WOR — heard by the most people
where the most people are*

*WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps—and other pertinent data—which more than amply support the startling statements made above.
A. R. Tubbs is one of the leading merchants along Main Street in Milford, Illinois, 110 miles south of Chicago. For years, the 1,628 people of Milford and folks in surrounding Iroquois county have depended on him to fill their hardware needs.

"WLS is all right!" he says enthusiastically. Pointing to a roll of glass substitute, a WLS-advertised brand, Mr. Tubbs remarked, "We have to carry it; people ask for it."

Hardware merchant Tubbs knows his customers listen to WLS regularly. He hears them mention Dinnerbell Time, the WLS National Barn Dance, hears them ask for and buy products they learn about over WLS. Such response is a reflection of the confidence midwesterners have in WLS—a confidence developed in 24 years of broadcasting the information they need, the entertainment they like.

Iroquois county is a big market and a rich one: 32,496 population, 88% rural. Gross farm income for 1946 was 321/4 million dollars, retail sales over 18 million, with almost four million dollars in food sales. WLS is the leading radio station—has the highest BMB in the county (85% day, 90% night). In 1946 WLS received 8,767 letters from Iroquois' 8,410 radio homes—more than 100% response!

Yet this one county is only a small part of the greater market area where WLS is intensively listened to. Here, as in many Midwest communities, WLS is the leading radio station—most listeners, most influence—and the merchants know it. For further details about WLS—audience, market, results—ask any John Blair man.

A. R. Tubbs, hardware dealer
Milford, Illinois
Intermountain Network Delivers 47.2% of the Audience

FOR WHITE KING SOAP AND FOLGER COFFEE
(9.2 Hooperating at 8 a.m.)

The Winter, 1947 Hooper reveals that the "Breakfast News", aired jointly for White King Soap and Folger Coffee at 8 a.m., had 47.2% of the audience and a rating of 9.2 in 14 intermountain cities including Salt Lake City. (And this program was opposite "The Breakfast Club"). Here is the Hooper report:

17 HOME TOWN MARKETS COMPRISTHE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOWO, Provo
KOAL, Price
KVNJ, Logan

IDAHO
KFSD, Boise-Nampa
KFSD-FM, Boise-Nampa
KVAV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVES, Rock Springs
KDFN, Casper
KFWO, Sheridan
KPOW, Powell

MONTANA
KBAY, Billings
KRFJ, Miles City
KMFR, Great Falls
KYES, Butte *

KALL of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates
*Under Construction

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

What the Intermountain Network has done for White King Soap and Folger Coffee, Intermountain can do for you, too. See Avery-Knodel!
Closed Circuit

FIRST of Washington area horde of postwar stations to change hands will be WEAM Arlington, Va.—just across historic Potomac from Capital. One kilowatt daytimer on 1390 kc is being sold to Harold H. Thoms, Carolina broadcaster. Miscellaneous adjustments remain prior to filing of application for FCC approval. Price about $65,000. Station began operation last May and is owned by syndicate of Virginia businessmen. Mr. Thoms, former publisher of Valley (Va.) Daily News, is majority stockholder of WISE Ashevillle, owns WHHT Durham, owns 25% interest in Inter-City Advertising Co., licensee of WAYS Charlotte, WIXIX Columbia S. C., and which holds CF for new AM'er in Greensboro, N. C.

NEGOTIATIONS underway between Revere Camera Co., Chicago, and its agency, Roche, Williams & Cleary for new series to replace Jan 12, August Thursday evening show on MBS. Package would include singers Andy Russell and Marion Hutton, Pied Pipers and Ernie Felice quartet. August's contract (for 56 weeks, according to agency) expires March 4. New series would fill remainder of 13-week cycle in contract which begins Feb. 12.

THOUGH there has been no explanation given for FCC's decision to hold AM applications of Unity Corp. for Mansfield and Springfield, Ohio, in hearing (story page 79), study of original record provides possible clue. Edward Lamb, principal stockholder and labor attorney who developed pettito-portal pay suits, is author of tome titled The Planned Economy of Soviet Russia on which he had been questioned and which contains passages that might be premise of FCC's action.

FCC's also expected to take notice of story last week in Washington Times-Herald declaring Samuel Lichtenstein, stockholder of widely owned WQW Washington, "Blue Book station," is listed in files of House Un-American Activities Committee as member of Washington Bookshop and Southern Conference for Human Rights, "which the committee labeled as Red front organizations."

HOUSTON, rapidly becoming radio nerve-center of Southwest, is in for another radio break Feb. 5. KPRC, which then observes its 20th milestone as NRB affiliate, in all probability will announce entry into television and pop plans for upper-six-figure expansion project including new overall plant. Gala event believed planned, which may have been reason for trek to New York and Washington by Jack Harris, general manager.

PACE SET by NBC in television is revealed in new analysis which shows that of 165 NBC affiliated stations, 30 have TV licenses, construction permits or applications pending.

FRANCIS CRAIG, WSM musical leader whose talents were hidden for more than two score (Continued on page 80-B)

Upcoming

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

(Other Upcomings on page 90-A)

Bulletins

NETWORK officials met again Friday with James C. Petrillo at music union's New York offices. After conference, those present declined to comment further than to say that discussions continued. (Earlier story on page 11). Discussions tentatively scheduled to resume Tuesday in Washington.

HOUSE Interstate Commerce Committee announced late Friday it would hold public hearings on Lemke Resolution (HJR-78) beginning Feb. 3 [Closed Circuit, Jan. 12]. Resolution deals with return of 50 mc band to FM.

JOHN McCORMICK, account executive of NBC's Central Division and former WKRC Cincinnati manager, has been appointed manager of WTAM Cleveland, effective Feb. 1. He succeeds Vernon H. Fribble, resigned.

WIDE-OPEN testimony of transcription officials at House Petrillo hearing Friday afternoon, in open defiance of AFM president, brought prediction from Committee Chairman Hartley that new legislation will take care of such union practices (early story page 11).

"We can't let Petrillo get away with these tactics," he told BROADCASTING at conclusion of weeklong hearings in which Industry Music Committee witnesses told how they suffer from AFM's methods of doing business.

"I'll have to state a mighty good case to answer these charges," said Mr. Hartley.

"It's unthinkable that one man should be able to shut down a business or even an entire industry. If we hadn't been forced to make concessions in final stages of putting Taft-Hartley Bill through Congress last year, we would have dealt very effectively with Mr. Petrillo."

Transcription Officials Defy Petrillo

Fidelity of transcriptions demonstrated during testimony of Richard S. Testut, Associated Program Service, using 31-piece performance of "El Relicario."

Indication that recording and transcription firms may have to resort to nonunion or foreign musicians given Friday by Mr. Testut, as well as Gerald King, president of Standard Radio Transmission Service, and James W. Murray, RCA vice president and appearing for group of record manufacturers.

Asked by Rep. Gwinn if even big-name musicians fear Mr. Petrillo, Mr. King said, "They've had their heads knocked off many times."

Joseph E. Maddy, president of National Music Camp at Interlachen, Mich., on AFM's unfair list, advocated legislation giving persons affected by such listings right to appeal directly to Federal courts.

WMAL-TV to feed today's (Monday's) hearing to local stations and eastern network.

Business Briefly


TWO ADDED • Two stations has been added to NBC stations carrying Ford Theatre, Sundays: KGU Honolulu (starting Jan. 20) and WSVH Harrisonburg, Va. (starting Feb. 1). Kenyon & Eckhardt, New York, is agency.

FM SET OUTPUT TOTaled 1,175,104 UNITS IN 1947

OUTPUT of AM-FM receivers totaled 1,175,104 units in 1947, with 178,671 television sets produced, Radio Manufacturers Assn. announced Friday. Output of 1,200,000 AM-FM sets, 160,000 video units had been forecast by Broadcasting (Nov. 24 issue).

Total set output was 17,095,677 units, compared to 15,000,000 industry production in 1946 breaking all-time record, AM-FM figure in 1946 was 181,485 sets, television 6,476 sets.

RMA member production includes over 90% of industry, so total output may exceed 18,500,000 units.

Auto and portable output double that of 1946, numbering 3,029,657 auto sets against 1,153,458 and 2,135,096 portables against 1,022,689. Of home receivers, 72% were table models, 13% consoles, 15% portables.

December output consisted of 191,974 AM-FM sets, 29,546 television—both new monthly records—with total for all sets 1,705,918.

Page 4 • January 19, 1948
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.
Eventually,

WHY NOT NOW!*  

There'll come a time when you, too, will start using WHHM—the station that delivers MORE LISTENERS PER DOLLAR IN MEMPHIS.

We base this fact on the knowledge that more and more national time buyers are joining the scores of local advertisers using the result-full station known as WHHM.

- Results Ring the Cash Register
- Results Bring More Renewals
- Q. E. D.: WHHM keeps company with the Best
- Ask the Forjoe & Co. man for availabilities and start checking sales in Memphis.

WHHM

Independent . . .

But Not Aloof

Memphis, Tenn.

Forjoe & Co.,
Representatives

* GOLD MEDAL FLOUR DESERVES A COMPLIMENT ON THIS ONE!
The Local Approach
gets Action in New England

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston-Auburn, Me.
WLLH — Lowell-Lawrence, Mass.
WKB R — Manchester, N. H.
WNLC — New London, Ct.
WB R K — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSY B — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.

When people want to sell their belongings quickly, there’s nothing like a country auction to draw a crowd... When advertisers want to catch buyer attention quickly in any New England market, there’s nothing like the appeal of a Yankee home-town station.

It’s the swiftest, surest means to reach a buying audience, because New England people can get everything in radio entertainment, from big shows to local features, through the Yankee home-town station.

Yankee stations are adaptable to your needs. You can buy the entire network — 23 stations — or a smaller unit — or individual spots. The Yankee way is unbeatable for putting direct, hard-hitting sales impact exactly where you want it.

"This is The Yankee Network"
Member Mutual Broadcasting System
FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

I Resolve to:

1. Be more careful with matches and smoking.
2. Use only electric wiring and appliances bearing the Underwriters’ Laboratories seal.
3. Avoid misuse of flammable liquids.
4. Keep heating and cooking equipment in safe repair.
5. Join in community activities to prevent fire.

Help stop this murderous human sacrifice by fire! You have in your own hands a way to do it...

Let the carnage keep up and nearly 12,000 will be killed in fires in 1948... Fine healthy American men and women. About 2,000 children who will never have a chance...

Make up your mind to take this Fire Prevention Pledge! Stop fires now! This is Step 1.

Action now is an absolute must.

Your nation’s top experts, backed by the President of the United States, have already launched a continuing 48-state campaign to halt this devouring Frankenstein.

But it’s up to you—to make the program work. Perhaps you have been waiting for just such a program. Then let’s have action.

Step 2—Phone or write your state and local officials and tell them you’ll support the drive for better legal protection against fire hazards... Better buildings... Better firefighting methods... Broader education to prevent fires.

Step 3—Send for the “Report on Organized Public Support,” a special booklet for public officials and interested citizens. Address The President’s Conference on Fire Prevention, Washington, D. C.

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President’s Conference on Fire Prevention.

The White House

The whole-hearted efforts of all of us together, and of each of us individually, can go far toward halting fire’s mounting destruction of human life and property. I urge all of you to support the nationwide program of Fire Prevention.

Broadcasting • Telecasting
Buffalo's first station now is celebrating its first birthday anniversary under

the new ownership of Leo J. (Fitz) Fitzpatrick and I. R. (Ike) Lounsberry.

More tens of thousands of Western New York families than ever

before are now included in WGR's day and night audiences.

*That's what Hooper says
Feature of the Week

WEWS, four-week-old Cleveland television station, gave its audience one of video's first big scoops last Tuesday and Wednesday by news-reel ing the story of the capture of the sex maniac slayer of an eight-year-old girl.

Fast moving coverage of the event was planned and executed by the Scripps-Howard outlet's news staff under the direction of James C. Hanrahan, vice president of Scripps-Howard Radio Inc. and general manager of WEWS; J. Harrison (Jack) Hartley, television manager of the station and F. E. Weidman, news editor.

Fifteen minute telecast both days while the story was hot after WEWS crews composed of veteran Newsman Joe Graham and Cameraman Nick Boris moved in on Cleveland Safety Director William Smith and stayed with him until after the murderer was in the Cleveland jail. The Baltimore coverage was accomplished through the cooperation of WMAR Baltimore Sun outlet.

Reminiscent of the early days of AM radio when newspaper criticism of news coverage was commonplace, was a blistering attack in the opposition Cleveland News against the Scripps-Howard station and the Cleveland police department. In the editorial, the News, which is owned by the Forest City Publishing Co., owner of WHK (an applicant for a Cleveland television station) said: "There is something repulsive about, first the idea of a city safety department being at the beck and call of an entertainment agency. That the "sour grapes" element may have entered into the editorial was indicated by the further statement that "no other photographers of any description were on hand."

"The newspapermen understood the visit to the crime scene was to be at 8 o'clock in the evening when actually it was 4 o'clock in the afternoon. WEWS had its crew hiding by for just such a contingency."

On All Accounts

From apprentice to executive in 14 months—that's the latter day success story of Frank Alfred Daniel, chief timebuyer for Lennen and Mitchell, New York.

In May 1946 Mr. Daniel entered the firm as the agency's equivalent of the "printer's devil," and by July of last year he was conducting the purchase of time for such accounts as Old Gold, Ruppert Beer, Lustre Cream Shampoo and Tidewater Oil.

Students seeking the formula for a rise such as Mr. Daniel's may draw what lesson they can from the fact that the subject was born in Paterson, N.J., on Feb. 25, 1921. He spent a good portion of his youth in nearby Little Falls, leaving finally to attend Upsala College in East Orange, where he majored in history and English.

After achieving his B. A. in '42, he took a turn with the Wright Aeronautical Corp., decamping in 1945 to seek his lights elsewhere. The "lights," quite literally, turned out to be the footlights of the Chapel Stock Co. of Ridgewood, N.J., where Mr. Daniel played juvenile leads in summer stock.

The job folded with the end of the foldmg chair season, and it was then that Mr. Daniel first turned his eye to advertising and Lennen and Mitchell. The rest is Horatio Alger.

It was his off-hours, Mr. Daniel indulges his love for the theatre by attending as many plays as his other pursuits will allow. Said pursuits include swimming, bridge, chess and concerts.

Young, broad shouldered and clean-cut in appearance, Mr. Daniel lives alone and, from all appearances, he seems to like it. (Continued on page 84)
"Mr. Chairman...we report Progress!"

RIGHT NOW, before we get any deeper into 1948, we're going to sit down, catch our breath and take a look at the 12 months just passed.

Commercial sponsors being one of the nicest things about television, we're very happy to pass on the Sales Department's report that a year ago we had six customers and as of December 1st the number stood at 32. Since then, Barbey's, Inc. on Friday evenings, the new Heine! Motors Sunday night show, Snellenburgs Mummers Parade, Bulova and Schaffer time signals bring the total to 37. If you'll let us cheat a little and include Gretz Brewing who will take over "Sports Scrapbook" on January 15th... that makes 38!

WPTZ brought to the Philadelphia audience the Penn-Cornell game, the Army-Navy classic and the all-important Eagles-Steelers battle. Incidentally, all but three games during the season were sponsored.

Also in November we defied the Law of Gravity and a few established principles of engineering by successfully taking the television cameras up in a plane to cover a Naval Aviation Air Show.

Maybe in some small measure we helped establish television as an advertising medium during 1947 by developing $12,000 worth of direct sales from six budget programs for Rusoff Furriers... by pulling close to 2500 letters and cards from a single bubble gum offer... by selling Gimbel's out of stock on various houseware items time after time... by coming up with one success story after another throughout the year. Somehow we have the feeling that this is tied pretty closely to the last industry report we saw which showed WPTZ with more program hours on the air... more commercial sponsors and a higher percentage of commercial-to-sustaining time than any other television station in operation.

This not only is most encouraging to us but, even more important, we think it should be most indicative to advertising men who are considering television for 1948.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

WPTZ FIRST IN TELEVISION IN PHILADELPHIA!
Speaking again of the way in which Bull’s-Eye Radio permits you to fit your programming to the tastes and preferences of your individual markets, we’d like to tell you about KFAB in Omaha.

Bill Macdonald, Farm Director at KFAB, is one of the nation’s top radio farm experts, and a celebrity in Nebraska. In the past year, for example, he has traveled 16,743 miles in the State, addressed 156 farm meetings and events, before audiences totaling some 57,000 people. Bill also puts on six intensely popular farm programs per day (10 on Saturday) every one of which is a jewel of Bull’s-Eye Radio in those parts.

If you sell in any of the markets at the right, we think we can prove that Bull’s-Eye Radio can do more for you than scatter-gun radio ever could. May we show you some facts and figures?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Need for Stiffer Petrillo Curb Shown

Hartley Criticizes Industry for Fear Of AFM Head

By J. FRANK BEATTY

STIFFENING of the Taft-Hartley Act to apply antitrust laws to the "extra-judicial operations" of the "Petrillo music monopoly" will be considered by the House Education & Labor Committee when hearings into the AFM are concluded, committee members indicated Friday.

After hearing four days of testimony showing how broadcasters operate at the mercy of the AFM president, Chairman Fred A. Hartley Jr. (R-N.J.) and a number of committee members criticized the industry for its "fear" of Mr. Petrillo, as shown by "obvious reluctance" to pull out all the stops and divulge the whole story.

This fear, several members conceded, points up the need of adding antitrust provisions to the Taft-Hartley Act.

Industry's Presentation

Last week the committee heard the overall industry story, the manufacturers' side, the claims of FM and television spokesmen that AFM refusal to do business has retarded their growth, concluding Friday with the testimony of recording and transcription witnesses.

Hearings resume this morning (Monday) with network and station witnesses taking the stand. Scheduled to appear for networks are Joseph H. Ream, CBS vice president; Frank E. Mullen, NBC executive vice president; Mark Woods, ABC president; Theodore C. Streetert, WOR New York, MBS board member, appearing for the network.

Testifying for stations will be George D. Coleman, WGBI Scranton, Pa., NAB District 3 director, and Harry Bannister, WWJ Detroit.

Wednesday the House committee enters a new phase of the hearings—the Petrillo-in-person phase. Armed with an acquittal in U. S. District Court, Chicago, on a

(Continued on page 19)

AFM Head Blasts Judge Miller After Winning Lea Act Test

By BILL THOMPSON

JAMES C. PETRILLO and his attorney, Dan D. Carmell, both aimed scathing remarks at NAB President Justin Miller after hearing Federal Judge Walter J. LaBuy find the union case not guilty of violating the Lea Act in Chicago Wednesday.

In an eight-page decision, Judge LaBuy ruled that U. S. District Attorney Otto C. Kerner Jr. "failed to prove the AFM case guilty of charges resulting from the strike of three music librarians at WAAF Chicago in May 1946. The government had contended that Mr. Petrillo attempted to coerce WAAF into hiring unneeded musicians by calling the librarians out when the station refused to comply with the union's demand that it double its library staff.

"From the evidence presented, the court is of the opinion that three additional musicians were not needed by the station under its program of using records and transcriptions during 90% of the time," said Judge LaBuy. "Nothing contained in letters and telegrams between defendant and representatives of the station disclosed to him the lack of need for additional employees as a reason for rejecting his demands. Neither does testimony show that defendant had knowledge that the station had no need for additional employees. There is no evidence whatever in the record to show that defendant had knowledge of the lack of need for additional employees prior to the trial of this case. For these reasons the court is of the opinion that the prosecution has failed to prove defendant guilty of the violation charged."

Judge LaBuy's ruling touched off a barrage of charges against NAB President Justin Miller by both Mr. Petrillo and his lawyer, Mr. Carmell.

"This ruling disputes anything that has been said by Mr. Justin Miller—that all labor scab picketing who lives on the offal of the radio industry," said the attorney. "If AFM, in good faith, requests additional musicians, it is not violating the Lea Act. Mr. Petrillo's position with reference to the act has been vindicated. He has been absolutely right in his interpretation."

(Continued on page 87)

Czar Sees Network Accord Accord, Others Doubtful

By IVRY MARDER

"SOME KIND of agreement" will be reached with the networks before the Jan. 31 deadline, James C. Petrillo told reporters after a two-and-a-half hour session with the major networks last Thursday.

The Petrillo statement was contrary to the opinion held in some network circles. One executive said he could see little hope of settlement on the basis now under discussion.

The negotiations on renewal of the AFM contracts were held in his New York headquarters with the same outward appearance of sweetness and light in evidence that prevailed when the paryes were broken off here in mid-November and moved to Chicago.

The AFM president declared that although the situation was "no different than when we started to negotiate," the meeting had had very favorable results. "Everybody is satisfied; we all want to make a deal," he said earnestly.

"We are also satisfied that some kind of deal will have to be worked out with television and FM, because it's here—especially FM," Mr. Petrillo said. A network con-
feree interposed the thought that video and FM were equally important in the negotiations, and the AFM leader agreed, amending his statement.

In answer to a reporter's question, he said that he and the networks agreed that wage increases would be included in the new AFM

(Continued on page 88)
Hartley Criticizes
(Continued from page 21)

charge of violating the Lea Act, Mr. Petrillo will appear for the first time before a Coast Guard coastal committee without the late Joseph Padway at his side. Committee members recalled last week the two-ringing day of subcommittee hearings last summer, when the AFM president kept the legislators in stitches for two days, with Mr. Padway answering many of the most penetrating questions.

Though he refuses to permit his members to play for television, Mr. Petrillo is billed for a TV performance when he takes the stand. All Washington stations are expected to televise today's proceedings as well as Mr. Petrillo's appearance. WMAL Washington television station and WOR New York television station last Tuesday, with Bryson Rash producing a program fed to the three Washington stations and made available to other stations in the East.

AFM officials hinted Friday they were going to "shoot the works" when they get their chance Wednesday to argue their case, depending on how they lose, however, they would give no hints as to any other witnesses who may be called. They appeared little affected by the 'monopoly' during hearings last week, apparently expecting more damaging charges than those developed in statements and questioning.

A quittal of Mr. Petrillo in Chicago District Court on charges of violating the Lea Act was not taken too seriously by Chairman Hartley. "The Taft-Hartley Act offers the public protection against unfair labor practices worse than the Lea Act," he said, since it has thorough feather-bedding provisions covering use of pressure in labor relations.

Friday's testimony by record and transcription companies appeared to impress the committee more than that of prior witnesses, particularly as they told of the high wages paid, the difficulty of bargaining with AFM and the revelation that the musicians themselves want to work but must obey the mandate from Mr. Petrillo.

Committee anger at AFM tactics burst out many times during the week. During testimony by NAB President Justin Miller at the opening session, Chairman Hartley snapped at union methods. His committee, he said, already has brought about some AFM reforms and he castigated the union for its interference with development of FM and television.

Rep. Ralph W. Gwinn (R-N. Y.), on the other hand, scoffed at broadcasters for their "lack of back bone" in yielding to a "union monopoly." "What is it that keeps a man from being free?" he asked rhetorically.

Musicians some day "will answer for this abominable situation," said AFM Executive Director (D.A.) "I'm in favor of demoting him (Petrillo) at least one step below the President of the United States."

"We'll have to change the law (Taft-Hartley)," said Rep. Gerald W. Landis (R-Ind.).

Rep. Carroll Kearns (R-Pa.), as AFM card holder, though generally friendly to the AFM position of view, judging by his questioning, attacked the union president for his refusal to permit FM networking and duplication, and said he personally had pleaded with him to rescind his ban. Rep. Kearns was chairman of the special Petrillo Subcommittee that investigated the union head last July (Broadcasting, July 14).

Also friendly to AFM in his questioning was Rep. Arthur G. Klein (R-N. Y.), who frequently confided news from the group of AFM observers.

Poppele Testifies

The specter of censorship rose in the committee room Thursday afternoon during questioning of Jack R. Poppele, WOR New York vice president, appearing as president of Television Broadcasters Assn. Rep. Samuel K. McConnell Jr. (R-Pa.) asked about a television program he understood had been sponsored by Kraft Wednesday night in which a senator was depicted as a "fake Washington politician."

"Who censors your programs?" he asked. "The public," Mr. Poppele replied. Rep. McConnell explained after the hearing he believed television broadcasters could censor their own programs. Mr. Poppele pointed out to the committee that the industry has concentrated on technological aspects and is just undertaking the job of developing its program structure.

Few specific ideas for new legislation were offered by industry witnesses, most of whom testified as to business operating problems and desires for the AFM to make itself more able to negotiate.

At one point Rep. Hoffman said he was pondering the idea of introducing a bill making it a crime to interfere with the creation, production or broadcasting of a radio program.

Several times committee members asked industry witnesses if broadcasters at work were leading a campaign to retard the growth of FM, but no evidence was given to

OPENING DAY figures at House Petrillo hearing were Chairman Fred A. Hartley Jr. (R-N. J.) and Justin Miller (r.), NAB president.

AN EDITORIAL

Does Jimmy Rule the Roost?}

HOW RAUCOUSLY will James Caesar Petrillo, now that his rule of the radio roost has been held in violation by Federal Judge Walter LaBuy in Chicago?

You'll get the answer Wednesday morning when Jimmy struts before the House Labor & War Appropriations Committee fresh from his Chicago victory, and in the midst of "negotiations" with the networks on contracts which expire Jan. 31. In his hip pocket are his "never, never again" ban on recordings which became effective Dec. 31, his ukases against FM duplication and networking; his ban on use of live music on television, and his decree that cooperative programs may not use music.

If you can get through to Jimmy himself, the timing couldn't have been better. Days remain before current network contracts run out. It is a Presidential campaign year. Most members of Congress—who voted the Lea Act and Taft-Hartley Bill so overwhelmingly, are outraged over Jimmy's excesses. But, because it is a campaign year, they won't make any 100-yard dashes toward tightening up the laws so as to make anti-trust procedure applicable to all labor unions.

There's one point, however, that seems to be overlooked. The public has a right to know what anything which disturbs their listening habits is of major concern. The public is indignant over Petrillo. Thus far, however, that which is heard on the air hasn't been affected. A network strike would be the first real break. The effect of the recording ban won't be discernable for months.

Jimmy knows his "public relations" are bad. His victory in Chicago, on a mere legal technicability in an ingenious opinion which appeared studiously to avoid the real issue doesn't help much. The Government gave Judge LaBuy a legal "out." But that doesn't preclude the Government from instituting other actions under the Lea Act aimed directly at Petrillo's featherbedding and make-work activities. There will be other instances of AFM flouting of the Lea Act any minute, aside from those which already may exist.

These latest manifestations of Petrilloism, which culminated in the hastily-called Hartley Committee hearings, have accomplished one thing. All concerned are convinced of the need for legislation, whether it be anti-trust law amendments, a new set of teeth for the Lea Act (now that Judge LaBuy has extracted the old ones) or amendment of the Taft-Hartley Act to make unions subject to the same prohibitions.

Public opinion, then, appears the only way to goad Congress into prompt action. The public must know the facts. Radio has the medium through which to present them. Petrillo has thrown everything including the bull fiddle at radio, the recorders and the manufacturers. Radio should tell its side of the story from now on, until Petrillo voluntarily releases his death grip on those mass media which will attract the phony thesis of unemployment of musicians.

Jimmy's conquest will provide the pattern for other labor unions. If the networks knuckle under to Petrillo's current demands, while his bans on FM, TV, recordings and cooperatives continue, you can count on a siege of American radio which will make past crises look like child's play.
Court Upholds FCC; Scores Blue Book

Holds Comparison In WBAL Case Is Unjustifiable

THE COURT of Appeals for the District of Columbia ruled last week that the Blue Book comparison of WBAL Baltimore operations under former and present owners was "unjustifiable."

Ruling against WBAL in its suit to have the Blue Book "unrected" before the Commission proceeds with its hearing on WBAL's license-renewal application, the court handed down an opinion Monday which FCC spokesmen as well as WBAL conceded was clearly in WBAL's favor.

On technical grounds the court upheld the District Court's decision that the controverted Blue Book was not reviewable in court, but it declared:

"...it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to WBAL's operation was unjustifiable. No sound conclusion can be drawn from the comparison of a monopolist forecast by one person and the actual operation by another person on selected week out of a period of 11 years."

The Commission was openly unhappy with the opinion, even though it won its point that the

Blue Book is not reviewable. "Broad as is the judicial review provided by the Administrative Procedure Act, it covers only those activities included within the statutory definition of 'agency action.' That definition obviously does not cover such an act as a Blue Book publication of the Blue Book."

But WBAL spokesmen considered it a clear victory. They had contended that the Blue Book alone was responsible for their being subjected to any competitive hearing with Drew Pearson and Robert S. Allen's application for their frequency. They had argued that the Blue Book was wrong and that as long as it went uncorrected, their renewal case in competition with the Pearson-Allen application was prejudiced.

Request Denied

Their request for a declaratory judgment against the Blue Book was denied, but they contended that the court had actually received a declaratory judgment of the nature that they sought. For the opinion said:

"We agree with [WBAL] that this comparison of WBAL with others is unjustifiable. The repetition of misrepresentations, known to be false, which subject a person to public shame and ridicule and cause damage, whether by the alleged in the complaint are true or not, before the hearing is made, is a violation of a motion to dismiss, they would, of course, be avoided. However, apart from the intrinsic accuracy of the comparison last made upon the face of the Blue Book itself that the comparison of which the Commission drew an unfavorable conclusion to WBAL's operation was unjustifiable.

The Blue Book had sought to show "the extent to which the service rendered by a station may be affected by a transfer or assignment of license to a purchaser, and the need for integrating Commission transfer and renewal procedures." It compared the program policy of the Blue Book with its own in 1927 when WBAL programming for one week in 1944 under its present Hearst Radio ownership, to the detriment of Hearst Radio.

The Court's opinion, written by Justice E. B. Prettyman for himself and Justice Bennett Champ Clark, with Justice Henry W. Edgerton concurring in the result, asserted:

"The Commission says that the publication was not a legal wrong, because under the authorities the Commission is not liable for such an act. It places the line of cases based upon Spalding vs. Vivas. But the theory of those cases is that no wrong has been committed; the theory is that the public interest requires that public officials be at liberty to exercise their functions without independence and without fear of consequence. The fact that public officials' interest outweighs any damage done an individual by a statement that is malicious does not mean that public officials acting upon matters germane to their official duties cannot be held liable for damage done them by individuals."

Appeal Unlikely

It did not appear likely that WBAL would ask the Supreme Court to review the decision. Station spokesmen attributed the reaction to the fact that there was greater need for tightening of the law to make possible a court review of such publications as the Blue Book. They had said, however, in response to petition the Supreme Court for writ of certiorari looking toward review.

FCC itself, having won dismissal of WBAL's suit, was in no position to appeal. But Commission authorities, who agreed that at best it was a "hollow victory," conceded that they knew now how (Continued on page 8)

Must Radio Group Lobbyists Register? -- Probe May Decide

WHETHER trade organizations like the NAB, FM Assn., and Radio Manufacturers Assn., as well as lobbyist agents, must register under the Lobbying Act of 1946 may be resolved in the overall investigation of lobbying practices authorized last week by Attorney General Tom C. Clark.

For the announced purpose of obtaining more complete compliance with this law, Mr. Clark last Wednesday announced appointment of Irving R. Kaufman, New York City attorney, as Special Assistant to the Attorney General to undertake the inquiry, which embraces a Federal Grand Jury investigation.

No organizations or individuals in radio have registered under the Lobbying Act, contending of certain legislators that the law requires such registration. Trade associations in radio broadcasting and manufacturing as well as the networks, informally and formally, that their principal activities are not in seeking to influence legislative action in Washington. Consequently, there have been no radio registrations among the 950 recorded which include also about 200 associations.

Probe Not Directed

The Justice announcement said that the investigation was not directed toward any individual or group of individuals, and there was no particularization as to groups to be subjected to inquiry. It was said, however, that a small number of those engaged in lobbying had not filed the mandatory data, particularly with regard to income and expenditures.

Mr. Clark's authorization to go before the Grand Jury, contained in a letter filed last week with the U. S. District Court, instructed Mr. Kaufman to act "in connection with the investigation and prosecution of alleged violations of the Lobbying Act and other statutes of the United States by certain persons, firms, committees, corporations, associations, and their members in the denial of the registration of public organizations or groups of persons."

Mr. Kaufman was also authorized to initiate civil or criminal legal proceedings, including the Grand Jury. Considerable misunderstanding has been engendered over the requirements of the Lobbying Act, with numerous organizations avoiding registration because of the "stigma" which they felt would be associated with such registration. As for the NAB, its unoffical position has been that it has not affirmatively sought to influence legislation in the "lobbying sense" and that it merely has appeared at hearings or conferred with members of Congress when invited or called upon to do so.

FCC Appointments Go to Senate

Committee to Consider Coy and Sterling Nominations

PRESIDENT TRUMAN's nominations of Wayne Coy and George E. Sterling for membership on the FCC are slated for consideration by the Senate Interstate & Foreign Commerce Committee tomorrow afternoon (Tuesday).

Both men have assumed office under recess appointments, subject to Senate confirmation with Mr. Coy designated as chairman [Broadcasting, Dec. 29, Jan. 5].

The meeting will be an executive session and was called by Sen. John Dalton (R-Mich.) in the absence of Chairman Wallace H. White Jr. (R-Mo.), who is ill -- for the primary purpose of considering urgent maritime matters. But the FCC nominations and one to the Interstate Commerce Commission were reported to be definitely on the agenda, though it was not known whether conclusive action would be taken. It was pointed out that the committee might (1) approve the nominations; (2) call for a public hearing, or (3) defer action altogether.

It was regarded as unlikely that the committee would consider special matters such as the revised White bill (S-1333) to amend the Communications Act of 1934 (H.R. 17), since it was not thought that Sen. White would be able to attend.

Tobey May Preside

The committee chairman, who also heads the radio subcommittee which is considering his bill, has been at the Bethesda (Md.) Naval Hospital undergoing a checkup for a stomach disorder. In his absence, Sen. Tobey was expected to preside over the meeting.

Both Chairman Coy and Commissioner Sterling were asked to be available in case the committee members wished to question them. The session was described as "basically routine" and spokesmen said it would not be open to the public.

The nominations of Messrs. Coy, an Indiana Democrat, and Sterling, a Tennessee Republican, were sent to the Senate on Jan. 9 [Broadcasting, Jan. 12]. Mr. Coy, former director of the Washington Post's WINX and WINX-FM and a veteran federal administrator, assumed office Dec. 29 succeeding Chairman DeMint, who resigned to become vice president and general counsel of NBC. Mr. Sterling, FCC chief engineer at the time of his appointment, was sworn in Jan. 2 as successor to E. K. Jett, who ended 37 years of federal service to become vice president and director of radio of the Baltimore Sunpapers.
NBC Asks Kentucky Tax Suit Dismissal

Network Claims Exemption; Says It Has No Offices in State

NBC HAS FILED with the Franklin Circuit Court of Kentucky a motion for dismissal of a suit for $270,458 brought against it by Kentucky for back franchise, gross receipts and income taxes, the network disclosed last week. The three other major networks, 16 Kentucky stations and the Key- stone Broadcasting System were sued at the same time and on similar grounds. [BROADCASTING, Dec. 8].

NBC's motion for dismissal was based on the claim that since the network employs no employees in Kentucky the court had no jurisdicti- on in the matter and no right to levy state taxes, a network offi- cial said.

There was no indication by the end of last week that parallel ac- tion was being taken by the other networks. An ABC spokesman in New York, however, said his network had not yet been formally notified of the Kentucky suit, but that ABC's Louisville affiliate, WINN, has been served with a copy of the tax suit notice.

MBS said the matter was being handled locally through its Louis- ville outlet, WGRG. CBS said only that it had not yet filed a reply to the suit, but is “sitting tight.”

At the time the suits were filed the Kentucky attorneys maintained that the networks were public ser- vice corporations operating in Kent-ucky, deriving a substantial part of their income there, and hence liable to state taxes. The U. S. Supreme Court and the Ohio at- torney general have ruled other- wise in comparable cases.

WMAR-TV Show

WMAR-TV, television station of the Baltimore Sunpapers, has inaugurated daily presen- tations of a pictorial news report. Presented under the masthead which has identified The Sun for many years, the pictorial report is a round-up of Baltimore and Maryland events, together with films from New York, Detroit, Philadelphia, Wash- ington and other cities. Quick-processing equipment enables WMAR-TV to put men to film spot news and have it ready for showing via television the same eve- ning, the station reports. The report is screened twice daily, at 7:30 p.m. and as final fea- ture of each evening’s video schedule. Outstanding news of preceding week is reviewed in a special film summary each Sunday.

CBS 3d Quarter Net Sales Are Up Sharply, SEC Reports

NET SALES of CBS for 1947 third quarter were $23,146,000 an increase of $4,467,000 over the $18,679,000 figure for the second quarter. The third quarter sales were far above the 1930 third quar- ter figure of $14,960,000.

