It's an election year and important to business. It's a selection year; important to every advertiser who's spending cash for media. It's the year when your radio buys have to pay off. And when it comes to selective advertising media, WOR holds the aces.

look—

1. WOR has not raised its daytime rates since Nov. 14, 1937.
2. WOR's discounts to sponsors have not decreased. In some cases, they have been extended 25 to 30%.
3. WOR's nighttime rate has not changed since Nov. 1, 1943.
4. WOR delivers the second lowest cost-per-thousand rate in the United States.

But how does WOR pay off specifically?

One WOR advertiser is talking to people in 420,534 homes for 1/9th of 1 cent per home.

Another is being heard in 343,607 homes at a cost of 1/2 of 1 cent per home.

These are not isolated instances. We could quote you dozens of them. Ask us.

wor — heard by the most people where the most people are mutual
THE Vissering Mercantile Company in Minonk, Illinois, 39 miles northeast of Peoria, is the largest retail establishment in Woodford County. Three floors of electrical appliances, home furnishings, textiles, meats and food products attract customers from El Paso, Eureka, Roanoke and all the prosperous little towns surrounding Minonk.

Herman Vissering, who with his brother, John, and sister, Mrs. Viola Beckman, operates Vissering Mercantile Company, says, “WLS is especially popular among farm people, and over 60 per cent of our business comes from farm families. I guess WLS is the most popular station in Woodford County.”

The Visserings know the radio tastes of their customers for they were all born and raised in Minonk. Their father founded the store in 1890, turned it over to them 14 years ago. John Jr. now heads the meat and grocery section; Herman has charge of the dry goods, appliances and furnishings; Viola is the chief bookkeeper and runs the office.

Minonk, population 1,897, like many another small Midwest town, knows WLS well; has played host to WLS Barn Dance talent, depends largely on WLS for its news, markets, weather reports, and entertainment fare. WLS has the highest BMB in Woodford County: 87 per cent day, 90 per cent night. The county population of 19,124 is entirely rural. Retail sales in 1946 totaled over 12 million dollars... effective buying income almost 20½ million dollars!

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market... loyal listeners... programming that serves the community—that's why WLS gets results!
WCAU-TV the Philadelphia Bulletin television station, is now in operation on Channel Ten, the first high-frequency, high-fidelity Channel in Philadelphia.

With a tower 737 feet above the street, the highest structure in the city, WCAU-TV has a combination of supreme height and power thus assuring advertisers top reception for their sales messages in America's third largest market.

WCAU-TV IS REPRESENTED NATIONALLY BY RADIO SALES
DIVISION OF CBS. CONSULT THEM ABOUT PUTTING THIS GREAT NEW SELLING FORCE TO WORK FOR YOU.

WCAU-TV
CHANNEL 10
The Philadelphia Bulletin Television Station
ABOLITION of Class B FM allocations plan, which would open up additional channels for many communities that have none left, being considered at FCC. Decision likely soon. Advocates of abolition reason that allocations plan, having set nationwide pattern, has served its purpose.

IF ALLOCATIONS plan is kept, it seems safe bet that new policy on television channel changes (story on page 18) will be applied to FM too, for consistency if for no other reason. That would mean channel shifts from one area to another must be accomplished by rule-making. Because of greater number of FM channels, however, it’s felt such FM policy could be made more flexible than TV. Otherwise, resultant workload might become impossibly heavy, since at least half of FM applications now involve some shift in channels.

PRESS MEDIA subcommittee, headed by B. J. McKeilwag, Washington Star editor, will seal doom, as gracefully as possible, of Forestal Plan for voluntary peaceetime radio and

(Continued on page 114)

NEW REVISION of NAB Standards of Practice announced Friday night by NAB. Decision made that afternoon to release latest version to membership though NAB board had specified distribution day as advance of May 17-18 convention in Los Angeles when delegates will discuss provisions.

