestra on WCFL Chicago Wednesday from 8-9 p.m.

Chicago Title & Trust is also Jane's and Ludgin's idea of a perfect sponsor since it isn't interested merely in the rating or the cost. All CT&T wants—and is
Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by THE KATZ AGENCY

WSIX gives you all three: Market, Coverage, Economy

BROADCASTING • Telecasting
One of the most wonderful things about spot radio is, of course, the way it so often permits you to capitalize on "local angles" that just aren't available from any other medium.

Take "Singing Sam" in Indianapolis, for instance. This happy Hoosier is a drawing card almost everywhere — but because he started his radio career in Indianapolis, his friendly voice is an especially beloved feature at Station WISH. In fact, Singing Sam at 11:30 a.m. across the board, boasts a 6.9 rating in a quarter-hour daily program of songs that Hoosiers love to hear.

That's just one of many top-notch local spot programs which illustrate how effective Bull’s-Eye Radio can be — not only in Indianapolis, but in any of the cities listed at the right. We'd like to show you some other outstanding values, too. May we?
Industry Group Plans Strike Operation

TO COUNSEL POST?

Committee to Pick Special Counsel This Week

DESPAIRING of interim settlement of the radio music impasse, the allied industry front last Friday approved in broad outline a plan for operation without union musicians which would extend to all broadcast operations beginning Dec. 31.

With music backlogs for all foreseeable contingencies already built by networks, transcription and record manufacturing companies, the joint Industry Music Committee this week will name legal and public relations counsel to offset the galaxy of opposite numbers already aligned by James C. Petrillo, president of the American Federation of Musicians.

The Industry Committee agreed in broadest terms to a general strategic plan submitted by its Executive Committee, but more detailed planning awaited the appoint of the special counsel, who are expected to be named some time this week.

Delay in Appointments

The delay in appointments of the public relations and legal counsel was occasioned because of the disagreement within the Public Relations Subcommittee which had been assigned to recommend a single name to the Executive Committee. The subcommittee, it was reported, was unable to narrow its choice to two candidates, whose identities were not publicly revealed.

Unprovided with a final recommendation from that subcommittee, the Executive Committee decided to postpone the appointment of the legal counsel as well, it was said, although the legal subcommittee had presented a name which was reported to be satisfactory to all parties.

It was believed that Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc., was slated as chief legal counsel. Mr. Kaye was instrumental in the formation of BMI and was chief legal strategist in the ASCAP-Radio fight nearly a decade ago.

The Executive Committee, which had been assigned several weeks ago to prepare a plan for the Industry Music Committee, was understood to have submitted recommendations that were of the broadest nature.

Among the primary points discussed was the appropriation of funds to finance whatever public relations and legal activities were undertaken by the special counsel. A. D. Willard Jr., executive vice president of the NAB and acting chairman of the Industry Music Committee, said after the committee meeting that no specific sum had been mentioned in the discussion of the budget. He said the amount would necessarily depend upon the size of the fees demanded by the public relations counsel and legal counsel.

Sydney M. Kaye continues to doggedly dig in against Petrillo's winter campaign. They were storing such useful ammunition as specially-recorded music and programming revisions which could be thrown into the breach in case of a walkout by the AFM.

Doubtless, a comprehensive public relations program was contemplated as a means of acquiring public support for whatever measures the industry would take in opposition to Mr. Petrillo. The preparations were particularly feverish because of the nearing deadlines which the AFM president has set for action against the recording industry.

Mr. Petrillo last week permitted himself to be quoted repeatedly in press accounts from Chicago to the effect that the AFM did not intend after expiration of its contracts with record manufacturers Dec. 31, to make records again.

Petrillo Reiterates Stand

"We are never going to make records again," Mr. Petrillo said. "I want to emphasize that word 'never.'" The musicians' chief also announced that he intended to continue collection of royalties from record manufacturers even after expiration of the contract. It was his interpretation that any record made while the contract was in force was taxable for his musicians' unemployment fund.

Mr. Petrillo contended that although the Taft-Hartley Act had outlawed royalty payments to unions, it would not apply to contracts made before the passage of the law.

Industry attorneys said they

(Continued on page 76)

NAB Preparing for Geneva Meeting

Other Nations Gunning For Greater Share Of Channels

By J. Frank Beatty

WITH spectrum space in a chaotic state and nations scrambling for more and better channels, NAB is preparing to take an active part in a series of 1948 world conferences designed to bring order out of post-war confusion, according to Royal V. Howard, NAB Director of Engineering.

At stake are the facilities of some 1,800 standard broadcast stations in the United States, with other nations of North America clamoring for frequencies and "rights which would shake the whole broadcasting structure.

Inefficient transmissions by South American countries, with resultant whistles around U. S. emissions, and interference from stations in Europe and elsewhere, have become problems of paramount concern to every American broadcaster, according to Mr. Howard.

After Jan. 1, when K. Neal McNaughten joins NAB as assistant to Mr. Howard [Broadcasting, Dec. 15], the association will undertake a series of technical studies preparatory to the international meetings which get underway early in the year. Starting with the High-Frequency Broadcasting Planning Board, which assembles at Geneva in March, Messrs. Howard and McNaughten will represent NAB at meetings which will play an important role in shaping the future course of radio services.

Groundwork for these conferences was laid at Atlantic City last summer when representatives of 78 nations signed the International Telecommunications Convention of Atlantic City and the International Radio Regulations of Atlantic City. These treaties include a worldwide frequency allocations table extending up to 10,500 mc.

However, the coming year will be marked by conferences at which individual nations will be fighting for every niche they can find in the spectrum, and competing with neighboring nations for coveted frequencies.

Two meetings will be held by NAB in January to go over preliminary plans for protection of U. S. broadcasting channels. First will be the Engineering Executive Committee, of which Orrin W. Towner, WHAS Louisville, is chairman. Meeting Jan. 13-14 in Washington, the committee will review Mr. Howard's plans to take part in the meetings.

The NAB board's International Advisory Committee will meet Jan. 14, 15, 16, indicating extent of the direct 's interest in the worldwide problem. Last November the board

(Continued on page 78)
WCAU, WPEN Announce Plans As Transfers Are Completed

PHILADELPHIA's 50-kw WCAU and 3-kw WPEN were formally transferred to their respective new owners last Thursday in consummation of the sales, involving stripped prices totaling about $3,700,000, which FCC approved two weeks ago [BROADCASTING, Dec. 8].

The Evening Bulletin took over WCAU from the Philadelphia Record Co., which it acquired through the purchase of J. David Stern's newspaper and radio interests, and Sun Ray Drug Co. took over WPEN from the Bulletin. The transactions also involve the exchange of WCAU-FM with WPEN-FM and WPEN-TV and corresponding changes in call letters so that the Bulletin stations will all use the WCAU basic call.

Coincident with the transfers, Bulletin President Robert W. McLean announced the formation of WCAU Inc. to operate the firm's radio interests, which include facsimile as well as AM, FM, and television.

Mr. McLean is chairman of the board of WCAU Inc., and Dr. Leon Levy, co-founder of the station and retained to direct its operations when it was sold to the Record, is president and will continue as general manager.

Richard W. Slocum, secretary and general manager of the Bulletin, is vice president and secretary. Joseph L. Tinney, WCAU assistant manager; G. Bennett Larson, former WPN manager; Isaac D. Levy, brother of Dr. Leon Levy, are vice presidents, and William L. McLean Jr. of the Bulletin is treasurer.

Mr. Larson joins the new firm as director of television as well as vice president. No personnel changes will be made, except that additional staff members will be employed to operate the television station, which is now under construction and will operate on Channel 10.

The board of directors of WCAU Inc. is composed of Robert W. McLean, William L. McLean Jr., Richard W. Slocum, Dr. Leon Levy, Isaac D. Levy, and John S. Williams.

WCAU Price $2,900,000

The Bulletin acquired WCAU, a CBS affiliate on 1210 kw with 50 kw, and its FM affiliate for a stripped price of about $2,900,000. It sold WPEN, an independent operating on 950 kw with 5 kw, to Sun Ray Drug, operator of some 150 stores throughout the Eastern Seaboard, for $800,000.

The new WPEN owner, meanwhile, announced staff realignment and plans for expanded activity. The company is headed by Harry Syk, with William H. and Albert J. Syk as executive vice presidents.

Announced in an executive vice president, Edward C. Obrist, assistant manager of WPN under Bulletin ownership, has accepted the top managerial post, and that virtually the entire staff of the station remains. William B. Caskey, advertising head, has moved up to the assistant to the manager, while retaining immediate charge of all of the station's advertising and promotion. He has had long association with national advertisers through prior affiliation with N. W. Ayer & Son. His first duties will be in the direction of advertising, promotion and other station exploitation, but later he will devote much time to development and expansion of Sun Ray Drug's radio interests, it was announced.

John McClay, program director, has been given staff additions with a view to expanding FM and community service programs and to carrying out experimental programming.

Lever Bros. and Sterling Drug Renew CBS Shows

RENEWALS for 52 weeks on My Friend Irma and Big Town were announced by CBS last week.

Lever Bros., Cambridge, Mass., which has been a CBS sponsor since 1935, has renewed the comedy variety series My Friend Irma, heard Mondays, 10-10:30 p.m. Contract is effective Dec. 29, with Young & Rubicam, New York, as the agency. Big Town, heard Tuesdays, 8-8:30 p.m., was renewed by Sterling Drug Inc., New York, a CBS sponsor since 1951. Effective date is Dec. 30, and Pedlar & Ryan Inc., New York, is the agency.

Conti Uses Spots

CONTI Products Corp., New York, makers of Castile Shampoo, converted all of its radio advertising to spot announcements beginning Dec. 8, with one term contract with CBS [BROADCASTING, Dec. 8]. The agency is Birmingham, Castleman & Pierce Inc., New York, with Philip Warner as account executive.

Rooney-CBS Contract

FORMAL signing of Mickey Rooney to a term contract with CBS [BROADCASTING, Dec. 8] was completed last week, as well as cutting a half-hour audition record for the network. Directed and produced by William Robson, CBS Hollywood executive producer, format features Mr. Rooney in a dramatic program playing the role of a radio announcer on a metropolitan daily newspaper. Script is a joint collaboration by Sam W. Taylor, freelance writer, and John Dunkel, editor of network programs.

CBS Advertisers' Rate Protection Now 6 Months

CBS ADVERTISERS will be protected against rate and discount charges for six months instead of one year, as heretofore, effective immediately and subject to "current contractual commitments." The network announced last week in a letter to clients and agencies [CLOSED CIRCUIT, Dec. 15]. Letter was signed by William C. Gittinger, vice president in charge of sales.

This has been necessitated, according to Mr. Gittinger, by the general postwar rise in operating expenses, which makes it impossible for CBS "...to forecast broadcasting costs at long range."
BROADCASTERS agree overwhelmingly that station editorializing should be permitted and a large majority opposes any limitations whatsoever in this regard. These conclusions were reached as results of the eighth TRENDS survey of station manager opinion in the series conducted for BROADCASTING by Audience Surveys Inc. were compiled.

The survey was conducted during November by Audience Surveys, which polled a representative cross-section of managers of commercial AM stations. The managers were asked:

1) Whether stations should have the right to editorialize; (2) if so, should there be any limitations in subject matter to this right; and (3) should stations be required to provide time to present replies to their editorializations.

A sample of U.S. commercial AM stations in operation September 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

Table I

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>88%</th>
<th>10</th>
<th>2</th>
<th>100</th>
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<tbody>
<tr>
<td>&quot;Should radio stations have the right to editorialize?&quot;</td>
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Table II

| % of all who believe stations should have the right to editorialize |
|----------------------|-----|----|---|-----|
| Yes | 89% |
| No | 10 |
| Don't know | 1 |

Table III

| % of stations who believe there should be limitations in subject matter to this right editorialize? |
|----------------------|-----|----|---|-----|
| Religion | 62% |
| National Politics | 20 |
| Local Politics | 24 |
| International affairs | 16 |
| Labor | 14 |
| National government | 6 |
| Social problems | 4 |
| Local government | 4 |
| All other | 22 |

Table IV

| % of all who believe stations should have the right to editorialize |
|----------------------|-----|----|---|-----|
| Yes | 65% |
| No | 20 |
| Don't answer | 15 |

Table V

| % of all who believe stations should have the right to editorialize |
|----------------------|-----|----|---|-----|
| An editorial board of top management | 56% |
| Station manager | 15 |
| An editor | 17 |
| Station owner | 4 |
| Program manager | 12 |

On Editorializing . . . AN EDITORIAL

IT IS NO SURPRISE that American broadcasters have voted overwhelmingly in the BROADCASTING Trends poll on this page in favor of the right to editorialize. Since a NAB 14th district meeting in Salt Lake City last January passed its resolution mandating the board to take action there has been no doubt about the feeling in radio. That resolution was the first affirmative step in a campaign which will culminate in the FCC rehearing of the Mayflower case set for March 1.

Certainly other results of this TRENDS poll are a little more surprising.

For instance 28% of the station managers who think they should have the right to editorialize doubt if their editorializations deal with national politics. Some 24% would rather stay out of local government. Although editorializing along these lines might seem desirable at times, we doubt that it would be feasible. If one has an opinion on anything he has to take sides sooner or later on political matters.

While 65% of station managers think those opposing their editorial views should have time to answer station editorialials, 29%, or nearly a third, say there should be no opportunity for opposing views. It is another sharp and decisive split on an important question. Our own opinion is that since freedom of speech is the principle for which we are fighting freedom must extend to those who hold views which differ from ours. The printed page counterpart is the "Letter to the Editor" column.

Another difference is apparent in the vote on who should select and prepare the editorialists. The majority, 56%, favor an editorial board, while the station manager, an editor and the station owner rate 21, 18 and 17% respectively. The program manager scarcely gets a vote of confidence, drawing only 4%.

The results of this timely study furnish real fodder for sober thought. The broadcaster properly feels he should have the right to express his opinions—a right accorded every American under our Constitution and one denied every subject of a totalitarian government. Thus, the broadcaster, among all Americans, is denied his heritage.

The Mayflower Decision, as NAB President Justin Miller has so convincingly proclaimed, was conceived in bureaucratic sin. It came in obiter dictum from which there was no appeal, since the license of the station on the carpet was renewed.

We restate what we have said repeatedly since the mischievous Mayflower Decision was handed down in 1941: the American broadcaster is entitled to the right to editorialize. The extent to which he may or may not exercise that right is something to be left to the discretion of management.

December 22, 1947 • Page 15
Redrafted S-1333 Goes Over To Regular Congress Session

HOPE of Chairman Wallace H. White Jr. of the Senate Interstate and Foreign Commerce Committee to get immediate favorable Committee action on redraft of his bill to sweepingly amend the Communications Act of 1934 for the current Congress Friday with the adjournment of the special session of Congress.

Senator White's controversial bill, reported favorably by subcommittee on Dec. 11 [BROADCASTING, Dec. 15] was not made public. It was learned, however, that it embodied a number of important departures from the original draft of S-1333, which was lambasted by most radio witnesses at hearings in June.

Preoccupation of the Senate with interim relief and price control legislation led Chairman White to further postpone calling the full Committee for consideration of the revised bill. The measure and a proposed report to the Senate were in process of being revamped by Senator White and his staff headed by Edward Cooper.

With adjournment, Senator White is expected to withhold re-references of the full Committee until the new regular session gets under way Jan. 6. Early in the new session, it is presumed, he will call his full Committee together and urge a favorable report.

Committee Approval Seen

Because the subcommittee voted unanimously for the measure, it was expected that the full Committee would follow the majority leader's recommendations with little or no opposition. Observers are inclined to believe that a majority of the Senate likewise will follow the venerable Maine legislator, who has specialized in communications legislation during his 30 years in Senate and House.

On the House side, however, it is felt Chairman Wollverton (R-N.J.) would be disposed to stand out against new radio legislation, conducting hearings on its own. The NAB, through President Justin Miller, and flanked by virtually all other segments of radio, has expressed almost unalterable opposition to the original White Bill. While the revised draft might placate certain segments of radio, notably the networks, it was doubted whether the bill would satisfy President Miller to the extent of dropping militant opposition.

Mr. White's bill, also is expected to be cast aside, early in the next session, to consider the nomination of Wayne Coy, radio director of the Washington Post, for FCC chairman. Mr. Coy, who has been proferred the post by President Truman, will be nominated shortly after the new session convenes Jan. 6, unless there are any unexpected developments. Indications are also that the former assistant to President Roose-

velt, a native Indianan, will be reported favorably by the Committee and confirmed by the Senate with a minimum of opposition.

Reports also have been current that one and possibly two other members of the present PCC will leave within the next few months. Commr. E. K. Jett, veteran engineer, has been considering outside offers but, so far as could be ascer-
tained, was leaning toward remaining.

Comm. Clifford J. Durr, Alabama Democrat, who has been a storm center of controversy, also was expected to leave prior to expiration of his term next June 30. Mr. Durr has engaged in a running fight with FBI Director J. Edgar Hoover, climaxing a 6-year PCC tenure which found him con-
stantly navigating in hot water.

Petrillo May Be First Witness At Labor Committee Hearings

AFM PRESIDENT James C. Pe-
trillo is to be the first witness at the House Labor Committee's full-
dress hearings tentatively slated to start Jan. 19 in Washington. Some sources said the hearings may begin as early as Jan. 6.

Hollywood Producer Cecil B. de Mille, who is carrying his case against AFRA to the Supreme Court after losing in the California Supreme Court last week, has been scheduled as the first witness at the coming hearings. But Rep. Car-
ray D. Kearns, chairman of the subcommittee which has been in-
vestigating the AFM, told BROADCAST-
casting that he considers the Pe-
trillo phase the important one and recommends that the Committee recommend to Rep. Fred A. Hart-
ley Jr. (R-N.J.), chairman of the full committee, that Mr. Pet-
trillo should go in first.

If Mr. Kearns' suggestion is

Adopted, representatives of all inter-
est groups seated at the witness stand will be Mr. Pet-
trillo, to stand. This would include AM, FM, television, recording, and motion pictures.

Officials of the four major net-
works met informally with Mr. Kearns on Dec. 13 with Pettrillo as their number one topic. The broad-
casters were said to have furnished the Committee with facts and figures for a survey he is making of the number of AFM members gain-
fully employed in the broadcasting industry. Mr. Kearns said results of the survey might prove to be a surprise and would definitely be a big factor in the coming hearings.

Possible Injunction

Those in attendance at the meet-
ing were Frank E. Mullen, execu-
tive vice president, NBC; Mark Woods, president, ABC; Robert D. Sweezy, vice president and general

manager, MBS, and Frank K. White, vice president and trea-
urs, CBS.

Speaking of the union leader's com-
ing trial in Chicago [BROAD-
casting, Dec. 15], Mr. Kearns said that the courts may also find Pet-
trillo's threatened recording ban in violation of the Lea Act. In that
case, he said, it would be possible to issue an injunction and prevent the musicians' chief from taking such action.

The Pennsylvania legislator ob-
served that there was nothing he knew of in the Taft-Hartley Act which would prevent Pettrillo from taking his threatened course, but he pointed out that there are prov-
isions of the Lea Act which have not yet been explored.

The full Labor Committee re-
ported to the House last week their subcommittee report on Pettrillo which was overwhelmingly approved earlier [BROAD-
casting, Dec. 15]. The report rec-

DeMille to Appeal To U. S. High Court

California Supreme Court Rules Against Him in AFRA Case

CECIL B. DeMILLE, Hollywood film producer and former radio m.c.-narrator, having lost his legal battle in California State Supreme Court on Dec. 16, will press pending, will carry fight to the U. S. Supreme Court.

Mr. DeMille lost his latest battle in the California High Court in San Francisco when the supreme court—announcing a unanimous decision written by Justice John W. Shenk upheld rulings of Los Angeles Superior Court and the Los Angeles District Court of Appeal.

Mr. DeMille was suspended from the union when he refused to pay an AFRA one-dollar assessment fee to combat 1944 "right to work" amendment to the California state constitution. At the time of his suspension he was narrator-m.c. on weekly CBS Lux Radio Theatre. Suspension forced him off the air with yearly salary loss of $95,000.

Union's Right Questioned

In announcing decision to appeal the case to the U. S. Supreme Court, Mr. DeMille said that he was not over the basis for ruling was, "the fundamental issue in my opinion remains the same." The union, he declared, "has no right to re-
strict Mr. DeMille in his efforts to oppose a political measure when he wants to use that same money to support the measure. He added that a favorable decision on Dec. 16 would have given political freedom back to every union member in California and that "it will now be necessary to lay this vital constitutional question before the na-
tion's highest tribunal."

Unanimous decision by Cali-
ifornia State Supreme Court upheld the ruling by Los Angeles Superior Court Judge H. R. Goes dis-
allowing restraining order sought by Mr. DeMille against AFRA. The film producer claims assessment levy violated his constitutional rights.

Commercial Broadcasters Are End-Point of Nielsen TV Meter

There is no question in the minds of polling experts and in the advertising industry of Nielsen's position as the "end-point" of the TV industry. As such, Nielsen TV Meter is the only poll that can point a clear direction to the industry as a whole.

The Nielsen TV Meter is the composite index of the broadcast industry's rejection of other yardsticks and methods of measuring television's audience.

The Nielsen TV Meter is the only poll that can point a clear direction to the industry as a whole. Nielsen's position as the "end-point" of the TV industry is based on its ability to show television's audience movement, growth, and trends. Nielsen's position as the "end-point" of the TV industry is based on its ability to show television's audience movement, growth, and trends. Nielsen's position as the "end-point" of the TV industry is based on its ability to show television's audience movement, growth, and trends.
FCC Gets Three Boston TV Requests

Seven New Video Outlets Applied For; Costs Total $1,800,000

SEVEN new television station applications, representing initial installment construction costs exceeding $1,800,000, were reported at FCC last week.

The group included three for Boston, bringing to nine the number of applicants for the two channels available there. CBS, one of the Boston applicants and operator of WBBS-TV New York, said its application was "another major step" toward its goal of a national television network, and reported that meanwhile it is solving some of the problems of network television through informal working arrangements for cooperative exchange of programs with WMAL-TV Washington, WMAR (TV) Baltimore, and the station being completed by the Philadelphia Evening Bulletin, which will be on the air early in 1948.

If FCC approves the application of WDRB Hartford and Columbia's Boston station, those applications will become the fifth and sixth links in the CBS East Coast network. CBS also has an application pending for Chicago.

Cost of Installation

The network estimated installation of its projected Boston station would cost $497,325 and said the transmitter would be erected at the Medford, Mass., site of the FM station now under construction by WEEI, CBS-owned and-operated station in Boston. The application asked for Channel 9 (186-192 mc).

Other Boston applications were filed by the Boston Herald-Traveler's Matheson Radio Co., operator of WHDH and WHDH-FM Boston, and E. Anthony & Sons, owner of WBNS New Bedford and WOBC West Yarmouth and applicant for television at Fall River-New Bedford.

WHDH requested Channel 18 (210-216 mc) and estimated initial costs at $319,399. E. Anthony asked for Channel 9 and anticipated an initial investment of $279,500.

Other video applications received by the Commission included:

The Kansas City Star, owner of WDAF Kansas City, applied for Channel 4 (86-72 mc) and estimated construction costs at $325,000.

Birmingham Broadcasting Co., which owns WHBC Birmingham, Ala., asked for Channel 4 and said its estimated construction costs to approximate $186,000.

WJW Inc., licensee of WJW Cleveland, filed for Channel 2 (54-60 mc), estimating it would cost $253,500 to build and equip the station.

Dispatch Inc., headed by Edward (Continued on page 74)

MAKING VIDEO HISTORY by signing the contract before the DuMont cameras and in full view of the audience of WABD New York, C. W. Badenhausen, president, P. Ballantine & Sons, Daniel R. Toppling, president, New York Yankees, and Lawrence Phillips, director of the DuMont Television Network, last week concluded negotiations whereby the Yankees home games during 1948 will be televised by WABD with commercials for Ballantine's beer and ale.

[Continued on page 74]

NEGOTIATIONS which marked completion of arrangements for sponsorship of next season's home games of New York Yankees baseball team over WABD New York, DuMont video outlet, by P. Ballantine & Sons, were broadcast over WABD Dec. 15 9:30 p.m. In the WABD studios as contract was closed were: Seated, I to r—Daniel R. Toppling, president of the Yankees; C. W. Badenhausen, president of Ballantine; Lawrence Phillips, director of DuMont television network; standing, I to r—Leonard Cramer, executive vice president of Allen B. DuMont Laboratories; Kelsey Denton, vice president and account executive of J. Walter Thompson Co.; Henry Gorski, advertising manager of Ballantine.

Same Announcers Will Handle TV, AM Airing of Yanks' Games

KARO (TV) RIVERSIDE TO OPEN IN AUGUST

KARO Riverside, Calif., video station licensed to Broadcasting Corp. of America, is expected to be in operation approximately Aug. 1, according to W. L. Gleeson, president and general manager.

Personnel for the station will not be announced until May 1, Mr. Gleeson said. He added that an agreement has been reached with DuMont whereby KARO will become an outlet in the projected video network.

KUCB Blythe, one of the AM stations owned by the corporation, will join its Rural Network Dec. 20. Operating with 250 w fulltime, it broadcasts on a frequency of 1450 kc.

BROADCASTING • Telecasting
N. Y. FM Decision Set Aside by FCC

Re-Argument Also Is Set On Brockton, Mass.
AM Action

YIELDING to protests that some Commissioners who voted hadn't heard oral arguments, FCC last week set aside the New York FM decision and its decision in the Brockton, Mass. 1450-ke case, and scheduled re-arguments for Jan. 12.

The New York decision was not mentioned in FCC's order, it appeared generally agreed that the action successfully eliminated the questions raised by New York. The News with reference to former Chairman Charles R. Denny's participation in the New York FM decision.

The News contended that Mr. Denny's vote invalidated the entire decision, on grounds that he violated the Communications Act by participating after he had accepted the post of vice president and general counsel of NBC [BROADCASTING, Dec. 15]. That decision, it was pointed out, is now withdrawn by another (after oral argument) which will be adopted by remaining members of the Commission.

In the Brockton case, the New York and Brockton AM cases were set aside, in each instance, on the basis of losing applicants' protests that some of the Commissioners who participated were not present when the respective oral arguments were held.

In line with its procedure in two other broadcast cases where similar protests were offered—the WORL Boston renewal case and the Ft. Wayne 1450-ke case—the Commission declared:

The Commission is of the opinion that, under Sec. 409(c) of the Communications Act, an oral argument must be presented by an examiner and a Commissioner of Communications Act, by a Commissioner or applicant present at the meeting where the oral argument participated in the final decision, and that the decision be presented thereto, and when it would not have been held properly if the decision as announced by the Commission without the vote of such Commissioner or applicant.

A timely petition for rehearing is filed pointing out these facts, the final decision should be set aside and further oral argument should be held.

Each of the re-arguments, under FCC's order, will be concerned with (1) the proposed decision; (2) the findings of fact and conclusions of law contained in the "final" decision; and (3) the contentions raised in the petitions for rehearing. Participants were allowed 20 days to file briefs, if they wish.

In both the New York and Brockton cases, FCC reversed Mr. Denny's choice of grantees between the proposed and the final decisions. In the New York FM decision, involving 17 applicants for five channels, the Commission's proposed decision anticipated a grant of one of the frequencies to the News while the final decision denied the News and substituted the Radio Corp. of the Board of Missions & Church Ex-

FCC Offers Plan to Stagger FM Station License Renewals

A PLAN of staggering the license renewal schedule for FM stations in accordance with the Commission's recommendation was proposed by FCC last week.