The CBS figures were released as part of the SEC's quarterly sales releases. The net sales of those of most manufacturing compa- nies in its field, were less for the third quarter than for the second quarter. The figures:

<table>
<thead>
<tr>
<th>Radio and Television</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>3rd Quarter</th>
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</thead>
<tbody>
<tr>
<td>1947</td>
<td>1948</td>
<td>1949</td>
<td>1948</td>
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<tr>
<td>Admiral Corp.</td>
<td>$11,097,000</td>
<td>$11,120,000</td>
<td>$8,256,000</td>
</tr>
<tr>
<td>Crosley Radio &amp; Phone Corp.</td>
<td>9,000</td>
<td>6,801,000</td>
<td>6,081,000</td>
</tr>
<tr>
<td>Faro Televisio &amp; Radio Corp.</td>
<td>5,185,000</td>
<td>3,962,000</td>
<td>1,054,000</td>
</tr>
<tr>
<td>The Magnavox Co.</td>
<td>7,075,000</td>
<td>5,738,000</td>
<td>5,650,000</td>
</tr>
<tr>
<td>Motorola Inc.</td>
<td>12,291,000</td>
<td>10,930,000</td>
<td>6,378,000</td>
</tr>
<tr>
<td>Philco Corp.</td>
<td>7,724,000</td>
<td>6,261,000</td>
<td>6,335,000</td>
</tr>
<tr>
<td>Radio Corp. of America</td>
<td>12,779,000</td>
<td>10,720,000</td>
<td>61,988,000</td>
</tr>
<tr>
<td>Raytheon Mfg. Co.</td>
<td>19,586,000</td>
<td>11,886,000</td>
<td>13,700,000</td>
</tr>
<tr>
<td>Sentinel Radio Corp.</td>
<td>2,306,000</td>
<td>2,033,000</td>
<td>1,203,000</td>
</tr>
<tr>
<td>The Sparkes-Withington Co.</td>
<td>4,203,000</td>
<td>4,829,000</td>
<td>3,983,000</td>
</tr>
<tr>
<td>Sylvania Electric Products Inc.</td>
<td>10,264,000</td>
<td>10,647,000</td>
<td>9,006,000</td>
</tr>
<tr>
<td>Zenith Radio Corp.</td>
<td>18,524,000</td>
<td>16,647,000</td>
<td>18,906,000</td>
</tr>
</tbody>
</table>

Totals                | $231,851,000 | $271,426,000 | $373,111,000 |

New 'Fifth Network' Project Revealed; Independent Stations Being Solicited

ANOTHER NEW “fifth network” project, apparently under the same auspices as the North American Broadcasting Service Inc., which was announced in San Francisco in 1946, but hasn’t been heard from since, was disclosed last week in solici- tations for independent station affil- iations mainly in secondary mar- kets.

The new organization calls itself “Radio America Inc.” with head- quarters at 1470 Grant St., Den- ver. The solicitation carries no signatures, but contact with head- quarters revealed that Paul M. Titus, formerly in radio in both the East and Middle West, and who had been identified as president of the North American project, was its prime mover.

The North American project, which was headquartered in San Francisco, envisioned an opera- tion of 230 stations divided mainly into western and eastern regions. The stations solicited were to be provided with full service live talent programming [BROADCASTING, Sept. 16, 1946].

The new solicitation promises 18 hours daily, with only one cost factor and no “vicious time-clearing agreement that causes you to lose local advertisers.”

Four hours of program clear- ance would be specified at the start, says the letter, with additional time to be cleared at the station’s discretion. Full card rate, less agency and station representative, would be paid for commercials in excess of four hours.

In the letter, “we divide our profit, before taxes, into two equal parts and return one half to the stations on a pro-rated hourly basis for na- tional commerce campaigns.” Our present figures show a return of $4.36 per national commercial hour carried. If you carried only the first four hours, you would receive $112,560 daily out of $366,500 annually,” the letter states.

Complete Details Offered

Stations solicited were sent a return card which would indicate interest and bring a call from a representa- tive with “complete de- tails.”

The original North American project listed Mr. Titus as having been on the staff of CBS, in sales organization work, with a south- western regional network and with a former network project called Continental Broadcasting System. A Paul Titus had been identified in programming and promotion in New York with several independent stations, it was recalled.

Mundt Bill Voted By Senate Friday

FOLLOWING CLOSE upon the heels of the Senate Foreign Rela- tions Committee's stamp of ap- proval [BROADCASTING, Jan. 12], Paul H. (Mike) Mundt passed by voice vote a revision of the House-approved Mundt Bill.

Included in the final Senate ver- sion was an amendment introduced by Sen. Margaret Chase Smith (R-Maine), which requires the State Dep't to look into the matter of utilizing private industry in programming operations of the “Voice of Amer- ica.” This was prompted by re- ports that the State Dep't intended to do its own programming after passage of the bill.

The bill authorizes both a foreign information program and an educa- tion exchange service, both under the Secretary of State. Pro- vision is made, however, for two separate advisory boards made up of non-governmental leaders. One would take care of the cultural and the other the informational phase of the project.

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Chevrolet Sponsors News Show on 2 Video Outlets

CHEVROLET division of General Motors Corp., Detroit, will sponsor TeleNews, 30-minute sound film pro- gram produced by Tele News Co., Tuesday evenings on WABD New York and WTTG Washington for 52 weeks beginning Jan. 20. Screenings will be placed by Campbell- EWald Co., New York, agency for Chevrolet.

Junior 'I. Q.' Quiz

MARS Inc., Chicago (candy), be- gins Dr. I. Q. Jr., March 6 on 40 NBC stations 60 basic, the mountain, seven West Coast), Sat- urday, 4-4:30 p.m. CST. Originally heard on NBC in 1941, show is a juvenile edition of Monday eve- ning network program. Contract is 52 weeks. Agency is Grant Advertising, Chicago.
Retailers Laud Radio's Selling Power

NRDGA Radio Session Told of Success With Medium

By BRUCE ROBERTSON

THE CHANGED attitude of the American retailer toward radio as a tool for the direct sale of merchandise or the improvement of public relations was clearly demonstrated last week at the radio advertising session of the 37th Annual Convention of the National Retail Dry Goods Assn. at New York's Pennsylvania Hotel.

Not many years ago an NRDGA discussion of radio would center on whether it was suitable medium for retailers, with a few staunch adherents valiantly defending the use of air time to a skeptical majority. Last week no one in the crowded meeting room questioned the opening statement of Chairman William T. White, vice president of Chicago's Wieboldt Stores, that "radio is now accepted by retailers."

Best Use of Radio

The question, Mr. White stated, is not should retailers use radio, but "how best they can use radio as a direct selling medium and to build favorable public relations in their trading areas." The answers given by Mr. White and the other participants in the program may be summarized as follows:

• Radio must be used continuously and consistently to produce the best results.

• Every program should be beamed to a specific audience, depending on the kind of merchandise to be sold. Commercials should be concentrated on a single item, or at most a single department.

• The whole store organization—top management, merchandisers and sellers—must be tied into the radio effort. As Mr. White put it, they "must understand thoroughly the purpose of the program, the importance of planning the merchandise for it and the absolute necessity of preparation of announcements, displays and signs at the point of sale."

Three Important Factors

The importance of these factors—continuity, the "beam" technique and full store support—was stressed and restressed by three top award winners in the NRDGA's 1947 contest for retail radio advertising, who described the use of radio in their stores and illustrated their remarks by playing excerpts from their prize-winning programs. The 1947 contest, incidentally, drew more than 150 entries, more than double the 1946 roster and another indication of the growing use of radio by retailers. [Full list of award winners is to be found on page 72.]

Willard H. Campbell, sales manager, Sibley, Lindsay & Curr, Rochester, N. Y., said that Tower Clock Time, five-week quarter-hour program on WHAM is still going strong after more than 16 years with its current rating of 5.9, topping all competing programs.

Successful in its goal of promoting mail and phone orders from rural families not reached by Rochester papers, the program's one disadvantage—that its morning broadcasts cannot be heard by the store's personnel—is overcome through supplying scripts to all departments concerned, he said.

Show on WJZ

Alexander's Quidom Class, weekly half-hour on WJZ New York in which the brightest high school seniors compete through a school term for a $1,000 college scholarship and other prizes, has in its three-year history grown this Bronx retail organization a new "prestige, dignity and acceptance," in addition to a valuable tie-in to the teen age market, Mr. J. Markowitz, vice-president, reported.

Sales of $14,000 worth of hose in September, $5,000 worth of men's jackets in October, $9,000 worth of coats in November and $6,000 worth of blouses in a four-day period in mid-December were cited by Myrtle Green, promotion manager of Wieboldt's, as evidence of the sales effectiveness of the company's "Melody Lane" broadcasts on WBBM Chicago. Only one item of merchandise is advertised on each half-hour broadcast, she said, the program also being used to promote one of the four Wieboldt "points of distinction"—quality, competitive values, convenient store locations, friendly, neighborly service.

MR. WHITE and Myrtle Green, Wieboldt promotion manager, examine that organization's award.

BROADCASTING • Telecasting

NRDGÁ—Awards to Retailers—1947

Winners*  
GENERAL FAMILY PROGRAMS

<table>
<thead>
<tr>
<th>Store</th>
<th>City</th>
<th>Program</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wieboldts</td>
<td>Chicago</td>
<td>Melody Lane</td>
<td>WBBM</td>
</tr>
<tr>
<td>Cohen Bros.</td>
<td>Jacksonville</td>
<td>Record Shop</td>
<td>WJHP</td>
</tr>
<tr>
<td>Chapell's</td>
<td>Syracuse</td>
<td>Curtain Time</td>
<td>WSBY</td>
</tr>
</tbody>
</table>

WOMEN'S PROGRAMS

| Sibley, Lindsay & Curr | Rochester | Tower Clock Time | WHAM    |
| Maas Bros.             | Tampa     | Notes to Music   | WFAL, WADE |
| Bon Marche             | Spokane   | Beauty and a Song| KGA     |

CHILDREN'S PROGRAMS

| Zion Co-op & Mercantile Inst. | Salt Lake City | The Story Princess | KSL    |

FARM PROGRAMS

| H. F. & S. Pogue | Westminster | Radio News  | KXEL   |

TEEN AGE PROGRAMS

| Alexander's | Bronx | Quidom Class | WJZ (N.Y.) |
| Shillito's  | Cincinnati | Junior Town Meeting  | WSAI |
| Maas Bros. & Wyman's | Tampa | Melody Matinee | WADE |

Honorable Mentions

GENERAL FAMILY PROGRAMS

<table>
<thead>
<tr>
<th>Store</th>
<th>City</th>
<th>Program</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohrbach's</td>
<td>New York</td>
<td>Tex and Jinx Stories</td>
<td>WNBC</td>
</tr>
<tr>
<td>Bon Marche</td>
<td>Seattle</td>
<td>Time Portraits</td>
<td>KOMO</td>
</tr>
<tr>
<td>McCurdy &amp; Co.</td>
<td>Rochester</td>
<td>McCurdy's Little Symphony</td>
<td>WHAM</td>
</tr>
<tr>
<td>Brown-Dunkin</td>
<td>Tulsa</td>
<td>The Values We Live By</td>
<td>KVOO</td>
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<td>Co.</td>
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<tr>
<td>Heironymous</td>
<td>Roanoke</td>
<td>Your American Music</td>
<td>WDBJ</td>
</tr>
<tr>
<td>Bon Marche</td>
<td>Spokane</td>
<td>Master Craftsmen</td>
<td>KGA</td>
</tr>
<tr>
<td>H &amp; S Pogue</td>
<td>Cincinnati</td>
<td>To Cincinnati at Six</td>
<td>WSAI</td>
</tr>
</tbody>
</table>

WOMEN'S PROGRAMS

| Bamberger's    | Newark      | Second Honeymoon | WAA   |
| Polsky's       | Akron       | Lynn Lawrence   | WAKR   |
| Brager's       | Baltimore   | Name It and You Can Have It | WFRB |
| Wymann's       | South Bend  | Time, Place, Tune | WSBT   |

FARM PROGRAMS

| Guggenheimer's | Lynchburg, W. Va. |            | WLV A |

TEEN AGE PROGRAMS

| Polsky's       | Akron       | High Jinx      | WHKK   |
| Pomeroy's      | Reading     | Be-Teen Jamboree | WHUM |
| Bon Marche     | Spokane     | Hi Time        | KGA    |
| Guggenheimer's | Lynchburg   | High Time for Teens | WLV A |

Special Awards for Groups of Beamed Programs

| Adams, Meldrum & Anderson | Buffalo | WEEB |
| Polsky's                 | Akron   | WHKK |
| Joske's                  | San Antonio | Most of San Antonio's stations |

JUDGES: Arthur Stelter, president, James McCreery & Co. & Chairmen; Allen T. Preyer, chairman, Morse International, chairman, Advertising Federation of America; Isabel Wingate, professor, N. Y. U. School of Retailing; Thomas Connolly, director of program promotion, CBS; Bruce Robertson, Senior Associate Editor, Broadcasting.

January 19, 1948 • Page 15
CLEAR CHANNEL

By RUFUS CRATER

THE CHIPS are down in FCC's three-year-old clear-channel case, with oral argument starting this morning (Monday) before the Commission en banc.

The argument, expected to take most of the week, also will deal with daytime skywave transmissions, their characteristics and effect, and what regulations, if any, should be adopted with respect to them.

Some 13 briefs covering one or both of the cases were filed with the Commission last week. For the most part they dealt with the clear-channel proceeding, which will determine whether some, all, or no clear channels should be broken down and whether power above 50 kw should be maintained (see summaries of briefs on clear-channel issues, starting below).

FCC authorities would not speculate on the date a decision might be expected. If it were to be adopted, the FCC would be expected to adopt the U. S. proposals for the revision of the North American Regional Broadcasting Agreement (NARB) which will depend upon the outcome of the clear-channel case and that the NARB proposals must be submitted to other signatory nations by May 1.

The daytime-skywave decision, which will determine the fate of hundreds of daytime 1-A and 1-B channel stations and applicants, may come at the same time as the clear-channel decision, or they may be issued separately. There has been some speculation, in light of the urgency of formulating NARB proposals, that the clear-channel case might be decided "in parts."

Decisions To Be Final

The decisions in both cases will be final, no appeal involved.

The briefs submitted to the Commission with respect to daytime skywave were, for the most part, in agreement that specific standards should be adopted to cover such transmissions.

Clear Channel Broadcasting Service offered detailed suggestions, including a proposal for reassignment of all existing daytime stations which operate on 1-A and 1-B channels less than 1,200 miles from the dominant stations [BROADCASTING, June 9, 1947].

CBS recommended that 1-A stations "be protected from skywave and groundwave interference during the transition and midday periods to the 100 microvolt-per-meter groundwave contours calculated at an operating power of 750 kw"; that the same protection be accorded at least four 1-B stations; that "in parts of their service areas" the 20 stations involved in CBS's 750-kw plan be protected to their 55 uv/m daytime skywave or groundwave contours, and that all other 1-B's be protected to their 100 uv/m groundwave contours, calculated at 50 kw operating power, from daytime skywave or groundwave contamination.

Proposing realignment of daytime and limited-time stations on 1-A's and 1-B's located less than 1,200 miles from the dominant station, CCBS asked that further site selection be made at a stations' power and operating hours "to insure the protection" proposed by the clear channel group.

CBS Recommendation

CBS recommended that FCC "expand its Standards...to protect the 100 uv/m daytime groundwave of Class 1 stations against interference from daytime skywave and groundwave transmissions of co-channel stations." NBC proposed that the rules governing Class 2 stations be modified to provide protection to Class 1 stations at these stations' power and operating hours "to insure the protection" proposed by the clear channel group.

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NBC and ABC told the Senate Interstate & Foreign Commerce Committee last week that the present law on radio censorship should be kept as it is rather than liberalized as proposed by the White Bill (S-1333) to amend the Communications Act.

Thus a solid front was maintained by the four major networks and the NAB in opposition to the White Bill’s provision giving FCC the authority to consider programming at time of license renewal [Broadcasting, Jan. 12].

The two networks’ views were outlined in comments on the revised White Bill which, though it has reconciled much of the industry opposition to the original measure, would still provide that “nothing in this Act . . . limit the authority of the Commission in its consideration of applications for renewals of licenses to determine whether or not the licensee has operated in the public interest.”

CBS has already favored a return to present law in the White Bill if it is impossible to write a section forbidding FCC to concern itself with program matters. Mutual, the White Bill would divide the Bill’s proposed changes in this respect. NAB’s memo, sent to the committee Friday, followed the networks.

Both NBC and ABC, whose comments were filed last week, favored $15,000 salaries for Commissioners as against the $10,000 provided by present law and the $12,500 suggested by the White Bill.

NBC urged a five-man FCC “panel” to handle broadcasting matters, instead of the three-man panel proposed by the White Bill. “If a nine-man Commission is not considered feasible,” NBC added, “we would prefer the present set-up.”

Sen. Wallace H. White Jr. (R-Me.), author of the proposed legislation and also of the existing radio law and chairman of the Senate Commerce Committee, the White Bill would divide the present seven-man Commission into two panels—one for broadcasting matters and the other for communications and the safety and special services.

ABC Contention

ABC contended that FCC should be allowed “to divide itself into such panels from time to time as seem to be called for by the work before the Commission.” NBC and ABC agreed that the chairman of such a panel should be named by the President. Additionally, NBC felt that the President should appoint each Commissioner to a particular panel.

With respect to the White Bill’s proposed limitation on the employment of FCC members and employees after they leave the Commission, ABC felt that such a panel should be dealt with by general legislation applicable to all government commissions and not by specific legislation which might hinder FCC in securing “the best qualified personnel.”

Both ABC and NBC told the Congressional committee that they would prefer to have Sec. 315, dealing with broadcasts on political and other public issues, left as it is in the present law. NBC noted that “under this section the broadcaster has no control over the material broadcast and therefore we believe that he should be relieved of this burden, not just as protection for liability but, in the event the revised version is retained.”

NBC said that it urged retention of the present law on censor.

(Continued on page 88)

January 19, 1948 • Page 17
'Chicago Tribune' TV Station To Begin Program Tests Feb. 1

WGN-TV, the Chicago Tribune's television station, will take the air with test patterns "about Feb. 1" and will begin a regular schedule of programs "on or before March 1," said Frank P. Schreiber, manager of WGN Inc., announced yesterday.

Chicago's first video station to be operated by an AM network affiliate will occupy temporary quarters in the Chicago Daily News Bldg. until the 16-story adjoining Tribune Tower, is completed.

The entire 25th and 26th floors and part of the 24th floor of the News Bldg. will be "open end" for WGN TV operation, Mr. Schreiber said.

"This area of the building was designed for the television service," he added.

\[\text{Page 18} \quad \text{January 19, 1948}\]

Mr. Schreiber

NBC Includes Fairbanks Feature Films In Video Service Beyond Cable Reach

NBC's USE of film in servicing video stations outside the reach of present coaxial cable or radio relay network facilities is being expanded to include feature programs as well as news under a five-year agreement between the network and Jerry Fairbanks Productions.

Terms of the agreement as disclosed last week by Frank E. Mullen, NBC executive vice president, and Jerry Fairbanks, president of the motion picture firm, call for the movie company to produce for NBC on a network service basis films of all styles and lengths. Designed for video showing, the films will incorporate the special techniques developed by the Fairbanks organization to present television, such as are utilized in its own Public Prosecutor series.

NBC will specify the types of films desired and will acquire all distribution rights, which may include other showings than by television, to the films produced by Fairbanks under this contract.

Fairbanks will be responsible for the production of the pictures under NBC's general supervision.

The films will follow the radio pattern, utilizing the open end technique which permits the insertion of a sponsored message at the beginning and close of each program unit.

Commenting on the agreement, Mr. Mullen called it "a highly significant step toward the implementation of at least one type of television programming. It is essential that television films be of first-class quality. It is equally essential that the televiewer determine the type, quality and standard of the pictures that are to be put on the air."

Mr. Mullen praised the facilities and techniques of the Fairbanks organization, which in addition to its pioneering work in the production of movies for television is also the distributing agency for the Zoomer Lens, developed by Dr. Frank Back in collaboration with Mr. Fairbanks.

Kaiser-Frazer Show Uses Four-Station TV Hook-Up

KAI SER-FRAZER Corp., Willow Run, Mich., last night (Jan. 18) started sponsorship of Amateur Hour on a four-station DuMont video hook-up, Sun. 7-8 p.m. Originat ed at WABD, New York, program will also be carried on WPIL TV Philadelphia, WMAR-TV Baltimore and WTTG Washington.

Swaney, Drake & Bement, Chicago, and Detroit, R-F agency placed the 11-week video contract.

"Our alternate video route must have taken the wrong turn somewhere in Jersey."

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BROADCASTING • Telecasting

Telephone stories, on other pages, in this issue:

WMAR-TV Begins Pictorial News Show p. 14
Chevrolet Sponsors News on TV. p. 14
Four More Enter Video Race p. 16
AT&T Ready to File FM Cable Rates p. 20
National Convention TV Plans Mapped p. 20
Television Coverage Set for AWS Meet p. 36
Lock of Video Channels Discussed at NAB p. 70
Canadian Video Specifications Ready Soon p. 70
TV Said Getting Chicago Jukebox Revenue p. 82
15 NBC Newsasters Sign TV Contracts p. 82

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

NBC Chicago Video Seen Ready in Sept.

Network Hopes to Build Around Four Midwest Outlets

COMPLETION of NBC's proposed television station in Chicago by Sept. 1 and possible network television by the year's end were predicted last week by I. E. Showerman, vice president in charge of the Central Division.

Mr. Showerman announced NBC was pushing ahead its original plan for WNBY Chicago a full four months ahead in line with the company's desire to provide network program service to the Midwest audience through its affiliates, three of which already are on the air (WTTV-Milwaukee, KSD-TV St. Louis and WKBW-Detroit).

Around the four outlets NBC hopes to build its central grid, while other affiliated video stations are expected to be in operation before many months.

Chicago's Status

Noting that Chicago long has been one of the major origination points in regular broadcasting, Mr. Showerman observed its logic that applied to establish its position in this field applies with even more emphasis to television...it enjoys a strategic spot in the network picture, whether it be for radio or television...in the course of any year, Chicago provides a vast number of program-worthy events, and these events will be shared inevitably with the national television audience."

With respect to staff alignments, the NBC vice president stated that personnel already employed in the network's Chicago broadcasting operations will be utilized in the new video setup. Some employees will be given special training courses, and the entire Chicago engineering staff already has been put through a basic television course, which will be expanded.

In addition, Mr. Showerman disclosed, a limited number of technical and production employees may be transferred to Chicago from WNBTV, NBC's New York pioneer

(Continued on page 82)
Honest... this is a true story according to Wide World Photos. Here’s what they say:

“Mama Pigeon stands guard over her unhatched progeny in the home she and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other material the birds got from a dump in the rear of the adjoining building.”

No soft string? No downy grass for the nest?

Those two pigeons are like the time buyer who’s too prone to take what is close. You who buy time know there are kilocycle-happy fellows like that. If it’s in the backyard, why fly farther?

If you’re feathering your client’s nest with old and broken-down thinking, just because it’s easy... may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. In Baltimore it’s the independent, W-I-T-H.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big town.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Represented by Headley-Reed
AT&T Ready to File FM Cable Rates

**Discrimination Charges By FMA Occasions FCC Conference**

INTERCITY cable rates for FM may be filed with the FCC soon, Robert P. Judy, rate attorney for AT&T, indicated at an informal hearing with FMA officials at FCC last week.

When FMA Counsel Leonard Marks pressed Mr. Judy for an answer on FM rates, he replied, "We are now ready to file rates for FM intercity broadcasting on 8,000-15,000 cycles." He added that "for planning purposes only" AT&T has estimated that these rates would be approximately double the present 5,000 cycle AM rates.

FMA quoted AT&T rate estimates of approximately 30 cents a mile for 15,000 cycle transmission per program hour, plus station connection and other charges.

AT&T officials also announced that they were prepared to furnish a 15,000 cycle circuit between WASH (FM) Washington, D. C. and Maj. Edwin H. Armstrong's stations, W2XMN and W2XEA Alpine N. J., for a demonstration broadcast of the U. S. Air Force Concert Orchestra Feb. 19, 9-10 p.m. This was the first contract for 15,000 cycles FM inter-city transmission signed between Continental Network and AT&T.

The conference was held after FMA had filed a petition with FCC charging AT&T with discrimination in favor of video operations, with consequent delay in establishing plans for FM transmission.

Commissioner Walker presided at the informal session Tuesday; Commissioner Sterling was also present.

Possibility that FCC might consider the petition in the light of discriminatory practice or unfair trade was indicated at the conclusion of the conference when Commissioner Walker stated his own opinions on the case.

In filing petition, FMA asked the Commission to investigate the fact that video is getting free transmission from AT&T under the "experimental" category, while FM intercity operation, which it holds is equally experimental, must pay for transmission rates.

FMA asks that until such time as rates for TV and FM are filed, FM be granted like free service.

**FMA Complaints**

Among FMA’s complaints were:

- That the AT&T free video service is discriminatory.
- That AT&T has made extensive plans for TV transmission, but not for FM.
- That there are more FM stations on the air than TV and consequently FM should receive equal treatment.

That AT&T has delayed the development of regional and national FM networks by failing to announce rates for intercity transmission.

That the public is paying for TV experimentation in the form of phone rates, while television is receiving revenue from commercial operation.

In rebuttal AT&T declared that the installation of coaxial cables was "primarily for the purpose of improving telephone service," and that because the lines can also be used for FM and TV, AT&T has

(Continued on page 88)

NAB Standards Group Begins 'Successful' Code Revamping

**REVAMPING of the NAB code, with the idea of making information more accessible and the language more affirmative, is well underway as the result of a successful meeting of the NAB Standards of Practice Review Committee at NAB headquarters in Washington last Monday and Tuesday.**

**In addition to setting up plans for the reorganization, the committee reportedly made a “good start” on a creed and preamble for the code. When it is completed, the preamble will be submitted to NAB President Justin Miller for final polishing up and approval.**

Those attending the session were Harold E. Fellows, WEEI Boston; John F. Meagher, KYSM Mankato, Minn.; Willard Egolf, WBBC Bethesda, Md.; and Harold Fair and Ben Miller, director and assistant director, respectively, of NAB’s Program Dept.

**Letter of Protest**

In San Bernardino, Calif., the Christian Business Men’s Committee sent a letter to the Senate Interstate & Foreign Commerce Committee in which it vigorously objected to proposed provisions of the White Bill (S-1533) now before the committee and to what it thought the NAB “might” include in its new Standards of Practice.

“Information has been given to us,” said the committee, “that the NAB is in the process of formulating a ‘Code of Ethics’ that would possibly bar and eliminate those religious broadcasts judged by them to be of a ‘rationalistic’ nature.” It is our earnest conviction that such a condition exist, it would be detrimental to the best interest and welfare of all Americans regardless of their political, religious, or social views.

**Terms ‘Undemocratic’**

“From our viewpoint,” continues the letter, “it is undemocratic and such restriction should never be made either by act of law, or by act of order from the FCC or by any semi- quasi agency.

Cautioning the legislators not to discriminate against religious radio, the committee contended that “news broadcasts, election campaigns, radio discussions and all programs are controversial in nature to some. The American people tolerate them or turn them off the radio dial when it does not meet their disapproval. That is the privilege we enjoy through living in this country.”

The committee requested a “complete and free hearing on all matters affecting our rights, and especially in the fields of speech and religion.”

**Convention Video Coverage Mapped**

**Films Will Go to Cities Beyond Coaxial Cable**

By HERMAN BRANDSCHAIN

BIG STEPS in the planning of the television coverage of the Philadelphia GOP and Democratic political conventions in June were taken this past week by various committees handling arrangements.

Briefly, they were:

Laid plans for mobilizing the necessary equipment to telescast the proceedings to a possible audience of 50,000,000 televiewers in the areas to be served by network television.

Set up machinery to service television stations not on the coaxial cable with TV film coverage.

Planned for the health and comfort of the radio and press personnel and has set for itself the aim of making the job as pleasant as possible for the most contented workers in the history of conventions.

**Urged Broadcasters to Hurry and Make their Convention Needs Known Before it is Too Late.**

Plans to mobilize the greatest array of television equipment in all history for a single event were laid in the board room of The Phil-

adelphia Evening Bulletin by the technical subcommittee for television coverage of the 1948 political conventions in Philadelphia.

There, under chairmanship of Ray J. Bowley, WPTZ Philadelphia, the technical committee worked out details of the coverage in a meeting that began at 10 a.m. Thursday and continued until 7:15 p.m.

In that time, the location of television camera booths were determined and the decision to put cameras on the floor was made. It was decided to have five television cameras on the convention floor, each equipped with the most rapid and complete switching equipment and with lenses to provide close-ups and long views. It is estimated that more than $500,000 worth of equipment will be used. Number of cameras in booths and at fixed positions is still uncertain.

Most Elaborate in History

According to Charles H. Singer, of WOR New York, ’spokesman for the group, the entire setup will be the most elaborate in television history. Equipment and personnel will be furnished by the various networks and pictures themselves will be fed to one distribution point where they will be available on a pooled basis to stations desiring to pick them up.

More than 100 cameramen and engineers will be needed to man the operation, and a top caliber of maintenance facilities also were discussed and plans made for their establishment and operation. It was estimated that at least 12 persons will be needed for this phase of the operation alone to keep all equipment in repair to function during the conventions on the basis of a ten-hour teleday.

Among other matters considered by this committee were the lengths of cables needed, construction of booths, location of control equipment, necessary additional and special lighting equipment.

The subject of lighting was given especially thorough treatment. It was decided that leading manufacturers of this type of equipment will be approached to see if such facilities will be furnished by them.

“Our whole purpose,” said Mr. Singer, “was to lay plans to bring all the color and hilarity of the conventions to the television viewer. We believe that we will be able to get the television audience a better view of the proceedings than any (Continued on page 81)
does this surprise anybody?

the Tommy Dorsey Disc Jockey Show on transcription is just plain TERRIFIC!

Everywhere—but everywhere!
Everybody—but everybody—knows it!

"why, that's me, they're talking about!"

keep going, boys, the facts are vital!
Right off the bat, you'd like to know just who is so high on the Dorsey show. Well, the stations run from modest 250-watters to booming 50,000-watters. From some 200 markets we've picked a “Typical Ten” in each of three handy-sized groups. Try these for size. You'll find one that fits you.

“TYPICAL TEN” STATIONS UNDER 1,000 WATTS

<table>
<thead>
<tr>
<th>Station</th>
<th>City/State</th>
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<tbody>
<tr>
<td>KTHT</td>
<td>Houston, Texas</td>
</tr>
<tr>
<td>WLEE</td>
<td>Richmond, Va.</td>
</tr>
<tr>
<td>KANS</td>
<td>Wichita, Kansas</td>
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<tr>
<td>WFRP</td>
<td>Savannah, Ga.</td>
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<tr>
<td>KXOA</td>
<td>Sacramento, Calif.</td>
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<td>WITH</td>
<td>Baltimore, Md.</td>
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<tr>
<td>KCKN</td>
<td>Kansas City, Mo.</td>
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<td>WOLF</td>
<td>Syracuse, N. Y.</td>
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<td>WWSW</td>
<td>Pittsburgh, Pa.</td>
</tr>
<tr>
<td>WIBX</td>
<td>Utica, N. Y.</td>
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</tbody>
</table>

“TYPICAL TEN” STATIONS 5,000 TO 1,000 WATTS

<table>
<thead>
<tr>
<th>Station</th>
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</thead>
<tbody>
<tr>
<td>KLIF</td>
<td>Dallas, Texas</td>
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<tr>
<td>KALL</td>
<td>Salt Lake City, Utah</td>
</tr>
<tr>
<td>KXOB</td>
<td>Stockton, Calif.</td>
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<tr>
<td>WHIM</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>KLAC</td>
<td>Los Angeles, Calif.</td>
</tr>
<tr>
<td>KWDM</td>
<td>Des Moines, Iowa</td>
</tr>
<tr>
<td>WEBR</td>
<td>Buffalo, N. Y.</td>
</tr>
<tr>
<td>WSCR</td>
<td>Scranton, Pa.</td>
</tr>
<tr>
<td>WMLO</td>
<td>Milwaukee, Wisc.</td>
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<tr>
<td>WKRG</td>
<td>Mobile, Ala.</td>
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“TYPICAL TEN” STATIONS 50,000 TO 5,000 WATTS

<table>
<thead>
<tr>
<th>Station</th>
<th>City/State</th>
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</thead>
<tbody>
<tr>
<td>WWJ</td>
<td>Detroit, Mich.</td>
</tr>
<tr>
<td>WAPI</td>
<td>Birmingham, Ala.</td>
</tr>
<tr>
<td>WMAL</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>WCFL</td>
<td>Chicago, Ill.</td>
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<tr>
<td>WDSU</td>
<td>New Orleans, La.</td>
</tr>
<tr>
<td>WHDH</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WMCA</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis, Minn.</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville, Ky.</td>
</tr>
</tbody>
</table>

We figured then you'd like to know just how the full list of stations breaks down into network and non-network outlets. We got that, too. Look!

THREE OUT OF EVERY FIVE STATIONS ARE MAJOR NETWORK AFFILIATES.

TWO OUT OF EVERY FIVE STATIONS ARE INDEPENDENTS.

Another way of putting it:

62% ARE MAJOR NETWORK STATIONS.

38% ARE INDEPENDENT STATIONS.

See? Nicely balanced, aren't they?

The story keeps getting better. Now we'll show you how audiences grow and grow and grow. The following case histories prove it:

UP 500% AT CJBC, TORONTO!
UP 55% AT WMCA, NEW YORK CITY!
UP 45% AT WHDH, BOSTON!
UP 250% IN BLOCK AT KING, SEATTLE!
We've got baskets full of gleeful comment from stations... the foresighted ones who preferred looking it to bucking it! These, for instance:

“I am eternally grateful to you for bringing Tommy Dorsey to us. It is the best buy we ever made!”—Herman Best, Director of Sales, WMCA, New York.

“A beautiful performance! Your organization is to be complimented on its very efficient operation! You are making good every promise!”—Mel Wolens, Sales Manager, WCFE, Chicago.

“Going over with a bang in Baltimore! The program is completely sold out!”—B. J. Embry, Vice-President, WTH, Baltimore.

“A big hit in Philadelphia! The Sun Ray Drug Company, sponsors the J. M. Korn Agency and the WPEN staff are all busy patting each other on the back. Keep up the good work!”—Edward C. Obrist, Manager, WPEN, Philadelphia.

“Entire show was sold three days after it was purchased! Sounds like a top nighttime variety show!”—KLAC, Los Angeles.

“It’s a great show and I’m glad it’s on the station!”—WAPI, Birmingham, Alabama.

“We are elated!”—Ted Hills, Manager, KTH, Houston, Texas.

The list of sponsors reads like Dan & Bradstreet plus a generous sprinkling of Main Street. Just look at these: Camel Cigarettes, Oldsmobile, Procter & Gamble, Radio Corporation of America, Rayve Shampoo, Squibbs Toothpaste, Warner Brothers, TWA Airlines, Twentieth Century Fox, Phillip Morris and hundreds of other national spot advertisers plus Kirkley Clothes, Orlando Books, Ben Tipp jewelers, Colonial Appliances, Standard Motor, Grummers Coffee, Oak Farms Dairy, Logan Market, Fehr Brewing Co., Dale Studios, Hanley Paints, Dixie Cleaners, American Finance, and oh, so many other restaurants, bakeries, fuel, transportation, public service, and other companies.

Sounds like you ought to do something! Tell you what: put a call through right now to the nearest Cowan office. Or write a letter, if you've more time.

Remember, you can sell the Tommy Dorsey Disc Jockey Show on transcription as full, half, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small.

We've got baskets full of gleeful comment from stations... the foresighted ones who preferred looking it to bucking it! These, for instance:

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Remember, you can sell the Tommy Dorsey Disc Jockey Show on transcription as full, half, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small.
Henry Announces Deadline of Feb. 15 On Convention Coverage Applications

APPLICATIONS for seats at the Republican and Democratic National Conventions at Philadelphia in June and July by radio and television commentators and the working radio and television newsmen must be made by Feb. 15, according to an announcement by Bill Henry, president of the Radio Correspondents' Assn. of Washington, D. C.

The Radio Correspondents' Assn. has once more been designated by the Republican and Democratic National Committees to supervise the radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating, and operation of the radio and television news quarters in Philadelphia by the Executive Committee of the Radio Correspondents' Assn. Robert M. Menaugh, superintendent of the House Radio Gallery, and D. Harold McGrath, superintendent of the Senate Radio Gallery, will be in charge of facilities at the two conventions.

Applications for seats should be forwarded to Radio Correspondents' Assn., c/o United States Senate Radio Gallery, United States Capitol, Washington, D. C.

"Both the National Committees," Mr. Henry stated, "have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for

"M" MEANS THE MARKET

The Nashville area flies all the signals of a strong market; a wide range of stable industries for steady employment; over 356 million dollars spent yearly in retail stores alone for quality products that could be yours.

"C" MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMS Study No. 1 shows its 3000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMS audience information by counties available on request.

5,000 WATTS + 980 KC AMERICAN + MUTUAL

WSIX The Voice of Tennessee's Capital City

"E" MEANS ECONOMY

And WSIX delivers your share of an audience in the Nashville trade area at a reasonable cost per listener.

Represented Nationally by: THE KATZ AGENCY, Inc.

CBC Renewals

RENEWAL of David Harum and Here's To You on CBS was announced last week by William C. Gittinger, the network's vice president in charge of sales. David Harum, heard Monday - Friday 10:45-11 a.m., is sponsored by B. T. Babbitt Inc. and Duane Jones. Here's To You is heard Sundays 5:15-5:30 p.m. for the Chas. E. Hires Co. N. W. Ayer & Son is the agency. Latter show will become a half-hour program 5-6 p.m., starting April 25.