Fear of “leaks” caused premature release, standards having been discussed earlier in week at 14th District meeting in Denver (see story page 17). NAB executives worked late Friday evening refining language of code version approved by board at Hot Springs meeting. Board changes were described in March 1 Broadcasting.

Membership has seven weeks to study new revision (see detailed summary, paragraph by paragraph, below). Present NAB board to discuss document at May 10 meeting prior to convention. New board, with 16 posts now being voted on by membership, meets May 19, day after convention when it may give final approval if convention sentiment justifies. Board has power under By-Laws (approved by referendum last summer) to promulgate document and put it into practice.

Original Section I of code, covering detailed general standards, deleted and replaced by Foreword and Creed (see texts this page). Two main sections cover program and advertising standards.

Political dramatizations, banned in first version, now permitted if clearly labeled. Fair presentation, extent of public interest, and balanced program planning are factors controlling time allotted for public and controversial questions, with clear identification required. Guideposts for children’s programs, as well as crime

Upcoming

March 30: RMA Advertising Committee, Stevens Hotel, Chicago.

March 31-April 1: Hearings on Lemke Bill (H.J. Res. 78) to resume before House Interstate & Foreign Commerce Committee, House Office Bldg., Washington.

April 4: Radio and Business Conference, City College of New York, N. Y.

(Other Upcomings on page 100)

Bullets

FRED SHAWN leaving post as administrative assistant to NBC’s national program manager, Thomas McCray, to become manager of television and broadcast operations, WMAL and WMAL-TV Washington.

McCANN-ERICKSON, New York, lining up 26-week campaign for Chrysler dealers using five-minute transcribed show titled Animal World Court effective April 12.

Revision of NAB’s Code Completed

and mystery, retained but language clarified.

Broadcast in advance of sports events should not be handled in way to encourage gambling, code now specifies.

Main change in advertising standards, since board revised this section last November, is to delete portion on business not acceptable. General language substituted. Limit of 2 minutes 45 seconds on 25-minute program commercial content 6 to 11 p.m. changed to 2 minutes 50 seconds (see table page 114).

Salient provisions of new revision follow:

FOREWORD

“The members of the NAB, recognizing:

That the American System of Broadcasting is a significant instrument of a living democracy, symbolizing and exemplifying the fundamental belief in freedom of expression, established in the First Amendment to the Constitution;

That American radio has attained such stature that its services are available to every person in America and her possessions;

That its influence in the arts, in science, in commerce and upon the public welfare is of such magnitude that the only measure of its responsibility is the common good of the whole people;

And further recognizing, to those destined to administer its affairs, a particular obligation to serve in such manner that their endeavors reflect credit upon their profession, and aspiration toward a better estate for mankind;

That, for the benefit and welfare of all, in order to foster and further the development and progress of radio and for the enlightenment of the public, it is sought to create, maintain and foster such conditions as may be dictated by the people’s interest.”

Opening paragraph defines radio as creative art still in process of development and says standards can never be final or complete. Provisions termed guideposts to serve current needs.

PROGRAM STANDARDS

NEWS—Reporting should be factual, fair and without bias, with commentary and analysis clearly identified as such. Unsavory or alarming details avoided when not essential to factual report, with

(Continued on page 114)

Business Briefly

JOAN EDWARDS TEST • Benton & Bowles considering Joan Edwards as a summer replacement for Rise Stevens on CBS’s Sunday Evening Playhouse. Final decision after her April 17 guest appearance.

LIVE MUSIC TV SHOW • New York jeweler last week privately auditioned half hour video show with live music and backstage replay format at WNBT New York.

KOLS VIDEO DRIVE • Summer video campaign for Los Angeles planned by Kool-Cigaretes.

RADIO RESEARCH, NAB CODE ON ANA CHICAGO AGENDA

NEW developments in program rating re-search to be discussed by C. E. Hooper and A. C. Nielsen during radio session of spring meeting of Assn. of National Advertisers April 12-14 at Drake Hotel, Chicago. Stanley I. Clark, vice president, Sterling Drug and board chairman of ANA Radio Council, will preside.