Frequencies used by commercial FM stations would be divided into six groups for which the respective renewal dates would be April 1, June 1, Aug. 1, Oct. 1 and Dec. 1. Noncommercial educational FM channels would be divided into two groups with June 1 as renewal date for one group and Aug. 1 for the other.

This plan would spread the Commission's renewal workload over the entire year instead of having it all concentrated around May 1, which is now the renewal date for all FM stations. A comparable staggering plan is in effect in AM.

No extension of the current one-year term of FM licenses is contemplated in the proposal. Nor would the stagger system affect outstanding FM licenses. In conformance with present regulations of the granting of license to the new renewal schedule, FCC explained, "renewals . . . or initial licenses which might be for periods of less than one year but not more than three months will be issued to include an additional one-year period."

The Commission said it would accept written objections or other comments on the proposal until Dec. 19. A final decision will be ordered if the comments appear to warrant it. Persons filing briefs or comments should submit an original and 14 copies.

Proposed Schedule

Licenses of commercial FM stations would be issued to expire at 3 a.m. in accordance with the following schedule:

TCC Recommends Ray C. Wakefield

Former FCC Member Is Proposed For Frequency Board Post

RAY C. WAKEFIELD, former FCC member, was recommended by the House of Delegates last week for appointment as chairman of the U.S. delegation on the Provisional Frequency Board which convenes at Geneva in January. (See story, page 13.)

TCC's recommendation is tantamount to appointment, which is made by the President. The TCC, created by the last National Telecommunications Conferences at Atlantic City last summer, is composed of representatives of the State Dept., Army, Navy, Air Force, Civil Aeronautics Administration, Bureau of Standards, and industry.

Jett Withdraw

Mr. Wakefield is slated to succeed FCC Comr. E. K. Jett as head of the U.S. delegation. Mr. Jett was appointed but withdrew because of other Commission activities and for personal reasons [CLOSED CIRCUIT, Nov. 24].

The assignment will last about a year and a half and carries a $10,000 annual salary—the same as an FCC Commissionmanship, but from the State Dept. budget. The PFB's task is to prepare a frequency development plan for allocations throughout the world in conformity with the Atlantic City allocations table of frequencies below 27,500 kc, excluding broadcasting, Groundwork for the Geneva meeting was laid last summer in Atlantic City.

Before the TCC made its recommendation, some questions reportedly were raised in the House about Mr. Wakefield's appointment with reference to the choice of Mr. Wakefield, presumably based on purely political grounds, but opposition was dispelled and the way cleared for the TCC action.

Mr. Wakefield, California Republican, served seven years on the FCC, from 1940 until last July 1. President Truman sent his name to the Senate for reappointment for another seven-year term but subsequently withdrew it without explanation, later substituting the name of present Comr. Robert F. Jones.

U. S. Rubber Telecasts

U. S. RUBBER CO., New York, on Dec. 19 started a new series of Friday night telecasts on the NBC television network. Company's "Encyclopedia Hoopla series" will be seen.


Page 16 • December 22, 1947
ACCEPTING POSTHUMOUS award of the 1947 Armstrong Medal on behalf of the late Charles Stuart Ballantine is L. C. F. Horle (above r.), director of the Radio Club of America. Presenting the award is Prof. Alan Hazeltine, president of the club. Below, John V. L. Hogan (r.) is showing receiving the same award from Prof. Hazeltine, for his outstanding contribution to the art of broadcasting. The awards were presented at the 38th Anniversary Banquet of the Radio Club of America at the Advertising Club, New York.

GROSS RECEIPTS TAX IN CHESTER PROTESTED

IMPOSITION of a 2% tax on gross annual receipts of radio stations and newspapers by the city of Chester, Pa., will be fought by the Chester Times, it was indicated last week. One broadcast station is affected—WPWA in Chester.

The tax ordinance was passed Tuesday by the Chester City Council by a 5-3 vote. It provides for admissions to places of amusement and sports events where admission is charged or donations accepted.

Charge was voiced by newspapers in the area that the tax was voted by the council as a reprisal measure against the Times because of its opposition to some council members at the last election.

W. Aldridge Price, director of accounts and finance for the city, said the taxes were designed to produce revenue of $44,527 to balance the 1948 budget of $3,325,926. The sales tax was adopted under a new Pennsylvania law permitting such levies by municipalities.

The levy is contrary to general custom throughout the nation, most cities exempting broadcast stations because they operate in interstate commerce. Several court decisions, including the Supreme Court decision in the Fishers Blend case over a decade ago, holds radio to be in interstate commerce and exempt from such sales levies.

BROADCASTING • Teletcasting

KMED Sale Under 'Avco' Hits Snag

Time Extension Granted Medford Radio Corp. Despite Protest

WHAT MAY BE the first rebuff handed FCC's Avco Rule on public bidding in station transfers looming last week as a possible development in the $260,000-plus sale of KMED Medford, Ore. [BROADCASTING, Nov. 3].

The Commission allowed Medford Radio Corporation, a prospective purchaser which FCC preferred over the original applicant, an additional 30 days (to Dec. 29) in which to complete a purchase contract with Mrs. W. J. Virgin, station owner.

FCC acted over the protest of both Mrs. Virgin and Gibson Broadcasting, the original "buyer," and despite the contention of Mrs. Virgin that she had refused to sign with Medford Radio and had agreed to refile an application for transfer to Gibson.

In asking additional time to negotiate with Mrs. Virgin, Medford Radio declared that Mrs. Virgin's original contract with Gibson prohibited her from negotiating with anyone else for 30 days after the FCC decision. Medford expressed confidence that it could negotiate a contract if additional time were granted.

But Mrs. Virgin and Gibson Broadcasting, replying to the request, told FCC that negotiations already had been undertaken with the Medford group but had failed because the Medford stockholders refused to endorse their company's propositional notes for $187,500 of the purchase price. In an affidavit Mrs. Virgin said she told Medford Radio "that she would not assign the license and contract [for KMED, CP for KMED-FM] to Medford Radio Corp. inasmuch as she deemed such endorsement to be an essential condition and term for the sale."

She continued:

"Inasmuch as affidavit still desires and intends to dispose of a major portion of all time to Gibson in the future security of herself and her family, she has agreed, including Medford to refile their application for the assignment of the KMED license and that they endorse it. The application for transfer to Medford, pursuant to the terms of the contract, the application and the hearing record already on file with the Commission."

Mrs. Virgin's affidavit, dated Nov. 29, charged that "the long delay of one year and eight months which she has been subjected to in carrying out the contemplated sale has caused her constant worry, suffering and extreme hardship . . ."

Comr. Jones Dissents

The question of endorsements on the propositional notes was a major argument of Mrs. Virgin and Gibson Broadcasting against FCC's decision to approve the transfer to Medford Radio rather than to the Gibson firm. It also was a principal point raised by FCC Comr. Robert F. Jones, who presented not only from the majority's grant to Medford Radio but also from last week's decision to allow additional time to negotiate a contract.

Comr. Jones, on behalf of KHUB Watkinsonville, Calif., and principal owner of Gibson Broadcasting, had agreed to give personal endorsement to the notes which his company offered as security for some 76% of the sale price. The stockholders of Medford made no comparable offer.

The FCC majority ruled that Mrs. Virgin's protest was substantially the same as Gibson Broadcasting's and therefore met the terms of the Avco Rule. Comr. Jones dissented this view. He contended that the majority's decision requires Mrs. Virgin to "have confidence in Medford's officers, directors, and stockholders to meet the administrative obligations without any security whatsoever." But, he said, they "do not have such confidence in themselves; i.e., they do not have such confidence in the Medford corporate notes. Lacking such faith, she may have no alternative but to retain her license and sell it to Gibson.

Mr. Jones claimed Medford's offer did not meet the "same terms and conditions" requirement of the Avco Rule and should not have been considered by the Commission. Instead, he argued, FCC should have approved the transfer to Gibson Broadcasting.

Mr. Jones apparently offered $250,000 for the station. The proposed sale was thus advertised in compliance with the Avco Rule, and Medford Radio filed a competing bid offering to match the same terms. Mr. Gibson, then sole owner of Gibson Broadcasting, increased his offer to include approximately $200,000 (the $200,000) in the company, and Medford Radio then offered to match this bid. The transfer to Medford was announced.

Under the Avco Rule, approvals of a sale to a competing bidder is conditioned on the filing of a sales contract within 30 days after the FCC decision. The KMED case was Oct. 29. Last week's extension put the deadline at Dec. 29.

Blue Book Defended in WADC Case

Concern for Programming Is Within the Law, FCC Tells Court

FCC told the U.S. Court of Appeals for the District of Columbia last week that the Communications Act's ban on censorship "was not intended to prohibit all Commission concern with the responsibility of the licensee for a station's program, or with a station's obligation to broadcast programs in the interest of the particular listening audience."

Actually, the Commission insisted, it was intended to protect the prohibitions of the First Amendment on governmental activities restricting freedom of expression by any media of communication because of the official disapproval of the specific content of particular items or programs. FCC outlined its defense of its Blue-Book program-policies in a brief answering WADC Akron's appeal from a decision which turned down WADC's 1220-ke, 50-kw application because the station proposed to use the complete schedule of CBS network programs each day (BROADCASTING, May 26).

Buttrressing its arguments by citing previous court decisions, the Commission declared:

"The legislative history of both the Communications Act of 1934 and its predecessor, the Radio Act of 1927, shows that it clearly contemplates the program policy of applicants for station licenses to be regarded as contemplated as one element to be considered by the Commission in determining whether the grant of such applications would serve public interest."

"Under administration of the Acts, both the Federal Radio Commission and the Federal Communications Commission have consistently considered the proposed program service of applicants for station licenses in determining whether a grant would be in the public interest. This consideration of such program policies has been unqualified and could not be otherwise.

The WADC case before the FCC involved a rival application filed by WGAR Cleveland seeking a boost from 5- to 60-ke on the 1220-ke channel. FCC denied WADC's bid on program grounds without giving it comparative consideration with the WGAR application, which the Commission then granted.

In addition to its censorship claim, WADC contended the WGAR grant violated FCC's duopoly rule because of the resulting overlap with WGAR's sister station, WJR Detroit. FCC responded that the overlap (daytime, 82% of WGAR's 50-kw coverage area is within WJR's contours) "was not sufficiently great to constitute a violation" of the duopoly ban, in view of the circumstances.

The Commission contended that "as both the courts and the Commission have held, the rendition of service designed to meet the needs and interests of the area in which the station is to be located is an indispensable element of the public interest which must be considered."

To WADC claims that wholly network service would be a "spe-
**General Foods Will Continue TV**

**Two-Year Survey Lists Eight Reasons For Use of Video**

FOLLOWING a year of experimenting with various types of television programs and commercials, General Foods Corporation in 1947 will continue to use television "as an effective supplementary medium for commercial sponsorship in the New York metropolitan market," Howard Chapin, sales manager of the company's Jell-O division and chairman of the General Foods television committee, said last week.

Whereas in 1947 General Foods made a general appropriation for the study of television, with no sales results expected, Mr. Chapin stated that during the coming year this new medium will have to compete with other advertising media on an even footing. "It will be up to each individual product advertising and sales manager to use television or not as he sees fit," he said, "selecting his own stations and programs from the point of view of his own advertising budget.

Mr. Chapin spoke at a press luncheon in New York at which the company released the report of its television committee, formed two years ago. With the General Foods sales and advertising staff to study the potentialities of video advertising. The first year, he said, was spent in determining the mass of medium, the second in sponsoring 217 broadcasts on New York's three television stations, climaxied by a study of the viewing audience conducted by two General Foods agencies, Benton & Bowles and Young & Rubicam.

Valued for GF

Reporting that the company's top management had approved the committee's recommendation for the continued use of television with schedules on all three New York stations planned for 1948, Mr. Chapin stressed the point that the committee's conclusions were based on the marketing problems of General Foods in manufacturing and selling "millions and millions of packages of food products to millions of people." "They are valid for us," he said, adding that they might not be for other types of businesses, such as the makers of high priced or luxury products like automobile or jewelry.

General conclusion reached by the video committee was that the present cost-per-thousand figures in television are high, run very substantially above comparable radio cost-per-thousand figures, are being reduced as circulation increases (and) may be lowered by 20 to 30 percent. The committee does not warrant the use of television as a basic, mass circulation medium "unless there are advantages over and above circulation." The committee listed eight specific advantages of television as the basis for its recommendation that General Foods continue to use the medium despite its present circulation limitations. These are:

1. Selective, higher-than-average-income audience, locally concentrated. (The average New York television family has a telephone, pays more than $75 a month for rent. The head of the household is an executive, professional man, owns his own business, is a high school graduate and attended some college.)

2. A interested and enthusiastic audience. (Asked what they think of television today, 75% of set-owners interviewed said, "wonderful," 19% said, "good," and 3% said, "disappointing.") Average time-in is 17 hours a week and turned on more than 30 hours and only 11% less than five of the 42 hours of television available. Generally the audience. Today tunes for programs, not stations, is almost devoid of viewing habits. The committee concluded. Favorite types of programs are: sports, live drama, feature films, children's programs.

3. More television viewers per set than radio listeners per set, 48.5% more. (8-9 p.m., 7-day average: Television, 3.54 viewers; AM, 2.23 listeners.)

4. Age and family income: Audience: 142 women, 1,111 men, 94 children.

5. Favorable reaction to commercials. (Commercials are "particularly liked by" the Botany and Sanka weather reports, the commercials on "The Kraft Television Theatre" and the Borden variety shows. Asked what commercials were remembered as "particularly liked by" the women, 75% of the men and 65% of the children said "none").

6. High memorability of commercial selling points. (Average correct sponsor identification for seven programs checked by the incidental method was 68%. Of those correctly identifying the sponsor, an average of 36% could state one or more of the sales points actually made by the commercial. For the same seven programs, those who could correctly identify the sponsor, an average of 41% could name one or more things actually seen during the commercial.)

7. High sponsor identification. (Coincidental telephone checks on six top shows revealed sponsor identifications as follows: Program A—One-time event.)

(Continued on page 80)

**ABC Time Sales Up 7.22% for Year**

**Circulation and Listener Acceptance Show Progress**

RECORD SALES of network time were reported for 1947 by ABC in a year-end statement released last week.

The network's 1947 gross billings from sale of time in 1947 were $829,951,650. In October 1946, ABC had listed for sale $669,330,296.

Edward J. Noble, chairman of the ABC board, issued a statement pointing out that ABC "has widened its coverage, increased its circulation, and gained in listener acceptance." Mr. Noble said that broadcasting in general in 1947 has "maintained the high standards of performance now regarded as inherent in the business."

The network reported gross network time sales of $34,548,067 in 1947. In 1946 the figure was $40,639,390. ABC October 1947 time ABC's biggest month, with billings of $4,203,034.

General Mills Highest

A list of ABC sponsors in order of their expenditures showed that General Mills Inc. was the heaviest spender on the network in 1947; its billings amounted to $3,544,679. Proctor & Gamble Co. was second with $2,517,236 and Sterling Drug Inc. third with $2,025,714.

The advertising agency which bought the most ABC time this year was the half of clients was Dancer-Fitzgerald-Sample Inc., which placed $5,188,332 worth of billings on the network. Second was J. Walter Thompson Co. with $4,006,234, and third was Koenen & Eckhardt Inc. with $3,276,973.

By industrial classifications, the foods and food beverages business provided ABC with the biggest revenue, "riding" $9,576,671, of the time. Drugs and toilet goods were next with $11,200,976 and house furnishings and furniture were third with sales of $8,978,880.

In 1946 foods and food beverages and the drugs and toilet goods businesses were in first and second place, but that year the stations and publishers group was third.

In his year-end statement Mr. Noble asserted that all broadcasters had an extra duty and a special privilege" in shaping the future of mankind. "It falls to us," he said, "hold a sounding board before a world in action so that (Continued on page 77)

**November AM-FM Receiver Production Is Year's High**

OUTPUT of AM-FM receiving sets rose to 165,144 in November, highest for any of the 11 months of 1947, according to Radio Manufacturers Assn., representing over 90% of the total production.

This brings the total number of AM-FM sets produced in the 11 months to 983,130, indicating total 1947 output will be over 1,100,000 units.

Total production of receiving sets in November was 1,615,541, or 14.969,759 for the 11 months, according to RMA. This indicates the output will approach the 18,000,000 total predicted at the beginning of the year, though December output normally shows a sharp drop.

Television receivers manufactured by RMA member companies also established a record, the November total of 24,135 sets being 9.8% above the monthly average for the year.

Output of AM-FM sets in November was at an annual rate of 2,000,000 receivers, and 102.9% above the previous 1947 weekly average. The output included 40,198 table models, 5,660 converters and tuners, 1,892 consoles, 1,007 table model radio-phonograph combinations and 104,357 radio-phonograph consoles. Television receivers included 14,674 table models, 4,176 consoles and 9,868 radio-phonograph combinations.

The monthly breakdown of AM-FM, television and all sets for 1947 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>FM-AM</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>51,318</td>
<td>5,437</td>
</tr>
<tr>
<td>February</td>
<td>53,954</td>
<td>6,259</td>
</tr>
<tr>
<td>March</td>
<td>67,264</td>
<td>7,082</td>
</tr>
<tr>
<td>April</td>
<td>112,236</td>
<td>7,866</td>
</tr>
<tr>
<td>May</td>
<td>84,507</td>
<td>8,690</td>
</tr>
<tr>
<td>June</td>
<td>70,649</td>
<td>10,061</td>
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<tr>
<td>July</td>
<td>72,014</td>
<td>12,283</td>
</tr>
<tr>
<td>August</td>
<td>90,517</td>
<td>12,831</td>
</tr>
<tr>
<td>September</td>
<td>151,244</td>
<td>23,693</td>
</tr>
<tr>
<td>October</td>
<td>153,114</td>
<td>24,135</td>
</tr>
<tr>
<td>November</td>
<td>983,130</td>
<td>149,226</td>
</tr>
</tbody>
</table>

*Corrected figure.*

**Radio for Leisure**

Radio listening captured 74% and second place in a listing of "How the Public Spends Leisure Time" in a recent survey conducted by Dr. Henry Link of the Psychological Corp. for the Book Manufacturers Institute. Survey revealed that on the basis of one day, an average of 85% of the public, including all age and educational levels, read newspapers, 74% listen to the radio, 40% read magazines, 21% read books, and 12% attend movies.
On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard ... and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, a knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big 7-station town.

W-I-T-H is on the smart lists. On yours?

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President
Headley-Reed. National Representatives

broadcasting - telecasting
3 ZIV PACKAGE SHOWS
ADDING 10 SPONSORS

THE GUY LOMBARDO show, Boston Blackie, and the Wayne King Show, all Frederic W. Ziv packages, added 10 sponsors to their list last week.

The Philadelphia Dairy Products Co., Philadelphia, through its agency, Adrian Bauer, will sponsor the Guy Lombardo Show. Other sales were to Lane Drug Co., through Lang-Fisher-Strasbour, Toledo, Tennessee Brewery, over WMPS Memphis, through Merrill Kramer; Mayor Jewelry Co., over WKRC Cincinnati and WKBK Sacramento, Calif.

Yankee Network has contracted for Boston Blackie in four markets, Boston, Providence, Worcester, Mass., and Portland, Me. Other sales were to Ed Maker (Ford agency), over KRLD Dallas, through Randall-Gay-Perry agency, and the New England Laundry, for Hartford, Conn., through Julian Grass, starting Jan. 10. The Wayne King Show will be launched by a local sponsor Dec. 31, North Florida Motors (Lincoln and Mercury Agency), over WJHP Jacksonville, Fla.


Hearings in WJOL Joliet Case Ended
Appearance of Rep. Fred Busby
Highlights 3-Day Session

APPEARANCE of a U. S. Congresswoman, Rep. Fred Busby (R-Ill.), highlighted FCC hearings last week at Joliet, Ill., on WJOL Joliet's license-renewal application, which has been opposed by a number of local residents including a former police chief.

The hearings, which lasted three days, were concluded Wednesday. Final decision will be announced later in Washington.

Mr. Busby said his interest in attending the hearing was to investigate charges that a link existed between broadcasts sponsored by the Illinois Racing News Assn., a scratch sheet publisher, and the recent parade of four former Capt. George's gang members. Rep. Busby is head of a committee investigating the release of the men, who were convicted of a $1,000,000 motion picture shake-down.

Testimony was presented before Mrs. Fanny Litvin, FCC examiner, by Ernest Overybe, former Joliet police chief, and Ted Blair, news commentator who was discharged by WJOL, that the station's presentation of race results encouraged gambling in the city.

Robert Bowles, vice president and general manager of WJOL, said the station had ceased presenting racing news last February as a result of a complaint filed with the FCC. The WJOL manager said that a radio station should not be discriminated against for broadcasting news that appeared in every newspaper and that the race results were presented along with other news and music as a public service feature.

Messrs. Overybe and Blair have asked that the FCC refuse to renew the station's temporary license. A subpoena was issued by the U. S. marshall of Joliet for a missing witness, C. M. Widney, a former WJOL employee who had earlier volunteered to testify. Mr. Widney appeared during the closing session and submitted letters from local advertisers testifying to his sales ability, but charged that he had been dismissed without reason.

Keystone Adds 14

THE KEYSTONE Broadcasting System, New York, last week announced the addition of the following 14 affiliates, bringing its total to 313: WKLF Clanton, Ala.; KSON San Diego; WWNS Statesboro, Ga.; KWEI Waterloo, Idaho; WKAI Macon, Ill.; WJOR Bangor, Me.; WAZP Yuma City, Miss.; KREI Farrington, Md.; WBBO Forest City, N. C.; WFRC Reidsville, N. C.; KSEO Durant, Okla.; WKBW Walla Walla, Wash.; WLOH Princeton, W. Va.; WSBR Superior, Wis.
THINGS TO COME!

Though man and his science may seek out new and astonishing things for this world of ours in their search for "things to come" . . . we know that no man will ever discover a new expression with more human warmth or one that is filled with more simple kindness than

JUST ASK KATZ

Merry Christmas
HUNTING and fishing trip in Canada was big success for E. J. Wilson (r), owner-manager of Logan Cache Knitting Mills, Logan, Utah, and when he returned he was interviewed over Logan's KVNU, Mutual and Intermountain Network affiliate, by Reed Bullen (l), KVNU general manager, on Man on the Street program. Score of Mr. Wilson's hunting-fishing expedition: two deer, one elk, one moose, one mountain sheep and a 29-lb. rainbow trout.

Democrats Prepare Jan. 2 Radio Rally

THE DEMOCRATIC PARTY will come swinging into 1948 with a nationwide radio meeting over MBS, combining talks by party leaders with speeches by city and county leaders over local MBS stations.

Originating in Mutual's Washington studios, the program will feature talks by Democratic Congressional leaders on the problems faced by Congress. Following them, farmers and workers around the country will comment on the problems. Speakers include Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee; Sen. Warren G. Magnuson (D-Wash.); Sen. Theodore Green (D-R.I.), and Rep. Mary Norton (D-N.J.). The time, 10:30-11 p.m. (EST) on Jan. 2, is being donated by Mutual as a public service.

Party leaders throughout the country have been asked to form listening groups in connection with the program. In response to a similar request for the party's previous radio meeting, more than 4,000 individual gatherings took place around the nation.

Mr. McGrath last week lauded the choice of Sen. Francis J. Myers (D-Pa.) as chairman and Mayor David Lawrence of Pittsburgh as co-chairman of the Democratic Convention Committee of Philadelphia.

Jack Redding, head of the Democratic National Committee's Publicity Division, said the committee expected to consider the appointment of a radio director sometime after the first of the year.

The Democrats recently moved into new Washington headquarters at the ultra-modern Ring Building and the facilities for broadcasting seem to indicate that radio has mushroomed to even greater importance in the eyes of the committee.
ON TARGET
Impact, skillfully delivered and advantageously followed up, draws million dollar gates.
Weed and Company's sales impact on prospects fills clients' time schedules.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD
FCC Issues 9 Conditional FM Grants; 3 CPs Are Vacated

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC. One Class A and one Class B grant were in lieu of prior assignments to the same interests in other localities, which were deleted. Five of the aforementioned have AM affiliations.

At the same time construction permits for Class B FM outlets were vacated at the request of The World Co., Lawrence, Kan.; Augusta Chronicle Broadcasting Co., Augusta, Ga., and Siskiyu Broadcasting Co. Inc., Ashland, Ore.

The conditional grantees:
Syracuse, N.Y., Southern Broadcasting Co. Inc.—Class B, proposed Channel 270 (101.9 mc). Grantee is permittee of WKLY Clinton, Ala.

Burlington, Ark., Harold L. Budbury—Class B, proposed Channel 241 (98.1 mc). Grantee is operator KLCN that city.

LaGrange, Ill., WRGK Inc.—Class B, proposed Channel 278 (100.1 mc). Principal: George M. Ivey, radio engineer and holder of CP for FM Channel 278 which is reincarnated at Brookfield, Ill., in lieu of present grant, president and 76% owner; Thornton M. Pratt, vice president 0.5%; Rose T. Ivey, secretary-treasurer 6%. Charles Dreyer, 6.7%; Andrew R. Wylie, 3.7%; Theresa Puche, 2.1%, and Ross Scully, 2.1%. All are local residents.

Northern Illinois Broadcasting Co. Woodstock, Ill.—Class A, proposed Channel 221 (92.1 mc). Partnership: H. Z. Benton, chief engineer American Phenolic Corp., radio components manufacturer; 35%; David R. Joslyn, attorney, 21%; and George S. Huffman, real estate dealer, 21%.

Hillsdale, Mich., Hillsdale Broadcasting Co. Inc.—Class B, Channel 236 (98.1 mc) which is deleted from Lansing and added to Hillsdale. Principals: J. L. Davidson, ex-IXGOO Missoula, Mont., announce and presently retail store manager, president and 75.9% owner; Guy Oslund, real estate insurance and broker, vice president 1.6%; Gale G. Touse, manager Jocal J. C. Penny Co. store, 1.6%; Kenneth W. Huggett, attorney, 7.5%, and L. M. Shalton, owner Hillsdale Variety Store, 1.6%.

St. Louis, Radio St. Louis—Class B, proposed Channel 228 (107.5 mc). Grantee is permittee KBOS that city.

Sedalia, Mo., Milton J. Hinlen, Class B, proposed Channel 359 (99.7 mc). Grantee is operator KBHO that city.

Waukesha, Wis., WAKU Broadcasting Co.—Class A, proposed Channel 227 (95.3 mc). Grantee is owner WAUX that city.

Morristown, N. J., C. H. Winans Co. Inc.—Class A in lieu of previous grant for Wetchung, N. J., proposed Channel 298 (105.3 mc). Firm is engaged in construction, engineering and real estate business. Principals: George W. Bauer, president and 17.5% owner; Ida W. Bauer, vice president 18.7%; Raymond W. Bauer, secretary-treasurer 0.5%. Grayclan Co., Elizabeth, N. J., owned by Bauer family, 44.7%, and Union County Trust Co., trustee for Bauer family members, 16.5%.

At the same time WCPR Fall River, Mass., was granted switch from Channel 265 (100.9 mc) to Channel 228 (93.3 mc) and WLDW Detroit granted change from Channel 294 (94.7 mc) to Channel 219 (95.8 mc). That Stateline Radio Co., Inc., proposed Channel 259 (98.7 mc). Grantee is operator KDBO that city.

Hooper's Hooper

LAST WEEK'S production of We the People on CBS had a Hoopering of 12.7—up 2.3 from its last rating for the same time period. according to C. E. Hooper. The program's featured guest last week: C. E. Hooper.

