Merry Christmas, Kids!
—from WLS Listeners

Each year radio listeners in Midwest America contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors Club.

The 1947 donations of $45,642 came from the WLS listening family—ordinary folks who gave dimes and dollars so that less fortunate youngsters might have a greater hope for happiness. WLS will use this precious money to provide wheel chairs, inhalators, incubators, orthopedic walkers, and other needed equipment for hospitals and other child-caring institutions.

In the past twelve years listeners have contributed $209,726 to the WLS Christmas Neighbors Club. Every penny of this money has been used for equipment—not one cent for administrative costs, which are all paid by WLS.

We are proud of the opportunity to use our facilities for such a purpose—and proud of our loyal listeners who give so willingly to their youthful neighbors.
WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's audience. Pictured above is Jean McBride, Home Institute Director of The Detroit News, in her popular, Philco-sponsored household economics program. Other current, diversified WWJ-TV shows aimed specifically at women include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store; the John Powers Charm School, featuring hints on etiquette, make-up, etc.; and the WWJ-TV Television Party, a mirthful audience participation show sponsored by Grinnell's Music Store.

Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.
The more trees you tap—
the more syrup you make!

You can't do much with one or two buckets when you have a lot of maple trees waiting to be tapped.

The same thought applies when you try to reach New England markets by radio. It is definitely a network undertaking, paying off in more sales for each market you reach through the direct penetration of a Yankee home-town station.

It's the local audience of the home-town station that gives you complete acceptance in each market, complete coverage of all radio homes and all neighborhood shopping centers within the market trading area.

Yankee's 23 home-town stations — New England's largest regional network — present the most effective means of selling all New England and keeping it sold.

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Upcoming


Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hqrs., Washington, with Voice of Democracy luncheon at Statler Hotel.


(Other Upcomings on page 89)

Bulletins

ABC SCHEDULING midwest regional affiliates meeting at Chicago's Ambassador East Hotel March 10. Anthony J. Koelker, ABC central division station relations manager since last November, conferring in New York with John H. Norton Jr., ABC station department vice president, who will attend Chicago sessions.


MUTUAL SIGNS FELDMAN

ARTHUR FELDMAN, onetime chief of ABC London news bureau and ABC war correspondent, signed by Mutual as editor-producer of new Monday-through-Friday, 9-15-9-30 p.m. Newsreel to begin Feb. 2 under sponsorship of Zenith Radio Corp. Mort Koplin will be director and Phil Tonken narrator.

'TELEVISION CITY' PROJECT PROPOSED IN CHICAGO

CHICAGO Television City, $50,000,000 project, is on drawing boards of Walter Butler Co., St. Paul contractors. Project, designed to rival New York's Radio City, would take up 31 "Air Rights" acres over Illinois Central Railroad tracks between Chicago River and Randolph St. on lakefront, according to Dennis Scanlan of Minnesota firm.

Plans, under consideration for three years, call for 1,000,000 feet exhibition space, sports arena, football stadium, skating rinks, and swimming pool—all enclosed for year-round use. Firm unable to state when construction will begin.

Business Briefly

FORD RENIEWS TELECAST - Ford Motor Co., co-sponsor with General Foods Corp. of WCBS-TV New York telecasts of Brooklyn Dodgers home games during 1947, will repeat in 1948. General Foods will not. Which of number of interested advertisers will fill that vacancy was not settled Friday, but P. Lorillard Co., perennial sponsor of Red Barber's AM broadcasts of Dodgers' games on WHN New York, is not among present applicants. (See early story page 16).

CHURCH DRIVE - National Council Protestant Episcopal Churches buying time Sunday, Feb. 29, 11:30-11:45 a.m. on 600 stations so broadcast can be piped into local church services throughout country. Broadcast itself will not appeal for funds but afterwards local ministers will attempt to raise millions for restoring churches in Europe and Asia and food, clothes for Europeans.

COAST NEWS - Day & Night Mfg. Co., Los Angeles, Jan. 24 started for 52 weeks Dr. Wallace E. Sterling, five-minute news analysis, on 16 CBS Western stations, Sat. 5:55-6 p.m. (PST). Firm currently spending 40% of budget, about $100,000, in radio annually. Agency, Hixson-O'Donnell Inc., Los Angeles.

K-F TO RENEW - Kaiser-Frazer Corp. will "automatically" renew heavy national spot schedule next month when majority of contracts (allowing two-week time lag) expire. Campaign covers approximately 300 stations in 125 major markets.

DON LEE ASKS RIGHT FOR COMMERCIAL VIDEO

DON LEE Broadcasting System asked FCC Friday to permit commercial operation of its Los Angeles experimental television station W6XAO pending decision on its regular commercial video application, which has been awaiting FCC action for about two years.

When FCC decided Los Angeles television case in December 1946, it granted all applications except Don Lee's, which is held up pending decision on Don Lee network renewal proceeding. This hearing was held year ago but has not been decided.

Don Lee noted it had operated W6XAO since 1949, and is presenting regular program service for several years, and is averaging $100,000 a year in station expenses. One commercial video station now operating there: Paramount's KTLA. W6XAO uses Channel 2 (54-58 mc. Petition was filed by Harry J. Oechershausen of Dempsey & Koplovitz, Washington.

BMB SURVEYS ORDERED

SEVENTY STATIONS participating in BMB interim audience measurements this March have ordered surveys made in 121 counties and 84 cities, located in 29 states. Findings available by mid-summer for fall campaigns.
IS FOR THE MARKET AREA

You can build strong sales, block by block, in the Nashville market area. And WSIX's record proves it can help you get your share of the 356 million dollars spent yearly in retail stores alone.

IS FOR COVERAGE

WSIX's 5000 watts on 980 kilocycles give adequate coverage of the rich middle Tennessee Market surrounding Nashville. BMB study number one shows radio home penetration, by WSIX, of 25% or more in 48 counties; with 80% or over in 11 of these. Complete BMB report is available at your request.

IS FOR ECONOMY

For your share of a buying audience in the Nashville market area, at reasonable listener cost, always consult WSIX!

AMERICAN MUTUAL
5,000 WATTS 980 KC

National Representatives: The KATZ AGENCY, Inc.
BOOK OF THE MONTH
IN - Indianapolis

* Performance is too often an un-weighted selling factor in radio advertising. At WFBM, we believe perfection of performance is vital! For instance:

ANNouncers When continuity is "live," competence is indispensable. We subscribe to the policy that thorough training and experience in "air selling" are required to qualify for voicing your phrases over WFBM.

TRANSCRIPTIONS WFBM does not believe in gambling with nor gambling through your transcriptions. Every platter is pretested to assure that it's properly cued and aired at the proper level. Only the best equipment is used—and every turntable is checked daily to assure proper speed.

AFFIDAVITS Slovenly reports of performance are not tolerated. WFBM's affidavits, taken from the Engineer's log, include the exact second of performance.

WFBM announcers, engineers, and auditors are human. But we consistently come close to 99.44/100% perfection in performance.
One Minute After It Happened
IT WAS ON THE AIR!

The other day a prominent local citizen was on trial for "murder without malice." There was tremendous interest
in the outcome; it mounted as the jury continued its
deliberations.

A KPRC News Reporter (Bob Gray) sweated out the
deliberation hour by hour. Finally, at 5:18 PM, Saturday, No-

vember 29, the jury foreman gave his report—a split
(9-3) and hung jury.

One minute later, at 5:19 PM, that bulletin was on
KPRC.

Since this story was of intense interest only in the
Houston area it did not move on the wire services till
much later. KPRC scored the "beat" by being on the
spot in person.

This is just one day and one story. KPRC is first with
the news...regularly.

and FIRST with the NEWS

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

 correspondent.

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

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

ington.

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

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

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

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

It’s just this size!

STATION MANAGERS
Ask your engineer to let you hear your own programs reproduced by a 755A. You’ll be surprised to hear so much quality from an eight-inch speaker, and you’ll see how many uses you have in your station for this outstanding new design.

ENGINEERS
Show your station manager just how much quality you can get from a small, compact, modestly-priced speaker — by giving him a demonstration of the 755A in your own studios.

FOR THE "QUALITY-MINDED"
If you’re looking for a lot of loudspeaker quality in a small package — for use in home, office, or audition room — just try the 755A.

SPECIFICATIONS OF THE 755A

Power Handling Capacity
8 watts continuous

Frequency Response
70 to 13,000 cycles

Input Impedance
4 ohms

Coverage Angle
70 degrees

Efficiency
Sound level at 30 feet on axis is 81.5 db above 10^-16 watts per square centimeter at 8 watts input

Weight
4¾ pounds

Dimensions
Diameter: 8¾”, Depth: 3¾”.
Baffle hole diameter: 7”

Enclosure Required
2 cubic feet

Recommended Cabinet Dimensions
Width: 15”. Height: 21”.
Top depth: 9¾”. Bottom depth: 12”.

SpFcifiC4riaNS Of 7554

Power Handling Capacity
8 watts continuous

Frequency Response
70 to 13,000 cycles

Input Impedance
4 ohms

Coverage Angle
70 degrees

Efficiency
Sound level at 30 feet on axis is 81.5 db above 10^-16 watts per square centimeter at 8 watts input

Weight
4¾ pounds

Dimensions
Diameter: 8¾”, Depth: 3¾”.
Baffle hole diameter: 7”

Enclosure Required
2 cubic feet

Recommended Cabinet Dimensions
Width: 15”. Height: 21”.
Top depth: 9¾”. Bottom depth: 12”.

SpFcifiC4riaNS Of 7554
come back for more!

THE NEW WESTERN ELECTRIC

8-INCH LOUDSPEAKER

Available immediately from stock

Here's more quality than you ever thought possible in an 8-inch speaker!

This new Western Electric 755A gives you wide frequency response—exceptionally brilliant tonal quality—ample output—all at surprisingly modest cost.

High Quality in small space
The relatively small space required to obtain such high quality with this 8" speaker makes it ideal for control room monitoring, for studio cue and talkback and for use in audition rooms, visitors' lounges, studio viewing rooms and executive offices—in fact everywhere for top quality reproduction!

Brilliant performance is possible with an 8-inch speaker. Prove it to yourself by putting the 755A through its paces in as many locations as you like. We'll bet you'll be so pleased you'll come back for more!

Call Graybar today
Get your 755A's quickly—call your nearest Graybar Broadcast Representative right now—or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.
Feature of the Week

Librarian Vitz (seated) discusses the records with (standing l to r) Producer Fleming; Howard Rogers, sales manager of the Schroth Co.; Leland Davis, president of Leland Davis Inc.; Charles Tepmiller, WCKY manager; William Schroth, firm's president.

THE PROGRAM that tells of the history and culture of Cincinnati, The Fountain Speaks, on WCKY, is to be used as a cultural education medium by the Public Library of Cincinnati.

Record albums of the recorded series were requested by the library, and will be available through the library's circulating record division, according to Carl Vitz, librarian.

The Fountain Speaks is broad. (Continued on page 75)

On All Accounts

EARLY associates of Terrence Clyne, account executive with the Biow Co., New York, always knew that "young Clyne" was a fellow who "knew what time it was," but they never suspected that he would some day be imparting that knowledge to millions of people, hundreds of times a day, 365 days a year. Yet, as executive on the $5,000,000 Bulova Watch Co. account that is exactly what "young Clyne" is now doing.

Key man in one of the largest spot announcement campaigns in the industry, Terry has similarly been an account executive with every firm with which he has been connected.

He began his account cycle with the Wall Street firm of Halsey Stewart & Co., forswearing them finally for a position with Merrill Lynch and Co. still on Wall Street. But after nine years he left The Street for another avenue, radio.

He joined Free and Peters, New York, station representative firm, as an account executive and was later named vice president.

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lieut. Col. Clyne he was chief of supply for that Air Force in Europe. He holds the Legion of Merit, the Croix de Guerre and a Bronze Star with a cluster.

A year after his return from service, he left Free & Peters to become associated with the Biow Co. in his present capacity.

He admits that he is a "television bug." And speaking for Bulova he says that the company has been a pioneer in television advertising since it began in New York. He also revealed that the firm's 1948 advertising plans include representation by Bulova in every major city that has a television station.

An Amherst graduate and son of an Amherst graduate, Terrence Clyne is married to the former Frances Donelon who, as a professional model, is believed to have appeared on more Redbook covers than any other model in the country.

The couple live in Manhattan and devote their outdoor leisure to improving Terry's tennis game which, he confesses, is somewhat less precise than the product he sells.

North Carolina Is The South's No. 1 State and North Carolina's No. 1 Salesman is WPTF

"RETAIL SALES exceed One Billion Dollars in 78 counties where WPTF has 50-100% BAM penetration. 2,876,500 people live in this primary market." Richard Mason, Manager

FREE & PETERS, Inc., National Representatives

Page 10  January 26, 1948
WHHM... the Number ONE Hooperated independent station in the nation!*

WHHM... the number ONE Hooperated independent station in the nation.

This is the finding of a C. E. Hooper, Inc. special retabulation of ALL independent stations in 25 Hooper cities where there are four network affiliates and one or more full-time independent. WHHM was rated second in the nation in the morning... third in the nation in the afternoon and first in the nation in the evening.

In total rated time periods, WHHM ranked FIRST among all independent stations all over the nation in the 25 cities surveyed. For full details ask Forjoe & Company.

<table>
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<tr>
<th>Hooper surveyed these 25 cities</th>
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<td>BALTIMORE</td>
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<td>BIRMINGHAM</td>
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<td>NEW ORLEANS</td>
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*All Measurements based on October 1946 thru February 1947 interviewing except for New York City (January-February, 1947) and Minneapolis-St. Paul (October thru December, 1946). These are the latest available Hooper figures.
Is there anybody who still thinks that he must buy news, sports or big-name transcriptions in order to get high ratings with spot broadcasting? If so, we'd like some words with him!

Practically every station Free & Peters represents has local live-talent shows which compare very favorably with a lot of network offerings. In Portland, for instance, KEX has "The Northwesterners". The best local show in Portland, these five fast-talking musicians not only beat their network competition, but are the highest-rated show in their period (4:15-4:30, Mon. thru Fri.). Their Winter-Spring 1947 Hooperating was 6.3.

Bull's-Eye Radio has everything you want, and where you want it! May we show you some typical examples for the markets at the right?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Network Daylight Time Solution Looms

By EDWIN H. JAMES

THE ADOPTION by all major networks of recorded repeat broadcasts to overcome the hodge-podge of program scheduling created by Daylight Saving Time was seen last week in New York as a strong probability.

Such a procedure would depend, of course, upon clearance with talent unions, particularly the AFM, but authoritative sources reported that affiliations of all four networks were aggressively insisting on measures to minimize the scheduling headaches that have beset network programming in past summers.

The plans proposed by affiliates of NBC and CBS were understood to be not unlike that practiced last year by ABC with what that network has officially described as great success.

The essential objective of such systems is to deliver network programs in all time zones—Standard and Daylight Saving alike—at accustomed periods by means of recorded or transcribed delayed broadcasts.

Nearly all regularly scheduled programs on ABC were so handled last year, thus avoiding the difficulties experienced by stations in standard time zones in readjusting listener habits with respect to network programs broadcast in terms of Daylight Saving Time.

An ABC spokesman said last week that the network doubtlessly would pursue a similar policy this year, although ABC’s detailed plan of next summer’s operation was as yet incomplete.

Meanwhile, affiliates of NBC and CBS were reported to have brought heavy pressure on those networks to make similar adjustments in their summer scheduling.

During a meeting of NBC’s Stations Planning and Advisory Committee last Tuesday, affiliates were said to have strenuously urged the adoption by NBC of a system of recorded repeats—a technique generally shunned by that network—during the April 26 to Sept. 26 period when part of the nation stays on Standard Time and part of it switches to Daylight Saving.

With daylight saving time less than 14 weeks away and slated to scramble even the best laid plans of radio and advertisers, the pressure is more intense than ever for a remedy. ABC’s use of transcribed repeats last year was closely scrutinized by the industry. Consensus favors this solution.

NBC’s SPAC was unsuccessful in obtaining a commitment from the network by the time the meeting ended, but it was reported that Niles Trammell, NBC president, promised a decision on the matter by Feb. 15.

The proposal by the NBC affiliates was said to have been discussed in detail, including provisions for the sharing of costs by the network and those affiliates situated in Standard Time zones.

At a meeting of the CBS affiliates advisory board earlier equally strong pressure was reportedly brought on that network to install a recorded repeat system for the summer.

CBS officials were said to have been less reluctant than NBC to adopt such a policy, and it was reported that CBS was preparing a complete plan of summer operation to submit to its affiliates with the best laid plans more intense than ever for a remedy.

The CBS plan contemplates recording of network programs at four or perhaps six network points for relay to particular legs. Modern tape-recorders patterned on the German-developed magnaphone which is of exceptionally high quality, presumably would be used.

Evidently the only hurdle faced by CBS is that of clearance with AFM.

Had Sought Repeats

It was pointed out that affiliates of NBC and CBS in Standard Time zones were those which most vigorously urged the adoption of recorded repeat systems. Affiliates situated in Daylight Saving Time zones don’t, of course, experience similar difficulties since summer scheduling by the networks is

(Continued on page 81)

AFM Shoots for Recording Tax on Radio

Kearns Drafting New Bill
As Networks Gird For Strike

By J. FRANK BEATTY

SPECTRE of a new tax on radio—via an amendment to the copyright act which would give an ASCAP-type royalty on recordings—was the net result of the fortnight of hearings which concluded last Thursday before the House Labor Committee.

Despite repeated promises by AFM President James C. Petrillo that he would “make a deal,” networks and stations were pessimistic as they redoubled plans to operate without live music when contracts expire midnight next Saturday (Jan. 31). A bill looking toward the royalty deal—as a substitute for the Taft-Hartley Bill outlawed AFM welfare fund—was to be introduced this week with at least implied non-resistance of record manufacturers but with stalwart opposition from independent stations now staggering under the weight of percentage-of-their-take royalty.

With the deadline only a few days off, broadcasters were well along in their plans to function without live musicians on a business-as-usual basis. Musical bridges, transcribed interludes and taped quantities of special material have been built up at heavy expense in anticipation of emergency.

Nothing at all was accomplished at a Tuesday meeting between Mr. Petrillo’s staff and network-FM-television groups, held at the Statler Hotel, Washington. Another meeting is to be held at 3 p.m. today (Monday) at the AFM offices in New York. Feeling persists among industry representatives that Mr. Petrillo is building toward a Feb. 1 crisis but judging by the AFM president’s testimony before the Hartley (Education & Labor) Committee, the union may agree to keep its men at work on a day-

(Continued on page 14)
Early Coy, Sterling Approvals Seen

Committee Endorsement Delayed by Lack Of Quorum

EARLY APPROVAL of Wayne Coy and George E. Sterling for FCC membership was expected to be given by the Senate Interstate and Foreign Commerce Committee, possibly at a meeting this week, after the two recess appointees weathered a frank question-and-answer session with six Committee members on Wednesday. 

Lack of a quorum apparently was the only factor that prevented committee approval simultaneously with the hearing, which produced blunt questioning but no opposition to either Chairman Coy or Mr. Sterling, though it brought outspoken criticism to the Commission, primarily for its reassignment of FM.

The full committee is expected to act at its next session, Feb. 12, on the next regular meeting date, but committee spokesmen felt that urgent maritime matters would require a special meeting before that time and thought it might be called this week. 

Committee approval normally is tantamount to Senate confirmation. 

In view of the general belief that both Messrs. Coy and Sterling had made favorable impressions on the committeemen, it appeared that the only formidable hurdle they may have to face would come, if at all, from the Republican Policy Committee, which reportedly is still considering a proposal to withhold confirmation from all appointees until after the Presidential elections.

Hearing Made Open 

Spokesmen said they considered the hearing closed after Tuesday's session, which originally was slated as an executive meeting but later was opened to the public. 

Sen. Charles W. Tobey (R-N.H.), who presided in the absence of Chairman Wallace H. White Jr. (R-Me.), posed a series of blunt questions to both nominees, seeking and receiving assurance that they would resist "the long arm of powerful radio interests," would give FM "a square deal," and that there would be no occasion of the chairman dominating the entire Commission. 

The two nominees split over the merits of a rotating chairmanship, Mr. Coy holding that, aside from his designation as chairman, administrative efficiency would be impeded by passing the duties of the post from one member to another. In this view he was joined by Sen. Clyde M. Reed (R-Kans.). But Mr. Sterling inclined toward Sen. Tobey's position that the post should be rotated, though he felt that two-year chairmanships would be better than one-year.

Both Messrs. Coy and Sterling agreed in effect that present television allocations are temporary and eventually will be changed, Mr. Sterling pointing out that in its allocation of the present video band FCC said that it probably would look for a test band wide service and consequently had set aside a wider band above 400 mc which is now being used for experimentation. 

The question was raised in re-

(Continued on page 78)
'Fifth Network' Executives Indicted

Trial Today for Illegal Sale of Securities

In California

"FIFTH NETWORK" plans of Paul M. Titus and associates face court complications today (Jan. 25) when the prosecution of Fjellstrom and Charles J. Husband, all principals in the original North American Broadcasting Service, Inc., are scheduled to go on trial in the Superior Court in San Francisco on charges of illegally selling stock in the State of California.

Charging violation of the California Corporate Securities Act, the San Francisco County Grand Jury indicted the three principals. They were arrested, arraigned in court, and pleaded not guilty to all charges.

Action followed six-months investigation by State Corporation Commissioners office into the operations of North American.

Chartered in Nevada

Corporation Commissioner turned over results of his investigation to the San Francisco District Attorney's office when he found that the firm had allegedly sold stock in the State of California without authorization from the Commission's office, as required by law.

Mr. Titus had previously stated that all stock in the original $100,000 Nevada corporation had been sold and the corporation was chartered by the State of Nevada August 2, 1946.

North American Broadcasting Service was the first organization formed by Mr. Titus in anticipation of a new radio network. The present Radio America, Inc., also a Nevada corporation, with administrative offices at Denver, was preceded by another organization known as United Radio Systems of America which had been formed in March 1947.

Titus Background

Mr. Titus is 49, and declared in an interview with a Broadcasting reporter that he was a native of Rochester where he began in newspaper work. He said he had been a consultant in the reorganization and rehabilitation of numerous stations including the nation-wide Southwest Broadcasting System. He said he also wrote for radio including programs for the late Henry Burns and was an associate of the late Dr. Marion Sayles Taylor ("Voice of Experience"). He said he had operated an advertising agency in 1941 in New York with Tonie Harris and in 1944 he was associated with Kelso Norman Advertising Agency, San Francisco.

After the indictment, the California State Labor Commissioner revealed that employees of North American had filed a complaint for non-payment of wages in November 1946. The Labor Commissioner's report, however, showed that an adjustment was made, that there was a partial payment of salaries due, and that he had closed the Labor Department's files on the case.

Prior to news of the indictment, Mr. Titus declared that the "5th network," would begin operation May 15 with between 200 and 250 affiliates. Additional stock was to be issued, he said, to strengthen the corporation. He added that he had put considerable amount of his own money into the firm, for which he had done the main organizing job (BROADCASTING, Jan. 19).

He stated that about 70% of the stations committed to his new network were now affiliated with other networks, and that 206 were actually committed. "The break-even point of our operation is 201 stations." He planned to have about 600 affiliates by August.

With Grain of Salt

Very few of the radio men in the country had taken the project seriously. An inquiry at AT&T Long Line headquarters failed to turn up information as to inquiries from the organization on leasing lines for a transcontinental network. AT&T policy, however, is not to divulge such information.

NAB headquarters in Washington and other focal points of radio had been queried by stations which had been contacted from Denver on the network project in an original letter of solicitation, which bore a typed signature.

The North American project, which Mr. Titus fostered, had the ambitious goal of 3,000 affiliates over the country, with the organization itself to process applications before the FCC and install facilities on a sort of prefabricated basis.

In his interview with BROADCASTING, Mr. Titus said the Radio America administrative headquarters have been set up in Denver. Quartes have been rented in the Newhouse Hotel and board negotiations are under way to acquire the lease on the three-story structure. Mr. Titus also declared that his company is buying a building in New York and property on which to construct a building in Hollywood.

'Backlog of $4,300,000'

Howard L. Pearl, described as a Denver mining engineer, is associated with Mr. Titus as secretary-treasurer. Mr. Pearl stated the network would begin operation on a "backlog of $4,300,000, plus large commercial commitments."

Mr. Titus declined to reveal the names of men being considered as operators for the network but said an announcement would be forthcoming in a couple of weeks and that the name at the top of the list is "a man of integrity." He stated that no Denver station has affiliated and that while administrative headquarters are in Denver, programs will originate in New York.

He stated no Denver station has affiliated and that while administrative headquarters are in Denver, programs will originate in New York, Los Angeles, Chicago and San Francisco. Mr. Titus declined to name stations which he has committed to Radio America but said they include four 50 kw outlets, about 20 in the 6 kw and 10 kw categories and the remainder 250 watters.

Questioned about FM, Mr. Titus said signing of such stations depended upon current negotiations between industry leaders and the A.F.M. Literature sent to prospective affiliates promised lines, loops and installations without cost to stations and "no hidden charges or offsets." Eighteen hours of daily programs were promised with four hours optioned to the network and everything thereafter to be cleared at the stations' discretion. He promised payment of card rates, less agency and representative commission for national commercials beyond four hours and annual division of net profits on a pro-rata basis, with affiliates receiving half of the account. He added that af

(Continued on page 79)

Sales Petrolio Fight Top RMA Agenda

Philadelphia, Servicemen Clinic Receives Applause

BOARD approval of a $70,000 appropriation for continuing its Radio-in-Every-Room program, $5,000 for carrying on the industry's anti-Petrolio fight and the drafting of a plan to curb abuses in radio servicing field highlighted RMA's mid-winter conference in Chicago last week.

Monday displayed during the three-day sessions at the Stevens Hotel, the RMA board of directors:

- Approved recommendation to hold RMA's convention jointly with the Radio Parts Trade Show in Chicago in 1949, concurrent with Hart-

- Applauded Philadelphia's Town-Meeting for Radio Technicians held Jan. 11 and urged its continuance on an expanded scale. (It was suggested the name be copyrighted.)

The RMA SEt Division broached an "industry plan" for improving radio servicing: (1) Promotion and advertising urging the public to patronize only authorized dealers and servicemen, (2) Cooperation with servicemen's organizations such as the Associated Radio Servicemen of New York and similar units in other cities.

To further campaign for improvement in servicing field, the board gave favorable consideration to a suggestion by Harry Ehle, chairman of Philadelphia's TM Committee, that five Town Meeting clinics be held in selected areas this year. Mr. Ehle offered on behalf of the Radio Parts Coordinating Committee, comprising RMA, NEDA and other organizations, and reported on the success of the Philadelphia experiment.

A proposal by the Set Division that certificates be issued to dealers and servicemen was not ratified by the board "at this time." The responsibility for curbing abuses, the board felt, lies with member firms who could resort to cancellation of dealer franchises if violations are reported. It pointed out that the plan was directed more at individual offenders and not authorized dealers who would stand to lose much through being deprived of franchises by manufacturers.

Directors deferred an RMA Advertising Committee request for a vast expansion of the Radio-in-Every-Room campaign until completion of a "saturation" test scheduled Feb. 23-March 6 in Hartford, Conn. Program plans drafted by a committee under chairmanship of William Mackey, Zenith Radio Corp. advertising manager, now are underway among dealers.

Discussing plans for National Radio Week, RMA also disclosed an advertising subcommittee would meet with a committee of NAB sales managers sometime during March, to arrange details for this year's campaign. It was indicated Radio Week will be held soon after the national elections.

RMA, which last November joined the industry fight to combat the "pistol point" tactics of James C. Petrolio, followed through last week by appropriating $5,000 as its contribution to the whole industry cause. Attending the Chi

(Continued on page 80)

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LONG-TERM contract granting CBS exclusive broadcast and television rights to the Kentucky Derby is negotiated by executives of the network and Col. Matt J. Winn (seated), president of Churchill Downs. L to r, standing: Davidson Taylor, CBS vice president and director of public affairs; James Seward, vice president and director of operations for the network; Lawrence W. Lowman, vice president in charge of television. The derby will be run this year May 1, televised for the first time.

**CBS GETS TV RIGHTS FOR KENTUCKY DERBY**

CBS last week announced the signing of a "long-term" contract for the exclusive broadcast and television rights to the Kentucky Derby, effective in 1949 for an unspecified period.

CBS has sold sole rights to the turf classic since 1930. The network's current agreement with Col. Matt J. Winn, president of Churchill Downs, expires this year.

The upcoming derby on May 1 will be televised for the first time. Films of the derby will be flown from Louisville to New York and televised on WCBS-TV 24 hours after the race, CBS said. CBS planned to televise the 1947 derby but a jurisdictional bar dispute forced them to cancel the show at the last minute.

The Gillette Safety Razor Corp., which has sponsored the derby for the last several years, is expected to foot the broadcasting bill again for the current running. Video sponsorship is apparently still open.

**Philco Dealers Will Get Four Transcribed Series**

PHILCO CORP. has agreed to make available to its 25,000 dealers four transcribed series packaged by Larry Finley Enterprises on cooperative basis.

Cost of the four programs—Myrt and Marge, Flight With Music, Diary of Fate and Anderson Family—will be split, with distributor paying 50% of the show's cost and station time and dealer paying the other half.

This agreement was announced at the Philco convention in Palm Beach, Fla. Commercial copy will be handled through Hutchins Agency, which set up the deal between the manufacturers and the radio packaging firm.

**Toni Co. Will Enter Nighttime Market; Expects to Have Show Ready by Mar. 1**

PART of the Toni Co.'s $4,000,000 radio budget for 1948—two-thirds of firm's total advertising outlay—will go into a nighttime network show being produced by Foote, Cone & Belding, Chicago, Harold Bloomquist, advertising manager of Toni, disclosed Thursday.

"We may possibly buy a package, but indications are that the agency will have produced our own show by March 1, the beginning of our spring rush season," said Mr. Bloomquist. He revealed that several experimental programs are "in the mill" at Foote & Belding and recordings are expected to be delivered to Toni within the week. Tryouts on West Coast regional networks likely will precede major network broadcasts, he added.

"Toni has saturated the daytime market and now is anxious to reach those unable to listen to the radio during working hours," he said.

"Since March, April, May and June are busy months for hair dressers (Toni makes permanent home wave kits), we are anxious to get on the air before that time."

The company now sponsors four morning and afternoon shows on three major networks. The daily programs are Ladies Be Seated, ABC; a quarter-hour on Don McNeill's Breakfast Club, ABC, and This Is Nora Drake, NBC. Give and Take is on CBS every Saturday afternoon. The latter was renewed three weeks ago on the first anniversary of Toni's sponsorship.

**L & M Will Sponsor Giants on WNB**

LIGGETT & Myers Tobacco Co., New York, will sponsor telecasts of the home games of the New York Giants for Chesterfield cigarettes on WNB New York, NBC station, during the 1949 season, starting April 3. Contract was arranged by Newell-Emnett, New York, agency for the tobacco company. Details of the deal were not revealed but industry estimates of the video rights to the games ranged from $75,000 to $100,000, with the total costs of the season's telecasts about twice as much.

With F. Ballentine & Sons, New York may sponsor the New York Yankee home game telecasts on WABD New York, DuMont station, it seems certain that all baseball telecasts in New York will be sponsored this summer. Ford Motor Co., Dearborn, and General Foods Corp., New York, who shared sponsorship of the Dodgers' home games on WCBS-TV last year, have first choice on these telecasts again for 1948. Ford is considered practically certain to take up its share of that sponsorship and if GP should drop out there is reported to be a waiting list to replace it on WCBS-TV.

Liggett & Myers is also sponsoring sound broadcasts of all Giants games, away as well as home, on WMCA New York. Ballentine likewise will sponsor sound broadcasts of the Yankees on WINS New York on an every-other-day basis sharing the sponsorship with General Cigar Co.

**SCAAA ELECTS FOUR TO SERVE ON BOARD**

FOUR NEW directors were elected to the board of the Southern California Advertising Agencies Assn. following the group's first anniversary dinner, January 19. New slate of officers is due to be elected this week.


Other board members include J. B. Kieler Inc.; Henry Mays, principal partner of The Meyers Co.; Walter McCreery, partner and account executive of Smith, Bull & McCreery; Larry Raymond, head of Larry Raymond Co.; all of Los Angeles.

**Judge Rules CBS Did Not Plagiarize 'Friend Irma'**

NO PLAGIARISM was involved in the development of CBS My Friend Irma, according to a ruling by Superior Court Judge Allen Ashburn in Los Angeles Jan. 22. Damages sought amounted to $150,000.

Judge Ashburn said the radio program was neither a plagiarism of the stage play, My Sister Eileen, nor the radio audition record of the same play, as contended by Arthur Kurlan, writer, "There was nothing in Friend Irma which could have been taken from Kurlan's audition record," the court ruled.

In dismissing the action, Judge Ashburn withheld the right of amending the plaintiff's complaint.

**'Newscope' Renewed**


**Todd Resigns**

WILLIAM T. TODD, who joined Lennen & Mitchell Inc., New York, in 1941, has resigned as vice president in charge of copy. His future plans are unannounced.
Record Closed in Clear Channel Case

Decision Expected After Six Weeks Deliberation

By RUFUS CRATER

FCC CLOSED the three-year-old record in the clear-channel case last week and undertook what was expected to be at least a six-week job of fashioning the decision which will decide if clear channels and the bid for power up to 750 kw.

The record, a voluminous maze of maps, charts, surveys and both expert and lay testimony, was closed late Wednesday after three days of oral arguments in which the Commission, sitting en banc was variously told that it should:

1. Maintain clear channels, lift the present 50-kw ceiling on power and permit local broadcasters to operate clear channel stations to operate with 750 kw (as proposed by National Broadcasting Co. and Clear Channel Broadcasting Service).

2. Keep the 50-kw limit on power and break down clear channels (advocated by National Broadcasters Committee).

3. Institute new license procedures (advocated by National Broadcasting Co. and Clear Channel Broadcasting Service).

4. Remove the change in the network affiliation of clear-channel stations while granting them power increases; or, lacking that, decide break down the clear channels upon a consideration of the use to which each is being put (requested by ABC).

Variations of these proposals were offered by other participants, but without exception the basic arguments and recommendations were identical with those submitted in the briefs filed a week earlier [summarized in Broadcasting, Jan. 19].

KSL, WLW Support Move

KSL Salt Lake City and WLW Cincinnati, both 1-A stations, supported the move for power above 50 kw. A group of daytime stations, including KSL, urged limitation and protection of some clear channels and break-down of others, to permit assignment of more local and other lower-powered stations. National Assn. of Commercial Broadcasters and some of its members said break-down should be made on a channel-to-channel basis after comparing NAEB daytime clear-channel stations' service with that of the dominant stations in the areas where interference might result from duplicate nighttime operation.

Though the Commission could yet reverse its decision to exclude FM data from the hearing—which drew a particularly sharp reprimand from CBS—authorities regarded such a development as extremely unlikely despite the fact that FM information was originally ruled out on a 3-to-5 vote and even though Comr. Clifford J. Dade lashed the subject indirectly in questioning during oral argument.

To reopen the record for FM evidence, it was pointed out, would necessarily protract the hearing to a point where FCC could not decide the case in time to meet the May 1 deadline for submitting U. S. proposals for revision of the North American Regional Broadcasting Agreement. Authorities agreed that the NARBA factor was a primary influence on the exclusion of FM data but also in the need for a decision as soon as possible on the basis of the record as it now stands.

Deviations from the written briefs in the case came almost solely in response to questioning from the Commission or in reply to arguments advanced by other participants.

One contention in the nature of a bombshell was tossed in by Paul D. Spearman, counsel for the regional group, when he warned the Commission that some states might very well go into the Supreme Court and have FCC haled up for violation of the equitable-distribution section of the Communications Act if the present clear-channel allocation is allowed to continue.

Tells What Suit Would Do

He argued that such a suit in effect would charge FCC with "malfeasance, misfeasance and failure to discharge its duties," and he predicted that if such a suit were brought the Supreme Court would order the Commission to enforce the A's provisions.

Louis G. Caldwell, counsel for the clear-channel group, contended on the other hand that there was no justification for such a claim and that any law school which taught such procedure "should be taken off the approved list."

The NARBA effects of FCC's decision on both clear channels and power were debated heatedly.

CCBS argued that the U. S. can protect itself against "inroads" by other nations only by maintaining its present clear channels and authorizing their use with higher power. RBC called this argument "silly" and said the best protection would come from duplication of clear channels and the use of directional antennas to lay down strong signals in sections nearer international borders.

"Pour it into [Cuba and] Mexico with a directional antenna," Mr. Spearman declared, "and they won't use [the channel].... They'll run like the dickens."