Meeting will start with report on conception of Radio Council by Paul B. West, ANA presi-dent. Thomas B. Brown Jr., director of council will discuss its organization and current work. A. N. Halves, manager of radio and media director for Procter & Gamble Co., will speak on what council can mean to member companies, and Mr. Clark will describe plan for increasing its membership.

Harold Fair, director of NAB’s Program Dept., will report to ANA on NAB Code.

BROADCASTING CREED

WE, the members of the NAB, reaffirm our determination to:

 Honor man’s right to religious freedom and the sanctity of his marriage and his home;

 Protect and uphold the dignity and brotherhood of man regardless of race, faith or national origin;

 Enrich the daily life of our people through education, entertainment and information, employing the full and ingenious use of man’s store of knowledge, his talents and skills; and through the factual reporting and analysis of the news.

 Provide for the fair discussion of matters of general public concern; engage in those works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency.

 Contribute to the economic welfare of all by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

 Achieve the foregoing by exercising critical judgment and discernment, and by considering the rights and the sensitivities of all people and the proprieties and customs of society.
Over 5 Million People!—46% urban—
54% rural. That's the Mid-America
Market (in the 213 counties within the
measured ½ millivolt circle of KCMO's
50,000 watt daytime non-directional
coverage)! KCMO has the power—the
programming and the coverage to
reach both city dweller and farmer.

For complete ONE station coverage of
this rich and expanding market,
center your selling on
Kansas City's most powerful station.

50,000 WATTS DAYTIME Non-Directional
· 10,000 WATTS NIGHT—810 kc
Pike's Peak is a far cry from Denver (IOWA) ...

... but many a sales peak reaches an apogee in WMTLand, of which Denver (Iowa) is an important part. It's important because, though small, it typifies the thousands of rich dairy and livestock producing areas of eastern Iowa—where production last year increased to almost $1 1/2 billions!

And that's only half of the wealthy market you reach on WMT ... the other half, equally rich, is industrial.

Sell these twin markets on WMT—eastern Iowa's only CBS outlet. Reach your share of the 1,131,782 well-to-do people within WMT's 2.3 MV line. Ask the Katz man for details.

*We looked it up. Brother Webster says, "the farthest or highest point."

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**BROADCASTING**

Published Weekly by Broadcasting Publications, Inc.


Washington 4, D. C.

Telephone: ME 1022

IN THIS ISSUE:

- AT&T Announces Lower Network TV Rates
- PC&B Quits American Tobacco
- Summer Replacement Problem Tackled
- Music Problems Face Industry Negotiations
- CBS to Hold Nationwide Television Clinics
- Goodyear Wins Honors in CCFV Awards
- Johnson Bill Hearing to Open April 5
- Washington Radio Market Survey
- Editor Asks Revocation of WGBA's License
- Richards' News Policies Probe Asked
- Senate Group to Hold Dry Bills Hearing

DEPARTMENTS

- Agencies
- Allied Arts
- Commercial
- Editorial
- FCC Actions
- Management
- News
- Our Respects to

At Washington Headquarters

SOL TASHOFF

Editor and Publisher

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J. Frank Beatty, Rufus Cramer, Associate Editors

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Eleanor J. Bredemuehle, Secretary to the Publisher.

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MAURY LONG, Business Manager

George L. Dant, Ads, Production Manager; Harry Stevens, Eleanor Seabed.

AUDITING: R. T. Tashoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Director

David Ackerman, Warren Sheats, Chapalier Hodgson, Jeannette Wheals, Elaine Suter.

PROMOTION

WINIFRED R. LEVI, Manager

Betty Beckantis.

**NEW YORK BUREAU**

250 Park Ave, Suite 17, Plaza 3-2525

EDITORIAL: Edwin H. James, New York Editor.

Florence Small, Irving Yarde, Marjorie Ann Dunnell, Anita Lamm.

Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. Paul, Advertising Director: Martin Davidson, Tom Stack.