The World Co. relinquished its FM CP because of its inability to get into AM broadcasting. The Augusta Chronicle Broadcasting Co. stated it did not wish to proceed with FM at this time. Firm does not have AM affiliation. Siskiyu Broadcasting stated that since its original grant two AM stations and two FM outlets also have been approved in the area and it does not see economic support for its operation at the present. The firm being kept alive however should future conditions warrant the addition of another FM outlet.

WANTED: FARMERS
Texas Town Uses WFAA Spots
To Attract Farm Families

SPOT announcement campaign to attract farm families to divert, Tex., is being conducted on WFAA Dallas, as the result of an appeal from the Calvert Chamber of Commerce. Good housing, electricity, running water and a job are being offered to farmers interested in moving to the Calvert community.

Like other farm communities, Calvert lost many farm families to war industries during the war years and as the predicted "return to land" hasn't materialized the area is faced with a critical shortage of tenant farmers. The Chamber of Commerce decided to advertise for families and wrote to WFAA asking for rates of spot announcements. The station refused to accept payment for the project, and exceeding the original request, went all-out to get farmers to Calvert.

WFAA news department placed the story on the 6:45 p.m. newscast the day the letter was received. Murray Cox, farm editor, included the plea in his farm broadcast the following day, and a series of spot announcements was scheduled on the early morning Sunshine Roundup program.

If the appeal works, WFAA says, it will open possibilities for answering the needs of farmers in some 180 counties of the station's major service area.

PROGRAM personalities of WNBK New York will share the Christmas spirit with the WFAA hosts Dec. 25 to talent from other New York stations, WNBK announced last week. WJZ, WOR, and WNEW will be represented on the shows.

STRONGLY INCREASING WORCESTER INDUSTRIAL WAGES

WTAG POINTS THE WAY

to greater sales of your product in Central New England

Central New England is a spending market—an industrial market, centered in Worcester, where your goods are sold to people with more money than they had last year, thanks to wages which are up 25% for the first 9 months of 1947 over the same period in 1946.

Worcester's complete shopping center serves the 140,000 families in the Central New England area covered by WTAg.

WTAG, a constant leader in Hooper ratings, will put your message across to more people, because more people listen to WTAg than to any station heard in the area.

*Massachusetts Department of Labor and Industries
from your friends
down at **WSM**
KWK Victor as Missouri High Court Rules Against Realtors

REVERSING a lower court's decision, the Supreme Court of Missouri has ruled unanimously in favor of KWK St. Louis in the station's fight to prevent a real estate firm incorporated under the name, KWK Investment Co., from using the letters "KWK" as a part of the firm name.

The case dates back to January 1946 when KWK Investment Co. was incorporated under Missouri laws. The incorporators were Edward Kranzberg, Carl Weber and Julius Krachmainick, and the letters "KWK" were derived by combining the surname initials of the three men.

Station KWK, after legal conferences with Messrs. Kranzberg, Weber and Krachmainick had failed to persuade them to abandon use of the radio call letters in the firm name, went into civil court with a petition for an injunction, which was denied. Summarizing the lower court's ruling against KWK, the Missouri Supreme Court's decision, filed Dec. 8, said:

"The trial court was of the view that the good will of the plaintiff (station KWK) had not been impaired or damaged, and would not in the future suffer injury by reason of the defendants' use of the name, 'KWK Investment Company.' The court was of the view that the defendants' use of the letters 'KWK' in its corporate name was not confusing to the public and did not mislead or tend to mislead the public into believing that the plaintiff was the source of, the sponsor of or in any way associated with or connected with the business of the defendants and therefore denied injunctive relief."

Explaining why it disagreed with the lower court's views, the Supreme court said, in part:

"... it is not a necessary prerequisite to relief in cases of this nature that someone, in point of fact, has been deceived (Liggett & Myers Tobacco Co. v. Sam Reid Tobacco Co., 104 Mo. 53, 60, 15 S. W. 843, 844) or that the plaintiff, in point of fact, has sustained an actual loss of business, injury to good will, or damages. Standard Oil Co. of New Mexico v. Standard Oil Co. of California, 56 F. (2) 973. It is no longer necessary that the parties be engaged in competitive businesses (Vogue Co. v. Thompson-Hudson Co., 300 F. 509) or that an actual diversion of business be shown. ... At least in some spheres of activity, nowadays, a plaintiff's trade name is entitled to protection against a subsequent user of the name if the designation complained of is so similar to the plaintiff's trade name that there is reasonable likelihood of confusion of source, such that prospective purchasers or clients are likely to regard the name as indicating the source identified by the name, and consequently future injury to good will, reputation or business. 52 Am. Jur., Sec. 98, p. 577; Annotation 148 A. L. R., 1c. 22-26, 66-76; 37 Col. L. R. 582."

WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to this station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

Bank Uses Video

TELEVISION is being used as an advertising medium by Beneficial Savings Fund, Philadelphia, to promote savings accounts. WPTZ-Philadelphia is the outlet for the savings bank's 25-second television commercials, broadcast every Thursday at 7:30 p.m. following the news program. The commercials are prepared under supervision of Francis P. Burns, executive vice president of Beneficial, by the Richard A. Foley Advertising Agency, Philadelphia.

(Continued on page 40)
NOW FOR OUR
50th
ANNIVERSARY
CAKE!

We've been telling you, all during 1947, that this is WDAY's 25th Anniversary year—

—that WDAY is not only the Northwest's oldest station — that it is also the 6-to-1 favorite around here.

Now we want to tell you that we aren't resting on our laurels, that we're starting TODAY to fix up the ingredients for an even more resplendent cake on our fiftieth anniversary. And for every anniversary in between!
To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

Represented nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON
Three 1-kw Daytime Outlets Authorized

THE THREE NEW 1-kw daytime only AM stations and improved facilities for KANS and KAKE can be expected to be announced late next week by FCC.

The new stations authorized: Woodland, Calif., 930 kc, to Yolo Broadcasting Co., Inc.; Iowa City, 800 kc, to Kappa Broadcasting Co., Iowa City; and Johnson County Broadcasting Co., and Crookston, Minn., 1050 kc, to Crookston Broadcasting Co.

AN NBC affiliate and chiefly owned by O. L. (Ted) Taylor, KAKS, was granted a switch from 250 w on 1240 kc to 1 kw, 5 kw local sunset on 1480 kc with direction during fall. KAKE was granted switch from 250 w full time on 1480 kc to same assignment on the realigned KANS channel. Both grants are subject to the condition that new operation of either shall not take place until both are ready to switch.

Ownership of the new grantees:

Yolo Broadcasting Co., Woodland, Calif.—Co-partnership: T. E. Brown, warehouse owner and manager, and Mel Necker, attorney.

Johnson County Broadcasting Corp., Iowa City—Principal: Robert F. Snyder, WSUI Iowa City news caster, president and owner 1521; John Bell, president and owner 1490; and John Bell, treasurer and owner 1490.

Johnson County Broadcasting Co., and Crookston, Minn.—Principal: Robert F. Snyder, WSUI Iowa City news caster, president and owner 1521; and John Bell, treasurer and owner 1521.

Crookston Broadcasting Co., Crookston, Minn.—Principal: McKeever, part owner and editor Crookston Daily Times, president and owner 1521; and J. Jensen, appliance firm operator 1521.

DIRECTORS of Radio Corp. of America voted to increase the annual pay ment on the 13,801,016 outstanding shares of common stock from 20 cents to 24 cents per share as of Feb. 1, 1948, to holders of record on Dec. 19.

NEW MODERN plant of KPMC Bakersfield, Calif., contains 7500 square feet of space. Facility wise buildings have three transmitter control room, teletype room and storage space. Separate office space is available for the owner-manager and the sales, program and engineering departments. KPMC is on 1560 kc with 1 kw full time.

SALES OF WISH and WISH-FM Indianapolis for $654,000, KINY and KTKN Ketchikan, Alaska, for $140,000, and the new WBLW Lake Worth, Fla., for a sum not to exceed $12,714, were approved by FCC last week.

The Commission also (1) ordered a hearing on the proposed $100,000 sale of WWOX Flint, Mich., which its owners had attributed to a great extent to the influx of other new stations in the area [BROADCASTING, Sept. 8]; and (2) set aside its non-hearing grant of approval of the transfer of negative control of KHON Honolulu through the sale of a 25% interest by President Ralph M. Fitkin (ABC)."
It takes all kinds of people
...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON,
originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

Writing of Don Kneass, KGW New Editor, a radio columnist once summed it up: "with news Kneass is nice." To which listeners by the scores would say "amen!" Except for time out in uniform during the late war, Don's voice has been heard on KGW almost steadily since 1934. During his collegiate days at Oregon State, Don was active in journalism and radio work. This background led him, naturally, to KGW which has always stressed the importance of adequate radio news coverage. Like a Horatio Alger hero, Don worked up the hard way from apprentice to staff announcer, chief announcer, and then in 1941, after seven years he achieved his ambition to become KGW News Editor. Don's long experience in local and national news broadcasting, gives him considerable stature in his department and, Hooper-wise, "Kneass With The News" tops most of the "name" newscasters on the networks. A radio station's impact upon its coverage area results in large part from the collective efforts of its staff members, and Don Kneass is doing his share to make KGW "one of the great stations of the nation."
Zenith Experiments With Phone-Vision

W9XZV Is Giving Over an Hour Daily to New Service

PHONE-VISION, the television baby conceived by Comdr. Eugene F. McDonald, president of Zenith Radio Corp., Chicago, this week let out a lusty squall which Zenith indicated will be heard daily.

Zenith's W9XZV still operates on an experimental basis but one or more hours of its daily schedule will be given over to Phone-Vision, which Commander McDonald believes will not only revolutionize the television industry but is the only possible way to get the first-run movies, Broadway plays and other entertainment the public wants. LaSalle U., which is under commission by Zenith to prove this point, is presently getting responses to 9,000 questionnaires asking whether the TV audience would be willing to pay for such service.

A demonstration Dec. 15 was witnessed by Dr. Frank Stanton, CBS president, and H. Leslie Allen, CBS vice president and general manager of the CBS Central Division.

Envisioning network television, Comdr. McDonald said unattended relays feeding into telephone lines in communities with TV stations would mean audiences by the millions would be able to enjoy the best in video entertainment.

The Zenith executive also said Phone-Vision would be applicable to FM reception and could even be used for AM stations wishing to offer programs on a fee basis. He revealed that Rolf Kaltenborn, who is attempting to obtain an AM station in Chicago for that purpose, had applied for a license under Zenith patents for Phone-Vision. Whether it would utilize a "scrambled" signal originating from the station transmitter or the telephone lines required for Zenith television, he declined to reveal.

CBC Board to Meet

NEXT MEETING of the board of governors of Canadian Broadcasting Corp. is to be held Jan. 22-24 at Ottawa. A number of license applications will be considered. Seeking an AM license for 1 kw on 910 kc at Halleybury, Ont., is T. A. McDonough. He is also applying for an FM license there. Dept. of National Defense, Ottawa, is applying for 100-w station at Churchill, Man. FM applications are in for CFPL, London, Ont., CHUM Toronto, CJAD Montreal, CFCF Owen Sound and Moncton Publishing Ltd., Moncton, N. B.

IS THIS PARADOX?

GREATR Cincinnati Community Chest Committee has presented a certificate of award to WQKY Cincinnati, for its assistance in 1947 Chest Campaign.

TELECAST of a boxing show from Cleveland's Arena was presented by WEPS, Scripps-Howard video outlet in the Ohio metropolis, as a preliminary to its scheduled launching of regular TV transmissions before Christmas. The telecast, Cleveland's first, was beamed from the Arena to the Statler Hotel in downtown Cleveland, where 400 persons watched on receiving sets. WEPS took its $100,000 mobile unit to the Arena and used two television cameras installed high in the press box (above), one for closeups and the other for shots of the ring and spectators. Vice president and general manager of WEPS is James C. Hanahan.

South Bend TV Outlet to Be First 'C.O.D. Network' Client

THE PROPOSED "C.O.D. Network," envisioned during his appearance Dec. 11 before the TBA in New York by Capt. William Eddy, director of WBBK Chicago (Broadcasting, Dec. 15), will have South Bend, Ind., as its first paying customer.

Application of WSBT, owned and operated by the South Bend Tribune, for a TV license was filed with the FCC last week.

WBBK has already televised Notre Dame football games from South Bend by microwave relays located at New Carlisle and Michigan City, Ind.

As a result of these microwave relays, this means of television communications has proved itself superior and less expensive than coaxial cable, Capt. Eddy said.

Extend to East Coast

At a cost of approximately 40 cents per microwave mile, as compared to $90 per coaxial cable per program hour, WBBK could offer network service by next fall to stations extending from Chicago to Detroit, Toledo and Cleveland. Captain Eddy predicted that if TV stations in these cities can share in the program cost, relays could be built to offer a "C.O.D. Network" of television programs to the East Coast.

The system of relays used by WBBK to broadcast football games from Notre Dame stadium extends from 38 miles to 79 miles between transmitter booster stations. Television service from these booster points to nearby communities could be established simply by reducing the signal strength to the assigned frequency.

Captain Eddy estimated the cost of the South-Bend-Chicago football network at in excess of $140,000, or which slightly more than $245 per week was returned from commercial sponsorship. But, he adds, cost of maintaining the relays is slight. In fact, television transmissions will be operated at no greater expense than average FM stations and in many cases will cost no more to build. A TV station can be effectively built for as little as $80,000, he said, but without network service it would be both impossible and impractical to attempt to build an audience.

Feed Distant Points

With Chicago to Toledo as the body of the proposed network, booster stations could feed network service to such distant points as Milwaukee, Indianapolis, Sandusky, O., and Buffalo, N. Y. The course of the network is almost sure to follow the contours of Lake Erie and Lake Huron, into New York state.

Mrs. Hazel H. McGuire

MRS. HAZEL H. McGUIRE, 47, assistant to Fred W. Borton, president and general manager of WQAM Miami, Fla., died Dec. 13 of a stroke at her home in Miami. She had been associated with the station for 17 years and was an officer of the Florida Assn. of Women Broadcasters. Her husband, John McGuire, and a sister, Clara Ray of Birmingham, Ala., survive her.

BROADCASTING • Telecasting
Comets.. in a star-filled sky

Why did radio broadcasting grow from a humble experiment to a major advertising medium.. in less than a decade?
Why did it develop from a novelty to a national institution.. a daily, hourly influence in millions of homes and offices and automobiles?
Sales-wise, the air is full of star performances, with more than a few dazzling comets.. unusual programs that have carried products to overnight sales success.

The six Westinghouse stations, for example, can point to several such comet-like programs.. as well as to a full schedule of radio fare that meets the day-to-day needs of local audiences, and keeps cash-registers ringing, day in and day out, for advertisers.
If you have a new product to introduce, or an old product to keep moving, let the Westinghouse station help you.. in one or all of the six great market areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland (Oregon). Our national representatives can give you details, and availabilities.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS
60-MILLION TELEVISION AUDIENCE IS FORECAST

AMERICAN video broadcasting industry has solved the technical problem of establishing national networks and is "well on its way to the solution of the economic problem," E. W. Engstrom, vice president in charge of research at RCA Laboratories, said last week in a talk before The Society of Sigma Xi at Cornell U. He predicted a potential United States video audience of more than 60,000,000 in the next few years.

Reporting that video programs could be transmitted from city to city by either coaxial cables or radio relays, Mr. Engstrom said the latter method has particular significance for regional networks. "One large city," he explained, "can feed a number of smaller surrounding cities by radio relays and, everywhere along the line at repeater stations, side transmissions can be made to other transmitters."

"Tracing the progress of television, Mr. Engstrom cited developments in the plastic industry that have made possible projection type receivers for home use by overcoming the prohibitively high cost of correcting lenses. Projection type tubes, he said, already are capable of producing acceptable images as large as 15 by 20 feet for theatre video systems, and promised that future research will produce pictures of even higher quality.

Expert Estimates Two Billion Gross For Radio During 1947

U.S. RADIO, including television, was a two-billion-dollar business in 1947, Dr. O. H. Caldwell, editorial director of Tele-Tech and Radio and Television Retailing, estimated last week.

Dr. Caldwell, a former member of the Federal Radio Commission, who has compiled annual statistics of the industry for the past 25 years, placed the retail value of 17,000,000 aural and 170,000 television receivers produced in 1947 at $1,200,000,000.

He said "this record output" has placed a total of 60,000,000 sets, including 9,000,000 automobile radios, in 37,000,000 U. S. homes, and added that "all the rest of the world has only about as many radios as the U. S."

Dr. Caldwell estimated 1947 time sales by U. S. broadcasters at $350,000,000.

He said radio receivers throughout the world number about 132,000,000, divided as follows according to continents: North America 70,500,000; Europe 46,000,000; Asia 6,500,000; South America 5,500,000; Australia 2,500,000; Africa 1,000,000.

ANNUAL U. S. BILL FOR RADIO

As computed by Mr. Caldwell

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales of time by broadcasters, 1947</td>
<td>$350,000,000</td>
</tr>
<tr>
<td>Talent costs</td>
<td>60,000,000</td>
</tr>
<tr>
<td>Electricity, batteries, etc., to operate</td>
<td></td>
</tr>
<tr>
<td>66,000,000 receivers</td>
<td>220,000,000</td>
</tr>
<tr>
<td>170,000,000 receivers, at retail value</td>
<td>800,000,000</td>
</tr>
<tr>
<td>170,000 television receivers, retail value</td>
<td>120,000,000</td>
</tr>
<tr>
<td>66,000,000 replacement tubes</td>
<td>90,000,000</td>
</tr>
<tr>
<td>Radio parts, supplies, etc.</td>
<td>100,000,000</td>
</tr>
<tr>
<td>Phonograph records, 325,000,000</td>
<td>300,000,000</td>
</tr>
<tr>
<td>Radio-set repairs, servicing</td>
<td>75,000,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$2,115,000,000</td>
</tr>
</tbody>
</table>

Page 36 • December 22, 1947
Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.
TO SELL EASTERN NORTH CAROLINA
YOU HAVE TO KNOW YOUR ABC'S

SLEET PLAYS HAVOC
KFRM Starts on Time Despite
-Lack of Phone Lines-

NEW KANSAS station of KMBC
Kansas City, Mo.—KFRM Concordia, Kan.—went on the air early this
month despite some annoying
lack of cooperation from the weather
man. When severe sleet storms cut Concordia off from the outside
world and broke down telephone
lines between Salina, Kan., and
Concordia which KMBC had
planned to use in programming
KFRM, quick action was neces-
sary.

Lines from Kansas City to Sa-
ila are underground, but the 40-
sila-Concordia gap had to be
closed via a radio link. Instruc-
tion staff of Central Radio and
Television Schools Inc., working
with KMBC's engineers, rushed two
FM transmitters by truck to Salina,
arriving there 48 hours before
KFRM was to go on the air Sun-
day, Dec. 7.

By 2 a.m. on the day before
KFRM's scheduled launching the
engineers had completed mounting
a 10-band transmitter on eleventh
floor of Salina's Liberty Bldg. and
an emergency antenna atop the
same building. At 5 p.m. same
day (Saturday, Dec. 6) word came
that phone lines were open to Min-
neapolis, Kan., making possible a
shorter link to Concordia. Spare
100-mc FM transmitter was trans-
ported to Minneapolis and set up
in a garage, along with emergency
antenna. This second station estab-
lished contact with KFRM shortly
after 1 a.m. Dec. 7, only 12 hours
deadline for KFRM's opening

KMBC reports that emergency
operation was continued for sev-
eral days, with KMBC engineers
assisted by three Central Radio
School students manning the FM
link between Salina and Concordia.

Niagara Falls' New 1-kw
Daytimer, WJJL, Starts

WJJL, new 1-kw daytimer on 1440
ke at Niagara Falls, N. Y., was to
begin operations Dec. 20, accord-
ing to an announcement last week
by John J. Laux, station owner.

Robert Kliment, formerly man-
ger of WJPA, Washington, D.C.,
and a member of the WKBW Buff-
alo sales staff, has been named as
WJJL's station manager.

Other staff members include
Frank Harr, formerly with WORD
Spartanburg, S. C., KPEL Den-
ver and WIOD Miami, chief engi-
neer; Tommy Talbot, previously
with WCNC Elizabeth City, N. C.,
commercial manager; Kieran
(Sherry) Smith, formerly with WJPA,
program director; Frank Skimson,
formerly with WGR Buffalo, news
editor; George Thorne, formerly
with WER Buffalo, WERC Erie,
Pa., and WWSY Pittsburgh, and
George Walker, former night club
entertainer, announcers, and Art
Waite, salesman.

DINNER given by The Milwaukee Journal radio stations to mark the dedica-
tion of WTMJ-TV, Journal television outlet, was attended by radio
executives, state and civic officials, educational leaders, the trade
press, the Journal stations' national representatives and department
heads of the newspaper. Quartet (above) facing the camera includes,
1 to r: William E. Walker, assistant to Gov. Oscar Rennebohm of
Wisconsin; Frank E. Mullen, executive vice president of NBC; Walter
J. Damms, president of The Journal
Co., and Federal District Judge F. Ryan Duffy. Dinner was held Dec.
3, first night of regular broadcasts over WTMJ-TV.

WHVA (FM) TAKES AIR
IN POUGHKEEPSES, N. Y.
INAUGURAL broadcast of WHVA
(FM) Poughkeepsie, N. Y. took
place Dec. 7 with the major pro-
gramming originating from the Nelson
House in Poughkeepsie. A section
of the show originated at the sta-
tion's studios and was picked up
by an FM receiver at the Nelson
House to give the inaugural guests
a first-hand demonstration of FM.

Taking part in the ceremony
were George W. Bingham, general
manager WHVA (FM) and
WKIP; Edward A. Chappell, pub-
lisher, Poughkeepsie New Yorker
and director of the station; Mayor
Frank M. Doran of Poughkeepsie,
and Jack Gould, radio editor, New
York Times.

WHVA (FM) is a sister station of
WKIP, Poughkeepsie's ABC out-
let, and operates on 104.7 mc,
channel 284 with 23 kw. Trans-
mitter is located atop Mount Bea-
con, and has a tower 1697 feet
high.

‘Charlie McCarthy Show’
Tops in Canadian Ratings

ONLY ONE Canadian program is
listed among first ten most popular
evening network programs in Can-
ada for November in the national
rating report of Elliott-Haynes
Ltd., Toronto. First place went to
Charlie McCarthy, with rating of
37.8, followed by Fred Allen 36.3,
Fibber McGee & Molly 34.6, Radio
Theatre 34, Ozzie & Harriet 33.1,
Amos 'n' Andy 24.4, Music Hall
23.1, NHL Hockey (Canadian pro-
gram) 22.5, Take It or Leave It
20.8, and Album of Familiar Music
20.6.

Five most popular daytime
programs in November were Happy
Gang (Canadian program) 18.3,
Big Sister 17.4, Sing Along (Can-
adian program) 16.9, Claire Wall-
ace (Canadian program) 16.8, and
Pepper Young's Family 16.5.

First place in French-language
evening programs went to Exis-
tant dans le Vivier 37.1, and first
place in French-language daytime
programs to Rue Principale 26.7

WLEC Sandusky Debuts
As 250-w Mutual Outlet

STAFF MEMBERS of WLEC,
which went on the air at Sandusky,
Ohio, Dec. 7 with 250 w fulltime
on 1450 kc, were announced last
week. A. E. Heyser, vice president
of the licensees, Lake Erie Broad-
casting Co., also is general man-
ger of the station.

Other posts are filled by George
Buehrle, chief engineer; Louis
Mahia, commercial manager; Jay
Wagner, program director; Don
Dean, farm director - promotion
manager; William Westerhold,
news director; Mrs. Mary Baer,
director of women's programs;
Donald Gehring, continuity direc-	or; Al Dyekman, commercial re-
presentative; Miss Carol Gasan,
traffic manager; Dick Petty, Jack
Cowden, and Bob Reitz, announcers,
and James Barnhart and Jay Lei-
bach, engineers.

WLEC is affiliated with Mutual.

WSSB, Durham Outlet,
Opens Its Business Office

WSSB Durham, N. C., which ex-
pects to go on the air about the
middle of next month, has opened
offices at 212 Depositors National
Bank Bldg. in Durham. The Sta-
tion will operate on
1490 kc, with
25 w power full-
time.

Licensee is Pub-
lic Information
Corp., Thomas B.
Sawyer, presi-
dent. W S S B 's
general manager is Mr. Grif fen,
former sales pro-
motion manager of
WFBR Baltimore. Mr. Grif fen
had been with WFBR for nine
years. During the war he was a
captain in the 29th Infantry Di-
vision.

Mr. Grif fen

Page 38 • December 22, 1947

BROADCASTING • Te lecasting
How KSD-TV Is Promoting Sales for TV Dealers

KSD-TV, the St. Louis Post-Dispatch Television Station, has launched an extensive campaign to help dealers in the St. Louis area sell television receivers.

Media includes direct mail, full pages in local magazines, streetcar and bus cards, KSD courtesy announcements and a minimum of 500 lines of display advertising each week in the Post-Dispatch.

Purpose of the campaign is twofold:

First, to supplement dealers’ and distributors’ own efforts with copy-theme stressing advantages of television ownership, and urging readers to visit dealers for demonstrations.

Secondly, to keep interest in television at maximum pitch as part of KSD-TV’s general plan to maintain the St. Louis area as the nation’s NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.
KWK (Continued from page 28)

name,” the court said, “there is a distinction between the right of an individual to use his name in his personal business and right to use individual initials in a corporate name (Great Atlantic & Pacific Tea Co. v. A. & P. Radio Staff, 20 F. Supp. 1. 700).”

Another reason was given for the use of the letters ‘KWK’ in the corporate name than that they comprize the incorporators’ surname initials. Since they (Messrs. H. H. Weinberg, Weber and Krakmanich) have not advertised the name or used it extensively in their business, it will be a relatively simple matter to change the station’s use is likely to result in confusion of source and impinge the plaintiff’s good will.”

‘Entitled to Relief’
And the court left no doubt concerning its belief that such confusion would arise. “...it is clear, under the stipulation in this case,” the court said, “that the plaintiff (KWK) is entitled to relief even under the more conservative view of trade name protection. (52 Am. Jur. Secs. 96-160, pp. 577-688; 3 Restatement, Tent. Secs. 711, 717, 728-732.)... if the defendants pursue their contemplated course (of engaging in the general real estate business and operating hotels under the firm name, KWK Investment Co.) there is not only the mere likelihood of future confusion of source and consequent injury to good will and reputation but there is also an element of competition of service and business, and the designation used by the defendants in their business is likely to be regarded by prospective purchasers as associated with the source identified by the said trade name.” (3 Restatement, Torts, Sec. 730.) It necessarily follows, even under the more conservative theories of trade name protection, that the plaintiff (KWK) has established its right to relief."

The decision pointed out that in another case involving a radio station— that of Bamberger Broadcasting Service v. Orloff—“it was held that the owner of radio station WOR was entitled to relief against the WOR Printing Company even though there was no competition of service or business on the ground that the plaintiff’s good will was likely to be endangered by the defendant’s use of the plaintiff’s good name.”

Perhaps radio stations and magazines “should have a status different from that of ordinary manufacturers or business because they advertise many different things and thus acquire and have a character independent of but embracing all their advertisers,” the court suggested, referring to the Bamberger-Orloff case and two other cases, Hanson v. Triangle Publications, 163 F. (2) 74, and Vogue Co. v. Thompson-Hudson Co.