CCBS, NBC and CBS reasoned that 1-A's would become 1-B's under NARBA if they are duplicated, but the regional group denied this argument and countered that clear-channel broadcasters actually were inviting inroads by other countries through their argument that clear-channel signals in distant areas need strengthening by higher power. RBC claimed other nations can operate within the provisions of NARBA and still interfere to U. S. clear, and asked why the U. S. then should not duplicate its own 1-A channels.

CCBS insisted that the U. S. should abandon, "after 11 years," its "policy of surrender" in NARBA negotiations, and warned FCC that to do so would be to show, before the NARBA treaty negotiations in Canada next August, "that we intend to use higher power."

While NBC agreed that higher power would strengthen U. S. in its NARBA negotiations CBS spokesmen felt it might lead other nations to ask the U. S. to give up additional channels.

Members of the Commission repeatedly queried participants on the subject of FCC's program rights, particularly with respect to what is called the CCBS plan which envisions affiliation channels among the proposed 750-kw stations. Chairman Wayne Coy in (Continued on page 87)

FCC Gets AT&T FM Inter-City Rates

Charges Almost Double Those for Class A AM Channels

FM BROADCASTERS were advised of the proposed costs for 15,000-cycle inter-city transmission when AT&T filed rates for this type service at FCC Monday. Word that rates were ready for filing came during an informal FCC-AT&T conference held at FCC Jan. 13 [Broadcasting, Jan. 19].

Basic monthly airline mile cost for 16 consecutive hours is $10, as compared with 6 for present AM Class A audio channel rates. Station connection costs for the new service will be about double the cost for 5,000 cycle (See table below).

Rates will be effective Feb. 19, 1948, unless FCC disapproves. It is likely that an FCC ruling will be announced before that date. Under these proposals a New York-to-Washington monthly transmission would cost $2,300, including station connections, based upon an airline mileage of 206 miles. This compares with a figure of $1,386 for 5,000 cycles.

Presently New York, Philadelphia and Washington are equipped to go ahead with the 15,000-cycle transmission. AT&T's New York office said the company was ready to supply a "modest amount" of inter-city service between other "major cities" on a month's notice. For larger networks, which included smaller cities not on main lines, AT&T estimated a year's advance notice would be needed.

Transmission would be possible over three types of cable—Type J, open wire; Type K, paper covered cable; or coaxial cable, Type L. Use of coaxial cable in 15,000-cycle FM transmission for hire is probably permissible, FCC officials opined, because the experimental limitation on coaxial cable use is confined at present to video transmission.

Outline of Charges

AT&T outlined the charges as follows:

For occasional or part-time service a transmission link between cities will cost $28c per airline mile for the first 1 hour of use, and one-quarter of that for each additional consecutive 15 minute of use. In addition, the station connection costs per month would be $80, plus $5 for each additional hour of use.

The part-time rates are subject

BROADCASTING • Telecasting

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CONVENTIONS

NEEDS of radio, television, motion picture and press facilities for covering this summer’s Republican and Democratic conventions in Philadelphia were worked out on a tentative basis Wednesday (Jan. 21) with a surprising minimum of conflict between the various media.

Spokesmen for AM, FM, TV and other news covering agencies met with representatives of the two political parties and officials of Philadelphia’s municipal facilities, including Joseph A. Rother, official architect, to discuss modifications necessary to Convention Hall in order to provide proper facilities.

The group, comprising more than 50, made an inspection of the Convention Hall site, and in the middle of its floor, while workmen were pounding away at props to conduct an indoor track meet there, the convention planners tried to decide on the apportionment of facilities.

Aural radio, press and movies were quickly disposed of, but each conflict arose between TV and still camera positioning. John Benedict of CBS-TV, New York, spokesman for the TV live camera positioning, finally broke the deadlock by suggesting a building of a double-tiered floor stand at approximately balcony height, with the lower tier for still camera Big Bertha, and the upper tier for the TV electronic cameras. Altogether, seven TE electronic cameras will be used in the hall, installed in five different locations.

An expected conflict between newsreel and TV film coverage or between newsreel and TV electronic camera coverage did not occur. The six motion picture companies merely asked for the same facilities they have had in previous Philadelphia conventions. Since such facilities did not interfere

(Continued on page 86)

KTLA HINTS AT BOOST IN TV RATES BY JULY
ALL ADVERTISERS on KTLA, Hollywood television outlet of Television Productions Inc., can obtain a contract only until July 1, it was confirmed last week by Claus Landsberg, general manager.

Although he said no specific plans had yet been set for rate increases, he indicated that an increase of sets in the market would justify same. At present Los Angeles reportedly has some 12,000 sets.

Simultaneously Mr. Landsberg announced that General Electric Supply Corp. had purchased weekly half-hour live program, Pantomime Quiz under a 13-week contract. Placed direct, the program is packaged by Mike Stokey.

PARTIES ARE AGREED ON TV, AM, FILM PRESS PLANS

AS WNHC NEW HAVEN, Conn., prepares to launch its television station late in the spring, negotiations are completed for equipment. Seated beside Patrick J. Goode (center), president of Elm City Broadcasting Corp., WNHC licensee, are Lawrence Phillips (1), director of DuMont Television Network, and Herbert Taylor, director of sales for the Allen B. DuMont Labs, which will supply all the equipment. Standing, 1 to r: James T. Milne, general manager of WNHC; Aldo De Dominici, secretary-treasurer of Elm City Broadcasting, and Michael J. Goode, member of WNHC sales staff.

NEW APPLICATIONS MAKE TOTAL 89

APPLICATIONS for six new commercial television stations—including two for Houston, Tex.—have been received by FCC during the past week. Pending video requests now total 89 after new additions and adjustment for three authorizations on Jan. 16. (See separate story).

The cities and applicants:

Hartford, Conn.—The Hartford Times Inc. (WTHT, WHM-FM), Channel 16 (185-186 mc).
Houston, Tex.—The Houston Post Co. (KPRC, KBPR-FM), Channel 4 (186-187 mc).
Houston, Tex.—Roy Hoehfing (75% owner KHTM and KOPY [FM]), doing business as Texas Television Co., Channel 7 (174-180 mc).
Columbus, Ohio.—Picture Waves Inc., Channel 6 (62-86 mc).
Atlantic City, N. J.—Neptune Broadcasting Co. (WFPG, WFPG-FM), Channel 8 (150-151 mc).
Boston, Mass.—Waves Inc., Channel 18 (185-186 mc).

WHIT in its television request has asked the Commission that it be consolidated with the other applications for the area to be heard by FCC on Feb. 16. These are Travelers Broadcasting Service Inc. (WTYI, WTVI), both Hartford, Conn.; and New Britain Broadcasting Co. (WKBN New Britain). WHIT seeks power of 29.1 kw visual and audio. Cost charge is $254,000 with monthly operating expenses $10,000. Expected revenue was declared “unknown.”

KPRC proposes to spend $249,135 for its initial video facilities, according to the application. No monthly operating figures or other proposed investments were cited [CLOSED CIRCUIT, Jan. 19]. Power asked is 17.1 kw visual and 9 kw audio. A “token amount” (10%) of commercial programs is expected during the first year’s operation.

Roy Hofheinz, chief owner and managing partner of KHTM and KOPY, (FEB, Houston, plans to invest $217,400 in his video outlet. Monthly operating cost is set at $10,000 with monthly revenue of $12,500 indicated. Power of 19.2 kw visual and aural is requested.

Picture Waves Inc., which plans to operate Channel 6 or any other facility which may be assigned by FCC, requests power of 18 kw visual and 9 kw audio. Cost is stated as $207,700 with monthly expenses $9,000 and revenue $11,000.

Ownership of the Columbus application includes Edward and Prudence Lamb, principal owners of Unity Corp., operating WDTO and WRTF (FM) Toledo and whose FM applications for Mansfield and Springfield, Ohio, have been continued in hearing despite disposition of associated cases [CLOSED CIRCUIT, Jan. 19]. The Lamb also have an interest in Dispatch Inc., video applicant at Erie, Pa.

Stockholders of Picture Waves Inc. are: Elmer E. Schatz, president, Truck-Track Co., president, and secretary, Louis W. Adams, attorney, vice president 64%; Calvin G. Brandt, public accountant and tax consultant, treasurer 4%; Richard D. McChild, attorney, secretary 4%; Donald L. Hopp, attorney, director 6%; Lowell Goellerich, Toledo attorney 2%; Mark E. Roletter, president Elm City Broadcasting, publisher of trade publications, 4%; Charles J. Martin, professional photographer, and ex-city editor of the Cleveland Press, Ohio, 3.5%; Prudence H. Lamb, 24%, and Edward Lamb, Toledo attorney, 23%.

WFPG plans to use power of 1 kw visual and 0.5 kw aural on Channel 8. Cost is estimated at $125,070. Monthly operating cost of $3,500 is expected and no amount was given for revenue.

New England Television Co., which has tendered applications for several cities including Boston, Fall River, Springfield and Wor.

(Continued on page 74)
IT TAKES MORE THAN
POWER
(but which we have!)
to attract and hold
an audience!

TAKE THESE FOUR IOWA COUNTIES, FOR INSTANCE

IN IOWA, as in your own locality, people listen most to the station that gives them the best radio fare—regardless of signal strength, if “adequate”.

Each of the four Iowa counties featured at the right is fairly distant from Des Moines. Each has its own local radio station, giving an excellent signal in its own home region. And each is also served by many other stations, large and small. Yet the 1947 Iowa Radio Audience Survey discloses that, from 5:00 a.m. through 6:00 p.m., WHO’s four-county average percentage of listening is 46.2!

There is only one answer to such listener-preference. That answer is Top-Notch Programming—Outstanding Public Service. Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.

WHO
+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
WBAL Hits FCC on Blue Book Issue

Opinion of Appeals Court Cited by Station In New Request

WBAL Baltimore asked FCC anew last Thursday, in the light of the opinion issued by the Court of Appeals for the District of Columbia [BROADCASTING, Jan. 19], to withdraw its Blue Book's references to WBAL's operations or to "correct or retract the libelous statements contained therein."

The Baltimore clear-channel station also asked for postponement of the resumption of the hearing, slated today (Monday), on the WBAL license-renewal application and the competing application of Drew Pearson and Robert S. Allen for WBAL's facilities (1090 kc, 50 kw).

The Commission, which twice has denied WBAL petitions for "correction" of its Blue Book references, was reminded that the Court of Appeals in its opinion "pointed out that the legal wrong arising out of the libelous statements of the Blue Book went beyond any action on the renewal application ..."

WBAL requested "an opportunity to argue [its] petition orally before the Commission en banc at the earliest convenient date," and said that if "additional proof of the falsity" of the Blue Book references seems necessary or desirable, then WBAL would like "an immediate opportunity, in either a formal or informal proceeding, to make such proof."

The Hearst Radio station contended that FCC "cannot in the face of the opinion rendered by the Court of Appeals, any longer permit these injurious statements [of the Blue Book] to remain outstanding, their libelous character and the inherent unfairness of the Blue Book condemnation of WBAL having been established."

The petition "assumed that the Commission concurs" in the statement of the Report of the House Committee on the Judiciary in connection with the law prohibiting imposition of unauthorized sanctions. That statement, it was pointed out, said:

"One troublesome subject in this field is that of publicity, which may in no case be utilized directly or indirectly as a penalty or punishment save as so authorized. Legitimate publicity extends to the issuance of authorized documents, such as notices or decisions; but apart from actual and final adjudication after all proceedings have been had, no publicity should be released adversely upon any person, organization, product or commodity of any kind in any manner otherwise than as required to carry on authorized agency functions and necessary in the administration thereof. It will be the duty of agencies not to permit informational releases to be utilized as penalties or to the parties."

WBAL noted that in denying its previous plea for correction of the Blue Book, FCC "did not ... deny that the statements contained in the Blue Book are false and that their falsity is apparent from the Commissioner's own records. The Commission, ... treated [WBAL's] request for relief solely in the light of [its] pending application for renewal of license for WBAL. The District Court took the same view in dismissing the complaint."

The Court of Appeals, upholding the District Court dismissal of the complaint, ruled that the Blue Book is not an agency action of the sort for which court review is provided in the Administrative Procedure Act. Nevertheless the District Court held that "it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an

(Continued on page 80)

Mundt Bill Passed; Sent to President

Senate Amendments Accepted Without Debate

NEW MUNDT Bill was speeded to the White House last week after the House followed suit of the Senate [BROADCASTING Jan. 19] and gave unanimous approval to the revised bill.

Senate amendments were adopted by the House without debate. One of these, the Ball Amendment, requires the State Dept. to look into the matter of utilizing private industry in the "Voice" operations.

The measure gives authorization to the "Voice" program but does not provide funds which will come under separate legislation. President Truman, in his budget message, had asked a total of $44,000,000 for the whole foreign information program to carry it from now through the end of the next fiscal year. Of this, the International Broadcasting Div., under which the "Voice" operates, is expected to receive about $25,000,000.

The bill provides for a foreign information program and educational exchange service, both under the Secretary of State. He would be advised, however, by two bipartisan non-governmental boards, one for each phase.

The anticipated increase in appropriations is expected to increase the scope of the the program, which has fallen off considerably in the past year (see separate story page 32).
Sydnor & Hundley, one of the South’s finest and largest home furnishing stores, has been making homes in the Southern and Middle Atlantic States lovelier and more livable for three generations.

Sydnor & Hundley—“A Great Name in Home Furnishings”—exerts a significant influence upon the postwar home furnishing trends in this section of the nation.

A 13-week W-L-E-E test was so successful . . . this fine old southern firm immediately renewed for 26 weeks more.

W-L-E-E gets results!
Liquor Ad Revenue Threatened by Bill
Radio Stands to Lose $7,000,000
If Rankin Measure Passes

ABOUT SEVEN MILLION dollars worth of beer, ale and wine advertising would be lost to radio under provisions of H.R. 4983, a bill introduced in the House last week which would make it unlawful for stations to broadcast advertising for any alcoholic beverages.

No hard liquor advertising is broadcast, through a voluntary ban by distillers, as well as general radio policy. But beer and ale radio time is estimated at $5,000,000 a year and wines add approximately $2,000,000 more [BROADCASTING, Sept. 15, 1947].

Authorised by Rep. John Rankin (D-Miss.), the bill also would make it illegal to transport from state to state, by mail or otherwise, liquor advertising in any newspaper, periodical, newsreel, photographic film, or record for mechanical reproduction.

Violations would bring a fine of from $100 to $1,000, or a prison term of six months to one year, or both. For subsequent violations the penalty would be not less than one year imprisonment.

The Bill was referred to the House Interstate Commerce Committee for further consideration.

Flanigan, Fort Industry Executive, Is OAB Head

E. Y. FLANIGAN, director of Toledo operations for the Fort Industry Broadcasting Co. (which includes WSPD Toledo), is the new president of the Ohio Assn. of Broadcasters. Other officers, elected at association's annual meeting at Dayton Jan. 16, are: Eugene Carr, director of WHBC Canton and WPAY Portsmouth, vice president; and Fred Bock, sales manager of WADC Akron, secretary-treasurer.

The retiring officers include: John Pattison Williams, WING Dayton, president; Mr. Flanigan, who moved up from vice president to president, and Carl Everson, WHKC Columbus, secretary-treasurer.

More than 100 Ohio radio executives attended the meeting. Miss Lee Hart, head of the retail section of NAB's Broadcast Advertising Dept., led a roundtable discussion.

Vanda Elected

CHARLES VANDA, independent producer-director, was elected president of the Hollywood Radio Directors Guild unit in an election conducted Jan. 20. Serving with him for the 1948 term are Carleton E. Morse, vice president; Gordon Hughes, secretary; Murray Bolen, treasurer. The new board of directors includes Ed Cashman, Sterling Tracy, Ted Bliss, Tomas Freeburn-Smith and Dick Mack.
How do you turn an Honest Dollar?

In your own backyard you probably know the answer. That’s the way it is with us. Here in Big Aggie Land, for instance, we know that farmers’ cash comes from the sale of livestock, poultry, crops and allied products. And believe us, they are getting plenty of cash. For the first nine months of 1947 only, here are the U. S. Bureau of Agricultural Economics figures for average cash farm income in the five states in Big Aggie Land:

<table>
<thead>
<tr>
<th>State</th>
<th>Average Cash Income Per Farm—First Nine Months of 1947 Only</th>
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<tbody>
<tr>
<td>South Dakota</td>
<td>$7,213</td>
</tr>
<tr>
<td>Iowa</td>
<td>$8,122</td>
</tr>
<tr>
<td>Nebraska</td>
<td>$7,571</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$7,060</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$4,918</td>
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</tbody>
</table>

Here’s Big Aggie’s Share

We repeat, that money came from selling livestock, poultry and crops. Now take a look at the percentage of the entire five state total of those products found in the WNAX BMB area.* Big Aggie’s share is 74% of all cattle; 71% of all milk cows, 68% of all swine, 72% of all poultry and 73% of all turkeys. Yes, Big Aggie reaches the big share of this rich five-state market. And WNAX is the favorite station with the farmers who make the kind of money shown above. Let us or a Katz man give you the details of a WNAX program that will sell your product in this tremendous market.

*Does not include BMB counties in Kansas, Wyoming, Montana or Canada.
K & E Realigns Personnel After Adding Ford Division

EXTENSIVE personnel and operations realignments will take place at Kenyon & Eckhardt, New York, as a direct result of the appointment of that agency to handle the Lincoln-Mercury Division of the Ford Motor Co. [Broadcasting, Jan. 12], it was announced last Tuesday.

William Bennett Lewis, vice president and director of radio of the agency, effective Feb. 1 becomes vice president and account supervisor in charge of the Ford and Lincoln-Mercury account and a general executive. Mr. Lewis has been with the agency for the past three years. During the war he was co-ordinator of the Office of

Mr. Lewis Mr. Erikson

Facts and Figures and prior to that he was a vice president of CBS.

Leonard F. Erikson, radio manager and account executive on U. S. Steel with BBDO, New York, has resigned to join K & E as vice president and director of radio, succeeding Mr. Lewis. Carroll Newton, who has been doing account executive work with BBDO, will take over Mr. Erikson's duties at BBDO as radio manager and account executive.

It was understood that Otis A. Kenyon, chairman of the board of K & E, will personally handle the sales promotion on the motor car account. Paul Baur has resigned from J. Walter Thompson Co. as account executive and copywriter to join K & E in sales promotion on the new account.

Neil Mulhern, who has been manager of WXYZ Detroit for the past three years will join the agency in Detroit as vice president and will work on the account in Detroit.

E. W. Newsom, account executive with K & E in New York, has also been appointed vice president.

$6 Million Account

The six-million-dollar Lincoln-Mercury account will use newspapers and magazines and the agency is said to be planning an extensive spot announcement campaign. J. Walter Thompson Co., which has had the account, relinquished it effective a fortnight ago. JWT, however, retains the Ford dealers who are sponsoring the Fred Allen Show on NBC, and continues to handle magazine and newspaper advertising for Ford motor cars.

The Ford Motor Co. which sponsors the Ford Theatre on NBC, Sundays, 5 to 6 p.m. is handled by Kenyon & Eckhardt. The Lincoln-Mercury Division helps defray a part of the expense of that show. Commercials for all three cars, Ford, Lincoln and Mercury, are used on the program.

The total amount of Ford-Mercury-Lincoln billing for the agency is estimated at approximately $10,000,000.

K & E also plans to open new offices throughout the country to handle the new business. One source told Broadcasting that he estimated that more than 70 people across the country would be hired.

Chevrolet Telecasts

CHEVROLET dealers in eight cities will sponsor telecasts of the Winter Olympics on video stations in their communities by means of films specially made for them by Konstantin Kaiser of Graphic House. Quarter-hour pictures of each day's events at St. Moritz starting Jan. 30 will be taken and flown to the United States for broadcast a day or two later. The ten-day series will be broadcast by WABD New York, WBKB Chicago, WWJ-TV Detroit, KSD-TV St. Louis, WFIL-TV Philadelphia, WMAR-TV Baltimore, WTTG Washington and KTLA Los Angeles. Arrangements were made for the Chevrolet dealers by Campbell-Ewald Co., agency for the Chevrolet Division of General Motors Corp.
In the heart of the corn, beef and pork producing Midwest is the BIG Omaha stock market that is today within a steak and maybe a chop or two of being the BIGGEST in the world! Reporting market news from the BIG market over KFAB is Hart Jorgensen, Executive Director of the Livestock Foundation of Omaha. He makes the market news come to life by using names of people in the BIG KFAB area. When you want your BIG story to be a BIG success in a BIG market . . . use the BIG station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
WHERE ARE ALL THE PEOPLE?

In Utah, land of magnificent distances, there are plenty of people, but most of them are concentrated within the KDYL oval — the nine rich counties surrounding Salt Lake City.

Here's what the percentage statistics say:

<table>
<thead>
<tr>
<th></th>
<th>In KDYL 9-County Oval</th>
<th>In the Remainder of Utah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>78.67%</td>
<td>21.33%</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>84.25%</td>
<td>15.75%</td>
</tr>
<tr>
<td>Buying Income</td>
<td>86.62%</td>
<td>13.38%</td>
</tr>
</tbody>
</table>

Cover the 9-county oval and you reach the responsive and profitable Utah market. Throughout this area KDYL is the popular station.

Support for JCP
JAMES C. PETRILLO'S ban against recording in the U. S. will be backed by the boys from down under, the Musicians Union of Australia, it was learned last week. The Aussies, without mention of the decision by British musicians to begin making records for export to American consumers, said they would refuse to make records for export to the U. S.

New 1-kw Georgia Outlet is Launched at Columbus
WSAC COLUMBUS, Ga., new full-time 1-kw Mutual affiliate went on the air Jan. 14, on 1460 kc. The station, owned by Chattahoochee Broadcasting Co., plans formal dedication sometime in the spring.

Officers of the licensee firm are: William K. Jenkins, president; Edwin Mullinax, vice president, and Willis J. Davis, secretary-treasurer. Mr. Mullinax, who was general manager of WLAG LaGrange, Ga., for seven years, is general manager. Other staff members include Mrs. Frances Smith, previously on sales staff of WIBK Columbus, commercial manager; Hudie M. Brown, chief engineer; Jim O'Donnell, formerly with WIBK Knoxville, program director; Henry East, with previous experience at WDAK Columbus and WAGA Atlanta, chief announcer; Bob McGarity, announcer; Benson Pressly, sales and promotion staff; Roger Porges, George Lawrence and Bill Wadsworth, engineers, and Garnet Brunty, receptionist.

WSAC studios are at 1028 Broadway in downtown Columbus and the transmitter one mile east of the city. Studio and transmitting equipment are RCA. Two 170-ft. towers are being utilized.

WBUZ-FM Broadcasting
WBUZ-FM Bradbury Heights, Md. began operations Jan. 18 as a full time outlet (7 a.m. to midnight) with 1 kw on 96.7 mc, channel 244. Studios are located in the WM & A Motor Lines Bldg. just across the Washington, D. C. line at 1510 Southern Ave. S. E. Officials include Arthur B. Curtis, furniture dealer, president; A. K. Porter, formerly with WWDC Washington, vice president and commercial manager; L. L. Altmann, president of WM & A Motor Lines, general manager and treasurer; and Gordon Shaw, formerly with WMAL Washington, program director.

RCA VICTOR last week inaugurated a series of "Open Plant" two-day tours of its manufacturing facilities to acquaint home instrument distributors and their salesmen with the know-how behind the company's products.

John McCormick Succeeds Pribble as WTAM Mgr.

Mr. McCormick. Mr. Pribble

JOHN MCCORMICK, NBC central division account executive, will succeed Vernon Pribble, resigned, as manager of WTAM Cleveland, NBC-owned-and-operated station, the network announced last week. The appointment is effective Feb. 1. [Broadcasting, Jan. 19.]

Mr. McCormick, formerly manager of WKRC Cincinnati, started his radio career with WGBS New York (now WINS) in 1939.

WKOW MADISON, WIS., ON AIR WITH 10 kw
WKOW began operations Jan. 19 at Madison, Wis., with 10 kw fulltime on 1070 kc. Licensee is Monona Broadcasting Co. Staff is headed by H. H. Packard as general manager. Mr. Packard, whose first radio job was that of musical director at KFKX, Westinghouse experimental station at Hastings, Neb., in 1923, formerly was general manager of KGBZ York, Neb., and later was director of KFEQ St. Joseph, Mo.

Ken Dillon, who was associated with Mr. Packard at KFEQ, is program supervisor of WKOW. He also has had experience at KVAK Atchison, Kan., and during the war managed the APRS station in Chanyi, China.

Heading WKOW's news and special events department is Michael Hinn. His previous radio jobs have included commentator at WLW Cincinnati, actor and announcer at WHA Madison, Wis., news editor and announcer at WWNC Asheville, N. C., and program director of KJFM Grand Forks, N. D.

In WKOW's sales department is Harlow Chamberlin, formerly on the sales staff of WIBA Madison. Director of women's programs is Esther Hotton, formerly head of WHA's production department and director of women's programs for WQWW Washington. Chief engineer is Vincent A. Vanderheiden, previously with WHBY and WTAQ Green Bay, Wis., and WIBA.

Mr. Packard. Mr. Pribble

WEEKLY PROGRAM schedules of WSKC Cincinnati are being mailed to owners of Philco television sets and Philco dealers by Tri-State Distributing Corp., Cincinnati handle of Philco sets. WSKC is Crosby Broadcasting Corp. experimental video station.
THEY CAME TO US WITH THEIR GUITARS
AND PLAINTIVE MELODIES...

and we put them on the air...these rugged mountaineers from the hills of Tennessee and Kentucky. America loved them at once...America wanted more...And WSM-originated programs spread across the whole nation.

Now we realize we have helped preserve a vital part of America—its folk-music. And the fact that it has helped make WSM one of the nation's best-loved radio stations is secondary to the much more important fact—that we have done a sincere programming job for these people whose isolation deprives them of so much else.
ARRIES AND COMPTON PROMOTED BY DuMONT

LESLEY G. ARRIES, manager of WTTG Washington, has been named national director of sports for the DuMont television network, for which WTTG is the Washington owned and operated station. He will maintain offices in both Washington and New York and will continue as the network's Washington representative.

In announcing the appointment, Lawrence Phillips, director of the network, said that it "emphasizes the DuMont feeling that the development of network transmission facilities will make outstanding sports available to televisioners on a national instead of a local scale in the not-distant future. We intend to be prepared to supplement our present local sports programs with national sports pickups as these facilities become available."

A Chicagoan, Mr. Arries played football, baseball and basketball at Northwestern U. in 1915, 1916 and 1917. He was chosen All-American in 1917. He is president of the Touchdown Club of Washington.

Walter Compton has been appointed general manager of WTTG, succeeding Mr. Arries. Since June of last year Mr. Compton has served as executive assistant to Mr. Arries, in addition to doing a regular daily video news show. Previously he was director of news and special events for WOL, Washington outlet of MBS, which for eight years he represented as White House announcer.

D-F-S LEADS IN TIME BILLINGS ON NETWORKS
DANCER-Fitzgerald-Sample Inc., for the 14th year in succession, heads the list of advertising agencies in gross radio time network expenditures, according to figures released last week by the four national radio networks showing the total radio billing of all advertising agencies.

Second on the list was J. Walter Thompson Co.

The ten leading agencies and their gross radio time network billings during 1947 are as follows:

Dancer-Fitzgerald-Sample, $31,155,282; J. Walter Thompson Co., $10,707,632; Foote, Cone & Belding, $7,523,398; Benson & Bowles Inc., $5,523,296; Common Adv. Inc., $5,013,253; Young & Rubicam Inc., $7,651,195; BBDO, $6,714,826; The Show Co. Inc., $5,826,277; Renyon & Eckhardt, $5,718,678; Ward Wheelock Co., $5,071,000.

In addition to its radio billing, Dancer-Fitzgerald-Sample placed more than 14 million dollars worth of advertising for its clients in other media.

EMERSON Radio and Phonograph Corp. last week reported its all-time high in earnings for the fiscal year ended Oct. 31, 1947. Net sales of Emerson and its wholly-owned subsidiaries for that period were $12,058,132, as compared with $9,088,661 for the preceding fiscal year.

FM Permits Given To Six Applicants

FCC Issues 4 of Them in Lieu Of Previous Conditions
CONSTRUCTION permits for two Class A and four Class B FM stations were reported by FCC last Monday as having been authorized Jan. 16. CPs in lieu of previous conditions also were issued for four Class B outlets.

WISH-FM Indianapolis was granted change of assignment from Channel 35 (98.7 mc) to Channel 242 (96.3 mc).

New Permits
The new permits and facilities covered were issued to the following:

Crawfordville Ind., WPVM, Journal Review-Class B, Channel 279 (193.9 mc), 14 kw effective radiated power, antenna height above average terrain 240 ft. Grantee, partnership, publishes daily Journal Review. Conditional grant was received April 17. H. Foster Fudge is majority owner. Others are Gladyce C. Fudge, Martha F. Vance and W. Addington Vance.

Oak Park Hills Scale Broadcasting Co. Inc., Class A, Channel 279 (98.3 mc), 770 w ERP, antenna 200 ft. Grantee, partnership, publishes daily Journal Review. Conditional grant was received April 17. H. Foster Fudge is majority owner. Others are Gladyce C. Fudge, Martha F. Vance and W. Addington Vance.

Asheville, N. C., WNNC-FM, Asheville Times-Tribune Co., Channel 291 (100.6 mc), 6.5 kw ERP, antenna 760 ft. Grantee is licensee of WNNC and WNWM that city. Conditional grant was received April 2.

Oklahoma City, KTOK Inc., Class B, Channel 282 (104.3 mc), 45 kw ERP, antenna 145 ft. Grantee is licensee of KTOK (AM) that city. Conditional grant was received April 14.

Washington, Pa., WJPA-FM, Washington Printing Co., Class B, Channel 282 (104.3 mc), 3.8 kw ERP, antenna 590 ft. Grantee is licensee of WJPA that city, Conditional grant was received April 4.

To the others were authorized CPs in lieu of previous conditions:

WKYS Keystone Printing Service Inc., Class B, Channel 264 (106.7 mc), 12 kw ERP, antenna 355 ft.

WTOA Mercer Broadcasting Co., Trenton, N. J., Class B, Channel 248 (97.3 mc), 13.7 kw ERP, antenna 375 ft.


WNJU H. C. Winslow, Meadville, Pa., Class B, Channel 202 (100.3 mc), 10 kw ERP, antenna 585 ft.

Sinatra Seeks CP

FRANK SINATRA, radio and movie personality, last week filed application with FCC for a new standard station at Palm Springs, Calif., on 1260 kc, 1 kw, daytime. Mr. Sinatra prepared the application himself except for engineering section, handled by Bernard Assoc. Hollywood. He expects the outlet to cost $24,811.50 with monthly operating cost and revenue to be $3,550 and $4,700 respectively. Station's programs are to be no more than 60% commercial, according to the application. Fulltime operation is to be requested later.
VITAL TOOL FOR

WITH MANAGEMENT BACKING,
PAYROLL SAVINGS PLAN CAN
HELP BUSINESS AND NATION

In 19,000 companies, the Payroll Savings Plan
(for the regular purchase of U.S. Savings Bonds)
has made employees more contented in their
jobs—has cut down absenteeism—has even re-
duced accidents!

In addition, of course, the Plan builds finan-
cial security for each participant. Each Bond
pays $4 at maturity for every $3 invested.

But the Plan has other, far-reaching benefits
—to business and to the nation—which are
equally important to you.

SPREADING THE NATIONAL DEBT
HELPS SECURE YOUR FUTURE

The future of your business is closely dependent
upon the future economy of your country. To
a major extent, that future depends upon man-
agement of the public debt. Distribution of the
debt as widely as possible among the people of
the nation will result in the greatest good for all.
How that works is clearly and briefly described
in the brochure shown at the right. Request your
copy—today—from your State Director of the
Treasury Department's Savings Bonds Division.

WHY EXECUTIVE BACKING IS VITAL

Employees still want the benefits of the Payroll
Savings Plan. In fact, they need the P. S. P.,
because banks don't sell Bonds on the "install-
ment plan"—which is the way most workers
prefer to buy them. But wartime emotional ap-
peals are gone. Human nature being what it is,
the success of the Plan in your company is liable
to dwindle unless a responsible executive keeps
it advertised. The reasons for promoting it are as
important as ever—to you, your company, and
your country.

So—today—check up on the status of the
Payroll Savings Plan in your company. Act on
your responsibility to see that it is vigorously
maintained.

The State Director will gladly help.

"The National Debt and You,"

a 12-page pocket-size brochure, expresses the
views of W. Randolph Burgess, Vice Chairman
of the Board of the National City Bank of New
York, and Clarence Francis, Chairman of the
Board, General Foods Corporation. Request
your copy from the Treasury Department's
State Director, Savings Bonds Division.

The Treasury Department acknowledges with appreciation the publication of this message by

BROADCASTING
The Weekly News magazine of Radio

This is an official U. S. Treasury advertisement prepared under the auspices of the
Treasury Department and the Advertising Council
WAGICA Speeds TV Plans; Demonstrations Started

WAGICA ATLANTA, which has been conducting television demonstrations in the Georgia capital this month, hopes to have its video equipment installed in time to begin regular telecasting within six or eight months, according to James Bailey, manager of the station. A mobile unit, to be used by WAGICA for TV demonstrations in Atlanta schools and in neighboring towns, was scheduled for delivery last week.

The first television demonstration under WAGICA sponsorship was presented at J. P. Allen and Co., a women's style shop, a fortnight ago. Screen was set up on the first floor, and the televising took place in the fashion department on the second floor.

A second video demonstration was conducted by WAGICA last week at Davison-Paxon, Atlanta store.

THE ESSO REPORTER was welcomed to northern West Virginia by this group of officials and dealers as the program began over WMMN Fairmont. Among the hundred or more men taking part in the ceremonies at WMMN were (l to r): Frank Hoferer, merchandising manager of Esso, W. Va. division; Lee Wallis, Fort Industry vice president; Tom Harker, Fort Industry national sales manager; Mike Flynn, Katz Agency; A. H. Martin, assistant to Esso division managers; Gordon Page, Marschal & Pratt; Allen Haid, WMMN vice president; John Sehon, UP; W. H. St. Clair, Esso W. Va. division manager; Charles E. Smith, WMMN commercial manager; R. H. Crum, Esso radio director; Curt Peterson, Marschal & Pratt.

On February 1, 1948
RADIO ADVERTISING COMPANY
Station Representatives
becomes

ROBERT MEEKER ASSOCIATES, INC.

The name alone will be different. Personnel, station list, office, and telephones will all be the same to continue serving you and your clients in radio.

Robert D. C. Meeker, General Manager
Louis J. F. Moore, Eastern Manager
E. E. (Jim) Eshleman, Jr., Midwest Manager
Tracy Moore, West Coast Manager

Representing

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Market</th>
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<tr>
<td>WRTA</td>
<td>Altoona</td>
<td>ABC</td>
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<tr>
<td>WDWS</td>
<td>Champaign</td>
<td>CBS</td>
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<td>Dubuque</td>
<td>ABC</td>
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<td>WDEL</td>
<td>Wilmington</td>
<td>NBC</td>
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<tr>
<td>WAKR</td>
<td>Columbus</td>
<td>ABC</td>
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<tr>
<td>WMAM</td>
<td>Marionette, NC</td>
<td>NBC</td>
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<tr>
<td>WMGY</td>
<td>Montgomery, MBS</td>
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<td>WRES</td>
<td>York, NBC</td>
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</tbody>
</table>

WIST, New FM Station, Takes Air at Charlotte

PENDING delivery of transmitter units which will enable it to utilize its authorized 50-kw effective radiated power, WIST Charlotte, N. C., new FM station, is operating with 5.8 kw. Station, a member of the Dixie FM Network, is owned by Surety Broadcasting Co. Its managing director is Ray A. Furr, formerly program director of WIS Columbia, S. C.

On the air since early this month, WIST is programming 3-10 p.m. daily and 10:30 a.m.-6 p.m. Sundays. It operates on 104.7 mc (Channel 284).

Dedicated to program included transcribed messages from the governors of both of the Carolinas.

New Canton FM Station Plans to Increase Power

OPERATING with 7.2 kw during its interim period, WHBC-FM Canton, Ohio, which went on the air Jan. 14, already has announced plans to increase power to its authorized 25 kw as soon as additional new equipment arrives.

The new station, operated by Ohio Broadcasting Co., is on 94.1 mc (Channel 231). It is originating its programs from the studios of WHBC, according to Kenneth S. Siler, chief engineer. Present operating schedule is 1:45 p.m. and 6-9 p.m. Monday through Friday, 6:30-9:30 a.m. and 6-9 p.m. Saturday and 9 p.m.-12 noon-3 p.m. and 7-10 p.m. Sunday.