TERMINATING an association of seven years and 16 weeks on NBC's Contested Hour under Car-...
THE Iowa Story

by WGN of Chicago

Iowa... the Hawkeye State... state of the Wild Rose and Tall Corn... fertile farms and famous sons... we'd love to cover "the Whole State of Ioway" but we're right proud to blanket the eastern third... after all, the state is larger than Pennsylvania, New Jersey and Rhode Island combined... and we do a far better job in Iowa than any other Chicago station.

Consider this: WGN covers 17 counties exceeding 50% at nite and 16 during the day... here's how the four Chicago network stations cover eastern Iowa above the 50% level:

<table>
<thead>
<tr>
<th></th>
<th>Number of Counties</th>
<th>Radio Homes Reached</th>
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</thead>
<tbody>
<tr>
<td>WGN</td>
<td>17</td>
<td>103,760</td>
</tr>
<tr>
<td>Station A</td>
<td>8</td>
<td>54,550</td>
</tr>
<tr>
<td>Station B</td>
<td>1</td>
<td>7,820</td>
</tr>
<tr>
<td>Station C</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>WGN</td>
<td>16</td>
<td>85,930</td>
</tr>
<tr>
<td>Station A</td>
<td>6</td>
<td>51,440</td>
</tr>
<tr>
<td>Station B</td>
<td>1</td>
<td>6,930</td>
</tr>
<tr>
<td>Station C</td>
<td>2</td>
<td>3,990</td>
</tr>
</tbody>
</table>

This coverage, we believe, offers a real "plus" to an advertiser interested in concentrated Middlewestern circulation.

*Data based on Broadcast Measurement Bureau figures.

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 S.W Oak St., Portland 8
OHIO'S BROADCASTERS HOLD DAYTON MEETING

OHIO Assn. of Broadcasters held its station managers and sales executives meeting last Friday in Dayton, according to John Pattison Williams, executive vice president of WING Dayton, and president of the OAB.

The broadcasters were guests, for the day, of S. C. Allyn and the National Cash Register Co., with meetings held at NCR's building. Principal speaker for the morning was Miss Lee Hart, NAB director of Broadcast Advertising, who took part in the session conducted in the form of a radio sales clinic.

Charles Caley, executive vice president of WMDB Peoria, addressed the afternoon meeting, speaking on "Local Sales." New officers elected were not yet announced as BROADCASTING went to press.

BOSTON MEMBERS of Assn. of Women Broadcasters, representing six Boston stations, gave luncheon for Dorothy Lewis, AWB vice president and coordinator of listener activity for NAB, when she was in the Massachusetts capital to address Boston business and professional women Jan. 8. L to r, seated: Mildred Bailey, WCOP; Mrs. Lewis; Louise Morgan, WNAC; Martha Johnson, WNAC. L to r, standing: Marie Houlahan, WEEI, national publicity chairman of AWB; Rebecca Higgenson, WMEX; Mildred Carlson, WBZ; Phyllis Doherty, WNAC; Constance Stackpole, WEEI; Caroline Cabot, WEEI, and Christine Evans, WHDH.

An imposing all-over picture of Worcester, the Central New England market center, can be viewed through sales increase during the first half of 1947. Compared to the same period in 1946, Department Store Sales climbed 9%, Household and Radio Sales 14%, Groceries 8%, Drugs 2%, Lumber and Building Materials 38%, and Apparel 16%. For an enlargement of YOUR sales picture, in Central New England, depend upon WTAG, with a greater audience than any other station heard in the area.

BROADCASTING • Telecasting

TELEVISION COVERAGE SET FOR AWB MEETING

THE FORTHCOMING Assn. of Women Broadcasters Convention in Washington, Jan. 29-Feb. 1, will be widely covered by television. Video programs on the convention are planned for Thursday, Friday and Saturday by WNBW and WMAL-TV, capital television stations.

On Jan. 29, 4-5 p.m., WNBW will telecast a preview of the fashion show to be presented the next morning by the Millinery Fashion Bureau. Members of the AWB will model the hats.

Friday, Jan. 30, 9-10:30 p.m., WMAL-TV will have an audience participation quiz show featuring Alma Kitchell, NBC; Mary Margaret McBride, NBC, and Dorothy Lewis, NAB. WNBW will telecast at 2 p.m. Jan. 31, the AWB luncheon at the Mayflower. Speaker of the House Joseph Martin, Agriculture Secretary Clinton Anderson and a group of congressmen will participate.

Handling arrangements for the telecasts are Ruth Crane, acting AWB head, for WMAL-TV and Nancy Osgood, for WNBW. Burke Croddy and John Gaunt, television heads of WMAL-TV and WNBW, respectively, are in charge of the telecasts.

Caphehrt Not Pressing For Durr Investigation

INDICATION that Senator Homer Capehart (R-Ind.) will not press for a congressional investigation of FCC Commissioner Clifford J. Durr was contained in a statement made Tuesday by the Senator, in which he said that he intended to "let the matter lie where it is." He said he may take the matter up again "at some later date."

During the FCC-FBI dispute (BROADCASTING Dec. 8, 1947), the Senator had accused Commissioner Durr of attempting to "sabotage" the FBI by criticizing the FBI's report on applications for broadcast licenses. Commissioner Durr said the FBI reports were "unsolicited," and based on rumor.

IRE Selects Plan Group For Transmitter Meeting

BOARD of Directors of Institute of Radio Engineers has approved participation in the IRE-Radio Manufacturers Assn. spring transmitter meeting April 26-28 at Syracuse Hotel, Syracuse.

Right now, Old Sol has the only "wavelength" that covers all of Oregon.

Soon he'll have a rival. KEX, with a new 50,000-watt voice, will cover not only Oregon, but a substantial portion of Washington, too!

A BIG country, this Portland trading area... with tremendous gains in population since 1940. Soon you'll be able to reach it all through a single medium—KEX. See Free & Peters for details.
Briefs

(Continued from page 16)

huge population day and night, both in signal strength and in choice of signals. At night, the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade.

c. It will provide additional protection for American broadcasting service against the demands made and intrusions threatened by other North American countries.

CCBS argued that "the question of duplication of channels can be considered intelligently only after the question of power is settled." Even so, the brief reasoned, duplication of 1-A's would make them 1-B's under NARBA, "which automatically limits the power to 50 kw." With power kept at 50 kw, CCBS continued, duplication is "merely a means of giving groundwave service in two or more localities but preserving only a low grade of skywave service either at one station or, in non-circular and misshapen patterns, around two stations." CCBS denied that 750-kw operation would pose an economic threat to other stations, and denied claims that it would put "too much power in the hands of too few." Referring to the envisioned re-shuffling of network affiliations, the brief claimed the result could very well be neither gain nor loss in number of stations having affiliations. With respect to possible relocation of clear-channel stations, CCBS insisted it is economically unfeasible to operate such a station in small cities, and, regarding their program service, the stations said they were content to "rest on the record."

** REGIONSAL BROADCASTERS COMMITTEE
(An "informal" committee. Brief by Paul D. P. Spearman, of Spearman & Roberson, Washington.)

RBC summarized its position as follows: (1) clear-channel stations should be limited to 50 kw and (2) FCC Rules should be amended to permit duplication of 1-A's, "which the Commission legally may do without violating any provision of the North American Regional Broadcasting Agreement (NARBA), or the extension thereof; without surrendering any rights which the United States of America may have to require protection of its stations, and without any further legislation."

The purpose of NARBA, the regional group contended, was to "protect stations in one country from objectionable interference from a station located in another country." RBC denied "that foreign stations would be permitted [under NARBA] to interfere with Class 1-A stations in this country to a greater extent if the U. S. should permit the operation of two or more unlimited-time stations on our Class 1-A frequencies."

RBC charged that present 1-A operations result in "wasteful overlapping of secondary service areas" and "extensive duplication of network program service" which would become worse with operation at 750-kw. If Mutual or ABC are ever to be able "really to compete" with CBS and NBC nation-ally, the brief added, the affiliations of Class 1 stations must be reshuf-fled, or there must be "additional unlimited-time stations on frequencies now monopolized and used ex-clusively by Class 1-A stations."

Existing rules against duplication on 1-A channels "were originally adopted before the advent of directional antennas and the present widespread system of national networks, and have failed to keep abreast of either technical or economic progress in the art of broadcasting," RBC's brief declared.

It charged that clear-channel stations have failed to provide adequate farm programs, are unable to serve the particular needs of their distant listeners, and 1-A's "largely have abdicated from any appreciable degree of responsibility for nighttime programs and have delegated the major part of their nighttime responsibility to national networks," Regional. Class 3's and 1-B's can do a better job of serving their local areas, the brief maintained.

RBC quoted NARBA decisions to support its claim that Sec. 307 (b) of the Act requires equitable distribution of transmission facilities as well as of radio reception, and also contended that "large and important areas have been substan-tially discriminated against in the allocation of Class 1-A clear channels."

With "modern techniques," the brief insisted, "two or even three" 50-kw stations can operate on the same channel. It went into detail on RBC's "demonstration" of ways in which a number of 1-A's might be broken down. [Broadcasting, July 22, 1946] "to permit maximum

CONTINUED ON PAGE 28
Cuticura’s 1-Minute Announcements

Add up to
Thousands
Of Hours
Of Profitable
Spot Radio
Selling!

Cuticura Spot Announcements are in there selling... day after day... week after week... month after month. You can hear them regularly on leading stations in leading markets from coast to coast building sales volume on Cuticura Soap and Ointment.

And you can be sure it pays because Potter Drug & Chemical Corporation has been using Spot Radio that way for more than 10 years.

Think what that kind of advertising adds up to... literally thousands of hours of broadcasting to millions of listeners. And every minute of it is selling time... on carefully selected stations... at carefully selected times.

Then, think what that kind of advertising adds up to in sales results. And see your John Blair man about Spot Radio today.

Cuticura advertising is handled by
Atherton & Currier, Inc., New York

John Blair
& Company

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

Representing Leading Radio Stations
BILLBOARD

for selecting WWVA

a winner in 1947

in your 10th Annual Radio Promotion Competition. Here is the actual citation prepared by the staff of The Billboard Magazine...

Material submitted by WWVA in the over-all promotion class indicated understanding on the part of the station to place upon every promotion-promotion situation. Illustrations which come to mind immediately are the station's promotion of its 20th anniversary, the sale of attendances to WWVA's young listener program, the sale of tickets to the station's promotion, and various tie-ups with local merchants.

Treatment accorded "WWVA Jamboree" spotlights that the station can and does do a program. Show is held in theatre before crowd of 2,000 every Saturday night. On U.S., show plays before audiences in the eastern part of the country, with station holding promotion in the western part. Telephone solicitation, mailings, and personal appearances are part of the promotion. The station also sells tickets in the target of such activities.

In addition, the audience at the target is of such activity as the Jamboree songbook, and a picture portfolio sold over the air and at personal appearances.

The aforementioned are examples of some of the procedure the station goes through to put its promotion across. While no other show gets quite the extensive treatment, the agency always goes from calling, solicitation to listeners, stations, and merchants. For instance, WWVA entered into a promotion campaign with Stone & Thomas, leading department store, where guest musicians were auditioned for appearance on the station's "Calling All Girls" program. Local dealers carried ads Friday night, showing pictures of winners scheduled to appear next morning.


The other jamboree devices merited attention. One was the parade, sight-seeing and telling. W. L. Thomas, station's public relations manager, described in detail the parade. The parade included a float, a special float for the station, and a special float for the station's promotion. The parade was held in the station's promotion, and a special float for the station's promotion was held in the station's promotion.

In total, station's promotion is very solid, including know-how in such all-important facets of operation as merchandising, sponsor and agency relations, programming and publicity.
World's Original
WWVA Jamboree in its 15th year.
Over one million have seen local broadcast. Equally
sensational attendance on the road. Annual Mail pull
tremendous.
PUBLIC ACCEPTANCE PROVED!

PROVED LISTENER APPEAL

as evidenced by the great record achieved by these
four, time-tested, WWVA-
produced public service
programs means greater re-
results for your advertising
dollar in the heart of the
steel and coal belt of the
nation!

EDW. PETRY & CO.
National Representatives

WWVA
WHEELING, W. VA.
50,000 WATTS

WWVA Church Time, a popular
Sunday feature presenting services
of all churches.
PUBLIC ACCEPTANCE PROVED!

Farm & Home Hour with Joe McQuay, in cooperation
with Ohio State and West Virginia Universities' Agricultural
Extension Services, on the air twice daily for 11 years.
PUBLIC ACCEPTANCE PROVED!

Junior Town Meeting of the Air, a thought-provoking
discussion program in its second successful year, combines
the efforts of 28 Ohio Valley schools in cooperation with
Bethany College.
PUBLIC ACCEPTANCE PROVED!
The regional group argued that 750-kw for Class I stations would definitely have adverse effects on the economic ability of other stations to operate in the public interest, and that it would involve a potential concentration of control the “very possibility” of which should not be allowed.

Interference would result from 750-kw and restrict coverage to a point below that anticipated by CBS, the brief continued. It insisted that opposition to I-A breakdowns based on claims of interference is not and cannot be supported “by any competent evidence in the record.”

ABC

(Licensee of two I-A stations: WJZ New York and WENR Chicago, which shares time with WLS; one I-B: KKO San Francisco; two regions: WXTZ Detroit and KEECA Los Angeles. Brief by Joseph A. McDonell, ABC vice president, secretary and general counsel, and Andrew G. Hatler, James A. McCormick Jr. and Charles E. Thompson, of Washington.)

ABC asked FCC for “action which will result in making it possible for ABC to deliver its programs to rural areas and give the people in those areas an opportunity to hear another program service.” The network would prefer the solution to be based on voluntary action and is willing to offer, dollar for dollar, whatever anyone else offers for station affiliation.

Specifically, ABC said, the solution should be a combination of “voluntary industry action” such as proposed by CBS, and “specific Commission action in granting additional facilities to ABC and such other networks and program service organizations that need competitive facilities.” For itself, ABC asked FCC to allow WJZ and WENR a 750-kw I-A channel for KGO, and a frequency permitting 50-kw fulltime for KECA.

ABC regarded the CBS proposal as “the most appealing suggestion” offered to the Commission but said it would not provide “a complete solution.” The network affiliation changes envisioned in the CBS plan were characterized as a commendable “commitment” which “should be implemented regardless of whether increased power is or is not authorized.” NBC and CBS want the clear-channel picture unchanged, ABC charged, “because the status quo will enable them to continue their present competitive advantages.”

ABC contended the Commission “is directed by statute to foster competition, and it would be remiss in the discharge of its express duties if it continues to permit the vast area of rural service to be monopolized by two companies, either through ownership of stations or by condoning the conduct of non-network owned stations that continue to be parties to the skywave monopoly.”

If FCC decides against power increases and “redistribution” of clear-channel stations among network services, which ABC considered “the only effective practical solution,” then the network recommended that FCC appraise the use to which each clear channel is being put, and determine on this basis whether to break it down or not.

Higher power should be permitted for I-A and I-B stations if a program service would be added or improved in underserved areas and if overlap-duplication would not result, ABC contended. The network felt that “the higher power stations should be appropriately located so that signals would not overlap an important degree and so they would provide greatest overall service,” and that additional power, perhaps to 50 kw, should be granted to regional stations “which will serve an area and render an unduplicated program service, depending on the needs of the area.”

CBS

(Licensee of four I-A stations: WCBS New York, WHRM Chicago, WCCO Minneapolis, KMOX St. Louis; two I-B: KNX Los Angeles and WTOP Washington, and one I-C: KEEN Boston. Brief by Julius P. Braunen, CBS general attorney.)

Columbia told FCC that it should make no changes in its clear-channel rules except to tighten protection against daytime skywave, and sharply reprimanded the Commission for ruling FM evidence out of the proceeding.

The network, which early in the case had offered an elaborate plan to provide nationwide coverage by an FM network and a handful of high-power AM stations, contended that no participant requested or concurred in the decision to exclude FM data, and added:

Columbia submits that it will be impossible for the Commission to make any intelligent decision in the use of clear-channel stations without giving consideration to data to which FM and AM will complement and supplement each other, finding an improved nationwide radio broadcast service. The Commission has foreclosed itself from giving consideration to such data unless it is not in position to make any fundamental re-allocation of AM frequencies at this time. Any such reallocation would amount to official sanction from the Commission that FM could be forgotten for the next several years at least.

Both the CBS and the regional group’s recommendations involve

(Continued on page 48)

Scipts to Slips

THE OWNER of KBOL Boulder, Col. is branching out into a new business venture—ladies ready to wear. Herb Hollister, together with James Yeager, Colorado U.’s head football coach, has purchased the Brooks Faiber department store in Boulder. Mr. Hollister will continue his radio interest. But at least he won’t have to worry about FCC jurisdiction over ladies ready to wear.
What's Your 1948 Radio Problem in Utah?

**AUDIENCE?**

In Utah's concentrated centers of population, KDYL is the station most people by far listen to most!

**MERCHANDISING?**

With newspaper, outdoor and point-of-sale promotion, along with its own monthly newspaper, KDYL continually builds greater audiences for advertisers and greater acceptance for their products.

**PRESTIGE?**

KDYL alone in Utah can put your program on the station that people tune in for the NBC Parade of Stars, the greatest names in radio, and sparkling local programs of proved popularity.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.
SWALLOW MANAGING NEW VENTURA OUTLET

KVVC, new independent Ventura, Calif., station operating with 1 kw fulltime on 1560 kc, went on the air Jan. 7 after several engineering delays. Studios and executive offices are in the Ventura Hotel at Main and California Sts.

John W. Swallow is vice president and general manager of the licensee, KVVC Voice of Ventura County Inc. Mr. Swallow was formerly Hollywood manager of Kenyon & Eckhardt Inc., and prior to that for several years was program manager of NBC Western Division. He is also executive vice president, management and program director and chief announcer.

William Pickering is chief engineer. Technicians include John Clark Smith, John Cowes and Robert Masters. Richard A. Greene and Carl Fredericks are announcers. Virginia Bailey is in charge of traffic and Doris Kretzinger of continuity. Sid Held and Edward H. Phiney are account executives. Jay Davis has charge of record library.

Besides NBC Thesaurus, station subscribes to Standard and SESAC and also uses AP news service.

Mueller Heads Two-State Program Director Group

NEWLY-ORGANIZED Wisconsin-Upper Michigan Radio Program Directors Assn. elected Rodger K. Mueller, program director of WHBY Appleton, Wis., president Jan. 10. Other officers chosen were Glen Jones, WHBL Sheboygan, Wis., vice president, and William Harley, WHA Madison, Wis., secretary.

Speakers included D. N. McDowell, chief of the administrative division of the Wisconsin Dept. of Agriculture, and two station managers, Ben Laird of WDUZ Green Bay and Earl H. Huth of WHO Twin Falls, Idaho. The association has announced that its purpose is to encourage ideas designed to stimulate good radio listening in the small radio field.

CAB Meeting

PLANS for forthcoming Parliametary Radio Committee meeting and the annual meeting of the Canadian Assn. of Broadcasters will be discussed at the CAB directors' meeting Jan. 19-20, at King Edward Hotel, Toronto. No date has been set for the Parliamentary Committee to sit, but CAB is lining up plans to continue request for independent licensing board along FCC lines. Plans for forthcoming CAB meeting March 8-9 at Chateau Frontenac, Quebec, will be discussed.

WHOM New York has announced it will distribute a 13-city spot market program to 92 stations. The exercise shows, one in Italian and one in French, are to originate more than 500 foreign language stations throughout the nation's stations' contribution to March of Dimes campaign.

SHAKING HANDS with Harold E. Stassen (r), Republican candidate for Presidential nomination, is Albert J. Sylk (l), president of William Penn Broadcasting Co., Philadelphia. Occasion was the launching of WPEN program to present exclusive broadcast of all Presidential candidates, the station reports. Between Mr. Stassen and Mr. Sylk is Edward C. Obrist, WPEN's general manager. Stassen broadcast was aired Jan. 7, and the WPEN management says station has wired all candidates for 1948 Presidential nomination offering them similar opportunity to explain their platforms.

Publication Predicts New Anti-Liquor Ad Battle

WARNINg of a renewed fight by dry leaders for anti-liquor advertising legislation at this session of Congress and a promise of continued opposition to such legislation has been issued by Repeal Associates Inc. in the current edition of its quarterly publication, Repeal Review.

Pointing out that several "vicious anti-advertising" bills are either pending or being made ready for introduction, the publication says that drys are planning "to make, the most forceful demonstration . . . of any that they have inaugurated since repeal."

TV Triple Threat

IT'S A GOOD thing R. G. Taylor Spink likes television. He now has three sets, one in his office, one in his living room and one in his bedroom. Mr. Spink, publisher of the Sporting News, St. Louis, got his first set last Feb. 8, presented to him by his employees a few days after KSD-TV went on the air. He was so pleased with his office video that his wife had a second set installed in their home living room last May. Then this Christmas, his son presented him with a viewer for his bedroom. The only member of his family who hasn't given him a television set, his daughter, seems to show no inclination to do so.

R&R Announces Opening of Mexico Branch Office

OPENING of a branch in Mexico City has been announced by Ruthrauff & Ryan Inc., advertising agency with principal offices in New York and Chicago and branch offices in eight of its territories in the U. S. and Canada. In charge of the new office is Edgar M. Huy- mans, a native Mexican educated in the U. S. For a time Mr. Huy- mans was the advertising department of Remington Rand Inc., and subsequently was advertising manager of Deco Restaurants Inc., Buffalo. He has organized the Mexican office of Grant Advertising, and more recently was assistant manager of the Mexican office of Young & Rubicam. The named assistant manager of Ruthrauff & Ryan's Mexico City office is Fernando Bolanos Cacho, also a native Mexican who spent several years in agency work in the U. S.

Cogan Installed as N. Y. Media Men's Assn. Head

THE 1948 OFFICERS of the Media Men's Assn. of New York, composed of over 150 agency media directors, space and timebuyers were installed last Wednesday at a meeting held at the Hotel Duane. Eugene J. Cogan, media director of Geyer, Newell & Ganger Inc., was installed as president of the association.


BBM Now Has 82

CANADA'S Bureau of Broadcast Measurement has announced receipt of 14 new station applications for membership bringing its total roster to 82, or two-thirds of Canada's commercial stations. New members include CJFX Antigonish, N. S.; CHEF Cranby, Que.; CJCH Hamilton, Ont.; CKRS Jonquiere, Que.; CKKR Kitchener, Ont.; CFPL London, Ont.; CFRA Ottawa, Ont.; CPBC Saint John, N. B.; CKSB St. Boniface, Man.; CXLR Lethbridge, Alta.; CJGS Sorel, Que.; CJSJ Stratford, Ont.; CJOB Winnipeg, Man.; and CJLS Yarmouth, N. S.
Got an advertiser who’s a “little fellow”?

Like this one:

He was a little fellow in the cosmetic field who had agreed to see if radio could help make him a leader. A group of station representatives was called in. Each was asked to submit recommendations for a test campaign.

Mr. Wood of Radio Sales (and the Radio Sales organization) made an exhaustive study of this advertiser’s particular sales problem. Then he suggested an established live-talent program he had seen and heard when he was visiting KNX. The program would carry a special kind of commercial. A woman who actually used the product would give the sales message—telling other women what it could do for them.

The advertiser agreed to a 13-week test. Looked for results. And got them.

That was two years ago. Today the “little fellow” is a leader in the cosmetic field coast to coast. He’s buying radio now to the tune of several million dollars a year. He’s buying the same kind of radio, using the same kind of commercials, that worked so well at the beginning. He’s very happy about the results.

When you discuss an advertising problem with a Radio Sales representative, you profit from this fact: our men know their business thoroughly... and first-hand. Each Radio Sales account executive visits each station regularly. He learns—from personal contact—the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. We believe that a Radio Sales man can be more helpful to an advertiser than someone who does not possess this intimate, on-the-scene knowledge. You can turn it to your advantage over any or all of the great stations represented by Radio Sales.

Radio Sales
Radio Stations Representative CBS

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<th>Network</th>
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Radio Has Outgrown 'Per Inquiry' Era Of Advertising, Lasky Tells Timebuyer

"RADIO has passed the 'testing' stage. It has arrived!" wrote Philip G. Lasky, manager of KSFO San Francisco, in answer to a letter inquiring about timebuying on the station on a 'per inquiry' basis, early this month.

Leonard M. Sive & Assoc., advertising firm of Cincinnati, wrote Mr. Lasky saying in part: "We represent three nationally advertised products that we feel have possibilities of development on a certain type mail order promotion which is in process of preparation . . . .

Uncertain of Possibilities

"Would your station be willing to work out an arrangement with our client whereby we could advertise on a 'per inquiry' basis, so that we might test the mail order possibilities by this means? . . . We are uncertain as to the possibilities by means of radio."

Mr. Lasky's answer was to the point: "... I am disappointed at your request that we accept your advertising on a per inquiry basis, when in the same letter you admit the use of national magazines and trade papers, none of which, I am certain, handle your schedules except on the ethical contract payment basis. Why should radio advertising be expected to deliver its stock in trade on a contingent basis? Your statement . . . 'so we can test the mail order possibilities,' has a familiar hollow tone, but radio has passed the 'testing' stage. It has arrived!

"If we were inclined to go into partnership with advertisers KSFO would give first consideration to our many local and national advertisers who have kept us in business for years by buying our facilities in a legitimate manner. To permit the use of our station by your client on a 'pay-if-we-are-satisfied' basis would be discriminatory and patentely unfair to those scores of advertisers who have sufficient confidence in their work and this medium to risk their advertising dollars."

"KSFO can do a profitable job for any acceptable advertiser, provided his product is a good one and fairly priced, and we invite your consideration of this very popular station on a normal commercial basis. Our rate card is enclosed."

ABC Changes Rates On Station Breaks

Owned and Operated Outlets Announce Increases

ANNOUNCEMENTS of one minute or less on all ABC-owned-and-operated stations will take the same rate in their respective time brackets, eliminating a separate rate for station breaks, under new station rate cards effective Feb. 1. This was announced by Murray Grabhorn, manager of ABC's owned-and-operated stations.

The change applies to WJZ New York, WNBC Chicago, WXLY Detroit, KECA Los Angeles, and KGO San Francisco. WJZ at the same time increases its maximum frequency discount 5% to conform with operating policy on the other ABC stations named. Under the new rate cards class "C" rates for time periods between 8 a.m. and 12 noon on Sundays and on weekdays from 8 a.m. to 6 p.m. and from 10:30 p.m. to 11:15 p.m. daily, will be calculated by 60% of the class "A" rate instead of 50% as heretofore, Mr. Grabhorn said.

Current advertisers of record prior to Feb. 1, 1948 on the stations named will be protected at the rate specified on their contracts, and on renewals or extensions covering the same series continuously used, through Jan. 31, 1949, at which time the new rate card will apply, he said.

WFMM Is Deleted

AUTHORIZATION for FM station WFMM Indianapolis, owned by Universal Broadcasting Co., was cancelled last week by FCC in conformity with condition of FCC's consent to transfer of control of WISH and WISH-FM that city to Universal [Broadcasting, Dec. 22]. Facilities of WFMM were Channel 242, 96.3 mc, 20 kw effective radiated power. Universal acquired WISH and WISH-FM for $554,000 from C. Bruce McConnell and associates. New WISH operator is identified in ownership with WTHI Terre Haute and WJKG Fort Wayne, Ind. The call WFMM was deleted.
**ALLIED ARTS**

ROBERT A. ELLIOT, supervisor of export sales of broadcast audio equipment, RCA International Div., has been appointed manager of broadcast audio sales, RCA Engineering Products Dept., Camden, N. J. He will direct national sales of RCA's complete line of broadcast audio equipment. Prior to joining RCA in 1940, Mr. Elliot had been with NBC, WOR and WORX New York and was in charge of studio engineering for Radio Section of OWI, during the war.

ROBERT H. HOLLISTER, member of broadcast sales department of Collins Radio Co., Cedar Rapids, Iowa, has been appointed broadcast sales manager of firm. Mr. Hollister has extensive experience in radio field having previously served as sales engineer with several Chicago radio stations. He has worked with Collins since 1942 when he was named chief inspector for Office of Resident Inspector of Naval Material, located at Collins plant. After the war, he joined Collins' sales department. Mr. Hollister succeeds RUGBry E. Collins, who has resigned. Mr. Rennaker has not announced future plans.

C. W. (Ted) GRANGE, former vice president and editorial director of Harry Coleman & Co., Chicago public relations firm and previously advertising manager of Stewart-Warner Corp., has rejoined the company's advertising department of Philco Corp., Chicago.

ROLAND D. PAYNE, of service test equipment sales section, Specialty Div., Hazeltine Electronics Corp., New York, has been appointed sales manager of that cabinet.

JOE AGNELLO and ANDRE PAUL, former writers of ABC's regional western newspapers, have rejoined the Los Angeles-Seattle office of the newspaper.

GILBERT C. LARSON, former engineering executive with Hazeltine Electronics Corp., has been appointed chief engineer at the Westinghouse Home Radio Div., San Francisco.

EARL WALKER has been named cabinet manager at the Mutual Broadcasting System.

CLEERVUE TELEVISION Corp., Brooklyn, N. Y., has announced the appointment of Howard S. Schenley of the New York office of Hazeltine Electronics Corp., as a district sales manager. Mr. Schenley has served as sales manager of RCA's television and audio equipment division in the northeast region.

MAGNAVOX Co., Fort Wayne, Ind., has announced that it will double its television division and will be ten times greater than in a year ago. President of the company, executive vice president, reports. In addition, Magnavox has made a decision for 1949 over last year, he says. Firm plans to add several thousand new dealers next year, where company now has no representation. Company also plans to enter export market. New plants at Padauc, Ky., and Greensville, Tenn., are scheduled to go into full production during year. These plants are part of a million dollar expansion program. Mr. Schenley was with RCA for 14 years, and has served as sales manager of RCA's television division in the northeast region.

HOWARD W. LEWIS Jr., Philadelphia and San Francisco representative of Radio's Reliable Resources (industry engineering and brokerage service), has left for Europe to call on leading radio and television stations and manufacturers in endeavor to place American and Canadian radio personnel in the European empires.

RCA VICTOR last week announced its first 1946 television receiver. Model 58 TM 32 is described as "a fully satisfactory model television instrument commercially available today." The set has a 28-inch screen, and is priced at $55. This new set was developed by Mr. Ruben, who has been working on it for a year. The set has a built-in loudspeaker which gives a $55-inch square inch image. Suggested list price is $75.

HAROLD WILCOX, Hollywood freelance, has been named head of Rocket Pictures Inc. television department. Previous to this appointment, Mr. Wilcox was associated with the John Luckey, former public information officer for Dept. of Palt, U.S. Marine Corps, has joined Lee Trust Associates, San Francisco publically firm.

**RMA Formulates Plan for Improving Radio Service and Eliminating Abuses**

ALMOST 48 hours before RMA President Max Coleman delivered his Philadelphia Town Meeting address, in which he emphasized the industry's intent to curb abuses in the radio service field, RMA's Service Committee, meeting in Chicago, Jan. 9 formulated a plan for recommendation to its board of directors during Chicago mid-winter convention.

Under the plan, details of which were not divulged, RMA would work through various radio service federations, organizations, such as newly-formed Associated Radio Servicemen of New York, to provide better service for the public. Plans were to be formulated by representatives of each federation and service organizations rather than organizations.

Committee recommendations constitute making of a self-regulatory plan which would serve as an alternative to legislation suggested by Stanley M. Isaac, New York city councilman, whose proposed ordinance would require licensing of radio technicians and service men in that state. Mr. Isaac has deferred his proposal pending a "concrete alternate plan" by the industry.

Under the committee's plan, standards for publication of service names, newspaper symbols, and technical nomenclature will also be recommended to RMA's Engineering Committee during the Chicago meeting this week. Outlook is for early adoption by the industry, said W. L. Parkinson, Syracuse, N. Y., committee chairman.

Total of 32 committee and non-committee members attended the one-day Chicago session at the Stevens Hotel. Also present was Judge John W. Van Allen, Buffalo, N. Y., RMA general counsel.

**STANLEY BROWN, chief engineer at WRLA Raleigh, N. C., has been named chief engineer at WRBN Cincinnati, OH. VIRGIL DUNCAN replacing him as chief engineer. DUNCAN a graduate of WORH Goldsboro, has joined WRLA Engineering Staff.**

HOMER COURCHENE has been appointed station engineer and R. W. HERMAN, distant producer. WENN-FM, ABC's new Chicago FM station, has moved its entire time to its new studios with the friends of staff, both of whose WENSE, W. H. CUMMINGS will continue as supervisor of studio-field eng.

MALCOLM P. MOBLEY, radio technician at KCMP Hollywood, has been named field supervisor of that station.

UNITED TRANSFER Corp., New York, has sold its WNYG, a new series of commercial grade components, including stereo, dual input transmitters, formers, modulation, power, and flange packs.

EUGENE MEEHAN, technician at WHIPD Worthington, Ohio, is the father of a baby.

LOUIS CLEMENT, former studio engineer with WOR New York, and now with WNYG, has joined WNBC television technical staff, has joined WNBC Technical Staff, as chief enginer.

RADIO-MUSIC Corp., Port Chester, N. Y., has purchased a new Hyper-mag loud speaker featuring new parabolic reflector coupled with a high vacuum magnet. Broad high frequency distribution is provided by a small dual cone, high frequency speaker which offers linearity of response from 100 to 20,000 at 2% distortion. It is coupled to a standard 8.5-inch horn which is suitable for rooms from 10 to 200 passengers. The new system eliminates the need for sub-woofer.

COLEMAN BARR, member of engineering department of KTRA San Anthonio, is the father of a girl, Joyce Lynn.
For Truly Fine
Recording and Reproduction

Professional Recordists Use—
Professional Recordists Recommend—

audiopoints

THE NEWLY EXPANDED LINE of Audiopoints now covers the full range of recording and playback needs. There are Audiopoints that fully meet the requirements of the most exacting professional recordists. There are also Audiopoints which these engineers unhesitatingly recommend to the non-professional and the general public.

RECORDING AUDIOPOINTS


Sapphire #202. A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14. List price $5.25.

Stellite #34. Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced. List price $1.75.

Diamond-Lapped Steel #50. Most practical stylus for home recordists when "first cost" is important. Being diamond-lapped, it cuts a quiet, shiny groove. List price 3 for $1.00.

PLAYBACK AUDIOPOINTS

Sapphire #113. Materials, workmanship and design make this playback point the finest made for original recordings and vinyl transcriptions. For years the outstanding choice of professional recordists. List price $6.50.

"Red Circle" Sapphire #103. With straight dural shank and fine polished jewel point. Excellent for original recordings, vinyl pressings and phonograph records. List price $2.00.

"Red Circle" Sapphire #303. Bent dural shank sapphire needle that is tops for phonograph records. For the first time a phonograph needle with a resharpren feature. List price $2.00.

Steel Transcription Needle #151. The ideal all-purpose transcription needle for original recordings, vinyl pressings and phonograph records. Quality performance is assured since each point undergoes a shadowgraph test.

Write for new dealer discounts and our folder "Audiopoints."

Audiopoints are a product of the manufacturers of Audiodiscs.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N. Y.
MEMBERS APPOINTED TO NAB COMMITTEES

Members of two NAB standing committees were announced last week. Networks have not yet named all representatives. New committees are:

Employer-Employee Relations — John F. Cuban, NBC; Charles C. Cruickshank, WBZ- Boston; Thad Holt, WAPB-Birmingham; Leslie C. Johnson, WHPB- Rock Island; O. L. Taylor, KELO- Amarillo, Tex.; C. L. Thomas, KXWR- St. Louis; June Travis, WABG-Boston; William F. Kamber, KFWN- San Francisco; W. A. Wilson, WOHI-Brookville; N. L. Board liaison — Michael R. Luna, WICU-Ethan, N. Y.; Henry F. Johnson, WSO- Birmingham.

Freedom of Radio Committee — John E. Peter, WZCO-Kalamazoo; Cruz Coombe, KARK-Fresno; Harold Hough, WRAP-Port Worth; Rex G. Howell, KFJ-Grand Junction, Col.; Leonard Rapp, WGA- Pittsburgh; Harry Stone, WFM- Nashville; Leslie Joy, WDAS-Philadelphia.

Man of His Word

A PROMISE is a promise, but there are few men who make good on one. Station Manager Fred Courrier of KXGI, Ft. Madison, Iowa, promised Chief Engineer Bill Ashby that he would deliver a cup of coffee to him at the top of the 173 ft. antenna when the last bolt was in place. He delivered it and the grateful engineer took one sip, and said, "Do it again, I take sugar in my coffee."

Wednesday night show Jan. 21. However, his scheduled trip to New York for five broadcasts from Radio City and personal appearances at Copacabana has been cancelled, according to NBC, and its Jan. 21 show will originate in Hollywood as usual.

IRVING HOPKINS, assistant director of CBS production department, for 15 years and director of "Strike It Rich," CBS quiz show, has resigned from network to join WVE- Rochester, N. Y., as program director. JIM SLACK, announcer at WOO-K Silver Springs, Fla., and Iris Smith were married Jan. 9.

MICHAEI ROY, announcer of CBS "Screen Guild Players," and Anita Belles have announced their engagement with wedding scheduled for Feb. 5.