Sylvania Breaks Ground
For Big Research Center
SYLVANIA Electric Products Inc. broke ground at Northvale, N. J., last Wednesday for a building to be known as Sylvania Center and designed for the peacetime development of electronic and lighting equipment, FMP and radar. The ground breaking was conducted by Walter F. Poor, chairman of the board of Sylvania, Robert Moses, commissioner of the Port of the city of New York, and James A. Burke, president of the borough of Queens.

Sylvania Center fully equipped is expected to cost the company a half a million dollars. In the new building research activities on the improvement of television viewing tubes and fluorescent lamps will be conducted by Dr. R. M. Bowie, who more than ten years ago discovered a practical means for eliminating dark spots on television tubes by means of a long-wavelength trap. Other studies in electronic optics, composition and control of fluorescent substances used in television tubes will be made.

Heads Chicago RDG
CHICAGO CHAPTER of the Radio Directors Guild, at its annual election Dec. 14, elected L. D. Barnhart, CBS-WBBM Chicago producer, president. Other officers include Herb Latase, NBC; vice president, and Reuben H. Miller, CBS, secretary-treasurer. Appointed to the board of directors were Homer Heck, NBC; Peter Cavollo, of J. Walter Thompson; Thomas Bashaw, WLS, and Russell Young, free lance.

J. Calvin Jackson
J. CALVIN JACKSON, 45, program director of WAW Reading, Pa., died Dec. 8 after collapsing on Court St., just a few feet from his office. Mr. Jackson, a veteran in the local radio field, entered radio in 1929. He served as announcer for both WRAW and WEEU when the two stations were owned jointly. In 1936 he was assigned to the WRAW staff exclusively, where he had been program director since 1940. He also was affiliated with WCAU Philadelphia in 1938. Funeral services were held in Reading Dec. 11.

George Bain
GEORGE BAIN, 64, sales executive of Philco Corp. of Canada, died unexpectedly at his home at Toronto on Dec. 13. Born at Wick, Scotland, he went to Canada at the age of four years, was educated at Toronto, was in the electrical business there and at Calgary, and joined Philco in 1928. He had been a director of Manufacturers Assn. of Canada since 1931.
WLAC wants, very sincerely, to extend a special Christmas greeting and best wishes for stockings-full-of-cheer to the “Small Fry”—those little folks from 3 to 6 who help so nobly to spread the marvelous story of radio to the grownups in their families.

In thousands of homes throughout the land the little ones have been (and still are) revelling in using new-found voices to display their intelligence by babbling what they hear “on the radio”.

From dawn to dusk it’s “Super-Super-Dooper Suds”, “Gran’ Pa, I said TABLE Grade”, “Let’s listen to Lum and Abner”, “Order some CAMPBELL’S Soup, mama”, “Stop at the Esso sign”, “Rinso White” and so on, ad infinitum.

The really small Small Fry can’t read, but how they can TALK! And, what a powerful influence they are having on the shopping habits of their mothers and dads—parents who hang on to every word that comes out of their mouths.

It's word-of-mouth advertising to the nth. degree, a mighty (though unsung) back-stage sales force that only radio can deliver.

So, on that night when “all through the house not a creature is stirring”, here’s hoping the dreams that come to our friends, the Small Fry, will be bounteously fulfilled.
Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY, INC.
Credo of NARS

"to develop the use and increase the sale of national spot radio."

That is the credo of the newly formed National Assn. of Radio Station Representatives. There is clarity of purpose and objective. There is the resolve affirmatively to sell national spot in competition with network to less-than-network accounts or those who have merchandising problems requiring flexibility.

Formation of NARS was motivated largely by the decision of CBS to take on representation of stations other than those it owned or in which it held financial interest. There was the fear that all networks would spread their representation wings and that competition between network and spot would be narrowed.

Whatever the cause, we think the result is beneficial to the networks, including NARS, which was a decision of CBS to enter into the area of contractual relations between stations and their business representatives. We said so. The anti-trust laws are adequate, and they apply to all American enterprise.

The NARS objective is to "promote spot broadcasting." That means hard, intelligent selling of programs as well as announcements. It means not only more thorough competitive selling against other media, but competition within the radio medium. That's the way of free competitive enterprise.

NARS gets off on the right foot in this dedicating itself. On that score it deserves the plaudits of all flags of radio, including the networks. For healthy independently owned stations make healthy affiliates.

Mutiny on the FCC

The FCC is rudderless these days. Acting Chairman Paul A. Walker is doing his utmost to keep it from founding until a permanent chairman is named by President Truman.

The FCC is very unhappy about Comr. Clifton J. Durr and the unholy mess he has provoked in his six-year tenure, which culminated in the recent and unfinished embroglio with FBI Director Hoover. Commissioners have leaped my back at the idea of acting as staff mentor for those who followed his line of "liberal" versus "reactionary" applicants—lawyers, accountants and even the erstwhile chairman himself.

Lately, the staff and those uninformed, if not naive, commissioners have discovered that conditions are different. The old routine of staff-inspired and Durr-cleared reports doesn't work any more. Jibed the invasions, from the start, of a decade as a Republican member of Congress, wants to be shown. The lawyers, we judge, aren't cooperating too well, and members of the Commission are finding out the hard way that they've been too often.

Decisions on cases that, upon staff recommendation, were to go one way, are going the other. The former minority is becoming the majority with the exception of Durr. Applicants suspected of subversive leanings (and there are cases in point) aren't being rushed through on staff say so. The FCC is about to about-face on a case that stood 5-1, wherein the majority proposed to write regulations on politics. The idea is that whoever gets the license would be renewed—following the Mayflower Decision formula. Now it looks like there will be a simple renewal—unless Mr. Durr sticks to his guns and makes it.

Unless all signs of the political zodiac are askew, Mr. Durr will be heading back to old Alabama by June 30, when his term expires. He would save the FCC lots of travail and trouble if he bought his passage now and quit before Congress convenes again in January.

Our Respects To—

Arthur Robinson Kirkham

A full quarter century of broadcasting was chalked up this month by one of radio's foremost personalities, Arthur R. Kirkham, vice president of the CBS-affiliated KOIN Portland, Ore. Nineteen of his 25 years behind the mike have been with KOIN.

Arthur Kirkham is a man who has the rare quality of greeting people with a jovial manner to put them completely at ease. Wherever he goes, his thousands of devoted radio listeners and friends call him "Art."

He once said, "Good announcers are supposed to be born, not made, but I sort of eased into the profession naturally by my singing in earlier years." He first faced the mike as a tenor on a Portland radio station in December 1922. His part, to sing three solos, preceded a dance orchestra program. The following day's radio column, praising his ability, said, "Arthur R. Kirkham has a rich pure tenor voice of splendid quality, which he controls marvelously well. His numbers were carefully selected and perfectly adapted for broadcasting." At the same time he was singing on the air, he was a featured soloist with the Multnomah theatre circuit in Portland.

His vocal ability came in good stead, when in 1926 he joined the staff of KOAC at Oregon State College at Corvallis. There he assumed announcer's duties and also had complete charge of the station's thrice-a-week evening program schedule.

Mr. Kirkham, who was born in Portland, in 1897, returned from Corvallis in 1928 and joined the staff of KOIN and has been with the station ever since. His first position was as the station's program director, and the following year was promoted to studio director and chief announcer. One year after he joined the station's staff, KOIN was linked with the Columbia Broadcasting System as one of its western outlets in January 1929. He was made vice president of KOIN in September 1942.

In the early years at KOIN, he took over the program, Newspaper of the Air, a show that consisted of two hours of music and the gleanings from the daily newspaper, the odds and ends and the humorous touches of the news. Art Kirkham's deft handling of the program was once described as if "dad were reading the newspaper to his family."

His same informal manner has continued up through the years to the present. The program now precedes his reporting of the world, domestic and local news at three o'clock each week day. During the turbulent war years, he decided to emphasize news other than war

Continued (on page 52)
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

IT MAKES A DIFFERENCE TO KNOW THE DIFFERENCE.
WOV'S 5 Audited Audiences tell you where listeners live and shop; what they earn, spend and buy; what they like and don't like. This important inside information on specific listening groups opens the door to a new and more intelligent interpretation of radio as a sales medium.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating accurate survey. Ask us for the facts that will help you to “TAKE THE GUESS OUT OF BUYING.”

WOV'S Pantry Audit is now available for your study. It shows you currently where you and your competitors stand in the New York market...the largest retail buying market in the world.

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

* WAKE UP NEW YORK
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
MUTUAL affiliation for the new 5-kw WABB Mobile, Ala., was agreed upon at this conference of William J. Hearin Jr. (seated), general manager of WABB and WABB-FM, and (standing, 1 to r): Robert A. Schmid, MBS vice president for station relations; Charles Godwin, the network's manager of station relations; MBS President Edgar Koba. Owned by the Mobile Press Register and operating fulltime on 1480 WABB is to start in early spring, with WABB-FM following shortly.

Women in Radio to Enter Grocery Group's Contest

WOMEN in 24 states, including women broadcasters, have indicated that they plan to enter material for three trophies to be offered by the Grocery Manufacturer's Institute of America Inc., New York, in its "Life Line of America" competition.

The grocery group, announcing that it believes in competitive industry as an essential factor in the American way of life, says it is sponsoring the competition as a means of creating increased public understanding of the intricate operations of this country's industrial system. It is offering one trophy to women broadcasters, another to women editors of farm publications and a third to women editors or writers of newspaper food pages or columns.

Any woman who plans or writes scripts for and presents regularly a program on any station in the U.S. is eligible to enter the radio section of the contest. Entries which represent one complete broadcast period, a series of broadcasts, or a portion of one or more broadcasts, must be submitted by March 15.

Governors' Chats

GOVERNORS of two states are starting fireside chats to keep posted on public affairs. Gov. J. Strong Thurmond, South Carolina, is doing a series from his home over six stations on the theory "radio is the best means of getting into the homes of South Carolina simultaneously." Gov. Frank Carlson, of Kansas, has arranged a program titled From the Governor's Office, Sundays, 4:30 p.m., on KFRM, new daytime rural 5 kw station on 550 kc in Concordia, Kan., which is affiliated with KMBC Kansas City.
Quick, Easy Maintenance. All components instantly at hand without removal of any chassis. Hinged front panels open to permit access to installation. Panels are supported by concealed mounting screws—no troublesome trim strips to remove in a time-wasting operation.

Long Life at Peak Performance. Good ventilation is assured by special arrangement of chassis and vertical mounting of all units. No overheating—longer equipment life. New G-E circuits are designed to provide extended frequency response, lower noise and distortion levels. General Electric audio equipment meets every requirement in AM, FM, and TV service.

Low Installation Cost. With G-E equipment, your installation costs are held to a minimum. If desired, all wiring is completely enclosed in vertical ducts. It's easy to remove units and change positions because wiring ducts have snap-on covers—no cables to unlace.

Neat Appearance. Audio equipment is permanently mounted in handsome, blue-gray steel racks. The smooth finish of these cabinets is easily and quickly cleaned. No cracks or wrinkles to collect dust and dirt. Your Control Room becomes a showplace to impress your sponsors and please your listeners.

Why General Electric? Long a leader in AM, FM, and TV, General Electric continues to manufacture audio equipment with the same care that has made its transmitters renowned the world over. Behind every piece of radio equipment bearing the G-E monogram are the multiple research and engineering facilities of Electronics Park. Here, at the greatest electronics center in the world, science joins with industry in building for you reliable, up-to-date radio equipment for every broadcast need.

Your G-E broadcast equipment representative is nearby, ready to serve you fast. Call him, or write: General Electric Company, Transmitter Division, Electronics Park, Syracuse, N.Y.
RCA Promotion

RCA VICTOR has announced a concentrated product identification and point-of-sale display promotion program with release of 11 new radio and television receiver signs, labels, and plaques. Long-range program is described as most intensive of product identification in company's history.

TV Test Pattern

RESPONDING to the plea of television service men who are working overtime to get new video sets installed in time for Christmas, WCBS-TV New York has increased its daily test pattern time from three to six hours. The test pattern, formerly aired 2-5 p.m. each weekday, now is on 11 a.m.-5 p.m.
THE Chicago Story

BY WGN

WGN's story of Chicago radio activity is an inspiring one... it is a story of service and leadership in the nation's second market.

WGN believes radio advertisers are entitled to know what they are getting for their money... we spend more, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, on radio research material than any other Chicago station. In subscribing to all Hooper reports of both Chicago and Milwaukee, as well as the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

And in addition to top research facilities we have the best coverage story in Chicago. WGN, according to BMB, covers 829 counties in 26 states at nite... 433 counties in 13 states during the day... but the important part of this story is that of all counties exceeding 50% coverage, WGN has 31% more during the day, 13% more at nite, than any other Chicago station.

These factors combine to make the Chicago and Midwest story more effective when told over Chicago's outstanding radio station—WGN.

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4
industrial and civic relations have been greatly improved in Portsmouth through the increased activity of the Citizens' Association, Steel Corp., and WPAY Portsmouth. The Portsteator has purchased a second WPAY to the community projects, including the "Portsmouth Review," which leads each night's broadcast. 

Portsmouth has been so designed that last five minutes of any program is made available for community events such as concerts, speakers, and special programs. The program has been extended to full half-hour period from Dec. 24, with last 15 minutes used to broadcast Christmas carols and local news in cooperation with Johnson's Department Store, Portsmouth.

WMG Rededication

MUSICAL COUNCIL One-hour program will be presented on WSM Nashville Jan. 3 in series of 13 programs planned to promote the importance and freedom of American music. More than 200 entertainers, performers, and technical people will participate in the series. The series features the WSM Rededication Band, an orchestra especially designed by Mr. Strobel for the WSM Band. The program, which will be broadcast each week, is of importance and will be presented in formative stage of the series.

GIVING ALL TO ONE's work can be carried too far, says Announcer Ted Theodore of WABC New York. In GIVING, the goal is to raise the money's worth. There have been many good radio programs on the subject of housing, but all of them have been devoted to investigating and discussing the question. Our programs are designed to begin where others have left off.

Children Talk to Santa Claus

SANTA CLAUS was in "direct" communication with children of Aberdeen, S.C., on special two-way broadcast sponsored by local Game Store and KABR. Boys and girls spoke into KABR microphone in the store, while Santa listened and answered questions. The broadcast was part of "Direct Talk" series, sponsored by the station.

Progress at WWNY (FM)

WWNY (FM) Watertown, N.Y., has completed transmitter tests, has studio construction nearly finished, and is expected to start program tests in the near future. The station will be known as WWCQ, and will operate in conjunction with Watertown Daily Times, and will begin operation around the first of the year on channel 265, with 8.5 kW daytime power and 1,200 watts at night.

KDFC Construction

SUNDIAL Broadcasting Corp. has begun construction of transmitter building and tower. The tower will radiate the 30-kw signal of station KDFC San Francisco. Besides main studios in the city, KDFC will have supplementary studios and offices located at the top of Mount Beacon, 1,200 feet above the town of Sausalito. New station, scheduled to take the air in approximately five months, will operate on Channel 271 (102.1 mc).
FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHOOO Radio Station Representatives
GEORGE P. HOLLINGSBERY CO.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES ATLANTA NEW YORK

AM * WHOO * FM

10,000 WATTS • ABC

Owned and operated by SENTINEL-STAR newspapers

ORLANDO, FLORIDA
KENETh JOSEPH, staff announcer and host of the weekday program "ขืธีรฉข์เรีธในขีติิ้ reluctance." January 1946, has been named director of production and studio manager of WSB, New York, for the WSB-TV, WNBT, WSB, and WSBW, all New York City stations.

GORDON SHAW, announcer-producer at WJZ, Washington, D.C., has joined the station to join WBZ, Boston, as program director. WBZ, new FM station, is under construction and expects to go on the air soon.

ROB HALL, formerly of WXYZ, Detroit, has joined the staff of WEVD, New York, and will serve as transmitter man.

MARELLA KENT, Chicago, freelance announcer and radio actor, has joined the announcing staff of WGN, Chicago.

LARRY VERNON, new to the radio field, has joined the announcing staff of WJAI, Bloomington, Ill.

HELEN WALD has replaced ANDRE PAUL as script writer of ABC Western regional "What's News Doxie Laddies." January 1946.

ROBERT WOLDS has signed a 52-week contract through McCann-Erick- son, New York, to continue for a second year as narrator of "The Story," Ohio Bell Telephone Co.'s program heard three times weekly over a network of OBC stations.

ROBERT ALISSON and DR. GEORGE CROTHORNE, staff members of the transportation department, beginning first week in January will become announcers at WSB. Mr. Allison will become producer of "Operation Main Line," a series of the CBC's "School of the Air," and Mr. Crothorne, current "Opinion Please" producer, will take over "Prof- fessor Quaker City's School of Learning," heard Sun. 12 to 12:30 p.m.; W2XT, Rochester, formerly with WNN, New York, and BILL HANRAHAN, for- mer Wampus, N. Y., will join announcing staff of WHAM Rochester, N. Y.

JON FARMER, m.e., of early morning program, "The Early Worm" on WAGA Atlanta, Ga., has been appointed a special deputy sheriff by Fulton Coun- ty's Sheriff A. R. Ponder. Honor was given Mr. Farmer for his drive against reckless driving.

RODGER CLEWELL, former an- nouncer at WSTV, Steubenville, Ohio, has been named radio chairman of Steubenville Little Theatre group, which produces half-hour dramatic shows weekly on WSTV and WSTV-FM.

EDDIE CHASE, record m.c. on CKLW Windsor, Ont., will move to Los Angeles shortly after first of year to start daily two-hour record program on KFV Los Angeles, effective Feb. 1. He will con- tinue to do his program on CKLW by transcription.

LOUIS W. KENDRICK, diec m.c. at WJLD Bessemer, Ala., has been chosen to reign as "King Noel" during annual Christmas Carnival, sponsored by Besse- mer Junior Chamber of Commerce.

HARRY HABER, formerly of WFFA Dallas and KNOW Austin, Tex., has been named announcer of WEOD Oklahoma City, replacing NORMAN McCLURE, who has joined announcing staff of KMBC Kansas City.

TOM STUPH, former announcer and newsreader with KZL, Lubbock and KSST. City, in Indiana, the program was regarded by thousands as a friendly visit each morning, and as a real inspiration for the beginning of the day.

1935 Advance

Mr. Kirkham stepped into the job as public relations director for WEVD, New York, in January 1935. The station was of genially meeting people made a special niche in peoples' hearts for him wherever he traveled. In the early days, when radio was in the throes of growing pains, he roamed throughout Oregon and Washington spreading the mes- sage of what radio had to offer. He addressed civic, business and community groups, telling them of radio's powerful potentialities as a public service medium. Since January 1934, he has made 624 major addresses.

The preservation of Oregon's forest treasures and scenic beauties has been of compelling interest. As a result, he is recognized as one of the state's foremost authorities on its scenic wonderland. When questioned as to the state's annual ball, Mr. Kirkham booms, "Well, that's what makes Oregon green!" In connection with his efforts for scenic preservation, this year he was appointed chairman of the recreational resources committee and a member of the tourist and convention committee of the Portland Chamber of Commerce. He has served on both groups for the past eight years.

Sportscasting has been another activity that has come into his wide scope of experiences during his quarter century in the radio industry. His vivid and colorful description of football, boxing, wrestling and ice hockey between 1929 and 1941 made his name a by-word on the Pacific Coast for excellent sportscasting.

Three Sons

He is married to the former Lofena E. Marr, and the two of them are quite apt to brag about three of their sons, Art Jr., George, and the two of them.

The older boys saw a good deal of service in the recent war, following in the footsteps of their dad, a veteran of World War I. Art Jr. was in the Seabees for three years and George was in the Army three and a half years, serving with Patton's army in Europe.

Mr. Kirkham is past president of Portland Kiwanis Club; presi- dent of Save the Myrtlewoods Inc., a conservation movement, and president of Old Oregon Trail Inc. He is a member of the Portland Chamber of Commerce and numerous lodges. His main time is spent spreading the gospel of the "Oregon Wonderland."
ELLY QUEEN
AVAILABLE on ABC
only $4,000

For six years Ellery Queen has averaged a 10.1 Hooper!

Attention, advertisers! Here's the best buy in radio today! Ellery Queen has a large, loyal audience—ready and waiting for you! (Did you know that Ellery Queen’s stories are the No. 2 best-sellers among all American mysteries?) Regardless of sponsor, time or network, the program has consistently rated among the top detective shows on the air since 1942. The price is low—the time is good—the return is assured. What more could a sponsor ask?

ABC PROGRAM DEPT. 
30 Rockefeller Plaza 
New York, N. Y.
Send forth thy voice through endless halls of space,
Thy free-winged word to bold dominion o'er
man-made bounds.
Go forth throughout all lands, thou unseen pilgrim,
That men may know the truth, and so knowing in
brotherhood and concord dwell.
Send forth thy voice that men may live with vision
undespoiled,
Each free to walk in majesty and in justice, a citizen
of the world.

Season's Greetings
RICHARD C. KOSTER, publicity director of WFIL, Philadelphia, has just received a new edition of Philadelphia Inquirer which is scheduled for weekly release service by WFIL-PM in near future. GEORGE A. KOEHLER, WFIL's promotion staff, has replaced Mr. Koster as publicity director.

BROADCASTING

HOLIDAY DISPLAY

DISPLAY windows in studio lobby of KROW, Kamloops, B.C., are illuminated in holiday mood to attract attention of large crowd that will witness national holiday program. Dressed in grey, two children hold sign bearing message, "HOLIDAY BROADCASTING THROUGH PROOF OF JOHN KOEHLER, of WFIL management, has joined promotion department to handle special program events.

PATRICIA KEOUGH has joined WYR Rochester, Minn., to ART KELLY, promotion-publicity director.

JOHN F. HURLBUT, formerly with Syracuse Herald-Journal, has joined WSYR Syracuse, as promotion manager.

Holiday Display

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December 12 Decisions

BY THE COMMISSION

Petition Denied

The Highlands Best, Co. and WSIR Whiting, Have amended Petition of December 9th (the latter pertains to reactivation of WSHR in Hinsdale, N. Y.) and December 7th (the former pertains to hearing in consolidated proceeding involving WSHR and WSHR and WSHR and WSPR to Lebanon, Pa., and Winter Haven respectively; and (b) inclusion in said consolidated hearing application to file proposed findings and conclusions in re its application and hearing in December 12, 1947.

The recipient sought an extension of time to file in accordance with the request for oral argument on petition before full Commission.

December 15 Decisions

BY COMMISSION EN BANC

Decided for Hearing

Empire Coal Co. Inc., Allison Park (Pittsburgh, Pa.), Prewest & Stockton. East, Ind.—Denied joint petition requesting that hearing be continued to December 19, 1947, in Commission’s order of 11-26-47, denying for hearing petitioners’ application for Consolidation of License and/or Request for oral argument on petition before full Commission.

Conditional FM Grants

Authorized CFs for three Class A and six Class B FM stations for December 31, 1947 (see story on page 26).

Request to Vacate

The World Co., Lawrence, Kan.—Granted request to vacate CP issued for Glaze B. Prewest and its determination of standard station.


Siskiyou Best, Co. Inc., Ashland, Ore. —Same.

FM—83.5 mc

WPFR Fall River, Mass.—Authorized change of location 480 feet, from Channel 265, 100.9 mc, from Channel 264.9, 99.7 mc.

WLDM Detroit—Authorized change to Channel 238, 95.3 mc, from Channel 231, 101.9 mc.

Rule Proposed

Approved notices of proposed rule making proposing to amend Secs. 3.218 and 3.219 of Commission’s rules to provide for expedited schedule for renewal of FM stations.

Transfer of Control

WBWL Lake Worth, Fla. —Granted consent to assignment of license of stations WMBL and WKBW to Dr. James K. Edmondson, Charlotte Edmondson, Frank K. Knutti and Elaine Knutti, hereinafter referred to generally as Knutti family. Total consideration not to exceed $12,714. Consent conditioned for hearing on December 17.

Assignment of License

KINY Juneau and KXTN Ketchikan, Alaska—Granted consent to voluntary assignment of license of stations KINY and KXTN from Edwin A. Kraik to Willard V. Johnson, Hartford, Conn. for total consideration of $140,000 for both stations. (Comms. Guir and Hyde for hearing.)

Heritage Discontinued

WWOW Flint, Mich.—Designated for hearing assignment for hearing consent to amendment of consent to voluntary assignment of license of WWOW-Michigan Best, Co., for total consideration of $160,000 for both stations. (Comms. Jett and Webster for grant.)

Assignment of License

WDBF Minneapolis, Minn.—Granted voluntary assignment of license to ABC Broadcasting Corporation, for $20,000 payable to Joseph Drisholm Brothers, partnership, to cooperate in operation of KFAN. (Comrs. Jett and Webster for grant.)

Assignment of License

WGBX-Boston—Granted voluntary assignment of license to WAIB-Boston, Inc. for $50,000.

KGLU Safford, Ariz.—Granted renewal of license for licensees KGLU and KBOL from date of December 1, 1947. (Comms. Durr for hearing.)

ACTIONS ON MOTIONS

(By Commissioner Webster)

The Commonwealth of Kentucky, Conn.—Granted petition to accept late application for television station.


WPAT Paterson, N. J.—Granted petition to accept late application for radio station.

Page 56 • December 22, 1947


(Continued on page 98)
FOR A SHARPLY-FOCUSED PATTERN

Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
<table>
<thead>
<tr>
<th>Consultant Name</th>
<th>Address/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building,</td>
</tr>
<tr>
<td></td>
<td>2339 Wisconsin Ave., N.W., Washington, D.C. Adams 2414</td>
</tr>
<tr>
<td></td>
<td>1100 2nd St., N.W., Washington, D.C.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., De. 1238 Washington, D.C.</td>
</tr>
<tr>
<td>PAUL A. deMARS</td>
<td>Associate 1469 Church St., N.W., De. 1238 Washington, D.C.</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D.C. 1005 Connecticut Ave., Ml. 4151</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas 1728 Wood St., Riverside 3611</td>
</tr>
<tr>
<td>W. E. BENNS, JR.</td>
<td>Consulting Radio Engineer P.O. Box 2407 Birmingham, Alabama Basemar 3690</td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>Consulting Radio Engineers 622 Madison Avenue, Toledo 4, Ohio</td>
</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>25 Years' Experience in Radio Engineering Munsey Bldg., Republic 2347 Washington 4, D.C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service Warner Bldg., Washington, D.C. 12th &amp; E St., N.W. National 8513-8515</td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>510 Bond Bldg., Republic 2151 Washington, D.C.</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>Formerly Colton &amp; Foss, Inc. 827 18th St., N.W. Republic 358 Washington, D.C.</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans 33 W. 42nd St., American Bldg, Longacre 3-0028 Lake Charleston, La. 6-1680</td>
</tr>
<tr>
<td>KEE &amp; KENNEDY</td>
<td>1709 K St., N.W. Republic 1951 Washington, D.C.</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P.O. Box 2407 Birmingham, Alabama Basemar 3690</td>
</tr>
<tr>
<td>ROBERT M. SILLIMAN</td>
<td>Consulting Radio Engineer Specializing in Antenna Problems 1011 New Hampshire Ave. RE 6646 Washington, D.C.</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. - District 856 Washington, D.C.</td>
</tr>
</tbody>
</table>
GILBERT CHASE, former supervisor of music for NBC's "University of the Air," has joined the educational sales department of RCA Victor Div. As educational public relations specialist, he will survey entire field for educational possibilities. Prior to joining NBC, Mr. Chase was for three years Latin America Specialist in the Distribution Div. of Music, Library of Congress. He has written extensively in music field and is well acquainted with the definitive history of music in Latin America.

WILLIAM CLAUSEN has been elected vice president in charge of manufacturing of Fairwood Television & Radio Corp., Fort Wayne, Ind. Mr. Clausen was former vice president and general manager of Victor Products Corp., Hagerstown, Md.