The WHBC-FM antenna is a 27-ft. pylon mounted on one of the 350-ft. towers used by WHBC at its transmitter site near Richville, Ohio.

WLET (FM) in Toccoa, Ga., Is Operating 2-9:15 p.m.

WLET (FM) Toccoa, Ga., is now on the air on 102.9 mc, Channel 275. R. G. LeTourneau, president of R. G. LeTourneau Inc., manufacturer of heavy grading machinery, is the licensee of both WLET and WRRC Toccoa. At present the daily broadcast schedule of WLET is 2-9:15 p.m. The transmitter and 240-foot antenna are built on the peak of Currahee Mountain, which has an elevation of 1,940 feet.

Station management includes: Virgil Craig, manager; J. Carl Meeks, chief engineer; Sam Gaines, commercial manager; and Carroll Lee, program director.

Mr. Craig

Mr. Craig

KLAS Las Vegas, Nev., will join CBS as its 175th affiliate when it goes on the air March 1, the network has announced. Station will operate with 250 w on 1230 kc.
By telephoning radio listeners in their homes, Hooper Surveys ingeniously gauge the at-home audience of hundreds of radio programs.

But home, although there's no place like it, isn't the only spot where people listen to radio.

Try telephoning the schools, Mr. Hooper. You'll be amazed at the radio audiences in America's classrooms. The educational series produced by the six Westinghouse stations alone has an audience, this year, of 1,350,000 students... in 2,700 public, private, and parochial schools... in 15 states!

These figures, it might be added, show an increase of nearly 100 per cent over last year. More and more teachers, it appears, are utilizing this Westinghouse-developed aid to modern education... in subjects such as history, literature, geography, current events, music, sciences.

Like other Westinghouse programs in the public interest, the 900-odd programs in this year's educational series draw not a penny of revenue. But they build listenership... the finest kind of listenership, evidenced by the attentive ears of more than a million future citizens. That's the greatest asset a radio station can have!
State Dept. Figures Bear Out U. S. Lag in Overseas Airings

THE OPT-REPEATED contention that the U. S. lags far behind other countries in overseas radio output is borne out by the State Dept.'s latest estimates, prepared for Congressional use in connection with the current budget hearings.

Broken down into regions, the U. S., at the end of 1947, was shortwaveing to Europe a weekly total of 120 hours, 45 minutes, while Great Britain sent 280 hours, USSR 207 hours and Russian satellites 175 hours.

The U. S. had no transmissions to North Africa and the Near East and Middle East, while Great Britain had a weekly schedule of 75% hours, the USSR 69% hours, the Russian satellites 7 hours and France 28 hours.

For the Far East the U. S. also ran last with 45% hours weekly compared to Great Britain's 90% hours and Russia's 59 hours. In Latin American broadcasts the U. S. had 63 hours weekly, ranking second to Great Britain's 80% hours, while Russia's total was 17% hours.

Only Shortwave Totals

The figures comprise only the totals of shortwave broadcasts beamed from the above countries to Latin America. They do not account for programs sent by long and medium wave transmitters. The addition of the latter probably would increase considerably the totals for Russia and her satellites, since much of their transmission to neighboring areas is believed to be by medium and longwave.

All U. S. programs sent abroad, with one exception, are reportedly shortwaved. This one exception, America Calling Europe, is relayed on longwave through BBC facilities and on BBC schedules. The stumbling block in the use of long and medium waves seems to be the fact that they must be assigned by the individual countries in which they are transmitted. This is further complicated by the fact that international treaties assigning frequencies have not yet been concluded.

In France, Italy, Burma, Finland and a few other countries America has some productions on local stations. The shows, mostly music, are programmed by radio officers in the U. S. embassies. In the case of Austria, transcriptions are shipped for local broadcast.

The expansion of the local angle is hampered, however, by the fact that embassies are understaffed. In addition, receiving and transmitting equipment in most local stations is inferior.

Use of American programs in the so-called "iron curtain" countries has been virtually banned since programs must give credit to the U. S. Government.

There has been tangible evidence that government officials abroad listen to American programs, but it is not definitely known how many of the people pick up the broadcasts. Set ownership, especially in the "crucial" areas, is relatively small in comparison to the population.

The above figures do not include what America's overseas stations do in various parts of the world outside of the U. S.

Out Down Under

MASS HYPNOSIS took place in Sydney, Australia, early this month when Psychoanalyst William J. Osby conducted experiments and proved the existence of a "double" on a Sydney station. In the studio audience of 30, 20 went to sleep under Mr. Osby's instructions. After the broadcast, over 300 people called the station, many of them frantically asking how to "unhypothesize" friends or relatives who were still out. One man called to say his whole family had failed to come to after the broadcast, and to add to his troubles, a fuse had blown out in his house. Hypnotized, too, no doubt.

Travel Service Spots

LANSEAIR Travel Service Inc., Washington, which recently appointed French & Preston, Washington and New York, to handle its advertising in the United States, plans to use one-minute spots in seven major markets starting in mid-February. A 14-day tour of Italy, designed mainly for Catholics, will be publicized in Baltimore, Washington, Boston, Cleveland, Detroit, Chicago and New York. Victor G. Bloede, account executive in the Washington office, is handling the campaign.

T. EATON Co., Toronto (mail order department), plans radio campaign on number of Canadian stations. Agency: A. J. Demer Co., Toronto.

GIVEAWAY WINNINGS TAXABLE
All Cash and Other Benefits Won on Radio Shows

--- Must Be Reported, Revenue Bureau Says ---

THE LONG ARM of the Internal Revenue Bureau is casting its shadow over all those who have benefited from radio's giveaway shows during 1947.

Such windfalls, according to the Bureau, must be reported under "gross income" in Federal income tax returns due March 15. If the benefit is not cash, it must be listed at its "fair market value."

The only exceptions to this rule are in cases where the recipient does absolutely nothing in anticipation of or in return for such largesse—sends no box tops, writes no last lines for jingles, buys no product. One such case was cited last week by N. R. Caine, New York C. P. A., writing in the New York World Telegram.

Mrs. Pauline Washburn was sitting at home one evening, not listening to the radio, when a telephone caller told her she had just won $900 on the Pot O'Gold program. Mrs. Washburn declined to appear on the program, use the product advertised or give a testi- monial. She accepted the $900, however; the Tax Court declared it an outright gift and therefore non-taxable.

Internal Revenue officials in New York would not comment on reports that their agents monitor all radio give away shows, and note the names of winners of taxable prizes for future reference. But they reiterated that the great bulk of such prizes are "earned income," even though the winner has done nothing more arduous than giving his name and address.

Spot Television

SPOT TELEVISION in about 10 major cities is planned for the increased advertising campaign of Robinson-Lincoln Life, New York (Dry Imperator, New York State Champagne), starting the end of February. A 15-minute film also is being contemplated. Wiley, Frase & Davenport is the agency, with John Cousin as account executive.
TREVOR EVANS
Radio Director
Pacific National Advertising Agency, Seattle

You've bought a lot of time on our station, "Trev" Evans, but that's not the reason why we're running your picture in a KGW ad. As one of the important radio time buyers on the Pacific Coast, you are interested in keeping up with market developments, but did you know that Oregon has "arrived" as a billion dollar state? Yes, the Oregon market, which KGW dominates, had a payroll of over a billion dollars in the year 1947, with bank clearings for the year of $5,600,000,000, in round figures.

You have read, of course, that since 1940 Oregon has had a population increase of 39.2% — second largest in the nation. But here's the payoff — The Oregon labor force now numbers 631,700 - 29,200 more than the wartime peak! And these figures merely highlight the amazing growth of the KGW Market. Thanks for that last order, Trev, we know we'll be hearing from you again soon!
Good Investment

TERMAN TELEVISION Sales, Chicago dealer, has sold 445 Walco magnifying lenses (for video receivers) as a result of two spot announcements over WBKB, Chicago, the Balaban & Katz chain. The spots cost a total of $80.

Radio and Video Figures

To Lead Fordham Courses

SEVERAL RADIO, television and advertising figures have been signed to instruct courses during the spring semester at Fordham U., New York, beginning Feb. 2. The courses and instructors are:

- At the university's downtown building: television techniques, Worthington Miner, CBS television manager; regulation of radio, Charles Hubert, FCC regional attorney.
- At the Bronx campus: station operations and management, Arthur Mullhayes, manager of WCBS New York; direction and production, Ernest Rice, free-lance director; religious broadcasting, Judson La Haye Jr., and other lecturers.
- At the Fordham campus: radio acting, Clayton Colyer, radio actor; microphone technique, Tom O'Brien, NBC staff announcer; and fundamentals of broadcasting, scriptwriting, classroom and social aspects.


Facts

More surveys could be done in States, one of the participants stated, according to NAB, in order to coordinate all segments of the industry in the activities handled by the various groups.

The committees and their liaison members are as follows:

Engineering Executive Committee: Frank H. Marx, ABC; William B. Lodge, CBS; Kari Johansson, MBS; and O. B. Stearns, Director Research Committee: Robert Bauder, ABC; John A. Dill, CBS; A. A. Schechter, MBS; and William Hedges, NB.

From Executive Committee: Charles C. Barry, ABC; William Fettiman, CBS; Ken Dyke, NBC; and an MBS member to be announced. Legislation Committee: Joseph McDonald, ABC; R. R. Ream, CBS; Robert D. Swezy, MBS; and Frank Russell, NBC. Employee-Employer Relations Executive Committee: Joseph McDonalid, ABC; Howard Hauauman, CBS; Robert D. Swezy, MBS; and John MacDonald, ABC. Research Committee: Edward Evans, ABC; Elmo Wilson, CBS; E. F. H. Jones, MBS; and H. M. Benville, NBC.

Award Offered for Best

West-Originated Program

AIMING at improved radio commercials, the Vancouver, B. C., Advertising and Sales Club will provide an annual trophy for a program originating in the West, it was announced at the annual midwinter conference of the Advertising Assn. of the West. The award will be made at the AAW annual convention to be held at Sacramento, Calif., during week of June 20.

The 160 representatives, coming from all sections of the West, constituted largest attendance ever accomplished by a midwinter session, AAW officials said. Session was held Jan. 12-14 at Coronado, Calif.

AAW advertising club units all voted to support the national campaigns of the Advertising Council on a local level. Los Angeles area advertising clubs have agreed to divide the several campaigns for maximum cooperation.

N. Y. Radio Television

Critics Circle Launched

ORGANIZATION of a Radio Television Critics’ Circle of New York—a program to “encourage more serious consideration, criticism and evaluation of both radio and television”—was announced last week by radio editors of New York newspapers, magazines and trade papers.

An annual award will be made to the “person or organization contributing most toward maintenance of the highest program standard in network radio; AM or FM, as well as in television.” Five other awards are scheduled.

OFFICERS are Paul Denis, N. Y. Post, chairman; Behl Carlton, The New Republic, vice chairman; Jean Blisberger, Time, secretary, and Jerry Franken, The Billboard, treasurer.

More Specific Audience

Facts Wanted in Canada

CANADIAN ADVERTISERS and agencies want more specific facts on audience make-up for Canadian stations. That was consensus following luncheon forum of Toronto Radio Executives Club, Jan. 14, on “What New Radio Research Is Wanted in Canada.” Doreen Dunlop, timebuyer of Young & Rubicam, Toronto, stated that agencies were working with outmoded facts about stations, that Bureau of Broadcast Measurement ought to supply more data on audience, that coincidental survey was not specific enough.

Gordon Keeble, radio director of F. H. Hayhurst Co., Toronto, suggested a survey be made in Canada on one of the subjects being extensively studied in the United States, so as to gain a more-informed understanding of Canadian audiences. Others taking part in the forum were Walter Elliott, Elliott-Haynes Research; Waldo Holden, commercial manager, CFRB Toronto; and R. L. Simpson, radio director, Young & Rubicam, Toronto. Problem is to be brought up by committee from Toronto Radio Executive Club at annual meeting of Canadian Assn. of Broadcasters at Quebec, March 8-11.

Facts

More surveys could be done in States, one of the participants stated, according to NAB, in order to coordinate all segments of the industry in the activities handled by the various groups.

The committees and their liaison members are as follows:

Engineering Executive Committee: Frank H. Marx, ABC; William B. Lodge, CBS; Kari Johansson, MBS; and O. B. Stearns, Director Research Committee: Robert Bauder, ABC; John A. Dill, CBS; A. A. Schechter, MBS; and William Hedges, NB.

From Executive Committee: Charles C. Barry, ABC; William Fettiman, CBS; Ken Dyke, NBC; and an MBS member to be announced. Legislation Committee: Joseph McDonald, ABC; R. R. Ream, CBS; Robert D. Swezy, MBS; and Frank Russell, NBC. Employee-Employer Relations Executive Committee: Joseph McDonalid, ABC; Howard Hauauman, CBS; Robert D. Swezy, MBS; and John MacDonald, ABC. Research Committee: Edward Evans, ABC; Elmo Wilson, CBS; E. F. H. Jones, MBS; and H. M. Benville, NBC.

Award Offered for Best

West-Originated Program

AIMING at improved radio commercials, the Vancouver, B. C., Advertising and Sales Club will provide an annual trophy for a program originating in the West, it was announced at the annual midwinter conference of the Advertising Assn. of the West. The award will be made at the AAW annual convention to be held at Sacramento, Calif., during week of June 20.

The 160 representatives, coming from all sections of the West, constituted largest attendance ever accomplished by a midwinter session, AAW officials said. Session was held Jan. 12-14 at Coronado, Calif.

AAW advertising club units all voted to support the national campaigns of the Advertising Council on a local level. Los Angeles area advertising clubs have agreed to divide the several campaigns for maximum cooperation.

N. Y. Radio Television

Critics Circle Launched

ORGANIZATION of a Radio Television Critics’ Circle of New York—established to “encourage more serious consideration, criticism and evaluation of both radio and television”—was announced last week by radio editors of New York newspapers, magazines and trade papers.

An annual award will be made to the “person or organization contributing most toward maintenance of the highest program standard in network radio; AM or FM, as well as in television.” Five other awards are scheduled.

OFFICERS are Paul Denis, N. Y. Post, chairman; Behl Carlton, The New Republic, vice chairman; Jean Blisberger, Time, secretary, and Jerry Franken, The Billboard, treasurer.

Radio and Video Figures

To Lead Fordham Courses

SEVERAL RADIO, television and advertising figures have been signed to instruct courses during the spring semester at Fordham U., New York, beginning Feb. 2. The courses and instructors are:

- At the university's downtown building: television techniques, Worthington Miner, CBS television manager; regulation of radio, Charles Hubert, FCC regional attorney.
- At the Bronx campus: station operations and management, Arthur Mullhayes, manager of WCBS New York; direction and production, Ernest Rice, free-lance director; religious broadcasting, Judson La Haye Jr., and other lecturers.
- At the Fordham campus: radio acting, Clayton Colyer, radio actor; microphone technique, Tom O'Brien, NBC staff announcer; and fundamentals of broadcasting, scriptwriting, classroom and social aspects.


Facts

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Yes, almost everybody in Atlanta starts the day tuned to WCON and Bill Hickok, genial host and record man (and you ought to hear him sing) of "Harmony House"—6:30 to 9 a.m. Mondays through Saturdays.

And Bill Hickok is just one of a top staff of superb radio personalities who have made WCON's listening audience the best buy in this area for both local and national advertisers.

Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1904, 1921 by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.
Mr. Morency Chairman
Of NBC Committee

PLAN TO RENT television receivers on a daily, weekly and monthly basis was announced last Wednesday by the American Radio and Television Corp., a new Philadelphia firm. John Melville, president of the firm, who made the announcement, said the service will be inaugurated with the opening of the Republican and Democratic national conventions in Philadelphia. Company is placing master antennas on the roofs of several Philadelphia hotels and apartment buildings.

Present plans call for 13 buildings to be so equipped.

To Rent TV Sets

Mr. Morency, vice president and general manager of WITC Hartford. Others elected are: John J. Gillin Jr., president and general manager of WOW Omaha, vice chairman; Milton L. Greensbaum, president and general manager of WSAM Saginaw, Mich., secretary. The latter succeeds as secretary Richard H. Mast, manager of WPTF Raleigh, N. C.

Discussions of the labor situation, daylight saving time, programming, the proposed NAB code and other network and industry matters were on the agenda. Other committee members are: H. Quenton Cox, manager of KGW Portland, Ore.; Willey P. Harris, director of WJDX Jackson, Miss.; Martin B. Campbell, general manager of WFAA Dallas and S. S. Fox, president and general manager of KDYL Salt Lake City.

Mr. Morency

Record Attendance Seen for IRE Meet;
Leading Industry Engineers to Speak

AN ATTENDANCE exceeding last year's figure of over 12,000 is expected for the annual Institute of Radio Engineers' convention and radio exhibition that begins today at 22-25 at the Hotel Commodore and Grand Central Palace, New York.

The show, held in conjunction with the convention, will feature programmed demonstrations of new equipment, occupying two and one-half floors of the Palace. A diversified technical program, including 130 papers in 26 sessions, two special exhibits in the building, and panels on "Neuronics" and "Advances Significant to Electronics," has been arranged for the convention.

Papers of particular interest to radio engineers include:

- "FM Detector Tube with Instantaneous Limiting and Single-Circuit Discrimination" by Robert A. Zeeb, Zenith Radio Corp.
- "A Proposed Combined FM and AM Detector" by David K. Gannett and W. E. Young, Bell Telephone Laboratories.

Rules Changes

ORDER was adopted by FCC last week to make a number of editorial changes and other minor revisions in the Commission's rules and regulations. Part 2 and 3 of FCC presently is reprinting Part 3. The Commission indicated the changes are "not substantive" and in no way alter requirements of the rules. A number of Part 3 sections were given new numbers. An appendix of 4 1/2 pages of alterations was issued with the order.

ABC Western Regional "California Caravan" has been selected for Radio Awards 1948, outstanding educational program, superb in educational and entertainment features" by 10th District California Congress of Parents and Teachers, Los Angeles, California Physicians Service sponsors series.

FCC Asked to Reinstatement Two Expired AM Permits

APPLICATIONS for reinstatement of expired standard station construction permits were filed with FCC last week by Elk River Broadcasters, Fayetteville, Tenn., and KULU, Grand Saline, Tex., each seeks same facilities. Applicant stated it has had difficulty in acquiring land for a transmitter site and that now such land has been secured. Columbia Basin asks 1 kw daytime on 730 kc, specifying transmitter and studio locations in present request. Applicant had been granted 250 kw daytime on 730 kc on July 25.

Color Warnings Resumed

WARNINGS to licensees of violations of FCC's regulations again will be issued in various colors to specify the degree of type of violation and remedial action required, the Commission announced last week. Color system had been abandoned some 18 months ago but is to be resumed because of requests from licensees. System is used for all class of stations. In broadcast station category pink form 792 warns that station is off its frequency while green form 792 covers all other discrepancies such as incorrect log form, improper meter readings, etc.

Engineers' Meeting

NORTH ATLANTIC region of the Institute of Radio Engineers will hold its 170th monthly New England radio engineering meeting at Cambridge, Mass., on May 22. All-day program at Hotel Continental will include morning and afternoon technical sessions of three papers each, a large number of manufacturer's exhibits, a luncheon and a banquet.
How to catch a sponsor...

Use for bait a choice of big name programs.
Offer them at prices way below comparable "live"
or conventional transcribed radio shows.

IT'S EASY WITH CAPITOL'S
STAR-STUDED
TRANSCRIPTION SERVICE!

Each Week You Get New Material for More Than
25 Programs—Totaling More Than 35 Hours of
Entertainment. An Average of 5 Hours Every Day!

3000 SELECTIONS in Capitol's basic transcription library. You get at least
50 more each month. Almost every conceivable type of music and
instrumentation.

EASY-FILE CABINETS. Your transcriptions and index material are instantly
available. 3-way cross index for quickly finding any selection. Catalog
and 2 complete card files supplied.

PROGRAM FORMAT BOOK. Lists each transcription by title number; gives
exact playing time. In fact, provides many important items of information
to simplify your programming.

A FLEXIBLE SERVICE! Separate tracks of artists' voices are provided. Your
local announcers can "chat" with the transcribed stars...can give com-
cercials against rich, distinctive background music...just like big network
shows. And it's easy to tailor-make programs for the tastes of any sponsor
or audience.

Every station needs this
time-saving service
So easy, so fool-proof you can help fill your
on-the-air hours with sure-fire entertainment with
a minimum of planning. It does the work for you.

SEND TODAY FOR DEMONSTRATION RECORD
Hear for yourself exactly how this Service works...its
many new and exclusive features...the superb quality
of the Vinylite discs. Address: Capitol, Sunset and Vine,
Hollywood 28, California.
New York Clothier Plans Chicago Radio Campaign

ROBERT HALL, clothier with headquarters in New York, will enter the Chicago radio picture this March, blanketing independent stations with musical programs, newscasts and spot announcements.

Campaign, launched concurrently with opening of its Chicago stores, will utilize the following Chicago stations: WIND WJJD WCPL WAIT WGES WHFC and possibly WAAF. Musical quarter-hours will be used daily on all stations, three five-minute newscasts per day have been on WAIT, and in addition firm will average 30 spots per day on combined total of stations.

All programs and spots will be carried on Monday through Saturday schedule, each calling for a 32-week contract, it was reported. Agency is Sawdon Advertising, Chicago.

1948 ADVERTISING and promotion plans for Westinghouse Radio Stations Inc. were discussed at a recent meeting with officials of Gray & Rogers, Philadelphia, the firm’s advertising agency, at the WRS Philadelphia outlet, KYW. Seated l to r: June Buzzelli, WRS Inc.; Hilda Woehmeyer, promotion manager, WOWO South Bend; Edmund H. Rogers, partner in Gray & Rogers; Paul Mills, sales manager of WOWO; Tom Meehan, public relations director, WRS Inc.; B. A. McDonald, sales manager, WRS Inc.; Bill Seth, promotion manager, NBC Spot Sales; Paul Woodland, assistant promotion manager, KYW; I. C. Ruby, auditor, WRS Inc.; Gay Fry, art director, Gray & Rogers; W. B. McMill, promotion manager, WRS Inc.; A. C. Schofield, promotion manager of KYW. Standing l to r: William Harvey, Gray & Rogers copywriter; Lynn Morrow, assistant sales manager, WBZ Boston; Harvey McCall Jr., sales manager, KYW; J. B. Conley, general manager, WRS Inc.; Robert E. White, general manager, KYW; Dave Lewis, promotion manager, KDKA Pittsburgh.

Hooper to Launch N. Y. TV Surveys

Diary Studies and Coincidental Phone Method to Be Used

BOTH COINCIDENTAL telephone surveys and diary studies will be utilized by C. E. Hooper Inc., in its surveys of the television audience to be started in the New York metropolitan area [BROADCASTING, Jan. 12].

The coincidental surveys of the video audience will follow their aural broadcasting counterpart, developing such information as the number of sets in use, program Hooperating, share of audience, sponsor identification and composition of audience (men, women, children).

To start with the video coincidental reports will be limited to the evening hours when most television programming now occurs. They will involve surveying a different one-hour period on each of the seven nights of one week in the month. With the advent of warm weather, Saturday and Sunday afternoons will be included, to measure the audience for daytime telecasts of sports events.

Diaries will be used in a conclusive sample of television homes, a minimum of 600, one week every other month. These will supply an index to the comparative audience size, the share of audience among individual video stations as compared with individual radio stations listening in television homes, a three-point qualitative report on viewers’ reactions to individual programs (rating them as good, fair or poor), and a similar report on the viewers’ feelings about the technical quality of reception.

First Study Basis

The initial studies of New York will be based on a list of 10,000 video set owners, provided to the Hooper organization through the cooperation of various industry sources, which will be expanded on a continuing basis as more sets are sold and the video audience expands. When similar lists are available in other cities with television program service and the details of surveying can be arranged, the service will be extended to those cities, Philadelphia, Chicago, Washington and Los Angeles probably will be the first additions. The reports will be offered to the present and potential buyers and sellers of television on a subscriber participation plan similar to that used by the Hooper organization in distributing its aural broadcasting audience reports.

Eric Sundquist, who joined the firm last October, is in charge of these new video operations. A graduate of Amherst College and Harvard Business School, he has since been associated with a number of research organizations, including Daniel Starch & Staff, Interamerican Research Service and the research branch of the War Dept.
WE DON'T SELL THE SIZZLE
—WE SELL THE STEAK!

—And that’s NO baloney!

1. We've done a lot of whooping about all the swell trimmings you get with a WVET contract. But getting down to red meat—first and foremost, WVET is out to help you carve out a bigger, juicier hunk of the Rochester market. Not one to be a pig, we'll leave the gristle and any sizzling to your competitors. After that comes Service PLUS!

2. Of course if you want to be a pig and hog the Rochester market, WVET can give you Complete Advertising and Merchandising Service-of-the-Air. Everything from money-making, budget-shaving promotional ideas—and we pride ourselves on some lulus—to expert trouble-shooting on tough distribution problems.

3. And if you want Fancy Pants on your show, we have a special Fancy Pants Dept. We can also stretch a dollar. First, WVET custom-plans your show to fit your product, your problems, your sales objectives...schedules it to reach your best markets and outscoop competition. Then we pack it with the kind of listener-appeal and BUY-appeal that really gets chip-heavy prospects.

4. There are no turkeys on WVET. Frankly we can't afford that kind of reputation and we don't believe our clients can either—no matter how much they have to spend. That's why we've always had a New York office. WVET is the ONLY—yep, the only—Rochester station that does.

5. So why not let WVET bring home the bacon for you? We'll help you butcher competition (in a nice way of course)—run up your listener and selling ratings—do our darndest to see that you get oodles of that nice rich gravy "the way we make it up Rochester way!"

VETERANS BROADCASTING COMPANY, INC.
204 GRANITE BUILDING, ROCHESTER 4, N. Y.

VETERANS, NEW YORK
BASIC MUTUAL STATION
5000 WATTS 1280 KC
NATIONALLY REPRESENTED BY WEED AND COMPANY
Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business... When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs in the public interest—and that purpose continues to be its guiding policy.

Today, twenty-two years later, NBC has the most popular programs in radio. Outstanding in its contribution to the public welfare, the National Broadcasting Company has served the nation in war and in peace. Now, it has added a new service—Network Television—in the same spirit as that which first moved its parent company: public interest. NBC, in pioneering and developing this great new medium of information, news, entertainment, and education, is fully aware of its responsibility... In 1948, NBC offers to the public the greatest medium of mass communication in the world—Network Television.
The Television Picture Looks Bright

NBC's Television Network

In the East, four stations now make up the new NBC Television Network: WNBT, New York; WNBW, Washington; WPTZ, Philadelphia; and WRGB, Schenectady. WBAL-TV, Baltimore, and WBZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates.

In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, St. Louis; WTMJ-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. In addition, NBC will construct a station in Cleveland.

On the West Coast an NBC station is under construction in Los Angeles. It will serve as a focal point for the establishment of a western regional network.

The plan for 1948 and 1949: To add ever-increasing numbers of affiliates to these three regional networks, culminating in a coast-to-coast television network.

Television Stations

Today, nineteen stations are engaged in television operations throughout the country.

In addition to the stations now telecasting, fifty-four have received licenses and sixty-four more have applications pending.

Total: 137 stations in actual television operation, being constructed, or waiting for official approval from the Federal Communications Commission.

We confidently expect that the same NBC-affiliated stations which pioneered sound broadcasting will take the lead in bringing this great new medium of sight and sound to their communities.

The Television Audience

One year ago there were 8,000 television receiving sets in the country. Today there are 170,000. Estimate for December, 1948: 750,000 sets.

With multiple viewers per set, NBC Network Television programs will be available to an audience of millions.

Television Programming

Hundreds of thousands of viewers will remember these recent NBC Television programs among many others equally outstanding.

In Drama...

Kraft Television Theater is the first regularly sponsored dramatic series on NBC Television.

The Theatre Guild series brings the greatest art of the New York theatre to viewers distant from Broadway.

On the American National Theatre and Academy series, comedy, drama, farce—the whole scale of the theatre—is brought to viewers as it is played.

In Sports...

NBC Network Television has pioneered in bringing major sports events to its audience—from the exclusive broadcasts of the Joe Louis championship fights against Conn and Walcott to the World Series games of 1947. Today, one-quarter of NBC's current television schedule is devoted to sports.

In Special Events...

The Presidential Conventions in Philadelphia this coming summer will be comprehensively covered by mobile units of NBC's Television Network, bringing the faces and voices of political speakers into thousands of American homes. The campaigns that follow will receive equally emphatic coverage.

Since the televising of President Roosevelt's speech at the World's Fair in 1939, special events television has risen from the status of a novelty to the position of a significant communications reality.

NBC's Program Schedule...

In addition to extra hours for news and special events, a wide variety of programs can now be viewed on the new television network. Here is the current breakdown of each week's programming:

7 hours for women's programs
3½ hours for variety shows
3 hours for dramatic presentations
5 hours for children's shows
2 hours for educational programs
1½ hours for quiz and round-table shows

Two months from now the number of telecast hours will jump from twenty-seven to thirty-five a week. Still more hours will be added as the number of receiving sets increases and more stations join the network.

Television and The American Economy

Advertising

Like standard radio broadcasting, network television will depend for the expansion of its facilities and programs on advertising. As advertising has built the wide range of radio's broadcasting schedule, so it will make possible an increasing wealth of fine programs on television.

Today, 18 of the country's large advertisers are sponsoring NBC television programs—about half of them on the entire television network. Some two hundred other advertisers are currently sponsoring programs on the twenty-odd individual stations throughout the country.

Economic Force

It is NBC's belief that, within a few years, more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone. Available estimates point to television as a half-billion-dollar business by the end of this year. This new industry will grow in size and service with the years.

The Future

NBC's new eastern television network is only the beginning. But it is the beginning of a working reality. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. The greatest means of mass communication in the world is with us.

NBC Television

National Broadcasting Company, 30 Rockefeller Plaza, New York
A service of Radio Corporation of America
AWB Sessions Open Thursday:
Four-Day Program Announced

WELL OVER 200 delegates to the Association of Women Broadcasters have registered for the national convention to be held in Washington, Jan. 29-Feb. 1, according to Ruth Crane, acting AWB president, and women’s commentator on WMAL and WMAL-TV Washington.

Theme of the conference is centered on “The Woman Broadcaster in Public Affairs.” Although the actual meetings and registration do not start until Thursday of this week, Wednesday is reserved for those women broadcasters who wish to make recorded interviews with their Senators and Representatives, for local station use. Thursday will be taken up with registration and a full schedule of sightseeing, plus a visit to Congress and several social functions.

Opening session is to be held Friday in the East Room of the Mayflower Hotel, at 5 a.m., followed by a retail advertising clinic, presided over by Lee Hart, NAB assistant director of Broadcast Advertising. Panel members are: Enid Day, WSB Atlanta (author of Radio Advertising for Retailers); Nancy Grey, WTMJ Milwaukee; Mildred Bailey, WCPOT Boston; Dorothy Shank, WEBR Buffalo.

Bert Lowan of Associated Program Service will give a presentation at 11 a.m., preceding a talk on “Counting the Customers” by Hugh Feltis, president of Broadcast Measurement Bureau.

Bradley to Speak

The luncheon session at 1 p.m., Friday will have as guest speaker Chief of Staff of the Dept. of the Army Gen. Omar Bradley, introduced by NAB President Justin Miller. He will speak on “Universal Military Training.”

A. D. (Jess) Willard Jr., NAB executive vice president, is speaking at the 2:30 p.m. meeting on “The NAB and the AWB.”

There is a 9-10 p.m. telecast scheduled for Friday night on WMAL-TV, to be relayed to Baltimore, Philadelphia and New York, featuring Alma Kitchell of WNB New York, and several other AWB members. Miss Kitchell will also address the group on “Television Techniques.”

The 10 a.m. business session of the AWB conference on Saturday will be presided over by Dorothy Lewis, NAB coordinator of listener activity, with the theme based on “The Woman Broadcaster and Her Public.” Panel discussion is planned on “Telling Industry’s Story.” Chairmen of Eleanor Hanson, WICL Cleveland, panel includes: Kay Ketterer, “Martha Logan” of Swift & Co.; Harriet Gromley, Westinghouse Electric Co.; Helen Miller; J. Walter Thompson Co.; Mary Kelley, Millinery Fashion Bureau.

“The Public Service Story” session, with Dorothy Lewis as director, will be discussed by: Frieda Miller, Dept. of Labor, Women’s Bureau director; Margarete Rails, National Business and Professional Women’s radio chairman; Mary Conway, British Information Services radio section head; Mrs. William Barclay Parsons Jr., chairman of Women United for the United Nations.

Speaker of the House Joseph Martin is a guest speaker at the 1 p.m. luncheon Saturday, with “A Challenge to Women Broadcasters” as his topic. The luncheon will be televised by WNBW Washington NBC outlet. Other speakers at the luncheon include Secretary of Agriculture Clinton P. Anderson, “The Food Situation”; Benjamin Cohen, UN assistant secretary general, department of public information.

After reports by AWB members on Sunday morning, the AWB convention will adjourn.

AGENDA OF AWB NATIONAL CONVENTION
Washington, D. C., Jan. 29-Feb. 1

THURSDAY
8:30-9:30 a.m., Registration—Promenade, Mayflower. 10 a.m.—Sightseeing Tour. 1 p.m., Visit to Congress. 3 p.m., British Embassy Tour. 4:30-5:30 p.m., Tea—Guests of the Philippine Embassy.

FRIDAY
9 a.m., AWB Officers and Executive Board members at American Woman’s Home-Clinic of Chicago, 9:30 a.m., Registration—Promenade, Mayflower.

Convention Theme: “The Woman Broadcaster in Public Affairs.”

9:30 a.m., Radio Industry Panel Discussion—Promenade, Mayflower.

10 a.m., Opening Session—East Room, Mayflower. 10:30 a.m., astronaut by George A. Frisbee, director of AWB. 11:30 a.m., NAB President Justin Miller, Chairman and President of American Woman’s Home-Clinic of Chicago.

EVENING
6:00-10:00 P.M. (Monday through Friday).

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—NOV.-DEC. 1947

THURSDAY
1 p.m., Luncheon—Chinese Room, Mayflower. Presiding—Ruth Crane. Invo- lvement—Gen. Luther D. Miller, Army Chief of Corps of Chaplains. Addres- see—“Counting the Customers” by Judge Justin Miller, NAB president.

FRIDAY
10 a.m., Opening Session—East Room, Mayflower. Presiding—Mr. and Mrs. Arthur M. Miller, president and Mrs. Arthur M. Miller, president, WABC. Panel Discussion: “The Woman Broadcaster and Her Public.”

11 a.m., Address—The Public Service Story.” Chairman—Dorothy Lewis. Panel Participants—“Radio Resources of the Women’s Bureau” by George A. Frisbee, director of AWB; “The Woman and the Business Woman” by Margaret C. Maria, executive secretary, Women’s Public Relations Council of America, United Nations—WASH., Section 2—“The Public Service Story.” Chairman—Dorothy Lewis.

9:30 p.m., WNBW, Telecast, Address—“Television Techniques”, Alma Kitchell, WNBW.

SATURDAY


SUNDAY
3:00 p.m., Round Table—Library, Mayflower, guests of Swft Co. 10 a.m., Business Session—East Room, Mayflower. 3:30 p.m., Adjournment.

SUNDAY
9:30 a.m., Business Meeting—East Room, Mayflower.

DEAL IS SEALED for the tallest tower and the tower array of KMAC and KISS (FM) San Antonio. Shaking hands on it are Howard W. Davis (l), owner and general manager of KMAC and KISS, and J. Phillips & Son radio contractors, who will erect the four towers. Charles L. Brady (cen- ter), chief engineer of the two stations, will be in charge of construction. Tallest tower will be 517 feet, and topped by a six-bay General Electric FM antenna.

For more information, contact the company.

Agenda of AWB National Convention

Washington, D. C., Jan. 29-Feb. 1

Here's The Picture In ROCHESTER
The Kodak City

ROCHESTER, N.Y.

STATION STATION STATION STATION STATION

WHEC A B C D E

39.9 25.0 9.5 6.3 12.2 4.4

MORNING
8:00-12:00 A.M. Monday through Fri.

AFTERNOON
12:00-12:30 A.M. Monday through Fri.

EVENING
5:00-10:00 P.M. Sunday through Sat.

5,000 WATTS

National Representatives
J. P. McKiehen & Son

New York, Chicago, San Francisco
NOW YOUR LISTENERS CAN

Dial the Duke

Presenting America's Most Sensational New DISC JOCKEY

5 Hours Weekly of Platter Spinning

By

Duke Ellington

The Nations Foremost Composer and Band Leader Featuring
TOP TUNES ON RECORDS,
STORIES BEHIND DISC AND MUSIC MAKERS
AND INTERVIEWS WITH FAMOUS STARS
ON TRANSCRIPTIONS.