V.D. Transcriptions

SERIES of transcribed programs on syphilis, to be used in a nationwide drive to find and treat a greater proportion of venereal disease cases, will be produced at Columbia under supervision of E. Barnouw, a member of Columbia faculty and drama program director for the University Radio Committee. The series, for which Columbia received authorization from the U.S. Public Health Service, will be produced at Columbia with commissary, and at a time in intensive anti-V.D. campaigns sponsored by state and local health departments and medical groups. The series, which will be produced at the station and from program managers from various sections of the country will be asked for suggestions on the series at a meeting to be held at Columbia on Feb. 5.

TELEVISION programs may now be viewed by veterans in U. S. Naval Hospitals, as an Air Force Airman, Amsterdam, WRN New York comedian, recently presented the hospital with a television set.

AMVETS Post 48, Long Beach, Calif., Mr. Hope was honored for many shows put on for the benefit of that organization by the AMVETS Post 48. Mr. Edwards received his citation for outstanding service. King Edwards was in making it possible for a recent contest to visit his family for Christmas.

WILLIAM SPIER, Hollywood producer of CBS Suspense and the Thin Man films, is married to a film actress, to be married in February.

TRULA HART, woman commentator at WHB- San Jose, Calif., has continued her spot, but there are still a number of Hollywood as usual.

GEESE SHELTON, program manager of KDFK-KDCA, has been selected by the Board of Directors, which has been formed by the producers of Three Crown Productions, to head the company.

THEO RUSSELL, writer and producer of "The Man from Black Reef," has been appointed program director of WABD Mobile. Russell has joined the company from WOR- New York.

DALE JACKSON, continuity chief at KSB- Des Moines, has been selected by the station, which has been sold to the downtown branch beginning Feb. 1.

ROBERT SCHULTZ, former broadcast manager of WHB-Des Moines, has joined program department of KF-Des Moines as writer.

DANNY PATT, former broadcasting and recording artist in the four-year-old product line of KFJ-Des Moines, has joined program department of KF-Des Moines as writer.

JOHN L. HUTCHINSON, former police officer at KSB-Des Moines, has joined continuity department of KF-Des Moines as writer.

NED CHAMPION, formerly with WOBR-Des Moines, has joined program staff of KSB-Des Moines as writer.

BILL KILPATRICK, former advertising manager of WOBR-Des Moines, has joined program staff of KSB-Des Moines as writer.

IRWIN A. HOTT, staff announcer at WHB-Des Moines, has been named music director of that station.

GEORGE PEDICINI, former CBS Reporter, has joined program department of KF-Des Moines as writer.

ED ALBRIGHT, former program manager of KOC-Des Moines, has joined KFJ-Des Moines as program manager. Mr. Albright was assistant program director of Don Lee Broadcasting Company and has been a program director of KNX Hollywood for a number of years. He was a former program director of WOR- New York.

ROBERT ATCHER, singer with the show "The Mark in the Middle," has been named program manager of KNX Hollywood.

SHIRL EVANS, former announcer at WSB-Atlanta, has been named program director of WSB-Atlanta.

JOHNNY DIERDOL, veteran announcer with WSB-Atlanta, has been named program director of WSB-Atlanta.

KELLY RAND, who has been a director of WSB-Atlanta, has been named program director of WSB-Atlanta.

GEORGE MICHAEL, former broadcast manager of WSB-Atlanta, has been named program manager of WSB-Atlanta.

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BOB HOPE, star of his own NBC show, and RALPH EDWARDS, director of NBC morning show "Truth or Consequences," were recently presented awards by the American Muscular Association Post 48, Long Beach, Calif. Mr. Hope was honored for many shows put on for the benefit of that organization by the AMVETS Post 48. Mr. Edwards received his citation for outstanding service. King Edwards was in making it possible for a recent contest to visit his family for Christmas.

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The WBAP Newsroom Story

Reporters Harry Flow- 
es and Tom Whalen 
cover the news in 
Fort Worth and vicinity. 
Their efforts often en- 
able WBAP to score 
news beats of from 
two to four hours.

Grace New and Jimmy 
Kerr keep the WBAP 
newroom posted 
on big story 
developments 
as they break in 
Dallas. They are 
the counter- 
part of their Ft. 
Worth co- 
reporters.

There is a total of some 30 years experience at work here 
on the WBAP Newsroom rewrite desk. Veterans Doyle Vinson 
and Jim Vinson, with the aid of Cleveland Grammer, pound 
out the hard-packed copy WBAP newscasts are noted for.

In short, every story is a WBAP newsroom story, rewritten and individually styled 
for broadcast, if not covered on-the-spot. Progressiveness, coupled with sound 
policies and a competent, full-time staff of 12 persons, ably generated by James 
A. Byron, explain why the WBAP newsroom is a leader.
You'll want the finest when you buy news in the Southwest. That's why you'll 
want WBAP. Contact the station or Free and Peters today!

FREE & PETERS, INC. National Representatives

*Leased Wire Services of WBAP; Associated Press (FULL SERVICE); Other leased wires include those of the New York Times, the Chicago Tribune, and the Chicago Daily News.
AMES S. REISFNYDER, formerly with N.W. Ayer & Son, Philadelphia, has joined Geare-Marton Inc., that city, as assistant to FRANK MURPHY, vice president and media director.

MILDRED FULTON, secretary to TERENCE CLYNE, account executive of Bow Co., New York, has been named timebuyer for agency succeeding PAT FENWELL, who is resigning effective Jan. 31 to join radio department of Warner-Pledger-Sample, New York.

JOHN H. CLYMER, Jr., formerly with Relty Plastics Co., Los Angeles, has joined James & Assoc., Hollywood, as production manager.

ROBERT J. MCANDREWS, head of radio promotion activities for Young & Rubicam, Hollywood division of Bureau of International Services, is teaching "Radio Advertising" at Extension Div. of U. of California at Los Angeles.

RICHARD K. MILLION, who formerly operated his own advertising agencies in Stockton, Calif. and Salem, Ore., has joined Los Angeles staff of Knollin Adv.

ROSS, GARDNER & WHITE, Los Angeles, has started publication of "Video Digest," a monthly newsletter giving round-up of television news, to be issued to press, television dealers and distributors in Southern California.

JAMES G. COMINOS, vice president and radio director of LeVally Inc., Chicago, is in Hollywood for a few weeks on business concerning agency's newly-acquired Charles Collingwood news program planned for the Pacific Coast.

AUGUST A. NELSON, who was in charge of creating services and promotion for Hodes-Daniel Co., New York, has joined executive staff of American Asn. of Adv. Agencies, New York headquarters.

He will assist RICHARD S. SCHAEDER, assistant executive secretary, in field of public relations and creative services.

JOHN M. HANLEY, former executive with agency's staff and is president of G&H Advertising Inc., New York, and is president of American Advertising Foundation.

ANDREW W. BRISCOE, vice president of American Broadcasting Co., has been elected executive vice president of that agency.

GEORGE E. KNOX, former executive of American Broadcasting Co., has joined Los Angeles office of the same agency. Mr. Knox was on the air as a radio announcer for several years.

TED BATES, former advertisement director for station WLS, Chicago, has been appointed director of station's advertising department.

CHARLES M. WHITE, Jr., formerly in charge of advertising department of Long Island Press, has joined Allied Adv., New York, as advertising account executive. He will handle radio accounts.

BYRON D. KANE, advertising director of station WLS, Chicago, has been elected executive vice president of that agency.

JOHN K. SCHULTZ, former executive of American Broadcasting Co., has been appointed account executive of Grant Adv., New York, and is in charge of the agency's advertising account.

GEORGE GALE, former executive of American Broadcasting Co., has been appointed account executive at the agency's New York office.

ED HICKSON, vice president of American Broadcasting Co., has been appointed account executive at the agency's New York office.

ROBERT T. KIRBY, former advertising manager for station WLS, Chicago, has been appointed advertising manager for station WLS, Chicago.

WALTER CRAIG, vice president in charge of advertising and promotion for station WLS, Chicago, has been appointed advertising executive for station WLS, Chicago.

NED CLEMENTS has joined McKim Adv., Montreal, as timebuyer, replacing JAMES TAPP, who has joined National Broadcasting Co., New York, as advertising account executive.

ROY E. KYLE, former advertising manager of W. A. Green, Dallas, department store, has joined agency's Dallas office, as account executive.

COLMAN, FRENTIS & VARLEY, Ltd., London, has appointed new account executive at its office in Old Burlington St. to 34 Grosvenor St.

TRUeman F. CAMPELL and JOSEPH S. HOWELL, partners in Detroit, have been appointed vice presidents of that agency.

LINDSAY Adv., New Haven, Conn., has opened New York office at 9 E. 46th St.

ANNE ALBEE, former fashion designer and director of publicity at Arnold Constable, New York, is head of new office.

FREDERICK S. CONWAY, president of the agency, will divide his time between New York office and New Haven headquarters.

G. M. BASFORD Co., New York, has opened public relations division from Lincoln Bldg. to larger space at 570 Empire State Bldg.


MARTIN KALEY, account executive of station WLS, New York, has resigned to open his own agency, and ADELAIDE SANDERS has joined the agency.

JAY JENKINS, former sales promotion manager for Hastings Clothing Stores, has joined Ramsey & Oppenheim Adv., New York office.

KINGSTON AGENCY has moved to new San Francisco office, effective immediately.

ROBERT L. PHILIPP, account executive of J. Walter Thompson Co., San Francisco, has joined the agency's office in San Francisco, where he will be in charge of the agency's advertising activities.

GEORGE GIESE, vice president and account executive of McKim-Brown Adv. Corp., has returned to New York after two months Layton, American trip, during which he visited ten of the agency's branch offices.

CHARLES S. HENRY, formerly with Monsanto Chemical Co., Chicago, has resigned as vice president of industrial and public relations, has joined the agency's staff.

MAURICE LEVY, formerly with American Broadcasting Co., New York, has been appointed account executive of American Broadcasting Co.

JOHN K. KIRBY, former vice president in charge merchandising of M & M Mfg. Co., has joined the agency's New York office, where he will be in charge of advertising and promotion.

JOHN W. WALTER, formerly in charge of advertising and promotion for station WLS, Chicago, has been appointed advertising manager for station WLS, Chicago.

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HERE'S THE

New Look

AT NORTHEASTERN OHIO

Styles change with the years. And so does radio coverage of your markets.
Here, in Northeastern Ohio, with new power . . . 50,000 watts . . . beamed to blanket three important marketing areas, Radio Station WGAR now reaches an audience of more than two and one-quarter million listeners, representing 40% of Ohio's buying income.
Here, with more than three billion dollars to spend, is a market you want to reach with stepped-up, pepped-up selling . . . the kind of selling for which you'll pick WGAR as you take a new look at Northeastern Ohio.

WGAR

50,000 WATTS

CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION in Cleveland . . . in Akron . . . in Canton

Represented Nationally by EDWARD PETRY & COMPANY
Now on the Air!

KLFN
LUFKIN, TEXAS

M A R K E T  F A C T S

Based on 0.5 MV/M Coverage, KTRK will serve 95,500 Citizens...

33,500 total families.
22,400 Radio Families.
$101,030,000.00 ... 1946 income.
$12,929,000.00 ... 1946 bank deposits.
$50,269,000.00 ... 1946 retail sales.
33,500 1946 auto registrations.

1420 K. C.
1000 WATTS

NOW ON THE AIR!

TAYLOR-HOWE-SNOWDEN Radio Sales Inc.

BROADCASTING • Telecasting

Dyer, who was handling television from the Paradise Ballroom in Chicago in 1982.

During the war he served as regional consultant for the OWI, and Wisconsin representative of the Office of Censorship. He is president of the League of Wisconsin Radio Stations, director of the Milwaukee Downtown Assn., public relations director of the Assn. of Commerce, and a director of Milwaukee Better Business Bureau.

He shoots golf in the low 70's—so his friends say. He admits to a "habit" of playing. He likes to get out to Montana every summer for trout fishing. When he can't do this, the muskies of northern Wisconsin serve as a very fair alternative. He has a country place in Waushara County, where he raises a few things, but as he says, "mostly kids"—Michael, Patrick and Annie, ages 11, 7 and 5 respectively.

From 1922 to 1948 is a long span in radio. Mr. Langfek thinks that radio is just getting started, and that it will continue to offer a world of opportunity to young people. A new generation of vision, ability, and most of all, stamina.

AMA TOLD CHILDREN 5-12 BEST LISTENERS

CHILDREN between 5 and 12 years of age listen to the radio more than any other young people's age group, Eugene Gilbert, head of the Gilbert Youth Research Organization, told an American Marketing Assn. meeting last Wednesday. Dr. Franklin Cawley, AMA chairman, introduced the speaker.

"Unless young people are reached through intelligent advertising, the manufacturer will suffer in later years, because beyond the age of 25 people slip into routine buying," Mr. Gilbert said.

"Children in the 5 to 12 group, particularly those from 10 to 12, like to follow their radio hero," he declared.

However, the best potential mass market from an advertiser's viewpoint is the 12 to 18 age group, as that group uses the most money, is under pressure in brand buying and has the greatest influence in "family" purchasing. Mr. Gilbert, whose organization has surveyed for several firms, radio stations, and other groups, said 2,500,000 young people are added each year to the purchasing sphere, and could provide a tremendous potential if "mobilized" by an advertiser.

To devote fulltime to public relations functions.

FAIHY FLYNN, sports announcer and newscaster at KWBK Chicago, and Mary Baker planned to be married in January.

JACK EHRHARDT has joined news department of KFEL Denver, replacing Mike°C. J. He joined the station as public relations director of new General Radio Memorial Hospital, Denver.

LAMETTEN, KLAS Hollywood newscaster, is the father of a girl.
Our Top Rating means Your Top Sales

Of the top-rated ten daytime network programs*, WOAI broadcasts six.

WOAI's average listening audience for these six programs is 40% higher than the national average.

This is but one instance of WOAI's superiority. WOAI delivers more listeners in its daytime primary area than live in Washington, D.C. or Baltimore or Cleveland. It covers a territory with more retail sales than Pittsburgh or Milwaukee. It sells to more people buying general merchandise than live in Indianapolis, Cincinnati or Memphis.

You can check by any standard—WOAI is the powerful advertising influence of the Southwest.

*Hooper, for November

By any check you use—it's WOAI

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston
Editorial (Sic)

Here Lies the Blue Book

THE coup de grace was given the FCC's Blue Book last week by the second highest court in the land.

The U. S. Court of Appeals for the District of Columbia performed the obsequies in a manner befitting the demise of that infamous effort of the FCC to arrogate full control over radio and television broadcasting. Inadvertently, gave the FCC the Mayflower treatment. The FCC won its point on a single issue involving WBAL license renewal proceedings, but in so doing its Blue Book was riddled with judicial buckshot. The FCC can't appeal, since it won. In the Mayflower case, the technique was to grant the station cited for editorializing a license renewal, while outlawing editorializing in the same opinion. That's what the FCC did.

WBAL, in the toils of combating an application of Drew Pearson and Robert S. Allen for its clear channel facilities in a proceeding obviously inspired by the Blue Book's criterion of the station's programming, went to the District Court under the Administrative Procedure Act for a declaratory judgment, claiming extreme injury because of the Blue Book accusations, and labeling them as FCC asked that the proceeding be dismissed on jurisdictional grounds. The District Court granted the motion. WBAL appealed to the higher court. The court sustained the District tribunal. So, on the surface, the FCC was in the process that the Court laid out the Blue Book.

The court said that "it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to appellant's operation was unjustifiable." Then this judicial one-two: "No sound conclusion can be drawn from a comparison between a promotional forecast by one person and the actual operation by another person for one selected week out of a period of eleven years." That's what the FCC did in its original citation of seven stations for "overcommercialism" a la the Blue Book—six of which have now received relief. Why, the FCC asked, be seven out of 110, 200, 300, 500 stations?

The Court searched for definitions in the Administrative Procedure Act that might be applicable to the Blue Book regulatory technique. It found nothing, buckshot. The Court, in rigid as is the judicial review provided by the Administrative Procedure Act, it covers only those activities included within the statutory definition of "arbitrary action." That definition obviously does not cover an act such as the publication of the Blue Book.

As to the judgment of the District Court must be affirmed.

The Blue Book, then, was a press release, with nothing to back it up. It has no legal status under the very act that took a dozen years in the making, and was designed to root out abuses by administrative agencies.

Framers of the Administrative Procedure Act, the Court states in effect, left out a few words or definitions. The Court condemns the method, but finds itself powerless.

The FCC now can quietly cremate the Blue Book by court mandate. Most of those literary warriors who spank and have left the FCC scene, and its prime progenitor, Mr. Durr, is about to depart.

WBAL, it seems, lost the battle but won the war.

Our Respects To—

CHARLES JOSEPH LANPHIER

It WAS back in 1922 when "Chuck" Lanphier first became involved with radio. And he was deeply involved. The twelve-year-old youngster was assembling his first wireless set, obtained by what seemed like a million brown vouchers, which were premiums for selling Saturday Evening Posts. His father arrived on the scene and got himself hopefully entangled in the maze of wires strewn through the house.

"Charles, what is all this mess?" asked the irate father.

"Why, that's my wireless," was the timid reply.

"Wireless, hell," said father, "I never saw so many wires in all my life!"

But the wireless went into operation, and with it, "Chuck" Lanphier's interest in radio, which has now led him to WFOX Milwaukee as controlling stock holder, vice president and general manager.

Mr. Lanphier was born Nov. 2, 1910 in Blue, Mont. The name "Lanphier" comes straight from Dublin, strangely enough. His mother's name was Feeney. And he's that proud of his connections with the auld sod. "They kind of like the name Joseph in the family," he says. "My middle name is Joseph, so is my father's and two brother's. My sister's name is Joesta." That proves it.

He made his first appearance on a commercial station in 1934; then in 1936 he entered a debate between Carroll College, which he attended, and the Montana State School of Mines over KGRB Butte, in 1929. "Like Henry Ford II," Mr. Lanphier says, "I didn't stay around college long enough to get a degree."

He got into radio soon after he left college. A limbo of lost call letters lies among the stations for which he has worked: WCDA New York, WGBS New York (call letters now used in Miami), WILP Louisville (WILP now used in Lexington, Ky.), WJDS Gary (now WIND), WEHS Evanston, and WKBG Chicago. Before going to WEMP Milwaukee in 1938 as general manager, he held jobs in the above stations as announcer, program director, salesman and sales manager.

Under his direction WEMP became one of the major money-making 250-w stations in the country.

Mr. Lanphier also did some work in early television productions. He worked with Gene (Continued on page 50)

BROADCASTING • TeIecasting
Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much farther and faster might this business grow! We are grateful for announcement business, but from the vast field of national and regional advertisers we should have many program advertisers on transcriptions using big name talent with big Hoopers.

With this great medium an advertiser can select his station, select his markets, select his program, select his time. One name, National Selective Radio, or just Selective, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

Inc. • Radio Advertising

CHICAGO • LOS ANGELES • SAN FRANCISCO
Let's give it a

What kind of radio is Spot Radio? Seven out of ten advertising people don’t know. Moreover, they believe it to be something that it isn’t.

Here is one of the greatest advertising mediums ever known—one of the greatest sources of income to radio stations—and yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is “spots”—announcements, chainbreaks, jingles, “nuisance” advertising, or something that is left over and can be fitted in between “regular” program broadcasting. “Spot Radio” now means “announcement radio” to the advertising world. “National non-network”—a clumsy, awkward and negative phrase known only to insiders—is just as useless for all practical purposes.
YOU MIGHT FALL A MILE, AND STILL LIVE* —

BUT . . .

“LUCK” WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!

No, you just can’t be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a “wall of fading” which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that — morning, noon and night — better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30 stations “heard” in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knode, Inc.

*On January 6, 1918, Capt. J. H. Hedley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane disintegrated, and he fell back into it!
SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $23,000,000.

Selling this "as good as gold" market is as simple as selling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 21 counties with 92,533 population and 153,100 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORGE & CO.
New York * Chicago * Los Angeles

Page 44 • January 19, 1948

COMMERCIAL

HOWARD GRAY, former account executive of W. J. Jeffries Co., Los Angeles, and vice president of commercial manager of KFWD Hollywood, has joined KOIL, San Francisco, as senior manager, replacing L. W. SMITH, who moved to the Cincinnati station. ALLEN MCKEE, former account executive of KFWZ Pasadena, and previously production manager of Smith, Bell & McCreery, Hollywood, has joined KOIL as account manager.

CLAUDE SULLIVAN, head of sales department of WZL, Covington, Ky., has been appointed as senior manager of that station. He will work out of Cincinnati to Chicago and New York. Mr. Sullivan, veteran of eight years radio experience, formerly was with WAVP, Louisville. BOB STEVENS, formerly with commercial department of WRBQ Memphis for nine years, has joined WMPF Memphis in similar position.

Jack A. Burnett, who recently resigned as representative of KUTA Salt Lake City (BROADCASTING, Jan. 13), has joined KULA Honolulu, as vice president and general sales manager. Mr. Burnett was former sales manager of Rocky Mountain Broadcasting System.

PHIL WATERS, former manager of KRUL Corvallis, has joined KSON San Diego, sales manager of the city's FM station.

LAMBERT B. BEUWES, for past six years with WXYZ New York, has returned to Philadelphia to become sales director of WDAS. Mr. Beuwes spent number of years in merchandising and promotion with KYW.

LOUIS A. SMITH for last three years salesman with Chicago office of Edward Petty & Co., has joined Chicago office of National station representative, has resigned, effective Feb. 1. To open his own advertising agency. He will be represented by W. H. MARVIN HABRENS, former salesman with Corbie, Chicago, also a representative of Fenger & Smith, agency which will bear same Mr. Smith's name.

Mr. Smith, 33, will be located in Tribune Tower, Chicago, and will specialize in spot account writing.

CBS Radio Sales is transferring southern account to Memphis, closer to center of its southern territory. To head it is J. B. MAIN ST. H. H. HOLHOUSER, southern sales manager, continues in charge.

PHIL W. PARKER, former district sales and traffic manager in Texas for Chicago and Southern Airlines Inc., has been appointed as commercial manager of KLR, new independent outlet under construction in Houston, Texas.

HOMER GREEN of WGR & Co. has been appointed exclusive national representative for KUBA Yuba City, Calif.

H. RUSSELL HOLT, former vice president and general manager of WOGA Gainesville, Ga., has been appointed account executive of WAGA Atlanta. Mr. Holt started in radio in 1933 in Memphis with CBS New York.

Bill KELLEY, former account manager for WGR Bluefield, W. Va. In 1936 as account and sports announcer. He served as commercial manager and sports announcer for WQXR New York.

Mr. Holt, now account manager and sales manager of WGL Florence, S. C., before joining WOGA in 1944.

JACQUELINE BLACK, traffic manager at KULA Honolulu, and ROB EVANS, KULA announcer-produce, have announced their engagement.

HILL KELLEY, formerly with KPDQ Amarillo, Tex., and WHO Texas South Bend, Ind., has been appointed commercial manager of KTSA San Antonio, Tex.

MARY MYERS has been appointed traffic manager of new FM station WBUZ in Austin. Mrs. Morgan has been in newspaper and radio in Austin.

FRIEDENBERG AGENCY, New York, has been appointed national representative for KAVK Mesa, Ariz. Appointment effective Jan. 4.

BOB CLARK of sales staff of KTSA San Antonio, is the father of a girl.

John N. Hunt & Assoc., Vancouver, B. C., station representative firm, has moved to 505 Dunsmuir St. Telephone: Pacific 2686.

Richard E. GREEN, manager of national sales service at ROMO Seattle, has left to open an independent agency in Washington Generals, statewide organization of manufacturers' representatives, jobbers and food brokers.
BUILDING . . .
“TEXAS’ TALLEST TOWER”—on a high plateau overlooking South Texas.
BUILDING . . .
San Antonio’s finest transmitting plants—5,000 watts for KMAC on 630 KC—50,000 watts for KISS on 99.5 mc.
BUILDING . . .
for greater service in the public interest to 1,250,000 Texans in San Antonio, Austin, Corpus Christi, Temple, Victoria and surrounding trade territories.
BUILDING . . .
greater sales volume for more and more regular advertisers—sales — merchandising — and audience promotion. See Pearson!

KMAC 1240 A.M. ON YOUR DIAL
KISS 99.5 F.M. CHANNEL 258

Represented Nationally By
JOHN E. PEARSON CO.
losses as well as gains, Columbia declared, arguing that there is not adequate data available to determine the net gains or losses. The way should be left open for future changes if they are found desirable on the basis of sound engineering principles, CBS added.

The hearings have shown that the present system "not only does not involve a waste of frequencies through undue or objectionable duplication of program service but benefits large segments of the population," CBS maintained. It said the hearings have supplied "a set of tools"—engineering data—"for making a reliable evaluation of service which may be expected under various plans for the allocation and assignment of frequencies in the standard broadcast band."  

NBC (Licensee of three 1-A's; WNBC New York, WTMJ Cleveland, WMAQ Chicago) has released a new AM band (now KFRC) San Francisco, and one regional: WHJ Washington. Briefs for Charles P. Debtman Jr. and Gustav H. Margraf of Cahill, Gordon, Zachary, & Reinell, of Washington.)

NBC opposed both the CBBS 20-station plan and the RBC recommendation that clear channels be broken down, insisting that in the present AM band "the allocation of clear-channel facilities which exists today results in the greatest benefit which can be derived from the use of stations operating with present powers."

The network said there is no way to provide service to existing "white areas" without robbing other areas of needed service, "except for the possibilities which lie in the use of higher power." If higher power is permitted, the network asked for "the opportunity to improve the service" of the NBC-owned stations.

NBC said greater power "unquestionably" would improve technical quality of service to both rural and urban listeners. But it asserted, "the nighttime ground-wave service areas of the stations will not be extended by higher power..." and "even in the daytime, higher power will not eliminate the 'white areas'."

"If the Commission should decide to permit use of higher power," the brief continued, "such use should be allowed wherever it can be justified on the basis of improving service without destruction of service elsewhere or where international utilization of the channel makes the use of higher power desirable in this connection."

NBC reviewed in detail the programming of its clear-channel stations and denied that there is any duplication of NBC signals sufficient to justify FCC "action" on that ground.

NBC found "a number of basic objections" to RBC's breakdown proposals:

1. "Extensive loss" of skywave and groundwave of existing stations which would have to be directed into other areas;
2. "Significant interference" toward solving the white area problem;
3. "Interference problems" would result;
4. "Future use of higher power would be impeded;
5. "U.S. position in NABBA negotiations would be seriously weakened."

The CBBS plan was considered objectionable on three points:

1. It would lead to "substitution of unreliable skywave signals for dependable groundwave signals by which NBC network service is brought to millions," and the subdivision of needed service would result in a low order of reliability;
2. In no provision afforded to clear-channel stations would it discriminate in favor of certain clear-channel stations against other stations which did not participate in the plan; and
3. It does not contemplate participation of stations based first upon participation supervised by the stations; public benefit is subordinate to the self-interest of the member stations.

**DAYTIME STATIONS ON CLEAR CHAINS**

(Notice to broadcasters of stations or proposed stations, for the most part daytime stations, who may be affected by

- WCNW Centra, III.
- WQFX Memphis, Mls.
- WMCB St Louis, Mls.
- KWMN Minneapolis, Mls.
- KAME Kansas City, Mls.
- KOSU Tulsa, Okla.
- KFDX Fort Worth, Tex.
- KFTV Brownsville, Texas.
- KGET Bakersfield, Calif.
- KHTS Santa Barbara, Calif.
- KRON San Francisco, Calif.
- KTTV Los Angeles, Calif.
- WVTM Birmingham, Ala.
- WBT Charlotte, N. C.
- WFAA Dallas, Tex.
- WGR Rochester, N. Y.
- WOR New York, N. Y.
- WORC Bridgeport, Conn.
- WORX West Haven, Conn.
- WORR New York, N. Y.
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TRANSCRIBED PROGRAMS OF NETWORK CALIBER THAT PAY THEIR WAY WITH SALES

THESE MONOGRAM RELEASES AND OTHERS IN PRODUCTION ALL HAVE THE ACTION ELEMENT B-I-S-P

MONOGRAM program releases are selected for showmanship that builds and holds audiences plus salesmanship that causes repeated sponsor renewals. MONOGRAM program releases are built for high ratings on the only practical rating basis: the sponsors' charts on sales volume and sales costs.

FIND OUT NOW IF YOUR MARKET IS OPEN FOR THE ABOVE SHOWS
NOW!

To meet today's needs for programs that build audiences and increase sales at common-sense costs...

MONOGRAM radio programs, inc.
Lowell E. Jackson, President
75 E. Wacker Drive, Chicago 1, Ill.

In complete agreement with the NARSR drive to create and stimulate greater preference for "spot" radio, MONOGRAM is doing something about it!

MONOGRAM brings you soundly planned programs that create new opportunities for time sales. MONOGRAM salesmen—experienced in working with and for the station's own selling force—cooperate for the aggressive promotion of sales without conflicting with established schedules or advertiser relationships.

MONOGRAM advertising will reach your prospective sponsors in important national business magazines and the following specialized trade publications:

- BREWERS' DIGEST
- BAKERS' HELPER
- FOOD FIELD REPORTER
- MERCHANTS TRADE JOURNAL
- DRUG TRADE NEWS
- NATIONAL BOTTLERS' GAZETTE
- FEEDSTUFFS
- THE MILK DEALER
- SUPER SERVICE STATION

These ads will be supported by the added impact of carefully planned direct-mail promotions. Month after month MONOGRAM will focus both national and local advertisers' attention on the simplicity, flexibility and economical selling effectiveness of SPOT RADIO.

Stations using the Built-In Selling Power of MONOGRAM program releases help their own salesmen and their advertisers' salesmen get better sales results.

WRITE • WIRE • PHONE FOR AUDITION RECORDS • DON'T WAIT!
Graham to Assume McNaughten Post
Returns to Government Service After Year's Absence

H. UNDERWOOD GRAHAM, member of the Washington firm of E. C. Page Consulting Engineers, has returned to FCC as chief of its Standard Allocation Section, succeeding K. Neal McNaughten, who resigned Jan. 1 to join NAB [BROADCASTING, Dec. 15].

Mr. Graham left the commission last February to enter private practice in Mr. Page's firm [BROADCASTING, Feb. 10, 1947]. He was then chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division. His appointment to the post formerly held by Mr. McNaughten was effective last Friday.

In his new position Mr. Graham will be concerned primarily at least for the present, with international allocations problems and preparation for and participation in the treaty conference to be held in Canada in August to revise the North American Regional Broadcasting Agreement (to FBA) as its predecessor.

Among his prior assignments at FCC and its predecessor Federal Radio Commission, which he joined in 1931, was assistance in working out the 1941 NARBA shifts of broadcast assignments. From November 1945 until he left the Commission last February he was on special assignment as FCC engineer on the clear-channel proceedings, the outcome of which is slated to guide the U. S. in formulating its proposals for changes in NARBA. He also wrote the exhibit which formed the basis for the 1947 revision of AM engineering standards, which to a great extent are expected to be incorporated in the new NARBA.

During the war Mr. Graham was on military leave from FCC, assigned for about three years to administrative work with rank of major, in the development and procurement of counter-measures equipment for the Army Air Forces.

FCC Comr. Webster Off To Conference in London

COMMISSIONER E. M. Webster of the FCC was scheduled to leave Saturday (Jan. 17) aboard the Queen Mary for the preparatory conference in London preceding the Safety of Life at Sea Conference which gets under way March 1.

Commander Webster, one of the country's foremost experts on communications aids to navigation, is scheduled to sit as a delegate at the formal proceeding in London which begins in April and will run about six weeks. Whether he will attend that conference depends upon domestic developments in communications.
Add FM to the long list of reasons why Lee Stations are the dominant stations in their rich urban and rural markets. WTAD-FM Quincy, Illinois, begins operations in January, 1948 . . . and KGLO-FM Mason City, Iowa, will be on the air soon. The completed WTAD-FM station is a permanent installation with all new equipment . . . 804 foot tower, new transmitter, latest type studios, completely separate program schedule . . . highly effective promotional campaigns are being conducted in the Quincy and Mason City areas.

Listeners are already getting the FM habit.

Plan now to use FM in two of the nation's richest farm markets. Benefit in added sales, more profit just as you do continuously when using WTAD and KGLO. Get details from Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois, or call your Weed & Company office.

**WTAD-FM 99.5 MC**
**CHANNEL 25B — ERP 53,000 WATTS**

**WTAD**
**MASON CITY, IOWA**

**KGLO**
**QUINCY, ILLINOIS**

**1300 K.C.**
**5000 WATTS**
**CBS AFFILIATE**

**COVERAGE** — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minn. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry and cash farm income than any other area of equal dimension in United States.

**930 K.C.**
**1000 WATTS**
**CBS AFFILIATE**

**COVERAGE** — 34 Mississippi valley counties in Illinois, Missouri and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa . . . core of productive Illinois-Missouri-Iowa agricultural region.

Represented by WEED & COMPANY
New York, Chicago, Detroit, Boston,
Atlanta, Hollywood, San Francisco
Higgins WISH Manager As Outlet Changes Hands

GEORGE HIGGINS, formerly general manager of KSO Des Moines, has taken over as general manager of WISH Indianapolis, succeeding Robert McConnell, who will now give closer supervision to WHBU Anderson, Ind., and WHOT South Bend, Ind., both owned by his father, C. Bruce McConnell.

The change became effective Jan. 2, when ownership of WISH passed from C. Bruce McConnell to Universal Broadcasting Corp. Universal Broadcasting is headed by Frank E. McKinney, president of Fidelity Trust Co., Indianapolis, and includes ABC Vice President Robert H. Hinckley and other associates in the ownership of WTHI Terre Haute, Ind., and WKJG Ft. Wayne, Ind. [Broadcasting, Dec. 22 and June 16, 1947].

The new WISH manager, Mr. Higgins, was elected District No. 7 representative on the Columbia Affiliates Advisory Board last spring [Broadcasting, April 7, 1947].

Helping Hands

IT WAS really a cooperative venture when the Dixie FM Network carried the North Carolina State - Davidson basketball game from the Armory in Charlotte. For various reasons some of the FM stations couldn't carry the game live, and were unable to transcribe it because of previous commitments. So Earl O. Gluck, general manager of WSOC, Charlotte AM station, ordered lines from the Armory to WSOC studios and transcribed the game. WIST (FM) Charlotte provided its remote equipment and sent its chief engineer, Hugh Barnett, to handle the program. WGBR-FM Goldsboro's sports director, Charlie Harvel, did background, while WRAL-FM Raleigh's program director, H. W. Maschmeier, did the play-by-play. Everything went off beautifully, and everybody was happy with the arrangements, thanks to AM-FM cooperation.
Here's Something New in Wire Recording...

The "MAGNETONE" offers 3 hours of high quality recording

"MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatchers' monitoring, police radio monitoring and many other long period recording usages.

Outstanding characteristics of the MODEL BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction.

See and hear the "MAGNETONE"... compare it with any magnetic recorder in America. Write today...

Specifications Include:

- Frequency Response: 55-7,000 cps
- Signal-to-noise ratio: 35 db
- Wire linear speed (constant): 24 inches per second
- Recording or play-back time (maximum): 3 hours
- Rewind ratio: Approximately 15 to 1
- Forward ratio (fast non-play): Approximately 15 to 1
- Input line: High and low level, high impedance
- Output line: 500 ohms
- Equipped with footage indicator for program cataloging
- Monitor speaker: 5 inches permanent magnet
- Metal carrying case
- BA-106 Crystal Microphone—8 feet of cord
- Approximate over-all weight: 50 pounds

THE Brush DEVELOPMENT COMPANY

1405 Perkins Avenue • Cleveland 14, Ohio, U.S.A.
MAGNETIC RECORDING DIV. • ACOUSTIC PRODUCTS DIV.
INDUSTRIAL INSTRUMENTS DIV. • CRYSTAL DIVISION
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
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<th>RAYMOND M. WILMOTTE</th>
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<tr>
<td>Paul A. deMars</td>
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<tr>
<td>Associate</td>
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<tr>
<td>1469 Church St., N.W.</td>
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<th>A. EARL CULLUM, JR.</th>
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<th>WILLIAM E. BENNS, JR.</th>
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<td>Consulting Radio Engineer</td>
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<td>P. O. Box 2407</td>
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<td>Consulting Radio Engineers</td>
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<tr>
<td>Specializing in Broadcast and Allocation Engineering</td>
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<td>Warner Building, Washington 4, D. C.</td>
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<td>Telephone National 7757</td>
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<td>363 E. 77th St.</td>
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<th>HERBERT L. WILSON</th>
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<th>GARO W. RAY</th>
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<td>832 Broad Street</td>
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<td>Phone 5-2995</td>
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<td>Consulting Radio Engineers</td>
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<td>627 Madison Avenue</td>
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<td>Consulting Radio Engineer</td>
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<tr>
<td>Specializing in Antenna Problems</td>
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<td>1011 New Hampshire Ave.</td>
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**CONSULTING RADIO ENGINEERS**

**JANUARY 19, 1948**
FCC Actions

(Continued on page 58)

Decisions Cont.:

for waiver -Granted

Calif.

out instate et

WJOL

Contra

three Rivers Best, Co., Kennewick, Wash.-Granted petition for late acceptance of proposed findings and conclusions in proceeding on the following.

Central Michigan Radio Corp., Lansing-Made initial application for a new standard station at 1320 kHz 1 kw UN. D. AMENDED re change in location.

for -1496 kc

WMUS Monroe, Mich.-CP change to 1496 kc from 1496 kc decrease power from 1 kw D to 7 kw install new trans. and make change in location. AMENDED to make change in location.

for AM -1320 kc

Curran Commission to vacate its order of Feb. 28, 1947, precipitated a hearing and vacating decision of Sept. 5, 1947, in Bloomington AM cases (Docket No. 682 et al) to deny petitions for rehearing filed by State Basec Inc. and Plymouth County Best, Co. and to re-instate its sale to the latter.