LT. COL. DOUGLAS MESSERVEY, executive vice president of Simmell-Messerey Inc., Beverly Hills, Calif., educational film and record producer, has been recalled to active duty by War Dept., for 90 days, stationed in Washington, D. C. Colonel Messerey formerly was program executive with NBC, and was deputy director of OWI domestic radio bureau. He joined Simmell-Messerey in August 1946.

JOHN A. BAER, formerly of Cape Cod Standard-Tone, Inc., Marseilles, Mass., has joined Rider & Keister, New York public agency.

ENTERTAINMENT ENTERPRISES Inc., New York, has moved into new location at 38 Central Park South, Telephone: Plaza 9-1120. Former location was 1450 Broadway.

UE to Ask Wage Boosts From 4 Major Employers

THE UNITED Electrical, Radio and Machine Workers (CIO) will ask wage increases from four major employers for 300,000 UE workers, the union announced in New York last week after a meeting of its general executive board.

Albert J. Fitzgerald, UE general president, gave as a contract demand for employees of General Electric, Westinghouse, General Motors electrical division, and Sylvania Electric Products will be drawn up at conferences to be held in New York Jan. 5-6 by employe delegates from each firm.

These demands will then be presented to local unions for ratifications. Negotiations with the four companies are to begin early in January.

RCA Victor Ballot

RCA VICTOR Division of RCA has been directed by the National Labor Relations Board to hold a secret ballot election among all of its production and maintenance employees at its Westinghouse, N. J., plant and its Jersey City warehouse to determine whether or not they wish to be represented by the Radio Communications Assemblers Union Inc. for purposes of collective bargaining. The board issued its order Dec. 10, and directed that the election be conducted as early as possible but not later than 30 days from the date of the order.
HAT RESEARCH FOUNDATION, New York, has approved a 30-sec. spot ad for WPTZ, Burlington, Vt., that will be sponsored telecasts of a three-hour telecast of a Christmas radio program. The program will originate in Dallas starting at 2:15 p.m. on Sun., Dec. 17, and will be heard over MBS and all network stations except for Texas stations. Agency: Wm. Easty & Co., New York.

COMMERCIAL Lullaby
PROOF that people do like singing commercials is offered by the campaign produced by Ray Ehrlich & Merrick for KGLA, Washington. Agency recently received a call from a man asking heretofore have eliminated commercials allowed at Sunday Mass. Stars are BARNEY’S CLOTHES, CANADIAN FOR CER, and NATIONAL SHI P RY. who will sponsor jingles on WNHM WHOA WHIN, all New York stations. Agency for the account is Emu Mogli Inc., New York.


ROY M. HORSEY, formerly with duPont Nyon Co., has been elected executive vice president of Orange Crush Co. of III. and Inter-American Orange Crush Co.

R. H. FYFE & Co., Detroit (shoes), has appointed Dundes & Frank Inc., New York, to handle all national advertising. Local radio, both spots and participation will be used in Detroit, Kansas City and March. Tentative plans are to use regional radio thereafter.

WILLIAM T. WHITE, sales manager of Wieboldt Stores Inc., Chicago, and president of Chicago's Advertising Club, has been named a divisional vice president of the department store chain.

LIDO PRODUCTS Ltd., Montreal (floor wax), has started three-week spot announcement campaign on eastern Canadian stations, to start in January. Agency: Baker Adv., Toronto.


DRAKEET Co., Toronto (drain cleaner), has started spot announcement campaign on number of Canadian major market stations. Agency: Young & Rubicam, Toronto.

CANADIAN MARCONI Co., Montreal (teak and bright iron), has renewed its 30-second spot announcement campaign, twice-daily spot announcements, for 36 days on 9 Canadian stations. Agency: Young & Rubicam, Toronto.


KRONKE AWNING Co., Oakland, Calif. (rationalizer screen), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio will be used starting in January.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Cameo cigarettes, Prince Albert tobacco), will sponsor New Year's Day Cotton Bowl Football game between Southern Methodist U. and Penn State over MBS. Broadcast will originate in Dallas starting at 2:15 p.m. on Sun., Dec. 17, and will be heard over MBS and all network stations except for Texas stations. Agency: Wm. Easty & Co., New York.

Coca-Cola of Canada Ltd., Toronto (soda), sees demand for its product reaching new height. Agency: Jack Quinn, New York.

UNITED STATES RUBBER Co., New York, has renewed contract with & Cone to bring the Christmas Eve "Dandelion Love Letter of Grace Protestant Episcopal Church in lower Manhattan to televiewers in New York area over W2XBS, New York. Audience for the first telecast was so favorable that company hopes to make it an annual event.

STANDARD BRANDS Ltd., Montreal (Royal Puddings), has appointed MacLauchlan Adv., New York. No data available yet on radio plans.

JACK QUINN Co., Lafayette, Calif. (garden supplies), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio will be used.


ABRAMS & STRAIN Inc., Toronto (department store), has appointed Klesse & Bader Adv., New York, to handle radio advertising. No immediate campaign plans have been made.

JACKSON Bros., New York (shoes), has renewed its advertising campaign with "Drive a Jackson" on behalf of company. Agency: Jack Quinn, New York.

HETTE TELEPHONE Co., Toronto (yellow pages), plans 15 spot announcements for seven weeks in 1948 on number of Canadian stations. Agency: Spitzer & Mills Ltd, Toronto.

CANADIAN CHEWING GUM Co., Toronto (Chicles), starts half-hour quiz show on CHAT Toronto, 3:30 to 4 p.m. Agency: Knoepf, Barnes & Secoy Ltd., Toronto.

UNION OIL Co., Los Angeles (gasoline), Jan. 1 will sponsor three-hour spot announcement of Passadena Rose Bowl Parade on KTAL Hollywood. Agency: Foote, Cone & Belding, Los Angeles, WAXA Hollywood, experimental station of Don Babb Broadcasting Co., will also carry program, sustaining.

BRITISH AMERICAN OIL Co., Ltd., Toronto (gasoline), starts Jan. 9 radio campaign for four times daily five days weekly on Ontario stations. Agency: Stewart-Lovick, Toronto.


WOG Schenectady has received Award of Honor for distinguished service to safety by National Safety Council.

...
That client who "comes from Missouri"

may toss these questions at you

Take the case of adman Wilson:

Mr. Wilson's client makes high grade flour, sold mostly to farm women who do their own baking. Mr. Wilson recommended a strong radio campaign...proposed a half-hour evening comedy program. His client came back with three important questions:

1. What proportion of the program's audience is farm women?
2. Can we reach farm women economically with this nighttime program?
3. How does the program's audience break down into economic groups?

Since the program he favored was on a Radio Sales represented station, Mr. Wilson passed the questions on to Radio Sales' Bill Jennings. Four days later he had the answers. They showed: a valuable and clearly defined audience among farm women—reached with real economy; data on education and buying power. That's what Mr. Wilson needed to convince his client. That's what the extra in Radio Sales research was able to provide.

It's an extra which analyzes audiences living far beyond the limits of inside-the-city listener studies. It explores late evening and early morning listening, audience flow from program to program, psychological reactions to individual programs, program types and commercials.

We think that a Radio Sales man can be more helpful to an advertiser than someone who does not have this fund of knowledge available. Mr. Wilson thinks so too. So, we think, will you. When you have a radio choice that may mean more effective selling, let Radio Sales tell you how these great stations can work effectively for you.

Radio Sales

Radio Stations Representative...CBS

<table>
<thead>
<tr>
<th>WCBS</th>
<th>KNX</th>
<th>KMOX</th>
<th>WBT</th>
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Radio Sales

Radio Stations Representative...CBS

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<tbody>
<tr>
<td>CBS</td>
<td>CBS Television</td>
<td>New York</td>
</tr>
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</table>

Columbia
California
Network

Columbia
Pacific
Network
HELP WANTED

We have a small station operating since 1925 in a small town near North Carolina. Independent. An experienced man who's not afraid of hard work, and who has a good deal of the time, Kathryn console experience desirable. Salary in proportion to qualifications. Box 197, BROADCASTING.

New England station needs commercial manager, full time, to handle commercials and qualifications to Box 197, BROADCASTING.

Good morining man needed first of year for small independent station in northern New England market. Experience desirable. Salary in proportion to qualifications. Box 197, BROADCASTING.

HELP WANTED (Cont'd)

Transmitter engineer. Single man preferred. Experienced Chief Engineer, WWAD, Indiana, Penna.

New England network affiliate in medium size market has opening for announcer. Good base pay and talent opportunity for versatile man. Send full information and three references first letter to Box 160, BROADCASTING.

Program director—Opportunity for experienced man to become associated with one of New England's most progressive independent stations in a 200,000 market. Want aggressive, commercial-minded program man, one with 10 years radio experience, preferably on an independent station. One who can originate saleable programs in a highly competitive market and possesses organizational ability. Position offers excellent opportunity for association with a very active station, attractive salary and complete details with recent photo to Box 182, BROADCASTING.

Woman to write, produce and announce weekly midwest market show. Halves pay with possibility of full time. Send full information and sample work to Box 184, BROADCASTING.

HELP WANTED (Cont'd)

Salesman wanted by 250 watt ABC affiliate in western city. Clear dry climate. $250 per month plus sales commission. Excellent location. Mail photograph and resume of experience to Box 183, BROADCASTING. Manager, KTNC, Santa Fe, New Mexico.

Commercial manager with proven ability and good background of education. Commercial experience necessary. Two thousand watt modern station. Exceptional opportunity. WWF, Forest City, N. C.

Combination man, experienced announcer and program director wanted. Experienced immediately for new progressive 250 watt station, $25.00 per week. New three room apartment and small combination studio. Box 201, BROADCASTING.

Wanted—Producer-operators by 250 watt midwestern resort town station. Also, wanted, operators. Send complete details to Box 206, BROADCASTING.

Wanted—Willing to pay top salary to experienced management man for complete control over continuity department Michigan region. Job is for new station to serve large population. Will remain permanent only. Box 212, BROADCASTING.

Wanted—Commercial manager, established territory. Commission with drawdown possibility. Send full information and references to Box 215, BROADCASTING.

A radio gal who can handle all phases of radio show. Excellent salary. Do a woman's show on the air. Salary $50.00 a week to be in Florida metropolitan market. Send complete background plus photograph with first application. Box 215, BROADCASTING.

Exceptional opportunity for thoroughly experienced writer-producer of "character" with sense of responsibility. Must have ability to write and fake scripts and handle commercials in "off the cuff" style necessary. Must be reliable, dependable, and able to do any job on short notice. Pay will match ability and experience. Write complete data and picture with all first letter. All information will be kept confidential. Box 219, BROADCASTING.

Wanted—Chief engineer for station in Washington, D.C. Area. Further information call Helen at WNOI, Wilmington, N. C.

Announcer-program director wanted for fast growing Florida station. Must be local and energetic. Write or wire qualifications, WTRB, Sanford, Florida.

Engineer—Must have actual broadcasting experience. Speedway 2,500 watt full service AM station located 20 miles from Indianapolis. Good conditions year round. Rush complete data to Radio Station WEU8, Zanesville, Florida.

Wanted immediately. Program director and sales manager with five years experience. WJJC, Jamestown, N. Y.

Program director—Young man with some experience in local and network operation and maintenance. Must have department on well established 1000 watt Indiana station with network affiliation. Box 234, BROADCASTING.

Wanted—Editor—Experienced, well known. Write or wire qualifications, WBGW, Boston, Massachusetts.

Situations Wanted

Sportscaster—15 years experience all sports. Former announcer. Excellent play-by-play. Also, experienced news, play-by-play and color. Married, sober, dependable, college, veteran. Box 193, BROADCASTING.

Announcer—Specializing in news. Twenty two years of age with almost three years experience in newsroom business, currently on NBC affiliate. Excellent personal and business references available. For audition disc and personal data, write Box 194, BROADCASTING.

Available January 15th—Chief engineer or assistant manager for new middle west radio broadcasting, mostly in supervision, installation and operation north. Qualifications as required. Box 194, BROADCASTING.

Available January 1st—Newly organized station seeks progressive station. Top reference. Box 163, BROADCASTING.

Announcer—Specializing in news. Twenty two years of age with almost three years experience in newsroom business, currently on NBC affiliate. Excellent personal and business references available. For audition disc and personal data, write Box 194, BROADCASTING.

Available January 15th—Chief engineer or assistant manager for new middle west radio broadcasting, mostly in supervision, installation and operation north. Qualifications as required. Box 194, BROADCASTING.

Chief engineer—Sixteen years experience in radio, supervision, installation, direction, antennas. Desire communication, engineering, management position in highly qualified engineering organization. Inquiries available immediately. Box 189, BROADCASTING.

News editor-newscaster. College graduate, journalism. Married, veteran, 26, former branch signal, European service. Excellent supervision experience, radiotelephone experience, good speaking voice. Interested in job on West Coast. Box 180, BROADCASTING.

Chief engineer—Four years reporting experience. Transmitter operation and maintenance. Young, single and reliable. Prefer midwest where there are no snow storms, and will go. Box 185, BROADCASTING.

Technician, 1st phone. Grad RCA Institute. Prefer Pacific-Atlantic states. Box 185, BROADCASTING.

Radio script writer, NYU School of Radio, 300 hours experience. Musical continuity experience, languages. Age 33. Box 186, BROADCASTING.

Program director—Experienced in local and network broadcasting, production; also special events and outstanding national service. Box 187, BROADCASTING.

Announcer—3 years experience. Available immediately for combination FM or AM station only. Personal interviews or disc acceptable, Box 188, BROADCASTING.


Announcer. Veteran, married and have a child. Available immediately. Prefer station with good work, audition for Philadelphia-Pittsburgh area. Box 192, BROADCASTING.

Announcer, 12 years experience. All phonograph, 1200 watt station only. Personal interviews or disc acceptable. Box 193, BROADCASTING.

SPORTS COMMENTATOR

ALL MAJOR SPORTS

PLAY-BY-PLAY

sportscaster—radio

BOX 214, BROADCASTING

360 N. Michigan Avenue

Chicago 1, Ill.
Situations Wanted (Cont'd)

Announcer | Experienced, topflight new- man, special events reporter, out- standing voice. Would like to keep up with future with progressive organization. Box 194, BROADCASTING.

Young woman, experienced virtually all phases of mike, transcription and rewrite. Has ideas for women's and children's features, believes intelligent listeners do exist—that honest selling outlaws superlative buckustering, would like to work with progressive radio or television. Currently employed. Box 195, BROADCASTING.

Chief engineer, fifteen years experience in broadcasting, audio, electroacoustics, electronics. Has worked with both central and west coast stations. Opportunity and salary must consider. Box 196, BROADCASTING.

Announcer, Grad leading small growing station. Picture and disc. Box 198, BROADCASTING.

Chief or director of engineering for AM-FM station or FM group. Construction and extensive FM experience. Good reason for changing employment. If you require a letter of recommendation, send with both theoretical and practical background. Write or wire Box 199, BROADCASTING.

Small market manager-assistant manager. Ten years general radio experience in design and supervision. Box 200, BROADCASTING.

Experienced continuity writer, accurate. No job, No pay. Box 201, BROADCASTING.

Chief engineer—8 years experience—2½ years supervision. Presently chief, 250 w network affiliate. Desire change on or about January 1. Box 202, BROADCASTING.

Chief engineer, progressive AM or FM station or technical director for group. Must have had at least 10 years experience in design and construction and administration of facilities and operations plus the best of recommendations from satisfied employers. Box 211, BROADCASTING.

GENERAL MANAGER

Here is a man well worth investigation for executive duties in your organization. Only 34, he has 11 years experience in broadcasting. Worked in local daily newspaper business news department, 4 years college training (and degree) in journalism. Has also worked only for 2 organizations, the first for 12 years, the second for 13 years as local line salesman, 4 years as sales manager, 3 as general manager. No markets under 1,250,000. Stations worked for affiliated with NBC, CBS, independents. Power—5 to 50,000 watts. Experienced and result getting in national and local selling. Has personal and tolerant contract negotiations as well as overall administration of radio station. A-1 references available. Write or call as above.

DAVE WATTS

Station managers— I am looking for permanent spot with solid, progressive station. Four years as combination chief disc jockey. Specialty play-play by-play specials and events. Last concluded season as play-by-play announcer in major country's top football sponsors. Excellent references from station management. Will move to right opportunity. Box 209, BROADCASTING.

Combination man—Experienced, first rate. Engaged in Florida coast surf. City or vicinity. Available immediately. Box 210, BROADCASTING.

Announcer—newscaster—4½ years experience all phases of radio. News master. Has announced in the Pittsburgh district. Minimum salary $70.00 per week. Box 211, BROADCASTING.

Experienced announcer—disc jockey, 3 years. Versatile, married, willing to travel. Box 217, BROADCASTING.

Experienced program production director with announcer background looking for job in east coast area. Looking for progressive station. Lots of new ideas, a real veteran. Box 220, BROADCASTING.

Continuity director 5000 w CBS station experienced in writing. Age 24, single, presently employed. Write Box 221, BROADCASTING.

Chief engineer AM-FM or television station. Experienced in installation, operation, engineering. Box 222, BROADCASTING.


Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for either or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hall Styles, 1246 W. Washington Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Major Radio Sales, Inc., 15 West 46th St., N.Y.C. Longacre 4-0360.

Experienced announcer with first class license wants combo job. Interested in announcing, no straight engineering. Available after January 1. Box 224, BROADCASTING.

SITUATIONS WANTED (Cont’d)


J. Carbone, 440 Schiller, Chicago.


Chief or assistant chief, or advertising. Early morning. Box 227, BROADCASTING.

Experienced announcer interested in further advancement. Would like to work in college football radio school. 2½ years college. Very married, 27. Will work anywhere. Thirty five years old, married, no children. Go anywhere. Box 228, BROADCASTING.

Opportunity and experience. Can work in any area where there is "guaranteed" congenial ownership and management. Box 229, BROADCASTING.

Experienced general manager available, 15 years experience all phases. Sober, responsible family man. Record South only. Box 266, BROADCASTING.

Announcer and engineer, a two-man team, with all the self-supporting recommended qualifications are looking for employment at any station where there is "guaranteed" congenial ownership and management. Our experience is of the utmost importance in any offer. The two represent a high caliber radio experience. Box 227, BROADCASTING.

Experienced traffic manager. Excellent background. Available January 1, 1948. Box 45, BROADCASTING.

Engineer. Chief or operator. 27 years experience broadcast police, aviation, military, point-to-point, engineering domestic and foreign. F.B.I. recommended. Capability and handling complete installation or expansion of facilities. Married, best of references and personal reputation. Washington, D.C. Box 226, BROADCASTING.

Experience general manager available. 15 years experience all phases. Sober, responsible family man. Record South only. Box 266, BROADCASTING.

Chief or operator. 27 years experience broadcast police, aviation, military, point-to-point, engineering domestic and foreign. F.B.I. recommended. Capability and handling complete installation or expansion of facilities. Married, best of references and personal reputation. Washington, D.C. Box 226, BROADCASTING.

Engineer, first phone, vet, single, 3 years experience desires permanent position. Box 230, BROADCASTING.

Experienced announcer, 3 years commercial, news. Ad-s, D.J. Knows broadcasting thoroughly, no play-by-play experience. Box 231, BROADCASTING.

For Sale

For sale—Collins 209-E modified to 300-P one 40-6-A ext. for transmitter, one 164 ft. square self-supporting tower, lighting fixture and base insulators, one 10,000 watt transmitter complete. Box 965, BROADCASTING.

For sale—100 per cent of stock in 250 watt local station. Write or wire Box 156, BROADCASTING.

Brush BK-401 tape recorder modified to CBS engineering specifications. Complete with accessory carry case. Gridahl Recording Studios, 2867, Orlando, Florida.

(Continued on page 61)

ADVERTISING EXECUTIVE WITH COMPLETE KNOWLEDGE OF STATION OPERATION seeks opportunity with established station, preferably in west, where he is well known. Will work with CELL EXCELLENT MANAGER OR SALES MANAGER: successful sales record; extremely hard in public relations and programming, plus complete understanding of station obligations in the public interest.

—Inquire—

THE THOMAS COMPANY

Radio Program Counsel

6700 Sunset Blvd.

Hollywood 28, Calif.

FOR SALE

EASTERN

1 KW STATION

Opportunity for qualified broadcaster to acquire a fine facility at essentially cost. This station has lost money, but capable on the management, you can produce important profits. Located in a popular eastern market. It is well equipped, has a large coverage and a good network. Price $55,900.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. SAN FRANCISCO

James W. Blackburn Bay V. Hamilton

1101 Newbury 2220 Hollywood 28

Shubshire Ave. N.Y.C.

National 7405 Exodus 2-5672

BROADCASTING • Telecasting

December 22, 1947 • Page 63
TOP HOOPER PROGRAMS—December 15

**NIGHTTIME PROGRAMS**

<table>
<thead>
<tr>
<th>No. of Stations</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
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<tbody>
<tr>
<td>226</td>
<td>Gillette</td>
<td>Maxen Inc.</td>
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<tr>
<td>161</td>
<td>Jack Benny</td>
<td>American Tobacco</td>
<td>27.7</td>
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<tr>
<td>137</td>
<td>Truth or Consequences</td>
<td>Procter &amp; Gamble</td>
<td>14.9</td>
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<td>136</td>
<td>Fred Allen</td>
<td>General Foods</td>
<td>11.9</td>
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<td>143</td>
<td>Charlie McCarthy</td>
<td>Standard Brands</td>
<td>25.8</td>
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<td>Ames 'n Molly</td>
<td>Lever Bros.</td>
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<td>128</td>
<td>Bob Hope</td>
<td>Pedopsent Div.-Leber</td>
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<td>134</td>
<td>Mr. District Attorney</td>
<td>Bristol-Myers</td>
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<td>145</td>
<td>Andy Hardesty</td>
<td>J. Lipton-Lever</td>
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<td>217</td>
<td>Walter Winchell</td>
<td>Deherty, Cliff &amp; Shen.</td>
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<td>160</td>
<td>Red Skelton</td>
<td>Young &amp; Rubicon</td>
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**DAYTIME PROGRAMS**

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<td>Big Sister</td>
<td>Procter &amp; Gamble</td>
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<tr>
<td>77</td>
<td>Romance of Helen Trent</td>
<td>Whitewall Pharmaceutical</td>
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<td>Our God, Sunday</td>
<td>Ryman</td>
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<td>79</td>
<td>Lorenzo Jones</td>
<td>Sterling Drug</td>
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<td>76</td>
<td>When a Girl Marries</td>
<td>General Foods</td>
<td>6.9</td>
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<td>Stella Dallas</td>
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<td>Backstage Wife</td>
<td>Sterling Drug</td>
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<td>Partie Faces Life</td>
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<td>51</td>
<td>Young Doctor Malone</td>
<td>Procter &amp; Gamble</td>
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Extra News by Chicago Stations Being Dropped

ALL was relatively quiet on the Chicago newspaper front as six metropolitan dailies entered their fifth week without service of the striking members of the International Typographers Union.

Alto typographers continued to picket, Chicago's radio stations considered the "emergency" at an end and were gradually doing without the additional newscasts which were ordered into effect the day of the strike, Nov. 24.

WIND, Chicago independent, owned and operated by the Chicago Daily News, one of the first stations to increase its news service, returned to its "news on the hour" schedule Dec. 8. WIND, together with WGN and WJJD, had operated a "news pool" in which quarter-hour newscasts were sponsored jointly by the six newspapers. Should other unions associated with the publishing of Chicago papers go on strike in sympathy with the ITU, then their respective contracts expire, local radio stations indicated they would be prepared to offer a similar news service. Without exception, the Chicago stations reported little time available for sponsorship.

**BROADCASTING**

**NEWS**

**ROBERT FABS,** former UP staff member in London and pre-war up bureau manager, has joined KYNO Fresno, as news editor.

**JOHN F. MERRIFIELD,** director of agriculture for WWJ Detroit, has been named executive to KFEO Fargo, N. D., as vice-president and general manager in charge of news service. When that 5-kw ABC affiliate takes the air late in January, 1945, Mr. Merrifield will have been in radio with 17 stations, as farm director, in addition to four years as manager of World Wide Life, director of WEAF, New York City, as farm director of WEAF, and farm director of Mississippi Valley Network. He also handled a f x m broadcast for Democratic National Committee for the Roosevelt fourth campaign, later joining MBS.

**RUBS KABER,** formerly with KDUB Devil's Lake, N. D., has joined news and sports department of KABE Aberdeen, S. D., replacing Bob Bailey, who has joined Elio Grand Forks, N. D.

**ALBERT J. ZACK,** chief of news bureau of WBSR Springfield, Mass., has resigned effective Dec. 27 to become chief of public relations for Ohio CIO Council in Columbus. His new position is effective Jan. 5.

**DR. DAVIES H. WHITE,** dean of the University of Georgia School of Journalism, U. of Georgia, has been named president of the University of Georgia Alpha Chapter of Phi Beta Kappa, national scholarship fraternity.

**WALTER WINCHELL,** ABC commentator, has been cited by Ebony Magazine, Negro monthly, as the radio figure who "most improved inter racial understanding" during 1947.

**ARTHUR FLynn,** commentator for WFLW Lawrence, Mass., has been named chairman for Lawrence's Mile of Dimes campaign.

**PIE TRAYNOR,** sports director for KQV Pittsburgh, has been named baseball advisor for Duquesne U. in Pittsburgh. Mr. Traynor formerly was manager of Pittsburgh Pirates. He will continue his duties with KQV.

**DREW FEBRIO,** ABC commentator, planned to leave for Europe last week to witness arrival of Friendship Ships with food for the hungry of France and Italy. Mr. Pearson originated the idea of a "ship of friends," from which the ships were loaded.

**LILIAN SUPDEV,** who has been on executive staff of WNYC New York for past five years, is director of publicity and special events, and Edwin A. Blak, have announced their marriage.

**HENRY GUERRA,** newscaster for WOAI San Antonio, Tex., has been appointed a radio representative to serve on the National Screen Council.

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West Coast Group Begins New Shows

Broadcasters’ Guild Reports Membership in 48 States

TWO NEW PROGRAMS will soon be available to members and prospective members of the Broadcasters’ Guild, according to James Parks, Hollywood vice president in charge of programs.

Starting date of Dec. 2 has been set for Smiley Burnette Show, six weekly, one hour transcribed program of music and patter, written and produced by Jack Mitchell. Program has been produced in such manner as to be broken up in quarter-hour or half-hour segments, according to Mr. Parks.

Although no starting date has yet been fixed, the second program available is Michael Shayne. Written by Larry Marcus and produced by Bill Rousseau, series features Jeff Chandler, otherwise known as Ira Grossell. In addition to these two programs, Broadcasters’ Guild is also offering Cliff Edwards Show which it has taken over from AP.

Discussing progress of firm’s growth, Mr. Parks stated that memberships exist in 48 states and Hawaii. But he added that they would not cease campaigning until they had attained a membership in every market where there’s a radio station.

Among membership an advisory board now exists, consisting of Glenn Snyder, general manager WLS Chicago; John Gillin, president and general manager WOW Omaha; Fred Weber, general manager WDSU New Orleans; King Robinson, director of public relations and promotion KTRY Houston; Wayne Sanders, general manager of KONA Tucson.

Farnsworth Profit

FARNSWORTH Television and Radio Corp.’s net profit, after taxes, for the first six months of the company’s fiscal year, ended Oct. 31, was $576,336, E. A. Nicholas, the firm’s president, announced last week. For the first six months of the preceding fiscal year the company showed a net loss of $259,075 after tax carryback credits. Demand for television receivers is far in excess of what had been expected, Mr. Nicholas said, and he added that Farnsworth plans to introduce receivers into new markets in the near future.