When the Duke hits your city, you can count on a Personal Appearance.
This ALL-STAR talent now available at rates low enough to meet station budget.
The Duke Ellington Transcribed Disc Jockey Show CAN'T MISS — BUT YOU CAN.

DON'T WAIT — YOU MAY BE LATE!
Sold exclusively to one station in each city.

A WMCA Artist Bureau Production Distributed Nationally By

Harry S. Goodman
19 EAST 53rd STREET
RADIO PRODUCTIONS
NEW YORK, N. Y.

Write - Wire or Phone Your Reservation NOW!
Expansion Goal Reached By ABC, Norton Claims

ABC, with 265 affiliates at the end of 1947, "has just about reached its goal in the expansion into new markets," John H. Norton Jr., the network's vice president in charge of stations, said last week.

Although he left the door open for the possible addition of other affiliates, Mr. Norton said he believes that the number of ABC affiliates will stabilize at 265, of which 257 are now operating. "People," he said, "on ABC's energies and time will be concentrated on improvement of its position in present market areas," he declared.

Bob Trout Will Do Video News Program for NBC

BOB TROUT, former CBS news commentator who resigned from that network several months ago when Edward R. Murrow quit his CBS vice presidency, will resume active newscasting for Campbell Soup, last week joined the NBC network.

Mr. Trout's first assignment will be participation in a new television program, "The NBC Television Newsroom," which will be presented Thursdays 9:15-9:30 p.m. on the NBC television network.

Robert Trout has been elected president of the board of the Station Managers Association of America.

Boston Tour on TV

NBC TELEVISION last Thursday telecast an hour-long tour of Boston, with the video signals sent from the camera in Boston to MBS to the network in New York via AT&T's microwave radio relay, which also sent them back to Boston for the benefit of viewers in the studios of WHB in Chicago.

An NBC affiliate, WBZ expects to have its video station on the air early this spring. NBC hailed the telecast as "the first regularly scheduled television program to originate in Boston," discounting the AT&T pickup from that city which inaugurated the relay as "a demonstration."

L. A. Freedom Train

LEWIS ALLEN WEISS, MBS board chairman as well as vice president and general manager of Don Lee Broadcasting System, has been named by the radio committee chairman for the Los Angeles appearance of the Freedom Train, Feb. 23, 24, 25. Others named to the radio committee include: Sidney N. Strots, NBC Western Network vice president; Donald W. Thornburgh, CBS Western Division vice president; Don Stare, ABC Western Division vice president; William Reaton, general manager of KWKW Pasadena and Southern California Broadcasters Assn. president, representing independent stations; and Vern Walker, vice president of J. Walter Thompson Co., Hollywood, representing agencies. Case is western radio director for the Heritage Foundation, sponsor of Freedom Train.

RALEPH R. ROBINSON, chief engineer of WABC-FM, and WABC-AM, has been named executive vice president in charge of operation of the stations. JOHN S. LLOYD, former WABC general manager, has been named executive vice president in charge of WABC and WABC-FM sales.

Mr. Robinson had been with WABC since 1946, following three years' service in Army Signal Corps as operations and maintenance chief of War Dept. station WABAX Alexandria, Va. He previously was with WMAS Springfield, Mass. Mr. Lloyd also joined WABC in 1946, following service in armed forces. He formerly had been with WTHB Hartford, Conn.

Marvin L. Rose, former vice president and chief operating officer of WQQA Mothine, Ill., has been appointed a division manager of WKTJ LaCrosse, Wis., and WABM Milwaukee, formerly also managing director of WABC. Mr. Rose, who was associated with radio since 1937, formerly was sales manager of WWHF Rock Island, Ill.
Every advertising dollar spent by a sponsor must bring VALUE—must produce RESULTS. And that’s just why so many advertisers continue to use CFRB year after year. (We’re justifiably proud of those 40 advertisers who have been broadcasting over CFRB for 20 consecutive years!) These advertisers have found that on CFRB they get more listeners per dollar than on any other Toronto station! That’s a big statement, it’s true. And that statement is backed by facts—solid, undeniable facts... like these:

- For every advertising dollar, CFRB gives you 2,795 potential radio homes after 7 p.m.
- 3,475 potential radio homes between 6:00 and 7:00 p.m.
- 5,195 potential radio homes at other times

Yes, on CFRB you get your dollar’s worth and more. You’ll find you get a BUYING audience in a BUYING market.

Looking forward to the next twenty years!
IN DETROIT IT'S

THE NEW

NOW ALL IN
24 HOURS

NEW BLOCK PROGRAMMING
NEW LISTENER-ATTRACTION
NEW PROMOTION
NEW SHOWMANSHIP
NEW "THINKING"!
ENGLISH DAILY

TALENT WJBK

DETROIT'S MOST PROGRESSIVE STATION

AFFILIATED WITH WLOK, LIMA, OHIO—WWVA, WHEELING, W. VA.—WSPD, TOLEDO, OHIO—WMMN, FAIRMONT, W. VA.—WGBS, MIAMI, FLA., AND WAGA, ATLANTA, GA.

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY ON WJBK-FM 93.1 mc.

REPRESENTED BY FORJOE & CO.
WOR's Theme

HOW CAN a single entity perform a powerful institutional service for all radio and at the same time promote itself? WOR, long in the forefront of the nation's independently-owned outlets, gives you a potent answer.

WOR is running a series of pro-commercial advertisements in the New York papers. It is using paid space to defend the radio commercial in copy adroitly and attractively executed to tell the why of the commercial and the why of American radio (story, page 44). It tells too, what typical commercials have meant to WOR listeners.

The four networks plan a joint institutional series on radio itself. An approach of WOR, selling radio first, then itself, projects a stimulating theme that warrants emulation.

Caesar's Double Deal

JIMMY PETRILLO, it now develops, is ready to "make a deal." He'll deal on anything—lifting his "never, never again" recording ban; revision of network contracts; music for TV and simultaneous broadcast of music over FM. He told the House Labor Committee so last week.

But no one asked Jimmy what he really wants. He cloaked and quipped and he had the committee in stitches. He doesn't look unkindly upon a hopping boys' news which would give "my boys" a cut on all records performed—a per piece ASCAP kind of deal which would place in Jeopardy every independent station and lots of others.

The net of the House proceeding to date is a stalemate. There is no result that has any bearing on network negotiations, with contracts expiring at midnight Saturday, other than Jimmy's pontificals that we'll make a deal when we want a deal. What will the AF decide? Will it accept abeyance legislative recommendations until it observes the outcome of the AFM-network talks.

If there's no contract (and it looks dismal), there are two possibilities: (1) musicians will continue to work without contracts; (2) they will walk out and the networks will go wax as planned—i.e., a strike.

Radio can survive indefinitely that way. There will be FM duplication and television will have music, because there will be no AFM contracts. Recordings will be imported by the plane and shipload. For the first time in years this country will have unrepresented music. In the AFM ranks—unemployment of his own making.

From such wild acorns do new sturdy unions grow.

Ladies Day

RADIO'S LADIES, bless 'em, descend upon Washington this week for the sixth annual meeting of the Assn. of Women Broadcasters. A striking event at an NAB convention, and as the ladies' auxiliary, with a charter membership of 35. Now there are 1150 members.

These are important women in the nation's affairs. They speak daily to many millions of devoted listeners. The stature of AWB is evidenced by their Washington meeting agenda—which includes an address by Speaker Joseph Martin; calls at the White House and to several embassies, and a special supper by Washington's social arbiter, the famed Mrs. Menta.

AWB will grow in importance as radio moves forward, Television will give the ladies a real lift. The distaff side has the best wishes of all in radio, with particular credit to Dorothy Lewis, its founder, and Ruth Crane, this year's aggressive acting president.

Our Respect To—

RUTH CRANE

A MORE perfect vehicle couldn't be found for Ruth Crane than her program on WMAL and WMAL-TV Washington, titled The Modern Woman. Ruth Crane is the prototype of The Modern Woman, in outlook as well as in looks.

Added to her already full schedule of appearing on a daily AM show, writing and appearing in a weekly TV program, and supervising a Saturday show, plus the necessary social and business activities of a woman broadcaster—Miss Crane is working round the clock as acting head of the Assn. of Women Broadcasters, holding its convention this week in Washington, Jan. 29-30. She

The ironic angle to her present position with AWB is the fact that when it was suggested that her name be put up for the AWB top job, she declined because she felt she was too busy with other work to give it the time the job deserved. So Miss Crane became first vice president. A few months after the elections, Frances Farmer Wilder, the president, resigned, and suddenly Ruth Crane found herself acting president.

She has also found time to do an amazing job with AWB, especially in the preparations for the convention.

Despite the fact that with her slim figure, sparkling eyes and vivacious personality she could unquestionably be taken for a woman in her early thirties, Ruth Crane has the disarmingly frank habit of telling her age—she's 45. Age-telling seems to be the only unfeminine quality she possesses. "I don't mind telling," she laughs. "But the only trouble is that people immediately think 'If she admits to being 45, you can add at least five years.' And then I began to feel like some creature just escaped from Shangri-la.'"

She will also tell the fact that she was born Ruth Franklin in Springfield, Mo. "Well," she explains, "you have to be born somewhere." After she finished high school she went to Chicago, where she attended Northwestern U. School of Journalism.

Even then she was practicing up on her double work schedule, by teaching shorthand and typing at a business college at the same time she was attending Northwestern. Her first job was with the Hart Publishing Co., writing advertising copy for store magazines.

She married an advertising man, Gilbert S. Crane and went with him to Detroit. Mr. Crane died in 1929, and it was then that Ruth Crane entered radio. She joined WJR Detroit and remained there.

(Continued on page 30)
It's dawning on many a radio time buyer that HE may be a "patsy" in radio's mad welter of proof and counter-proof. He's beginning to wonder why radio shouldn't be bought on space buying's tried and true conception of media power:

WHO ARE THEY AND WHY ARE THEY READING (or listening!)

Casual tune-in lacks SELL POWER, just as free publications do. Purposeful tune-in has SELL POWER, just as space in bought and paid for publications has SELL POWER.

Radio program structure here at WSAI is BUILT to create purposeful tune-in. Time buyers are finding out that it pays... that's why 93% of all Cincinnati department store radio is carried by WSAI!
We see casting, Ruth Crane says "just about everything" has happened to her while she was on the air. Once her script blew out the window and she ad-libbed the entire show. Another time the chair she was sitting on collapsed in the middle of a broadcast. But the prize catastrophe was the day she was alone in the studio beginning the show and she suddenly realized the studio clock had stopped.

In those days she put herself on and off the air via an announcer's box. Connected to the box was a headset plugged into the network line. Just as she was about to yell for help, she grabbed the headphones, listened to the network show, and cut her script as she went along. The timing came out perfectly, but Miss Crane wasn't the same for weeks after.

Absorbed in Work

Greatly interested in women's activities, and also confident of women's ability, Miss Crane says if she had the time and the necessary finances, she would like to go into politics. She could really make Congress sit up and take notice.

Two years ago she married William H. Schaefer, manufacturers' representative in Detroit. "We have a wonderful arrangement," she says sincerely. "He has his work there and I have my work here.

We see each other whenever we can and have a perfectly grand time together. Neither of us gets in the other's way, and we're both pleased with the set-up." You see, she is a completely modern woman, and proud of it.

Present at the first A WB it was AWD then-migrating in Cleveland, she has been district chair- man for both Michigan and the District of Columbia. She is past president of the Women's Ad Club of Washington, secretary of the American Business Women's Club, and a member of the Women's National Press Club.

Fewer rejections of network offerings... with THE MOSBY PLAN

With the Mosby Time Plan, you can accept any network offering and still guarantee local periods. Why? The 3rd quarter out of every hour belongs to the affiliate; the remaining time to the network. And it works in all time zones, too.

AN ADDITIONAL 5,000 musical compositions will be made available in the United States through an agreement between Broadcast Music Inc. and seven Italian music publishers, BMI announced last week. Arrangements for performing rights have been made with the following firms, all firms of Milan, Italy: Casa Musicale Sonzogno, Edizioni Suivi Zerboni, Edizioni Melodii, Edizioni Kramar, Edizioni Redi, Edizioni Mascheroni, and Di Lazzaro & Edizioni Musicale Italiano.

Respects

(Continued from page 18)

For 15 years. In 1929 many stations had their own commercial writers and that was Miss Crane's first job. But it grew into a program of her own, and as one of the early women writers, she soon became known throughout Detroit and the radio industry. In 1944 she went to WMAL, where she now holds forth. Her latest venture is a television version of the daily Modern Woman show. She works up the skits, writes the lines, acts in the show and even models if the show happens to be on fashion. So to say she is valuable to WMAL and WMAL-TV is an understatement, to say the least. In addition, her features are particularly telegenic. In her almost 20 years of broad-
CARL S. BROWN was made a partner of Sherman & Marquette, New York and Chicago, when the former corporation dissolved and reformed into a partnership the first of the year. Formerly a vice president, Mr. Brown, will continue to head the New York office.

JAMES D. NORTH, former vice president and plans board manager in New York office of Foote, Cone & Belding, has transferred to agency’s San Francisco office of food food accounts. DONALD H. BELLER has been appointed head of media department of the San Francisco office, replacing STUART HARDING, resigning.

DEL. W. WAYMAN, former advertising manager of Ekco Products Co., Chicago, has been transferred from Chicago office, as vice president and account executive.

ROBERT M. JONES, vice president of Ekco Products Co., Inc., will open offices in San Francisco and Los Angeles. Formerly with WPOR-AM, NORSE, formerly with Dorland Inc., has been named manager of sales department. H. HEADQUARTERS, also formerly with Dorland Inc., will be in charge of San Francisco office.

DR. HAROLD W. BROWN, medical director, and ALBERT B. COMOHO, production manager of Murray Brown Agency, New York, have been elected vice presidents of the agency.

WILLIAM P. SMITH, with Charles W. Hoyt Co., New York for more than 13 years, has been appointed director of radio and television accounts.

M. F. SALLES, formerly in production department of KVOO, Oklahoma City, New York, is now account executive for Rodgers & Brown, New York.

FRANK WORTH, former producer of “Lux Radio Theatre” and Canby’s “Talk of the Town,” is now account executive for WOR, New York.

MACKARESS GOODE, formerly with Gernon, Dunn & Co., New York, has joined executive staff at headquarters of American Home Products Agency, New York. He will assist RICHARD TUMBLETT, assistant executive secretary, in advertising administration, and mechanical production.

ROBERT MO. GAMBLE Jr., former account executive of Justin Punkhouzer, Baltimore, has joined Courtland & Ferguson Inc., Washington, Baltimore and Richmond, as account executive. Mr. Gamble also was member of the national advertising staff of the New York Herald Tribune for several years.

PAULA SELIGMAN, former head of Repeal Pucifer’s former Story and Dramatic Dram and Paramount Pictures in New York and Long Island studios, has announced establishment of her own publicity-advertising and public relations offices at 234 W. 57th St., New York. She will specialize in commercial as well as entertainment accounts.

ROLAND L. HAUCK, with J. Walter Thompson Co. for 20 years and BBDO in 1946, has organized new type of advertising group organization called Roland Hauck Associates. Plans of agency are to coordinate freelance advertising technicians and art directors, commercial illustrators, public relations and other media authorities in specially put-together teams. Agency is located in Mechanics’ Institute Bldg., 57 Post St., San Francisco, Feb. 1.

DON H. RUTLEDGE, former production manager of Roy S. Durstone Inc., Chicago, has joined W. Shaw Inc., Chicago, in similar capacity.

ALTON KETCHUM and DONALD G. MCCANN, formerly with Ekco, have been elected vice presidents of Ekco Co., New York. A meeting was held at the Ekco offices.

M. W. BARNUM, vice president and co-founder of radio for Rutherfurd & Ryan, N. Y., is in Hollywood for month’s conference.

SARFRED E. OHRNEN has joined copy staff of Brooke, Smith, French & Dor- rance Inc., Detroit and New York.


CARL S. BROWN

A Ringer

ARThUR GODFREY, the poor man’s Abe Burrows, had an “overwhelming urge” to give something away on one of his recent 11 a.m. shows for Chesterfield over CBS. In the studio was a washing machine left over as a prize from the Winner “Take All” show which pre- ceded his. Devastatingly, he chose a housewife at random from his audience—Mrs. RUBINA ARENAULT—and asked her to name the winner. She succeeded, and Mr. Godfrey rewarded her with the washing machine. He ironed things out with the Winner “Take All” people later.

AGENCIES
CHARLES CRAIG, announcer at WDKA Danville, Va., has been appointed chief announcer and night news editor of that station, and STEPHEN PALEDES, formerly with National Academy of Broadcasing, Washington, has joined WDKA as musical director, succeeding CLARK McCLELLAN, resigned. JERRY MULLIN has been appointed continuity director of station, succeeding VIRGINIA MURPHY, who has resigned.

RICHARD J. GOGGIN, former ABC television producer-director-writer, has been appointed program director of KFAR San Francisco. Mr. Goggin, former Coast Guard lieutenant, has recently returned from Europe where he studied TV production methods in England. Formerly with NBC, Goggin has previously been in charge of all TV writing for the network and has produced and directed numerous programs for the network over WARD New York, WRGB Schenectady, WSBK Chicago, and WPTF Philadelphia.

UNITY among competitors was accomplished in Buffalo Jan. 16 when the Advertising Club of city's station broadcast from the same place. The benefit, which continues through Jan. 16, has been named program director (at noon) for Warner Brothers, Inc., where he remained until he was appointed RKO's overseas music director.

TOM WAYMAN, former chief announcer and traffic manager of American Forces Network station in Frankfurt, Germany, has been appointed chief announcer of KVENT Logan, Utah.

BERNICE SPETZER, MRS. LOIS CHEVALIER, and Fred Freeland, at the 10th annual Sports-writers dinner show on WNEW New York, Sat. 8-9:30 p.m. in the near future.

NELSON KING, disc m.c. of WCKY Cincinnati, Ohio, and SARAH JANE PETH, assistant to station manager of WCKY, have announced their marriage Jan. 15.

SHEPPARD, former announcer with WJIM Lansing, Mich., has been appointed program director of WBKB Chicago.

JIM SLACK, announcer at WOOK Silver Spring, Md., and Iris Smith have announced their marriage.

BOB HOPE, NBC star, was chosen favorite comedian of 4-H Club representative at the 10th annual Sports-writers dinner show on WNEW New York, Sat. 8-9:30 p.m. in the near future.

LIPTON CONTEST...

Policy Dispute Prompts Five Dissmissals at KZPI

DISMISSAL of five key American staff members from KZPI Manila, the Philippines Broadcasting Corp., station, was reported in the Manila Chronicle in an issue reaching New York last week.

According to a spokesman for Soriano & Co., principal owners of the Philippines Broadcasting Corp., the five were separated because of a dispute over business policies. Two others were said to have resigned.

Those dismissed were Norman Paige, one-time ABC correspondent, general manager; Hank Miller, production manager; Paul Rappaport, news editor; Larry Burget, liaison and survey man; and Erv Pfau, program director, according to the Chronicle. Albert Card, script writer, and Mary Hammond, script director, reportedly resigned.

LIPTON CONTEST $25,000 in Prizes Offered

On Godfrey Show

ARTHUR GODFREY'S Talent Scouts, heard Mondays 8:30-8:55 p.m. on CBS, will devote the program to a search for the best talent, $25,000 in prizes to be awarded each week. The program will be called 'Policy Dispute Prompts Five Dissmissals at KZPI'.
HAASE, founder of RCA Britain, Associated, and RCA, has resigned to become President of the National Federation of Sales Executives and former Under Secretary of Commerce.

WILLIAM H. (BILL) GROODY, eastern marketing manager of the Allied Radio division, has resigned to become national advertising director of Scripps-Howard newspapers and PHILLIP CLARK, Pres. and vice-president of Allied Radio, has been named to the position. Mr. Clark has served as advertising manager of the St. Louis Post-Dispatch and later as news editor.

R. SOMMERS, has been appointed as executive assistant to the Radio Council. Mr. Sommers has served as the executive assistant to the Radio Council for the past three years.

SPINK, has been appointed as the new division head of the Allied Radio division. Mr. Spink replaces Mr. Groody, who has resigned to become national advertising director of Scripps-Howard newspapers and PHILLIP CLARK, Pres. and vice-president of Allied Radio, has been named to the position. Mr. Clark has served as advertising manager of the St. Louis Post-Dispatch and later as news editor.

RENEWAL of license was granted last week by FCC to following standard stations for period ending Feb. 1, 1951: KVAL Wallace, Idaho (Comr. Clifford J. Durr for hearing); WGN Charlotte, N.C., and WFN Charlotte, N.C.; WJJD (Marshall Field's Chicago, Ill.); WJMJ (Kruse, and Chicago Electric Mfg. Div., both Chicago firms, have been appointed field sales representatives for the families of Sylvia Electric Products Inc., Cleveland office.

GUEST TELEVISION, a division of Allied Radio Corp. of New York, has been appointed as the new division head of the Allied Radio division. Mr. Spink replaces Mr. Groody, who has resigned to become national advertising director of Scripps-Howard newspapers and PHILLIP CLARK, Pres. and vice-president of Allied Radio, has been named to the position. Mr. Clark has served as advertising manager of the St. Louis Post-Dispatch and later as news editor.

HAASE, founder of RCA Britain, Associated, and RCA, has resigned to become President of the National Federation of Sales Executives and former Under Secretary of Commerce.
No, we don't have any fifteen-minute or half-hour transcribed masterpieces for sale. With apologies to the boys that do, we just don't believe an advertiser can completely own a recorded show for his product ... he can't make it "personal" enough. Our "live" shows have basic ideas for an advertiser to tie in with his sales and merchandising plans. As such, Al Buffington "live" shows are doing a wonderful job for advertisers and stations all over the country. Let us tell you about them!

AL BUFFINGTON CO.
CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

KFMB
sells
SAN DIEGO ... better than ever!

Soon 1000 watts on 550 kc
Remember! More power means more sales to more people ...

KFMB
San Diego, Calif.

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

 Held, Managed by Jack Gross Represented by Branham Co.

Page 54 • January 26, 1948

Radar Components in Video Equipment Prompts Banning of Surplus Exports

A ban on export of war surplus radar equipment has been imposed by the State Dept. after Rep. Ross Ridley (R-Okl.) protested that shipments were going to Russia.

An announcement by Elmer T. Cummins, executive secretary of the National Munitions Control Board, said radar equipment is now classified as "arms" and cannot be exported without a license. This leaves Russia, the Russian satellite countries and Palestine as the countries to which exports of arms are not licensed.

Mr. Ridley protested when he learned that Television Assoc., Inc. had asked the WAA’s permission to sell a shipment to Amtorq, Russian purchasing agency. WAA turned the request over to Mr. Ridley, who is chairman of a House special committee on surplus property.

The proposed sale of television relay links, containing some components of war surplus radar equipment, was cancelled before issuance of the government order, it was learned in New York.

Keith Kiggins, one time vice president of ABC and now eastern sales representative of Television Assoc., said that the sale of three television relay links to Amtorq, Russian trading agency, had been cancelled Jan. 10.

Mr. Kiggins said that the units which Amtorq had ordered were similar to those which have been used by several American television stations for telecast relays. They were manufactured by Television Assoc., as television equipment and contained only some component parts from war surplus radar equipment which the company had purchased last spring.

CCKW Bridgewater, N. S., went into operation last month with 1 kw on 500 kc, according to Radio Branch, Dept. of Transport, Ottawa. CJDC It was learned in New York that Mutual’s explosion. the North American Network.

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Loyd sigmon, chief engineer of KMPC Hollywood, has been appointed chairman of the West Coast Institute of Radio Engineers convention to be held Sept. 30 through Oct. 2, 1948 at Biltmore Hotel, Los Angeles.

Custom-built mobile broadcasting units are now available to TV and FM stations. A packaged transceiver unit has been placed in operation by Virginia, Philadelphia. Unit is equipped with a 3 kw gas driven generator, complete switchboard recording equipment; wire recorder; complete remote pick-up apparatus; AM and FM relay links receivers; public address system and FM radio telephone. Unit will be used to originate remote shows and to carry on the field for other TV and FM stations.

Howard belin, staff technician at WLAD Danbury, Conn., has resigned to enter communications in Florida.
'Preacher' Protests
No Concern of FCC

Over-Border Activities Are Termed Outside Agency Scope

SPOKESMEN at FCC have indicated there is little chance that agency could take any action on protests filed with FCC and Secretary of State George Marshall by Friends of Democracy against the practice of extremist Fundamentalist preachers going across the border to broadcast to this country from powerful Mexican stations after they have been barred from U. S. airways. FCC, it was pointed out, has no jurisdiction over Mexican radio operations.

In its memorandum to Secretary Marshall and the FCC, Friends of Democracy suggested that the U. S. take steps to call the matter to the attention of the Mexican government.

The memorandum pointed out that one Mexican station, XERB Rosarito, denied time to Harvey Springer, a Colorado evangelist, in the fall of 1946, but added that unless other stations follow XERB's example "indications are that more and more of this country's Fundamentalist preachers will gravitate to Mexico to bombard both countries with their extremist propaganda."

Although denied use of XERB facilities Mr. Springer, described by Friends of Democracy as an evangelist "personally and ideologically close" to Gerald B. Winrod, Wichita Fundamentalist "who follows the anti-Semitic, anti-Catholic pattern," broadcasts daily over XEG Monterey and XERF Villa Acuna, both 150-kw stations. Similarly, Mr. Winrod uses the facilities of XEG and XERF, the memo points out, calling attention also to several other Fundamentalist preachers who are reaching listeners in this country through powerful Mexican outlets.

Option Close to new commentator formerly heard on MBS, is using three Mexican stations, XERB and XEG (BROADCASTING, Jan. 12), presenting weekly 15-minute broadcasts.

Canadian Copyright Fee Increase Seen

Canadian broadcasters will pay $306,751 in copyright fees this year if the Canadian Copyright Appeal Board allows the schedules filed with it on Jan. 16 by composers, Authors Producers Assns. of Canada (CAPAC) and BMI Canada Ltd. This is an increase of $12,300 from the 1947 fees amounting to $294,424 set by the board last September [BROADCASTING, Sept. 22, 1947].

Both Canadian Broadcasting Corp. and independent broadcasting stations collectively are assessed $126,847 by CAPAC, and this sum is divided by formula for independent stations by Canadian Assn. of Broadcasters. BMI Canada Ltd. asks $36,156 from independent broadcasters and has an annual agreement for a flat fee of $17,500 with CBC. Rates are set at 7 cents per licensed receiving set from CAPAC, payable by both CBC and CAB stations, and $2.20 per set from BMI Canada receives 2 cents per licensed receiving set from CAB.

License fees increased $260 in the past fiscal year & published, 1946-March 31, 1947) to 1,507,-824 from 1,754,354 previous year. (Only one license is required per house which may have as many sets as its occupants want.)

WORL Counsel Seeks Report Information

COUNSEL for WORLBoston, appealing from FCC's denial of license renewal [BROADCASTING, Oct. 20, 1947], have asked the court of appeals for the District of Columbia to call for a "confidential" report submitted to the Commission by the examiner who conducted the WORL hearing, held in late 1947.

The Commission contended in its reply that such material is extraneous, being in the nature of interoffice memoranda and not germane on appeal.

Before the advent of the Administrative Procedure Act, such reports by hearing officers to the Commission were classified as confidential. But WORL Counsel John Southmayd, of the Washington firm of Fisher, Wayland, Duvall & Southmayd, contended that the examiner's report (which he alleged to exist without purporting to say what it contained) is a vital part of the WORL case and should not be kept confidential from the court.

P. W. Seward, now a private radio attorney in Washington, conducted the WORL hearing and presumably wrote any such report that was made.

Television Dept. Formed By Procter Productions

FORMATION of a television department has been announced by Bernard J. Procter, president of Procter Radio Productions, New York, to be headed by Everett Rosenthal, an executive from vice president to executive vice president of the company.

The firm plans to have at least five productions prepared for prospective sponsors within the next few months.

Mr. Procter, producer of The Big Story and co-producer of Quick as a Flash, said that the great number of inquiries coming to him about packaged television shows necessitated the move.

Yankee Covers Fire

WHEN a five-alarm fire hit the South Boston waterfront Jan. 15 the Yankee Network's special features department moved in on the story simultaneously with Yankee's news service, the network reports, claiming that its news coverage was minutes ahead of any other Boston station and more than half an hour ahead of the wire services. Eye-witness account of the blaze was broadcast while the fire was still out of control by Lester Smith of the Yankee staff, according to the network. Special bulletins and detailed roundups were aired periodically.

Litchfield Award

ABC will air a special program Feb. 3 at 8 p.m. when Paul W. Litchfield, chairman of the Good Time Tuber and Rubber Co., Akron, Ohio, will receive the 1947 Public Relations Award. Mr. Litchfield was chosen by the National Assn. of Public Relations Counsel Inc., for Goodyear's ABC Sunday series The Greatest Story Ever Told. Mark Woods, ABC president, and Earle Ferris, NAPRC president, also will be on the broadcast.

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WHEN a five-alarm fire hit the South Boston waterfront Jan. 15 the Yankee Network's special features department moved in on the story simultaneously with Yankee's news service, the network reports, claiming that its news coverage was minutes ahead of any other Boston station and more than half an hour ahead of the wire services. Eye-witness account of the blaze was broadcast while the fire was still out of control by Lester Smith of the Yankee staff, according to the network. Special bulletins and detailed roundups were aired periodically.

Litchfield Award

ABC will air a special program Feb. 3 at 8 p.m. when Paul W. Litchfield, chairman of the Good Time Tuber and Rubber Co., Akron, Ohio, will receive the 1947 Public Relations Award. Mr. Litchfield was chosen by the National Assn. of Public Relations Counsel Inc., for Goodyear's ABC Sunday series The Greatest Story Ever Told. Mark Woods, ABC president, and Earle Ferris, NAPRC president, also will be on the broadcast.

WORL Counsel Seeks Report Information

COUNSEL for WORL Boston, appealing from FCC's denial of license renewal [BROADCASTING, Oct. 20, 1947], have asked the court of appeals for the District of Columbia to call for a "confidential" report submitted to the Commission by the examiner who conducted the WORL hearing, held in late 1947.

The Commission contended in its reply that such material is extraneous, being in the nature of interoffice memoranda and not germane on appeal.

Before the advent of the Administrative Procedure Act, such reports by hearing officers to the Commission were classified as confidential. But WORL Counsel John Southmayd, of the Washington firm of Fisher, Wayland, Duvall & Southmayd, contended that the examiner's report (which he alleged to exist without purporting to say what it contained) is a vital part of the WORL case and should not be kept confidential from the court.

P. W. Seward, now a private radio attorney in Washington, conducted the WORL hearing and presumably wrote any such report that was made.
SEL EASTERN NORTH CAROLINA

WRWF, WRWZ

2000 WATTS. 920 KC. 1000 WATTS. 880 KC.
WASHINGTON, N. C. CLINTON, N. C.

Eastern North Carolina is a rich market area: last year's Blythe leaf tobacco crop alone sold for $245,459,000. The 135,510 tobacco farmers stay tuned to WRWF and WRWZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRWF and WRWZ. For more information, call your ABC representative.

TAR HEEL

BROADCASTING SYSTEM, INC.
Washington, North Carolina
Sales National Radio Representatives
FORE & CO.
New York & Chicago & Los Angeles

In Oklahoma City

THE VOICE OF

BROADCASTING SYSTEM, INC.
Washington, North Carolina
Sales National Radio Representatives
FORE & CO.
New York & Chicago & Los Angeles

Sponsors

KFWF "Bill Anson Show"; three-weekly each on KFT "Joan Stowers Show" and KRCA "Frances Scully Show." Agency: Robert F. Dennis Inc., Los Angeles.

PAUL F. REICH Co., Chicago, (candy), has sponsored "Monday Morning Headlines" over Westinghouse. For the first time in 26 weeks, the program will be heard on Saturday mornings.

KASSER-HAUSER Corp., Willow Run, N. Y. has rescheduled its "Children's Hour" for Saturday mornings.

HARRIS son, Chicago (paints), has rescheduled its "Children's Hour" for Saturday mornings.

CHARLES L. MEYERS, New York, has renewed for another 26 weeks its participation in the ABC radio network. The company is using radio on both coast.

GENERAL FOODS Corp., New York, has done the first commercial in a series of commercials for its KITCHENAID line of products. The campaign will include both radio and television.

PHARMACO, Inc., New York, has announced a new advertising campaign for its CANCAM line of products.

GENERAL RADIO, Inc., New York, has announced a new advertising campaign for its CANCAM line of products.

The Voice of Pennsylvania's Highest City

BROADCASTING & TELECASTING
Seven-Tower Array Using
BLAW-KNOX
Self-Supporting Towers

This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

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

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

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

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

47 ways TO PROMOTE YOUR NEW FM STATION

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

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

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

Here's what this new FM plan offers:

- Newspaper advertisements
- Newspaper publicity
- Car and window cards
- Window displays
- Demonstrations and movies
- Consumer booklets
- Programming aids
- Radio spots
- Contests
- Studio party guide
- Dealer support
- Timing helps
Safe Driving Map

BOOTS sponsored by KDKA Pittsburgh at Pentagon Farm Park were highlighted by huge map giving weather conditions and directions through-out the state. KDKA map displays large drawing of state with tags giving weather conditions in each area. Tags were changed at latest forecasts came in from U.S. Weather Bureau.

Kitchen Utensil

STEEL butter spoon with can opener attached is being offered on ABC's "Ladies Be Cornered" by Quaker Oats Co. Spoon may be obtained by sending 1S¢ and 60¢ from Aunt Jemima Ready Mix (pancake, buckwheat mix) to Aunt Jemima, Box D, Chicago 77, Ill. First prize of "Ladies Be Cornered," 2-10:30 P.M. (EST) Mon. through Fri., is sponsored by Quaker Oats Co., through La Rocche & Bills, Chicago.

A story of Chicago radio by John Crosby . . . a story that has even more vitally been presented in print for listeners." Preface of brochure tells of 7-KYW's recent campaign of "Uncensored" in newspapers and magazines. "This is a special story of each of these reviews . . . there is no other station's success is shared by every one of its adherents . . . each will be printed in full with statements of 가운데 use in methods.

Zoomar Promotion

PROGRAM in which groups of youth from city recreation centers will compete to run on radio shows, is being conducted by KYW Philadelphia, in cooperation with The World's Best Programs. Billboard emphasizes that "Programming," "XLing." The next three months. It is sponsored by the Chicago radio by John Crosby.

"KXL" is: For purpose of solving the problem and successes of each individual station for benefit and instruction of the others, the management and employees of the XI stations, operated by Pacific Northwest Broadcasters, have prepared new publication titled "XI Station Guidelines." Each book is divided into departments rather than radio stations. So the customer will feel that they are a part of XI's programming. During next three months, William C. Oalley, of KTW, and Recreation President, will run special feature every two weeks. Watch watchers develop material. "XI" Station Guidelines, is a "live" program on KYW during May.

KYW's "Radio Pals:"

NBC BMB Brochure

ATTRACTION eight-page brochure based on BMB Study No. 1 has been compiled and distributed by NBC. There are two "Radio Pals: Line drawings of two surveys. Opening each line asks answer question, "What is NBC?" The two surveys are presented in following pages, showing NBC coverage as compared to other networks. Final page shows two surveys, who have been at work in preceding pages, relating under tree to radio, and carries inscription: "NBC is a companion who listens and listens the most.

KYW Billboard

IN SUPPORT of the current national campaign for better understanding of the world's best programs, "KYW Oklaho-ma City has erected new billboard, headed "Thank Advertisers for the World's Best Programs." Billboard emphasizes that good programs are made possible by sponsors and that advertisers have made it possible for radio listeners of America to hear stars of dramatic and musical entertainment in their homes. Circle panel in corner of billboard advertises specific WKY promotion and this panel is changed monthly.

All-Year Coverage

BILLOARDS which previously have been handled by Wallis Broadcasting, for special uses only, will now be used year-round on sites. Additional provide for showings on all prominent billboards throughout city over 12-month period to give widest spread available in city. Boards display separate light letters in large type, plugs for separate station's product or slogan, for "Your Listening Pleasure." CKVL Fire

PARTIALLY burly, glowing sheet head "The Big Bonfire" has been distributed as latest promotion for CKVL Orillia, Ontario. ifdefom.

BROADCASTING • Telecasting

Promotion Personnel

E. W. MOSS, formerly in advertising department of the World's Best Programs, has joined KMBK Kansas City, Mo., as assistant to director of advertising and promotion. He replaces WARREN K. BOEKENSHOF.