ACTIONS ON MOTIONS

(By Commissioner Dunn)

Francisco Rentol Co., Victoria Calif.-Denied petition for rehearing in proceeding re Doc. 3314.

The Fairfield Best, Co., Lancaster, Ohio.-Granted petition for dismissal without prejudice its application for CP. Capital Best, Co., Lincoln, Neb.-Same.

Contra Best, Co., Richmond, Calif.-Same.


WARL Arlington, Va.-Granted petition for reinstatement and extension to Jan. 24 time for filing proposed findings of fact and conclusions in proceeding on order to show discovery of uncontroverted facts for the purpose of making additional findings of fact and conclusions in proceeding on its application for CP. Additional findings of fact and conclusions and requests for rehearing were filed in response to war. 1-23-1948.

All-Oklahoma Best, Co., Tulsa, Okla.- Granted petition for authority to take down tower in proceeding on its application for CP. Additional findings of fact and conclusions and requests for rehearing were filed in response to war. 1-23-1948.

San Diego Best, Co., San Diego, Calif.- Granted petition for reinstatement of waiver of Sec. 1.849 of Commission rule and regulations in proceeding on filing proposed findings of fact and conclusions in proceeding on its application for CP. Additional findings of fact and conclusions were filed in response to war. 1-23-1948.

WMRC Gardner, Mass.-Denied petition for continuance of hearing in proceeding of Bee Best, Co., Beele, Tex.

WRKD Joliet, Ill.-Granted petition for 20 day extension of time within which to file proposed findings and conclusions in proceeding on its application for CP. Additional findings of fact and conclusions were filed in response to war. 1-23-1948.

Comfort Best, Co., Inc. Allegheny, Pa.-Denied-as most petition requesting Commission to make final its proposed decision in Docket 7443 and 7457.

January 9 Applications

ACCEPTED FOR FILING

WJRD Tuscaloosa, Ala.-Mod. CP, as modified authorized increase in frequency, power new transmitters and studio locations, to change type change in ownership and ground system. AMENDED to change trans. location.

AM-1496 kc

KIEM Eureka, Calif.-CP reinstatement of CP authorized install new trans. and change in vertical, ant. and ground system. AMENDED to change trans. location.

Modification of CP

KMCY Camilla, Ga.-Mod. CP, as modified authorized increase in vertical, ant. and mount trans. power on top of 415 ft. tower, and to make changes in tower location and vertical, ant. power.

AM-1330 kc

Dr. Arza B. Sturdevant, Ind.-CP new standard station 1390 kc 250 kw to 500 kw and change type trans. and vertical, ant. power.

WAFB Baton Rouge, La.-Mod. CP which authorized new standard station for Edwards Field. AMENDED to change trans. location.

AM-1390 kc

Harvey Radio Labs. Inc., Cambridge, Mass.-Mod. CP, as modified authorized new standard transmitters, to change type trans. and vertical, ant. power.

LSU Grammeray Best, Co., Fall River, Mass.-Mod. CP, as modified authorized new standard transmitters, to change type trans. and vertical, ant. power.

AM-1590 kc

Radio St. Clair Inc., Algonquin, Mich.- Mod. CP new standard station to change type trans. power and emission special and hours in un. in accordance with Sec. 4.344 (b) and (c). Also CP new exp. in AM.

WJMS Ironwood, Mich.-Mod. CP, as mod. which authorized change in frequency, increase power, install new transmitters and change tower, location, to install new trans. and to make changes in ground system.

AM-1320 kc

TV station on 7100-7125 mc and 6075-6090 mc, to operate 11.5 kw. ant. in vertical and ground system. AMENDED to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

TV-174-180 mc

The Brush-Moore Newspapers Inc., Afton, Wyo.-CP new standard television station Channel 7, 174-180 mc, 1 kw ERP, 15 kw carrier in un. in accordance with Sec. 4.422 (b). AMENDED to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

TV-192-198 mc

The Toledo Newspaper Co., Ohio.-CP new commercial television station Channel 1, 192-198 mc, ERP 31.6 kw, 1717 kw tower in un. in accordance with Sec. 4.422 (b). AMENDED to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

Applicant for renewal of experimental television license filed by Belknap, John D., Lamar, Mo., for license for WKKX and WKNX: Pascoline Inc., for license for WKNX: the Oskaloosa Broadcasting Corp., Ohio; WXXM and WHAS Inc. Louis Montgomery, for broadcast license WENE Endicott, N. Y.

WHTT Talladega, Ala.-Authority to determine operating power by direct measurement of ERP.

License for CP

KSBW Salinas, Calif.-License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ERP.

KSO San Jose, Calif.-License to cover CP, to install and alter new transmitters, tower, vertical and ground, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

KP1K San Luis Obispo, Calif.-License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ERP.

KXBC-C Cover CP. License to remain on file.

KXST-C License to cover CP. License to remain on file.

WIKR West Palm Beach, Fla.-Mod. CP which authorized new station, hours, in accordance with Sec. 4.341 (b) and (c).

License for CP

WYRC Elkhart, Ind.-License to cover CP, to install and alter new transmitters, tower, vertical and ground, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

KLBN Long Beach, Calif.-License to cover CP, Mod. CP which authorized new station, hours, in accordance with Sec. 4.341 (b) and (c).

License for CP

WLAW Lawrence, Mass.-License to cover CP, install and alter new transmitters, tower, vertical and ground, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

KXBC-C License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ERP.

KXST-C License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ERP.

KFJF-FM Fort Lauderdale, Fla.-Mod. CP which authorized new station, to operate new transmitters, tower, vertical and ground, to make changes in tower location and vertical, ant. power.

KXBC-C License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ERP.

KXST-C License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ERP.

KXBC-C License to cover CP as mod. which authorized new station and authority to determine operating power by direct measurement of ERP.

BPFR Valley View, Ohio.-Mod. CP which authorized new standard station and authority to determine operating power by direct measurement of ERP.

KXSO Fort Worth, Tex.-Mod. CP which authorized new station, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

AM-1590 kc

KSWW-Dallas, Tex.-Mod. CP which authorized new standard station, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

AM-1590 kc

KWTV Fort Worth, Tex.-Mod. CP which authorized new standard station, to make changes in tower location and hours in accordance with Sec. 4.341 (b) and (c).

AM-1590 kc

KTVK Phoenix, Ariz.-Mod. CP which authorized new station, to make changes in tower location.

AM-1590 kc

KWTV-Dallas, Tex.-Mod. CP which authorized new station, to make changes in tower location.

AM-1590 kc

KWTV-Dallas, Tex.-Mod. CP which authorized new station, to make changes in tower location.

AM-1590 kc

KWTV-Dallas, Tex.-Mod. CP which authorized new station, to make changes in tower location.
You can't beat these famous AM 250 Watts!

... for high quality and low operating cost!

If you're planning a 250 Watt AM station, it will pay you to find out about Western Electric 451A-1 transmitters from people who have really lived and worked with them in stations all over this country.

Ask your Graybar Broadcast Representative for the names of some engineers and managers of stations using Western Electric 250 Watters—we'll stand on what they tell you about the dependability, high quality and exceptional economy of the 451A-1—now available for immediate delivery from stock.

Call your Graybar man today—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

-Quality Counts-

Distributors: In the U. S. A.—
Graybar Electric Company
In Canada and Newfoundland—
Northern Electric Company, Ltd.
"DEMOCRACY' CONTEST TOP HONORS TO GIRLS"

FOUR HIGH SCHOOL girls were announced on Thursday as national winners of $500 scholarships in the "Voice of Democracy" contest sponsored by the American Legion, RVM, and the U. S. Junior Chamber of Commerce.

Selected for having composed and presented the best five-minute broadcast on a patriotic subject, "If I Speak for Democracy," the winners are: Janet Geister, Cuyahoga Falls High School, Cuyahoga Falls, Ohio; Laura Shatto, Hagerstown High School, Hagerstown, Md.; Alice Wade Tyree, Lawton High School, Lawton, Okla.; and Rose Ellen Mudd, Sacred Heart Academy, Missoula, Montana.

Awards will be made at a luncheon in Washington's Hotel Statler on Jan. 28, bringing to a climax the contest, which started as a feature of National Radio Week last October.

Judging the finals were: Gen. Omar N. Bradley, newly designated Army Chief of Staff; Gen. Thomas C. Clark; Paul H. F. Ciano, Indianola, Iowa; Maj. Gen. W. R. Westervelt, chairman of committee, and Mrs. Ovetta Culp, husband, executive vice president of the Wellington (Ind.) Post, which operates KFRC that city, and wartime director of the WAC; Gen. Warren G. Magnuson [Wash.]; Fleet Admiral Chester W. Nimitz, until recently Chief of Naval Operations; and General James Stewart, movie picture star.

BETTER BASKETBALL

Marquette Coach, WMJ-TV

TO IMPROVE the televising of basketball games, Coach Bill Chandler of Marquette U. is pioneering in ways of aiding the cameraman to get a better picture. When WMJ-TV carries the Marquette games this season the viewers will see a much better product than they have ever seen in their scopes as regards basketball.

Within two weeks after observing a specially televised practice game, Coach Chandler had installed a complete new lighting system in the gym at considerable expense to the school. It gave marked improvement to the television broadcasts. Then he gave a rush order for a special set of basketball suits, white with black stripes running down the sides and clearly defining the edges of the suit. Large black numbers and letters are on both sides of the suit. Marquette has also installed a new scoreboard, and this season promises to be a red letter one for Marquette television, as well as schools and gyms that may benefit from the Marquette - WMJ TV experiments.

"Trip to England"

INTERNATIONAL AMITY FOUNDATION

reprinted from the Newark Post, which announced and sponsored by the National League for Amity and Expansion, in whose interest the English students entered the competition, a trip to England. The contest, which was open to all schools in the country, was organized to celebrate the 50th anniversary of the founding of the League for Amity and Expansion.

"Trip to England" was judged on the basis of a picture story, a complete account of the trip, and a description of the experience of the students. The winning picture story was selected from the entries and published in the Newark Post, which announced the competition.

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"A new BMI ballad, Passing Fancy, recorded for Victor by Vaughn will quickly be headed for top honors"—Radio Best Magazine

"Easy to remember... might develop into something hit-wise"—Billboard • "Top notch tunes that add up to coin play galore"—Cash Box

"BMI has another click on its hands in Passing Fancy"—Radio Daily • "Billboard Picks" (most likely to achieve popularity)—Billboard

"Vaughn Monroe in top form with Passing Fancy"—Iedd Lawrence, WHN New York

"Pick it as one of the outstanding hits of the new year"—Ed Murphy, WSR Syracuse

"Passing Fancy sounds to me like the makings of another Monroe hit"—Dick Gilbert, KRUX Phoenix

"Monroe and Ray Dorey are going to parlay Fancy into a winner"—Sherm Fuller, WEIL Boston • "Denver loves it. So do I"—Dick Schmidt, KMY Denver

"It's spin-sational"—Walt Kay, WJW Cleveland • "Passing Fancy has caught the fancy of my Varieties audience"—Marvin Ellen, WCAO Baltimore

"Passing Fancy deserves fancy praise"—Cliff Oliver, WHBC Canton, O. • "The listeners love it out here"—Dick Creswell, KLO Sioux Falls, S. D.

"A beautiful song"—Freddie Robbins, WOW New York • "Passing Fancy sounds like a possibility for top ratings"—Ray Perkins, KFEL Denver

"A direct hit"—Richard Livigne, WHTN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—Bob Kennedy, WIB Kansas City

"This one should hit the top"—Terry Davis, WJZ, Detroit • "Passing Fancy is on more lips here than a Southern accent"—Ernie Harwell, WSGE, Atlanta

"A sure-fire hit is Passing Fancy by Vaughn Monroe"—Hilary Bogden, WJAS Pittsburgh • "It's great. I recommend it"—Bob Kearns, WIBW Topeka

"An appealing tune. Powerful song material"—David Miles, WYED New York • "A leading candidate for hit honors"—Larry Carl, WASH Washington

"A number that gives smooth waxing. Delightfully presented"—Ed Conditt, WCAK Burlington, Vt. • "Wonderful job"—Myron Hoyer, KODI Cody, WY.

"Passing Fancy a coming hit. Dynamite in the disc department"—Bill Hickok, WCON Atlanta • "Another great disc"—Ranny Weeks, WOPC Boston

"Above the top of the heap"—Bill Dean, KBIX Muskegon, Mich. • "Monroe at his best. Definitely a pleasing platter"—Ken Kreider, WGL Lancaster, Pa.

"Look for it to go far"—Jud Windell, WHK Cleveland • "Will in my opinion one of the top ten tunes before February"—Ray Moffett, WCAO Baltimore

"More than just a Passing Fancy"—Rosemary Wayne, WJJD Chicago • "Established on my Sunrise Serenade"—Claude Taylor, WJHP Jacksonville, Fla.

"Passing Fancy is a must"—Berne Enteeline, WMMJ Peoria, Ill. • "Definitely big time"—Al Cantrell, WCNW Durham, N. C.

"The real thing in Detroit... batting a thousand in my league"—Ross Mulholland, WJR Detroit

"Passing Fancy going strong on my three daily disc shows"—Jim Cleary, WSON Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—Ray Colondary, WNBR Bridgeport, Conn.

"Music that should take well with practically everyone"—Wilson Shelley, KRLD Dallas

"Passing Fancy should be one of Vaughn Monroe's top hits"—Ned Trudeau, WABY Albany

"A sure-fire hit"—Bill Griffiths, KOL Seattle • "A must on any show"—Tom Leary, KANS Wichita

"Tune that lingers"—Alonzo Squires, WAYS, Charlotte, N. C. • "Passing Fancy has what it takes to be a smash hit"—Sherm Bogden, WDGY Minneapolis

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

BROADCASTING • Telecasting

January 19, 1948 • Page 63
Kwalby Robbins—previously in charge of industrial product advertising in Chicago, has been appointed advertising production manager of the company.

Robert F. Black, assistant advertising and sales promotion manager of General Foods Corp., Chicago, has been appointed advertising and sales promotion manager of the company.

WALTER R. RICHARDS, director of advertising, merchandising and public relations for Jacob Ruppert Brewery, New York, has been appointed general sales manager of the company.

JOHN T. STANLEY Co., New York (manufacturer of Stanley Shave Cream and Stanley Shave Lotion), has appointed Bratzaich, Van Norden & Staff, New York, to handle advertising, effective immediately.

DIF Corp., Gerber, Cal., has appointed Norman A. MacC, New York, to handle advertising campaign. Spot radio, Mr. Maggy participating shows will be used in regional campaigns.

NORMAN B. Lussky, president, is currently executive.

ROBerts Mark Shoe Co., New York, plans to increase its radio spot advertising, effective in March. Present schedule calls for spots on three New York stations: WJAF, KLW, New York, handles agency.


Mr. May, advertising and sales promotion manager of Chicago Sales Corp., New York, has been appointed to manage post of new president to charge of all merchandising and advertising. Chicago is textile subsidiary of Johnson & Johnson. Mr. May has been with firm over eight years.

FOOD FAIR: food store chain, has signed with WPIL TV Philadelphia to produce a minute interview-quiz telecast, and HEINZ MOTORS, Philadelphia, and Plymouth dealer, has started "Going Places" half-hour weekly telecast on WPIL-TV.

Hudson dealers of Southern California, Los Angeles, Feb. 1 starts for 52 weeks cooperative sponsorship of "Mr. President" on eight western stations of ABC. Agency: Irwin-McHugh.


BRITISH CERAMICS & CRYSTAL LTD., Toronto (china), starts quarter-hour Sunday music programs on number of major market stations in March (15 weeks, with renewal for 13 weeks) in September. Agency: F. H. McHugh.


WAXELBAUM, general manager, has appointed McCann-Erickson's London office effective immediately to promote its steelcraft lines of "Mr. President" and "Uncle Remus" shows.

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In case you'd rather listen to Hooper than Otto, the report for October-November shows that KDAL has 40% more morning and afternoon listeners in Duluth and Superior than any other station.

For further information don't consult your daily paper, consult Avery-Knodel Inc. and learn the whole KDAL story in facts not fancy.

Page 64 • January 19, 1948

SPORTS NEWS of the year at WKKX, Concord, N. H., was the completion of arrangements for the sponsorship of all home basketball game broadcasts of the two local high schools. Working spot radio plans for the new season are Penno, WKKX sportscaster; Clarence Hugunbig, of the Concord Bulletin, in charge of the Concord station; and William A. Dawson, WKKX again in charge of the Belmont station.

LESLIE P. RANDALL, who has been with Kaier-Frazer Sales Corp. in various positions at Detroit, has organized two years ago, has been named general manager of New York division of the corporation. Division took over Munz Car Co., New York distributor of Kaier-Frazer, in December and Munz will now operate Kaier-Frazer Sales Corp. factory branch.


American Steel Wool, Mfg. Co., Ll. N. Y., has appointed Needham & Co., New York, as its advertising agency effective immediately to promote its steelcraft lines of "Mr. President" and "Uncle Remus" shows.

INTERNATIONAL ASSOCIATED PRODUCTS Ltd., Toronto (Macson's gold cold remedies), plans large radio campaign throughout Canada, with major centers receiving concentrated one-week campaign each month, and smaller centers getting daily spot announcements. Agency: Mason's United Adv., Toronto.

KANSAS CITY SOCIETY, Toronto (financial campaign, Ontario division), has placed announced spot announcements in April on Ontario stations. Agency: Stevenson & Scott, Toronto.

ESQUIPE MFG. Co., Jersey City, N. J. (maker of Eversharp Chrome shaving brushes), has appointed Byre, Harrison & Roberts, New York, as its advertising agency. Media plans are currently being set.

SPRING COTTON MILLS Inc., Lanark (clothing), has appointed Erwin, Wasey & Co., New York, to handle advertising for Springmaid fabrics effective immediately.

UNION Oil Co. of California, Los Angeles, has chosen sponsors for feature races at Santa Anita Park on Catalina Island, Santa Anita Park, starting Jan. 3. Programs run 15 minutes, were placed through Fotee, Cone & Belding, Los Angeles. Pantages theatres in Los Angeles will interrupt movie schedule each week to pick telecasts for its patrons on receive-for-sixty-five-cent screens.
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MUTUAL'S NEW "CO-OP" SHOW—15 minutes—5 times weekly—Starts FEB. 2, 1948

JOHN NESBITT
master storyteller of radio and screen

He spellbinds listeners with his marvelous narratives on the PASSING PARADE. Grips them with unusual stories about people great and small, thrilling stories of romance, adventure, mystery, science. Each an absorbing true tale packed with drama, suspense, human interest.

PASSING PARADE Pictures in 9,000 Theatres

Millions of movie fans see Nesbitt's pictures regularly in theatres coast-to-coast. His PASSING PARADE shorts have won four Oscars! A potent movie tie-up that means more publicity, more listeners, more selling sock for Nesbitt programs on the air!

AVAILABLE now for local and regional sponsorship . . . JOHN NESBITT in his PASSING PARADE, a show with an unusual record of ratings and sales results!

America's leading advertisers, tremendously impressed by the way he clicked for CHESTERFIELD CIGARETTES, JOHNSON'S WAX, WESTINGHOUSE and other sponsors, have long been angling to sign him for a daily network program. NOW, as a Mutual "co-op" 15-minute, 5-a-week show, NESBITT'S PASSING PARADE presents a big opportunity for an exclusive sponsor in each of Mutual's 485 markets. Here's your big-time show with sure-fire appeal to all age and income levels—a mass-audience show that also sells. On transcription at a fraction of the overall talent cost. For Nesbitt booklet, rates, and audition platter, consult your local M.B.S. station.

TIP TO ADVERTISING AGENCIES AND REGIONAL ADVERTISERS

Local advertisers will be quick to sponsor Nesbitt. Better act pronto—or you may find some of the choicest spots in your regional setup already gone.

Phone or wire your nearest Mutual Co-op office.

Mutual Broadcasting System
Co-operative Program Department
VICTOR O. WATERS, 59, for the past decade special assistant to the Attorney General specializing in communications and copyright matters, and who was largely responsible for the 1939 consent decree affecting ASCAP, died unexpectedly Jan. 11 at his home in Washington.

Mr. Waters, a native of Oklahoma, had just returned from an automobile ride with his wife and two sons, age four and two and a half, when he was stricken with a heart attack. He died immediately. He had suffered an earlier heart attack in May 1940.

Mr. Waters was attached to the litigation section of the anti-trust division of the Justice Dept. and handled communications which embraced radio, electronics, copyright and music. He had prepared the ASCAP case resulting in the now infamous consent decree which had the effect of setting up Broadcast Music Inc. as a full-scale competitor in the music copyright field.

For several years Mr. Waters served as chief of the southern states branch of the anti-trust division, terminating that service in 1943 when he became a lieutenant in the Navy. He was released from duty a year and a half later because of night blindness, and returned to the Department in Washington.

Mr. Waters supervised a number of recent anti-trust cases. These are understood to have included the actions involving AT&T and Western Electric, the international copyright cartel and matters related to both motion pictures and music.

Funeral services were held last Thursday afternoon at Pawnee, Okla., his home. In addition to his wife and two sons, he is survived by his mother, who resides in Pawnee, a brother Dr. Claude Waters of Pawnee, and a sister, Mrs. Mae Stillwell, of Alexandria, Va.

Fort Industry Co. Opens Headquarters Sales Office

HEADQUARTERS office of the national sales department of the Fort Industry Co. has been established at 627 Lexington Ave., New York, it has been announced by Lee B. Wailes, vice president in charge of operations for Fort Industry.

Tom Harker, national sales director, will be in charge of the headquarters sales office, moving from Detroit where he has been located since joining the company in October 1947.

Fort Industry Co. now owns and operates WSPD Toledo, WGBS Miami, WMNN Fairmont, W. Va., represented nationally by the Katz Agency; WWVA Wheeling, W. Va., represented by Edward Petry & Co.; WLOK Lima, Ohio, WAGA Atlanta, represented by Avery Knodel; WJBK Detroit, represented for Forjoe & Co. Plans for acquiring one of the largest groups of independent television stations also are underway. Company already holds construction permits for Detroit, Toledo and Atlanta, with application pending for license of a video station in Miami.

Calling All Calls

Interesting Stories Lie Behind Those Station Identifications Given by FCC

The story behind a call letter is often packed with more human interest than the best drama the station broadcasts on the air. After broadcasting reprinted portions of the Asbury Park (N. J.) Evening Press article on call letters, stations from all parts of the country—and Alaska—wrote in the meanings of their calls. They form an interesting side of the broadcasting picture. Keep coming.

One of the most descriptive is Fairbanks, Alaska's KFAR, whose call immediately conveys the vastness of the territory and the far reaching qualities of the station. KFAR's sister-station, KENI, Anchorage, to go on the air in May, and also owned by Midnite Sun Broadcasting Co., selected its call letters because of the location. It is on the Kenai Peninsula, pronounced KENI.

WHTN Huntington, W. Va., though a contraction of Huntington, has come to stand for "Where Huntingtonians Tune Now." For WHTN-FM, the phrase... "for Finer Music," is added. A station joke interprets the letters "What'll Hyman Try Next?" Abe Hyman, station owner, has several other interests in the entertainment world.

WNH New Bedford, Mass., was taken from the New Bedford Hotel, which was once the studio location for the station. Now all the uniformed bellboys and elevator operators at the hotel are walking advertisements for the station with "NBH" on their jackets.

The call KAKE Wichita was worked out with care. Clark Luther, vice president and general manager, wanted his station to be "cooked up" with catch connections. Danville, Va.'s WBTM signifies "World's Best Tobacco Market," and "World's Biggest Textile Mill." Both the slogans, originated by WBTM 17 years ago, have been adopted by the two industries and used for over 15 years.

KBOW Butte, Mont. serves Silver Bow County, hence the KBOW.

First television station to come through with a call letter meaning is WEWS Cleveland. It stands for E. W. Scripps, founder of the Cleveland Press and the E. W. Scripps trust, which controls and operates the Scripps-Howard Newspapers, UP, Newspaper Enterprise Assns. and the allied radio and television operations.
In newer AM broadcast equipment Type GL-893A-R plays an important part, since forced-air cooling adapts the tube for transmitters using that increasingly popular method. (With water-cooled anode, as Type GL-893-A, the same proved power tube is obtainable for services such as industrial h-f heating and international 50- and 100-kw broadcasting.)

A better tube than any predecessor, with improved filament construction and more highly developed grid design — easier to "break in" when placed in service — Type GL-893A-R is one of an extensive group of up-to-the-minute General Electric transmitting tubes that cover the full range of broadcast requirements.

If a station operator, whether AM, FM, or Television, your replacement needs on all types are ideally served by the G-E tube distributor or dealer right in your area. Because of tubes on hand, backed up by branch stocks strategically located, your local G-E source of supply can give you prompt service that will help you stay on the air a profitable 100 per cent of scheduled time.

If a builder or designer of transmitters, General Electric offers you the widest range of tubes in respect to power-output ratings, frequencies, and circuit applications. Your needs, moreover, come first with experienced G-E tube engineers who will be glad to assist you in selecting the right tube types for equipment on your drawing-boards. Consult your nearest G-E electronics office, or Electronics Department, General Electric Company, Schenectady 5, N. Y.

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**GENERAL ELECTRIC**

**FIRST AND GREATEST NAME IN ELECTRONICS**

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**GL-893A-R**

5-kw power output, Class C telegraphy

**RATINGS**

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<th>Filament voltage</th>
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**Max plate ratings**

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**Typical power output**

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**Maximum frequency ratings**

5 mc at full ratings; 25 mc at reduced frequency.
Help Wanted

Salesman—For thousand watt regional Virginia station. We want an experienced man who will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don’t answer unless you are qualified and capable of handling a well paid position. Write Box 368, BROADCASTING.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced man, Salary and commission. Write Box 262, BROADCASTING.

Salesman—$4000 annual opportunity for livewriter to sell fifty dollars per day in 60,000 southern market. Box 330, BROADCASTING.

Combination engineer-announcer, No. 1 position, $400 minimum plus expenses in New York area. Driving expenses paid to New York two weeks for 15% commission. Position is as advertised and operated by professional relations. Give complete details, including a reliable record of sales and public relations in your present position. Box 65, BROADCASTING.

Announcer—needed by New York station. Interested in two-way doubling. Experience needed. Write Box 251, BROADCASTING.

For those who want a long, steady job in the radio business. Here is a chance to acquire a top job in a small town. More experience and greater earning capacity. If interested, write for complete details. Box 1000, BROADCASTING.

Program director-WANTED. Experience in large city, eleven thousand. Small furnished apartment being held. Air mail details, experience, snapshot to KRJF, P.O. Box 411, R. R. 4, Denver, Colorado.

Program Director Wanted—Opportunity knocks but once! One, of radio’s outstanding opportunities is knocking at somebody’s door. It may be that your limited experience and qualifications: Successful past record as program director in a competitive market; ability to produce and promote audio talent; proven power full in radio; strong voice; and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to prove yourself and then some. Write 310 Fifth Avenue, New York City. Box 330, BROADCASTING.

Help Wanted (Cont’d)

Help Wanted (Cont’d)

If you are a young man whose long experience has given you a sound knowledge of radio and a proven talent for management, you have the ability to grow into general management responsibility; then, we invite you to consider the position of operator to go with a young (but firmly established), expanding, midwestern market station. Exper- tise in operator-management was station to concentrate on national sales, community activity and general policies; would require turn over station sales and responsibility to men who seek good immediate income with future potential for permanent position with station. Applicants must have a record of sales position plus general manage- ment experience and references. Write 225-214 W. Madison Street, El Paso, Texas. Don’t answer if just shopping!

Combination engineer-announcer—engineer wanted by 5000 watt NBT in the Columbus, Ohio area. Must have 100% service. Send complete details, including experience and references to Thompson, WTIW, Sanford, Florida.

Wanted—Three engineers, first class talent. All stations in Florida FM. Experience and references. Send full details in first letter. Box 923, BROADCASTING.

Announcer—wanted by WMTM, New Orleans. Send complete details and references. Box 422, BROADCASTING.

Announcer—wanted by WBTL, Brooklyn. For full details and references, write Box 403, BROADCASTING.

Program Director WANTED—Opportunity knocks but once! One, of radio’s outstanding opportunities is knocking at somebody’s door. It may be that your limited experience and qualifications: Successful past record as program director in a competitive market; ability to produce and promote audio talent; proven power full in radio; strong voice; and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to prove yourself and then some. Write 310 Fifth Avenue, New York City. Box 330, BROADCASTING.

Help Wanted (Cont’d)

Help Wanted (Cont’d)

Combination engineer-announcer—engineer wanted by 1000 watt WBT on the air in Virginia. Send complete details, including experience and references to Box 330, BROADCASTING.

Opening for two combination men with first class license. Pleasant working conditions, Thompson, WTIW, Sanford, Florida.

Wanted—Three engineers, first class talent. All stations in Florida FM. Experience and references. Send full details in first letter. Box 923, BROADCASTING.

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DO YOU NEED A
SALES ENGINEER?

25 years in radio. Well established in all national-wide contacts. Qualified for executive position in SALES DIRECTION.

Engineer. Background. First rate record of sales achievement. Available immediately.

Box 396 BROADCASTING

SITUATIONS WANTED

Engineer. First phone, ham, former shipboard operator; available immediately. Stanford, detail and salary. Box 313, BROADCASTING.

Time salesman—Young, experienced, enjoys outside work. Will work weekdays and travel on weekends, shows, conventions. Box 570, BROADCASTING.

Program director, 2 yrs. commercial experience. Desires connection with active, progressive station. Box 315, BROADCASTING.

Continuity writer—College trained. Short on experience, long on talent. Anchor, large stations. Must have own studio. Box 317, BROADCASTING.

Young executive, four years’ experience, desires management position in large market with tough competition. Can organize staff, cut corners and solve problems. Interested in percentage of profit. Excellent references. Box 427, BROADCASTING.

Available immediately.

SITUATIONS WANTED

Young man with good voice, determination and ambition to become station manager. Thoroughly trained in all phases of broadcasting. Location no objection. Disc, copy on request. Box 415, BROADCASTING.

Young executive, broad knowledge and experience in all phases of radio. Desires management position with large public relations. Yale graduate. Writer, editor, producer, director, sales manager, etc. Desires responsible position in radio-television field. Will prove ability, appearance and background. Married, two children. References. Box 425, BROADCASTING.

Young man, 21, college trained. Some sales experience. Desires announcement position on small station. Box 389, BROADCASTING.

Matthew Tay, 4434 N. Greenview, Chicago.


Double Feature—Mr. and Mrs. team. 7 years experience in all phases of radio. Desires station production manager, wife’s program director, production engineer. Box 318, BROADCASTING.

Available immediately.

SITUATIONS WANTED

PERSONAL

Beulah Rice, 420 W. 46th St., New York.

Sales woman—Excellent record. Ten years association with leading companies. Desires position in Chicago or New York City. Box 396, BROADCASTING.

SITUATIONS WANTED

Experienced announcer specializing in sports. Play-by-play not required, but must know sports and be experienced in play-by-play work. Prefer New York state man. For interview, call or write Gordon Anthony, WABC, Syracuse, New York.

Salesman in Midwest network affiliate desires service of experienced sales agent. Will work in studio and on road. Has new car for travel in this territory. Box 370, BROADCASTING.

Program director, 3 yrs. commercial experience. Desires connection with progressive station. Box 315, BROADCASTING.

Program director and writer. Strong background in all phases of theatre and radio. Has had plenty of adventure and writing. Interested in station serving large community. Family man. Now employed. Box 378, BROADCASTING.

Chief engineer—veteran, 3 years college, 12 yrs. radio experience, at present holds full-time position. Box 375, BROADCASTING.

Box 387, BROADCASTING.

Available immediately.

SITUATIONS WANTED

Experienced in designing and adjusting directional antenna systems and federal communications measurements and installing and adjusting transmission equipment. State qualifications and salary required in first letter. Phone number of your organization known to ad. Box 423, BROADCASTING.

Announcer, experienced, versatile, capable of doing good job on news, disc shows, 4-1/2 t. commercials. Give complete background, including salary expected, wishes, etc. Show resume. Box 389, Ohio network affiliate. Box 432, BROADCASTING.

Transmitter engineer, experienced, 5 kw. directional station. Desires position on station. Advise previous experience, salary when available. WABR, Akron Ohio.

Situations Wanted—program director. Good engineer, four years’ experience. Desires position in production, evening, desires connection within commuting distance New York. Box 358, BROADCASTING.

Technical director, ex-midwest, 10 yrs. radio experience. Box 364, BROADCASTING.

Announcer, experienced, veteran, 24, married, can operate control. Permanent position desired. Box 365, BROADCASTING.

Versatile man, 21 yrs. announcing and disc work, college graduate. Excellent references. Age: 28. Desires engineering or sales position with large network or commercial field. Box 367, BROADCASTING.

Sportscaster—disc Jockey. Graduate Northwestern University. Two yrs. experience, 1yr. in announcing. Valentine’s Day, 1949, launched own show over Chicago station. Write, Box 368, BROADCASTING.

Technician, 1st phone, grad RCA Institute. Prefer radio 500 miles New York City. Desires immediate position. Box 369, BROADCASTING.

I want to have a chance to show what I can do. Young woman, 22 yrs. old, university graduate. Has written and directed her own show over Chicago station. Write, Box 370, BROADCASTING.

Assistant engineer. Experience with all phases of radio. Desires position with either of both of us. Box 401, BROADCASTING.

Technician, 1st phone, telegraph. Would welcome opportunity to learn announcing. Age 19. Box 402, BROADCASTING.

Commercial manager desires to make change. Sales record will prove ability. Ex-act address. Box 404, BROADCASTING.

Announcer. Experienced station engineer. Desires position with western station. Graduated University School of Radio, Radio City, N. Y., and is now on job during station. Box 406, BROADCASTING.


genre=

Dance
Specifications for Launching of Video Stations in Canada to Be Ready Soon

SPECIFICATIONS will be available forthwith from the requirements for starting television stations in Canada. This was announced last week following a meeting in Ottawa of officials of the CBC, Transport and broadcast stations.

It was a consensus of meeting that Canadian television requirements should be largely the same as those of the Radio Manufacturers Assn. in the United States for all channels up to 216 mc.

Decisions to accept television applications follows last year's Parliamentary Radio Committee recommendations that permission to operate video stations in Canada not be limited to CBC. CBC subsequently decided to hear applications for such stations at its public board meetings. A number of Canadian AM stations, as well as motels, have shown an interest in acquiring television licenses in Canada.

Specifications were lined up for unauditioned operation of stations up to 216 mc. It was decided that more qualified operators would be needed, that logs should be simplified and that reports should include readings on power, frequency stability, modulation, distortion and antenna pattern.

Unauditioned operation could be done by recording instruments available to a qualified operator, but designs of main transmitter circuits at studio and by use of limiting alarm relays at the studio, it was pointed out.

Meeting also dealt with specifications for proof of performance for non-directional stations, and for proof of performance of FM stations. No definite method of operating latter has as yet been worked out.

Attending meeting from Dept. of Transport were: O. C. W. Brown, vice-president, radio, Ottawa, Reid and W. C. L. Monro, engineer, radio branch, Ottawa, and M. Mathers, radio branch, Ottawa. Others in attendance were: Harry Browning, manager of Broadcasters, Toronto; Ernie Swan, chief operator, Canadian Radio Assn., Ottawa; Eric Pincus, manager, Canadian General Electric, Toronto; Ralph McPherson, manager, Canadian Broadcasting-Carleton, Toronto; and representing Canadian Radio Manufacturers Assn., N. Kerley, North Electric, Montreal; Bud Seaarock, RCA-Victor, Montreal; B. Gillingham, consulting engineer, Ottawa; W. J. White, Canadian Broadcasting Corp., Montreal.

Finley Inc. Transcribes Record Week's Business

FINLEY TRANSCRIPTIONS, Hollywood, made 31 sales on transcribed shows to stations throughout the country in the last week of 1947, according to Larry Finley, president.

Leading sales were Diary of Fate to RFSF San Diego, KSHL Chico, Calif.; KVFD Fort Dodge, Iowa, KWIN Ashland, Ore.; WABY Albany, WCLP Chicago, and WSAY Rochester.


Other sales included Captain Stubby and the Buccaneers to WKRF WFPM Youngstown, KYRO Santa Ana, Calif., and KODL The Dales, Ore.; The Sunday Players to KPDR Alexandria, La., and WMAF Monroe, N. C.; The Anderson Family to KPRO Riverside, Calif., and KNRN Roseburg, Ore.; The Cathedrail Hour to WRON Renton, and W. V. and Roy Bowman to KOOL Phoenix.

Excise Tax Stays

CANADIAN RADIO manufacturers failed in an attempt on Jan. 8 to obtain relief at Ottawa from the recently re-imposed 25% excise tax on Canadian-made receivers. S. L. Capell, president of Canadian Radio Manufacturers Assn., had pointed out that Canadian manufacturers have supplied many Canadian-made parts content, and are being exported to 57 foreign countries. The manufacturers also pointed out that the recent embargo on imports of wood veneers and plastic cabinets was making manufacturing costs go up.