College Athletics Telecasts Studied

Eastern Conference Launches Plan for ‘United Front’

FORMATION of a committee to study the relation between college athletic events was voted at a meeting of the Eastern College Athletic Conference in New York last week. This followed by a week similar action by the National Baseball League.

The committee, of which Ralph Furey, Columbia U. athletic director, probably will be ex-officio chairman, is expected to outline plans for cooperation with other regional college athletic groups to present a “united front” in handling the video situation.

Mr. Furey, who is president of the ECAC, declared that “in the final analysis the television problem will have to be dropped into the lap of the National Collegiate Athletic Assn., which meets here (New York) next month.”

A television symposium among the college athletic directors attending last week’s conference was held by H. J. Amison Swartz, the U. of Pennsylvania. Penn’s football games have been telecast for the last two seasons. Mr. Swarts maintained that in the future television will cut seriously into college grid gate receipts, especially when the weather is bad. (Penn’s football attendance at home games has ranked near the top for the nation for several years.)

Conversely, Mr. Swarts pointed out that radio broadcasts of college games were originally forbidden by the Eastern Intercollegiate Football Assn., which a short time later recinded its ban, leaving such decisions to the individual colleges.

NBC has scheduled elaborate series of programs for Christmas, including with description of tree-lighting ceremony on the White House lawn at 5 p.m. and ending with musical programs from Hollywood. President Truman’s holiday message will be heard during the 5 p.m. broadcast on Dec. 24.

Lancaster TV Relay

THROUGH the cooperation of the Canasota County Television Assn., a group of video operators made up of engineers from the RCA tube plant in Lancaster, Pa., executives of the Hamilton Watch Co. in Lancaster, which has no television service, will be able to see the NBC telecast sponsored by Hamilton on Christmas Day. Association has established a relay station on Walsh Mountain, some 20 miles from Lancaster, and installed special receivers in the cafeteria of the RCA plant, where the watch company officials will view their program as picked up from WPTZ Philadelphia.
December 16 Decisions... By COMMISSION EN BANC

AM-930—Kole Bests, Co., Woodland, Calif.—Granted CP new station 930 kHz D; engineering cond.

KDKR-TV, St. Paul—Mod. CP, to change transmission location, change ERP to 24.7 kw sur 17.31 kw, change azimuth and extend commencement and completion dates to 10 days from date of grant and 180 days thereafter.

TV-210-216

KSSP-TV, St. Paul—Mod. CP, to change transmission location, change ERP to 24.7 kw sur 17.31 kw, change azimuth and extend commencement and completion dates to 10 days from date of grant and 180 days thereafter.

TV-190-186

KSSP-TV, St. Paul—Mod. CP, to change transmission location, change ERP to 24.7 kw sur 17.31 kw, change azimuth and extend commencement and completion dates to 10 days from date of grant and 180 days thereafter.

TV-188-180

KSSP-TV, St. Paul—Mod. CP, to change transmission location, change ERP to 24.7 kw sur 17.31 kw, change azimuth and extend commencement and completion dates to 10 days from date of grant and 180 days thereafter.

Petition Granted

AM-1540—Crookston Bests, Co. and Crookston, Minn.—Granted CP new station 1540 kHz D; engineering cond.

Petition for Reconsideration

WDFD for 22 years

WACO's leading radio station...
TESTING General Electric's model 901 large-screen television receiver which is expected to reach dealers in video cities soon are two GE engineers, D. W. Pugsley (1) and R. P. Forsyth (2). The new set (list price $2,250) also includes AM, FM and shortwave radio and an automatic phonograph.

proposed decision of March 24, 1947, but to findings of fact and conclusions of law contained in Sept. 5 decision, and to contentions raised in petitions for rehearing. Any party desiring to file a brief may do so within 20 days.

BY THE SECRETARY

KTLW Texas City, Tex.—Granted mod. CP to change studio location.

KATE Albert Lea, Minn.—Granted CP install new vertical ant. and new trans., and to change trans. and studio location.

KMON Okemah, Wash.—Granted license for new station 680 kc 1 kw D. WBRJ-FM Ronneke, Va.—Granted mod. CP to extend completion date to 1-1-48.

KINO Fresno, Calif.—Granted license for new station 1350 kc 1 kw D.

Following were granted mod. CPs for extension of completion dates as indicated: WLAK Lakeland, Fla., to 2-1-48; WTQA Theodore, Ala., to 3-30-48; EFD FM St. Louis, to 3-15-48; WHYN-FM Troy, N. Y., to 3-15-48; KEIO Poestolado, Ida., to 6-28-48; KFPM San Bernadino, Calif., to 3-30-48; WMFR-FM High Point, N. C., to 1-30-48; WYELL Youngstown, Ind., to 4-20-48; KMCJ-FM Los Angeles, to 7-1-48; WFRS Grand Rapids, to 3-30-48; KOMB Los Angeles, to 1-31-48; WCIR Clearfield, Pa., to 2-12-48; KRCC Richmond, Calif., to 2-30-48; WLPM-FM Pulliok, Pa., to 2-28-48; WTAD-FM Quiltie, Ill., to 3-30-48; KONC-FM Amery, Wis., to 1-30-48; WNTN Nekoosa, Wis., to 3-31-48; WVFR-FM Baltimore, to 3-31-48; WFRQ-FM Greenberg, Ill., to 3-31-48; WHIO-FM Dayton, O., to 2-15-48; WIOX-FM Bloomfield, Conn., to 3-16-48; WBCO-FM Salem, Mass., to 3-10-48; WVOR-FM Muncie, Ind., to 2-17-48; WBRU-FM Providence, R. I., to 2-15-48; WKBW-FM Buffalo, N. Y., to 2-15-48; WMBY-FM New York, N. Y., to 2-9-48; WORR-FM Denville, N. J., to 2-30-48; WDPO-FM South Bend, Ind., to 3-31-48; WSNX-FM Jacksonville, Fla., to 2-28-48; WMBB-FM Des Moines, Iowa, to 3-15-48; WDDK-FM Columbus, Ga., to 3-30-48; WICN-FM Altona, Pa., to 2-12-48; WKCX-FM Vernon, Tex., to 2-28-48; WSB-FM Jamestown, N. Y., to 2-28-48; WDDK-FM Columbus, Ohio, to 2-28-48; WDDK-FM Columbus, Ohio, to 2-28-48; WDDK-FM Columbus, Ohio, to 2-28-48.

Modification of CP

December 17 Applications ACCEPTED FOR FILING

License for CP

WGWD Toledo, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WKBI Mobile, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WGRT-BW Palm Beach, Fla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP

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Baltimore's Listening Habit

WASHINGTON, D.C. - The FCC has authorized new standard stations and made changes in power and frequency for some existing stations. Here are the highlights:

**FM Stations**
- **KSWX** Philadelphia, Pa., was granted a license to cover the city with a new standard station at 92.1 MHz and 6,000 watts peak power.

**AM Stations**
- **WJDX** Allentown, Pa., was granted a license to cover the city at 1190 kHz and 10,000 watts.
December 18 Decisions...BY COMMISSION ON BAND

Conditional Grants
Authorized conditional grants for one Class A and four Class B FM stations. Granted requests of four Class A and one Class B station for Change of License. Authorized CPs for three Class A and nine Class B FM stations, also CPs in lieu previous cond. for six Class B outdies (see story this issue).

WPEA and aux, Manchester, N. H.-Granted renewal of license for period ending Nov. 1, 1949.

KATL Houston, Tex.-Same.

KPFX Beaumont, Tex.-Same.

KINY Juneau, Alaska-Same. (Comm. Durr for hearing).

WPAR Ponce, P. R.-Designated for hearing application for renewal of license, and extended present license during June 1, 1948, pending decision in this case.

WKLF Clanton, Ala.-Granted assignment of station from J. S. Robinson and Hugh L. Webb, d/b/a Southeastern Broadcasting, Southeastern Bcstg. Co., Inc. No monetary consideration involved. Ownership is unchanged.

WHAR Clarksburg, W. Va.-Granted voluntary assignment of license of R. A. and Agnes S. Shilling from Oolisco G. Merrill and Andrew Kovlan d/b/a as Mountain State Bcstg. Co., Inc., newly formed corporation of same interest.

WJUL and WJUE Springfield, Ohio.-Granted voluntary assignment of license of WJRL and WJUE from Robert and concurrent grant of FM station from Herbert Joseph Parsons, John Edward Harwood and Bill Erich, d/b/a as Champion City Bcstg. Co., an Ohio corporation of same people.

December 18 Applications...ACCEPTED FOR FILING

License for CP
WKLF Clanton, Ala.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KWAK Stuttgart, Ark.-Mod. CP, as mod., which authorized new standard station to make changes in trans. and change from 1200 kc to 1230 kc.

KRIV Dallas, Tex.-CP, as mod., which authorized to make changes in trans. and change from 1200 kc to 1230 kc. and Mount FM ant. on top of AM tower.

KNNO San Bernardino, Calif.-CP, as mod., which authorized new standard station, for extension of completion date.

AM-1360 kc
The Mount Carmel Bcstg. Co., Mount Carmel, Pa.-License for new standard station and four additional CPs in adjacencies.

Assignment of License

KWKH Houston, Tex.-Voluntary assignment of license from James M. Murray to Knight Station, Inc. (Comr. Durr for hearing).

Modification of CP
KJAY Topeka, Kan.-Mod. CP, as mod., which authorized new standard station to change power from 5 kw D to 1 kw N to 5 kw DN and studio location.

License for CP
WSPC Somerset, Ky.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WBJO Baton Rouge, La.-Mod. CP, as mod., which authorized change in location and install FM ant. on top of central element of tower, for extension of completion date.

AM-1450 kc
WNOE New Orleans-Authority to determine operating power by direct measurement of ant. power.

Program Authority
Evangelistic Mission, Fort Loramie, Mich.-Authority to transmit programs from Fort Loramie, Mich. to Canadian station CCKL Windsor, Ontario.

AM-950 kc
Boone County Bcstg. Co., Columbia, Mo.-License to cover CP which authorized new standard station for extension of completion date.

Assignment of License
WJMO Cleveland-Subscription assignment of license from W. J. Marshall to WJMO Broadcasting Co.

License for CP
WHRB South St. Paul, Minn.-License to cover CP which authorized new standard station and authority for extension of completion date.

Assignment of License
WFWT Pittsburgh-Subscription assignment of license from W. S. Dinsmore to WFWT Broadcasting Co., Inc.

Modification of CP
WPMG Marshfield, Mass.-CP, as mod., which authorized new standard station and authority for extension of completion date.

Modification of CP
KFSF Fort Smith, Ark.-CP, as mod., which authorized new standard station and authority for extension of completion date.

License for CP
KATL Houston, Tex.-License to cover CP, as mod., which authorized new standard station and authority for extension of completion date.

Modification of CP
WBBR-JM Burlington, N. C.-Mod. CP, as mod., which authorized new standard station for extension of completion date.

WFMY Greensboro, N. C.-Same.

KOWM-FM Portland, Ore.-Same.

WCEC-FM Dubois, Pa.-Same.

WMC-AM McKeeseport, Pa.-Same.

WCBU-FM Philadelphia, Pa.-Same.

KQV-FM Pittsburgh-Same.

Assignment of CP
WFPF-FM Pittsburgh-Assignment of CP to WFPF FM Inc.

License for CP
WPLIC-FM Sharon, Pa.-License to cover CP, as mod., which authorized new standard station.

TWY-210-216 mc
South Bend Tribune, South Bend, Ind.-License to cover CP, as mod., which authorized new standard station.

TV-210-216 mc
(Continued on page 70)
FCC Actions
(Continued from page 69)

Applications Cont.

WRAP-FM Fort Austrum, Va.—Mod. CP, as mod., which authorized new FM station for extension of construction date.

WLEE-FM Richmond, Va.—Same.

WRNL-FM Richmond, Va.—Same.

Summit Radio Corp., Akron, Ohio—Reapplication for permission to operate on Channel 11, 198-204 mc, ERP 31 kw, suw 16.57 kw unil.

WPIT Inc., Pittsburgh—CF new commercial TV station on Channel 10, 192-198 mc, ERP 31 kw and suw 28.3 kw unil. A. H. Belo Corp., Dallas, Tex.—CF new commercial TV station on Channel 10, 192-198 mc, ERP 17 kw, suw 18 kw unil.

TENDERED FOR FILING

Modification of License

WDLF Panama City, Fla.—Mod. license change from DA-DN to DA-N.

AM—1540 kc Sarasota Broadcasting Co., Sarasota, Fla.—CP new standard station 1540 kc 1 kw D.

SSA—430 kc

WNYC New York—Request for SSA 420 kc 1 kw from 5 am to 10 p.m. ERT with DA from sundown. Minneapolis to sign off beginning of April months from March 2, 1948, or until such time as ERT determination has been made in clear channel hearing.

Modification of CP

Northwestern Ohio Bestg. Corp., Lima, Ohio—CP new commercial TV station on Channel 64, 198-204 mc. Station is licensed as mod. CP to make changes in DA and ground system.

Hearings Before FCC

DECEMBER 22


WJME New Orleans—Mod. license 990 kc 250 w unil.

DECEMBER 23

AM—Hearing Foundation Co. of Washington, Washing- ton, D. C.—CP 550 kc 5 kw unil. DA. Party respondent: WQOW Washington- ton; Intervenors: WHP Harrisburg, Pa., and WACAC San Juan, P. R.

WCOP Boston and Jr. Achievement Co. are constructing the world’s first alternative broadcast to Europe via WRUL, international short wave station. Additional overseas in America of radio broadcasting.

Karl A. Hildebrecht

KARL HILDEBRECHT, 35, eastern sales representative of the record department of RCA Victor, was killed Dec. 16 in a motor accident in Philadelphia. He is survived by his wife and three young children.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,149 licensed, 468 construction permits, 262 applications in pending file, 378 applications in hearing; FM—83 licensed, 249 conditional permits, 713 CPs (of which 280 are on air under special temporary authority), 67 applications pending, 55 applications in hearing; television—1,151 licensed, 65 CPs (of which 11 are on air), 31 applications pending, of which 33 are in hearing.

TV Preview in Boston

BOSTON’S public got an advance look at television last Wednesday when Filene’s Department Store provided a daily video program over 14 sets placed in street windows. Films and store promotion programs were augmented by John Reed King’s Mission Goes a-Shopping, which was sent to Boston from its original station in New York, by AT&T’s microwave radio relay circuit between the two cities. As there is no video station in Boston yet, the live program and a couple of films were fed from the phone company’s Boston terminal via video loop to the store and then projected on the window wall. Some synchronization was provided by a special speaker system installed around the building.

FCC Announces Grants for 1 Class A, 4 Class B’s; 5 Withdrawals Reported

(Continued from page 26)

CONDITIONAL grants for one Class A and four Class B FM stations were announced last Thursday by FCC. At the time of the hearing, withdrawal of four Class A and one Class B conditional grantees were reported.

This raised total FM grants for the week to four for Class A and 10 Class B with the total of grants vacated amounting to four Class A and four Class B.

On Thursday FCC also announced issuance of construction permits for three Class A and one Class B FM outlets. In addition CPs in lieu of previous conditions were awarded for four Class B stations.

The Copely Press Inc., publisher of the Elgin, Ill., Courier-News and the Joliet, Ill., Herald-News, was granted its request to vacate Class C station for NBC network operation in those cities. The firm states it does not wish to proceed with construction at this time, reporting that Ira Copley, principal stockholder, died before plans to proceed to Broadcasting Co. vacated its Class A grant for Sioux Falls, S. D., as it has found conditions such that it does not wish to proceed at this time. Firm is an AM application designated for hearing. Sentinel Radio Corp., Evanston, Ill., likewise gave up its Class A grant as circumstances have changed since filing.

John F. Pidcock Sr., licensee of AM station WMGA Moultrie, Ga., was granted request to give up for the present his Class B permit. No reason was cited.

The new conditional grantees:

Pratt, Kan. Tribune Pub. Co.—Class B (Channel 265 (100.6 mc). Firm is licensee for Daily Pratt Tribune.

Corinth, Miss.—The Corinth Broad- casting Co., Station KCCB, Class B, (Channel 268 (101.5 mc). Firm is licensee for WDAM that city.

Poplar Bluff, Mo.—Radio Station KWRO, Station KBOF, Class B, (Channel 258 (96.5 mc). Grantee is licensee of KWOF that city.

Buffalo, N. Y., Western New York Broadcasting Co.—Class B, proposed Channel 277 (105.3 mc). Firm is per- mitted of new AM station at Kenmore, N. Y.

Taco, Wash.—Tacoama Broadcast- ing Co.—Class B, proposed Channel 243 (96.5 mc). Grantee is licensee of KTOM that city.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain):

Gahagan Bestg. Co. of Jackson, Miss.—WATQ Jackson, Miss.—Class B, (Channel 301, 1.6 kw), 170 ft. playing 240 w.

Wkre #2—Class B, (Channel 293 (95.4 mc). Grantee is licensee of WMVZ that city.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain):

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Four Stations Transfer Cases Are Given Approval of FCC

APPLICATIONS for consent to transfer of KTOT Topeka, Kan.; KVOX Moorhead, Minn. and associated KVOX-FM Fargo, N. D., and WGNR New Rochelle, N. Y., have been filed with FCC. Considerations total $132,000.

Transfers involving no monetary considerations or ownership changes have been filed with FCC for Commission for four AM outlets, an FM and a television station.

Norville G. Wingate, one-half owner of KTOT (250 w 1490 ke), has retired from active practice of law; sold his interest in the station to William J. Dodd, associate of the firm of Wingate & Dodd, New York, and has retired both from the legal profession and from his health and had sold his interest to his partner, T. Hall Collinson, for $34,027.75. Pair have been doing business as Collinson-Wingate Broadcasting Co.

Because they believe local ownership will better serve public interest, three St. Paul businessmen have sold their interests in KVOX (1340 ke 250 w) and KVOX-FM to a group of local residents for sum of $92,000. The retiring owners, David C. Shepard (90 shares), and John J. Johnson (43 shares), and Richard S. Feihaber (25 shares), dispose of their holdings to E. J. McKellar, owner-operator of WGLN Fargo, and 25 others. Mr. McKellar will purchase 139 shares while the remainder of 248 shares outstanding will be divided among his associates. None would have more than 10 shares.

Two Vet Owners

Two veterans, Edgar Sandford and Lawrence Goldring, equal owners of WGNR, sell that station to Julian H. Gins, secretary and part owner of Julienne Sportswear, New York, for $6,000. The consideration covers expenses to date and does not involve either equipment or property.

The veterans stated that it has been 1½ years since filing for the outlet and they since have found gainful employment in other fields. They said the risks and further delays before a return of investment is realized do not warrant continuance of WGNR. Mr. Gins stated that if he were the owner it would move to New Rochelle, sell his other business interest and begin construction immediately.

The other transfers:

KNAF Frederickburg, Tex.— Assignment of construction permit from WACW, WACW Broadcasting Co. to a new corporation of the same name, Mr. McKay and Mr. Sterling each would hold 50% interest while Austin P. Fisher, station manager, would acquire 25%. No consideration was given in the assignment, which is effective 1200 w on 1340 ke.

WLBZ Bangor, Me.—Assignment of license from Maine Broadcasting Co. Inc. to Radio Broadcasting Co. parent firm, WLBZ (5 kw 600 ke) is inter-related in ownership with WGLN Wallingford and WBDQ Augusta. Me.

KLAC-TV Los Angeles—Assignment of CP from Wallingford to KMRT Radio Corp., solely owned by Mrs. Thelma Cory.

WJMO Cleveland—Assignment of license from Cleveland station sold to WJMO Broadcasting Co., new firm owned entirely by Mr. Marshall, who is president. David M. Baysor is vice president and James A. Beekman director.

WJMO Portland, Ore.—Assignment of CP from KTOP, to a new corporation of the same name, Mr. Marshall, who is president, and James A. Beekman director. WJMO is assigned 1 kw D on 1540 ke.

WPIT and WPIT-FM Pittsburgh—Assignment of CP from John J. Laux, Myer Wissen- shell, Richard Telsche and Louis Schiff, Smith, Louis Berkman, Jack N. Ber- km, Charles G. Swarner, Paul Troesch and John L. Merdian to WPIT Inc., new firm owned by same individuals whose interests are not changed. Mason Troesch and Michael each have 4.5% while all others each hold 13%. WPIT facilities are 12 kw FM on 1490 ke.

WPIT Johnson City, Tenn.—Transfer of control from East Tennessee Broad- casting Co. to Press Inc., owned by same individuals whose interests remain unchanged. Owners of both firms: Carl A. Jones Jr., 49%; H. L. (Buddy) Jones, 30%, and Mrs. Dorothy One- Clark, 30%. Press Inc. has made cash advances totaling $90,000 to station, ac- cording to application.

Crosley Appoints Allison To Head Its Video Sales

MILTON F. (CHICK) ALLISON has been appointed head of sales and promotion for the television operations of the Crosley Broad- casting Corp. The appointment, ac- cording to a joint announcement by James D. Shouse, president, and R. E. Dunville, vice president and general manager of Crosley, rep- resents the firm's first step toward establishing commercial operations for its video sta- tions. Company already has disclosed plans to put its Cincinnati television outlet, WLWT, on a commercial basis early in 1948.

Mr. Allison is returning to the Crosley staff after a year as a half as sales manager of WPEN Philadelphia. He was sales pro-motion manager of Crosley's Cin- cinnati AM outlet, WGAC, from 1940 to 1944. He served as a member of the NAB Retail Promotion Committee in 1943.

Mr. Allison will report to J. R. Duncan, acting director of television operations for Crosley.

Fire Call Aired

IN a Portland, Ore., fire- house KGW's special events director, Bob Thomlinson, is interviewing members of a fire department crew who were facing lifting toys for the community's needy children. While Mr. Thomlinson asked questions the alarm sounded. The firemen dropped their toy repairing and turned to their regular duties. Within 25 seconds they were on their way. Meanwhile Battalion Chief E. L. Boatright, who originated the "Toy and Joy- makers" campaign, was on hand to aid the station's pickup of the fire alarm ex- citement. What started out to be a broadcast about toy mending was transformed in- to a dramatic broadcast of the fire call.

Philco Corp. '47 Sales

SALES of Philco Corp. in 1947 should run well over $215,000,000, almost three times the 1941 vol- ume, it was announced last week by John Ballantyne, president, in a letter to stockholders accompany- ing Dec. 31 dividend checks cover- ing the regular quarterly dividend of 37 1/2 cents and a year-end divi- dend of 50 cents a share.

Table VI

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<th>% of all respondents</th>
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TOTAL 100

Editorizing

(Continued from page 15)

tion of the manager; 18% would place it in the hands of an editor; and 17% feel it should rest with the station owner. Only 4% would delegate it to the program manager. Among the other choices were: An editor—under the direc- tion of an editorial board; a local council carefully chosen for equal representation, "no one person at any time."

"Do you feel that editorializing would result in added station prestige?" (See Table VI) *

Eight out of ten stations believe that station prestige will gain by editorializing, while 13% disagree. 8% are uncertain or failed to give an opinion.

Table VI

"Do you feel that editorializing would result in added station prestige?"
TWO CITATIONS were received by WNHC New Haven, Conn., as it celebrated its third anniversary early this month. One was an award from the U.S. and Connecticut Junior Chambers of Commerce for station’s participation in “Voice of Democracy” contest. Accepting this award is Aldo DeDominics (second from 1), secretary-treasurer of Elm City Broadcasting Corp., WNHC licensee. Presentation was made by Joseph Fitzpatrick (far 1), president of Connecticut Jaycees. The second award, a citation from the National Guard for WNHC’s special broadcasts during the Guard’s recent recruiting drive, was presented by Col. John Chamberlin (far r) to Michael Goode (second from r), brother of WNHC’s president, Patrick J. Goode.

New Procedure for Election of NAB Directors-at-Large Voted by Members

NEW procedure for mail election of NAB directors-at-large and district directors was approved last week by the membership. The vote was 749-9 in favor of an amendment to the By-Laws required by the change of NAB conventions from annual to spring, according to C. E. Arney Jr., Secretary-Treasurer.

With adoption of the amendment, entirely new procedure for elections will be put into effect. The amendment rounds out an election plan adopted by the membership last summer.

Hereafter nomination and election of district directors has taken place at district meetings, with directors-at-large elected at annual conventions. Directors-at-large and district directors to be elected by mail will take office at the NAB convention in Los Angeles in mid-May.

The new procedure will operate in this manner: Ernst & Ernst will mail nominating forms Feb. 8 with the name of a certified representa-

tive for each station in even-num-
bered districts. Each station in a
district will nominate a candidate for director from that district. Nominating forms must be mailed by March 2. On March 16 the NAB will mail election forms con- taining the names of all nominees. Each station will vote for one di- rector to represent its district. (Odd-numbered districts will elect directors for two-year terms starting in 1949.)

Nominating forms for directors-at-large will be mailed Feb. 16. Only representatives of a particu- lar class of station will receive for that class. To be nominated are two directors-at-large for large, medium and small stations for one A.M. (Class A) and one for FM (Class B).

To be nominated, at least five votes must be cast for a candidate. At least four must be nominated for the small, medium and large classes; two for each FM class. Ballots for elections will be mailed March 15.

If one person is nominated in more than one class, he will be permitted to select the class he prefers.

NAB last week progressed in its organizational program for 1948, announcing names of additional committee members and scheduling meetings of committees [BROADCASTING, Dec. 15].

The tentative schedule of com-
mittee meetings follows:

Jan. 3—NORC Subcommittee of Research Committee, BMI headquarters, New York.
Jan. 3—Research Committee, BMI headquarters, New York.
Jan. 5—International Committee, BMI headquarters, New York.
Jan. 11—Broadcast and Executive Committee, BMI headquarters, New York.
Jan. 14—Board International Ad-
visory Committee, BMI headquarters, Washington.
Mid-January—Board Standards of Practice Committee (originally scheduled Jan. 5).

Membership of two more standing committees was announced last week by NAB, along with several board subcommittees. They follow:


Board By-Laws Subcommittee—George G. Coleman, WOR New York (chairman); Charles B. Wronka, WEEI Boston; Robert J. Kean, WOR New York; Richard Shatto, WIS Columbia.


Board Membership Subcommittee—John J. Gillis Jr., WOW Omaha; chairman; Charles W. Ayler, WMBD Peoria, Ill.; Glomar N. Nunn, WABP Lexington, Ky.

Heard by most... Preferred by most
in the BUYING Ark-La-Tex

Sellers
(Continued from page 10)

happy to pay for—is the prestige that comes from sponsorship of the world famous musical group.

Jane has been happily married for five years and has achieved the ultimate in a woman’s ambition, by successfully combining the role of mother, woman and homemaker.

She’s just as adept with a mop as she is with a rate card. Right now her greatest interest is the 200-acre farm to which she and her husband expect to move this month. Jane is 27, a native Chicagoan, and attended St. Mary’s of the Wood at Terre Haute, Ind.

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WHOO ORLANDO, Fla., LAUNCHED on 990 KC
LAUNCHING of WHOO Orlando, Fla., this month was a gala occasion for central Florida. The new 10-kw daytime outlet, affiliated with ABC, took the air on 990 kc at 12 noon Dec. 5, and from 7:30 to 8:30 p.m. same day broadcast a portion of the official opening ceremonies at Orlando's Coliseum.