**CHICAGO BUREAU**

890 N. Michigan Ave., Zone 1, CHICAGO 4115

William L. Thompson, Manager; John Obux.

**HOLLYWOOD BUREAU**

6000 Sunset Boulevard, Zone 29, EMPIRE 6-2831

David Gluckman, Hollywood Manager; Ralph G. Tuchman, Hollywood News Editor, Ann August.

**TORONTO BUREAU**

417 Harbour Commission Bldg., ELgin 0778

James Montagnes, Manager.

**BROADCASTING** was founded in 1931 by Broadcasting Publications Inc., using the title: **BROADCASTING**—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.


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

BROADCASTING • Telecasting
Plea for Naval Strength Made In Speech by Capt. Zacharias

Washington (Hearld, November 16)

Contrary to the frequent characterization in which they are usually cast, Intelligence officers have no such easy jobs. The army doesn't have a story with which to wrap a routine visit. They serve serious vital subjects which they must interpret with great accuracy, experience, and insight.

Admiral Zacharias was by any measure a man who had been 100% right about the time and place of the attack. He saw combat action as commander of the Battleship "New Mexico" at Saipan and Guam.

Admiral Zacharias gained widest fame with his highly successful one-man psychological war against the Japanese High Command during the climactic stages of the Pacific War.

Twenty-five of his 38 years in naval service were spent in intelligence work, where he accumulated a tremendous store of knowledge about world affairs.

Admiral Zacharias is the author of the best seller, "Secret Missions."
thank you.... everyone.... everywhere ....

THE STATIONS, PROGRAM DIRECTORS, UNIVERSITIES, RADIO WORKSHOPS AND BOARDS OF EDUCATION, FOR THEIR SINCERE COOPERATION IN PRESENTING ‘HOLLAND CALLING’ (39 PROGRAMS) TO THESE VAST AUDIENCES—*

Radio Stations

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Boards of Audio and Visual Education

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<td>BREMERHAVEN</td>
<td>PAN AMERICAN BROADCASTING CO.</td>
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<td>MUNICH-STUTTGART</td>
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The only European transcribed series produced overseas under American supervision according to American standards. Profiles of Holland's industries, sports, national events ... made on the spot!

But we didn’t do it alone!

THANKS TO RADIO NEDERLAND WEER OMROEP, HENK VAN DEN BROEK, DIRECTOR
THANKS TO EVERT VAN ELDRICK, CHIEF ENGINEER AND STAFF
THANKS TO R. S. TELDE, PROGRAM DIRECTOR RADIO NEDERLAND INTERNATIONAL
THANKS TO H. F. VAN DER EEM, PROGRAM DIRECTOR WHO NEDERLAND INTERNATIONAL
THANKS TO J. SCHROEDER, PCJ, HOLLAND, DIRECTOR
THANKS TO J. H. B. J. NIJHUIS, DIRECTOR, PCJ, HOLLAND
THANKS TO W. C. BREE, ACCT EXECUTIVE WHO RECORDINGS
THANKS FOR THOSE SWELL VERITONE PROCESS PRESSINGS (WOR)

Supervision and Interviews by

H. EMORY ELLIS, RADIO OFFICER N. I. B.

Distributed by:

NETHERLANDS INFORMATION BUREAU

(A Government Agency of the Kingdom of the Netherlands)

10 ROCKEFELLER PLAZA, NEW YORK, 20

J. P. BOURDREZ,

FIELD OFFICES:

HOLLAND, MICH. • SAN FRANCISCO • WASHINGTON, D. C.

* and our deep and sincere appreciation to the thousands of listeners for their unsolicited letters and comments!
BROADCASTING'S favorite microphones
Available for immediate delivery!

These outstanding microphones—Western Electric's 639 Type Cardioids and 633A "Salt-Shakers"—are ready right now for immediate shipment to you—in quantity! Accessories are available too.

Just place your order with your nearest Graybar office.