No Change in Dates

RUMORS in New York that an annual meeting dates of the Canadian Assn. of Broadcasters have been changed from Washington, D.C., and CAB office at Toronto announces. Annual meeting will take place March 8-11 at Chateau Frontenac, Quebec. Big equipment display is planned.

Page 70 • January 19, 1948
North, east, south and west—broadcasters everywhere are on the swing—swinging to Gates. — The reason, please? —
Top flight engineering, deliveries when you want it, service in action rather than slogans, a 100% source for everything the broadcaster needs, quality control in manufacturing methods, a shipping department that packs for quality arrival, employees that like Gates as a place to work reflecting in a likeable product new ways of doing things to make a better product cost less—
With all this resulting in equipment that is superb in design and performance—Gates modest selling prices remain—because Gates specializes in radio broadcasting equipment.
This is "G" year—Gates year—your year for better equipment. You too can join in the swing—"The swing's to Gates in '48."
**Programs**

INVEST YOUR AD DOLLAR

WCK

50,000 WATTS OF SALES POWER

L. B. Wilson

**ROCKET- BY-ROCKET account of the New Year's Eve fireworks display atop the KVKR Tower was picked up by KWOE Colorado Springs by Announcer Max Morrow. Directed for the high altitude, Mr. Morrow describes the colorful scene from his position in a B-17 circling directly above the peak. Earl Leonard, engineer, Conrad Brown, program director and Marge Studebaker also made the flight and assisted in the KVOR program. This is the second KVOR concert and this year's show was also presented over KLZ Denver.

'Shutterbug' Feature

DESIGNED for 'non-photographer fans, new weekly series titled 'The Shutterbug Program' has started on WTOM Bloomington Ind. Aired Sun. 4:15 p.m. program is sponsored by a Bloomington photographic club. In 'The Shutterbug Program,' a Radio Camera Club has been organized, weekly newspaper column is written by show's producer, Robert L. Carroll, and the class in amateur photography will be taught soon in local high schools. Program is available as open-ended transcription for use as sustaining or commercial feature.

'Vocational Guidance'

TO ASSIST young people in choosing their vocations under auspices of local Kiwanis Club, a weekly program, 'Vocational Guidance,' has started to air over WCKR. The program is under auspices of local Kiwanis Club. Each week young people from local high school classes, vocational students, and local representatives of industry and labor will take turns. Panelists are encouraged to talk points out advantages and difficulties of the vocations for which they are responsible. Program is broadcasted by faculty member to act as moderator of question and answer period, but questions are presented by students. Questions which may arise as time permits. Kiwanis Club provides representatives in various fields of interest both from local and neighboring communities.

MRS. ASN. Initial broadcast attempted to import the opinions of early days of struggling motor industry OR as first didactic effort toward an end. Future programs will dramatize further events in development of automobiles and its relation to social and economic life of the world.

'Oxford U. Forum'

TEAM of students from Oxford U. will participate in the Saturday evening's program. The daughter of a Chicago detective was taken to the studio, by sponsors of the week's program. By the week's program's $25 going to help support the Oxford U. Debate Team. The daughter of a Chicago detective will be present. Also, will be present, a member of the Oxford U. Debate Team. The daughter of a Chicago detective will be present. Also, will be present, a member of the Oxford U. Debate Team. The daughter of a Chicago detective will be present. Also, will be present, a member of the Oxford U. Debate Team.

KPH Sign-On and Off

OPENING and close of broadcast schedule on KPH Wichita feature special religious programs, providing a "prayer for the day" led by religious leaders of the city. Programs are presented in cooperation with Wichita Council of Churches. Ministers of the Council take turns in opening and closing the 18 hours of broadcasting of KPH daily.

Skii Train Tain

WHEN FIRST Skii Train since pre-war days left Rochester, N. Y., one month later, enough from WFTF Rochester was started. For the first time, skiers could travel from New York to Canada or the west coast. The train service was very successful, and skiers took advantage of the opportunity to visit the ski resorts. The trip was a great success, and the service continued for many years. Today, the train service is still offered, and it is a popular way for skiers to travel to the ski resorts.

Industry of N. Y.

DRAMATIZATIONS of stories of great industries and services of New York City are presented in weekly program. "The Merchant of Venice," a cooperative program with WNYE, is now one hour. "A Merchant of Venice," a cooperative program with WNYE, is now one hour. Each week's program is a dramatization of a different story, and it is broadcasted on WNYE.

TV Traffic Demonstration

TRAFFIC problems of District of Columbia were subject of recent television program by WNYB. NBC's Washington television station, in cooperation with Washington, D.C. traffic police, and a local newspaper, presented a demonstration program on how to deal with traffic problems. The program was designed to educate the public on traffic regulations and to alert drivers to the dangers of driving under the influence of alcohol.

Employment Data

DESIGNED to furnish information on how to find employment in the Philadelphia area, "The Philadelphia Employment and Training Service," a joint program of the Philadelphia Employment Office and the Pennsylvania Employment Service, is broadcasted on WNYB. The program provides information on job openings, including wages, hours, and responsibilities. It also offers advice on how to prepare a resume and how to interview for a job.

Olympics on TV

WINNIPEG, Canada, was host to the Winter Olympic Games in 1976. The Games were broadcasted by WNYB, and hundreds of thousands of people watched the event on television. The Games featured a variety of sports, including figure skating, hockey, and skiing. The event was considered a success, and it helped to promote the city of Winnipeg as a tourist destination.

**Thanks from Chest**

TWENTY-ONE of Seattle's broadcasters were awarded "The Order of the Red Feather" at annual meeting of the King County Community Chest Jan. 8 for their assistance in promoting greater public understanding of the objectives of the Community Chest. Awarded to the following local radio stations: WSB, KVI, KJR, KOMO, and KZOK. The campaign period Seattle stations devoted 60 hours and 22 minutes to appeals on behalf of the Chest, exclusive of uncounted items on newscasts.

**Broadcasting**

**Televsion**

N OVEL give-away program titled "Know Your Nabob" is heard Mon.-Fri. on WSOE Kalamazoo, Mich., under sponsorship of Kroger Co., chain stores. Both contestants and listeners participate in the program quiz. Clues to identity of contestant are incorporated into questions on the air, as contestant is asked to demonstrate knowledge of current news events, etc. For each correct answer, contestant scores a prize coupon for a meal or four. Answering all questions correctly wins contestant a trip for four. Listeners phone in guesses about contestant's identity first name on the phone in correct identification with same amount of contestant. Programs originate on alternate days at three largest Kroger stores in Kalamazoo. Ralph R. Jones Agency handles Kroger account.

**Video Dog Show**

ENTIRE evening's activities from West- mister Kennel Club dog show at Madison Square Garden, will be tele- vised Feb. 12 over WGRV-TV New York. Program will start at 8 p.m. on final evening of show when first of three variety groups come up for judging, and will continue throughout to climax when best-in-show winner is pro- claimed. In addition to judging, video audience also will see obedience demonstration which will be staged by 14 children and sponsored by New Eng- land Dog Training Club. Special fea- tures will be presented during pauses between judging.

UNT Discussion

WITH CONGRESS taking up the matter of universal military training, special program was presented on WGRV. Separate discussion covering several phases of the universal military training concept was presented. A discussion on the history of the subject was included. The program was well received by the listeners.

"Fishbowl of Money" program presented by RCN will be heard Thurs. morning on WFTL. Presented in cooperation with Federal Reserve Bank of Philadelphia, WFTL will feature a panel of experts discussing various aspects of the economy, including the history and significance of the Federal Reserve System.
NANCY CRAIG, ABC women's commentator, broadcast her Jan. 13 noon co-op show from the Hotel Pennsylvania with a number of retail celebrities as guests. Seated (1 to r): Miss Craig; Phyllis Webb Soehl of Moss Brothers, Tampa, Fla.; Beatrice Fox Auerbach, president of G. Fox & Co., Hartford, Conn. Standing: Jack I. Straus, president of R. H. Macy & Co. Inc.; and W. Earl McCormick, vice president of Allied Stores Corp.

For the Retailers

TO GIVE the 103 department and clothing stores that sponsor ABC cooperative programs the chance to meet thecommentators, comedians and other network stars whose programs carry these merchants' local sales messages and to give the ABC co-op sales staff a chance to tell their story to other retailers, the network maintained an exhibit at the NRPGA convention and a suite in the hotel where ABC kept open house.

PEACE CENSORSHIP PLAN CONSIDERED

VOLUNTARY peace time radio and press censorship similar to that used during the war is under consideration by James Forrestal, Secretary of Defense. Consideration of the censorship plan was revealed after Jack H. Lockhart, former assistant to Byron Price, war-time censorship head, was asked to come to Washington and look over the situation. Mr. Lockhart is assistant to the executive editor of the Scripps-Howard newspapers.

A recommendation in much stronger form has been made by the President's Air Policy Commission, which has asked for a "rigid" enforcement of war-time security measures with regard to advanced aeronautical development. The recommendation was made after the publication of information on construction features and speed attained by a new type of Navy plane.

"SIGHT and Sound," a daily column of comment on radio, television, stage and screen, was inaugurated in New York Morning Telegraph today (Jan. 19).
Applications Cont.

tower, and change trans. location and authority to determine operating power by direct measurement of ant. power.

KGCU Mandan, N. D.—License to cover CP as mod. which authorized new standard station. CA-N and make changes in ground system; to make changes in DN.

Modification of CP

WAKR Akron, Ohio.—Mod. CP as mod. which authorized new standard station and changes in trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1280  kt.


AM—1460  kt.

WMRC Greenville, S. C.—CP change frequency from 1460 to 1460 kc. Increase 20 kc to 5 kw, install new trans. and DA-DA-N and change location and authority to change power from 1 kw to 5 kw. AMENDED to change trans. power to 5 kw and change locations in DA and change trans. location.

AM—1460  kt.

KRBA Lubbock, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP

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

KDFN Casper, Wyo.—License to cover CP as mod. which authorized installation of trans. License for CP

Modification of CP

KQW-FM Missoula, Mont. CP mod. which authorized new fm station for extension of completion date.

Mrs. R. H. Reynolds Rogers and Smith 60 North Wacker Drive Chicago, 11.

Dear Ray:

At last our talents have been recognized ... WCHS has been selected to do a series of programs that will be broadcast to Europe—a kind of people who are coming, to tell the American people a story! Harry Brauley, our director of public affairs, has just been appointed to be the American Program Director. We are going to have a good season of public service—naturally, we shall not know how to be a good and public service-staff until the 14th. 1000 people with Columbia Broadcasting System—just naturally, we are leading the news. We are sorry we are not able to answer any inquiries at this time.
un. AMENDED to change power from 100 w to 250 w and change trans. location.

AM—1230 kc
WBOW Terre Haute, Ind.—Authority to determine operating standards by direct measurement of ant. power.

Assignment of License
WAW Winona, Minn.—Voluntary assignment of license from Vincennes Newspapers Inc. to Vincennes Sun Co.

AM—990 kc
Rogers City Bestg. Co., Rogers City, Mich.—CP new standard station 1290 kc 1 kw DA-N. AMENDED to change frequency from 1520 to 1690 kc, hours from 8 to 11, with 1 kw using non-DA.

AM—970 kc
Rochester Bestg. Company, Rochester, Minn.—CP new standard station 970 kc 1 kw DA. AMENDED to change power from 1 kw to 1 kw-1 w 500 w-D, make changes in DA (DA-1) and change trans. location.

Assignment of License
WKRC Cincinnati, Ohio—Voluntary assignment of license from The Cincinnati Times Star Co. to Radio Cincinnati Inc.

AM—1380 kc
Radio Lakewood Inc., Lakewood, Ohio—CP new standard station 1380 kc 500 w DA-D. AMENDED to change DA.

Modification of CP
WIKK Erie, Pa.—Mod. CP which authorized to make changes in trans. equipment, and in DA and change trans. and studio locations.

Assignment of License
KALI Honolulu, Hawaii—Voluntary assignment of license from Fred Weber, E. A. Stephens and William H. Taitt, d/b/a Texas Bastra. to Texas Bastra. Inc.

Transfer of Control

Assignment of License
KTFS Texarkana, Tex.—Voluntary assignment of license from David M. Segal and Henry N. Fones d/b/a Texas Bastra. to Texas Bastra. Co.

FM—101.1 mc
Pacifica Foundation, Berkeley, Calif.—CP new FM station (Class A) on Channel 361, 101.1 mc. Within 1 mile—15 kw.

FM—101.7 mc
Whitfield Broadcasting Co., Whitfield, Calif.—CP new FM station (Class A) on Channel 298, 101.7 mc. Within 1 mile—75 kw.

FM—103.1 mc
WFMO Jersey City, N. J.—CP change type trans. to station from 103.1 mc to 100.0 mc. Within 1 mile—75 kw.

Modification of CP
WHBC-FM Canton, Ohio—Mod. CP as mod. to add new FM station for extension of completion date.

WCAU-Philadelphia, Pa.—Same.
KTRN Wichita Falls, Tex.—Same.

Remote Pickup
KALE Inc., Portland, Ore.—CP two new remote pickup stations on 1534, 1572 mc power of 4 w and emission specifications, hours of operation in accordance with Sec. 4.403.

Modification of CP
KWSW Seattle, Wash.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

WMAJ-TV Baltimore—Same.
WATV Newark, N. J.—Mod. CP which authorized new commercial television station for extension of completion date.

KWOC Tulsa, Okla.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

License Renewal
WCYS Springfield, Ill.—License renewal AM station.

Authorization Canceled
FM—98.3 mc
Universal Broadcasting Co., Inc., WFMF Indianapolis, Ind.—98.3 mc 20 kw unlc.

January 13 Decisions...

BY THE SECRETARY
KGO San Francisco—Granted license covering extension to power to 30 kw, install new trans. and DA-DA and changes in DA.
KWBN Reno, Nev.—Granted license for new station 1460 kc 250 w unlc. and change studio.
KOAC Corvallis, Ore.—Granted license covering increase in power to 5 kw and changes in DA.
KOYV Vallejo, Calif.—Granted license for new station 1190 kc 250 w D.
KREI Farmington, Mo.—Granted license for new station 1360 kc 1 kw DA and change studio location.
WKNO North Kansas City, Mo.—Granted license for new station 880 kc 250 w D.
WHO Orlando, Fla.—Granted license for new station 900 kc 3 kw DA-N, 10 kw-LS unlc. and to specify studio location.
KWLW Albany, Ga.—Granted license for changes in vertical ant. and mounting FM ant. on top of AM tower.

The Evening News Ann., area of Detroit—Granted license for new AM station, 1 kw DA and to change studio location.

WTWA Thomson, Ga.—Granted mod. CP to change type trans.

KFSU-FM Batavia, Ill.— Granted mod. CP to make changes in ant. system of FM station and change height 468 ft. above average terrain.

The following were granted mod. CPs for completion of extension dates as shown: WMAZ Macon, Ga., Sept. 1, 1948; WBAU Baudin Col., Wn., to 8-12-48; KXDM Des Moines, to 3-28-48; WTWM Cleveland, to 8-12-48.

WPGH Pittsburgh—Granted license for new station 1060 kc 1 kw D.

KWIK Burbank, Calif.—Granted license for new station 1460 kc 250 w unlc. and change studio location.

WDOS Oneonta, N. Y.—Granted license for new station 1460 kc 250 w unlc.

WGRD Grand Rapids, Mich.—Granted license for new station 1410 kc 1 kw D and to change studio location.

WOAY Oak Hill, W. Va.—Granted license covering increase in power to 1 kw and install new trans.

WSB Atlanta, Ga.—Granted license covering installation new trans.

WKOZ Kociusko, Miss.—Granted license for new station 1360 kc 1 kw.

WMLN M. Clementis, Mich.— Granted license for new FM station.

WGHG Newport News, Va.— Granted mod. CP to make changes in vertical ant.

Following were granted mod. CPs for extension of completion dates as shown: WAED Columbus, Ohio, to 8-14-48; KONG Albuquerque, N. M., to 7-27-48; WJZJ Philadelphia, to 8-14-48; WOLK-WNYC New York, to 6-30-48; WOR-TV New York, to 1-15-48; WENY-WGBG Syracuse, to 7-14-48; WKNM-WCLL Mobile, Ala., to 7-14-48; WQAM-WSLX Columbus, Ohio, to 8-14-48; WXML-WSYX Detroit, Mich., to 8-14-48; WCLC Clarksville, Tenn., to 8-14-48.

January 13 Applications...

ACCEPTED FOR FILING
AM—800 kc
WHBS Huntsville, Ala.—CP change frequency from 1460 to 930 kc, increase (Continued on page 76)

FM STATION
W...CAPITAL OLD DOMINION
NOW OPERATING
18 1/2 HOURS DAILY
17,000 WATTS AUTHORIZED POWER

In this Major Market
USE WMBG
REPRESENTED BY JOHN BLAIR & CO.
5000 WATTS

January 19, 1948 • Page 75
Ever see a Spartan sell tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, “The Piedmont Farm Hour.” The average price of these 57 farm tractors and automobiles was $1,500. Total sales: $85,500.

BROADCASTING * Telecasting
was accepted and application removed from hearing dock.

BY THE SECRETARY

WRGS Muskele, Ind.—Granted voluntary assignment of license for remote pickup station from Donald A. Burton to Tri-City Radio Corp.

KWW-FM Hutchins, Kan.—Granted in involuntary assignment of cond. grant from William Wyse, Stanley Marsh and Pearl Wyse to William Wyse and Bernice Wyse new partnership, 1/1 to WATC The Nation's Best Cstg. Inc.

WPTF-FM Pittsburgh, Pa.—Granted voluntary assignment of CP for new FM station from Liberty Bost. Co. to WPTF Inc.

WMU-Muncie, Ind.—Granted vol. trans. assignment of license for FM station from Donald A. Burton to Tri-City Radio Corp.

WMS-FM Springfield, Mass.—Granted voluntary transfer of control of permittee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executor of estate.

January 15 Applications...

ACCEPTED FOR FILING

AM-1450
Arvo Haapanen, Arcata, Calif.—CP new standard station 1450 w. 500 w unil. AM-1450
Radio Delano, Delano, Calif.—CP new standard station 1350 kw A 1 kw D.
Riverside Bstg. Co., Riverside, Calif.—CP new standard station 650 kw 250 w unil.

AM-1250
KTM Santa Barbara, Calif.—CP increase 1 kw DA to 5 kw 2 kw D 1 kw N and install new transmitter.

AM-1450
WNAB Bridgeport, Conn.—CP change type.

AM-1230

AM-1400

AM-1400
Brown County Mutual Ins. New Ulm, Minn.—CP new standard station 860 kw 250 w unil.

AM-740
Mississippi Projects Co., Greenwood, Miss.—CP new standard station 740 kw 1 kw D.

AM-1480
KGCX Sidney, Mont.—CP increase power from 1 kw DA to 2 kw DA DN. AM-1480
WVOS Minot, N.D.—License for CP.

WLOS-McLean, Va.—License to cover CP, as mod., which authorized new standard station to change frequency, location, for extension of completion date, and AMENDED to change name of applicant from Benjamin G. Young to Sullivan County Bstg. Corp.

Modification of CP

The Eastern Standard Bstg. Corp., Muskogee, Okla.—CP which authorized new standard station to change from DA-DN to DA-N, and change studio and trans. location, AMENDED to make changes in DA.

Elevator Trouble

A JAMMED automatic elevator in building occupied by WLJP Rockford, III., a new 250-w daytimer, recently caused station delay in getting on the air. Engineer C. Smith, by lifting, made a routine check of the antenna tower one morning, was caught between the basement and first floor when the power fuse blew out. Since building engineer had no extra fuse on hand, Mr. Lubinski had to stay in the elevator from 6:55 to 7:00, 15 minutes past station's opening time. He got WLJP on the air at 7:45, a half hour late.

License for CP

WKI Kankakee, Ill.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WDBQ Dubuque, Iowa—Mod. CP, as mod., which authorized new FM station at 106 mHz, as mod., 6 kw ERP, for extension of completion date.

WJS-AM Owatonna, Minn.—Mod. CP, which authorized new FM station, for extension of completion date.

WGUY Bangor, Me.—Mod. CP, as mod., which authorized new FM station, to change trans. location, and to make changes in ant. system.

Columbus Bstg. System Inc., Bels- ton—Mod. CP which authorized new FM station for extension of completion date.

WLAV-AM Grand Rapids, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WIBM-FM Jackson, Mich.—Same.

Assignment of License

WMIT Winston-Salem, N. C.—Voluntary assignment of license, and from Gordon Gray to Gordon Gray, Bowman Gray, Natalie L. Bernard and Carolyn A. Bethel, partnership d/b Radio WMIT.

Modification of CP

WOR-TV New York—Mod. CP, as mod., which authorized new commercial television station to change equip- ment and ant. system and change ERP to 24.65 kw at 18.29 kw.

WFTI-Philadelphia—Mod. CP, as mod., which authorized new commercial television station to make ant. changes, change studio location, and for extension of commencement and completion dates.

Modification of CP

KSSF Needles, Calif.—Mod. CP which authorized new standard station to change type of trans. and for approval of ant. trans. and studio locations.

Transfer of Control

KGHI San Fernando, Calif.—Voluntary transfer of control of license corporation from Helen Ruth Allen, executrix of estate of C. P. M. Allen, deceased, to J. O. Patridge.

License for CP

KVVC Ventura, Calif.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

WKEU Great Falls, Mont.—Mod. CP, as mod., which authorized new standard station, and for extension of completion date.

WFCO New Berlin, Md.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Relinquishment of Control


Assignment of License


Modification of CP

WPAF Mount Airy, N. C.—Mod. CP, as mod., which authorized increase power and install new trans., for extension of completion date.

KFGO Fargo, N. D.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Modification of CP

KRRK Klamath Falls, Ore.—Mod. CP, as mod., which authorized new standard station, for suspension of operation.

KECA-AM Los Angeles—Mod. CP which authorized new FM station, for extension of completion date.

KIFI-FM Los Angeles—Same.

KSRW San Bruno, Calif.—Same.

WGFL-AM Tampa, Fla.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WAGA-AM Atlanta, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WGFS-Springfield—Same.

WBM-FM Chicago—Same.

WFMF Chicago—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WCYS-FM Springfield, Ill.—Same.

WJMG FM Ft. Wayne, Ind.—Same.

WMAR-FM Baltimore—Same.

WSRF-FM Springfield, Mass.—Same.

KFAN-FM St. Cloud, Minn.—Mod. CP which authorized new FM station for extension of completion date.

KPRL-Portland, Ore.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

First Baptist Church of Beaumont, Beaumont, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 250 w.

Buckner Orphans Home, Dallas, Texas.—CP new FM station (Class B) on 92.1 to 103.9 mc, ERP 280 w.

Modification of CP

KXRY-FM Houston, Tex.—Mod. CP as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

San Antonio Baptist Assoc., San An- tonio, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 280 w.

TV—Experimental

Texas State College of Agriculture and Applied Science, Manhattan, Kan.—For renewal of CP which authorized new experimental television station, 30 kw frequency, that may be assigned by Commission's chief engineer. Time of operation, 5 am to 9 pm, via 600 w (peak) 200 w, emission A, special for FM, hours in accordance with Sec. 4.131(b) and (c).

Modification of CP

KCVN Stockton, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

WSOU South Orange, N. J.—Mod. CP which authorized new noncommercial educational station, for extension of completion date.

WEBS Cleveland—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.
Four Grants Proposed in FM Case for Dayton-Springfield

PARTIAL DISPOSITION of the Dayton-Springfield, Ohio, Class B FM case was made by FCC last Wednesday through the following actions:

Announced proposed decision to deny requests of both WING Dayton and WIZE Springfield to drop downpowers, but suggesting grant of either should the alternate be withdrawn.

Continued in hearing, separate from above requests, application of Unity Corp. Inc., Springfield (See separate story).

Adopted order to sever from Surety Best Co., Charlotte, N.C., CP 300 kc 1 kw-5 kw-D DA un.

JANUARY 18


Haven Best Co., Grand Haven, Mich.—Same. WWSU Muskegon, Mich.—Same.

AM—Further Hearing The St. Andrew Bay Best Co., Panama City, Fla.—1400 kc 250 kw un.

Bay County Best Co., Panama City, Fla.—500 kw un.

JANUARY 21-23, 26-30 AND FEB. 2-4 FM-Hearing

To be held in the hearing room, 334, Federal Bldg., Los Angeles, California. This is an appeal by the City of Los Angeles, and other parties, from a decision of the Commission, disposing of applications for FM facilities of the Landsburg Broadcasting Co., Beverly Hills, California; the Eggert Broadcasting, Inc., Chicago; the Page Broadcasting Co., Chicago; the Parents League of America, Washington, D.C.; the Long Beach Broadcasting Co., Long Beach, California; the Community Broadcasting Co., Philadelphia, Pennsylvania; and the Detroit Broadcasting Co., Detroit, Michigan.


Mound Best Co., Newark, Ohio—Same.

AM—Hearing Beer & Koehl, Ashland, Ohio—Same.

The Zanesville Best Co., Zanesville, Ohio—Same.

Intervenors: WIZE Springfield, Ohio; WSMW Dayton, Ohio; WHK Steubenville, Ohio; parties respondent: WOCM, Cahokia, Ill.; and WMED Montgomery, W. Va.

JANUARY 23

AM—Hearing KWK St. Louis—CP 1320 kc 5 kw un.


AM—Hearing Capitol Best Co., Trenton, N. J.—CP 1300 kc 1 kw un.

WSZ Inc., Trenton, N. J.—CP 1250 kc 15 kw un.

Intervenors: WNDR Syracuse, WCAU Philadelphia and WHOL Allentown, Pa., parties respondent: WOY, New York and WHER Newark, N. J.

We're Mighty Proud!

to be in the position to offer the advertiser this rich Crawford County market.

Crawford County is the leading dairy producing county in the state of Pennsylvania and Meadville, our headquarters, is the county seat of Crawford. You might be interested to know that retail sales in Meadville alone were well over $26,000,000 in 1946. A 20% increase for 1947 places the total sales at $32,000,000. . . You just can't go wrong in a market like this.

Sales & Offices
FIRST NATIONAL BANK Bldg.
MEADVILLE, PA.
Victor C. Dishon, Gen. Mgr.

'='Hush' Money

MRS. RALPH EDWARDS, wife of NBC Truth or Consequences m.c., will present a check for $67,000 to Mrs. Harry S. Truman at a White House luncheon Saturday, Jan. 31, in behalf of the March of Dimes campaign. Mrs. Edwards was inspired by recent "Miss Hush" contest on Truth or Consequences.

However the Commission indicated it would be "disposed" to grant one of the requests if the other were withdrawn. FCC said a grant of the Springfield request would be contingent upon filing of an application for modification of permit to comply with the minimum technical requirements for a Class B station. As standing the request does not include sufficient operating power or antenna height.

The grants to WHIO and Moraine Broadcasters Inc. were made subject to approval by the Civil Aeronautics Board and the Commissioner of the transmitter sites and antenna structures.

The condition of the Skyland Broadcasting Corp. grant was that Mr. Walter Sawtelle's 90 days terminate all his interest in and connection with WIZE.

Ownership of the grantees:

Skyland Broadcasting Corp.—Ronald B. Woodard, president, 48.9% owner.

Frank B. Mason, president and 15.5% owner of WIZE Springfield, Ohio, president; I. M. Drake, publisher, telephone advertising, directory sales manager; J. F. Gulker, retail drug and real estate, secretary-treasurer, and Quinton Hirsch, consulting electrical engineer. Each holds 25% interest.

Moraine Broadcasters Inc.—Journal Herald Pub. Co., publisher daily Journal and Herald, holds 44.7% of 1,500 shares. Officers of Moraine Broadcasters: Lewis D. Black, president and 15% owner, J. F. Hargreaves, business manager and general sales manager of papers, secretary, treasurer, and W. H. Knecht, bookkeeper. Frank B. Mason, ex-president of WHIO and current owner of WIZE, Margaret, vice-president and 17% owner of WHIO, and V. J. Munro, accountant, secretary, comptroller and W. H. Parise, comptroller and 15% owner of papers, treasurer, both of Springfield. Robert J. Duckro, head accountant of papers, secretary/ treasurer; Mrs. Mason in the capacity of President of Presco Press. Other Journal-Herald owners include: H. E. Rock, vice-president and 56%; W. H. Knecht, treasurer 9%; Lewis and Rock St., 10%; and Fairfield Rock, 10%.
FCC Policy Shown in Ohio Denials

Proposed Decision States Position on News, Ad Monopolies

IN A PROPOSED DECISION anticipating denials of all applications involved, FCC last week served notice that it will not approve applicants who (1) seek to suppress competition in the dissemination of news and information and to achieve an advertising monopoly by exclusive-advertising practices, or (2) ban the discussion of controversial issues.

Subordinately, the Commission also showed its disapprobation of (a) preferential treatment of a particular church, and (b) increased rates for political broadcasts.

The decision, adopted on a 5-to-2 vote, proposed to:

1. Deny the application of Laurence W. Harry, trading as Postoria Broadcasting Co., for 1510 kc w/250 w (daytime only) at Postoria, Ohio.
2. Deny the application of Mansfield Journal Co. for the same facilities at Mansfield, Ohio.
3. Deny the application of Lorain Journal Co., under common ownership with the Mansfield Journal, for 1540 kc w/250 w (daytime only) at Lorain, Ohio.
4. Deny the application of Mansfield Journal Co. for a Class B FM station at Mansfield.

In a separate proceeding in which the FM application was involved, the Commission granted WMAN Mansfield's Class B FM request, while continuing in hearing status, but for independent consideration, the Mansfield Journal application and that of Unity Corp., also seeking a Class B FM station at Mansfield. Unity's application for Springfield, Ohio, was also continued in hearing.

'Fought' Station

FCC's decision held that the Mansfield News-Journal "has consistently fought" WMAN, and "has harassed some local merchants to prevent their using WMAN as an advertising medium...."

"This conclusion," the majority continued, "also finds support in light of the other practices and activities of the owners of the Mansfield Journal Co. which indicate that they have operated their newspaper with a consistent objective of suppressing competition and establishing monopolies in the field of local advertising."

FCC found no reason to believe "that under the same ownership and management these practices would not also exist were the Lorain Journal Co. to become a broadcast licensee." The decision continued:

"...In our view, these practices would be inconsistent with the public interest. We conclude, therefore, that these applicants are not qualified to be licensees of either AM or FM stations in either Mansfield or Lorain, and we therefore propose to deny their respective applications."

With respect to the Postoria application of Mr. Harry, the Commission noted that "this applicant would not permit the use of the proposed facility for the discussion of controversial issues, at least during the first year of operation, and thereafter would limit its use for this purpose." Referring to its policy-stating decision in the WHKC Columbus case, FCC said:

"We have repeatedly pointed out that, under the Communications Act of 1934, the duty of a licensee to operate in the public interest includes the obligation to provide time for the discussion of public controversial issues. Mr. Harry, by establishing a policy of barring discussions of controversial issues, indicated a lack of understanding of his statutory obligations to operate in the public interest."

"This failure to understand the responsibility of a broadcast licensee to use the facility to serve the public, community service and education is also apparent in Mr. Harry's proposed preference of one church in Postoria (Presbyterian), which has received exclusive rights to broadcast its service over the FM station at a particular time each Sunday, and which would have the same arrangement with the proposed AM station, and his decision to continue the use of the proposed station for political broadcasts through possible use of the device of increased rates for such broadcasts."

Comrs. Rosel H. Hyde and Robert F. Jones dissented from the decision. Mr. Jones voted to reopen the record for further evidence on the qualifications of all three AM applicants, and Mr. Hyde voted to reopen for further evidence on only Mr. Harry's qualifications. Both voted to defer action on the Journal's FM application until final decision is issued in the AM cases.

The Mansfield Journal is owned (99.8%) by Isadore Horvitz, whose brother S. A. Horvitz is publisher of the company's Mansfield News-Journal. They acquired interests in the Lorain News-Journal in the 1920's after then-existing R. C. Hoiles' papers at Lorain, Mansfield commenced to criticize S. A. Horvitz and his construction company, FCC reported. They acquired full control in 1930, and two years later bought the competing papers from Brush-Moore Newspapers Inc., which meanwhile had acquired them from Mr. Hoiles. Messrs. Horvitz then merged the purchased papers with their own.

Opinion Basis

FCC said "the Horvitz brothers readily concede their by-line in the WMAN, "which they characterize as an 'illegalist' station." They based this opinion, FCC reported, on evidence adduced at a hearing on WMAN's license renewal application in 1942 when the Commission found that false statements had been made by the station's original owners. The license was renewed, however, FCC continued:

"Although the Commission found that a renewal of the license of WMAN would be in the public interest, the Horvitz brothers and their newspaper have not sought to oppose the station and this policy will continue...."

FCC said it appears that this opposition to WMAN antedates the Commission's investigation and hearing by three or four years. S. A. Horvitz explains this apparent inconsistency by claiming to have been in possession of the facts involved for some time prior to the Commission's action.

The Commission rejected the company's denials or explanations of the charges, made by nine Mansfield residents of whom they held "local merchants whose newspaper advertising contracts were either cancelled or not renewed when they began advertising on Station WMAN." The testimony which the Horvitz brothers gave in reply, FCC said, "was undoubtedly influenced by partisan considerations which affect its reliability.

Josephus Daniels

JOSEPHUS DANIELS, 85, former Secretary of the Navy and publisher of the Raleigh (N. C.) News and Observer, licensee of WNAO, died of pneumonia last Thursday in the North Carolina city. Mr. Daniels retired as Ambassador to Mexico in 1941, but continued to be active in Washington during the war years. One son, Dr. Worth B. Daniels, is a practicing physician in Washington, and another three are associated with the News and Observer. Jonathan A. as executive editor, Frank J. as general manager and Josephus Jr. as business manager.

New, Larger Radio News Manual Issued by INS

THE INS RADIO News Manual, intended as a "guide to fundamentals for the newcomer to radio news and as a source of ideas for the experienced editor," has been published by International News Service, it was announced last week. Included is a section demonstrating step-by-step the preparation of newscasts, beginning with the receipt of wire copy.

The manual, which is being distributed to INS radio clients, is a new and enlarged edition of a booklet published several years ago. John M. Cooper, director of the INS radio department, wrote and edited the new manual.

Ring-Mayo Nuptials

ANDREW D. RING, Washington consulting engineer, heading A. D. Ring & Co., and the former Miss Margaret C. Mayo, Washington, were married last Wednesday at Trinity Episcopal Church. Mrs. Ring, 35, a native Washingtonian, is the daughter of Mr. and Mrs. Robert Mayo Jr., and for several years has taught at public junior high schools. She is a graduate of George Washington U. Mr. Ring is 48. It is Mr. Ring's second marriage. His first wife died in 1946.

IT'S NO SECRET...

Time Buyers with vision have discovered that

WNB delivers more listeners per dollar in the
two largest city in New England.

WORCESTER MASSACHUSETTS

Represented By:
Adams J. Young, Jr., Inc. and Kettell-Carter

BROADCASTING • Telecasting

January 19, 1948 • Page 79
Mutual's '47 Gross Tops $22 Million

Ralston Purina, Gardner Lead Sponsor, Agency Classification

THE RALSTON PURINA Co. was the top sponsor doing business with MBS during 1947, in point of time billings, and the Gardner Advertising Co. was the top agency, the network's research department disclosed last week. Ralston's '47 expenditure with Mutual was $1,572,140; Gardner's business with the network amounted to $1,096,680.

Mutual's gross billings in 1947 aggregated $22,970,711, as compared with $22,907,202 in 1946. Number two sponsor on Mutual last year was Bayuk Cigars Inc., with $1,026,966. Ruthrauff & Ryan was runnerup among the agencies with billings of $1,537,885.