BON FRASER, formerly of CJLS Yarmouth, N. S., and CBH Halifax, has been appointed assistant supervisor of press and information of CBC, with offices at Toronto. He replaces F. N. MACKAY, who remains acting supervisor of press and information, post he combined with Canadian Broadcasting Corporation's Toronto office.

ARTHURS, promotion director at WRPD Worthington, Ohio, is the father of a girl.

FUNDs to buy radios for blind persons who cannot afford their own are being solicited by American Foundation for the Blind, 15 West 16th St., New York. Foundation welcomes sets from individuals or manufacturers. It will contribute the balance of the sets on the basis of $15 for each radio, or any part of that sum.
January 16 Decisions . . .

BY COMMISSION EN BANC

Modification of CP
WGNB Chicago—Granted mod. CP in part, authorizing power of 40 kw, 500 ft. ant., trans. location in downtown Chicago.

WENR-FM Chicago—Granted mod. CP in part, authorizing power of 40 kw, 500 ft. ant., trans. location in downtown Chicago.

Jacksonville Best & Corp., Jacksonville, Fla.—Granted request to cancel CP for Class B station, and application was dismissed.

ACTIONS ON MOTIONS

By Commissioner Durr
Cumberland Pub. Co., Pikeville, Ky.—Dismissed petition requesting continuance of consolidated hearing in re its application to change name from Gene from to change name from Gene to change name from Gene from to Eves. Docket 7875 et al.

Walden Lawon, Seguin, Tex.—Granted petition for leave to amend its application to specify 1500 kw, 250 ft. in lieu of 1400 kw, 250 ft. wun. Amendment was accepted and application removed from hearing docket.


KWTO Springfield, Mo.—Granted petition for continuance of hearing from Jan. 29 to Feb. 7.

WLS Lansing, Mich.—Granted petition for leave to amend its application to include amended articles of incorporation, including issuance of $20,000 in preferred non-voting stock and to show subscribers of $27,500 of said stock.

WFMJ Youngstown, Ohio—Dismissed petition requesting reconsideration and granting of extension of time without prejudice to filing at subsequent time of petition for simplication of issues pursuant to Sec. 18.1.

January 16 Applications . . .

ACCEPTED FOR FILING

AM—1270 kw

WITAL Tallahassee, Fla.—CP reinstated as mod., which authorized change from WIL to WITL-AM.

WITN-AM—1130 kw

KWXR Sheperva, L. A. —CP make change in name to WRLF, San Diego, Calif., power of 10,000 kw, 100 ft. D.

AM—1690 kw


KUOA Silman Springs, Ark.—Granted CP in part, granting application to specify unit; time operation on 740 kw with 10 kw DA—DN in lieu of 740 kw, 5 kw DA—DN. This CP was accepted and application removed from hearing docket.

Crescent Bay Best & Co., Santa Monica, Calif.—Granted petition for leave to amend its application for FM station change to change call letters.

Cora Palace City Radio Corp., Mitchell, S. D.—Denied petition requesting change in place of location from Sioux Falls, S. D. to Watertown.

KOKJ Cimarron, Kan.—Denied petition to dismiss without prejudice application.

KWIT Standish, Me.—Denied petition for continuance of hearing from Jan. 23 to Feb. 20.

KUOJ Sylvania, Ohio—Granted CP in part, authorizing new standard station to make changes in D.

WPBY-FM Gadsden, Ala.—Mod. CP which authorized new station to make changes from Gene to new station.

WLONG Houston, Texas—CP (Class B) on Channel 2, 54-60 kw, ERP vs. 14.5 kw. 

APPLICATION RETURNED

Assignment of License
KBBO Bremerton, Wash.—Involuntary assignment of license for period ending Feb. 17, 1951, subject to condition that applicant does not commence operation of radio station for period of time as WIL commences operation on this frequency.

KJPW, Mod. CP. Authorizing new station to make changes from WQX on Channel 4.

WJCM-AM—180-185 kw

Variety Best & Co., Inc., Dallas, Tex.—CP new construction television station on Channel 2, 54-60 kw, ERP vs. 14.5 kw.

APPLICATION DENIED

Amended Application

Wisconsin—Person.

WISH-FM Indianapolis—Granted applications for new commercial TV stations, Channel 235 to 243 (96.3 mc).

TV—180-185 mc

The Jack Gross Best, Co., San Diego, Calif.—Granted CP new commercial TV station, Channel 8, 180-185 kw, ERP vs. 180-185 kw.

TV—82-88 mc

Stephan Best, Co., Inc., New Orleans—Granted CP new commercial TV station, Channel 6, 82-88 kw, ERP vs. 180-185 kw.

TV—194-204 mc


TV—710 Kilocycles

Hearing Designated

Hawley Best, Co. and Eastern Radio Corp. Inc.—Denied consolidated hearing applications for new commercial TV stations.

January 16, 1948 • Page 61
"PLUG-IN" amplifiers for

In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1B Power Supply Unit.)

Price $65.00
Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. High gain: 40 db. High output: +10 db. Low noise level: -80 db. Low distortion: 0.5% rms, 50 to 7500 cycles. Isolation factor: approx. 90 db; over 100 db with special Volume Control Kit. Frequency response: ±1 db, 30 to 15,000 cycles. Small size: six units will fit on a 36-B or new BR-2A shelf!

Price $105.00
Booster Amplifier (Type BA-2C)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. High gain: 50 db. Low noise level: -68 db. Low distortion: 0.75% rms, 40 to 15,000 cycles. Frequency response: ±1.5 db, 30 to 15,000 cycles. Compact: two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.
The RCA Type BR-2A Shelf fits any standard rack; takes 8½ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for use in amplifier service.

All units available for immediate delivery

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. New descriptive leaflets are yours for the asking. Amplifier prices (less tubes) to broadcast stations are shown below. Write: Dept. 19-AB, Audio Equipment Section, Radio Corporation of America, Camden, N. J.
January 19 Applications . . . .

ACCEPTED FOR FILING

Modification of CP

WAVU-AM Seattle, Wash.—Revised CP which authorized a new standard station for approval of ant. and trans. location, AMENDED to change frequency from 1020 to 1025 kc.

Modification of CP

WTHI-FM Terre Haute, Ind.—Mod. CP as mod. which authorized a new FM station for extension of completion date.

AMENDED

New England Television Co., Inc., Kansas City.—CP new commercial television station on Channel 20 for extension of completion date.

WTAR-FM Norfolk, Va.—Mod. CP as mod., which authorized a new FM station for extension of completion date.

AMENDED

Eastern Radio Corp., Reading, Pa.—CP new commercial television station on Channel 11 for extension of completion date.

Petition to Reinstall

Television Productions Inc., San Francisco.—Petition filed for reinstatement of commercial television application as amended: CP new commercial television station on Channel 4, 69-72 mc, power of vis. 25 kw (peak) aur. 12.5 kw and unam. AMENDED to request Channel 8, 186-192 mc in lieu Channel 4, 68-72 mc.

AMENDED

OKKU Norman, Okla.—Mod. CP as mod., which authorized a new commercial television station for extension of completion date.

License Renewal

WKWB Buffalo, N. Y.—Renewal of aux. trans. license.

TENDED FOR FILING

AM-1220

Red Oak Radio Co., Red Oak, la.—CP new standard station 1220 kc 250 w d.

AM-1350

Manhattan Bcstg. Co. Inc., Manhattan, Kan.—CP new standard station 1350 kc 500 w d.

Adams Rates High

WCCO MINNEAPOLIS reports it is considering a promotion of 20% off in its February issues to about 4% of Minnesota's residents—the 4% who could not identify Cedic Adams, WCCO newscaster, in a single-blind test. The test was conducted in Minneapolis and the results were published in the Minnesota Pulp and Poll Jan. 18. Only man to tie the record of Mr. Adams, who is also a columnist for the Minneapolis Tribune, is the state's favorite son President candidate, Harold E. Stassen.

January 20 Decisions . . . .

BY THE SECRETARY

KELD El Dorado, Ark.—Granted mod. license to change CP, effective immediately.

KIEI Eureka, Calif.—Granted CP to reestablish CP which authorized new television station and request of CP to change frequency to 1430 mc.

KAUX Waukesha, Wis.—Granted CP to change CP to include new station location, and mount FM ant. on AM tower.

WBTA Batavia, N. Y.—Granted CP to make changes in vertical location, and to specify studio location.

KBQ Pittsburgh.—Granted CP install old main trans. at present location of main trans., to be used for aux. purposes with CP.

WHKW Akron, Ohio.—Granted CP install new main trans., to be used for aux. purposes with CP.

WEAT Lake Worth, Fla.—Granted mod. CP to change type trans., and to specify studio location.

WRFZ Chicago.—Granted mod. CP to change trans. site; ERP to 14 kw; ant. height to 225 ft., using changes in type trans., system and extend completion date for noncommercial educational station.

Following were authorized mod. CPs for extension of completion dates as indicated:

KBXU Lima, Ohio.—CP to change in type, site, frequency to 219, 510 mc, ERP of 8 kw, Aur. height, antenna height.

KFWX Frisco., Texas.—CP to change in type, site, frequency to 142, 610 mc, ERP of 15 kw, Aur. height, antenna height.

KFQX Williamsport, Pa.—CP to change in site, frequency to 261, 910 mc, ERP of 2 kw, Aur. height, antenna height.

KQV Pittsburgh, Pa.—CP to change in site, frequency to 261, 910 mc, ERP of 2 kw, Aur. height, antenna height.

KFQX gentleman, Mich.—Granted petition for leave to amend its application to change 910 mc to 930 mc in lieu of 1490 mc 250 w d. Amended hearing docket application removed from hearing docket.

Mount Britain, Bcstg. Corp., area Newark, N. J.—Granted CP for two exp. television stations.

Following were granted mod. CPs for extension of completion dates as indicated:

WKBW Buffalo.—Granted CP for extension of completion date to May 7.

WFAC Austin.—Granted CP for extension of completion date to May 14.

KTMG Glasgow.—Granted CP for extension of completion date to May 14.

WYAF Fort Wayne.—Granted CP for extension of completion date to May 14.

WATL Atlanta.—Granted CP for extension of completion date to May 14.

KJEQ Corpus Christi.—Granted CP for extension of completion date to May 14.

WALL Fort Worth.—Granted CP for extension of completion date to May 14.

WPRV Providence.—Granted CP for extension of completion date to May 14.

WARK Akron.—Granted CP for extension of completion date to May 14.


Granted petition for extension of time in which to file answers and any other issues in consolidated hearing in re Dockets 8945 et al, from Jan. 24, 1948 to Jan. 30, 1948.


Granted petition for extension of time in which to file answers and any other issues in consolidated hearing in re Dockets 8945 et al, from Jan. 24, 1948 to Jan. 30, 1948.


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YOUR MARKET

in SALES MANAGEMENT'S

1948 Survey of Buying Power

The 1948 Survey will include the following material:

COUNTY-CITY TABLES as above with 1947 figures on all counties and on all cities that had 1939 retail sales of over $4,000,000.

SUMMARY TABLES giving rankings of the 200 leading counties and cities in population, income and retail sales (total & types), plus assembled data for all Metropolitan County

RETAIL OUTLETS in Local Markets—a new feature giving Dun & Bradstreet counts on number of retail establishments, by type, for all states and for leading counties and cities.

OTHER MATERIAL including Pictographs, Editorial Foreword, Significant Trends, Canadian & Hawaiian data and new, enlarged maps of individual states.

For all details on the 1948 Survey and how it can help you, write and request our "Brief on the 1948 Survey of Buying Power." Closing date for advertising reservations in the county-city section of the Survey is February 20th, and all copy and plates must be in by March 24th.

The "SM" symbol marks original, exclusive estimates by SALES MANAGEMENT.
KSD Reprints Copies Of TV Editorial
EDITOR, BROADCASTING:
Enclosed are two copies right off the press of our reprint of the lead editorial (titled "TV-It's Infectious") in BROADCASTING's Jan. 5 issue. We will send out 12,000 of these reprints, thanks to your continued cooperation.
David Pasternak
KSD St. Louis, Mo.

TV Enthusiasm Recalls Early-Day Radio Craze
EDITOR, BROADCASTING:
In re your current editorial "TV-IT'S INFECTIOUS"! Right! And it's INFECTED, too—with an allocation situation (inevitable, perhaps, all things considered) which will, inevitably, develop pressures, the likes of which we have never yet seen in radio.

For, as I have long since publicly stated, TV is THE desirable, ultimate medium; and the almost riotous public enthusiasm for it at this time in such quarters as are now being served closely resembles the "passing craze" (as then current newspaper opinion had it) which ushered in broadcasting during 1921 and 1922.

As with old standard band allocation, the imagination and ingenuity of the engineer will be—is being—brought to bear; but this time it will not be enough!

As for BROADCASTING: The editorial is on the beam. Its coverage of this industry problem is most timely. Congratulations!
P. F. Godfrey
Paul Godfrey Co.
Upper Montclair, N. J.

March of Dimes Ad Draws Big Response
EDITOR, BROADCASTING:
Many thanks for your kindness in inserting the full page ad in the current issue of BROADCASTING for the 1948 March of Dimes Campaign.

If sometimes you think that people don't read BROADCASTING thoroughly, you are off base. I had wires and letters asking for the material mentioned in the ad days before I had the magazine here. For some reason or other, the current issue didn't show up until yesterday.

Howard J. London
Radio Director
Nat'l Foundation for Infantile Paralysis
New York, N. Y.

Air Editorializing As Defined at WBKS
EDITOR, BROADCASTING:
It appears that some station owners are getting themselves somewhat confused as to just what editorializing is. Editorializing is simply expressing a profound opinion, which may or may not be in the public interest. It carries with it the necessity for the obligation to present both sides of an issue impartially without bias.

Many people do not seem to realize that the printed word is not the spoken word. The printed word is plain un-adulterated "black and white," make no mistake. The same spoken word with all of its possible inflections can mean something entirely different.

We now have the right (and are encouraged by FCC) to openly discuss public issues pro and con. Why are they not used? And in this manner bring radio to its fullest use, rather than to allow

(Continued on page 80)

MAFAIR TRANSCRIPTION Co.
Hollywood, Calif., has announced addition of ten more stations to those already subscribing to its Alan Lomax "Box 13" series. Stations are: KXY Phoenix, Whig Richmond, WOR New York, KKDO, Salinas, KATL Boulder, KROQ Wall, WQBC Boston, KOMU Honolulu, KQCO San Francisco, KFSI Salt Lake City, and KWMQ Monroe, N. C.

COLIN M. SELPH, former sales manager of Cresta Blanca Wine, has become associated with WESLEY L. DUMB in ownership of Muzart Co., San Francisco. Northern California franchise holder for Muzart, transcribed radio library, Mr. Selph also has been named operating head of Muzart.

CHRISSY ARMSTRONG has been appointed East Bay district area sales manager with offices in Oakland, and EMING DAY has joined San Francisco sales force as district sales manager. M. J. DEMING has been named studio-office manager and administrative assistant to Mr. Selph.

WEBSTER-CHICAGO Corp., Chicago (portable wire recorders), has appointed Fuller & Smith & Ross, Chicago, as advertising counsel.

GEORGE PALE was elected president of Hollywood Star Records, Hollywood. Other officers elected were HOWARD HELMICK, vice president, ROBERT D. KIRSTEIN, treasurer, R. C. PRIGGS, secretary, and EUGENE O'BRIEN, director of artists' activities.

ROGER WEBSTER, chief engineer of Standish Wide Range Recorders, North Hollywood, Calif., and Louise Le Prade have announced their marriage.

RAY SWIGERT has been added to technical staff of Standish Wide Range Recorders, Hollywood.

GUILD RADIO FEATURES Ltd. is new name of Imperial Radio Productions, Toronto, transcription outlet. No changes have been made in management. JACK COBE, CKX president, remaining president, with DAN CARR as general manager.

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TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

## Consulting Radio Engineers

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Postal Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deHams, Associate. 1469 Church St., N.W. De. 1234 Washington 5, D. C.</td>
</tr>
<tr>
<td>WENDELL P. MAY</td>
<td>2422 F St., N.W. Kellogg Bldg. Washington, D. C. Republic 3094</td>
</tr>
<tr>
<td>RUSSELL L. WILSON</td>
<td>1025 Connecticut Ave., N.W. Washington 6, D. C. NA. 7161</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>1900 Eye St., N.W. National 3110. Washington, D. C.</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>Formerly Colton &amp; Foxx, Inc. 367 17th St., N.W. Republic 3089 Washington, D. C.</td>
</tr>
<tr>
<td>WILLIAM E. BENNIS, JR.</td>
<td>Consulting Radio Engineer. P.O. Box 2407. Birmingham, Alabama Bessener 3690</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>Consulting Radio Engineers. 622 Madison Avenue, Toledo 4, Ohio</td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>Consulting Radio Engineers. 3524 South Henderson. Telephone 4-5440 Fort Worth, Texas.</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsy Bldg. — District 8486 Washington 4, D. C.</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4057 Washington, D. C.</td>
</tr>
<tr>
<td>WORTHINGTON C. LENT</td>
<td>Consulting Engineers. Washington, D. C. 1200 18th St. N.W. Room 1210 District 4127</td>
</tr>
<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W. Washington, D. C. ADAMS 3711</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1700 K St., N.W. Republin 1981 Washington, D. C.</td>
</tr>
<tr>
<td>GILDE BROS.</td>
<td>1100 Lillian Way Gladstone 6776 Hollywood, California</td>
</tr>
<tr>
<td>ROBERT M. SILLIMAN</td>
<td>Consulting Radio Engineer. Specializing in antenna problems. 1011 New Hampshire Ave. 82 6646 Washington, D. C.</td>
</tr>
</tbody>
</table>
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.
Fame Comes to Alisky
A BRIGHT qip that started in newscroom of WOAI San Antonio last August has now found its way across the country and has even been translated into several foreign languages. WOAI’s Marvin Alisky made the remark: “Long skirts are like prohibition—the joints are still there, but they are harder to spot.” Arthur Godfrey quoted Mr. Alisky on CBS, and the next day an editor of Time magazine sent Mr. Alisky a note saying, “We all very much enjoyed your discovery.” And now the remark is recorded in the January issue of the Read- er’s Digest, and translated into several foreign editions. No one is more surprised than Mr. Alisky at his sudden fame.

January 21 Decisions

BY THE COMMISSION

Petition Granted
KUA-9301 Spring, Ark.—Petition granted of KUA-9301 to authorize new station and determine operating power by direct measurement of ant. power. KUA-9301 to operate at 740 kw during 1952, decreasing to 500 kw in 1953, and 250 kw in 1954.

License for CP
KUBA Yuba City, Calif.—License to cover CP, as mod., which authorized new standard station and change location and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KUBA Yuba City, Calif.—Modification of CP, as mod., which authorized new standard station and change location and authority to determine operating power by direct measurement of ant. power.

License for CP
KWMA-FM Seattle, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KWMA-FM Seattle, Ark.—Modification of CP, as mod., which authorized new standard station and extension of completion date.

January 21 Applications

ACCEPTED FOR FILING

AM—740 kc
KUO-9301 Spring, Ark.—CP to change trans. from 930 to 950 kw w/N-950 kw D-950, from 1000 to 1020 kw w/N-1020 kw D-1020, and from 1100 to 1120 kw w/N-1120 kw D-1120. Proposed program on Jan. 30, 11:15-12 midnight (EST).

WARF-WM Milwaukee, Del.—Mod. CP which authorized new station and for extension of completion date, site: ERP to 21.6 kw, antenna height to 427 ft; make changes in ant. system and change commencement and completion dates.

WHOM-OW Orlando, Fla.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WYCT Brookfield, Ill.—Same.

WMAM-FM Chicago—Mod. CP which authorized new FM station for extension of completion date.

Terrell Broadcast Corp., Terrell, Tex.—New standard station 1570 kc, same channel, same change, same location.

Modification of CP
KUOA-9301 Seattle, Wash.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WOM-FM Hartford, Conn.—Mod. CP which authorized new FM station for extension of completion date.

FM—Unassigned
San Fernando Valley Best Co., San Fernando, Calif.—CP, as mod., which authorized new standard station and frequency, change frequency from 570 to 570 kc, and use noncommercial educational license for extension of completion date.

FM—Unassigned
KOWL Inc., Los Angeles—CP which authorized new standard station and frequency, using non-commercial educational license for extension of completion date.

Modification of CP
WBKI Chicago, Ill.—Mod. CP which authorized new FM station for extension of completion date.

KWOS Jefferson City, Mo.—Same.

WLH-FM Lowell, Mass.—Same.

Transfer of Control

(Continued on page 74)
THE PICK OF THE NEW HITS!

Keep your record shows up-to-the-minute with RCA Victor's latest!

TEX BENEKE

But Beautiful
And You Don't Have to Know the Language
RCA Victor 20-2616

THE MUSICAL quiz program involving a selection of song composers, titles of musical shows, etc., has been started on WQXI Florida, with title of "The Music." Program is presented in the economy of the day, that it is presented by group of eight local advertisers, all of which feature the "Radio Wave." Each shop gets daily a small local ad, broadcasted among the eight sponsors. Steve Potter is featured on the panel and Dick Campbell asks questions. Listeners respond by mail, vying for prizes of gold, silver, or bronze plaques. Game reports that idea of tying radio program with beauty stores "Radio Wave" has clicked for sponsor identification and direct results in the sale of gold, silver, and bronze plaques.

'Meet the Kids'

TO ENCOURAGE civic work and good citizenship among youth, new children's portion of mid-week show was started by WONY Bloomington, Ind., in cooperation with the local EKI group of local business firms. Titled "Pat and Happy the Radio Kids," the show is aired weekly from WONY auditorium and is conducted by Patricia Miller of WONY. Each week larger groups are sponsored to "Meet Boy-Of-The-Week" in recognition of "good citizen," contribution to their community and the general conduct becoming to an all-around boy." At end of each year, one boy will be chosen from weekly winners and he gets a trip for two to the Magic Wishing Heart, which brings gifts from one of the five sponsors.

Women's Luck

HIGHLIGHTS new audience participation show on WLZ Bridgeport, Conn, is a "Hottest Lucky."" Patrons of the show and all guests are served light breakfast during the show. Each day's program is entitled "Lucky Lady" or "Lucky Man," as lucky name and if one of the guests accepts the offer, he or she receives a Lucky gift, such as a gold ring, pen, watch, etc. Besides, one feature of program are "Looking Lady," song which has answered correctly a given question and is then given opportunity to select Lucky gift of the day, which she receives as a reward for her search; the "Par-Away Lady." Each week, a guest has to farthest to attend show. "Lucky Lady" and "Lucky Man" are chosen each week, sponsored by WONY, radio station president, and Program Manager Wally Dunlap.

Production Feature

DEIGNED to show New England homemakers how consumer's dollar is spent, a new series program "Around the American Way of Life" program has been developed by WRESS Portsmouth, N. H. Studio is aired Mon., Tues. and Wed., 11:00 a.m. Host of show is Dorothy Towle, director of station's women's activities, who is responsible for the program's content. Each week the show is devoted to production of potatoes, with report by the farmers, transportation, distribution processing and transportation, and how potatoes subjected to. Included in future programs. Guest speakers who are authorities in each field are presented to explain in a process in production of food and materials.

Air Buffalo Hunt

ON-THE-BLOCK details of a buffalo hunt comprised unique series recently aired by KARY Mesa, Ariz. Six quarter-hour reports, each of which held sound of actual shooting, interviews with Navajo, Hopi and Zuni Indians, and others, were broadcast and received enthusiastic re- response from listeners. John C. Phee, KARY general manager, dis- covered young gramaphone fan who complained to engineers at Houserock Valley in northern Arizona that they may be the only month to make the transcriptions which 35 chosen hunters killed 30 buffalo from the large herd.

Video Contest

USING PUZZLE drawings, novel tele- cast titled "Who Am I?" was recently screened on NBC's special "Saturday Night" on September 12th. National Corps' experimental video station in Chicago was involved in the tele- cast and prizes were awarded viewers who could solve the riddles by identification. Prizes also were in camera view and consisted of new cameras and a wall clock. Also, screen was camcorder penned over gifts. Results were featured on "Who Am I?" and was m.c. answering calls from viewers. Drawings were received weekly at Chicago head of WLS Cincinnati art department.

Programs

“Catch the Act”

INTENDED to win in a contest for talent, as well as a variety television format, "Catch the Act" was featured on KTXL Hollywood. Program is a staple on the TV market in weekly 30-minute period.

"VIRGINIA'S Youngest Disc Jockey," special events director of WCYC Norfolk, collected their fun with a show that was presented on KTXL Hollywood. Show is aired on WCYC every Sunday night from 9-11 p.m. in addition to Lee and "Uncle Abbott." Program is conducted by James "Little Lady," when a young member of the listening audience is interviewed on the air. Use the name of "VIRGINIA'S Youngest Disc Jockey" as result of another WCYC show, "Picking Out Your Neighbor," who conducts on Saturdays.

New Exchange

EXCHANGE plan with weekly newspapers in its listening area has been arranged by WSYR Syracuse, N. Y. Station broadcasts weekly suburban news and feature digest each Saturday at 1:30 p.m., with John Hurbut, WSYR program manager, as commentator. Each paper is credited for items used on broadcast, thus furnishing promotion for the papers and program material for WSYR.

"Courtsey Payoff"

AIMED at rewarding and encouraging courtesy on part of Pittsburgh police- men, a new program titled "Courtsey Payoff" has been started by KQV Pittsburgh, in cooperation with Traffic Command of Pittsburgh. Special awards are presented by city officials to policemen recommended for courtesy in letters from the public. On basis of best letters, two policemen are chosen to participate on "Courtsey Payoff" each Saturday. Writers of let- ters also appear on show, each "tipster" teamed with policeman he or she recommended. Traffic and safety ques- tions are used on quiz, with musical clues to correct answer. Questions unanswerable by contestants are referred to audience. Prizes are given to all who participate. Standard city traffic light is used to signal timing for contestants' answers. Awards presented to policemen and donations of other goods to be auctioned. Signs to be worn on their uniforms.

Football Recreated

RECONSTRUCTED play-by-play of im- portant football games are aired in new series recently started based on WKN Knox- ville. Programs are built from play-by- play reports written during the actual game and broadcast weekdays, while "Sports News" was in progress at the moment. Background music and sound effects, as well as other sound effects and de- scriptions of action, are added. Host of show is the Hit-Noon Linsey Nelson, WKN sports editor, writer and also announces the series. Station reports that program is one of most popular sports features in area.

WAYS Ballroom

TURNING a make-believe ballroom into a real one, WAYS Charlotte, N. C., is now broadcasting its latest rec- ord program, "Peoples Ballroom,"...
Help Wanted

Attention—Commercial copy and continuity writer for broadcast station. KRNT, the Cowles ABC station in Des Moines, has an opening for a topnotch writer who can turn out successful, saleable copy that display originality and showmanship. Must have previous experience and references. Salary commensurate with abilities and experience. Don’t expect to get rich, however, a chance to join a nationally-known radio operation. Send sample copy and script with photo and references to KRNT, Register and Tribune Bldg., Des Moines, Iowa. Box 366, BROADCASTING.

Wanted—Program director—announcer for 250 watt. Mutual affiliate; also announce with 1st phone tickets. Good salaries for the right men. Write, wire or call Manager, WAJR, Morgantown, W. Va.

Salesman—$5000 annual opportunity for inventive to sell fifty dollars per day in a busy classified market. Box 266, BROADCASTING.

Combination engineer-announcers, No. 1 ticket, permanent employment March lst. $8500 with going southern station. Send disc, letter, photo now. Box 267, BROADCASTING.

Sales manager—Industrious upstate New York network affiliate. Please give complete information regarding your experience in radio, form, employment, age, marital status, etc., in reply. Box 268, BROADCASTING.

Wanted—Operator with first class ticket for studio and transmitter shift on new AM-FM station, Little Rock, Arkansas. Box 269, BROADCASTING.

Salesman-executive desired by organization operating several stations east of Chicago. Opportunity for advance and excellent earnings right away. Must have a permanent position with progressive organization. All replies will receive our confidence. Box 390, BROADCASTING.

Announcer with 1st class license for New England chain. Must have car. Send full details of education, experience and references. Box 393, BROADCASTING.

Help Wanted

Help Wanted—ABC affiliate in pleasant Sarasota, Florida, has an opening for "sound" program man to assist program director. Work involves some announcements, writing copy, making commercials, and selling records. Must have good voice, 

program man to assist program director. Work involves some announcements, writing copy, making commercials, and selling records. Must have good voice, excellent earnings and experience. Reply in confidence. Box 404, BROADCASTING.

Good station in major southern market will have opening for writer-director. Must have complete background and references required. Attractive salary. Reply confidentially. Box 418, BROADCASTING.

Top $5000 a year for top announcer. You must have (A) excellent record with excellent radio background (C) know programming and music (B) top quality programming. Salary based on incentive plan. Major midwest market. Reply confidentially. Box 417, BROADCASTING.

times salesman, hustler, needed at CSG Radio. Send references, salary, and audibility tests. Box 476, BROADCASTING.

General announcer—Two years experience, $55 per week. Must have experience and references. Send full information. Box 475, BROADCASTING.

Producer-manufacturer—announcer wanted for 1000 watt NBC station in cities of Section of Florida. First class license required. No floaters wanted. Reply with complete details, sales references, and audition record of voice. Permanent NBC network. Box 497, BROADCASTING.

Salesman—Young single man to sell radio stations in west coast. Send details, letter, photo, Box 487, BROADCASTING.

Commercial scriptwriter wanted. Send letter, KJLV, Pauls Valley, Oklahoma.

Experienced engineer, 1000 watt daytime Mutual affiliate, Excellent working conditions. All new equipment. Profit sharing plan. Contact Henry Sullivan, WDSB, Dillon, South Carolina. Give details of experience and expected salary.

Recently established MBM station—Max positions. Good staff announcer and competent engineers. Openings for good working conditions in nice city, ideal climate. Contact station, give full qualifications and a sample of continuity first letter. KSET, 510 W. Mill St., Shreveport, Louisiana.

Transmission engineer, experienced, 5 kw directional. Car required. Permanent. Send complete qualifications. Good opportunities. Box 456, BROADCASTING.

Wanted immediately. Announcer experienced in newswasting, disc shows and commercials. Must have good voice. Good opportunity in 250 watt, progressive southeast station. Send disc, photo, and qualifications now. Box 490, BROADCASTING.

Help Wanted (Cont’d)

Help Wanted (Cont’d)

Help Wanted—Three engineers, first class radio, New York City. All PM and FM experience. Send full details in first letter to Chief Engineer, WCMB, Connersville, Indiana.

Experienced chief engineer, also combination sales and programming. Must have experience in announcing. Send full details of experience and references, etc., in reply. Box 383, BROADCASTING.

Established 18 year NBC affiliate enlisting fine staff. Excellent opportunity. Need experienced staff announcer looking for good working conditions and good climate. Send complete information, including salary desired for position. WAJM, Cordeia, Georgia.

Announcer—1000 watt regional network station has opening for experienced announcer. Salary and prospects excellent. Have good references, etc. Extra. Send qualifications, photo and transmission to Program Director, WDPF, Flint, Michigan.

Times salesman, hustler, needed at CSG Radio. Send references, salary, and audibility tests. Box 476, BROADCASTING.

General announcer—Two years experience, $55 per week. Must have experience and references. Send full information. Box 475, BROADCASTING.

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CLASSIFIED RATE INCREASE

Effective February 16

Help Wanted . 20c word—$2 minimum

Situations Wanted . 10c word—$1 minimum

All other classifications (For Sale, Wanted to Buy, Miscellaneous Employment Services, etc.) . . . 25c word—$4 minimum

3 words, blind box number, free of charge.

Rates become effective with February 16 issue.

January 26, 1948 • Page 71
Announcer, veteran, much to comedy. Prefer A Time 1st Experenced CASTING. woman, permanent. Manager Continuity writer, am working. Desire experience in broadcasting. Box 469, BROADCASTING.

Continuity writer or editor—Young woman, competent commercial and program continuity, seeking position on progressive network affiliate, eastern or midwestern station. Good initiative, plus varied radio background, college degree. Write Box 443, BROADCASTING.

Experienced announcer desires position. Young, feminine, excellent voice. Thoroughly schooled disc jockey, newsman, play-by-play man, commercial announcer. Also, experienced singer. Available Immediately. Disc 469, BROADCASTING.

IST phone—announcer desiring employ- ment. A 24 year old, one year school engineering and announcing car, 4 months experience. Experienced operator. Available immediately. Box 445, BROADCASTING.

Time salesman, 11 years experience, a self starter, accountable, honest. Pro- ven sales record and references. Married, age 35. Box 446, BROADCASTING.

A real find—Play-by-play sportscaster-commercial manager, experienced in announcing, selling, continuity, comedy. Prefer southern California. Box 447, BROADCASTING.

Copywriter—announcer. Experience, now working. Desire change of location. Box 448, BROADCASTING. or write Box 449, BROADCASTING.

Experienced announcer, emcee, program director. 6 years experience commercial radio, desire change of scene. Married, no drifter. Box 450, BROADCASTING.

First class program director-sales manager available. Currently employed, but desires change. Has plenty of experience in sales and programming, can make a great sales show and can sell them to sponsors. Wants to work with progressive station where he can earn at least $125 per week. (I am worth that to my present employer.) If you want an experienced, talented man contact me. Box 451, BROADCASTING.

Continuity writer, young woman, versa- tile, journalism college graduate; some radio experience, editor on industrial magazine. Box 452, BROADCASTING.

**PROMOTION AND PUBLICITY**

Top-notch man with solid back- ground in station promotion and publicity. No Armchair executive, but a real producer who has ideas on how to do business with the know-how and experience to translate ideas into action. Strong on audience research and color, possesses best references. Stable, married, early thirties.

BOX 488, BROADCASTING

Engineer, first phone, married, experi- enced. Desire permanent position opposite Chicago. Excellent references. Available in May for responsible position. Program directorship or news editor position. Write Box 490, BROADCASTING.

Engineer—First phone, vet, single, per- spective best references, personal repu- tation. Available at short notice. Box 491, BROADCASTING.

Commercial-continuity writer. 5 years broadcasting experience. Experienced announcer. College grad. Box 492, BROADCASTING.

Here you are! An "on the ball" man with wide, varied experience. Command of program, production, continuity, tra- fic, public relations, all in 2 weeks. Box 493, BROADCASTING.

Technician qualified for operator, lst phone work experience. Experienced announcer, position, adaptable to any- thing. Box 496, BROADCASTING.

Engineer, lst phone, telegram, ham, young, former shipboard operator. Write Box 497, BROADCASTING.

Announcer, Grad landing NY radio sch. Experienced Saturdays. Can handle platter shows. Seeks position as writer, disc. 499, BROADCASTING.

Announcer-engineer—lst class license. Grad BOX 500, BROADCASTING. AFBS announcing experience. Available immediately. 150 miles radius New York City. Box 500, BROADCASTING.

Technician. IQ. Phone, grad leading technical school. Single, will travel. Box 505, BROADCASTING.


Announcer—Recently employed by NBC as fill-in talent. Capable of handling newscasts, disc shows and general staff duties. Disc, phone and details upon request. Box 469, BROADCASTING.

Engineer, lst phone, vet, desires position in northeast. Available immediately. Box 462, BROADCASTING.

Two experienced engineers, one now working in Los WALTER 5-26. We were buddies during war, want to work together. Both have background in engineering school, both want place to settle permanently. One married, other single. One has held chief engineer's post in one east coast station. Box 470, BROADCASTING.

Young family man—Enthusiastic, fully qualified positions as manager or commercial manager. Battlefield re- turnee for change. Good background in radio and transcription sales. Available on two weeks notice. Box 472, BROADCASTING.

Script-continuity writer. Young family man has over two years experience in all types of radio writing. Box 477, BROADCASTING.

Announcer—3 years experience. (AM-FM) or FM only. Disc. phone. Background immediately. Box 481, BROAD- CASTING.

**PROMOTION AND PUBLICITY**

Top-notch man with solid back- ground in station promotion and publicity. No Armchair executive, but a real producer who has ideas on how to do business with the know-how and experience to translate ideas into action. Strong on audience research and color, possesses best references. Stable, married, early thirties.

BOX 488, BROADCASTING

Manager or commercial manager. Now seeking opportunities for further suc- cessful experience in newspaper and re- lated fields. Excellent references and own expense. Excellent references and own expense. Prefer Eastern station. Box 476, BROADCASTING.

Announcer—Previously employed. Ex- perience includes background in news, promotion, continuity, and all phases of announcing. Available March 1st. Box 481, BROAD- CASTING.

New general manager, part owner, seeking opportunity for further ad- vancement. Experienced station manager network outlet, large market. Prefer management network station. Excellent references. Will invest. Box 482, BROADCASTING.