QUALITY COUNTS—

Western Electric

For the complete story on Western Electric microphones, accessories and other Western Electric products for broadcasting, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Feature of the Week

WHATEVER CREDIT may be given in history books for the first network television broadcast of a musical program, if indeed history books concern themselves with such matters, must be given to CBS. The credit was not won without heavy breathing. As soon as it was learned that the American Federation of Musicians had rescinded its ban against live music on television, NBC announced it intended to be the first to televise a symphony. It scheduled a simultaneous telecast of its Saturday evening symphony for March 20.

Here was a challenge CBS could not take lying down. A day later it announced that it would do (Continued on page 3?"

On All Accounts

B EFORE CHICAGO's pioneer television station, WBKB, went commercial last year, Director Bill Eddy thought it a good idea to have a sales manager.

Casting about for a man who would have the diversity of skills required in television today, and at the same time be a seller, Capt. Eddy looked long and hard at the record of his own Don Meier.

When joining the Balaban and Katz station as a broom-pushing cub in 1946, Don had chalked up an imposing academic record at Nebraska U. (degrees in both speech and business administration), and had spent two years studying radio at Indiana U., NBC's Radio Institute, and at a conservatory of music in Indianapolis (his girl lives there).

He had taught dramatics at a small Nebraska high school, sold Burroughs adding machines, and pulled himself up in the Army from buck private to lieutenant colonel. When discharged he was director of training for all Army finance schools. (That word finance caught Boss Eddy's eye.)

Once at WBKB, Don rode a mike, switched lights, and shagged props for two months. Then he graduated to remotes, where he worked a full circle of sports as field director. He scanned the monitors and cut the show for football, baseball, hockey, wrestling—even ping pong. When a circus came to town, he managed to get an announcer inside a "friendly" lion's cage for an interview.

Shortly after this episode Bill Eddy decided Mr. Meier needed a broader field for his talents and named him sales manager.

Most of WBKB's 38 clients, who buy 80% of the station's time, have been sold by 35-year-old Don Meier. An advertiser knows that if he buys from D.M.'s program will have uniformity, because Don usually has a hand in writing, producing, and directing the show—then announcing it, too.

Among the accounts sold by him are candy manufacturers, general appliance stores, bottlers, automobile manufacturers and distributors, department stores, cigarette manufacturers, trade schools, and radio manufacturers, distributors, and retailers.

He's one of the four Meier boys from Lincoln, Neb., who've made good. One brother is a doctor, another runs an automobile and farm implement agency in the tall corn country, and a third took after his Dad, an electrical engineer.

Don's unmarried, but still has that girl in Indianapolis. Just try to find him in Chicago some weekend!
One of a series. Facts on radio listening in the Intermountain West

Proof that...

Intermountain Network Dominates!

Intermountain Network delivers Hooperatings of:

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<tr>
<th>Time</th>
<th>Sets In Use</th>
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*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

Y Comprised of 10 B network stations.

The Winter, 1947 Hooper reveals that the Intermountain Network truly dominates the tune-in in 13 Intermountain cities outside of Salt Lake City—with 11.9 morning, 14.5 afternoon and 12.6 evening Hooperatings. In Salt Lake City the Intermountain Network delivers 2.8 morning, 4.2 afternoon and 4.4 evening Hooperatings.

URBAN AUDIENCE MEASUREMENTS

Winter, 1947

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFYD, Boise-Nampa
KFYD-FM, Boise-Nampa
KVMV, Twin Falls
KEYT, Pocatello
KID, Idaho Falls

WYOMING
KVBS, Rock Springs
KDFN, Casper
KWWO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KJIP, Miles City
KMON, Great Falls *
KYES, Butte *

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

ask avery-knodel for further details
Your statistics, market indexes, and surveys will bear out... Miami is a "live" show packed with action the year around... Miami, too, is a constantly expanding market that is breaking all records for Growth, New Construction, and Sales... And Miami is a trading area with a better than $1/2 billion bankroll, and an almost unrepressed urge to buy.