Billings follow:

Gross Billings by Months

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$2,110,515</td>
</tr>
<tr>
<td>February</td>
<td>$2,110,515</td>
</tr>
<tr>
<td>March</td>
<td>$2,118,076</td>
</tr>
<tr>
<td>April</td>
<td>$2,118,076</td>
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<tr>
<td>May</td>
<td>$2,118,076</td>
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<tr>
<td>June</td>
<td>$2,118,076</td>
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<tr>
<td>July</td>
<td>$2,118,076</td>
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<tr>
<td>August</td>
<td>$2,118,076</td>
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<tr>
<td>September</td>
<td>$2,118,076</td>
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<tr>
<td>October</td>
<td>$2,118,076</td>
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<tr>
<td>November</td>
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</tr>
<tr>
<td>December</td>
<td>$2,118,076</td>
</tr>
</tbody>
</table>

| Total       | $22,372,711        |

By Advertiser

<table>
<thead>
<tr>
<th>Agency</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardner Advertising</td>
<td>$3,594,003</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan</td>
<td>$2,867,000</td>
</tr>
<tr>
<td>McCullough &amp; Presby</td>
<td>$1,437,272</td>
</tr>
<tr>
<td>Bullock, Hauser, Collina &amp; Bayles</td>
<td>$1,371,237</td>
</tr>
<tr>
<td>Neal, Kilgore</td>
<td>$1,371,237</td>
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<tr>
<td>Roy D. Durstine Inc.</td>
<td>$1,291,614</td>
</tr>
<tr>
<td>WGMG Advertising Agency</td>
<td>$1,223,547</td>
</tr>
<tr>
<td>Kuder Agency</td>
<td>$917,347</td>
</tr>
<tr>
<td>Reid &amp; Bowers</td>
<td>$829,704</td>
</tr>
<tr>
<td>Kenyon &amp; Euchhardt</td>
<td>$785,529</td>
</tr>
<tr>
<td>Dancer-Fitzgerald &amp; Kumpf</td>
<td>$776,529</td>
</tr>
<tr>
<td>Arthur Myerhoff &amp; Co.</td>
<td>$770,139</td>
</tr>
<tr>
<td>Win. H. Weisbrot &amp; Co.</td>
<td>$749,783</td>
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<tr>
<td>Erwin, Wasy &amp; Co.</td>
<td>$615,334</td>
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<tr>
<td>Mutual Advertising</td>
<td>$565,925</td>
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<tr>
<td>Hill Black Inc.</td>
<td>$523,923</td>
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<tr>
<td>Federal Advertising Agency</td>
<td>$486,117</td>
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<tr>
<td>Anthony Moore &amp; Williams</td>
<td>$439,757</td>
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<tr>
<td>St. George &amp; Keynes</td>
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<tr>
<td>Smith, Ewans &amp; Co.</td>
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<tr>
<td>Gotham Advertising Co.</td>
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<tr>
<td>Metzler</td>
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<tr>
<td>Stanley G. Boynton</td>
<td>$263,138</td>
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<td>R. H. Aiber Co.</td>
<td>$259,049</td>
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<tr>
<td>Berning, Bull &amp; Castner &amp; Fierce</td>
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<tr>
<td>Shaner, Durstine &amp; Co.</td>
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<tr>
<td>Young &amp; Rubicam</td>
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<tr>
<td>D'Arcy Advertising</td>
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<tr>
<td>McNeil &amp; Anderly</td>
<td>$181,356</td>
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<tr>
<td>Walker &amp; Downtown</td>
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<tr>
<td>Hixon-D'Onnell Advertising</td>
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<tr>
<td>Merrot &amp; Arnold Co.</td>
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<tr>
<td>McFarland &amp; Avery &amp; Co.</td>
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<tr>
<td>Western Advertising Agency</td>
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<tr>
<td>Owens &amp; Chappell</td>
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<tr>
<td>G. B. &amp; Chappell Agency</td>
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<tr>
<td>Al Paul Leuten &amp; Co.</td>
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<tr>
<td>Roche, Williams &amp; Co.</td>
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<tr>
<td>E. L. Brown Advertising Co.</td>
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<tr>
<td>Fossedale &amp; Beal</td>
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<tr>
<td>Platt-Forbes Inc.</td>
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</tr>
<tr>
<td>Gordon Best Co.</td>
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<tr>
<td>Ewell &amp; Thuerber Assoc.</td>
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<tr>
<td>Potomac Advertising &amp; Co.</td>
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<tr>
<td>Advertising Broadcasting</td>
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<tr>
<td>Grey Advertising Agency</td>
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<tr>
<td>Keeling &amp; Co.</td>
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<tr>
<td>The Tullis Boy H.</td>
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<tr>
<td>Weston-Burton Inc.</td>
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<tr>
<td>Dime Direct</td>
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<tr>
<td>Schwinn &amp; Schott</td>
<td>$174,253</td>
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<tr>
<td>Crocker Advertising Agency</td>
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<tr>
<td>Hazzard Advertising Agency</td>
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</tr>
<tr>
<td>Henr. &amp; Hurst &amp; McDonald</td>
<td>$174,253</td>
</tr>
<tr>
<td>Ewell &amp; Associates</td>
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<tr>
<td>J. Walter Thompson Co.</td>
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<tr>
<td>Smith, Deaver &amp; Co.</td>
<td>$174,253</td>
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<tr>
<td>BBDO</td>
<td>$174,253</td>
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<tr>
<td>Broom &amp; Broom</td>
<td>$174,253</td>
</tr>
<tr>
<td>Brietich, Van Norden &amp; Co.</td>
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<tr>
<td>Tarter &amp; Skinner</td>
<td>$174,253</td>
</tr>
<tr>
<td>Sterling Advertising</td>
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</tr>
</tbody>
</table>

| Total                          | $22,372,711          |

Lynn A. Brandt

LYNN A. BRANDT, former NBC and Blue Network announcer in Chicago, was killed Jan. 13 in the Eastern Air Lines plane crash near Washington, D. C., National Airport. He was presently associated with Cappell-McDonald Co., New York and Dayton, O., advertising agency. Mr. Brandt joined NBC Chicago in 1936, handling sports and special events broadcasts, and later the Blue Network, in February of 1942. He remained there until just that year when he tendered military service. A native of Rockford, Ill., Mr. Brandt made his home in Willow, Conn.

Jett Takes Over New Post with 'Sunpayers'

E. K. (Jack) JETT last Wednesday said his official "goodbyes" terminating 37 years of government service with the Federal Radio Regulation and—following the day assumption his first position in private broadcasting as vice president of the Baltimore Sunpayers and director of radio.

Although Mr. Jett's resignation as a member of the FCC was effective Dec. 31, he had remained another fortnight to clear out his office and personal files. Commissioner George E. Sterling, former chief engineer, promptly moved in to pick up where his predecessor had left off. Mr. Jett likewise had moved up from the chief engineering portfolio four years before.

In his new capacity, Mr. Jett returns to his native Baltimore. He immediately takes over direction of WMAR-TV, the Sunpayers' television outlet, as well as its FM station shortly to begin operation, and the construction of its new regional AM station, expected to begin operations sometimes this year.

Mr. Jett was paid high tribute by his former colleagues the preceding week (Jan. 6) at an informal dinner of which Vice President and Chief Engineer Paul A. Walker presented the scroll.

IBEW Designated

AN ORDER designating Local 1294 of the International Brotherhood of Electrical Workers (AFL) as the collective bargaining unit for engineers employed by the Thames Broadcasting Corp., operating WNLC, 250-w New London, Conn. MBS affiliate on 1490 kc, was issued by the National Labor Relations Board Jan 15. NLRB took the action following an election in which IBEW was voted.

HOW BIG?


THE SOUTHWEST NETWORK

KMR, Suite 106, 3425 S. State St., Chicago, Ill., for information.

KXDA, 4205 S. State St., Dallas, Texas

KMYT, 3305 E. 6th St., Dallas, Texas

KDAY, 601 S. Main St., Los Angeles, Calif.

KVGS, 301 S. Main St., Los Angeles, Calif.

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KMYT, 3305 E. 6th St., Dallas, Texas

KDAY, 601 S. Main St., Los Angeles, Calif.

KVGS, 301 S. Main St., Los Angeles, Calif.
Budget
(Continued from page 17)
mate of $5,566,480 and the 1946-
47 actual expenditure of $5,401,-
095.

The FCC group attending the hearing included four Commis-
sioners: Chairman Coy and Clif-
ford J. Durr, Rosel H. Hyde, and
George E. Sterling. Vice Chairman
Paul A. Walker had intended to be
on hand but was ill.

Staff members present were:
John A. Willoughby, acting chief en-
gineer; William J. Verbeten, chief ac-
countant; Benedict F. Cottone, general counsel; W. W. Holi, acting executive officer; Marion Woodward and George S. Turner, assistant chief engineers in charge of commercial carrier and field and monitoring, respectively; Vernon L. Wilkinson, Lester W. Spillane, and
Harold J. Cohen, assistants general counsel in charge of broadcasting safety and special services, and common car-
riers, respectively; A. L. McIntosh, chief of the frequency allocations and treaty division; Edwin W. White, chief of the Engineering Dept.'s aviation di-
visions.

Members of the House subcom-
mittee are: Chairman Wiggles-
worth; and Representatives John
Phillips (R-Calif.); Charles R.
Roberson (R-N.D.); Frederick R.
Coudert, Jr. (D-N.Y.); Joe Hendricks (D-Fla.); George W. Andrews (D-Ala.), and Albert Thomas (D-Tex.).

The President's budget message noted "continuing expansion" in the broadcast services and said it has three effects on FCC's work-
load: (a) through the processing of increases in number of applications for new facilities, (b) in-
creasing numbers of existing sta-
tions result in an increasing vol-
ume of applications for modific-
tions of facilities, transfer of con-
trol, and license renewals, and (c)
the increase in operating stations
requires greater continuing regula-
tion activity."

Common carrier regulation, it was pointed out, "poses formidable problems" and will require FCC's "most diligent efforts." The overall expansion increases numbers of applications for new facilities, and the most pronounced in safety and special services," where it was estimated that 70,000 new com-
mercial operator licenses will be issued in fiscal year 1948, as compared with the 330,000 operator

PUBLIC SPANKING' was administered to college public relations di-
rectors, meeting in New York City, for their lack of understanding of radio technique. The verbal spanking, given by several top executives of networks, took place at panel session at New York's Hotel Biltmore Jan. 9 on "How to Get It on the Air." Joining in an informal discussion preceeding panel session were (i to r): Jack Paige, director of special events, MBS; Sydney Eiges, vice president in charge of press, NBC; Dr. Lyman Bryson, counsel on public affairs, CBS, and Joseph Carle-
ton Beal, public relations director, Evening and Extension Division, City College School of Business.

College Publicists Told,
"Jump on TV Bandwagon"
SYDNEY EIGES, NBC vice presi-
dent in charge of press, told 150 college public relations directors at Eastern Region Conference of American College Public Relations Assn. in New York Friday to "jump on the television band-
wagon, as it's nearly too late for A.M. and sound radio."

Dr. Lyman Bryson, CBS counsel-
or on public affairs, said "net-
works can't go on a basis of every program appealing to every listener, but instead they want the most listeners possible for a par-
ticular type of program, such as forums, musicals, etc."

Jack Paige, director of special events at MBS, also spoke.

New MEASURING PLAN
REady, HOOPER SAYS

C. E. HOOPER INC. will announce the details of its long-planned na-
tional projectable ratings before the end of January, its president revealed last week. Answering the statement of Edgar Kobak, MBS president, in a Mutual trade paper advertisement calling for a merg-
er of Hooper and Nielsen to give the industry a single rating serv-
vice, C. E. Hooper retorted: "Why doesn't Ed merge MBS with some other network, combining the best features of both? But to get back to broadcast audience measurement, Mr. Kobak and all other network people and users of network time will, within two weeks, see a pre-
sentation of ours which conclusively demonstrates how network radio can depend upon us exclusively as a source of every significant piece of broadcast audience information currently claimed by both the men-
tioned organizations and at the low rate."

$3,975,000 for FTC

FEDERAL Trade Commission
would get $3,975,000 or over a mil-
on dollars more than this year's
$2,855,120, for the 1949 fiscal year, as estimated by President Truman in his budget message to Congress last week. In the matter of per-
sonnel, the Commission would be increased from 484 to 635.

KFDA . . .
producres sales
results! Ask
a John E. Pearson
representative
for the KFDA story.
NARBA, Video Channel Lack Discussed at NAB Sessions

IMPORTANCE of the upcoming NARBA conference in August to the future of each individual broadcaster was explained by K. Neal McNaughton, assistant director, NAB Engineering Dept., and former chief of FCC Standard Allocation Section, in a report to the NAB Engineering Executive Committee which met last week in Washington.

Mr. McNaughton explained the difficulties encountered in negotiations with foreign countries and asked the broadcasters to think about the problems and offer guidance for the American delegation in their coming treaty work.

The engineering department of NAB was asked by the committee to urge FCC to expedite its decision on clear channels. The group felt that a decision is necessary soon in view of the coming NARBA conference.

Insufficient Channels

The group agreed that there are insufficient television channels at present, with the situation more acute in certain areas. No specific recommendations were forthcoming, but it was said that the subject would be pursued further at the next meeting, probably in May in Los Angeles.

The agenda was discussed for the second annual Broadcast Engineering Conference to be held May 20-21 at the Biltmore Hotel in Los Angeles. Speakers for the event have not yet been named, but the committee reported that papers would be presented by some of the nation's outstanding specialists.

Royal V. Howard, director of the NAB Engineering Dept., reported to the committee on the activities of the NAB Recording and Reproducing Standards Committee. This being the first meeting of this executive committee, Mr. Howard introduced his newly appointed assistant, Mr. McNaughton, who will represent the NAB on the American Standards Association subcommittee on dimensional standards for magnetic recording.

Employment Resolution

The committee passed a resolution with respect to utilization of physically-handicapped persons in radio stations. Under the resolution, the NAB board is requested to urge broadcasters to hire capable, handicapped people in their technical departments.

Before adjourning, the committee gave a vote of confidence to the NAB Engineering Dept.

Those in attendance at the two-day conference were:


ON HAND for the NAB Engineering Executive Committee meeting at NAB headquarters in Washington last week was this group of broadcasters and government officials. Seated 1 to r: Royal V. Howard, director, NAB Engineering Department; PCO Comr.; George E. Sterling; NAB President Justin Miller; Orrin W. Towner, committee chairman, WHAS Louisville; John Willoughby, FCC acting chief engineer; T. A. M. Craven, board liaison member, WOL Washington; Cyril Braun, chief, FCC's PM Broadcast Div.; Neal McNaughton, assistant director, NAB engineering department. Standing 1 to r: K. W. Pyle, KFBI Wichita, Kan.; James V. Cosman, WPAT Paterson, N. J.; James E. Barr, chief, FCC's Standard Broadcast Div.; R. J. Rockwell, WLW Cincinnati; Frank Mars, ABC; A. James Ebel, WMBD Peoria, Ill.; E. M. Johnson, MBS; Oscar C. Hirsh, KFVS Cape Girardeau, Mo.; Paul deMars, Raymond M. Wilmette Inc., Washington, and C. E. Arney Jr., NAB secretary-treasurer.

6,600 VIDEO RECEIVERS REPORTED FOR D. C.

THERE were 6,600 television receivers in use in the Greater Washington area as of Jan. 1, a committee representing the three operating video stations in the District reported last week. The committee was composed of James Seiler, WNBW (NBC); Sam Cooke Digger's, WMAL-TV (ABC); and Gordon Williamson, WTTG (Du-Mont).

The committee also found that for the last three months of 1947 retail television dealers in Washington sold sets at the rate of slightly under 1,000 per month.

Figures of the report are based on the monthly estimates compiled by the Electric Institute of Washington and other sources.

The three men will meet each month to prepare an estimate of Washington video sets. The next estimate will be issued Feb. 1.

CBS "Gentle & Harriet" program was recently presented Silver Mike Award by Radio Beet Magazine.

KFXJ

Passes Another Milestone

22 Years 1926—1948

Western Colorado's PIONEER Radio Voice

GRAND JUNCTION

BROADCASTING • Telemcasting
FCC Adheres to Previous Decision In Upholding Brockton Case Action

ADHERING to its previous final decision, which it later set aside, FCC last Wednesday granted the application of Cur-Nan Co. for 250 w unlimited on 1450 kc at Brockton, Mass., and denied application of Bay State Beacon Inc. and Plymouth County Broadcasting Co. for the same facilities.

Although a relatively "new" Commission reconsidered the case, Cur-Nan again was favored because of good station-operation integration, better program planning and more comprehensive program balance. But two new Commissioners, Robert F. Jones and George E. Sterling, dissented, voting to grant Bay State Beacon, an applicant which proposed maximum 80.3% commercial sponsorship plus 15% "institutional" sponsorship.

It was considered likely that Bay State would appeal, largely on Blue Book program issues.

FCC's reconsideration, after oral argument early last week, was ordered by FCC in December. [BROADCASTING, Dec. 22]. The action was initiated by petitions by Plymouth County and Bay State objecting to participation by Commissioner Paul A. Walker in the four-man final decision when he had not sat in on the original oral argument.

The final decision saw switch of Commission favor from Plymouth County, preferred in the proposed ruling of March 1947, to Cur-Nan. Plymouth County holds a FM station, while FM Brockton and Cur-Nan is an FM permittee. The Enterprice Publishing Co. is owner of WBET and WBET-FM Brockton, only other local facilities.

As to ownership-operation integration, FCC found that Cur-Nan's Matthew J. Noonan, vice president-secretary, and Charles F. Curran, treasurer, owning all voting stock, would devote full-time to the station. Cited in contrast was the fact that only one of three stockholders would devote full-time and only three of the Bay State stockholders, representing slightly less than controlling interest, would devote fulltime.

FCC further noted that H. Scott Killgore, licensee of WBKR Manchester, N. H., and a director of Plymouth County, prepared most of applicant's proposed program schedule in about two weeks whereas several months were spent by Mr. Noonan for Cur-Nan.

Alongside the program policies of Bay State, the FCC majority found those of Cur-Nan to "stand out as superior" in that they provide for a maximum 60% commercial ratio with but 50% actively produced.

While most of the Bay State and Plymouth County stockholders are Brockton residents, FCC considered as satisfactory the residence of Cur-Nan owners within the same metropolitan area (Boston).

All of the Cur-Nan capital was supplied by Mr. Curran's father, Joseph T. Curran, president, who will hold 4% cumulative preferred non-voting stock which may later be retired by the common stockholders. FCC's ruling on Cur-Nan (60%) and Mr. Noonan, former national advertising director for the Boston Post (40%), the latter received his interest for services. Plymouth County is headed by Edmund J. Campbell, Brockton attorney, president and 40% owner. Clarence A. McLaughlin Jr., also attorney in that city, is president and 21.6% owner of Bay State Beacon. His brother, Hugh W. McLaughlin, holds 20%.

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF DEC. 7-13, 1947

RANK OF
TOP PROGRAMS

FOR THE WEEK

Type E-1: Evening, Once-A-Wk., 15-60 Min.

Type E-2: Evening, 2 to 5-A-Wk., 5-30 Min.

Type D-1: Day, Sat. or Sun., 5-60 Min.

Type D-2: Day, 2 to 5-A-Wk., 15-30 Min.

* CUMULATIVE AUDIENCE (4 Wks.)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>E-1</th>
<th>Change</th>
<th>E-2</th>
<th>Change</th>
<th>D-1</th>
<th>Change</th>
<th>D-2</th>
<th>Change</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>1 Red Sox</td>
<td>11.1</td>
<td>-0.4</td>
<td>10.7</td>
<td>+0.1</td>
<td>10.3</td>
<td>-0.5</td>
<td>10.1</td>
<td>+0.1</td>
</tr>
<tr>
<td>2</td>
<td>2 Radio News</td>
<td>11.0</td>
<td>-0.5</td>
<td>10.5</td>
<td>-0.5</td>
<td>10.0</td>
<td>-0.4</td>
<td>9.6</td>
<td>-0.4</td>
</tr>
<tr>
<td>3</td>
<td>3 Supper Club</td>
<td>10.9</td>
<td>-0.6</td>
<td>10.4</td>
<td>-0.6</td>
<td>9.9</td>
<td>-0.7</td>
<td>9.5</td>
<td>-0.7</td>
</tr>
</tbody>
</table>

Program selections for this ranking are necessarily made from those programs which were broadcast during each of the latest available 4 weeks and which were measured. Ratings are based on a week's estimated listenership available for the total market, as reported by the CUMULATIVE AUDIENCE of all network programs, see NRI REGULAR Report.

Who is "Listened-to-Most" in 71 of Iowa's 99 Counties (during daytime )

Write for complete facts!

50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

In the Hot Seat

FCC CHAIRMAN Wayne Coy's views on the subject of a station's commercial-vs.-sustaining ratio were brought briefly into the Brockton (Mass.) AM cases.

Philip J. Hennessy, counsel for Bay State Beacon, which proposed to make 60.3% of its time available for commercial and 15% available for institutional sponsorship, said he didn't want to embarrass the new chairman but that in the Washington Post WINX, had indicated an 85.6% commercial limit for WINX and had justified it.

Mr. Coy smiled. "Do you think that was too high?"

Note: Bay State lost the decision, but picked up two votes it hadn't had before: Those of Comrs. Robert F. Jones and George E. Sterling.

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January 19, 1948 • Page 83
Republicans and Democrats Plan Heavy Use of Airplanes

PLEASING with the effectiveness of its Jan. 2 nationwide radio rally [BROADCASTING, Dec. 22], the Democratic National Committee last Friday sent out word for a second radio rally on Jan. 25, this time over NBC from 4:40 to 5 p.m.

Speaker will include Sen. J. Howard McGrath of Rhode Island, chairman of the Democratic National Committee, Secretary of Agriculture Clinton Anderson, Secretary of Labor Lewis Schwellenbach, and Federal Security Administrator Oscar Ewing. As in the last rally, the party will ask its members to form listening groups in the various cities.

The committee reports receipt of hundreds of letters in regard to the Jan. 2 rally and is said to be working to improve its radio coverage. The party estimates that the program was carried on approximately 400 of the nation's 472 Mutual outlets.

Arrangements also have been made for the broadcast of many Jefferson-Jackson Day dinners around the country next month. The main dinner featuring President Truman and honoring the Democratic Committee's centennial will be carried by ABC, NBC and MBS from 10:10 to 11 p.m.

In addition it will be televised on stations in Washington, Baltimore, Philadelphia and New York.

IN CELEBRATION of Lincoln's birthday and in conjunction with its annual Lincoln Day dinners, the Republican National Committee will conduct a nationwide radio broadcast and local broadcasts beginning next month.

Each of the four major networks will feature a Republican rally for the last weekend in February and, in addition, at least 50 cities reportedly will have programs of their own. The committee said that, in response to numerous requests, its Washington Speakers Bureau will furnish programs for a number of cities. Among speakers requested by state groups are Senators Arthur Vandenberg and Robert Taft, Speaker of the House Joseph Martin, Representatives Charles Hallice and Clement Zablocki, Rep. John H. Martin and many other legislators and governors, according to the committee.

Kickoff program will be the annual Lincoln dinner in Washington on Feb. 5 at which the featured speakers will be Speaker Martin and Rep. Everett Dirksen of Illinois. Proceedings will be carried over MBS from 10:30 to 11 p.m.

Speaker Martin will be heard again on Feb. 7, this time over NBC from St. Louis, where the Missouri State Republican Club will be holding its affair.

A CBS broadcast on Feb. 10 will spotlight Chairman Carroll Reece speaking from his home town, Johnson City, Tenn.

Mr. Reece will talk from Indianapolis, where WIBC will pick him up and feed the broadcast to 11 other Mutual stations in Indiana. The speech also will be carried by WLYW Cincinnati and possibly WGN Chicago. Another Feb. 12 show has been set for 10:30 to 11 p.m. over ABC.

Million Dollar Slander Suit to Exempt Network

TOWN HALL Inc. has been named one of seven defendants in a $1,000,000 slander suit brought in the Los Angeles Superior Court by Emmet Lavery, playwright, against Mrs. Lela Rogers for labeling him "communist." Referring to defendants in the democratic influences in Hollywood in Los Angeles on the Sept. 2 ABC Town Hall Meeting of the Air broadcast, Town Hall Inc. is program packager.

Total punitive damages of $200,000 were filed against all defendants, including Sam Wood, Morris Ryskind, Robert Arthur, James McGuigan, Joe WMAI-TV, Tom Schepfer, Rep. George Connolly, Rep. John Martin, Rep. Frank O'Connor and Frank O'Connor, described as having aided Mrs. Rogers in preparation of her script. ABC was exempted from punitive action. Network affiliates totaling 226, and the cooperative sponsors concerned were not named in action.

15 NBC Newscasters Sign TV Contracts

PLAN to integrate NBC's sound and video news coverage by putting the full resources of its news-gathering organization behind its video division, and the signing of supplemental contracts for television with 15 NBC commentators and newsmen were announced last week by William F. Brooks, vice president in charge of news and international relations, and Noran E. Kersta, director of television operations.

Adams J. Schneider, assistant manager of operations for the NBC news department, will serve as liaison between the news and video sections, coordinating information and news ideas to be fed to the newswired and production units.

NBC newsmen who have been signed for video work as well as sound broadcast assignments are: Leon Pearson, H. V. Kaltenborn, Morgan Beatty, Henry Cassidy, Edward Tomlinson, Ray Henle, W. W. Chaplin, John Cameron Swayze, Jack T. Hulbert, Neith Powys, Alex Dreier, John MacVane, Leif Eil, Richard Harkness and Robert McCormick.

Mack Leaves NBC

LATHROP MACK resigned Jan. 14 as NBC western manager of national spot sales, no replacement yet announced. Mr. Mack disclosed last month he had plans for future sales. During ten years with network he has served as salesman, manager of New York guest relations department, assistant manager of special events in New York and on the news desk.

**Feature (Continued from page 8)**

Other pictures showed Mr. Smith boarding a train after his plane was grounded in Pittsburgh, the unloading of the slayer handcuffed to the detectives in a blinding snow storm in a remote railroad yard on his return to Cleveland and his booking at the central police station.

One of the scenes which particularly roused the ire of the opposition newspaper was that showing the murderer at the scene when he reentered the killing for the police. The shots were made with a telescopic lens from a bedroom in a nearby house. Another showed the jail doors slamming on the prisoner with a head "still" of the winsome child victim.

Apprehension of the confessed murderer ran high after Mr. Hanrahan and Clevelanders outside of the police force. The tips were motivated in part by a $5000 reward offered by the Cleveland Sun, the parent Scripps-Howard paper. The two Clevelanders destined to split the reward also appeared on the WEWS program and were thanked by the father of the 8-year-old victim.

Many new production problems were met and solved by the camera and news crews of WEWS which went on the air last in December. Lighting problems centered around scenes shot in dim railroad cars and stations, dingy jails and through cold-cloured windows of moving police cars.

Station executives credited the outstanding job done to a large staff of former Army and Navy combat newswreel photographers and cameramen. Mr. Hanrahan was a former Des Moines Register Tribune reporter. Mr. Weidman has a long background as a reporter on Ohio newspapers and Mr. Hartley was director of news and special features with NBC before going to Cleveland. Other members of the station personnel are experienced in the field, like Messrs. Hanrahan and Hartley. Mr. Hanrahan had seen combat war service.

**Convention TV (Continued from page 80)**

one on the convention floor could possibly get because of the many points we'll be able to pick up pictures."

Present at this meeting, in addition to Mr. Bowley and Mr. Singer, were: Dave J. Miller, Jr., secretary of WFL-TV Philadelphia; Robin D. Compton, The Bulletin-WCAU-TV Philadelphia; Frank W. Harvey, KDKA; Ronald H. Helt, Du Mont New York; Alfred E. Jackson, NBC New York; George O. Milne, ABC New York; C. J. Nopper, WMAR-TV Balti- more; Charles Poppele, alternate to WABC-TV; Paul Wittig, CBS New York, and Mr. Reeves, WATV Newark, and alternate for Frank F. Bremer.

The work of this subcommittee will be put in the form of recommenda- tions to the general committee on television coverage for the 1948 political conventions, of which Mr. Poppele is coordinator. The general committee is expected to act on the recommendations some time this week.

"It is necessary to work fast," said Mr. Singer. "We estimate that just installing all the equipment will be a job of from six to eight weeks."

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**Broadcasting • Telecasting**

**Page 84 • January 19, 1948**
Hartley Criticizes
(Continued from page 12)

support the point other than sug-
gestion by Dr. Edwin H. Arm-
strong, FM inventor, that FM had been delayed by “mistakes of judg-
ment.”

Among committee members who took part in proceedings, besides those mentioned above, were Reps. Edward O. McCown (R-Ohio); Max Schumacher (R-Mo.); Ellsworth B. Buck (R-N. Y.); Walter E. Brehm (R-Ohio); Wint Smith (R-Kan.); Charles J. Kersten (R-Wis.); George Mackinnon (R-Minn.); Richard M. Nixon (R-
Calif.); John Lesinski (D-Mich.); O. C. Fisher (D-Tex.); John S. Wood (D-Ga.); Ray J. Madden (D-Ind.); J. F. Weir (D-Mass.); Wingate H. Lucas (D-
Tex.).

Running account of the week’s testimony follows:

TUESDAY

PURPOSE of the House commit-
tee’s hearings, said Chairman Hartley, is to determine to what extent monopolistic controls are exercised by AFM, how FM and TV have been affected, and whether network and recording companies have been subjected to threats.

Main case for the combined broadcasti-
ing industries was given by NAB President Justin Miller, who said later witnesses would tell details of the impact of Mr. Petrillo’s rulings.

Judge Miller recalled his efforts to hold meetings with the AFM head, who has refused to answer his letters. Main problem of the union chief, he said, is not to solve unemployment, which actually doesn’t exist, “but to carry some-
thing back to the members.” He quoted Petrillo statements to this effect.

With absolute and dictatorial power over his union and their work opportunities, Mr. Petrillo provides “a startling example of a labor monopoly abusing its pow-
er and harming the interests, not only of its own members, but of the general public,” said Judge Miller. He cited the AFM constitu-
tion to show the extent of this power, and quoted the late Dr. A. Padway’s testimony before a Senate subcommittee describing the provisions as “undemocratic.”

Claims ‘Strangehold’

Non-professional musicians have a strangehold on union control, he charged, with the three large lo-
gers—WBTM-FM, New York, WHN, New York, and WBTM, Los Angeles—having only 30 of 1,445 votes though comprising a fourth of the total membership. He re-
called a War Labor Board finding that only one of three AFM mem-
ers depend on music for a live-
lhood and a recent report by the Kearns subcommittee showing only 16% of AFM members exclusively engaged in the field of music.

Actually, AFM is a coalition of employers, (band leaders), profes-
sionals and nonprofessionals, he declared. He charged Mr. Petrillo is trying to hold up technological progress, noting that no economic system can create an abundance of jobs from a scarcity of work op-
opportunities. Actually, work oppor-
tunities of qualified musicians have grown steadily with progress of radio, he explained, with the pub-
ic’s music appreciation constantly developing. As a result, then, he said, Mr. Petrillo “has not only bitten the hand which feeds musicians, but actually has tried to bite off the whole arm.”

Cites Role of Music

Judge Miller cited Mr. Petrillo’s own statements that there is no unemployment problem among musicians, aside from the idleness created by the Petrillo ban on re-
cordings.

Calling the union leader an “economic pirate,” he said the rec-

divorce is a case for the unskilled on the theory that thousands of jobs will be opened to them. He claimed Mr. Petrillo has become the paramount public’s symbol for bad union lead-

Radio, recording and other in-
ventions have made the United States the music center of the world, Judge Miller. He in-
ferred the AFM president objects primarily to the amount of em-
ployment at small and medium-
sized stations, with over half of all large stations being small units em-
ploying fewer than 20 persons and often located in towns where there are no employable musicians.

Musicians are extremely well paid for their radio work, he testi-
yed—$86.65 average for a 24-hour work week, $139.43 in the case of networks with a 24-hour week and $41.25 to $57.75 for a three-hour eastern time session in which only a few minutes consist of actual re-
cording.

Judge Miller quoted the letter to recording and transcription com-
panies announcing the recording ban, saying Mr. Petrillo “has abandoned jurisdiction in this field.” The public, he predicted,

will “find some substitute if the original product is withdrawn.”

The television and FM bans have had a crippling effect on these industries, with no advantage to AFM membership, he contended.

Lifting of the Petrillo ban on cooperatives is a rare instance of reversal, he claimed, reviewing growth of this type of network program. He criticized efforts to require use of AFM members as platter turners, though the Na-
tional Labor Relations Board has placed jurisdiction in other unions.

Bans on school bands and ex-
change of broadcasts with other countries drew further criticism, Judge Miller reminding (as a member of the U. S. Commission of UNESCO) that the Petrillo ban is contrary to the UNESCO policy of utilizing musical broad-
casts in the interest of world un-
derstanding and peace.

Evis of the quota system, by which stations and networks are forced to hire minimum numbers of musicians, were mentioned.

Net Job Problem

Going into the network problem, as the Jan. 31 contract deadline approaches, he said Mr. Petrillo wants to retain the principle of forced quotas; wants networks to hire the same percentage of AFM members that they hire in the New York City market; wants networks to use AFM platter 

VHDL delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLD has the Fall 1947 HOOPER "Station Listening Area Coverage In-
dex" for Hempstead Town.

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THE LONG ISLAND STORY

WHLD delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLD has the Fall 1947 HOOPER "Station Listening Area Coverage In-
dex" for Hempstead Town.

WHLD 1100 KC BETWEEN WHN AND NEW AND
WHNY (FM) 98.3 MC IN THE MIDDLE OF THE DIAL

HEMPSTEAD LONG ISLAND

BROADCASTING • TELECASTING

WORLD'S BIGGEST TOBACCO
MARKET

WBTM - FM
DANVILLE, VIRGINIA
32,000 WATTS
97.9 MEGACYCLES

GEORGE P. HOLLINGBERG CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

WORLD'S BEST TOBACCO MARKET

WBTM - FM
DANVILLE, VIRGINIA
32,000 WATTS
97.9 MEGACYCLES

GEORGE P. HOLLINGBERG CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS
N. Y. FM Argued Before Revised FCC

Three New Commissioner Votes Can Affect All But Two

The question of FCC’s power to consider a newspaper’s contents in passing upon its application for a radio station was raised several times by the Commission itself last week, and was met with differing answers. The forum was oral argument, held Monday before the Commission en banc, on the controversial New York FM cases in which FCC had set aside its final decision on the strength of complaints that not all of the participating Commission members had heard the original argument. [Broadcasting, Dec. 22.] FCC’s proposed decision in the case anticipated grants to WMCA, ABC, Unity Broadcasting Corp., and the Daily News, all of New York, and to WPAT Paterson, N. J. The final decision, subsequently set aside, gave grants to the same group except that the Radio Corp. of the Board of Missions and Church Extensions of the Methodist Church was substituted for the News, which was rejected because it is a newspaper.

The new decision will be made with three of the seven Commissioners voting on the case for the first time. Gone are then-Chairman Charles R. Denny, who voted for WMCA, ABC, Unity, WPAT, and WNJR Newark, and Comr. E. K. Jett, who cast his votes for WMCA, ABC, the Methodist group, WPAT, and the News. In their places are Chairman Wayne Coy and Comr. George K. Sterling. Comr. Robert F. Jones also will be participating for the first time.

In the FM case, there were six votes. WPAT, and KNJR Newark, and the News. In their places are Chairman Wayne Coy and Comr. George K. Sterling. Comr. Robert F. Jones also will be participating for the first time.

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The three new votes could tip the balance in several instances. In the final decision only WMCA and ABC received six votes. WPAT received five and Unity and the Methodists received four each, while WNJR received three and the News two. Of the five winners in the final decision, all but WMCA and ABC would need the votes of at least one of the three “new” Commissioners even if the other members vote as they did before.

The subject of FCC’s announced preference for non-newspaper over newspaper applicants was first raised in the case by the News in a petition for reconsideration which contended that the policy was discriminatory and violated constitutional guarantees [Broadcasting, Dec. 1]. It was News counsel who bore the brunt of Commission questioning last Monday about FCC’s right to take a newspaper applicant’s handling of news into consideration.

Chairman Coy, himself a former newspaperman, posed several questions as to how FCC could determine the character of applicants without considering what they had said and done.

Perrey H. Russell Jr. of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for the News, insisted that in passing upon an applicant newspaper’s news and editorial content the Commission would violate the First Amendment of the Constitution and the censorship section of the Communications Act.

Asked by Comr. Clifford J. Durr whether FCC could properly consider the mishandling of goods by an applicant merchant, he didn’t answer directly. When Comr. Durr asked whether a newspaper should be allowed to offer its news stories as evidence in support of its application, he replied that there should be no distinction between adverse and supporting evidence where the newspaper content was involved.

Will Maslow, counsel for the American Jewish Congress, which has fought a grant to the News on grounds that the paper exhibited racial bias, but whose evidence was stricken by FCC on the ground that it lacked probable value, was on no better footing than in the proper subject for Commission consideration.

Relaxation of Ruling

With the possibility that the Mayflower Decision’s ban on station editorializing may be relaxed, he said, FCC must “scrutinize newspaper applicants with the greatest care.”

He accused FCC of being “the first agency to strike out relevant evidence merely because it hasn’t convinced you.” The News, he reiterated, “lacks the character” to be a licensee.

News counsel countered that the paper is not guilty of racial prejudice and charged that the AJC gave “distorted explanations” of News stories.

To further questioning by Chair-
PETRILLO SUDDENLY becomes available to the press following Judge LaBuy's decision exonerating him. As the photo was taken, the AFM cea was casting the NAB head, Judge Miller, who, in his testimony before the House Committee referred to him as an "economic pirate." Behind Petrillo's right shoulder is his lawyer, Dan D. Carmell, who previously called Judge Miller a "human scavenger."

AFM Head
(Continued from page 11)

When Mr. Carmell added that "those who have the radio industry at heart have never opposed Mr. Petrillo," the AFM leader, nodding his head vigorously, shouted, "That's for sure."

"If guys like Miller and others who don't know what radio is all about will keep out of this, the confident the chains and the AFM will come to an agreement before Jan. 31," he said. "I know the network fellows want to be fair."

Mr. Petrillo admitted, however, that Judge LaBuy's decision "puts a different light on the network situation."

"The chains have been saying I can't force them to hire more musicians than are needed," he declared. "Now I can ask for more musicians—as long as they perform actual services."

Promises Statement

Asked about the record ban, the union head promised a statement in about 10 days on why "we won't make records—ever again."

Judge LaBuy devoted one-and-a-half pages of his decision to a review of the defense testimony of Richard V. Gilbert, consulting economist and former assistant to the late Secretary of Commerce Harry Hopkins and his successor, Jesse Jones.

"Mr. Gilbert's studies showed that the standards and principles established by the rules of the FCC in relation to radio stations indicate that the monopolistic licenses granted stations, protecting them against competition which is normal in other fields, is granted in return for their responsibility to serve the public interest," the judge said. "Among those responsibilities is the duty to provide the listening public with an opportun-

ity to hear live musicians as distinguished from what is known as 'canned' music, and the duty to provide an opportunity for gainful employment for the musicians."