They said:—"Learn radio from the ground up." Young man, 24. Started in 1940. So told: Continuity, sales, traffic, announcing, directing, working, producing, four and a half years of AFBS; now PD on own network. Where now? 50 kw? Agency owner or writer? Net- work? Program production or direct? Age 31, married, looking for the oppor- tunity to serve as a journeyman in a field that serves a purpose, or as an apprentice. Box 484, BROAD- CASTING.

Announcer—Four years experience major markets. Presently employed by ABC. Desires permanent change to advance with station. Prefer Southern, midwest. Will consider all oppor- tunities. Box 485, BROADCASTING.

Engineer—First phone, experience trans- mission, continuity, console operation. 22, Prefer west. Available immediately. All references answered. Box 486, BROAD- CASTING.

Hai Styles may solve your problem with a new offering—AFRS; here's your chance to get a solid or non-veteran, who has been trained in the AFRS. He has serviced your station for more months by radio professionals in an- nouncing, continuity, public relations, and promotion. Desires a commercial position and continuity writing. Write or get in touch with Styles School of Radio, 8800 Wilshire Blvd, Beverly, Calif.

For qualified technicians, write or call Glendale, Calif. Box 487, KNX, Los Angeles Radio Institute 15 West 46th St, New York City. Box 488, BROADCASTING.

Announcer—Young, married. Short on experience, long on ability and ambi- tion. Desires position in Chicago area. Excellent references. Prefer mid- west, but will travel. Disc. phone. Tokyo Mancy, 914 S. Ashland, Chicago, Ill. Box 489, BROADCASTING.

Free! Will work Saturdays free! I am studying announcing and script writ- ing through the mail. If you have an atmosphere of radio studio, I will do the work of a RCA, or here for a few hours. Box 490, nearest hour traveling distance. Paul Schuster, 811 S. Prairie, Chicago, Il. Box 491, BROAD- CASTING

Announcer—Young, married. Short on experience, long on ability and ambi- tion. Desires position in Chicago area. Excellent references. Prefer mid- west, but will travel. Disc. phone. Tokyo Mancy, 914 S. Ashland, Chicago, Ill. Box 489, BROADCASTING.

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Engineer, experienced AM & FM, trans- mitter and control, network and inde- pendent. No experience 10 years experience announcing, $60 minimum. Prefer south station. Chicago area. Disc, phone. Box 492, BROADCASTING.

Position sought by one seasoned by 25 years experience newspaper and radio, 25 years sales executive, creative, hard worker, clean habits. Interested only in large center to lead and produce. Minimum compensation, $3,000. Address Box 500, BROADCASTING.

Chief engineer five years, twelve years experience in all phases of broadcast. Very interested in building a station 1000 watt directional and now super- nant. About to take over a new station. Offer must be good if considered. Box 501, BROADCASTING.


Young man — Capable, conscientious. Experienced with various broadcast- ing positions. Desires position as announcer with program. Will work anywhere. Box 504, BROAD-CASTING. Hunt, 715 W. Division St., Chicago, Ill.

Young graduate announcing school graduate. Serves as disc jockey for local hot. Glaed to take disc. East or midwest. Box 505, BROAD-CASTING.

Ambitious, energetic, experienced, wom- en's work. Music director, in great demand. Excellent references. Available Imme- diately. Write Box 507, BROAD-CASTING.
Half of Nation's Population Will Be In TV's Scope by End of '48-Kersta

PREDICTION that half of the nation's population will be encompassed in the coverage areas of television stations by the end of 1948 was made recently by Noran E. Kersta, NBC director of television operations, at a seminar on television in Baltimore under the auspices of WBAL. The Baltimore medium has scheduled its first television operation in February as the fifth station of the new NBC television network.

Mr. Kersta, in speculating upon television's meteoric development, asserted that NBC will have a nationwide network in operation perhaps by 1950 and not later than 1951. The expansion will occur through use of both coaxial cables and temporary microwave relays. Interconnection of New York and Chicago by coaxial cable with service fanning out through radio relays to adjacent communities will provide concentrated coverage in the most thickly populated areas, he said.

Participating in the seminar which was attended by Baltimore-area radio advertisers and agency men, in addition to Mr. Kersta, were:

Wanted to Buy
Station in small market now operating at loss or GP anywhere. Box 422, BROADCASTING.

General Radio type 516-C or 516-A RF bridge. Box 458, BROADCASTING.

Used RCA 1000 watt transmitter or 100 watt amplifier. Will consider type RCA 250-K if desired. WBAL, Baltimore, Md.

RCA 315-A noise meter and direction finder 318-B. Must be in good condition and reasonably priced. WJRP, Tuscaloosa, Ala.

Wanted—used equipment—25,000 feet ground wire, Presto 16-A turntable, 800 kc. turntable, etc. WUSK, Chester, Calif.

Wanted—field intensity measuring set. Must be in good condition. Write or wire Shelton Weaver, 608 Commerce Union Building, Nashville, Tenn.

Miscellaneous
Years, two dollars each five dollars photographic course said, Arthur Cooper, WVOB, Monticello, N.Y.

Krom-A-Tone photographic set, most economical method to display any product. Samples on request. George Mars Photos Service, Box 2460, Hamilton, Mass.

Jockey's comedy script collection, $5.00. Address, WJPN, 719 N. Wood, Chicago, Ill.

Attention new stations—We offer a complete (RCA accepted) frequency measuring service to standard broadcast stations or old—in-ground, ultra-frequency monitor service and highest quality quartz crystals for broadcast and other commercial services. Literature available. "Over a decade of satisfaction and service." Elden Electronic Company, Temple, Texas. Phone 3601.
FCC Actions
(Continued from page 69)

Applicants for renewal of FM licenses in Southern California were heard in a session which began Wednesday in Los Angeles. When hearings are resumed today (Monday) at the Convention Center, 1559 S. Broadway, the California Supreme Court has scheduled all cases not heard by the FCC in Los Angeles.

Three of the nine applicants for renewal of FM licenses in Southern California were heard in a session which began Wednesday in Los Angeles. When hearings are resumed today (Monday) at the Convention Center, 1559 S. Broadway, the California Supreme Court has scheduled all cases not heard by the FCC in Los Angeles.

Applications Filed:

Modification of CP

1. W0999X-Mod. CP as mod., which authorized the new FM station for extension of completion date.

2. KRLD-FM Dallas, Tex.—Mod. CP which authorized the new FM station for extension of completion date.

3. WLS-AM Beckley, W. Va.—Mod. CP as mod., which authorized the new FM station for extension of completion date.

4. WLRN, Md.—Mod. CP which authorized the new FM station for extension of completion date.

5. WLM Best, Corp., Atlantic City, N. J.—CP new commercial television station on Channel 9, 1030-1182 kw. and unsl. AM. Tu.

6. WACO-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station for extension of completion date.

7. KSLN-FM Portland, Oreg.—Mod. CP as mod., which authorized new FM station for extension of completion date.

8. WJJZ-FM Baltimore—Mod. CP as mod., which authorized new FM station for extension of completion date.

9. WABC-TV Philadelphia—Mod. CP, as mod., which authorized the new commercial television station for extension of completion date.

10. WBAK-FM Atlanta, Ga.—Mod. CP as mod., which authorized new FM station for extension of completion date.

11. WIBC-FM Indianapolis—Mod. CP as mod., which authorized new FM station for extension of completion date.

12. WKBW-FM Buffalo, N. Y.—Mod. CP as mod., which authorized the new FM station to change its call letters.

13. WXYC-FM New York—Mod. CP as mod., which authorized the new FM station to change its call letters.

14. WJZ-FM Baltimore—Mod. CP as mod., which authorized the new FM station for extension of completion date.

15. KTLA-TV Los Angeles—Mod. CP as mod., which authorized new commercial television station for extension of completion date.

16. WABC-TV Philadelphia—Mod. CP as mod., which authorized new commercial television station for extension of completion date.

17. KSWS-FM Long Beach, Calif.—License renewal.

18. KWIX-FM Highland Park, Ill.—License renewal.


20. KRGB-FM Corpus Christi, Tex.—License renewal.

21. KCAL-FM Los Angeles, Calif.—License renewal.

22. KWKU-FM Opelousas, La.—License renewal.

23. KRWG-FM Temple, Tex.—License renewal.

24. KFME-FM Miami Beach, Fla.—License renewal.

25. KSJO-FM Los Angeles, Calif.—License renewal.

26. KFRC-FM San Francisco, Calif.—License renewal.

27. KRRD-FM Rockford, Ill.—License renewal.

28. KFAB-FM Omaha, Neb.—License renewal.

29. KTHI-FM Hillsboro, Ore.—License renewal.

30. KFAC-FM Anchorage, Alaska—License renewal.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,331 licensed, 430 construction permits, 265 applications in process, 865 applications for extensions in hearing; FM—86 licensed, 216 conditional grants, 748 CP’s (of which 303 are under special temporary authority) 70 applications pending, 53 applications in hearing; television—all seven licensed, 70 CP’s of which 30 are applications pending of which 37 are in hearing.

APPLICATION RETURNED

1. WTA Sacramento, Calif.—CP as mod., which authorized the standard station to change type of trans. Returned Jan. 12, for signature. Also license to cover CP as mod., which authorized standard station. Returned Jan. 12 for signature.

TENDERED FOR FILING

AM—1240 kHz

1. David Hansen Broadcasting, Memphis, Tenn.—New standard station CP 1230 kHz 100 kw unsl.

Transfer of Control

AM—1300 kHz


Hearings Before FCC

JANUARY 26

AM—Extending Hearing

WBAQ—Baltimore—Renewal of license. Civil Service Corps, Baltimore—CP 1090 kHz 10 kw unsl.

WHLS Port Huron, Mich.—Renewal of license.

AM—Hearing

RGM, Stockton, Calif.—CP 1140 kHz 10 kw unsl.

Sacramento Beatra, Inc., Chico, Calif.—CP 1150 kHz 1 kw unsl.

AM—Hearing

Seminole Best, Corp., Weesaw, Okla.—CP 720 kHz 250 kw D.

AM—Hearing

Surety Best, Bakersfield, N. C.—CP 920 kHz 1 kw N. 5 kw-D, unsl. D—N. 3 kw-D.

AM—Hearing

Erle Best, Corp., Buffalo, N. Y.—CP 920 kHz 1 kw unsl.

To be held in Buffalo, Federal Court Room, 215 Niagara Sq., Buffalo, N. Y.

AM—Hearing

Rochester, Minn., unsl.

AM—Hearing

Coastal News, New York—CP 970 kHz 1 kw D.

Party respondent: WBAE.

AM—Hearing

KVOA Phoenix, Ariz.—CP 350 kHz 1 kw N. 5 kw-D.

JANUARY 28

License Hearing

Blackhawk Best, Corp., Sterling, Ill.—CP 1240 kHz 250 kw unsl.

WTAX Springfield, Ill.—CP 1240 kHz 250 kw unsl.

Other participants: WSSC WIBU KFME WLBK WJAB KOSE KDFM WBYO WNCB WJDX

AM—Hearing

All-Ohio Beatra Best, Co., Tulsa, Okla.—CP 740 kHz 25 kw 50 kw-D D—2 unsl. Intervenor: KERO Durango, Colo.

JANUARY 28—30

AM—Hearing

Niagara Beatra Best, Co., Niagara Falls, N. Y.—CP 1340 kHz 250 kw unsl.

Corsle Lakes System Inc., Buffalo, N. Y.—CP 1340 kHz 250 kw unsl.

To be held in Buffalo, Federal Court Room, 343 Federal Bldg., Buffalo, N. Y.

JANUARY 30

License Hearing

Foundation of Washington, D. C.—CP 500 kHz 5 kw unsl.


FM HEARINGS BEGIN FOR CALIF. LICENSES

AM—Further hearing

WGBR Evansville, Ind.—CP 1280 kHz 5 kw unsl.

WMBO Aurora, Ill.—Mod. license 1280 kHz 100 kw—250 kw D—Un.

Party respondent: WCTN Minneapolis.

EXTRA CALENDAR

Texas News Corp., Dallas, Texas—CP 740 kHz 15 kw D.

Intervenor: KSBQ-Durant, Okla.

WBTM DAVENPORT, IOWA

The Voice of the Rich Mountain Region *

Now 5000 Watts

PHONE SANDY GUYER

DANVILLE 2350

* Hoover Station Listening Index, Fall, 1966: shows WBTM the outstanding favorite, as it has been for 17 years.

American Broadcasting Company

GEORGE F. HOLLINRODE CO.

Not a representative of the John E. Pearson Co.
FCC Gets AT&T Rates
(Continued from page 17)
to the maximum limits set forth in the monthly rate schedules.

The monthly rates are as follows:
Ten dollars a month per airline mile for 16 consecutive hours daily, plus 20 cents a mile for each additional consecutive hour.

Station connection charges on a monthly basis are $150, with the following charges for additional consecutive hours: For the first additional consecutive hour, the monthly charge is $25, with a charge of $25 for the next two consecutive hours, and the same charges for the remaining 5 hours of the day, when taken consecutively.

The 15-ke transmission charge for occasional service compares as follows with the 5,000-cycle channel—for 15 kc the rate is 20 cents per airline mile, and for 5 kc the charge is 15 cents per mile.

Rates announced were slightly lower on part-time basis than had been previously quoted to Everett M. Dillard, president of Continental Network (FM). Formerly, AT&T had estimated an approximate 30 cents an hour per airline mile charge, as compared with the present 28 cents figure.

Bailey Calls Rates High
John N. (Bill) Bailey, executive director of FMA, said Thursday that the executive board of the association had yet had an opportunity to study the new rates and make a formal appraisal, but declared that in his own opinion, "the rates are exceedingly high as compared with AM rates."

No mention of TV rates, once filed and withdrawn [Broadcasting, June 9, 1947], was made by AT&T officials, other than to say that the matter was being held "in abeyance."

FM broadcasters had petitioned FCC for equalization of FM and TV treatment by AT&T, charging that the present free video service, given on an experimental basis, was granting TV an unwarranted advantage over FM in network development. At the Commission's informal hearing, AT&T officials and FMA representatives examined the problems of inter-city F.M transmission, and both groups came to a clearer understanding of these issues.

AT&T officials made it clear at the conference that they had "no intention of putting FM out of business," but held that television is in its experimental stages, while FM transmission is not, and therefore is not entitled to free service.

AFRA Will Defer Its Wage Increase Demands
THE AMERICAN Federation of Radio Artists (AFL) will defer its request for pay increases based on the government's cost-of-living index, it was disclosed last week by George Heller, AFRA's executive secretary.

The reason, Mr. Heller said, was that the November index reported by the Bureau of Labor Statistics fell two points short of the 10-point rise over 1946 agreed upon by AFRA and the networks as sufficient cause for reopening salary negotiations.

If the December 1947 index is at least 10 points higher than that of December 1946, AFRA is free to negotiate with the networks on salary. There was no indication from the union that the point would be pressed in such an eventuality, however.

Kilgore Part Owner
H. SCOTT KILGORE, director of Plymouth County Broadcasting Co., which received denial in Brockton, Mass., 1450 kc competition, is not licensee of WBBR Manchester, N. H., as incorrectly identified in Broadcasting, Jan. 19. He is vice president and 28% owner of Granite State Broadcasting Co., WBBR licensee corporation. Other officers are William J. Barkley, president, and William F. Rust Jr., secretary-treasurer. Each owns 36%

Feature
(Continued from page 10)cast every Sunday at 5:30 p.m.
over CKY, narrated by Nelson King, and announced by Felix Adams Jr. The programs are written and produced by Bob Fleming for the J. & F. Schroth Packing Co., Cincinnati.

Subjects already recorded include Fountain Square, the U. of Cincinnati, the Cincinnati Fire Dept., Police Dept., the old Highland House and the Ohio River. Additional stories are to be released to the library as they are broadcast.

INSURE YOUR INCREASE IN POWER WITH TRYLON TOWERS

TAKE the number of towers in your directional array. Multiply by the price of a Trylon ganged vertical radiator —and it won't require higher mathematics to prove that the installed price of your system will be a whale of a lot lower with Trylon.

What's more, Trylon Ladder Towers are fully proved and safety-tested in dozens of installations for leading stations. Their lower price results solely from the fact that each Trylon Tower is completely processed in our own plant —then installed with base, anchored, painted and lighted to CAA specifications by Trylon crews. The quoted tower cost is your final cost. Trylon Ladder Towers incorporate unique construction features, meet all safety specifications, assure maximum radiation and are outstandingly durable for maximum efficiency and economy throughout the years. Write for Catalog B and list of satisfied users in your territory. Let Trylon engineers quote on your next tower job! Guyed Towers—F-M and Television Antenna Supports—Amateur Radio Towers of All Types, Micro-wave Relay Towers.

TRYLON TOWERS
Trylon Tower Division, WIND TURBINE COMPANY, West Chester, Pa.
Lemke to Demand Return of 50-mc Band
And Retention of 100-mc Band for FM

DEMAND that the 50-mc band be assigned to FM will be renewed by Rep. William Lemke (R-N. D.) in hearings before the House Interstate & Foreign Commerce Committee beginning Feb. 3 [Broadcasting, Feb. 3, July 1947].

Whereas Mr. Lemke's original proposal (H.J. Res. 78) called for a transfer of FM from the 100-mc back to the 50-mc band, the Congressman told Broadcasting he had definitely decided to ask for the 50-mc frequencies in addition to the 100-mc band now in use, so as not to interfere with financial investments already made.

The North Dakota Republican declared that farmers and rural people want FM and are deprived of it under the present set-up. His resolution, he said, would give farmers an opportunity to enjoy the benefits of FM broadcasting.

Mr. Lemke said he intends to prove to the committee the desirability of his proposal by introducing the testimony of experts.

The veteran congressman argued last summer that FCC had made the transfer from the original assignment against an "overwhelming weight of evidence." He now contends further that the band was taken away on "erroneous testimony."

Mr. Lemke is known to be a long-standing critic of radio and is expected to take advantage of this appearance for expression of his views on WMGO program fare. He has maintained that the public is bombarded with "slush programs" and that radio is "debauching the youth of the nation."

Last week he reiterated old warning that if radio doesn't clean its own house, Congress will.

One good reason for the "poor quality" of radio programs, he said, are the "monopolies" which control radio and "it's time we exposed them."

Lake Erie Region TV Channels Shifted
To Eliminate Interference to Canada

REALIGNMENT of certain television channels in the Cleveland-Akron-Canton-Buffalo areas to honor tentative Canadian allocations was outlined in a notice of proposed amendment of its rules.

Reporting that tentative agreements have been reached with Canada respecting television outlets within 250 miles of the border, the Commission announced that it proposes to:

- Reassign Channel 9 (186-192 mc) from Cleveland to Canton, Ohio.
- Reassign Channel 11 (198-204 mc) from Akron to Cleveland.
- Withdraw Channel 12 (210-216 mc) from Buffalo, reducing available facilities there from four to three.
- Modify the construction permit heretofore granted Empire Coin Co. for Channel 9 at Cleveland to substitute Channel 11.
- Consider the pending Akron applications as requests for Channel 7 instead of 11.
- Concerning the bilateral agreements to prevent undue international video interference have been underway for about two years, an FCC spokesman indicated. Only during the past few weeks have tentative agreements been reached, however.

Feb. 27 Filing Date

Exceptions to the proposed changes, involving Sec. 3.606 of the FCC's rules, must be filed by Feb. 27 the Commission announced. It was stated that all comments would be considered and oral argument scheduled if necessary before a final decision is reached.

While Buffalo loses a video channel in the proposed reshuffle, the other cities involved retain an equal number. Buffalo's loss after the change would be Channels 4 (66-72 mc), 7 and 9. Cleveland, giving up Channel 9 for 11, keeps Channels 2 (54-60 mc), 4, 5 (74-80 mc) and 6, but changes Channel 11 for 7 and Canton acquires Channel 9. Canton had been assigned Channel 1, possible disposition of which to other services is under consideration by FCC [Broadcasting].

Canada's tentative allocation, now understood to be quite comprehensive, designates Channel 9 to Windsor, Ont., and Channel 13 to St. Catherines, Ont.

Other television CPs outstanding in Cleveland are held by NBC (WTAM) for WNBK, Channel 4, and Scripps-Howard Radio Inc. for WEWS, Channel 5 (now operating). Applications pending include Allen B. DuMont Labs. Inc., Channel 2; United Broadcasting Co. (WHK), Channel 7, and the WGAR Broadcasting Co. (WGR), Channel 7.

WBEN Inc. (WBEN) holds CP for Channel 4 for WBEN-TV in Buffalo. Applications there include: New England Television Co., Channel 9, and Buffalo Courier-Express Inc., Channel 7. Akron's single facility is sought by both Allen T. Simmons (WADC) and Summit Radio Corp. (WAKR). The Brush-Moore newspaper group through WHBN in Canton seeks the TV facility in that city.

ASCAP Meeting

ASCAP will hold its western semiannual meeting Feb. 25 at Beverly Hills Hotel, presided over by Deems Taylor, president. In accordance with organization's bylaws, western meeting precedes eastern session by 30 days.

TV Aids N. Y. Vets

NEW YORK STATE is using television to help its World War II veterans collect their state bonus. An automated one-minute trailers, produced by the motion picture unit and radio bureau of the New York State Department of Commerce, in cooperation with the state bonus bureau, are being broadcast by all of the state's video stations, WABD, WCBS-TV and WBNF New York and WRGB Schenectady.

Baptists Plan FM
Network in Texas

Six Affiliated Organizations File

FCC Applications

PLANS for a state-wide network of affiliate stations in Texas, to be operated by various organizations of the Baptist Church, have been disclosed with acceptance for filing by FCC of six applications for new station facilities. KMBH Belton, Mary Hardin Baylor College FM station, is to be affiliated in the operation.

Rev. R. Alton Reed, chairman of the board, stated that the Baptist General Convention in Texas, Jan. 16 was reported by the Dallas News to have confirmed the plans for the project. Headquarters for the long-range program would be in Dallas, it was said. The Convention over a year ago appropriated $175,000 to hire personnel and pay other operating costs in the development of such a network.

Class B Applicants

Applications seeking Class B stations with frequency unassigned and effective radiated power of 2.56 kw have been filed by The Southwestern Baptist Theological Seminary, Fort Worth; First Baptist Church, Beaumont; Russell Orphans Home, Dallas; San Antonio Baptist Assn., composed of Baptist churches in that city; Wayland Baptist College, Plainview, and Howard Payne College, Brownwood.

KMBH, under construction, is assigned Channel 246 (97.1 mc) with 4.0 kw.

Dr. J. M. Dawson, executive secretary of all sections of the Baptist Church in this country, was reported by the Dallas News to have said the objective of the church in trying to set up such a network is to bring wholesome programs into the home, with emphasis on the moral and religious aspects.

Although the number of such stations which a single group may operate is limited by FCC rules to six, it was indicated independent outlets sponsored by benevolently inclined individuals may be added as affiliates.

YOUHAVEN'T FOUND IT?
Ask GATES About It!

A large line of components for broadcast equipment; anything you need—is available now. Just let us know what you need.

Any Component For Broadcast Equipment In Stock

Orders Filled Same Day Received

GATES RADIO COMPANY
Quincy, Illinois
MORE THAN 50 of Georgia's 65 AM stations were represented at the winter meeting of the Georgia Assn. of Broadcasters, held at the Sheraton Bon Air Hotel in Augusta Jan. 19 and 20. In attendance were 137 station managers and owners and representatives of transcription and equipment firms, said to be an all-time high for GAB.

Allen M. Woodall of WDAK Columbus, president of the GAB, announced that 66 stations are now members of the association and that a determined effort would be made to sign the other nine outlets to obtain 100% membership.

Monday afternoon's session was devoted to messages from Hugh Feltis of Broadcast Measurement Bureau, and Dorsey Owings of Broadcast Music Inc.

Mr. Feltis outlined plans for the new BMB nationwide survey, and also gave details on the BMB interim survey, scheduled for March of this year. Mr. Owings urged Georgia stations to use more BMI music.

Festivities Monday

The four stations in Augusta—WRDW, WTNJ, WGAC and WBBQ—were hosts at a cocktail party and banquet Monday night. Tuesday's session was highlighted by an address by J. Allen Brown of WAB's Advertising Dept. He discussed "Radio's Outlook for 1948," stressing importance of station's selling new accounts and opening new sources of revenue in face of more competitive selling against an ever-increasing number of stations and aggressive newspaper space salesmen.

Following Mr. Brown's address, Marcus Bartlett of WSB gave a report on plans for the third Radio Institute, to be held April 6 and 7 at the U. of Georgia in Athens. Institute is sponsored by GAB.

An invitation to hold next meeting of the association in Rome, Ga., was extended by the three Rome stations, and representatives of the Rome city government and Chamber of Commerce. The "invitation" was presented in the form of a transcription, and was turned over to the GAB executive committee.

Three AM Outlets

Get Authorizations

Quincy Grantee to Have 1230 kc When Wil Shifts Frequency

THREE NEW standard stations—two fulltime and one daytime only—were announced last Monday by FCC. They had been authorized Jan. 16.

The Commission also disclosed that on the same date it adopted an order making final its proposed decision of Jan. 8 to grant WIL St. Louis switch from 250 w on 1230 kc to 5 kw on 1430 kc, fulltime, directional [BROADCASTING, Jan. 12]. Denial was issued Metropolitan Broadcasting Corp., Belleville, Ill., seeking 1 kw fulltime on 1430 kc, directional, Metropolitan Broadcasting waived objections to the proposed finding.

Of the new grants, one was for the relinquished WIL facilities—Illmo Broadcasting Corp., Quincy, Ill. Grantee, headed by S. L. Fox, gates, head of Gates Radio Co., is not to begin operation on 1230 kc, 250 w fulltime, until WIL goes to 1430 kc.

Telexa Broadcasting Co., Wichita Falls, Tex., received a construction permit for 1 kw fulltime on 1390 kc, directional night, and Southland Broadcasting Co. of Shreveport, La., was granted 5 kw daytime on 980 kc. Telexa is chiefly owned by Houston Harte and M. Bernard Hanks, Texas broadcasters.

Illmo Broadcasting also must file application for modification of its permit to specify transmitter site and suitable antenna system. The Telexa grant is conditional in that applicant must specify new engineering data. Engineering conditions also attend grant to Southland Broadcasting.

Ownership of new grantees:

Illmo Broadcasting Co.—Principal: S. Parker Gates, chairman, Gates Radio Co., president and 65% owner; Francis W. Westrum, Gates production superintendent, 27.5%; and Harold Lewis, attorney, 0.5%.

Telexa Broadcasting Co.—Principal: Walter D. Clute, Wichita Falls oil producer and businessman, president and 15%; Houston Harte, minority stockholder and officer and in following Texas stations—KOJ; San Antonio (33.3%), KBBQ; Big Spring (50%), KFBP, Paris, (24.72%), KRLS Corpus Christi (12.5%), vice-president 40%; M. Bernard Hanks, 50% owner KBBQ Abilene and also KGAD and KSQL, (16.8%) Kerrville, (24.7%), secretary-treasurer 40%; and A. Boyd Keeler, KFBP manager, 5%.

Southern Broadcasting Co.—Principal: Joe Darsky, president and stockholder of Golden Age Broadcasting Co., Houston, Texas, Youngstown and Akron, Ohio; chairman 51%; BUI B. Goldberg, Houston attorney, vice-president 15%; Lester Kamin, owner Kamin Ad Co., Houston, secretary-treasurer 20%; Pat Coon, Dallas attorney, 15%.

FRIENDS IN NEED!

WAIR has friends by the thousands throughout this rich, responsive market—and all of them are sincerely in need of food, clothing, food, medicine, and cars. We'll do our best to keep them well-groomed, keep beautiful.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

BROADCASTING • Telescating

ANNOUNCES THE 420-OBO SERIES OF BRIDGED "T" ATTENUATORS

Quiet, Outstandingly Dependable for exacting uses

CHECK THESE IMPORTANT SPECIFICATIONS

ELECTRICAL CHARACTERISTICS—

Circuit—Bridged T

Attenuation—1, 2, 3 db/step (odd values available on special order)

Number of steps—10

Attenuation Characteristics—Available in linear, linear with off position or tapered on last 5 steps to off.

Impedance—30, 60, 100, 150, 200, 500, 600 ohms, in or out.

On order—All special order.

Insertion loss—Zero.

Resistors—All wound with low temperatures coefficient wire.

MECHANICAL CHARACTERISTICS—

Diameter—2 1/2".

Bock of panel depth—2" (with detent 2 1/2"

Mountings—Two 6-32 or 8-32 screws in 1/2" centers.

Shaft Length—15/16".

Contact Spacing—15°.

Good things continue to come in small packages! If you're looking for a small attenuator of highest quality—if you want all the quality features normally found in large units but still must save space—shallcross has the answer.

Measuring only 2 1/2" in diameter, the new 420-OBO Series Bridged T Attenuators are destined to satisfy many important requirements for speech input engineers. The various characteristics available make these new units ideal for use as mixer or master gain controls. In addition to compact construction and the wide variation of ranges and tapers available to your specifications, consider these typical Shallcross quality features:

1. Attenuation characteristics essentially flat from 30 to 15,000 cycles.

2. Attenuation in "off" position 100 db or better.

3. All resistors non-inductively wound and sealed against moisture and shock.

A NEW SHALLCROSS CUEING ATTENUATOR

Any standard Shallcross ladder, bridged E, or straight E attenuator may be equipped for cueing action without any increase in the diameter of the unit. With it, the operator can listen for cue and transfer a program from cueing amplifier to the transmitter smoothly and efficiently merely by turning up the volume instead of reaching for a separate switch. Write for complete details.

Write for Attenuator Quotation Specification Sheet

SHALLCROSS MANUFACTURING COMPANY

Dept. B-18, Collingsdale, Pa.

January 26, 1948 • Page 77
Coy, Sterling
(Continued from page 14)

lation to queries about the reassignment of FM from around 80 mc to its present 88-108 mc spot, which Sen. Tobey claimed had been done on the basis of engineering testimony which has since been proven erroneous. Both men affirmed their faith in FM, Mr. Coy taking the view that it eventually will replace AM and reminding that he has taken the position, and still does, that FM should have more channels.

Sen. Tobey asserted that the "one man" on whose testimony the FM shift was based was K. A. Norton, now of the Bureau of Standards; that Mr. Norton has "admitted he made an error," and that Prof. Edwin H. Armstrong, FM inventor and one of the most outspoken advocates of low-band FM, has testified that the error was found in early 1945 but that a secret report admitting the mistake had been altered. Prof. Armstrong is a close friend and summer New Hampshire neighbor of Sen. Tobey.

To Sen. Tobey's query about how he would prevent a recurrence, Mr. Coy responded that information should be "available to the public at all times."

Sen. Tobey asked how it was possible to justificate the allocation of television, "a service extremely vulnerable to interference," into the area FM was forced to vacate on interference grounds.

Mr. Coy said he understood that the present television allocation was "temporary only" and that it probably would be changed in the future. Mr. Sterling, called upon to justify the reallocation of FM, pointed out that high sunspot activity recently caused an FM station in the U. S. to interfere with television in London, and insisted that "in the long run, I'm convinced that the present FM allocation will bring the least interference and the highest fidelity possible."

He told Sen. Tobey that if, as a Commissioner, he discovered that a document had been altered, he would demand an explanation and press charges against the person responsible. He disagreed that FM was reallocated solely on Mr. Norton's testimony but agreed that that was a factor.

Serve Full Term
Sen. Tobey, asserting that former Chairman Charles R. Denny failed to serve out his term after indicating that he would make a pledge from Mr. Coy that, if confirmed, he would remain at his post until the term expires June 30, 1951.

Chairman Coy said that he felt the Commission, which Sen. Tobey described as having had a "varied" and "in some respects a checkered" career, would be aided by frequent meetings with the Commerce Committee and that he would be "happy" to provide detailed "reviews" quarterly. He offered the suggestion after Sen. Tobey, discussing charges that some chairmen have sought to dominate the Commission, said he felt that in any event the committee should be consulted on FCC problems.

Asks Super-Power Views
Sen. Tobey pressed him for his views on power above 50 kw, but he insisted that the question was involved in the pending clear-channel case and that therefore he ought not to discuss it.

To further questions from the New Hampshire attorney, Mr. Coy said he had talked "casually" with former FCC Chairmen Denny and Paul A. Porter about his new post. Asked whether they had put "any injunction on you," he replied: "None whatever."

Sen. Owen Brewster (R-Me.) said he had heard comments that Mr. Coy, federal administrator under the Roosevelt administration, might "control" political broadcast time. Mr. Coy replied that he had heard the same comments and "have wondered how I was going to do it." He pointed out the political-time requirements are specified in the Communications Act and that FCC has no control over the matter other than to enforce the law, which, he agreed, would include hearing complaints.

Asking for his views on editorializing by stations, he said only that the question was set for hear-

FRENCH RADIO, American Plan, was the topic at a luncheon at the French Embassy in Washington last Thursday, at which Ambassador Henri Bonnet was host. With M. Bonnet are (left) Robert Lange, director of North American broadcasting of Radiodiffusion Francaise, and (right) NAB President Justin Miller. Among those at the luncheon were John S. Hayes, executive vice president of WINX and wartime Army head of American radio in Paris; Maurice B. Mitchell, WTOP general manager; M. Robert Rogers, vice president of WQW, and Larry Carl, WASH-FM.

ing and that a large number of witnesses are slated to present their views.

Disclaims Association
Sen. Tobey said an absent commissioner had relayed a query on whether Mr. Coy had any connection with the Southern Conference for Human Welfare. Mr. Coy told him there was no association except that he had once attended a dinner given by the Conference in honor of Supreme Court Justice Hugo Black.

Sen. Brien McMahon (D-Conn.) raised the question of increased rates for political broadcasts and Sen. Tobey questioned him on what FCC could do about daytime serials, getting the response that, if anything is done, the authority will have to come from Congress. When Sen. E. H. Moore (R-Okla.) said he had heard that FCC chairmen sometimes dictated Commission appointments, Sen. Brews-

ter said he was aware that chairmen consulted with the President on appointments and that perhaps it was done in the interest of efficient administration. Obviously re-

ferring to his own unsuccessful support of Miss Marion Martin, Republi-

can national committeewoman, for an FCC appointment [BROAD-

CASTING, Jan. 13, 1947], he said the whole subject came to his atten-

tion and it had an instance where the chairman didn't want a lady on the Commission," and that he thought at the time that it was "going a little too far."

Committee members present for the session included Sens. Tobey, Reed, Brewster, Moore, McMahon, and Ernest W. McFarland (D-Ariz.). Sen. White, chairman of the Committee, was still at Bethesda (Md.) Naval Hospital late last week, suffering from a stomach disorder. In his absence, Sen. Tobey was expected to issue the call for the next committee meet-

Forrestal to Call Censorship Parley

REPRESENTATIVES of radio and other communications media will be called to a "secrecy seminar" with Secretary of Defense James V. Forrestal within "two or three weeks" to discuss the possibility of setting up a clearing house to advise media on the secrecy or non-secrecy of various national defense projects [BROAD-

CASTING, Jan. 18].

Capt. Robert Berry, assistant to Secretary Forrestal, disclosed plans for the meeting last week, but declared that establishment of such an advisory group would depend upon the wishes of the media repre-

sentatives. It was estimated that some 18 representatives of radio, newspapers, magazines and motion pictures would be invited to the seminar, though the list was not complete.

Defense Department spokesmen said they had received numerous complaints that information has been revealed with respect to proj-

ects classified as secret, and that there was no single office to which radio, news and other media might go to determine whether or not a given subject was in the classified category.

Airmark of Distinction

The old Cowbell, for over 25 years, has been the sig-

nal to the Good Folks of Texas that their kind of pro-

gram is On the Air.

WBAP

THE START-TELEGRAM STATION

ABC 1922

NBC

FORT WORTH, TEXAS

570 kc. 5,000 Watts

820 kc. 30,000 Watts

FREE & PETERS INC.

National Representatives

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FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas

in TOPEKA

BROADCASTING • Telecasting
Caley Calls NAB District 9 Meeting for Code Discussion

SECOND of three meetings called by NAB directors for discussion of the proposed new Standards of Practice will be held Feb. 12-13 at the Palmer House, Chicago. Meeting was called by Charles C. Caley, WMBD Peoria, director of District 9 (III., Wis. [in part]).

First meeting was held last Wednesday in Boston on call of Harold E. Fellows, WEJU Boston, director for District 1 (New England) and active in the original code-writing committee as well as the board's own code subcommittee.

Hugh B. Terry, KLZ Denver, director for District 14 (Col., Mont., Idaho, Utah, Wyo., S. D.), is understood to be planning a similar meeting in March, desiring to sound sentiment of his district prior to the Los Angeles convention. The NAB board is expected to adopt a final proposed set of standards at its Feb. 24-26 meeting in Hot Springs, Va.