To reach this great market, WQAM, Miami's First Station, blankets all of Miami's widely scattered trading area with a clear signal that means clear Sale-ing for anything you have to sell.

A. B. C. IN MIAMI

Stars to this and other stations in Miami:

THE MIAMI HERALD STATION

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives
RATES for television network facilities, substantially lower than those filed last year, have been announced by American Telephone and Telegraph Co. Last year's rates were withdrawn after vigorous industry protest.

AT&T will file the proposed rates with FCC this week and the Bell System's video channels will be placed on a commercial basis May 1, according to Bartlett T. Miller, vice president in charge of the AT & T's Long Lines Department.

Under the currently proposed rates, a television channel between two cities will cost the broadcaster $35 a month per airline mile for eight consecutive hours daily, and $2 a month per mile for each additional consecutive hour. The rate for occasional or part-time service will be $1 per airline mile for the first hour of use and one-quarter of that amount for each additional consecutive 15 minutes.

Bell System rates file in year [BROADCASTING, June 9, 1947] drew protests that they were too high to be supported by the infant video industry. The original rate proposed a scale of $40 per airline mile a month.

At present, television facilities are being furnished by AT&T without charge to broadcasters over a combined coaxial cable and radio relay network between Boston, New York, Philadelphia, Baltimore and Washington. In addition to the present eastern video hook-up Bell System is currently building 2,000 miles of network channels in the midwest in coaxial cables and radio relay systems. By the end of 1948 the midwestern network will join the eastern network, which is to be further extended, Mr. Miller disclosed.

Now Commercial Basis

"Network transmission of television programs has passed the experimental stage," Mr. Miller stated. "During the past two years the Bell System has made its East Coast network available to broadcasters on an experimental basis. Although the provision of intercity channels is a highly complex job, we have now had sufficient experience to place this service on a commercial basis."

For the use of terminal equipment and its maintenance eight consecutive hours daily, there is a charge of $500 monthly, as compared with proposed 1947 rate of $750, for connecting stations of the television network. For stations requiring only occasional service, the charge will be $200 per month plus $10 per hour of use. To complete transmission of the complete television program broadcasters must, in addition, pay rates now in effect for aural broadcasting, which will apply in using the separate aural channel.

Examples of how the two monthly rates, 1947 and 1948, for a New York-Philadelphia hookup would work in practice follow:

1947 Rates
96 circuit miles at 40 per mile.................. $3,840
2 station (terminal point) charges at $750 each... 1,500

1948 Rates
83 airline miles at 35 per mile.................. $2,905

Monthly total.......................... 5,340

Although extra consecutive hour charges remain the same, $2 per mile per month, the change from circuit to airline miles in a New York-Philadelphia hookup would mean a reduction from $192 (96 times $2) to $100 (83 times $2), a saving of $92.

The new AT&T rates are somewhat lower than those filed by Western Union Telegraph Co. [BROADCASTING, March 15], which called for a base rate of $4,700 a month for eight hours a day for video service between New York and Philadelphia, with a charge of $940 a month for each extra consecutive hour. In both the proposed sets of rates, picture transmission only is covered.

AT&T estimates that about 40 million persons live in the areas which Bell System video facilities are expected to reach by the end of this year. Initially, some channel sharing may be necessary on certain routes, in which cases special rates will apply.

FOOTE, CONE & BELDING last Thursday resigned its $12,000,000 American Tobacco Co. account because of disagreement over advertising policies pursued by the tobacco firm since the death in 1946 of its president, George Washington Hill.

Announcement of the agency's decision to abandon the account, its first and largest, came last Thursday only a few days after the late Mr. Hill's son resigned his position as vice president and advertising director of the American Tobacco Co. because of the same fundamental disagreement.

The resignations of Foote, Cone & Belding as agency for American Tobacco and of George Washington Hill Jr. from his position with the firm were described by Emer- son Foote, president of the agency, as "independent actions," but Mr. Foote admitted that both were motivated by the "same reasons."