The jurist quoted FCC Rule 176, considered by the Senate subcommittee during hearings on the Lea Bill, as follows: "There is no doubt that the listeners' interest is enhanced by the knowledge that the artist is performing simultaneously with the reception in the home. Likewise, it is most important to serving the community of gainful appearances both from the standpoint of the public and from the standpoint of continuing the gainful employment of the artists who have contributed so much to the art of broadcasting. Indeed, radio broadcasting would lose much of its appeal to the public if the rendo- rami of talent programs is in any way curbed."

Reads From Blue Book

After recalling Mr. Gilbert's testi- mony that in 1945 the average station employed less than one- third of a fulltime musician, Judge LaBuy read this paragraph from the Blue Book:

"Such figures suggest, particularly at the local station level, that few stations are staffed adequately to meet their responsibilities in serving the community. A positive responsibility rests upon local stations to make articulate the voice of the community. Unless time is earmarked for such a purpose, un- less talent is positively sought and given at least some degree of exp- erts and actual stations have

(Continued on page 88)

Conclusions in Judge LaBuy's Opinion
Issued in the WAAF Case

(Judge Walter J. LaBuy, in the District Court of the U. S. for the Northern District of Illinois, Eastern Division, in the case of United States of America vs. James C. Petrillo, issued an eight-page opinion. Opinion was devoted mostly to the case history with conclusions as follows:)

Do the facts and circumstances of this case constitute an attempt in good faith on the part of the bargaining representative of the union to obtain for all employees a product of union employment, or is the intention, as has been pointed out by respondents, to obtain the services of additional musicians? Or, do the actions constitute a violation of the law's "canned" music, "featherbedding," or any other unlawful practice? The defendant's letter to the AFM's bargaining representative, calling for the number of employees needed, knowing that they were not needed, and calling for more employees is an essential element of the violation.

The defendant's letter which precipitated the controversy directed attention to the expired contract and requested that the new agreement provide for "three extra musicians who shall be employed as staff musicians." In the absence of any evidence to the contrary, this request can only be interpreted to mean that it was the intention of the defendant that these three additional musicians were to perform actual services. During all subsequent negotiations the defendant consistently demanded employment for three additional musicians and the record is completely devoid of any evidence indicative of any intention or intention on the part of the defendant that these three additional musicians were not to perform actual services. The employment of additional musicians was uncompromised by threats of the use of force, violence, intimidation or duress. This fact is further emphasized in the light of the testimony of the representatives of the station, that neither the operation of the station nor its employees were interfered with, and that they were not even inconvenienced by reason of distribution. The evidence further shows that in all previous negotiations between the station and the defendant their relationship was cordial and co-operaxive.

"There is no evidence whatever in the record to show that defendant had knowledge of or was informed of the employment of additional employees prior to the trial of this case."

For the reasons above stated the prosecutor has failed to prove the defendant guilty of the one charged.
Czar Sees
(Continued from page 11)

pact, but he added that no specific amount had been named. There was also agreement on the issue of putting more money into network radio, Mr. Petillo said, again adding that how many more was still undecided.

The subject of radio disc jockeys will be taken up at a meeting to be held at an unspecified location in Washington tomorrow (Jan. 20) at which the AFM’s international executive board will be present as well as Mr. Petillo and the network representatives, the AFM chief said.

Broadcasters present at last Thursday’s meeting were Mark Woods, ABC president; Charles Denny and Frank Mullen, NBC vice presidents; Joseph Ream, CBS vice president; Robert D. Sweezy, MBS vice president and general manager, and Theodore Streibert, WOR New York president.

Decision to Affect Negotiations

Negotiations between the AFM and the major networks had been in recess pending the conclusion of Mr. Petillo’s trial in Chicago. Whether the union chief’s acquittal would significantly influence the future negotiations with the broadcasters was not immediately discernible.

Network sources believed, however, that Mr. Petillo’s victory in the court had given his insistence on one point which he repeatedly had mentioned in earlier stages of the negotiations—his demand for expanded employment opportunities in broadcasting—It was pointed out that until the resumption of the conferences Thursday, discussion of contract points had proceeded only in general terms. It was felt that now that Mr. Petillo had won his court fight he would settle down to the serious business of detailed negotiation.

Before negotiations were sus- pended last December, Mr. Petillo had stated only that he wanted more money for musicians, without stating how much, and more jobs for musicians without stating how many.

Network representatives were understood to have replied that they were willing in position to guarantee more jobs and that they would resist general wage rises.

Present Contract Objections

They were said to have proposed a renewal of the present contract provisions authorizing the duplication of live music programs on AM and FM affiliates and the performance of live music on television stations.

A renewal of the present contract would assure a continuation of some practices to which Mr. Petillo has long voiced objection.

These include recorded repeat broadcasts.

The networks were also said to have insisted on authorization for live sets on other live programs at prevailing network program wage scales.

The present top scale for AFM musicians is $191.45 per week for musicians on commercial broadcast.

As negotiations were resumed in New York, one network executive predicted that they would probably continue at least to the eleventh hour of expiration of the present contracts. He said he expected no settlement in advance of the Jan. 81 deadline.

The negotiations with networks were resumed as the AFM ban against recording entered its third week, without indication of immediate solution.

Behind Petillo

Most qualified musicians in the New York area were understood to be solidly behind Mr. Petillo in his stand-taking position. Some, however, reported that there was evidence of discontent among members of 802, the New York AFM local, who expected the deprivations of their incomes from recording was unjustified as a measure of increasing work for rank and file musicians who live distant from recording centers.

There was no indication, however, that the reported discontent had reached proportions that pended action. As one important orchestra president put it, the qualified AFM member would be likely to jeopardize his future earnings by bolting the union, particularly at this stage of the recording ban.

In some circles it was believed that “underground” recording had begun. One musician reported he had been approached with an offer of $200 to perform a one hour set for a record date. He refused it.

RMA Suggests Changing Tax Law for Receivers

AMENDMENT of the Federal excise tax law to exempt commercial-type radio receivers was suggested to Treasury Dept. last week by Radio Manufacturers Assn. Outright repeal of the tax was asked in a report by Joseph Geri, Sonora Radio & Television Corp., chairman of the RMA’s Excise Tax Committee.

The original tax, RMA contends, was meant to apply to radio sets designed and sold for reception of standard broadcasts of an entertainment or educational nature. RMA contends radio was a luxury in the opinion that radio listeners didn’t own a radio and the tax was enacted. Today radio is no longer a luxury but a necessity, RMA argues. The tax discrimination in favor of private-brand manufacturers, according to the report, since they do not incur as high distribution and advertising expense.

AN EXPERIMENT in small-station operation which may indicate whether local stations can survive in county seats of about 5,000 population is under way in Thomson, Ga.

Two well-known figures in U. S. radio form the team of experimenters. The station, WTWA, is owned by Walter J. Brown, president of the World Magazine and WNT Augusta, and a charter has been filed in Georgia under which, subject to FCC approval, Mutual President Edgar Kobak would join him as a 45% stockholder.

Mr. Kobak would hold no office in the company.

Both Mr. Brown who is president, and Mr. Kobak regard the operation as a "pilot" exploration in commercial radio. If the station, installed at a cost of about $25,000, can make an economic go of it, both believe that there’s nothing to deter individuals in the county from installing locals that can break even or better.

WTWA, operating on 1240 ke with 250 w fulltime, went on the air Jan. 10 as a Mutual outlet.

Mr. Brown said that he and Mr. Kobak, upon FCC approval of his acquisition of an interest, would direct general policies and assist the station as much as time will permit. Harold Teasley, nephew of Mr. Brown and a World War II veteran, is general manager and a qualifying stockholder.

White Bill
(Continued from page 17)

ship (Sec. 326) because we fear that if the [present] amendments to the law are made by the Commission may, at some future date, argue that this gives it even greater powers with respect to programs than it now has under the law. Our answer: that you will be somewhat disappointed to note that the section forbidding the Commission to deal with business practices, which was contained in Sec. 16 of your original bill, has been dropped from Sec. 15 of the revised bill.” The network also said it had “hoped” FCC would be for- bidden to regulate program material “in any way whatsoever.” The redrafted bill’s provisions relating to the identification of news broadcasts and commentary, ABC said, “are much revised to require broadcasters merely to identify the person making the broadcast by name and to state the nature of the broadcast, whether news or commentary or both.”

ABC said that the revised provision in this respect is “a great improvement” over the original bill but that NBC would prefer to have “any such section as this omitted from the law.”

Both NBC and ABC recommended deletion of the language “as used in the previous amendment to Section 324(c) of the law’s unconstitutionality any more than would have been his conclusion that he had not violated the law if, in fact, his actions consti- tuted a violation.”

AP Adds 235
ASSOCIATED PRESS last week announced the election of 235 additional radio stations to AP membership, which with the 456 that joined last October gives AP a total of 691 station members.

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that signs of recording outside union circles and in other countries are already apparent.

Rep. Owens recalled that two decades ago Mr. Petrillo fought competing unions by putting his men on radio stations. He asked if AFM is within the law in present negotiations but Judge Miller referred the query to later witnesses.

Judge Miller, replying to Rep. Smith's question about bargaining on a local basis, said a healthy situation prevailed in such cases. Rep. Kersten suggested the Taft-Hartley law may give locals a chance to decide their own fate. He mentioned the day when television will be enjoyed by almost the entire listening and seeing audience, but feared danger of a broadcast monopoly. Judge Miller assured him, networks are in fierce competition, and stations control their own programming, with antitrust laws in effect. He conceded much good music is old music, but said permanence develops through centuries and predicted much contemporary music some day will be regarded as classic.

After the noon recess Rep. Kearns, who conducted subcommittee investigation of Petrillo last summer, asked if broadcasters ever hire beyond quotas, and was assured they do. He was told also that broadcasters hire many musicians they don't need. He asked if there was a verbal agreement among networks on FM, but Judge Miller said the question should be directed at the networks since he didn't know the answer. Rep. Kearns asked for network financial statements, and again was referred to the networks.

Padway's Request

Rep. Nixon asked about broadcaster efforts to meet with Mr. Petrillo. Judge Miller recalled that the late Joseph A. Padway, AFM counsel, had asked him by telephone to use his influence to obtain a presidential veto of the Lea Act. After refusing, NAB's relations with AFM deteriorated, he said. Rep. Nixon then asked about AFM coercion of affiliates through networks, which Judge Miller called a "favorite device."

Rep. Lexinski attempted to show collusion between AFM and "big broadcasting companies" but drew a flat denial from Judge Miller.

After lauding Judge Miller's record as dean of Duke U. Law School, Rep. Barden asked if he ever had been accused of being anti-labor. The witness said no and recalled even Mr. Petrillo had said he understood he was a "fair man." Judge Miller agreed antitrust laws should apply to labor and employers alike, which Rep. Barden termed a "fundamental principle that greatly affects our American way of life."

Rep. Fisher asked what percentage of stations are small, since they are most affected by Petrillo ban. Dr. Kenneth H. Baker, NAB director of research, estimated the figure at 54%. When Rep. Fisher asked about royalties, Judge Miller said broadcasters wish to pay royalties only to those who do the work, opposing welfare funds and similar fees whereby Mr. Petrillo can get hold of the money.

Rep. Klein endeavored to show that broadcasters always had reached agreements with AFM before, but the witness said the "disturbing thing is the sudden, impact method of negotiations."

Chairman Hartley recalled the Kearns subcommittee had brought about an AFM-Earl Carroll settlement in Hollywood. He recalled an incident whereby AFM counsel restored a booking agent's license just before the agent testified before the subcommittee, and called attention to Mr. Petrillo's interference with AFM and video. He snapped at AFM's ban against student broadcasts and recording of service bands, lifted at subcommittee behest. Closing the day's hearing he rebuked Rep. Madden for lack of familiarity with the subcommittee report and called some of Rep. Klein's questions out of order.

**WEDNESDAY**

Already radio-electronic manufacturers and their suppliers, along with wholesalers, dealers and servicemen, have been injured by the AFM "monopolistic restrictions on music," Bond Geddes, executive vice president of Radio Manufacturers Assn. testified. AFM restrictions have retarded development of FM and television, he charged, and impaired the $1,250,000,000 public investment in radio-phonographs and record players. "The arbitrary AFM order ending all production 'forever' of records and transcriptions would be of tremendous disastrous damage to our industry in the future," he warned.

"Over 40% of our industry volume is in combinations and record players," he said, "and such a loss would cause wide unemployment, bankruptcies, and would put many manufacturing companies out of business."

"Says 'FM Retarded'

FM has been "greatly retarded," he claimed, with output of 1,150,000 sets last year less than half of forecasts. "FM will continue hobbed and retarded until music is available," he said.

The result in his industry, Mr. Geddes declared, has been reduced FM sales, along with transmitters, with factory employment and distribution outlets suffering. Similarly public interest in television has been reduced, he said, retarding "what many in the industry believe will be an even greater new American service and industry than radio."

The public is entitled to the benefit of technological progress, he maintained. "Our entire industry is geared, and public acceptance also, to the assumption that phonograph records would always be available in adequate supply, he continued. Future suspension of record production would dwarf the industry, he said, cut employment and dollar volume by 40% to 50%, and cause many failures among manufacturing and supply concerns as well as distributors and dealers."

Concluding, he recalled that when radio appeared in the '20s, phonograph and piano sales suffered severely, but revived in a few years and greatly expanded over pre-radio years.

On questioning, Mr. Geddes said the solution to the AFM problem is local bargaining. In his industry, he said, each member bargains for himself. The public benefits from a tough competitive situation, he added. He said the manufacturing industry rests on public satisfaction with broadcasting and called AFM the principal obstacle to FM development.

He said his industry has a three-year backlog of orders, as suggested by Representative Lesinski, saying the backlog seldom runs over 60 or 90 days.

Bill Bailey, FM Assn. executive director, said lack of live music from network sources is a major barrier to FM development. He reviewed progress of AFM negotiations and submitted telegrams and letters from Mr. Petrillo.

No FM station is making anywhere near $200,000 a year, he said, referring to testimony last summer by Mr. Petrillo that such stations can't afford an orchestra and should have some relief from AFM. Under this yardstick, not a single FM station can afford to hire an orchestra, he said.

Effect of the ban on FM network music, he said, is to deprive scores of musicians of work and thousands of FM set owners of live music.

He claimed 130 individual FM stations in a dozen regional networks could pool resources and employ a nucleus of programs. The programs would be saleable and stations would begin to realize on their investments.

A ripple of excitement ran through the hearing room during Mr. Bailey's testimony as word spread that Mr. Petrillo had been acquitted by Judge LaBuy in U. S. Dist. Court. AFM representatives retired to the corridors where they discussed the verdict with Representative Klein.

Gwinn Questions

Representative Gwinn asked Mr. Bailey if he regarded the musicians union as an absolute monopoly. The witness said, "I do." He conceded there was no place for FM broadcasters who turn for musicians. Representative Gwinn called broadcasters' "abject bending of the knee." Mr. Bailey charged FM is getting kicked around by both sides in music negotiations and is used as a bargaining tool.

Representative Kearns said he had no brief for Mr. Petrillo's FM policy. He said he was satisfied neither side was trying to control FM but want to develop it. "I feel Petrillo has been unfair," he said, and praised FMA executives for their efforts to build the new medium.

Representative Klein brought out that 78% of FM stations are owned by AM outlets and that the AFM ban only affects networks.

After the noon recess Leonard

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Hortley Criticizes

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L. Asch, president and general manager of WBCA Schenectady, who has operated an FM commercial station since July 17, 1941, said the station is “harmed by the vagaries of the AFM” and is unable to obtain musical programs from Mutual Network. WBCA is the only FM commercial affiliate of any major network, he added.

Just as WBCA was showing signs of business health in 1945, a Petrillo edict caused cancellation of orders for $400 a week, he said. He portrayed understanding the programs showing how the ban was imposed and effectuated, and declared the Lea Act did not bring hoped for relief. WBCA has a contract with the Schenectady AFM local and has always enjoyed cordial relations with it, he testified, adding that FM stations generally are at a disadvantage in competition with AM stations since they lack network musical programs.

Mr. Asch got a thorough working over from committee members, particularly Representatives Klein and Hoffman. Representative Hoffman chided him for failing to operate with nonunion musicians and suggested he should make a “sincere effort to operate under the Taft-Hartley Act.” Mr. Asch told him of practical difficulties standing in the way of such operation noting that nearly all professional musicians he had ever heard of had understood that when the Schenectady local went to Mr. Petrillo in an effort to get permission for the station to carry network programs, the officials were told to go home and mind their own business.

Representative Barden suggested Congress should apply the antitrust laws to labor and warned musicians they would not be allowed for “this abominable situation.” “I’m in favor of denouncing him (Petrillo) at least on one step below the President of the United States,” Representative Landis added, “We’ll have to change the law.”

Jones Testimony

E. Z. Jones, general manager of WBBB and WBBB-FM in Burlington, N. C., Mr. Petrillo has made no provision for FM stations which are not duplicating. WBBB is a daytime AM outlet. The station desires to give its listeners at night the same type of programs it provides AM daytime listeners.

Mr. Jones said FM sets meet “terrible sales resistance” because potential listeners will not pay $50 for a unit which cannot include network programs. He charged that a few AM set makers who have not gone into FM are like Mr. Petrillo in that they “hate to see the people progress beyond the horse and buggy stage.”

Most programs of Dixie Network, of which WBBB-FM is a member, are recordings and transcriptions, he said, wondering what will happen when the Petrillo backlog is exhausted. He feared listeners would tire of too much talk. Mr. Jones is a director of FM Assn. and member of its Executive Committee as well as vice president of the Dixie Network.

He charged the Petrillo ban on employment of musicians by FM networks given the need for FM music works a monopoly on musical talent, inferring existence of “some agreement or something.” FM is capable of providing work for many musicians, he predicted.

Representative Kearns interjected that Mr. Petrillo has given low rates for FM stations, and said they seemed to “want something.” He said Petrillo put himself straight, explaining the stations are glad to pay musicians to perform on FM networks. Representative Barden said FM is a dead duck “until the mask is lifted. Everybody gets hurt, he added. “Including the listener,” Mr. Jones interjected.

Continental Development

Development of Continental (FM) Network has been crippled by AFM’s refusal to do business with it, said Everett L. Dil-
lard, president of Continental as well as FM Assn. Continental has 30 stations in the East, he said, and would have developed more rapidly but for AFM’s attitude. Present day planning has been necessary, he said, and the network is unable to solicit any new commercial contracts because of AFM.

He said over-700 stations now desire to join Continental, with service being given temporarily to the 12 Dixie FM Network stations. Continental cannot plan beyond Jan. 1 when he said AFM’s potentialities are nationwide.

With high-fidelity inter-city circuits, said Mr. Dillard, FM networks can provide employment for many musicians. He pointed out the public “the full artistry and beauty of the musician’s performance.”

He told how AFM had restricted Continental to one program, after lifting a ban on that program because of contractual commitments. Thus it could not seek additional revenue, he complained.

Future jobs for musicians in FM networking “are stymied by the musicians themselves,” he charged, anticipating eventual expansion on a scale never before seen in broadcasting history provided musical talent is available.

Mr. Dillard cited these reasons FM networking can employ many musicians as: Regional stations must use live music; will originate program outside national network key cities; utilize talent in their service areas; originating stations will employ talent which would otherwise not be employed; regional will depend on inter-exchange of programs among the several stations.

If the ban on FM networking is lifted, he said, the public will enjoy “the finest reception of network shows ever broadcast”; more musicians will be hired; FM stations can proceed on a sound economic basis.

“We keeps men from being free?” asked Representative Gwinn. Mr. Dillard referred to the fact that musicians often have several contracts, and that a nonunion musician working on his station couldn’t work elsewhere. He said all the good musicians are in the AFM.

THURSDAY

Dr. Edwin H. Armstrong, FM inventor, opened Thursday’s hearing, described efforts to demonstrate live music fidelity to the American public: Dr. Armstrong has been in Atlanta City last summer. Setting up a transmission system at his own expense, he was thwarted by Local 902 in New York in his de-sire to bring programs of the Gold-
man Band from city parks. He recited steps taken to loan New York City its own noncommercial high-power FM transmitter to supplement service of the municipal station, again meeting a refusal from Local 902. Dr. Arm-
strong introduced exhibits to support his testimony.

Referring to man-made obstacles to FM development, particularly those set up by AFM, he said, “It seems to me that the time has come when the public interest the Congress ought to have a look into the workings of some of these obstacles.”

On questioning he said the AFM was the last remaining obstacle for FM to overcome. Rep. Hoffman said the Petrillo organization “boasts it can stop FM, says to members, ‘you can work today, but not tomorrow,’ and where and for how much. If you don’t you’ll be censored on the air.” It has become an extra-judicial operation.” He said there is no difference between a monopoly “conducted by Petrillo with men and Mr. Rockefeller with oil.”

Rep. Smith praised Dr. Arm-
strong for his wartime achieve-
ments and the value of FM to the armed forces. Rep. Kearns also paid tribute to his work.

Under questioning by Rep. Owens and Irving McCann, committee counsel, Dr. Armstrong recited the history of FCC regulation of FM, including the fact that in 1934 Porte- said losing CBS for refusal in opposition to FM and later be-
came FCC chairman. Rep. Owens contended many of the AFM meth-
ods are unfair under Section 84(2) of the Taft-Hartley Act, which covers discriminatory actions.

Rep. Owens suggested records of networks and AFM be sub-
poenaed in connection with alleged efforts to restrict FM’s development. The subject was referred to executive session.

APF’s ban on live music has not halted progress of television, according to Jack R. Popple, president of Television Broadcasters Assn., MBS director, and vice president, chief engineer and secretary of Bamberger Broadcasting Service. Opening the Thursday afternoon session, Mr. Bamberger is now building TV stations in New York and Washington.

The public and AFM members have suffered most from the ban, he testified, along with other entertainers. Through cooperation of broadcasters, engineers and other industry elements, the new indus-
try has developed rapidly.

Television of Republican and Democratic conventions next summer, millions of dollars over an eastern network, he said, but they will not hear the cheers, “for you see, an AFM organist will have struck up the strains of ‘Beautiful

MAURICE B. MITCHELL
NEW WTOP MANAGER

MAURICE B. MITCHELL, former sales manager of WTOP Washington, last Tuesday was appointed general manager of the station, succeeding Carl J. Burkland. Mr. Burkland now heads CBS Radio Sales in New York [BROADCASTING, Jan. 12].

Mr. Mitchell joined WTOP in February 1945 as director of press information and sales promotion. A year later he was named WTOP sales manager. On Jan. 9 of this year he joined the staff of Radio Sales in New York, but with the sudden vacancy in Washington caused by Mr. Burkland’s promotion, Mr. Mitchell was immediately shifted back to WTOP as general manager.

He served two and a half years as editor of the Gouverneur (N. Y.) Tribune Press, where he won a New York Press Assn. award for the best weekly publication in real estate. He wrote a weekly column for Sun paper and a national NEA award for advertising excellence. He spent one year with the New York Times advertising department, and six years as advertising manager with the Gannett New York Newspapers in Albany, Rochester, and Ogdensburg, N. Y. During the war he served with the Armored Command of the U. S. Army.
Ohio, 'The Sidewalks of New York' or the "Missouri Waltz.'

Well over 30 million dollars has been poured into television's development, Mr. Poppele recalled, but under the American system of free enterprise the industries lose "obtain the return to which it surely is entitled." He cited RMA production figures—175,000 sets built in 1947 and 500,000 to 750,000 slated in 1948 along with another 30 to 35 stations. AT&T has already plowed under ground 7,000 miles of coaxial cable which eventually will be available for TV networks, he continued.

All this produces an important stimulus to the national economy, he testified, listing occupations benefiting directly by TV's growth. Because of the AFM ban on live TV music and film sound track, programming has been more difficult and program content has suffered. Mr. Poppele introduced a telegram from George M. Burbach, general manager of KSD and KSD-TV St. Louis, describing how staff members are developing television skills while the union monitors both training and chance to work.

Censorship Issue

The censorship issue was raised by Rep. McConnell, prevailed for Chairman Hartley, when he asked Mr. Poppele, "Who censors your programs?"

"The public," Mr. Poppele replied.

Rep. McConnell referred to a TV program which he understood to carry Negro talent, and asked about KRAFT sponsorship. This program, he said, portrayed a Senator as a "grafting politician." Mr. Poppele explained the industry is advocating a code, having been more concerned to date in technological problems. He observed that the idea of filming programs on Negro talent or Negro programs had been considered. Like the movie "The Senator Was Indiscreet," said Mr. Poppele, the Kraft program obviously was entertaining rather than political in purpose.

Acknowledging the danger to free speech, Mr. McConnell suggested some type of program censorship or control might be advisable.

Mr. McCann read a paragraph from the AFM movie contract with a ban on music during program division. Rep. Owens reminded that the Taft-Hartley Act (Sec. 86 (3)) forbids discrimination in negotiations by either labor or management.

FRIDAY

Testifying at the Friday hearing were James Murray, RCA-Victor Division vice president, appearing for all recorders participating in the Industry Music Committee; Richard S. Testut, vice president and general manager of Associated Program Service, and Gerald King, president of Standard Radio Transmission Services Inc., appearing for transcription firms.

Mr. King outlined history of the transcription business. His firm is typical of that branch of the industry, mostly consisting of small enterprises, he said, with ownership divided among his partner, Milton H. Blink, and a number of employees.

Transcription firms pay 27 per hour plus a 3% royalty under an AFM contract negotiated in October 1946, 50% above the figure prior to that date. Mr. King explained film companies pay only $13.33 an hour for million dollar productions.

Cites Parallel

In all his negotiations, he testified, he never has had a chance to bargain on a basis of equality, whereas film companies pay only $13.33 an hour for million dollar productions.

Mr. Testut, playing a transcription to show sound quality for his firm, said the senders given to broad-casters, said that under the minimum scale the cost for a 31-piece orchestra to play a quarter-hour program to be performed, he testified, with only about 10,000 in the whole AFM meeting that qualify. He wishes there were more good musicians, he added, explaining that the capable ones flock to the large cities where opportunities are greater. That explains concentration of transcribing and recording, he said.

Transcription firms do not dis-employ musicians, but employ more of them, he testified. They give the public quality performances. His men want to keep on working and do not want to be out of a job. He was asked if he would work to keep the committee, explaining the strike is not his idea but Mr. Petrillo's.

Plight of record manufacturers, whom AFM ban appeared to be affecting most, was carried to the committee attention Friday as James W. Murray, RCA vice president in charge of Victor Records, testified, on behalf of record companies.

Mr. Petroillo's

Mr. Murray divided the program into three parts: 1. Are there injustices to musicians as a result of record performances? 2. Has Mr. Petrillo any sound remedies?

Widespread Industry

Actually, he said, recording provides a vast amount of employment in many fields. Quality music is available only in the largest communities, he added. Mr. Petrillo was recommended by companies for royalties for the whole union, he said, rather than those who perform. This point was emphasized during testifying and question-ing by committee members.

Mr. Murray charged that Mr. Petrillo operates by edict and license, rather than negotiation and contract. He said the inventory of last-minute recordings will not last several years, as often stated.

On questioning, Mr. Murray said record companies paid nearly $15, 000,000 to AFM members in 1947 out of a $100,000,000 production, with only about 4% left to his company, for example, after payment of others.

Asked by Mr. Hartley how long a name band leader would last if he stood up and defied Mr. Petrillo, Mr. Murray said, "About 24 hours." Mr. Wallerstein and Mr. Rackmil were accused at length of the activities of their companies and the overall industry operations. Mr. Hartley said he was disappointed at Mr. Murray's statement which more suited to a trust law suit applied to all labor unions because of Mr. Petrillo's actions. RCA enjoys good relations with all other unions, he said.

Upcoming


Jan. 29: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB HQs., 30 Rockefeller Plaza, New York; Voice of Democracy luncheon.

Jan. 30: Program: 1st Women's Broadcasters meeting, Mayflower Hotel, Washington.


Feb. 9: NAB Employer-Employee Relations Committee, NAB HQs., Washington.
CLEAR CHANNEL CASE TIME ALLOTMENTS ANNOUNCED

PRINCIPAL ADVERSAIRES in FCC's clear-channel hearing—Clear Channel Broadcasting Service and Regional Broadcasters Committee—allocted four hours each for oral argument which gets under way this morning (Monday), according to a notice released by FCC Friday showing order of appearances. Networks get one hour each; others, 30 minutes each.

Argument to be heard in this order: CBBS; ABC; CBS; NBC; WLW Cincinnati; KSL Salt Lake City; RBC; WQX New York; WLAC Nashville, WCKY Cincinnati, and KSTP St. Paul, represented jointly; group of daytime stations and applicants, represented jointly; KOAG Stillwater, Okla.; National Assn. of Educational Broadcasters. Westinghouse Radio Stations filed brief but does not plan argument. Hearing starts 9:30 a.m., Room 6121 New Post Office Bldg., Washington, (early story page 16).

It was considered unlikely any session would be held Tuesday afternoon, since Chairman Wayne Coy and Comr. George E. Sterling are slated for appearances before Senate Interstate & Foreign Commerce Committee considering their nominations (story, page 13).

FTC SUBMITS REPORT

FEDERAL TRADE COMMISSION'S continuing survey of radio and periodical advertising conducted in connection with commercial activities in fiscal 1946-47 and 9,573 were "designated for further study as containing representations that might be false or misleading," FTC declares in annual report to Congress. Similarly 412,950 periodical advertisements were examined and 18,494 were set for further study. FTC renewed its request for amendments of Clayton Act. Comr. Lowell B. Mason submitted two minority propositions—legislation to "promote the cooperative elimination upon an industry-wide basis of acts and practices prohibited by the statutes administered by the Commission," and an amendment of FTC Act to provide for employment of "executive officer or administrator" of FTC, designation of chairman by President, and salary increases for Commissioners.

SET OWNERSHIP BREAKDOWN

BMB will break down its 1948 radio ownership figures to include video and FM sets, car and portable radios and multiple-set families, Technical Research Committee's subcommittee on radio ownership announced Friday, following subcommittee meeting attended by representatives of TBA, FMA, RMA. U. S. family figures by state, city, village, farm as of January 1948 will be released as soon as they can be compiled. Radio family data for all counties and selected cities to be ready by June, subcommittee said.

WGNB, WENR-TV WIN BOOSTS

MODIFICATIONS of permits in part granted by FCC Friday to WGNB and WENR-FM Chicago authorizing power of 40 kw and 500 ft. antennas. Downtown transmitter sites specified. WGNB operates on Channel 254, 92.7 FM, power from 20 kw, and WENR-FM on Channel 234, 94.7 mc, increasing from 15 kw.

PARTY CONVENTIONS VIDEO EQUIPMENT COST 1 1/2 MILLION

TOTAL of $1,485,000 in television and allied equipment will be used to teletecast political conventions this summer in Philadelphia, Roger W. Clipp, general manager, Philadelphia Inquirer stations, and chairman of Philadelphia Committee for Radio, told GOP committee Friday of convention arrangements at Philadelphia's Bellevue-Stratford Friday.

Estimated breakdown of television equipment:

Convention Hall cameras connecting equipment facilities outside hall for individual pick-ups, $528,000; television receivers in Commercial Museum, $160,000; mobile trucks, $300,000; construction costs in hall to make floor pickup plus cost of personnel and maintenance, $235,000; miscellaneous items, film operation and microwave equipment, $175,000.

Not included in $1,485,000 figure is equipment which may be brought to convention by radio stations.

WTGG HEARING ISSUES TOLD

WHETHER Allen B. Du Mont Labs "has been diligent in proceeding with the construction" of its WTGG (TV) Washington is among issues for hearing ordered on WTGG's applications for extension of time to complete, and for license. Issues were disclosed by FCC Friday.

Others: Reasons for WTGG's not carrying out conditions of its CP, whether license application complies with FCC rules and standards; whether either or both applications should be granted. Issues reportedly stem from failure to find regular antenna site for station, which has been operating commercially for more than year under special temporary authorization (Broadcasting, Jan. 12).

WPQ VACATES FM PERMIT

JACKSONVILLE Broadcasting Corp., licensee WPQ Jacksonville, Fla., granted request Friday to vacate its permit for FM. Station explained because of almost $100,000 outlay in switching from 1270 kc to 700 kc (5 kw, direct current) to 700 kc (9 kw, radio direction) it wished to operate with FM at this time. WPQ tore down four-antenna array to erect new five-antenna (300 ft.) array which is one-third mile long, put in new ground system and built new transmitter plant. FM facilities vacated were Channel 259, 99.7 mc, 56 kw.

CBS PROMOTION

NORMAN C. HADLEY, former assistant to S. R. Dean, CBS treasurer, has been named chief CBS accountant. Under supervision of W. J. Flynn, assistant comptroller, he will be responsible for all operations of CBS general accounting department. Other Columbia personnel changes were: Orville Ent takes over insurance matters formerly handled by Mr. Hadley; George Kolpin becomes assistant to W. C. Hubbard, head of CBS billing.

MBS to add two fulltime affiliates, WKOW Madison, Wis., (see earlier story, page 37), 10 kw daytime, 5 kw nighttime, 1070 kc owned by Morning Star; KXN Sioux Falls, S. D., 1 kw, 1270 kc, owned by Big Sioux Bestg. Co., about June 1.

Closed Circuit

(Continued from page 4)

years until "Near You" broke all record sales records, is enjoying second phenomenal success. Royalties for $500,000 and is going strong. "Beg Your Pardon," introduced in recent weeks, is already over half-million mark. Mr. Craig is first cousin of Edwin W. Craig, WSM board chairman. He recently turned down $1 million offer for ninety-day tour from MCA because they jilted him once.

J. D. TARCHER Co., New York, seeking availability for spot campaign for Block Drug Co., Jersey City (Sterna-Kleen), spring advertising. Company plans to use major markets.

ANY MINUTE NOW, FCC due to report it has instituted system to keep its minutes current. Revamping of old system completed following Broadcasting "Months for Minutes" editorial (Jan. 12). Hereafter FCC will approve one meeting's minutes at next session, meanwhile under direction of Chairman Wayne Coy has launched catch-up program on those still behind-time.

ACTION OF Attorney General Clark in ordering grand jury investigation of lobbying activities in Nation's Capital has many organizations—including radio—watching with keen interest. Inquiry will determine extent to which organizations as well as individuals have compiled with Federal Lobbying Regulation Act of 1946. So far as known, no assignment for organization or group or individuals representing them has registered (see story page 13).

FIRST RADIO representative to register under 1946 Lobbying Act expected to be Frank M. (Scope) Russell, NBC Washington vice president and dean of Washington corps. Registration entails filing with Clerk of House and Secretary of Senate quarterly statements on compensation received and expenditures connected with legislative activity.

AFM officials undisturbed by tales of Petrillo tactics during week of House hearings. Only revelation of importance, they chuckle, was that music users are having more difficulty in negotiations as result of Taft-Hartley Act.

DETROIT SYMPHONY CANCELS

DETROIT Symphony has notified ABC and Detroit Federation of Musicians of intention to cancel Sunday evening programs effective Jan. 25, when contract expires. Symphony President Henry H. Reichold said orchestra was afraid of Petrillo cancellation of live music on networks, so would not sign new contract “unless we are protected against such a happening.”

TRUMAN NOMINATES RIDGE

MAJ. EDNEY RIDGE, president and general manager of WHIG Greensboro, N. C., and president of Northwest Carolina Broadcasting Co., licensee of WILX Wilkesboro, N. C., has been nominated by President Truman for reappointment as U. S. marshal for middle district, North Carolina. Nomination, along with several others, was sent to Senate Friday.

WIP BOARD of directors Friday elected Gordon Gray vice president of Philadelphia station. He continues dual duties as assistant general manager and director of sales.
It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

There's a "solid" reason for that statement above. Namely, mountains. High mountains virtually surround this prosperous section of California and Nevada ... make it impossible to radio-sell Beeliners with anything but on-the-spot radio.

To reach the greatest number of Beeliners, whose combined buying power is 2 Billion, tell your story on the five BEELINE stations. Each is located right in a major trading center of the Bonanza Beeline market. Each is an old-time local favorite.

For example, take Reno—recently named an outstanding test market city. Reno's BEELINE station is 20-year-old KOH, and BMB reports its home county audience as 96% daytime, 94% at night. See Raymer for the full Beeline story.

† Sales Management Survey

McCLEARY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK
Sacramento (ABC)
10,000 watts 1530 kc

KOH
Reno (NBC)
1000 watts 630 kc

KERN
Bakersfield (CBS)
1000 watts 1410 kc

KWG
Stockton (ABC)
250 watts 1230 kc

KMJ
Fresno (NBC)
6000 watts 580 kc
SUGAR BEETS produce more gold in Colorado than all the mines in its mountains. Sugar beets, Colorado’s greatest single cash income producer, are an important part of the state’s agricultural economy. The crop just recently harvested was one of the largest in history, 25% above the 10-year average. Sugar beets are as much a part of the Colorado scene as world-famous Pikes Peak.

KLZ'S FARM REPORTER Two years ago this month, Lowell Watts inaugurated KLZ’s full-time farm service department. During that time his voice and face have become familiar to farmers and ranchers all over the Denver region. Wherever news of interest to farmers is happening, KLZ’s Farm Reporter is there, at a livestock growers convention (above) or at an FFA Club Safety Award presentation (left). By promoting and fostering every movement for the betterment of life on the farm, KLZ’s Farm Reporter has established himself as a vital agricultural tool and an important part of the Colorado scene.