Highlighting the Coliseum event was a formal dance attended by an estimated 4,000 persons, including U.S. Senator and Mrs. Claude Pepper, Representative Joe Hendricks, Florida's Fifth District representative in Congress, members of the Florida legislature and Orlando city officials. Bob Chester and his orchestra played for the dance, and Tommy Ryan, featured singer with the Sammy Kaye band, starred in the seven-act floor show.

Walter P. Speight Jr., WHOO's manager, acted as master of ceremonies. Finale of the show was the reading by Mr. Speight of a telegram from Paul Whiteman disclosing the name of the winner of the "Dinah Shore of Central Florida" contest. Mr. Speight then presented the winner—WHO0's girl singer, Peggy Heart—to the audience.

WHO0 is owned by The Sentinel-Star Co., publisher of Orlando's Morning Sentinel and Evening Star. The Sentinel devoted an entire 14-page section Dec. 5 to news of WHO0's opening, and both newspapers gave front-page publicity to the launching. The station recently completed construction of its three 240-ft. towers and one 814-ft. tower. WHO0 is being represented nationally by George P. Hollingbery Co., Chicago.

TV Job Opportunities
TRANSFERS of AM and FM technicians to television will create vacancies at these stations, with opportunity for employment, according to the December issue of Labor Information Bulletin, published by the Dept. of Labor. The bulletin says new stations going on the air will create openings and that servicemen with television training will have an advantage in seeking jobs.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Republic Music Corp.

ZU-BI
On Records: Sammy Kaye—Vie. 26-2420; Victor Lombardo—May. 7263; Tommy Tucker—Col.; Art Mooney—MGM.
On Transcription: LANG-WORTH—Lenny Herman.
*soon to be released

WWJ-TV HAS MODEL STANDARDS
Detroit Manager Says Television Codes Should
Be Tougher Than Radio's

AN INDEPENDENT CODE for WWJ-TV Detroit was outlined in a memo to its TV personnel by Harry Bannister, general manager of the Detroit News stations, WWJ, WWJ-FM and the video outlet. Mr. Bannister declared that the standards of good taste for TV should, "if anything, be stricter and more severe than in radio."

The code, which might well become a model of good taste for other TV stations, is as follows:

... TV has grown to the point where a... code is indicated. If anything it should be stricter and more severe than in radio."

I feel that our TV programming should at all times be so meticulously proper and correct, that, like Caesar's wife, it will be above suspicion. There must be no use of blue material or anything even remotely susceptible to double entendre.

There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most straight-laced in our audience. Appearance, language, intonation or gesture must all be beyond re-proach. Racial comedy types must be avoided. References to God or religion must always be reverent. Crime and drunkenness, when used, must be condemned.

"I cite just a few taboos. There will be many others. In all cases, good taste, propriety, and the avoidance of offense must be the ultimate criteria."

Mr. Bannister reviewed the growth of a code in the radio industry, and pointed out that although the standards of decency in radio broadcasting are "mostly unwritten and tacit," they have been strictly observed. He urged the same strict observance upon WWJ video staff members.

Hoge Says Projection TV Receiver Has Big Future

THE VIDEO SET of the future will be a projection set rather than a direct-view model, said WATTS, Hoge, president, United States Television Mfg. Co., predicted at a dealers' meeting in New York early this month. Declaring that "the public wants larger television pictures at lower cost," Mr. Hoge pointed out that increasing the size of direct-view pictures means increasing the size of the grid and the cost of the receiver, while projection makes it possible to increase picture size with a smaller tube.

"The potential cost reduction in projection television is great while in direct-view it is very slim," he stated, adding that while there are still many engineering problems to lick in making low-priced projection sets possible, "there is none that can't be solved.

CBS Gives Bonus

ALL CBS EMPLOYEES, union as well as non-union, will get a Christmas bonus of one week's salary, according to a memo circulated last week under the signature of Frank White, CBS vice president and treasurer. However, "... future year-end distributions, if authorized, will be limited to those whose positions are not covered by contract," Mr. White's memo announced.

NAB Disc Brochure

BROCHURE listing open-end transcription available for sponsorship will be mailed to NAB member stations this week [Closed Circuit, Dec. 15]. The brochure was prepared by the NAB Broadcast Advertising, Research and Program Departments to provide reference material on discs. The Program Dept plans to maintain the service on a permanent basis, providing supplements for insertion in binders.

December 22, 1947 • Page 73
Three Boston TV
(Continued from page 17)
Lamb, Toledo attorney and substantial stockholder in Unity Corp. which operates WTOD and WTOD-FM Toledo and is applying for other stations, filed for Channel 12 (204-210 mc) at Erie, Pa. Construction costs were estimated at $110,000. It was pointed out that Dispatch Inc. is "closely allied" with Record Publishing Co. of Erie, which owns 8% of the stock. Mr. Lamb, president of the publishing firm, owns 40% and his wife 15.5%. Other stock subscribers in Dispatch Inc. include Paul Albracht and Austin J. White, respectively general manager and editor of Record Publishing Co. Unity Corp., it was pointed out, applied for television at Erie in 1945 but withdrew during the controversy over color video.

Meanwhile, referring to the CBS Boston application, Lawrence Lowman, network vice president, declared:

"Our application for permission to operate a television station in Boston represents a vital factor in our plans for an Eastern Seaboard network. It is important to keep in mind that the eastern coastal chain is really only the first of many others like it that we have blueprinted to serve the country separately and collectively, just as in radio today.

"Whether the development of network television will follow the precise pattern of the CBS radio network depends on at least two important factors: The cost and method of hooking up stations, and the specific affiliations.

"This much, however, is perfectly clear to us—the concept of competitive networks for television is entirely sound and necessary. Everywhere, orbits of the American public and business are entitled to enjoy the benefits of television as speedily and as economically as American ingenuity can deliver it to them. Network obviously is the only logical way."

TV Spots Offered
BUCHANAN & Co., New York, is preparing a number of spot announcements and channel breaks for television in an attempt to interest its clients in the medium. Martin Jones, radio director of the agency, revealed that he was offering a variety of programs to the agency's clients including spots and breaks, films, animated cartoons and live programs. Mr. Jones said he feels that this is the time for clients to get into television.

"Television is happening," he maintains.

CBS Christmas Show
CBS will present a special show titled Two Hours of Stars on Christmas afternoon, 4-6 p.m. featuring musical and comedy talent. Included in the program are Lautry Melchoir, Harry James, Doris Day, Paul Robeson, Bing Crosby, Nat "King" Cole, Joseph L. Mankiewicz, J. J. Cale, Joe. E. Brown, Mervyn LeRoy, Fred Astaire, Candace Ricketts, and the Christian Science choir.

'Same Announcers
(Continued from page 17)
viewer and that either the listener will not hear enough of the story to satisfy him; or, if he is satisfied, the video set owner who can see as well hear will be bored with an excess of words.

Mr. Allen, however, said he had heard of many people who, wanting more details than they were getting from their video sets last year, tuned in the AM broadcast on a separate set to accompany their video pictures to get the full story. For that reason, he said, he believes that the two-medium broadcasts will work out alright.

The dual sponsorship of the sound broadcasts of the Yankee games, with Ballantine alternating sponsorship with White Owl Cigars on an every-other-game-for each basis, will also present problems for the announcers working simultaneously in both media, as the telecasts will be sponsored by Ballantine. Asked how he could give a better commercial on television while delivering a sales talk on cigars for the sound broadcasting audience, Mr. Allen reminded his listeners that there are two announcers working on the broadcasts. A mike could be set up outside the broadcasting booth, he said, so that he or Mr. Hodges could run out between innings and give the AM commercial, while the other stayed in the booth to give the one on television.

The Yankees and the sponsoring company seem convinced that the dual set-up will work. The skeptics have their doubts, but both agree that whatever happens it will be an interesting experiment.

Bowl Announcers
MEL ALLEN and Harry Wimmer, ABC's sports director, will broadcast the New Year's Day Sugar Bowl game at New Orleans, starting at 2:45 p.m., Jan. 1 over ABC, it was announced last week by J. F. Spang Jr., president of the Gillette Safety Razor Corp., which is sponsoring the broadcast. Agency is Maxon Inc., New York.

Video Transmitter Site Is Problem in Rochester
DIFFICULTIES of Stromberg-Carlson Co. (WHAM Rochester) in finding a site for a television transmitter were detailed by S-C President Dr. Ray H. Manson at a joint luncheon meeting last week of the IRE Rochester section and the Rochester Engineering Society.

No building in the city, he said, has a structure strong enough to support a high tower and a distant hill would not do because signals would not be strong enough for a satisfactory signal in the city and because shadows and reflections from Pinnacle Ridge, lofty hills near the city's edge, would cause ghosts and interference. The site on Pinnacle Hill desired by the company was vetoed by the city zoning board after protests from residents of that area.

City administration has appointed a video expert from the U. of Rochester to make a survey of all possible sites.

WHOOPS!
OUR HOOPER'S SHOWING?
FIRST, SECOND OR THIRD

950 WPEN PHILADELPHIA
National Representatives
HEADLEY-REED COMPANY

Page 74 • December 22, 1947

Corny?
WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

Broadcasting • Telecasting
Burke Cross-Examined in 1-Day Continuation of WBAL Hearing

BROADCASTING

(Continued from page 19)

Burke Cross-Examined in 1-Day Continuation of WBAL Hearing

C An A STATION "100% sold out" do a public interest job?" Yes, depending on the structure of the programs, it could do a very good job," Harold C. Burke, manager of WBAL Baltimore, testified last week at further FCC hearing of the Hearst Radio Inc. station's renewal application and the competitive claim of Pearson-Allen to WBAL's clear channel assignment.

Leonard Marks, counsel for Commissioners Drew Pearson and Robert E. Allen's Public Service Radio Co., posed the question to Mr. Burke during the last of his cross-examination of the WBAL manager last Tuesday before FCC Comm. Rosell H. Hyde, presiding officer. Only one day was devoted to the hearing last week because of other Commission meetings. The hearing recessed until further notice after the holiday season.

Mr. Marks' inquiry was based on discussion of the Commission's Blue Book week of April 23, 1944, for WBAL and other "typical" weeks from exhibits in the record. He earlier had questioned Mr. Burke on overall policy, national sales representation and annual revenues and expenses [BROADCASTING, Dec. 8].

Questions 'Normal' Week

John E. McCoy, FCC Counsel, asked Mr. Burke if the April 23, 1944 week reported in the Blue Book was a "normal" week. Mr. Burke replied that it was not "entirely normal" because of the many political broadcasts carried that week and the fact it was Easter time. When Mr. McCoy questioned whether the WBAL manager had ever advised the Commission of this point, Mr. Burke said he did not have an opportunity to prior chance to comment to FCC about it.

On re-direct questioning, William J. Dempsey, WBAL counsel, asked if the station logs were a reliable record of commercial time and commercial announcements during this period. Mr. Burke stated that they were since the record was employed in billing by the accounting department. He said the logs were not reliable in checking public interest material.

In response to Mr. Dempsey's inquiry on program budgets, Mr. Burke stated he does not have any control over whether a network program is commercial or sustaining and that in planning a future schedule he relies on the estimate of the network programs. Mr. Burke said he did decide whether non-network programs would be commercial or sustaining.

To a question by Mr. Dempsey as to programs not appropriate for sponsorship Mr. Burke replied that appropriateness is a specific decision. He then considered Presidential broadcasts as inappropriate commercial fare but if the President wished to be sponsored he would not refuse to carry the broadcast. Mr. Burke also commented that sponsorship often adds a great deal to a program.

FCC Informed

Referring to previous questions by Mr. Marks on program proposals made in WBAL's application for 50 kw on 1080 kc (granted in 1940) and performance reported in subsequent renewal requests, Mr. Burke testified that FCC was kept abreast of conditions at least twice a year through schedules made available and also through the annual report forms. He also mentioned surveys of logs during the war by FCC investigators.

In a concluding question, Mr. Marks asked if Mr. Burke as manager, and members of the WBAL staff, including executives of Hearst, have "control over programs broadcast regardless of origin." Mr. Burke replied, "I have control regardless of origin." He indicated this included both network and local programs as well as the amount of time sold or sustained.

At the conclusion of the session Mr. Dempsey stated his last witness for WBAL would be Maj. E. M. Stoer, vice president and general manager of Hearst Radio. However, Mr. Marks stated he would press for the appearance of William Randolph Hearst as he had indicated at the beginning of the hearing [BROADCASTING, Nov. 10].

1100 Transcribed Shows Sold to WAGA Atlanta

LARGEST SINGLE feature transcription program purchase negotiated by an Atlanta station has been concluded between WAGA and Charles Michelson, Inc., New York transcription producers. The purchase covered a total of 1100 quarter- and half-hour broadcasts.

Included in the featured dramas to be heard over WAGA are Blackstone, Magic Detective; The Avenger; The Sealed Book; Out of the Night; and several others. Details for purchase were arranged by WAGA's managing director James E. Bailey, and Charles Michelson of the program firm that bears his name.

WANTED

General Manager

For Independent Local 250 W Full Time Station

PLEASANT MID-WEST COMMUNITY

OF APPROXIMATELY 13,000

License application pending. Will be only station in town.

Attractive salary for the right man. Send resume of radio experience and programming ideas.

Box 174—BROADCASTING

BROADCASTING • Telecasting

December 22, 1947 • Page 75
were studying the situation. Some said they felt that the Taft-Hartley Act would nullify royalty payments after next July 1, a date fixed in the act, despite the fact that the contract had been entered into before the law's adoption. They pointed out that there was considerable legal precedent showing that Congress could impair the validity of contracts without abrogating Constitutional prohibitions against retroactive laws.

It was believed possible that this issue would eventually reach the courts for final decision.

Meanwhile, further negotiations between the networks and the union, looking toward renewal of contracts which expire Jan. 31, were in abeyance until, as Mr. Pettrillo put it, "after the holidays."

One network executive surmised that the resumption of negotiations might be delayed as late as the latter part of January—after a mid-January meeting of the AFM Executive Council in New York. It was his belief that Mr. Pettrillo wished to confer with his lieutenants on the questions of contracts covering television and FM broadcasting before proceeding with further discussion on these subjects with the networks.

"It looks," said the executive, "as though we will come up against the eleventh hour again." He said he doubted that any conclusive progress in negotiations would be made much before the Jan. 31 expiration date of present contracts.

The present tempest of network officials, after four unproductive meetings with the AFM chief, was one of grim realization, it was said. "I'm tired of this myself," said one. "We've been put to considerable inconvenience. I look at it this way: if we want to talk, can we be willing to talk to him but not to kneel?"

Thus far, it was said, Mr. Pettrillo had been in conversation with the networks, but the network had not taken the form of demands. He was known to have indicated that he would seek wage increases and repeatedly to have referred to his standard solicitation that employment opportunities among local unions be amplified.

The network executives were understood to have pointed out, however, that they would be unable to assist him in the matter of enlarging employment opportunities outside of the major radio production centers of New York, Hollywood and Chicago.

Pressure From Within

It was believed that Mr. Pettrillo was under considerable pressure from local unions to improve job opportunities and hence could be expected to make enough of an issue in that regard to satisfy the locals that he had at least waged a vigorous fight on their behalf. Network spokesmen admitted that program departments were busy making such musical recordings as would be needed for background and bridges and were considering program revisions necessary in the event of a strike by the AFM.

It was reported that advertisers had indicated a willingness to cooperate with the networks. Some, it was said, had even urged the broadcasters to take a firm stand against the union.

Whether those who are holders of purely musical programs would be willing to continue—in case of a protracted walkout—filing the books for shows which of necessity would be screened by the substitution of recorded music or by other means was, of course, conjectural.

**U-I Video Short**

UNIVERSAL - International Pictures, New York, claims a video first with a five-minute film especially made for television premiere of the forthcoming U-I feature picture, "The Senator Was Indiscreet." Featuring William Powell, who also stars in the picture, the five-minute short, is a telescoped story which includes highlights of the feature film. It is currently being televised daily on NBC's East Coast video network and WCBS-TV New York, in some instances bought by U-I to promote the film's New York premiere at Loew's Criterion Theatre the end of the month. Monroe Greenhal, New York, is the agency.

**RECORDING SCOOP**

WILM Newsman Accidentally Scores News Beat

EXPERIMENTING to find out how well his wire recorder could pick up a radio broadcast, WILM Wilmington, Del., news director William P. Frank transcribed the only verbatim report of a church sermon that shocked the citizens of Wilmington with its exposure of a housing scandal.

Sunday, Dec. 7, Mr. Frank set up his wire recorder in his living room and recorded a sermon by the Rev. F. Raymond Baker, pastor of the Second Baptist Church, who was speaking extemporaneously. The Pastor condemned the owner of 16 slum houses in Wilmington that had been sold to tenants at a 58% profit. He also declared that there was a violation of rent control laws and that the houses were "a dangerous irritation and a blight" on Wilmington.

The story hit page one in Wilmington's morning and evening newspapers, and it was disclosed by The Journal article that the owner of the houses was Judge Elwood F. Nelson, Judge of the Family Court in New Castle, Del.

When this scandal was revealed, everyone wanted to know what were the exact words of the Pastor. Pastor Baker had only a few notes—but news director William Frank had it word for word. Pastor Baker was presented with a recording of his newsworthy sermon.

**QUESTIONS OF THE DAY**

**KXAR Hope, Ark., Makes Debut; Mitchell Manager**

KXAR, new MBS affiliate in Hope, Ark., made its debut Dec. 12 with a program on 1490 kc from the new KXAR building on State Highway 29 in Hope.

KXAR is owned by the Hope Broadcasting Co. consisting of 10 local residents. Comprising the staff are Robert L. Mitchell, general manager; Luther B. Tooley, chief engineer; W. R. Nickels, commercial manager; Marshall Hendrix, program director and chief announcer; Leo W. House Jr. and

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**Upcoming**

Jan. 5: NROB Subcommittee, SMB RDQs, New York.

Jan. 6: NAB Research Committee, SMB RDQs, New York.

Jan. 8-9: NAB Sales Managers Executive Committee, SMB RDQs, Washington.

Jan. 16-17: NRDCA Annual Convention, Hotel Pennsylvania, N. Y.


Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, SMB RDQs and Statler Hotel, with Voice of Democracy luncheon.

Jan. 29: NAB Public Relations Committee, SMB RDQs, Washington.

Feb. 2: Employers'-Partners Relations Committee, SMB RDQs, Washington.

Neil R. Baird, announcer; and Gladys W. Uptmor, and James D. Gardner, engineers.

---

**in Atlanta**

WACE FM

ATLANTA'S LEADING INDEPENDENT STATION

First Locally owned station

Locally operated station

Only 24 hour station

Full time FM Station

WithUDIO PRODUCTION ATOMIC AND INDUSTRIAL STATIONS RECORDS AND GENERAL OFFICES 606 DeKalb Ave., Atlanta, Ga.
In the Public Interest . . .

WJBK is Gift Depot

SHUT-INS in Detroit area will have a brighter Christmas this year due to the efforts of WJBK Detroit. Station has designated itself as a gift depot to collect presents to be distributed to patients in local hospitals. Judith Lawton, WJBK program director, originated the idea and has solicited the help of WJBK staff members to aid in the distribution. WJBK listeners are reminded daily to mail or bring gifts to the studio. Staff members will then visit hospitals to entertain patients and distribute the gifts.

* * *

WRC Doll House

FOR ELEVENTH consecutive year, WRC Washington is sponsoring its Doll House in downtown Washington for the collection of toys for underprivileged children of the area. Bill Herson, WRC morning man and m.c. of NBC's Coffee With Congress program, is again managing the house. Mr. Herson broadcasts his Timekeeper again managing the morning man and year, visit hospitals WJBK listeners are members to aid originated the idea and has presented itself as year SHUT - INS A WRC Doll House to brighten the city until Christmas the famous WRC Doll House is distributed to needy children by the Council of Social Agencies of the District of Columbia. Last year the Doll House collected over 22,000 toys and $1600 in cash.

* * *

WDAK Christmas Train

FOUR-CAR miniature train, labeled "the Christmas Friendship Train," started its journey through the streets of Columbus, Ga., Dec. 8, and will continue to tour the city until Christmas Day. Like the famous national Friendship Train, this little train is collecting food and gifts, but it has added Christmas to its name and the gifts collected will be distributed to needy families in Columbus. The idea was originated by Tommy Tucker and Henry East of WDAK Columbus, and the station is backing the project with a promotion campaign. Family Service Bureau and the Muscogee County Welfare Dept. is sponsoring the train and will direct the distribution of the items collected. Schedules of the routes of the miniature train are being published. Train will visit all local schools and children contributing food will be given a free ride.

* * *

KOMA Collecting Gifts

"BUY a gift for a less fortunate child after you've bought for your own" is the slogan of KOMA Oklahoma City, in its Christmas drive conducted by Julie Benell. Miss Benell, who is featured on KOMA's Lone Lady program, has conducted a similar project for the past six years. Listeners are urged to drop gifts into boxes located in stores of more than 50 local merchants. Gifts will be gathered, wrapped and distributed on Christmas Day to underprivileged and orphan children. More than 7000 gifts were distributed by last year's program is sponsored by the KOMA Christmas Committee, headed by Miss Benell.

* * *

Flying Santa

LIGHTHOUSE keepers in New England are firm believers in Santa Claus, only they know that he comes in a plane instead of a sled. To them Santa is Edward Rowe Snow, adventurer who conducts a weekly program on the Yankee Network. Each year, prior to Christmas, Mr. Snow visits the lighthouses off the New England Coast and drops packages to the men and their families. He uses a plane for his annual missions and has become known to the children as the "Flying Santa of New England." This year, in addition to his flight, Mr. Snow dedicated his Dec. 13 program to the lighthouse keepers of the area.

* * *

WOL Aids Needy

HOLIDAY series of programs started on WOL Washington Dec. 15 as beginning of its 10-day drive to support the city's ten neediest families. Case histories of the ten neediest families were obtained from the D. C. Board of Public Welfare with one day set aside on WOL to publicize each story on various programs. Wire recorded interviews also will be used so that listeners can better understand the needs of the families. Yellow Car drive has agreed to handle pick-ups of gifts pledged by listeners. WOL also is sponsoring special shows at movie theatres in suburbs of Washington to collect gifts for families in those areas.

ABC Time Sales

(Cont'd from page 20)

all may hear, mark, learn, and inwardly digest history in the making."

Text of Mr. Noble's statement:

Another year takes its place on the long scroll of time. When history looks back to value it comparatively in its decade, 1947 will hold remarkable significance for distinguished accomplishment on either the national or the world scene. The tempo of affairs has gradually slowed down from the high pitch of the war period. Let us hope that it augurs an eventual return to sanity and peace throughout the world and for all mankind.

Once again a great demonstration of the workings of democracy in our country will be given next November for all the world to see. More than fifty million voters are expected to choose a president, governors, and many legislators, with all that implies in unusual responsibilities in determining the policies of our internal economy and those governing our relations with the other peoples of the world. In a day when the world has been taken to what is really but a neighborhood of nations, these decisions will be heard around the globe. They will go far toward determining whether this world of ours is to be a one, two or much divided world.

Every person living today has a measure of responsibility for the kind of mankind as a thinker, a worker, a voter. But we in the radio industry have an extra duty and a special privilege. It falls to us to hold a sounding board before a world in which all may hear, mark, learn, and inwardly digest history in the making. Our responsibility is enormous, given our influence in world developments far and away beyond our numbers.

It is again my privilege to say—"Well done" in reporting on the state of the radio industry. Duties have been performed, responsibilities executed, and privileges won—all in the name of public service. Broadcasting has maintained the high standards of performance now regarded as inherent in the business. The American Broadcasting Company has widened its influence and increased its circulation, and gained in listener acceptance. ABC's technical and business arrangements found on your dial that no one wants to repeal.

To all who have helped building this network—employees, speakers, artists, painters, performers, and the listening public—we extend our greetings and our thanks. With this goes a promise of increased effort. New and expanded facilities, fresh phases of the art, and a vigorous determination to broaden and deepen our contribution so as to make the American way a still better way and available to an ever greater number."

The Spartan Woman

and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale 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 chambray she had just described. There wasn't enough left to make a doll's dress!

The Spartan Woman

and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale 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 chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA

South Carolina

'500 watts day and night, 6106 KG. Ray by Hollesey

CBS Studies for the SPARTANBURG-GREENVILLE Market

SPEARHEADING THE PROGRESS OF FM

WASHINGTON D.C.

RADIO'S BEST BUY

IN THE NATION'S CAPITAL

EVERETT L. PHILLIPS

SENIOR, MGR.

12377 F STREET, NW

December 22, 1947 • Page 77
NAB Preparing for Geneva
(Continued from page 18)

Mr. McNaughten

voted increased funds to be used by the Engineering Dept. for additional personnel and participation in conferences. The board took the position that frequency protection is of vital importance, since without frequencies, there can be no stations.

With Mexico, Cuba, Newfoundland and Haiti among North American nations coveting allocations that would upset the whole hemispheric spectrum, the board felt the association should take an active part in all international meetings affecting U. S. broadcasters.

When he joins NAB Mr. McNaughten will undertake a series of preparatory studies looking toward the NABRA conference to open in Canada Aug. 2. He is familiar with the demands of other nations and knows the intricacies of frequency negotiations. At the recent engineering conference held in Havana preparatory to the Canadian meeting Mr. McNaughten was an active member of the U. S. delegation. At Atlantic City last summer he took an important part in broadcast negotiations.

Mr. Howard plans to leave March 1 for the High-Frequency Broadcasting Planning Conference at Geneva. Five countries (India, Mexico, United Kingdom, United States, Russia) will draft a world frequency assignment plan. Each member will represent all countries. Mr. Howard plans to leave Geneva in time to attend the NAB annual convention in Los Angeles in mid-May.

New feature of the NAB convention will be a two-day engineering conference, it being felt that the subject has assumed unprecedented importance since the spectrum problem has become so serious. Suspension of international meetings during the war and accumulation of spectrum difficulties have been responsible for much of this situation.

International matters are slated for discussion at the two-day main convention, in which top station officials will discuss problems on the management level. Workshop meetings on specialized matters customarily discussed at NAB conventions will be taken up at the district and area meetings scheduled next autumn.

Montreal Meeting

The Canadian NABRA meeting, which will consider all regional frequency demands of North American nations, is to be held in Montreal or Quebec, with Montreal favored because it has better accommodations. Starting Aug. 2, the meeting is expected to last perhaps three months. Mr. Howard will participate, along with Mr. McNaughten.

The NARBA delegates, judging by the trend of the Havana engineering meetings, will clamor for assignments that would require wholesale juggling of U. S. allocations and involve economic and economic sacrifices of vast importance.

Scheduled Oct. 1 is a second 1948 meeting of the High-Frequency Broadcasting Planning Committee, preparatory to opening of the High-Frequency Broadcasting Conference in Mexico City. Should the Canadian meeting fall to wind up by October, a conflict will occur. Second conflict is possible, due to scheduled meeting of the Fourth Inter-American Radio Conference in October in Bogota, Colombia. This meeting involves North and South American nations, and postponement to early 1949 is being considered.

Bogota Sessions

The Bogota meeting is to resolve conflicts among nations of North and South America. It will consider suballocation of some regional frequency allocations and prepare frequency assignment plans for shared, fixed and tropical broadcasting bands.

Date for the next South American Regional Broadcast Conference may be set during the Bogota session. The U. S. is interested in this meeting, especially in high-power operations and frequency tolerance.

Currently the U. S. High-Frequency Planning Committee, which handles frequency aspects of the "Voice of America" shortwave broadcasts, is holding meetings preparatory to the Geneva high-frequency session. Last meeting was held Tuesday.