He said that the agency would continue to service the account until the tobacco company appointed a successor.

Mr. Foote himself announced his agency's withdrawal as representative of the company, which was its first account. The American Tobacco Co. was the first client to engage Foote, Cone & Belding when that agency succeeded Lord & Thomas in 1948.

Mr. Foote, a member of Lord & Thomas before its dissolution, has been in personal charge of the American Tobacco account for 10 years. At a news conference at which he announced his firm's resignation, Mr. Foote explained that the decision had been made because he was in "respectful disagreement" with the advertising practices of the company.

Something New . . . Added

In answer to a question as to whether this situation prevailed before the death of the elder Mr. Hill, Mr. Foote said, without amplification, "No."

He refused to enumerate the issues in which Foote, Cone & Belding and the American Tobacco Co. executives had disagreed, ex-
SUMMER SHOWS

By FLORENCE SMALL

DOMINANT activity at the advertising agencies in New York is currently centered around the summer replacement problem.

This year the always difficult selection of shows for summer fare has become even more complicated since at least one network, NBC, will not take mystery programs before 9 o'clock. That type of program heretofore has been regarded as one of the staples in summer nighttime programming. Thus predominantly variety, musical and quiz shows are being offered by the radio package firms and agents.

Among those actively seeking summer shows are Roche, Williams & Cleary for its client Standard Lab Inc., sponsors of the Henry Morgan program, Thursdays, 7:30-8 p.m. on ABC.

Another program seeker is Warwick & Legler, interested in a summer show for Pabst Blue Ribbon Beer when Eddie Cantor goes on vacation from the Thursday, 10:30-11 p.m. period on NBC.

Ruthrauff & Ryan is seeking summer billing for Rinso and its Amos ‘n Andy program, Tuesdays, 9-9:30 p.m. on NBC. The agency is also pondering a summer replacement for Auto-Lite who has dropped Dick Haymes and was scheduled to replace him with Suspense, Thursdays, 9-9:30 p.m. on CBS. No decision has been made as to whether the mystery show will remain on through the summer.

Newell-Emmett Co. has signed Sammy Kaye as summer alternate for the Chesterfield Supper Club, five nights weekly 7-7:15 p.m. on NBC. Vocalist Perry Como is heard three times weekly and Jo Stafford twice weekly.

Blow Hunts

The Biow Co., New York, is contemplating a replacement for the Dinah Shore-Harry James show in the Friday 10-10:30 p.m. period on CBS when that show switches, effective April 20, to the Tuesdays, 8-8:30 p.m. on NBC, period vacated by Milton Berle. Both half hours on each network are sponsored by Philip Morris. The replacement will probably be a comedy show. The reason for the transfer of the Dinah Shore show to the NBC time, Patrick H. Gorman, advertising director of Philip Morris explained, was that they feel the earlier time on NBC will attract a larger segment of the young radio audience. The show’s format was composed and designed to catch the audience of 18 to 25 years old. J. Walter Thompson Co. has set Nelson Eddy to take over for Al Jolson when he vacations the first week in July from the Kraft Music Hall, Thursdays 9-9:30 p.m. on NBC. Present summer plans for Fred Allen show, Sundays, 8:30-9 p.m. on NBC, are sponsored by Ford dealers, calls for a hiatus. The J. W. Thompson Agency, however, is currently deciding on a summer substitute for the Standard Brands’ Edgar Bergen-Charlie McCarthy show, Sundays 8-8:30 p.m. on NBC. A definite decision is expected early next week.

Benton & Bowles has signed New Faces for the Chesterfield Supper Club, 5 times weekly on NBC and Arthur Godfrey, 5 times weekly on CBS.

SEARCH for solutions to the recording and transcription music shutdowns and development of a formula for TV musical employment face industry negotiators as networks enter the second week of operation under the new three-year AFM pact [Broadcasting, March 22].