These three meetings have no connection with NAB's regular district-area sessions, which shift this year from winter-spring to summer-fall because of new by-laws and the policy of holding spring conventions for the entire membership.

Director Caley's Chicago meeting will be run on a format resembling regular district conventions. The opening day will be devoted to discussion of the proposed standards, luncheon with advertising and agency representatives, afternoon discussion with them, and separate discussion to conclude the agenda.

The second day will open with a morning discussion of music problems followed by noon luncheon with agency and advertising representatives. A RMB workshop is planned in the afternoon, followed by discussion of broadcast sales and resolutions.

‘Fifth Network’

(Continued from page 19)

filial would get “three times their clock hour income” that they can receive from existing networks.

Other promises made by Mr. Titus were that soap operas and crime shows would be at least a half hour apart; that there would be no middle commercials in quarter-hour programs; that the major part of the program dollar will be invested in big budget daytime shows comparable to other network nighttime and Sunday programming; that the network, not advertisers, will control the building of programs, that five hours of “good music” and additional programs “not suitable for sponsorship” will be scheduled daily.

Mr. Titus said that many of the programs would be offered for co-op sponsorship. Sales offices also are planned for Atlanta and Dallas for programs and spots, in addition to those in other key centers.

RWG Prepares Scale Offer to Agencies

THE RADIO Writers Guild will seek the same salary scales from advertising agencies for commercial shows as those now in effect between the union and the major networks, according to Roy Langham, the Guild's national executive secretary.

The overall contract probably will be very similar to the network pact, Mr. Langham said in New York last week, with these two important differences: The union is not seeking a guild shop sanction from the agencies at this time, on the grounds that since an NLRB election is required too much delay would result; the RWG is not willing to share with the agencies, as it does with the networks, income from subsidiary rights to material written by its members.

A second negotiating session is to be held in New York Feb. 5. Mr. Langham said.

Ford and GF to Sponsor 5 Track Meet Telecasts

FORD MOTOR CO., Dearborn, Mich., and General Foods Corp, New York, will sponsor telecasts of five track meets from Madison Square Garden on five Saturday evenings over WCBS-TV New York, starting Jan. 21.

Ford will sponsor the Millrose games, Jan. 31; N.Y.A.C., Feb. 14; I.C.A.A.A., Feb. 28. General Foods will sponsor the national A.A.U. on Feb. 21 and the Knights of Columbus event March 6. Both schedules are part of these companies' overall sponsorship of sports telecasts on WCBS-TV.

Ford agency is J. Walter Thompson Co., New York. Agency for Maxwell House Coffee, which is advertised on the GF telecasts, is Benton & Bowles, New York.

Satisfaction is the Key to Lingo Progress

"...thanks again for your 'on schedule' service..."

"...I want to tell you that it's a swell job... It was a pleasure working with your crew..."

—Paul M. Breining
Manager
Station WBPZ
Lock Haven, Pa.
NAB Enumerates White Bill Faults

Main Opposition Centers On Program Revisions Of Revised Measure

The revision of the White Bill to amend the Communications Act (S-1338) has dissipated virtually all of NAB's opposition to the measure as it was originally written, save for the sections limiting licensees' authority over their own programming.

As previously predicted [Broadcasting, Jan. 12, 19], NAB's formal expression of its views follows generally the attitude taken by the four major networks, thus centering the main body of industry opposition against the program provisions—particularly the "censorship" section, which would empower FCC to consider a station's programming when passing on its licenses renewal application.

NAB comments were outlined in a letter sent by President Justin Miller to Sen. Wallace H. White Jr., author of the bill and chairman of the Senate Sub-committee on Foreign Communication and its radio subcommittee, which are considering the measure. Sen. White had asked for the association's views and those of the networks, all of which already have responded, when he revealed the redraft early in December.

Like NBC and ABC, the NAB suggested that the salary of FCC Commissioners be boosted from the present $10,000 and the proposed $12,500 to a new figure of $15,000 a year. With ABC, it opposed the measure's proposed relaxation of the employment of Commissioners and professional employees after they leave the Commission, reasoning that this subject could best be treated by legislation applicable to all agencies.

President Miller, explaining that NAB's views were formulated in a meeting of representatives of individual broadcasters and the major networks, reiterated in detail the association's opposition to the proposed expansion of the highly controverted "censorship" section of the Act (Sec. 326). Expressing hope for "a resolution of our differences," he told Sen. White:

Although the apparent theory of the revision is that the Commission would act only after a station, as a so-called "overall" programming policy of the so-called "overall" programming policy of the not-very-practical experience that the Commission has served as a window to that fact, before the fact and with respect to specific actions under the use of supervisory power is denied to it.

He referred to the condemnation handed portions of the Blue Book by the Court of Appeals for the District of Columbia in the WBAL Baltimore case [Broadcasting, Jan. 19; also see story, page 20], and continued:

Entirely apart from the prohibition of the First Amendment—although clearly germane to its underlying philosophy—is the fact that no small group of men in Washington, who know, respect, and have, a history of experience, either in the long and arduous duties of regulating a vast communications system, or in the operations of interstate commerce—can possibly preside, with the best of intentions, over the tastes and needs of the American people. It is not possible when they have been shaped in the fields of education, entertainment, and transportation.

Scattered throughout the country in almost every city, town, and village are the operators of broadcasting stations, who like newspapers, as a rule, live among the people of these communities, who know, respect, and have a history of experience, their needs, their preferences, their ways of life, their principles and values. They have given themselves to these subjects, and in the intelligent exercise of their discretion, the power to determine the proper character of programs, and what best serves the public interest, convenience and necessity—

if we preserve in the experiment widely with various forms of information, art, literature and drama, we can preserve the standards of education, information, and aesthetic which have made this country the best informed and most resourceful people in the world.

In contrast, no better method could be devised for forcing our thinking into stereotyped channels, and destroying the initiative and imagination which have made this great country. This would limit an extension and legalisation of present process of self-censorship, the intimidation by a little group of men in Washington, who have and only public duty is the regulation of commerce. The President Miller said that the point is "more apparent and vital" with respect to the proposed new section on political broadcasts. He recommended that this section (new Sec. 315), which also deals with discussions of controversial issues, be eliminated. He recognized that stations should provide "equal opportunity" for both sides "as a matter of good practice, under self-administered standards," but asserted that networks and stations already are doing so.

For the same reason NAB opposed section (330) on the identification of editorial and interpretive comment, asking that at least its requirements be eased by removing "ambiguous and confusing provisions.

The new proposed Sec. 333 on "Indecent Language; False Statements" would be unnecessary if the censorship sections were retained as in the present law, NAB observed.

Like NBC, the NAB felt that the original bill's prohibition against FCC interference in station business practices should be retained, not dropped as the revised measure indicated.

NAB urged appointment of the FCC chairman by the President, not by the President of the Senate, and said that FCC should be given power to delegate authority to its divisions or panels, without the necessity of full Commission review of their actions.

WBAL (Continued from page 20)

unfavorable conclusion as to [WBAL's] operation was unjustifiable.

The petition for retraction and motion for continuance of the hearing were filed by William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, and Thomas P. Littlepage of Littlepage & Littlepage, also of Washington.

WBAL contends that the Blue Book distorted the facts of WBAL's past operation and that because of it Messrs. Pearson and Allen filed for WBAL's facilities. The station argues that without the Blue Book's references WBAL would have been granted renewal without hearing. The comparative hearing of the two applications was started early in November and, unless FCC acts in the meantime on WBAL's motion for continuance, was slated to be resumed today (Monday).

Open Mike

(Continued from page 66)

this yet un-measured means of mass communication to fall into the hands of hucksters, politicians, and even war mongers if you please, to further their selfish motives and ambitions. We submit that editorialising as such has no place in voice radio broadcasting.

Lee Hollingsworth

Secretary-Treasurer

WKBS Oyster Bay, N. Y.

Your G UINEA pig

We offer a special service to agencies who wish to test spot and program campaigns before launching. Our research department is now ready to provide you a custom testing service. WJOI listeners are employed in a ratio of about one-third to each group in agriculture, livestock, commerce and industry. From Sales Management's 1947 Survey they have an $5.00 per family to spend (after tax deductions). Our 100,000 listeners are about equally divided as to urban and rural. We have average competition; a local independent, a local Mutual outlet, and two outside power stations. The facts above, make us most suitable for custom testing. Write us today!

WJOI - ABC

"The Guinea Pig Station" (TV A - Muscle Shoals Area) FLORENCE, ALABAMA

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When T's BMI Fits Yours

Another BMI "Pin Up" Hit—Published by E. B. Marks

All Dressed Up With A Broken Heart

On Records: Buddy Clark—Col. 37985; Peggy Lee—Lomax 15022; Bob Houston—MGM 10118; Alan Dale—Sig. 15174; Jack Owens—Tower 1263; The Five Bars—Bullock 1009; John Lee—MGM 5099; The Monkees—Sire 34; Alan Gerard Nat. 7019; Bill Johnson—Vie.; Jerry Cooper—Diamond; Brooks Brothers—Dee.; Eddie Howard—May.*

* Soon to be released
PETRILLO'S WISHLFUL THINKING
Judge Miller Answers Claim by Union's Counsel
That Lea Act Is Dead

CLAIM of an attorney for James C. Petrillo (Dan D. Carmell) that "the Lea Act is dead" is "wishful thinking," declared President Justin Miller last Wednesday in a sharp answer to the gloating comment of the AFM president's counsel after the acquittal verdict in U.S. District Court, Chicago [BROADCASTING, Jan. 19].

Judge Miller said the law is still very much alive, and predicted "we will hear the singing of quite a different tune" when an "experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act."

The statement follows:

"I have read with interest, and some amusement, the claim attributed to an attorney for James C. Petrillo, subsequent to the latter's exoneration on a charge of violating the Lea Act, that "the Lea Act is dead." The childish wishful thinking implicit in such a careless statement, perhaps, should place it beneath the dignity of a reply. The Lea Act was not on trial in Chicago. Mr. Petrillo was. The final line of the Court's memorandum opinion in the Petrillo trial read: "For the reasons above stated, the court is of the opinion that the prosecution has failed to prove the defendant guilty of the violation charged."

Such an opinion reminds us of Scott's Law where it is possible to have three verdicts: Guilty, Not Guilty or Not Proven. In the latter case, the defendant—declared exonerated for the reason that the case was not proven by the prosecution—goes away from the bar in the court with an indelible stigma upon his name. What the Chicago Jurat has said, in his memorandum opinion, is that the case was "not proven" by the prosecution.

This does not outlaw the Lea Act. Neither does the decision of the Chicago Court exempt Mr. Petrillo from prosecution again, in any of several hundred American cities, if he continues to harass the broadcasters and the American people as he has done in the past. When an experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act, we will hear the singing of quite a different tune.

400-Mile Range Achieved by New RCA 50-kw Transmitter in FM Experiments

EXTENSION of FM signals to 400 mile-wide area has been accomplished by RCA engineers in tests which have developed the most powerful FM signals ever radiated in this country, according to RCA Broadcast Transmitter Sales Section. The signals were measured at 300 kw's of effective power in recent tests conducted by the RCA Engineering Products Department over the RCA experimental station W2SXR Camden.

The tests were carried out by feeding the output of the new RCA 50-kw transmitter, first commercial transmitter of this power to be designed for operation in the 88-108 mc band, to a four-section pylon antenna which has an effective power gain of six. The FM transmitter actually fed 60 kw of power into the antenna, producing a radiated signal with an effective power of 360 kw.

A combination of the RCA 50-kw FM transmitter and four-section pylon antenna on an elevated site will provide coverage of a 200-mile radius. This makes possible the expansion of FM service to distant and rural areas. Even wider coverage could be obtained, engineers said, by using with the 50-kw transmitter, an eight-section pylon antenna.

Network Daylight

(Continued from page 18)

based on Daylight Saving Time. Meanwhile, MBS was said to be preparing a proposal for subscription to its affiliates for a much more complete system of delayed broadcasts than it followed last summer. The Mutual system in 1947 applied only to a fraction of its regularly scheduled programs and was said to have led to considerable confusion among its affiliates in Standard Time zones.

Mutual in 1948 is considering recorded repeats for "as many shows as possible," a network spokesman reported. Its plan will probably be dispatched to stations within a fortnight, it was said. MBS, too, will solicit station contributions to assist in financing the cost of such a practice.

FCC RULES AND AMENDMENTS
FIRST to offer a COMPLETE service of all the FCC RULES & AMENDMENTS governing commercial broadcasting—keep RIGHT up to date. Get this "Broadcasters' Bible" now, including Parts 1, 2, 3, 4, 5, and 12 of the Rules, cross-indexed and The Standards of Good Engineering Practice. Subscription one year $60—including two volumes (in sturdy loose-leaf binders) and all amendments. Rules alone $45. Standards alone $25. Write, phone, wire—or mail coupon below. National 7000

Broadcast Service Bureau

1426 K STREET, N. W. WASHINGTON 5, D. C.
AFM Shoots
(Continued from page 14)
for the hearing and agreed he had not been "intimidated" by the committee, as Democratic members had charged.

The four network witnesses appeared Monday. They calmly recounted their conversations in doing business with Mr. Petrillo, and pointed out how the public, musicians and other employees are suffering from the recording ban. They outlined hardships entailed by the AFM threats to strike the networks Feb. 1, and the cost of preparing for a crisis.

All denied a conspiracy to hold back FM and prevent duplication, and Mr. Petrillo joined Wednesday in insisting there has been absolutely no conspiracy. The AFM-network contracts don't mention FM, and the union says they can't duplicate, Mr. Petrillo claimed.

Representing the networks were Frank E. Mullen, executive vice president of NBC; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Theodore C. Streibert, president of WOR New York and MBS board member, appearing for the network.

Mr. Mullen said NBC had good relations with 12 unions, and desired long-term agreements with AFM covering AM, FM, television, and transcriptions and recordings. Mr. Ream reviewed CBS dealings with AFM over FM, and said he is hopeful live music will soon be available to FM. Mr. Woods told how AFM restrictions retard ABC's service to the public, Edwards full privilege for FM, TV and cooperatives, and criticized, the AFM quota system. Mr. Streibert also revealed evils of the quota system and criticized AFM rules on delayed broadcasts and repeats.

The case for broadcasting stations was submitted by Harry Bannister, general manager of WWJ Detroit. Mr. Bannister addressed the committee without notes, and committee members were quick to detect that he followed his prepared statement almost word for word.

As Mr. Bannister told how WWJ had been victimized to the extent of $115,045 in AFM feather bedding since 1938 and forced into uneconomic operation, committee members absorbed every word. Many agreed it was one of the finest speeches they had ever observed at a Congressional hearing.

Telling WWJ's music troubles, Mr. Bannister said, "Frankly, that's no way to run a radio station . . . that stuff may belong in Russia . . . these are power tactics and they do not belong in a democracy."

Several committee members wanted to question Mr. Petrillo late Wednesday but the chair said the interrogating had been going on all day and every member had been given a chance.

Mr. Petrillo squirmed and was ill at ease as Rep. Hoffman with machine-gun rapidity shot questions about his efforts to compel WAAF to hire more men.

Draws Admission
He drew out admission that he "didn't know whether the station needed the men" but felt it was a "prearranged music station" and was winning to hire them. Though at first parrying questions aimed at his power over union affairs, Mr. Petrillo finally agreed he could tell musicians "when and where they can play" and that he put hotels on the unfair list if they didn't toe the mark. He wouldn't bend an inch, however, from his contention, that only musicians can join AFM, especially in the larger locals "where they have to pass a test."

As was the case last summer, Mr. Petrillo kept the committee chuckling at his sallies. Afterward, Chairman Hartley said, "Mr. Petrillo is a good witness. He's disarming by his absolute frankness."

The chairman again interrogated broadcasters and recorders for their refusal to open up and tell the committee the facts about their AFM troubles. He praised Mr. Bannister for his fearless testimony last Monday, and also lauded "two of the FM witnesses."

At one point, as Rep. Thomas L. Owens (R-Ill.) referred to power tactics by Mr. Petrillo and added that he knew a good deal about Chicago, the latter brought down the house as he said, "Don't refresh my memory too much."

A number of committeemen probed carefully into the union's operating structure, forcing admissions that Mr. Petrillo could do about as he wished. High spot was introduction of a photostat of a ballot at the recent Local 10 election in Chicago, with only one person nominated to each office.

Mr. Petrillo was a lone nominee for president and his son James J., for financial secretary. [Copy of the ballot had been reproduced in the Dec. 8 BROADCASTING.]


Running account of the three days of testimony follows:

MONDAY

The four spokesmen for the major networks were sworn in simultaneously Monday morning by Chairman Hartley, who announced they would be questioned after all statements had been read. Mr. Mullen opened by telling how NBC enjoyed harmonious relations with 12 unions, covering 48 separate agreements. Only work stoppage, he said, occurred during the 1942-43 AFM recording ban. He listed these contracts, along with salient provisions.

NBC paid over $2,300,000 to staff and nonstaff musicians last year, according to Mr. Mullen, receiving $778,000 from Musicians' service with the rest going for services of orchestras on sustaining programs for its stations and affiliates.

Mr. Mullen said NBC desires long-term agreements with AFM covering AM, FM, television and transcriptions and recordings. He recalled the AFM's 50% wage boost for transcriptions and recordings. Last year, he explained, NBC paid $265,056 to 380 musicians, plus those hired for clients and another 189 employees who were paid $674,100.

If the AFM ban is not lifted, he declared, NBC will not be able to employ musicians in its Radio Recording Division and will have to transfer or drop other employees.

NBC has insisted in negotiations with AFM that it has the right to carry its musical programs on FM, and will continue to do so, he argued, declaring the union's FM policy unwise as well as opposed to the interests of its members and the public at large.

Citing the growth of television, he said there now are 160 sponsors and predicted number of stations will increase from 19 to 50 this year, available to 40,000,000 persons owning from 750,000 to 1,000,000 sets. In addition he felt TV would be a stimulus to the national economy.

Mr. Mullen reviewed negotiations with AFM and listed the issues involved. He said that pancake turners, for example, are demanded by AFM though NBC is required by law to deal with NABET. He said the network could not become involved with contractual relations of affiliates, as demanded by AFM, since this would be an illegal secondary boycott.

FM and television are here to stay, he concluded, and agreements should be negotiated with AFM to permit use of live musicians or their facilities.

Mr. Ream testified CBS hired directly 210 staff musicians for...
its 7 stations, and 650 casual musicians, with $2,069,808 paid directly and another $4,000,000 paid by sponsors and agencies. FM will give increased work to musicians, he reminded, and reviewed CBS efforts during the last four years to obtain music for FM.

Quoting a series of telegrams exchanged with Mr. Petrillo in 1944-45, Mr. Ream said the network had supplied program service to FM stations on CBS until halted by union mandate in the fall of 1945. Simultaneous broadcasting of programs by FM stations requires no additional work by musicians, does not increase the financial costs of the network or stations, and was done without any charge to sponsors, Mr. Ream said.

A year ago, said Mr. Ream, Mr. Petrillo demanded that network negotiations be confined solely to wage scales and working conditions, refusing to discuss FM. He now is hopeful as a result of recent negotiations that Mr. Petrillo will make live music available to FM, though the union president has not yet submitted concrete proposals.

Retarding Service
Mr. Woods said the Petrillo restrictions are retarding ABC’s service to the public. He advocated FM duplication, and full privileges for cooperative programs, FM and TV. He criticized the quota system by which networks are forced to hire minimum numbers of musicians.

Last year, according to Mr. Woods, ABC paid a total of $1,736,785 to 65 staff musicians in New York, 57 in Chicago, 21 in Hollywood, 16 in San Francisco, 15 in Detroit, plus arrangers and others. Citing wage scales, he said the lowest ABC staff musician in New York, working 25 hours, gets $15, a week.

Single-use transmissions such as the Bing Crosby program, which is heard transcribed on ABC, would be restrained by a ban on their production, he asserted, and from the standpoint of good programming it would constitute an unreasonable restraint.

Similar delayed broadcasts for local station use and recorded repeats used to eliminate the time zone factor should be free of restrictions, he insisted.

Mr. Woods said that when the cooperative ban was lifted, Abott & Costello returned to instrumental music and the Boston Symphony of 110 members was put on cooperatively.

As to Petrillo demands that network force affiliates to hire musicians, Mr. Woods said the network is legally unable and is unwilling.

The broadcasting industry pays $25,000,000 to AFM members, Mr. Woods pointed out.

Discusses Temporary Ban
Mr. Streibert discussed the temporary Petrillo ban on cooperatives, from which MBS affiliates get $5,000,000 a year from local advertisers. Music is back on Information Please since the ban was lifted temporarily by the committee, and an orchestra has replaced vocal music on another program.

Explaining the quota system, he said that MBS and WOR increased to shareholder stations, and WOR, as a key originating station, is required to hire 40 musicians, he said, calling it a "straitjacket" arrangement. He offered figures showing the high wages paid musicians. The quota system, he went on, doesn't take into account account seasonal and other fluctuations and is inimical to good programming.

Mr. Streibert said that in 1947 WOR and six shareholder stations hired over 200 staff musicians on a regular weekly basis, along with arrangers and others, being compelled to hire more musicians than actually were needed.

Discussing delayed broadcasts and repeats, he said it is unreasonable to require extra pay and termed it "inconceivable" that the union would forbid off-the-line recordings which would prevent MBS from offering full national coverage and deprive millions of listeners of network service.

Delay in normal development of FM is largely due to the AFM "standby" requirement, he charged, explaining that if FM is allowed to develop it would result in employment of more musicians as well as related groups.

All four network officials took turns for joint questioning at the afternoon session. Noting that the day's proceedings were being broadcast over AM as well as being televised, Rep. Gwinn described the network testimony as "dull" and suggested, "Your public will tune you off the air." As owner of an FM set, he felt these "Fearhuser" FM stations 'ought to be free of charge, a man should not be allowed to shut off the radio for a whole city, as at Sarasota, Fla.

Mr. Hartley read a newspaper article telling about an AFM ban which caused Helen Jeppson to offer to dress in a lion's cage and sing in a tent with caliope accompaniment. Mr. Mullen said, "We can deliver the finest talent to every section of the land. Mr. Petrillo doesn't think that's a good thing to do." The network officially supports a number of Petrillo bans, such as FM rules and Madison Square Garden television pickups. Mr. Ream pointed out how ABC gave AFM a chance to make a radio show and a rodeo, where actual sound could not be included in the TV program.

Rep. Buck observed, "After sitting under these lights I understand why musicians want more money to pay for television." "So do we," Mr. Streibert interposed.

Rep. Owens followed his line of questioning based on the thesis that present laws provide radio with adequate protection. Mr. Ream explained that networks operate under a contract. "You're fighting for something you can't have to ask for," Rep. Owens argued. "Why don't you let the law be given a test?"

Cites Public Service
"That's extremely likely the end of this month," said Mr. Ream. Mr. Woods added, "When we have this contract, we live up to it. We can work out a reasonable and fair contract, we will. On the other hand, we're going to serve the public.

As was the case the week before, employment of Paul Porter on the CBS legal staff at one time was brought up. Replying to Rep. Lesinski, Mr. Ream said Mr. Porter was employed by the network prior to his service with the Democratic National Committee and the government.

When Rep. Lesinski intimated that "management" was "intimidating" the committee to help it in negotiations, Mr. Woods said, "We're invited guests." Chairman Hartley interposed that he took full responsibility for the hearing which he added will include more than Mr. Petrillo. The committee is trying to render a public service by investigating such cases as this.

Expiration of all recording contracts Dec. 31, and network contracts Jan. 31, gives Mr. Petrillo "pyramided" power, said Rep. Fisher, making him a "monopoly." Replying to Rep. Madden, Mr. Mullen said the reason stations don't use more live musicians is "they're no good." He recalled his own musical experiences and pianistic performances. Rep. Madden asked questions designed to show how AFM uses its welfare fund to serve musicians and the public, and Mr. Mullen agreed such efforts were commendable.

Chairman Hartley cleared up the Porter charges and inferred that networks were impressed by FM, suggesting Mr. Petrillo will benefit from FM's development.

"The ban on FM and television alone warrants these hearings," Rep. Landis observed as questioning concluded.

Presenting the viewpoint of stations, Mr. Bannister reviewed WWJ's musical traditions, having never been without a staff orchestra since 1922. Ignoring his prepared statement, he talked right at committee members, who later commended him for a clear presentation and an unusual memory.

Mr. Bannister listed "appalling details" of WWJ's musician hiring after Mr. Petrillo became head of the affiliate. He had to get a staff orchestra to suit its needs and get full use out of it, he said. After 1938 the quota system was imposed and in 1944 WWJ has networks for a total of $23,810,000, beyond its requirements at an average of about $2 an hour, or "featherbedding to the tune of..." (Continued on page 54)
AFM Shoots
(Continued from page 83)

$115,045." He explained how musical programs must be based on careful planning, which has been difficult under the quota system, since its music is based not on "what would be best for our audience," but on the basis of Mr. Petrillo's dictum. "Frankly, that's no way to run a radio station," he observed.

AFM's Detroit local, with 3,400 members, has only a couple hundred men good enough to play in the station's orchestra, he said.

Radio has developed musical appreciation, he insisted, "and that's one fact often overlooked by the ivory tower inhabitants who like to pop off about what's wrong with radio." Mr. Bannister said the fixed allotment requirements of AFM prevent economical operation of a business. "If every employer and supplier of a business would say that and make it stick, pretty soon there would be no business left anywhere. That stuff may belong in Russia. These are power tactics and they do not belong in a democracy."

Mr. Petrillo, he concluded, operates by ultimatums such as "You gotta do this." "You can't do that," "No more this and no more that." Its "high time" that we put an end to "the ridiculous pretensions of this synthetic Caesar," he demanded.

Most committee members agreed that the presentation was one of the finest they have ever heard on behalf of an industry. Answering Rep. Owens on FM, Mr. Bannister directed that "Bill" Scripps, publisher and editor of the Detroit News, and his superior had tried five days to see Mr. Petrillo to discuss the right to broadcast on FM, but only got as far as his "No," he said.


"I think I should look to my Government for help," said Mr. Bannister.

Replying to Rep. Lesinski, he said WWJ has invested $500,000 in FM, more than that in television. "Bill" Scripps and I disagree, he revealed. "He thinks FM will disappear in 10 years. I don't. Station engineers are 80-50." Asked about welfare of musicians under recordings and radio, Mr. Bannister reminded the committee that musicians once got together in groups and played on street corners for nickels. "Now most everybody has a record player, and many records, even thousands of records. Musicians have been raised to the luxury class."

WEDNESDAY

Chairman Hartley opened the Wednesday morning hearing by asking Mr. Petrillo if he had a statement. The union head said Mr. Diamond, his attorney, had a statement. The chairman directed that questioning of Mr. Petrillo start. He observed first he was not too concerned by the recent success of Mr. Petrillo in avoiding local laws in Chicago, referring to the decision of Judge LаБuy which held documentary proof of Lea Act violation had not been shown.

"But I'm quite concerned at the manner in which the Dept. of Justice prepared the case," the chairman said. "To say the least, they were most lax in preparing the case. In my judgment the facts were in violation of the law." Chairman Hartley noted that British records are arriving in this country. "What effect that on American musicians?" he asked.

"That's a sad condition," Mr. Petrillo replied, but claimed that recording musicians get only 10% of an average of $400 a year so it doesn't make much difference, and the record companies have made no effort to remedy the situation.

Mr. John Lea of the Lea-Clark-Hartley Act musicians have lost $360,000 in wages and 165 men in radio," said Mr. Petrillo. "Contracts expire, men are let out. Our future is getting very dark."

Records are coming in from Mexico, said Chairman Hartley. Mr. Petrillo said he understood the British musicians' union would stop making of records for sale in this country.

Chairman Hartley asked if Mr. Diamond is associated with English Decca. Mr. Diamond said he was before becoming Mr. Petrillo's legal representative. And said that his son might be doing some copyright work for English Decca, and promised to explain it all in his prepared statement.

Asked how Mr. Landis why he wouldn't allow FM and television music, Mr. Petrillo recalled that movies employed 22,000 musicians in 1928 but with advent of sound dropped 18,000, and only 4,000 are now employed in all U.S. theatres. "We want a guarantee we won't lose employment in radio where we were given a chance," he said. Theatres are closing, name bands are folding, said Mr. Petrillo, discussing the plight of young musicians. He said AFM is starting a "clean campaign" to tell the public the musicians' plight, but "can't compare to the NAB."

"Let's do something for musicians," he proposed to Rep. Landis. Eighty per cent of records are home made, he declared, that's why 95% of recordings because of 20%. Let the 20% who want to commercialize—let them fight it out with us."

Rep. McConnell questioned the union head on length at right of FAM minorities and disciplining of members. "If a man gets out of line I may call him in and straighten him out," Mr. Petrillo explained, taking the right of appeal to the board. Fines are used, he conceded, but not often. "Where can a man get a job if he's expelled?" Rep. McConnell asked.

"That's a serious matter; there aren't many of those cases," the witness insisted.

One-Man Ballot

Rep. Gwinn questioned him at length on nominations and elections of locals, which Mr. Petrillo claimed are democratically operated. Rep. Gwinn then introduced a photostat of a 1947 ballot of Local 10 in Chicago, with members given a chance to vote for only one man for each office [Broadcasting, Dec. 8]. Going over each office, Rep. Gwinn came to the name James J. Petrillo.

"Who's that?" he asked.

"My son. He is financial secretary. It's his first time."

After Mr. Petrillo insisted the election was democratic, Rep. McConnell asked. "Did you ever hear of Stalin's elections in Russia?"

"No," said Mr. Petrillo. "I don't know anything about Russia."

"Wouldn't you call this the Russian ballot?" Rep. Gwinn continued.

"That's the way the members want it," Mr. Petrillo said, adding that 48 hours after the nominations names can be put on the ballot by petition of 15 members. Rep. Gwinn cited the instance of the International Cultural Assn., which was denied use of a hotel for a meeting because it wanted to play records for dancing after midnight. AFM threatened to picket the hotel, he charged.

"That's not the procedure at every local," said Mr. Petrillo.

Rep. Gwinn brought out that 1,000 of the 13,000 Chicago local members voted at the last election.

Replying to Rep. Buck, the union head said he considered AFM "a legal monopoly." He said he had only used his powers to set aside AFM laws twice. "Under a bad leader I don't think it would do much good," he said.

In answer to Rep. Kersten, he said record companies aren't allowed by law to separate records for home and commercial use. As to effect of the Taft-Hartley law, he said the union didn't want to give royalties to the men who made the records but prefers that the money go to needy musicians. He isn't worried about foreign records, he told Rep. Kersten, because "the American public always prefers American music."

No Conspiracy

Mr. Petrillo told Rep. Owens there is no conspiracy between large broadcasters and AFM to keep music off FM. Rep. Owens asked to see correspondence with the networks.

"If the networks play for FM they violate the contract," Mr. Petrillo said. "I feel very sincere. FM stations never spent a dime for music. They don't have a dime now. We deal with an industry (AM) that pays us $23,000,000. If there's anything in your mind about conspiracy, please forget it. That's not so."

Rep. Owens, after telling indigently of an AFM mandate in Philadelphia that prevented friends of his from singing cards around a piano in a Philadelphia barroom at Christmas Eve, said official government figures show that musicians' employment has tripled in recent years.

Rep. Kearns suggested AFM call name-band leaders to testify. He praised Mr. Petrillo for doing "some fine things" for the Kearns subcommittee, such as letting amateurs play on networks.

"You never told the networks
they couldn't duplicate since passage of the Taft-Hartley law"? Rep. Kearns asked.

"Mr. Petrillo said. He was confident FM and television would be included in the new contract.


"Don't grab so fast," Mr. Petrillo cautioned.

Rep. Kearns recalled his proposal to amend copyright laws to distinguish between records for home and commercial use.

"It would favor that," said Mr. Petrillo as the noon recess was called.

After the recess Rep. Hoffman gave the AFM ruler the roughest going-over he has received within it's memory. Analysts and observers. Hurling rapid-fire questions and demanding direct answers, Rep. Hoffman forced a concession that Mr. Petrillo had attempted to compel WAAF Chicago to hire three musicians because he thought it ought to hire them, being a "canned music station."

"You announced that to the constitutional committee of the Lea Act?" Rep. Hoffman asked.

"We Compromised"-Petrillo

"We compromised," said Mr. Petrillo.


"Our business is based on minimums," Mr. Petrillo replied.

"Mr. Petrillo refused to concede he was a dirty politician, but he agreed to tell musicians where and when they can play, and that the union put hotels on its unfair list if they failed to conform to AFM requirements. He denied that it isn't necessary to be a musician to get in AFM, especially the larger locals.

Rep. Lesinski read a letter complaining FM stations can't use network music because of an agreement between AFM and broadcasters and alleging that some AM stations carry network programs on their FM as well. He said a lengthy tribute to Mr. Petrillo for his union leadership and said his story "will go a long ways to dispel public opinion of you and the union." Chairman Hartley recalled that Rep. Lesinski had complained Monday that the hearings were futile.

When Rep. Kelly asked if union policies were violated at conventions, Mr. Petrillo agreed and then charged that NAB controls some 400 newspapers that control radio stations. "They're bosses of every station in this country licensed by the FCC," he claimed.

NAB has control over the whole distribution of communications and news. Nobody has ever been more vilified.

Rep. Madden went over the WAAF story again. Mr. Petrillo referred to alleged refusal of Chattanooga stations to do business with the AFM local and recalled it was necessary sometimes to "get NBC to pull the chain on their affiliate," a procedure he said is barred as a secondary boycott.

Rep. Klein asked about AFM elections and the recording contracts. Mr. Petrillo said court rulings prevent restrictions on record buyers.

Chairman Hartley inquired about Mr. Petrillo's salary, which the AFM head said was $20,000 a year from AFM, $26,000 from the Chicago local, and admitted the Chicago local pays for his Waldorf-Astoria suite. He said big locals can't control the AFM since none has more than 10 votes.

The chairman said subcommittee hearings showed movie companies signed AFM contracts "with a gun at their back." Mr. Petrillo replied AFM insists it would be unfair for NBC and CBS to buy films and then put them on their radio stations.

"You really don't mean 'forever' in your record ban?" Chairman asked.

"At the moment we said 'forever,'" replied Mr. Petrillo. "Maybe we might change our mind. We hope these boys who represent the industry will change."

"Don't you think it would be better to use legal methods?" asked the chairman. "Why haven't you pursued that course?"

"It was the only action possible," argued Mr. Petrillo. "Why don't you help us?"

The chairman and witness got into a colloquy over proposal to take a referendum of AFM members as to their opinion of the recording ban. "I'll take you up on that," Chairman Hartley said, "if confined to every person who ever made a record."

"The dead ones we can't dig up," Mr. Petrillo quipped. He said a bandleader asked to testify in his presence as well as that of recording company officials would be "sitting on a hot seat."

HOLLYWOOD'S AD CLUB TOLD 'VIDEO IS HERE'

"TELEVISION is nothing that is coming; it's here," said Klaus Landsberg, KTLA Hollywood general manager. Mr. Landsberg at the Hollywood Ad Club's television panel luncheon on Jan. 19. Arnold Maguire, Hollywood video director of Foote, Cone & Belding, presided.

Video's sales force compared to other media is 10 to 1, with an effectiveness of from three to 10 in video's favor, according to Mr. Landsberg and other panel participants.

Other participants included: Leon Benson, television department, J. Watrous Thompson Co., Los Angeles; Cecil Noble, head of his own Los Angeles agency; Frank Bull, partner of Smith, Bull & McCreery; Charles Broyer, program manager of KFI Los Angeles.

Meeting also cited evidence purported to dispell a belief that 86% of television receivers are in homes rather than bars, that television has increased sports attendance.

"IF THERE'S no opposition, that's it," said James C. Petrillo Wednesday day as he identified a photostat of Chicago Local No. 10 election ballot [BROADCASTING, Dec. 8] Only one nominee appeared for each office, House probers noted on examination of document.

Answering Rep. Landis, he said, "I frankly believe we'll settle the FM and television situation."

Rep. Owens, after getting a statement from the witness that he had not acted to prevent FM duplication since the Taft-Hartley law went into effect, introduced a telegram from the AFM head to network presidents, dated Aug. 20, in which AFM laid down the rules for FM. He again denied collusion with networks to retard FM, and said FM stations should hire musicians since they hire announcers, bookkeepers and engineers.

THURSDAY

Mr. Diamond took the stand as Thursday hearings opened, identifying himself as general counsel to the AFM in U. S. and Canada. Later he testified Mr. Diamond was attorney to President Petrillo.