Getting under way at Geneva are activities of the International Frequency Registration Board, of which Paul D. Miles, former chief of the FCC Frequency Services-Allocations Division, is chairman.

The board is compiling a frequency list. Yet to be named is the Provisional Frequency Registration Board, which meets Jan. 15 at Geneva to allocate frequencies among countries and services.

Channel Scrutiny

In his planning for NAB, Mr. McNaughten will study every channel in the broadcast band and analyze effects of demands of each nation. His participation in the second NARBA in 1946 as Secretary-General and his frequent trips to other nations on the continent gave him experience which is needed for the new NAB position.

Mr. McNaughten, though only 37, has been in radio a score of years. He started his own ham station in Pueblo, Col., in 1927 while attending high school and working spare time in a radio repair shop. After a year as paid instructor at Pueblo high school he entered U. of Colorado, shifting to a nonresident extension course because of financial difficulties.

In 1931 he started his own sales and servicing business, meanwhile studying communications with an eye to the future. In 1938 he joined KRGB Weslaco, Tex., with a first-class ticket. He became chief engineer in 1934, leaving the station in 1941 to join the FCC. His first Commission assignment was in Puerto Rico where he built and operated a monitoring station.

The FCC sent him to the Alleghen, Mich., primary monitoring station in 1942 as assistant supervisor of the Great Lakes monitoring area. There he was in charge of all radio intelligence operations and construction of the Adcock direction-finding equipment as well as specialized receiving and transmitting equipment covering 160 acres.

In 1944 Mr. McNaughten was assigned to the International Division, Treaty Section, in Washington to make propaganda studies for OWI. He was FCC representative on the Interdepartmental Radio Advisory Committee and handled interference problems among nations in the standard broadcast and other bands as well as among government and nongovernmental services.

At FCC he settled many conflicts between the United States and other nations. In March 1948 he was appointed to the Standard Broadcast Division as chief of the Allocations Section, and visited many nations in resolving disputes.

After the 1946 NARBA conference he prepared the first U. S. proposal for the third NARBA and coordinated foreign and U. S. proposals for the government-industry meeting prior to the Havana engineering meeting.

Mr. McNaughten is a member of the Institute of Radio Engineers. He is married and has a five-year-old daughter.
Mundt Bill Facing Complete Overhaul
Subcommittee Will Review U. S. Information Program Plans

COMPLETE OVERHAUL is in store for the much-discussed Smith-Mundt bill for an increased U. S. information program as a result of the Senate Foreign Relations Committee's decision to return the bill to subcommittee.

Meeting in closed session last Thursday, the Foreign Relations Committee voted for a revision of the bill by the subcommittee, which is scheduled to report back to the full committee when the regular session of Congress gets underway in January. The bill had been returned to committee by the Senate a forenoon ago [BROADCASTING, Dec. 15].

Some of the changes reportedly being considered are: (1) Clarification of the bill's title, now considered ambiguous, (2) Division of the proposed mission into cultural and informational sections, and (3) Appointment of advisory groups from outside the State Dept., to consist of top-ranking radio, newspaper and movie men.

Sen. H. Alexander Smith (R-N.J.) has been named chairman of the subcommittee, which includes Senators Bourke B. Hickenlooper (R-Iowa), Henry Cabot Lodge (R-Mass.), Alan W. Barkley (D-Ky.), and Carl A. Hatch (D-N. M.).

Aggressive Campaign Planned

An indication that the "Voice of America" will become more active in the future was seen last week in the statement of Under Secretary of State Robert A. Lovett, who told newsmen that the U.S. plans a vigorous campaign to expose "falsehoods" in Soviet propaganda. He pointed out that this was a definite change from our former policy of ignoring Soviet propaganda.

Continuation of the "Voice" also was urged last week by Stanislaw Mikolaiczuk, former Polish premier, who said the American news broadcasts were the only source of truthful information to countries in the Communist sphere.

In addition, Congress and the State Dept. are said to be studying the possibility of broadcasting visual news bulletins to Paris and Rome via radiotype as a supplement to the "Voice." Estimates on the cost of installing such a system were being readied last week by Walter S. Lemmon, president of the World Wide Broadcasting Foundation and vice president, Globe Wireless Co.

As explained by Mr. Lemmon, bulletins would be sent over radio teletypes and "blown-up" at the receiving end for projection on a 10 or 12-ft. screen. Large screens would be placed in public places, with smaller ones elsewhere.

While the Senate continued to work on the Smith-Mundt bill, temporary provisions were written into the intermittent aid program. Sec. 5(e) provides for "full and continuous publicity by all available media (including government press and radio)" and Sec. 5(j) permits representatives of radio and press in the U.S. to observe and report the carrying out of the program.

VIDEO DEBUT of Rupert Brewery was Dec. 14, when the company sponsored a telecast of the championship game of the All-America Football Conference on the DuMont network, WABD New York and WTTG Washington. Picture shows contractual details discussed by (left to right) John McNell, manager of commercial operations for the DuMont network; George E. Ruppert, board chairman of the brewery; Tom Doughton, manager of the radio department of Lennen & Mitchell, agency for Ruppert; Admiral Jonas H. Ingram, president of the All-America Conference.

Staff of WTTH WTHF

At Port Huron Announced

STAFF of the new WTTH and WTHF Port Huron, Mich., was announced last week. Station operations are supervised by F. Granger Well, assistant editor of the Port Huron Times-Herald. Herbert Michael is acting manager, Dick Noel, acting program manager and Alex C. Goets sales manager.

The stations, owned and operated by The Times Herald Co., Port Huron, were launched Dec. 6. WTTH is a daytimer operating on 1360 kc with 1 kw. WTHF-FM operates fulltime on 99.1 mc (Channel 299). Effective radiated power of WTHF-FM is 22 kw. Overall height of antenna plus FM mast is more than 450 feet. Studios are located in newly-constructed facilities adjoining the Times Herald Bldg.

Patrick Will Head Bar's Communications Group

DUKE M. PATRICK, Washington radio attorney, of the firm of Hogan & Hartson, has been named chairman of the standing Committee on Communications of the American Bar Assn.

Other members of the committee, appointed by the association's new president, Tappan Gregory of Chicago, are Julius F. Brauner of New York, CBS general attorney; Edward B. Shea, Milwaukee; Charles R. Reynolds Jr., Washington; John A. Dinnier, Chicago.

Mr. Shea is local counsel for the Milwaukee Journal Co., owner of WTMJ Milwaukee and associated FM and television interests and of WSAU Wausau, Wis. Mr. Reynolds is with American Telephone & Telegraph Co.

CP's for 2 Daytimers

GIVEN BY COMMISSION

(See other grant story, page 52)

CONSTRUCTION permits for two new daytime-only standard stations at Live Oak, Fla., and Bristol, Conn.—were authorized by FCC last Thursday. Suwannee Broadcasting Co., Inc., received 250 w daytime on 1220 kc at Live Oak and The Bristol Broadcasting Corp. 500 w daytime on 1440 kc at Bristol.

Earlier this week the Commission granted three other daytime AM stations and approved new assignments for two existing outlets.

Ownership of the new grantees:

Suwannee Broadcasting Co.—Principals: G. Warren Sanchez, attorney, president and owner 40 shares; Kelly Weaver, partner, Graniteville Chevrolet Agency, director 10 shares; Fred J. Green, hardware and furniture business, director, 10 shares; Claud D. Hackney, in grocery and hardware business, vice president 10 shares; J. Marvin Phillips, founder of the former Live Oak Mayor for two years, treasurer 10 shares; and Duane P. McGovern, assistant chief engineer WEDP Gainesville, Fla., secretary 10 shares.

The Bristol Broadcasting Co.—Principals: Dr. Benjamin Rachner, dentist, president; David Ginger, attorney, vice president; James A. Beach, director; Bristol Savings and Loan Co. and Bristol Bank and Trust Co., treasurer; Francis V. Tracy, attorney, secretary; and Donald R. Fucks, director.

BROADCASTING • Radio, Television, Telephony & Telegraphy

WKOX

1190 KC. 1,000 (D)
FRAMINGHAM, MASSACHUSETTS

announces with pleasure
the appointment of

The FRIEDENBERG AGENCY, Inc.
as
Exclusive National Representative

JAMES H. SHOEMAKER
Commercial Manager

BROADCASTING • Telecasting

CP FAVORITE

VOICE OF QUOD-CITIES

WHBF

1500 W. 1440 kc

- Largest market in Illinois and
  Iowa, outside of Chicago.
- Over 200,000 urban popula-
  tion.
- No outside station can com-
  pete with WHBF for right-han-
  home SELLING POWER.
- WHBF shows the best BMM re-
  port of any Quad-City radio
  station. Ask for it.
- For more information, write
  Avery knobel, Inc., New York,
  Chicago, Los Angeles, San
  Francisco. (Station Representatives)

Voice of the QUOD-CITIES

WHBF

1500 W. 2000 kc

- Largest market in Illinois and
  Iowa, outside of Chicago.
- Over 200,000 urban popula-
  tion.
- No outside station can com-
  pete with WHBF for right-han-
  home SELLING POWER.
- WHBF shows the best BMM re-
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  Francisco. (Station Representatives)

December 22, 1947 • Page 79
NAB Readies Industry Promotion Plan

Sales Committee Meeting
To Get All Details
Next Month

COOPERATIVE industry project to promote broadcasting as an advertising medium, already in the planning stage [CLOSED CIRCUIT Dec. 15], will be unveiled at a meeting of the NAB Sales Managers Executive Committee to be held Jan. 8-9 at NAB headquarters, Washington. Committee chairman is Eugene Thomas, WOR New York.

Progress of the campaign to develop a motion picture promoting the broadcast medium will be explained by Gordon Gray, WIP Philadelphia, chairmen of a special subcommittee handling the preliminary work. All segments of the industry would join in underwriting the project, which would far surpass the film of the early '40s, which led to the Jacko clinic and excited wide interest in radio as a medium for retailers.

Another promotion project, in which a $50,000 fund is proposed to finance an evaluation of retail radio advertising will be taken up by J. Robert Gulick, WGAL Lancaster, Pa., chairman of the Retail Advisory Subcommittee.

Report on a sales administration study will be given by Jack Kennedy, WHAM Rochester, chairman of the Sales Practices Subcommittee; Richard P. Doherty, NAB Director of Employee-Employer Relations.

J. Allen Brown, NAB Assistant Director of Broadcast Advertising, will discuss public relations in radio networks. Mr. Gulick will take up retail sales aids and the NAB's Radio Advertising Check List by which salesmen can make progress reports on prospects close to the deal.

Lee Hart, Assistant Director of Broadcast Advertising, will explain the retail consulting services provided by the department.

On the second day of the meeting Ray Baker, KOMO Seattle, will review the plan for advertising agency recognition on the local level. A meeting will be held during the two-day program by the special committee, with Harold Soderlund, KPFA Omaha, and Joseph R. Matthews, WIRK West Palm Beach, Fla., participating.

Mr. Kennedy will lead discussion of the proposed Manual of Radio Sales Practices. Hugh M. P. Higgins, NAB Assistant Director of Broadcast Advertising, will review NAB sales promotion activities and the model speeches for membership use.

NRDGA Contest

Mr. Gulick and Miss Hart will discuss the NRDGA Radio Contest, now in its second year. The NRDGA screening committee will select best programs from a list of hundreds of radio series sponsored by retail stores. These will be submitted Jan. 7 to a board of judges. Winners will participate in the day-long event during the NRDGA convention in New York Jan. 12-15.

Radio session is scheduled at 2 p.m. Jan. 14, at the Hotel Pennsylvania.

Report of the Television Subcommittee will be submitted by Dr. Thomas. Progress in writing Standards of Practice, with emphasis on commercial sections, will be outlined by Harold Fair, NAB's program Director. C. E. Arney Jr., NAB Secretary-Treasurer, will explain plans for the 1948 NAB convention Los Angeles next May, along with plans for the summer district meetings. Mr. Arney will meet with members of the Southern California convention committees Dec. 29-Jan. 4 while on a West Coast trip, and will confer with the Blitmore Hotel on details.

Kenneth Baker, NAB Research Director, will tell about current commercial projects. Arthur Stringer, PM Director, will discuss FM sales problems. Mr. Thomas will present a proposal to establish a subcommittee to work out recommended courses of action for universities, colleges, trade and high schools on radio advertising and related subjects.

Other topics on the committee's agenda include standardization of transcription labels; cooperation with Radio Manufacturers Assn.; extension of services to ANA and AAAA, etc.; distribution of the Radio for Retailers manual; proposed survey on extra charges for station services.

Members of the committee, besides those mentioned, are Odin Ramsland, KDAL Duluth; Harry Spence, KXBO Aberdeen, Wash.; board liaison member; Joseph H. McGillivray, of Joseph Hershey McGillivray Inc., associate member; two additional members remain to be appointed.

General Foods

(Continued from page 20)

8% B—in sixth month—40%; C—one year, intermittently—77%; D—second month after hiatus—74%; E—six weeks—77%; F—one-time event—65%. Recall checks of same programs made four to seven days after broadcast showed the following sponsor identifications: A—5%; B—7%; C—41%; D—55%; E—25%.

8. A new opportunity for a new kind of program—product demonstration and selling with full impact of sight and sound.

From their year's experience in producing video quiz, discussion, comedy, science, documentary film and sports shows, the General Foods agencies, product and corporate sponsors and the television committee concluded:

That despite television's present technical limitations we can produce interesting, informative and entertaining studio programs.

That "outside" programs, such as sports events, are relatively simple to produce and readily adaptable for a market test.

That television offers both an opportunity and a challenge production-wise . . . that the potentialities of this new sight and sound medium have as yet been barely realized.

Their experience in producing commercials for nine General Foods products as well as given types of corporate messages, the report stated:

"1. Proved that television can tell an advertising story quickly and attractively.

"2. Showed that length of commercial copy should be dictated by the inherent interest of the idea and the genuineness and quality of its execution.

"3. Demonstrated the usefulness in television, of course, of live and filmed commercial. Film commercials offer high production quality and a guarantee of performance, and live commercials offer lower production costs and the flexibility of last-minute copy changes.

"4. Verified our belief that the dramatized, demonstration, comedy, animated and bulletin types of commercials all have practical applications in this new medium."

CIO PROGRAM CUT OFF;
WFOR TO EXPLAIN WHY

FCC was preparing last week to ask WFOR Hattiesburg, Miss., for a statement of its side of a controversy with CIO which originated when the station cut a CIO American United program off the air on Dec. 7.

The request, a customary procedure in cases of protest against station actions, followed CIO charges that the incident represented "a major violation of the principles of free speech."

The program, a forum discussion of "Our Civil Rights—Are They in Danger?" was carried on NBC and cut off by WFOR about two-thirds through the broadcast. WFOR contended it was too controversial.

CIO officials, who claimed the program was a "well-rounded presentation," quoted WFOR Manager C. J. Wright Jr. as telling them afterwards that: "We are in the deep South and you got off on the racial question. We cut it off here . . . telling the radio audience that this is a controversial issue and that both sides were not represented."

The CIO spokesmen responded in a press release that the program included "someone representing the South and someone representing the colored people." They said FCC to take the "strongest possible action" and give the incident "due consideration" when WFOR applies for renewal.

Participants in the forum included Palmer Weber, research director, Political Action Committee; Frank Donner, assistant counsel, CIO; Leslie Perry, of National Asso. of African American People, and Fred Bailey, of National Grange.

THE
LONG ISLAND
STORY

WHLI's formula for stifling competition from New York City stations during the daytime is very simple and it isn't a secret.

It is simply to present familiar good music and local news—the kind of programs Long Island's large quality market finds useful and compelling . . . the kind of local programs Long Island merchants find pay off at their cash registers.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
Hempstead
Long Island

Page 80 • December 22, 1947
CB SPORTS Director Red Barber will play-by-play the Orange Bowl football classic between Kansas and Oklahoma on Sunday, Jan. 26. Gillette Safety Razor Co. will cover the event over the second consecutive year over CBS, from 1:45 to approximately 4:15 p.m.

Mr. CRAIG

EDWIN W. CRAIG, WSM Nashville board chairman and president of the National Life and Accident Co., Nashville, has been elected chairman of the board of the Institute of Life Insurance, the public relations organization of the life insurance industry. He succeeds Leroy A. Lincoln, president of Metropolitan Life.

Mr. Craig has been active in radio since 1925, when he built WSM. In 1934 he organized the WSM Barn Dance, the first of its kind, and has been its chairman since then. He has served as a director and a member of the executive committee of the NAB and in 1967 headed a committee to reorganize that body under paid executives.

PROGRAM MANAGER

A 50,000 watt network station in the nation's capital is looking for a man to direct its programming.

He must be a fully qualified production man, with a successful record of experience at a well-programmed radio station. Although creative ability and the ability to recognize and handle creative programming requirements, this man must also be capable of handling administrative duties and supervise a large programming staff.

To qualify for these qualifications, this station offers one of the most enviable in-program sets-ups in the industry, plus a splendid opportunity to build a reputation and a career for himself. Please give full details in your first letter. Immediate opening. Box 237, BROADCASTING.

December 22, 1947 • Page 81
KWFT WICHITA FALLS SALE GETS APPROVAL OF FCC

APPROVAL of $680,000 acquisition of KWFT and KWFT-FM Wichita Falls, Tex. by Edward H. Rowley and H. J. Griffith, Southwest broadcasters and thespians, and Kenyon Brown, KWFT managing director [BROADCASTING, July 14, Sept. 21], was announced by FCC Friday. Sellers are Joe B. Carrigan (25%), who said he was retiring from radio on advice of physicians; his wife (25%); P. K. Smith 43% as trustees for Laura Lou Carrigan and 5% individually; and Mrs. Elizabeth Carrigan Simpson (2%).

New owners bought station in name of KWFT Inc. Mr. Brown is president and owns 20%. Messrs. Rowley and Griffith hold 40% each. Transfer involves two relay stations as well as FM outlet and KWFT, which is CBS affiliate on 620 kc with 5 kw.

Mr. Griffith owns KEPO El Paso, now on equipment tests, and is applying for Norman, Okla., with minority interest in applicant for Freeport, Tex., and Mr. Rowley is interested in Houston applicant. FCC used withdrawal of his Parsons (Kan.) application as occasion to speak out against one applicant’s withholds from competitive proceeding and accepting reimbursement for out-of-pocket expenses from erstwhile rival; Mr. Griffith protested and has petition for reconsideration pending [BROADCASTING, Oct. 27, Nov. 17]. Mr. Rowley has KXSA San Angelo, Tex., and in Corpus Christi as well as Houston applicants. Both he and Mr. Griffith have extensive theatre and other interests.

FCC APPLICATION FILED FOR TRANSFER OF KXYZ

APPLICATION filed Friday for FCC approval of sale of KXYZ Houston by M. Tilford Jones and group to Glenn H. McCarthy, Houston multimillionaire oil man, real estate owner and philanthropist, for $875,000 stripped of quick assets [Closed Circuit, Sept. 29]. Station is ABC and Lone Star affiliate operating on 1320 kc with 5 kw.

Mr. McCarthy told FCC he planned to move KXYZ studios into $12,000,000 hotel he has under construction in Houston. He’s buying station in name of Shamrock Broadcasting Co., owned by himself and family. KXYZ is licensed to Harris County Broadcast Co., principally owned (about 90%) by Mr. Jones, with remainder held by his daughter and members of station staff. Mr. Jones is nephew of Jesse Jones, Texas financier.

Transfer application was filed through Abe Herman, Ft. Worth attorney for Harris County Broadcasting, and Andrew J. Haley, Washington counsel for Shamrock Broadcasting. Sale is subject to open-bidding procedures of Avco Rule.

TWIN CITY FM-TV PROJECT

TWIN-CITY Television Lab. has leased 11,000 square feet in Lyceum Theatre Bldg., Minnesota, planning to operate FM and TV stations with priority on use of Lyceum stage and video rights to legitimate productions playing there as well as conducting training unit offering courses in video and production.

At Deadline

TWO MORE PROTESTS ARE FILED AGAINST WFOR

PROTESTS by National Assn. for Advancement of Colored People and by People’s Lobby, directed against action of WFOR Hattiesburg, Miss. in cutting CIO America United broadcast off air Dec. 7, were reported by FCC late Friday. Protest by CIO was disclosed earlier (story page 80).

Leslie S. Perry of NAACP, one of participants on Dec. 7 forum program discussing civil rights, claimed broadcast was “censored for purely arbitrary reasons” and asked FCC to “take the strongest action against the station that is possible under the law for violating the principle of free speech and sound public policy.”

Benjamin C. Marsh, executive secretary of People’s Lobby, Washington, asked for “action to insure that there are no similar violations of civil rights.” He added: “The CIO, like most other labor organizations, would be in a much stronger position if it had a basic economic program which would benefit the general public but it is entitled, under the law, not to have its plea for civil rights blocked by a conservative control of radio.”

WPAB ‘BLUE BOOK’ HEARING

AT LEAST partial “Blue Book” case seen Friday in FCC action calling hearing on license renewal application of WPAB Ponce, P. R. FCC authorities said hearing would inquire into program service, past and future, with additional attention on failure of station to file rebroadcast or network agreements although reporting use of some network programs. WPAB is licensed to Portorican American Broadcasting Co. and is assigned 1590 kc with 5 kw. It’s one of about 10 stations set down for hearing on program issues since FCC issued Blue Book programs report in March 1946. Pending hearing, its license was extended to next June 1.

TV ANTENNA SUIT

FOR removal of video antenna from apartment house roof, Irwin A. Shane, executive director of Television Workshop of New York and publisher of Televistor, New York, has hailed his landlord and building superintendent into court charging them with malicious mischief. Case, said to be first of its kind, will be heard Dec. 23 in magnistrates court. Mr. Shane, who has been joined in his legal battle by other tenants, alleges that after receiving permission to erect antenna and buying video set he had been notified he must take it down or pay an increase in rent, and that when he refused to pay, antenna was torn down.

NEW OPERATOR RULING

COMMERCIAL radio operators beginning Jan. 1, 1948, will have to file application for renewal of their licenses, FCC reminded Friday. Special wartime provisions become ineffective after that date.

TELEVISION application for Channel 7 (174-180 me) reported filed at FCC Friday by N. Garcia and group as applicants. Investment estimated at $228,250. (See earlier applications, page 17.)

Closed Circuit

(Continued from page 4)

ing advertising money, bearing fruit. NAB this week will send all set makers packet of sales material on how to use air medium, seeking to stimulate dealer cooperative campaigns.


BANDING together against Hollywood Legion Stadium, no manager of main event or preliminary fighters will agree to sign contract for 1948 card. As result, Jules Cover, counsel for Fabella Chavez, has delayed legal action against Don Keyes, Hollywood Legion Stadium, owners of Hollywood Legion Stadium. Following ruling of Los Angeles Superior Court which makes necessary withholding of television rights in contract all fighters’ managers insist on such clause or else refuse to enter agreement with Hollywood Legion Stadium.

REPORTS PERSIST that Kenneth D. Fry will shortly leave his government post as chief of State Dept.’s International Broadcasting Division to return to network radio. Former news head of NBC’s central division, Mr. Fry joined OWI for wartime duty, subsequently transferring to State Dept.

POSSIBILITY of new AFM local embracing Hollywood radio and movie musicians is currently under consideration. Split from Local 47 is desirable, according to musicians, since they feel too many inactive members dominate Los Angeles meetings.

POSSIBILITY looks for IATSE jurisdiction over technicians of KTTL Hollywood video station operated by Television-Productions Inc. While no formal vote has been taken such action is expected early part of this week. In event of such development bargaining would cover approximately 50 employees.

CBX Edmonton, and CBW Winnipeg, new CBC 50 kw stations on 1010 kc and 990 kc respectively, are to go on air July 1, and will be affiliated with Trans-Canada network. CJCA Edmonton, and CFAC Calgary, will be taken off basic Trans-Canada, and are to be available as supplementary stations at option of advertisers until Aug. 1, 1949. CRY Winnipeg, and CKBC Vancouver, have been made by CBO. Two stations will switch frequencies.

COLLEGES in 11 western states considering annual radio conferences comparable to annual institute sponsored by Ohio State U.

WIRL, WHOHEARING

FCC said Friday it had granted petition of WHO Dayton, Ohio, for reconsideration of Commission’s action of April 30 which granted without hearing application of WIRL Peoria, III., to boost power from 1 to 5 kw on 1290 kc, directional. New order modified WIRL permit to specify 5 kw and 1 kw night, directional, and designated nighttime 5 kw request for hearing with WHO made party. Comra. E. M. Weber of WHO voted for denial of WHO petition. Dayton outlet is assigned 5 kw on 1290 kc.

BROADCASTING • Telecasting
It's impossible

*You can't cover California's Bonanza Beeline without on-the-spot radio*

Beeline people are "worth" 2 Billion in buying power. Annually, they spend more on retail purchases than all San Franciscans and all Seattleites combined.

How do you catch the sales-ear of these prosperous shoppers? Only with on-the-spot radio. Because the Beeline is a part of California and Nevada that is literally surrounded by mountains... mountains that hinder outside radio signals.

In the Bonanza Beeline people have a long-standing habit of listening to the five BEELINE stations. Together these stations blanket the whole Beeline market... individually they are local favorites. KWG Stockton, for instance, goes back 26 years! Buy the Beeline stations to fit your own needs... one station or all five.

**McCLATCHY BROADCASTING COMPANY**

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>Format</th>
<th>Broadcast Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>SACRAMENTO (ABC)</td>
<td>40,000 watts</td>
<td>1530 kc.</td>
</tr>
<tr>
<td>KOH</td>
<td>Reno (NBC)</td>
<td>1000 watts</td>
<td>630 kc.</td>
</tr>
<tr>
<td>KERN</td>
<td>Stockton (ABC)</td>
<td>250 watts</td>
<td>1230 kc.</td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno (NBC)</td>
<td>5000 watts</td>
<td>580 kc.</td>
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</table>
THE OKLAHOMA CITY CONSUMER PANEL
issues regular reports on
1. Brands being purchased in Oklahoma City
2. Number of families buying the product ... and each brand
3. Units bought, by products and by brands
4. Dollar volume, by products and by brands
5. Weight or bulk, by products and by brands
6. Place of purchase, in terms of dollar volume

Because of the nature of The Oklahoma City Consumer Panel it is possible to extract almost any type of marketing information essential to manufacturers operating in or contemplating operating in greater Oklahoma City. Among special analyses possible are:
Consumer purchases by income, age and racial groups; degree of brand loyalty; effectiveness of test campaigns. For full details of this special service, write today. No obligation, of course.

THE OKLAHOMA PUBLISHING COMPANY
OKLAHOMA CITY
RADIO STATION WKY
THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
Represented by The Katz Agency, Inc.

ADVERTISERS may now take the guesswork out of such questions as "Who is buying my products" ... "How much of it?" ... "Where?" ... "In what size package?" ... in greater Oklahoma City.

The Oklahoma City Consumer Panel is ready to place this information and much additional marketing data on your desk every 90 days.

The Oklahoma City Consumer panel, as its name implies, is a day to day record of purchases made by a representative group of greater Oklahoma City consumers for food, household, drug and cosmetic classifications. The information is furnished by the housewife, not the dealer. It is not a once a year or once a month inventory, but a continuous record of every purchase.

The Panel is conducted by Audience Surveys, Inc. Sampling procedure was planned by Dr. Raymond Franzen. Dr. Paul Edwards is serving as consultant on other technical aspects. Its soundness has been assured by an advisory committee of prominent advertising research authorities.

Reports are issued at the close of each quarter. The first, covering the July-September, 1947, period, is ready. Your inquiry about The Oklahoma City Consumer Panel and its application to your own particular problems is solicited.