He said he had resigned from all Decca companies but understood his law firm still does miscellaneous work for London Gramophone Corp., Decca subsidiary. Mr. Petrillo is one of the few citizens against whom a specific law has been passed, he said in his 42-page statement.

One by one he recited problems faced by musicians in sound movies, phonograph records (including disc jockeys, juke boxes, music and radio) and transcriptions. In each case he gave figures on earnings of musicians compared to earnings of announcers. Average earnings per month at the three large record companies range from $8.58 to $17.75, he said, with the entire industry disbursing total sales price as to all musicians, other than leaders, of $1,635,751 in 1946. He contrasted this pay with the 1947 retail record volume of $180,000,000.

Discussing transcriptions, he said packaged radio shows are becoming a major element in broadcast, citing estimated gross sales of Frederic W. Ziv Inc., of $10,000,000 in 1947, with the company paying only $9,259 in scale wages to musicians and leaders in 1946.

Associated Program Service, he contended, paid scale wages of $85,500 to all musicians in 1946 although it also operates Muzak service.

Mr. Diamond devoted four pages of his statement to observations on station programming, based on FCC Blue Book findings, and advised committee members to examine the book carefully.

In discussing radio's employment of musicians Mr. Diamond claimed there are more salaried than musicians and quoted gross time sales figures and net revenues before taxes, without referring to operating costs.

He charged that in 1945 broadcasters earned $7 before taxes for each $1 paid to staff musicians.

Going into technological progress and its effect on his union, Mr. Diamond asked, "Who has devised any alternative means of performing music than by the personal artistry of the musician?" He discussed the AFM welfare fund at length calling it a "cooperative attempt by management and labor to avoid the consequences" of recording. At Dec. 31, 1947, (Continued on page 69)

WFMJ

Sells

The Rich Mahoning Valley

AND HERE'S WHY!

THERE'S MORE "SETS IN USE"

An Average of 45% More

Than National Average

- Youngstown Ratings

Network Shows

Average 100% Higher

- A Greater Audience

at Lower Cost

Ask HEADLEY-REED

WFMJ

The ABC Station For

YOUNGSTOWN, OHIO

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Conventions

(Continued from page 18)

with TV, there was no argument between the groups.

All the decisions made by the various representatives will be
passed on by arrangements com-
mittees of the two political parties’
convention groups.

This was em-
phasized by John M. Redding, di-
rector of publicity, Democratic Na-
tional Committee; William Neale
Roach, managing director, Demo-
cratic National Convention, and
James J. E. Jappe, general man-
ger, Republican National Conven-
tion, who head and acted as
moderators of the claims of the
groups.

Some changes were made in
radio arrangements plans different
from the 1940 convention set-up.
In 1940, Radio correspondents had
40 seats in the press section in the
“longue” in front of the stage on
the Convention Hall floor. Radio-
men, whose position was stated
by William Henry, chairman of
the Radio Correspondents Gallery,
Capitol, Washington, D. C., wished
to relinquish these seats to the
newspaper and news service corre-
pondents. By doing so, the news-
men will have 925 seats on the
convention floor. But radio
dimen, 250-strong, will have all seats on
the stage, behind the speaker’s rostrum.

Behind the radiomen will be
four AM broadcasting booths, with
a central control booth—the en-
tire breadth of this unit measur-
ing 60 feet. These booths already
have been apportioned by lot, on
a left to right basis, looking to
ward the stage to CBS, MBS,
N BC and ABC, respectively.
At the left of the stage, will be a
booth for independents, in which
further TV facilities will be housed.
Below the stage will be more
studios for further use of inde-
pendents and networks.

Number-one TV people to be
accommodated is still in the guessing
stage. Estimates are ranging any-
where from 300 to 900 persons.
It is expected that altogether more than
200 will arrive. With a large array
of news, radio and film personnel of
all kinds required to report and
transmit the reports of the pro-
ceedings. Purrey Ellis, chairman of
the Radio Correspondents’ Asso-
ciation committee for press, radio,
television, and motion picture per-
sonnel, is figuring on that num-
ber in his plans to give such works
a good time while swatting out
the proceedings.

Among those present at the
meeting were:

Robin B. Compton, WCAU-TV Phila-
de
delphia; John Hendick, CBS-TV New
York; Robert J. Shear, W. R. Thayer,
J. F. Curry, S. N. Phillips, C. W. Dix,
R. C. Judd, all of Western Union Tele-
graph Co., New York; R. E. Farnham,
General Electric; E. G. Holmes,
General Electric, Philadelphia;
Carrol Shelton, assistant to the chas-
man of the All Philadelphia Citizens
Committee; Joseph G. McLaughlin,
Pennsylvania - Philadelphia Committee
for Democratic National Convention.

William Henry, chairman, executive
committee of the Radio Correspon-
dents Gallery at the Capitol; Robert W.
Menaugh, superintendent of the House
Radio Gallery, Washington, D. C.; D.
Harold McGrath, superintendent of the
General Electric Radio Correspondents
Gallery; D. C.; B. B. Allen and Ed-ward
Klue-

ness, of Western Union, Philadelphia;
Louise Schreder, assistant director of
Public Works, Philadelphia; Jack
Paige, Mutual, New York; Joseph A.
Robetier, official architect at Conven-
tion Hall.

Griffin Bancroft, executive
Committee of Correspondents
Capitol, Washington, D. C.; William
Thomas, secretary of the Standing Com-
mittee; Harold Beckley, superintend-
et of the Senate Press Gallery, Capi-
tol, Washington, D. C.; William Don-
aldson, superintendent of the House
Press Gallery, Capitol, Washington,
D. C.; Frank McNaughton, Time Maga-
nine; Robert A. Jappe, Philadelphia
and Los Angeles, Oklaho-
ma, and National Conven-
tion, will be present.

Goodman Firm Lists 5 Sales of New Show

HARRY S. GOODMAN Radio Pro-
ductions, New York, last week
announced five sales of the firm’s new
Telephone Numbers Game.

The show has been sold locally to
Starr’s-Chisholm Cream on WOB
New York; Par Soap on KJH
Los Angeles; Inkograph Pens on
WTHT Hartford, Conn., the Bos-
ton-Sha on WBBR Wilkes-Barre,
Pa., and the J. N. Adam Depart-
ment Store in Buffalo (station to be
announced).

At the same time the Goodman
firm announced appointment of
Stanley Florshiem as vice president
in charge of the Goodman special
features division, and Howard
Lally as sales executive. Mr. Flor-
shiem formerly was director of
advertising and sales promotion
for Adam Hats. Mr. Lally was radio
manager for Lawrence Golden Pro-
ductions.

Roach, managing director, Democratic Na-
tional Convention; James L. E.
Jappe, general manager, Repub-
lican National Conven-
tion; David Murphy, director of pub-
licity, Republican National Con-
vention; and Howard Todd, Philadelphia
Convention Bureau.

WHLI delivers more listeners
dero in Long Island’s
d large quality market than
any other station, including
the 50,000 watters in New
York City!

Of course, WHLI has the Fall
1947 HOOPER “Station
Listening Area Coverage In-
dex” for Hempstead Town.

WHLI 1100 KC
and
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

GOODMAN FIRM LISTS 5 SALES OF NEW SHOW
HARRY S. GOODMAN Radio Pro-
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tion; David Murphy, director of pub-
licity, Republican National Con-
vention; and Howard Todd, Philadelphia
Convention Bureau.

Staff of WCAU-TV Philadelphia got practice runs for the Philadelphia
Bulletin’s forthcoming television operations when the station made cable
telecasts of the Town Meeting of Radio Technicians at Philadelphia’s
Bellevue-Stratford Hotel on Jan. 11, 12, 13. WCAU-TV expects to be
on the air on Channel 10 within a month.

RADIO HELPS DIMES MARCH IN
Colorful Parade Staged by KFWB Launches 1948
Campaign in Los Angeles

For KFWB, it’s a repeat of last
year’s work, which was so out-
standing that it earned Harry
Maizlish, the station’s general
manager, a write-up in Time.

To launch the 1948 campaign
KFWB put on a spectacular four-
mile parade which included Macy’s six
giant balloons and featured
Governor Earl Warren and Mayor
Fletcher Bowron. Radio and movie
stars, 23 bands, 24 floats and a
rare marching units comprised
the rest of the parade.

Other stations, in addition to
airing the regular March of
Dimes programs distributed
by campaign headquarters, are con-
tributing individual programs and
promotion.

KFWB Hollywood will dedicate
its two-hour Musical Digest pro-
gram to the campaign on Jan. 27,
offering as guest speaker Mrs.
Margaret Clark, director of the
Los Angeles Women’s Division of
the March of Dimes. The station
is also carrying a half-hour of the
parade and has been offering some
15 spot announcements daily.

KFI is volunteering spot an-
nouncements on all available news-
channels for each of six of its
daily sustaining shows.

Two talks by Basil O’Connor,
national head of the campaign,
were carried by KJH on Jan. 8 and
14. The station is also carrying
spot announcements daily.

Rove will be carried by radio
and daily spots are being aired by
KFVD.

KXN, KCAG, KFLC and KMPC are all presenting sever-
ally daily spot announcements as well as adapting inserts to regular
programming.
Record Closed
(Continued from page 17)

particular raised questions concerning the Commission's power to consider these programming aspects in connection with the CBBS proposal.

Mr. Caldwell reiterated that CBBS expected the resuming of affiliations to come as a natural consequence of competition, but, while reserving the right to object, said if the plan did not work as predicted, the CBBS members would not be surprised if FCC attempted to 'restore the choice of programming for rural listeners.' He said he opposed FCC consideration of program matters and expressed a view that the Commission somehow should call a "full oral argument" on the entire subject.

Should Consider Programs

Andrew G. Haley, counsel for ABC, which supported the CBBS 20-station plan with "modification," contended on the other hand that FCC "definitely" should consider the program factors involved. He charged NBC and CBS have "monopolies" on skywave service, said it was FCC's duty to foster competition and contend that FCC should either make a "policy statement" or enact rules against excessive duplication of network program services within given areas.

Gustav B. Margraf, representing NBC, told the Commission it should "let the competitive forces work," and insisted that the competitive positions of the networks were not an issue in the case, while Julius F. Brauner, CBS general attorney, asserted that issuance of licenses subject to affiliation with a specific network would be "regimentant" to the principles of free competition. Even if CBS and NBC were guilty of excessive duplication—which he denied—Mr. Brauner questioned FCC's right to follow such a procedure and "dictate" the economic and business practices of licensees.

Denounces Mayflower Decision

When Chairman Coy put the question of program consideration to Mr. Spearman, denied the RBC counsel: "I wish you hadn't asked me that." But he felt that Sec. 303 (b) of the Act "certainly gives you that right," though he added that he felt the Commission wanted more power than he would have.

When the question of the Mayflower Decision's ban on station editorializing was raised, Mr. Spearman called the order "unconstitutional, null and void and no station ought to pay any attention to it." He said it "should have been burned before it was ever laisoned and called an opinion."

Mr. Spearman said the CBBS 750-kw plan would create "economie Frankensteins" which would imperil competing stations economically and which by joint effort would be able to "elect Joe Zilich" to the Presidency "or defeat Jesus Christ in the potential bidding of a combination," he said, are themselves sufficient to require FCC to reject the plan.

Denies Economic Threat

Mr. Caldwell countered that the claim of "too much power in the hands of too few" has always been raised but that no testimony has been presented to prove it. He called attention to the "diverse interests" among the clear-channel station owners, and, with reference to claims of economic threat from 750-kw operation, denied that lesser-powered stations would be endangered. He conceded that FCC might limit the number of 750-kw stations a single person or group might own.

A heated exchange developed when Mr. Caldwell noted that Mr. Spearman is interested in a Rochester applicant and said duplication of clear channels would make possible a grant. Mr. Spearman sharply denied that the application had anything to do with his plea for clear-channel breakdowns and declared that the charge was like hitting a prize-fighter in the back after the bell had sounded.

Duke M. Patrick, for WLW, Cincinnati, reviewed WLW's five-clear operation with 500 kw, declaring that "life went on as usual" during that period, competitively and otherwise except that the station's service area was extended.

Earlier Mr. Spearman, responding to Chairman Coy, had said that the rules on protection of 1-A stations originally were amended because of the presumption that 'expert' consultant engineer and at that time FCC assistant chief engineer, "didn't want more than one station operating on a clear channel."

Mr. Caldwell termed this "one of the unfairest things I've ever heard in a hearing," declaring that the change was made by the Commission after much consideration. Mr. Spearman countered that, if both Mr. Ring and Comr. Rosel H. Hyde wouldn't confirm his statement, "I'll eat the rules and regulations."

In response to CBBS claims that at least less than 100,000 people at the time the FCC denied the application 'economies,' Mr. Spearman said that if the Commission wished to make a test I'll be the guinea pig at my own expense and set up a station "in the capital of any of those poor southern states." Later he extended the offer to include one in each of four states: Arkansas, Mississippi, Alabama, and South Carolina.

Webster Absent

The oral arguments were presented before six Commissioners, though all seven members may take part in the decision. Only absentees were Comr. E. M. Webster, for a group of daytime stations and applicants; Marcus Cohn for National Assn. of Educational Broadcasters, and Leonard H. Marks for Oklahoma A. M. & M. University.

Though the argument was slated to encompass the daytime skywave proceeding as well as the clear-channel case, most of the participants were content to rest their skywave cases on their respective briefs [BROADCASTING, Jan. 19].

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TOP PROGRAM HOOPIERS—Based on Jan. 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsorship</th>
</tr>
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<tbody>
<tr>
<td>Radio Theatre</td>
<td>151</td>
<td>Lever Bros.</td>
</tr>
<tr>
<td>Jack Benny*</td>
<td>160</td>
<td>American Tobacco</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>142</td>
<td>S. C. Johnson &amp; Son</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>160</td>
<td>Ford Dealers of America</td>
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<tr>
<td>Charlie McCarthy</td>
<td>145</td>
<td>Brandt Standards</td>
</tr>
<tr>
<td>Walter Winchell*</td>
<td>219</td>
<td>Andrew Jergens</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>130</td>
<td>Lewis F. Whiteman</td>
</tr>
<tr>
<td>Bandwagon</td>
<td>160</td>
<td>F. W. Fitch</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>145</td>
<td>Lever Bros.</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>160</td>
<td>B &amp; W Tobacco</td>
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<tr>
<td>Truth or Consequences</td>
<td>142</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td>Duffy's Tavern</td>
<td>134</td>
<td>Bristol-Meyers</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>135</td>
<td>Mr. Bristol-Meyers</td>
</tr>
<tr>
<td>Music Hall</td>
<td>145</td>
<td>Kraft Foods</td>
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* Includes first and second broadcasts.

Daytime Shows

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<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsorship</th>
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</thead>
<tbody>
<tr>
<td>Big Sister</td>
<td>71</td>
<td>Proctor &amp; Gamble</td>
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<tr>
<td>Ma Perkins</td>
<td>80</td>
<td>Bristol-Meyers</td>
</tr>
<tr>
<td>Romance of Helen Trent</td>
<td>77</td>
<td>Whitfield Pharmaceutical</td>
</tr>
<tr>
<td>Our Survey</td>
<td>79</td>
<td>Whitfield Pharmaceutical</td>
</tr>
<tr>
<td>Backstage Wife</td>
<td>142</td>
<td>Sterling Drug</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>77</td>
<td>General Food Sales</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>143</td>
<td>Sterling Drug</td>
</tr>
<tr>
<td>Arthur Godfrey</td>
<td>156</td>
<td>Liggett &amp; Myers</td>
</tr>
<tr>
<td>Breakfast in Hollywood</td>
<td>184</td>
<td>Kellogg</td>
</tr>
<tr>
<td>Leave it to Beaver</td>
<td>143</td>
<td>Sterling Drug</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>145</td>
<td>Proctor &amp; Gamble</td>
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</table>

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<th>Agency</th>
<th>Hooper</th>
<th>Hooper + or — Position</th>
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<td>Compton Advertising</td>
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<td>7.2 +0.7 10</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>7.7</td>
<td>7.5 +0.2 4</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>7.5</td>
<td>6.7 +0.8 14</td>
</tr>
<tr>
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<td>Dancer-Fitzgerald-Sample</td>
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<td>6.5 +0.9 15</td>
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<td>6.8 +1.5 1</td>
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<tr>
<td>Young &amp; Rumback</td>
<td>Dancer-Fitzgerald-Sample</td>
<td>7.2</td>
</tr>
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<td>W. Fitch</td>
<td>Newell-Emmett</td>
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<td>Kenyon &amp; Eckhardt</td>
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<td>7.5 +0.5 7</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>16.7</td>
<td>14.7 +0.1 12</td>
</tr>
<tr>
<td>Compton Advertising</td>
<td>15.6</td>
<td>14.5 +1.1 37</td>
</tr>
</tbody>
</table>

Attorneys taking part in oral arguments, in addition to those for CBBS, RBC, and the three participating networks, were Mr. Patrick for WLW; Glen A. Wilkinson for KSL; Philip G. Loucks for WQXR New York; Harry J. Daly and Stephen O. Kynast Jr. for a group of daytime stations and applicants; Marcus Cohn for National Assn. of Educational Broadcasters, and Leonard H. Marks for Oklahoma A. M. & M. University.

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AFM Shoots (Continued from page 85)
he said, $3,773,363 had been paid into the fund, $1,131,875 disburshed, with $2,647,602 on deposit. He listed disbursements from the fund and said administrative costs have totaled $3,489,866, not as anticipated. He recalled recorders originally had claimed sales would be curtailed, but claimed 1947 record sales were 380,000,000 units compared to 375,000,000 in 1947.

Mr. Diamond detailed the AFM election and administrative procedure, essentially democratic. The recording ban reflects desires of the AFM membership, he insisted, referring to similar proposals as far back as 1926 at AFM convention. He contended antitrust laws never were intended to be applied to unions, mentioning historic precedents. The alternative is individual bargaining, he argued. Any laws passed should permit continuation of collective bargaining, he told the committee, laws which make the machine, the servant not the master of musicians.

Recognize Responsibility
During questioning by Reps. Landis and Hoffman, Mr. Diamond contended that record makers and AFM were fifty-fifty in agreement on the necessity for the Taft-Hartley Act clause outlawing the welfare fund. Mr. Diamond said he doubted if AFM would object to delayed transcription broadcasts.

Asked by Rep. Hoffman just what AFM wants from record companies, Mr. Diamond declared that the board of Landis and Hoffman of the Second Circuit in New York City last Tuesday and, according to the membership, to make public employment of musicians in local areas and encourage musicians to pursue the art.

Answering Rep. Kearns as the Thursday afternoon session opened, Mr. Diamond said the record ban was not ordered by Mr. Petrillo but by the AFM convention.

At this point Rep. Kearns announced that he planned to introduce a bill a week making it mandatory to use the label, "For Commercial Use Only," on records used by radio stations, juke boxes and other commercial interests. Records for home use would say, "Music for Home Use Only." He explained the bill would amend the copyright law to make it unlawful for a broadcast station, juke box or other commercial user to use recordings or transcriptions made for individual or home consumption.

The bill would provide that buyers of commercially-labeled records should pay a royalty or special tax. Additional sums can be paid to leaders, instrumentalists and other artists engaged in making of recordings. Rep. Kearns said the bill should make use of the fused recording industry and serve stations further to protect the public

the performer and assure record- ing for commercial use and individual and home use."

Rep. Owens questioned Mr. Diamond closely on his connections with Decca companies, as well as the fact that his son is with the same law firm and the firm's handling of record matters. Rep. Owens cited the code of ethics of the American Bar Assn., with Mr. Diamond insisting he had not violated this code.

Mr. Diamond said he had turned off the radio during the trial and, according to the code, would not discuss it with the record makers.

Democrats on AFM Side
Again the Democratic side of the committee supported the AFM case. Rep. Klein praised Mr. Diamond and said he resented interference about his professional activities. Rep. Klein said he believed the copyright act could be amended to meet fraudulent implication of copyright interest, leading in turn to bargaining by musicians to obtain income from commercial use of their work.

Rep. Lesinski read a statement charging that broadcasters ridicule Mr. Petrillo on the air, but if an artist hurries labels at broadcasters he is turned off the air, referring to the Fred Allen incident last spring. He went into complaints of WSAV Rochester and WING Dayton over alleged network discrimination.

In charging there is a monopoly in broadcasting, he suggested it should be investigated along with the FCC, intimating the Commission had put in a confidential file WING documents that he had just uncovered and that an FCC chairman had negotiated a deal with a major broadcasting firm in the Tri-Cities.

(33) After the hearing Rep. Lesinski inferred he might withdraw from the record his comments about the FCC. He read a letter from Los Angeles, signed "Taxpayer," in which industry practices were criticized.

Chester Incident
Final witness of the two-week investigation was J. W. Gooite, president of the Chester, Pa. AFM local, who explained why the local had placed a high school band on the unfair list when it had not approached the chairman. Thanksgiving Day parade at Norristown for $125, less than union scale.

The hearing adjourned shortly after 5 p.m. at the call of the chairman.

New Ad Rate Guide
THE 1948 Advertisers Rate Guide has just been published by the E. H. Brown Advertising Agency, Chicago, the agency announced Friday. The 82-page guide includes information on radio stations. Guide is available to advertisers without charge.

"MORE has been said about theatre television than has been done," D. J. Nicholson, Los Angeles theatre owner, warned at a special meeting of the Southern California Theatre Owners Assn. Jan. 21.

In support of immediate action, Mr. Nicholson showed more than 150 members attending what he had been able to do with 16 mm film which had been filmed directly from a television set. Among examples shown were segments of the Rose Bowl game, boxing and basketball.

Offering his results only as experimentation, Mr. Nicholson advised the membership that he was sold on the quality of the presentation and aimed to offer such programs as part of the program at the Pic-Fair Theatre starting the end of February. He said he knew that other theatre owners might evolve different methods of handling television fare complicated by many legal aspects. He urged immediate study of theatre television by the association from a legal and technical standpoint.

U. S. Group for HF Session Named
Geneva Meeting Starts Mar. 22; Will Draft Assignment Plan
U. S. DELEGATION to the Geneva High Frequency Broadcasting Planning Conference, meeting March 22 was named last Thursday following a Washington meeting of broadcasters and government officials.

The U. S. group, along with groups from India, Mexico, United Kingdom and USSR, will comprise a planning committee representing the entire world.

The Geneva meeting, slated to last until May 22, is the first of two scheduled for the planning conference, another one is slated for Oct. 1 in Mexico City, immediately preceding the regular High Frequency Broadcasting Conference which will convene there Oct. 22.

Forces; C. A. Ray, Representative chief of the State Dept.'s International Broadcasting Division, is chairman of the U. S. delegation, and Curtis B. Plummer, head of the FCC's Telecommunications Engineering Dept., is vice chairman. Other members of the group are Edmund Chester and Robert DeHart, CBS; Charles R. Despain, chief of the State Dept. Telecommunications, G. Simson, U. S. Army; and A. Prose Walker, FCC.

Lea Act Author Calls Petrillo Acquittal Verdict Unwarranted
ACQUITTAL verdict awarded James C. Petrillo by a Chicago court earlier this month [BROADCASTING, Jan. 19] was called "unwarranted," last week by Rep. Charles G. (D-Calif.) author of the Lea Act which the union head was charged with violating.

Saying that he felt a "similar prosecution" in an "average district court" would have brought a conviction, the veteran congressman called on the radio industry to make a concerted effort to unite against fighting Mr. Petrillo. "A policy of appeasement," he declared, "only delays and invites further demands."

Drafts from Mr. Lea's statement follow:

In my judgement the verdict of acquittal given to Petrillo by a Chicago court was unwarranted. I feel that a similar prosecution in an average district court of the country would have resulted in a conviction.

Prior to the trial, Petrillo published an article wherein he stated that he had deliberately violated the law to test the constitutionality of the Act. That evidence alone was in the record of the case. Not one member of the Court, however, determined that it could not conclude that Petrillo was guilty.

It is astonishing that the declarer of the Judge acquitting the defendant was called a "reform" character which characterized his original erroneous decision as to the constitutionality of the Act.

This acquittal, however, does no change the law, which remains unimpaired. The finding, like the verdict of a jury, affects only the facts it involves. A conviction of a defendant which is based on evidence that in the long run the rights of law-abiding citizens are not further prosecutions on similar charges.

Racketeering in one form or another in the name of labor affects various industries. It has been a great national evil. It is for that reason I was interested to hear that in the long run the rights of law-abiding citizens are not being threatened by any form of racketeering. Every legitimate interest in the country needs every means to eradicate racketeering.
TELEVISION is taking the mystery out of Washington legislative proceedings. When before the House Petrollo Inquiry Committee, Hartley CBS, Ream, executive tending the proceedings, furnished Washington, if probably not what he learned on the ground, according to Charles Thayer, chief of the International Broadcasting Division of the State Department.

Mr. Thayer, speaking on the "Voice of America" at a Yale Law School meeting in New Haven last week, said he believed private and small groups should participate in the international broadcast. Thayer made "great contributions to the short-wave and broadcasting fields and have raised the level of information in this country." However, control should rest in the hands of the administration, he added.

He stressed the necessity of an international overseas program, "particularly at this time when radio broadcasting is such a powerful weapon."

Mr. Thayer pointed out that he believed private corporations' "domestic output is the fairest and most objective way that any one can find anywhere," but that in the international field a private corporation "cannot have at its disposal all the necessary information, either regarding conditions abroad, or the details of American policy, in as accurate a form as the government itself."

"The free service "must be subject to constant review in the press and radio," he declared, and "it is a function of our foreign relations that cannot be relegated to a private agency any more than we can delegate the operations of our Army or Navy."

Here is a photo of Joseph H. Ream, executive vice president of CBS, as he testified before the Hartley Committee last Monday. But it wasn't made in Washington. It was shot from the receiving tube (kinescope) in the CBS board room in New York, where President Frank Stanton and other officials watched their ubiquitous executive V. P. in action. It was in Mr. Ream's hands in Washington Tuesday morning.

THAYER CALLS FOR GOVERNMENT CONTROL OF OVERSEAS PROGRAM

"CONTROL of an international overseas information program for the U.S. should rest in the hands of the administration and ultimately, through constitutional procedures, in the hands of an administrative body and the people," according to Charles Thayer, chief of the International Broadcasting Division of the State Department.

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NAB SENTS STATIONS GUIDANCE IN CASE OF AFM STRIKE, THREATENED FOR FEB. 1

LIST of program suggestions was sent last week by NAB to stations. Point their guidance in event of an AFM strike Feb. 1. A five-page document, the suggestions were prepared by Harold Fair, director of the Program Dept., and his assistant, Ben Miller.

Two possible ways in which programs will be curtailed if the networks are struck, the document points out, are reduction in number of regular network offerings and elimination of some local programs.

NAB's suggestions, which do not go into detail, are designed to stimulate thinking within stations and to serve as a "jumping off place." Different types of programs are listed, with comment and suggestions, along with tips on use of recording facilities. Stations are advised to record programs for instantaneous use in sudden emergencies.

The concluding page describes transcribed public interest programs and sources of script material available from governmental and public service organizations.

Radio executives were warned last week by Sigurd S. Larmon, president of Young & Rubicam, against the temptation to lower program standards and forget public interest in the face of a predicted increase in competition among AM and FM stations.

Mr. Larmon represented advertising agencies when he, an advertiser and a research man gave members of the Radio Executives Club of New York an idea of what to expect in 1948. Robert Peare, vice president of General Electric Co., New York, spoke as an advertiser, and Elmo Roper represented the research field.

In warning the executives, Mr. Larmon said, "on a long range basis, your industry will be well advised to raise, rather than lower ethical standards, to screen programs, and to maintain the balance between commercials and programs." He suggested a research program for the industry covering a true cross section of all listeners in order to check public attitude toward radio.

Mr. Peare expressed confidence that "one of the biggest and most interesting developments of 1948 will be in television—in television programming."

William Hedges, NBC vice president and assistant president, presided at the meeting.

WABD'S JANUARY INCOME IS $50,000

INCOME of WABD New York, the station of the Du Mont video network, is up to $50,000 for the month of June 1947 to more than $50,000 for the month of January 1948, Dr. Allen B. Du Mont, president, Allen Du Mont Laboratories, said Wednesday in an address before the Society of Security Analysts in New York.

Citing those figures as proof of the rapid recent increase in advertisers' interest in television, Dr. Du Mont predicted that video stations will have a much higher income than sound broadcasting stations, because there are fewer television stations and because the sight-and-sound combination of television will make it a more effective advertising medium.
FOUR COMMERCIAL VIDEO APPLICATIONS FILED

Four more commercial television applications accepted for filing by FCC Friday with fifth request tendered. One request to withdraw application also pending.

Formally accepted were requests of following:

WKBK Broadcasting Co, (WKBK, WKBK-FM) Youngstown, Ohio (320 kHz, 31 kW visual, 11.4 kW aural).

United Broadcasting Corp., Pittsburgh—Channel 10 (122-196 mc), 31 kw visual, 16.3 kw aural.


Four, of Indiana Television Co., Indianapolis—Channel 11 (62-72 mc), 29 kw visual, 10 kw aural.


WKBN plans $276,250 initial cost with first year operating expenses totaling $125,440.08 and revenue of $24,900. Channel 13 only facility as sought by Vindicator Printing Co, which filed Dec. 30.

United Broadcasting, which also seeks Pittsburgh AM outlet on 1470 ke with 5 kw full time, to spend $184,000 on TV plant. First year estimated operating cost: $180,000; revenue: $50,000. TV antenna to be on top Oliver Bldg. Three remaining TV channels also sought by five others now in hearing. Allen B. DuMont Labs. Inc holds CP for Channel 3 (WDTV).

New England Television has requests pending for seven cities in all (see early story page 18). Springfield and St. Louis outlets each to cost $180,000. Operating costs estimated for each: $7,500; revenue: $8,500. Springfield request is first there. Channel 3 designated for Springfield and Holyoke. Four facilities still open in St. Louis. KSD-TV operates channel 5 (766-32 mc). No other application pending.

WIRE expects to invest $186,000 in video outlet. Five channels allocated to city. Wm. H. W. WFM Inc. seeks CP for Channel 7 (WWHI). WFMB Inc. seeks Channel 6.

United Broadcasting Corp.—Principal: Richard J. Cook, publisher weekly Bulletin Ind., Pennsylvania Construction Digest; president and 15%; John H. Hain, publisher movies and music association Ind.; operating theatres in Pennsylvania and Ohio; vice president, vice president and stockholder; 12%; Albert Garfield, attorney, director 10%; Mr. E. H. York, publisher, and Nathan E. Parker, partners Kay, Richards & Co. stocks and bonds 5%; each Daniel C. W. Mathews, construction supply firm; 10% each; Thomas E. Johnson, attorney, 10%; Henry Oliver Rea, 18-2/3%; owner WFOR Portland, Me., 1968; A. H. Burshfield, Jr., vice president-general manager Joseph Horne Co. 1968.

Donroy withdrawal occasioned by grant of Channel 8 to KFMB Jan. 16 (see story page 89) and desire not to take open Channel 10. Channel 3 sought by Balboa Radio Corp. (KLIK). Retiring applicant composed of Don Roy and Don K. Hankey, auto rental agents.

LEVER TO START CONTEST

$100,000 CONTEST, with five $3000 mink coats as top prizes, will be launched Feb. 2 by Lever Bros., Cambridge, Mass., on four programs—Lux Radio Theatre, My Friend Irma and Aunt Jenny, all CBS, and Amos 'n Andy, NBC. Weekly for five weeks contestants must tell in 25 words or less why they like any of six Lever products. Winners receive total of 329 prizes.

ARGUMENT IN WBAL CASE SLATED BEFORE COMR. HYDE

WBAL Baltimore's motion for continuance of hearing on its license-renewal application and Drew Pearson and Robert S. Allen's rival bid for WBAL's facilities (story, page 20) will be argued this morning (Monday) before FCC Comr. Rosel H. Hyde, presiding officer.

In short session Friday, Comr. Hyde refused to hear argument at that time since Pearson-Allen counsel, while agreeing to argument whether to grant motion and hearing or deny and proceed, and cautioned participants to come "prepared for either eventuality."

WBAL motion filed along with petition asking full Commission to withdraw Blue Book references to WBAL operation, in light of views expressed by Court of Appeals for District of Columbia [BROADCASTING, Jan. 19]. When hearing resumes, President C. B. McCabe of WBAL licensee, and possibly Mr. Allen of rival applicant are expected to be among first witnesses.

PRESIDENT TO RECEIVE 'VOICE' CONTEST WINNERS

Four WINNERS of $500 scholarships in "Voice of Democracy" contest co-sponsored by U. S. Junior Chamber of Commerce, NAB and RMA [BROADCASTING Jan. 19] will be received by President Truman, during four days of events including awards luncheon, radio show and tour of city, according to plans completed today.

Luncheon, to be held at Statler Jan. 28, will feature Attorney General Tom Clark as speaker and Dr. John W. Studebaker, U. S. Commissioner of Education, as toastmaster. Mutual will pick up portion of ceremony, including presentation of awards to four girls by Mr. Clark.

JOHN BLAIR & CO.

EXPANDING N. Y. OFFICES

JOHN BLAIR & Co. effective Feb. 1 moves New York offices to larger quarters, 22 E. 49th St. (Zone 16). Increased space needed, according to Mr. Blair, as result of growth of New York staff to seven account executives, station service manager, five office personnel. Facilities provided for future expansion based on television and other advances. New space is double former site.

Five-year lease taken on offices, which are being rebuilt and decorated and will be both air-conditioned and soundproofed. Private office arranged for use of visiting executives. Richard D. Buckley and William H. Weldon manage New York office.

FM REPS. OPENS N. Y. OFFICES

FM REPS Inc. whose organization as national representative firm handling FM stations exclusively was announced two months ago [BROADCASTING Nov. 17, 1947], has opened New York office at 17 East 48th St., telephone, Wickersham 2-1127. Number of clients in major markets claimed by firm.

SALE OF Harrisburg (Pa.) Telegraph to Samuel I. Newhouse, publisher of Newark Star-Ledger and other newspapers in New York and New Jersey, does not involve transfer of WHP Inc., Harrisburg, which continues under Stockdale family ownership and Abe Redmond management. Mr. Newhouse recently purchased WSYR Syracuse, subject to FCC approval, for $1,200,000 [BROADCASTING, Nov. 10, 1947].

AIR LINES in Philadelphia quietly sounding out stations including television to see if provision should be made at Philadelphia Airport to set up facilities for crews to make pickups of important arrivals on beat or assignment basis. If successful, it is possible the Quaker City, might be extended to other major airports.

WHFA Dallas and WBAP Fort Worth are frankly unhappy at cooperating Hoover rating in anomalous situation whereby each station would be credited with separate frequencies with same call letters. Muters of possible cancellation have come from stations lately. Stations assert rating by call letter—instead of by frequencies alone—measures or favors competitors since last year's FCC decision erasing jointly-owned KGKO on 570 kc. Dallas News station WFAA and Fort Worth Star Telegram WBAP alternate in sharing time on 829 and 570 kc, clear and regional, respectively.

WITHIN FEW WEEKS Radio Diffusion Francaise, French state-owned broadcasting system, will go commercial. To minimize criticism by anti-fascist elements, radiodiffusion will accept, at first, only French products and sponsors but intends eventually to solicit business from abroad.

YANKER NETWORK will ask FCC to shift one of two channels now assigned to Hartford, Conn., to Bridgeport and will promptly file for Channel 10 in latter city, dropping pending Hartford application which is now in four-way hearing for two available assignments scheduled for Feb. 16.
Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3½ million radio homes within the area, between 6 AM and midnight. That's coverage!

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. That's dominance!

How much did these homes listen? Taking all 3½ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. That's penetration!

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.
As the world grows smaller, the question of international communications and world understanding grows larger. The most important phase of this problem is Freedom to Listen and Freedom to Look—for all peoples of the world.

Radio, by its very nature, is a medium of mass communication; it is a carrier of intelligence. It delivers ideas with an impact that is powerful... Its essence is freedom—liberty of thought and of speech.

Radio should make a prisoner of no man and it should make no man its slave. No one should be forced to listen and no one compelled to refrain from listening. Always and everywhere, it should be the prerogative of every listener to turn his receiver on or off, of his own free will.

The principle of Freedom to Listen should be established for all peoples without restriction or fear. This is as important as Freedom of Speech and Freedom of the Press.

Television is on the way and moving steadily forward. Television fires the imagination, and the day is foreseen when we shall look around the earth from city to city, and nation to nation, as easily as we now listen to global broadcasts. Therefore, Freedom to Look is as important as Freedom to Listen, for the combination of these will be the radio of the future.

The "Voice of Peace" must speak around this planet and be heard by all people everywhere, no matter what their race, or creed, or political philosophies.*

Freedom to LISTEN — Freedom to LOOK

*Excerpts from an address before the United States National Commission for UNESCO.