The music situation was somewhat complicated late last week as FM Asn. completed a survey on music duplication by FM stations. The survey revealed that FM stations are confused over network specifications covering duplication of their musical broadcasts. The great majority of FM stations with FM affiliations are duplicating network programs, FAA’s survey indicated.

Main interest in network music centered late last week in rates to be charged for television. First toward solution of this phase of the network-AFM three-year agreement were taken when network and union officials met informally in New York.

Television Problem

Working out the TV music formula involves a number of problems requiring careful study and lengthy conferences. Negotiators are supported by agreement of James C. Petrello, AFM president, that television wages must be lower than AM rates if TV programming is to provide a steady revenue source for musicians. If rates are too high, he concludes, use of TV-originated music will be discouraged.

The video formula involves agreement on such problems as rates for sound films, which can be used for orientation programs or for networks. Another problem centers around comparable rates to be charged for whole musical programs and those in which music is incidental.

The entire situation was discussed Wednesday at a New York meeting of the joint Industry Music Committee, representing all branches of the industry. The committee heard reports from networks on their new three-year contracts.

In general, committee members were pleased at the new contracts, according to Richard P. Doherty, NAB director of Employee-Employer Relations.

Advance whisperings that networks would pull out and leave recorders and transcribers to their own devices were unfounded, Mr. Doherty said.

"Next steps will be based on the wishes of the recording and transcription industries.

Meeting of these two groups is (Continued on page 102)
CONSTRUCTIVE nuclear science and nuclear radiation were termed “major radio frontiers” paving the way to tremendous human benefits by Dr. W. R. G. Baker, General Electric Co. vice president and retiring Institute of Radio Engineers president, when he addressed the annual banquet of the institute last Wednesday night at the Hotel Commodore, New York.

Dr. Baker called on the thousands of scientists who gathered for the yearly conclave to expand undeveloped radio frontiers. He cited nuclear science as “the most important radio frontier of the past 10 years.”

Highlighting the four meeting days (March 22-25), filled with technical sessions covering virtually every phase of development and advancement in the industry, was the annual president’s luncheon Tuesday noon, at which FCC Chairman Wayne Coy was the featured speaker, and the IRE banquet Wednesday night. Annual IRE awards and fellowship awards were presented at the banquet [BROADCASTING, March 15].

Comprehensive Exhibits
An elaborate array of exhibitions in New York’s Grand Central Palace provided visual evidence of scientific discoveries in the field.

Highlights of the technical sessions were:

- Developments designed to make possible better and more economical home FM receivers, higher fidelity broadcasting and new systems of communications for military and other applications were disclosed Monday at opening sessions of the convention.

Dr. Robert Adler, research expert, Zenith Radio Corp., Chicago, described a new radio tube, somewhat like a miniature cathode-ray bulb, which he said is expected to make possible “greatly simplified circuits” in FM receivers and provide greater ease of circuit adjustment and tuning by the home operator. Dr. Adler said the new device, known as the “gated-beam tube,” should promote good but cheap FM receivers, “retaining all the superior features of this advanced type of broadcasting.”

D. E. Norgaard, General Electric Co., explained a new system of broadcasting employing recently-developed single-sideband techniques, making it possible to develop “binaural” or two-channel transmission of sound, thus presenting a concert in its true tonal dimensions, as one hears it in the concert hall. “Broadcast transmitters, to utilize the advantages of binaural or natural hearing, may be of the dual single-sideband type, modulated by the same program but picked up on two microphones, which control each sideband separately,” he said.

“Reflected Power”
“Reflected power,” said to make possible the creation of small super-sonic “sound” or light waves, using no vacuum tubes, circuits or power apparatus, was described by Dr. Harry Stockman, chief at the communications laboratory of the U. S. Air Forces’ Watson Laboratories, Cambridge, Mass. Its uses are said to be indicated for point-to-point circuits.

During Tuesday’s sessions, L. A. DeRossi, of Federal Telecommunications Laboratories Inc., Nutley, N. J., discussed phase distortion, (Continued on page 110)

IRE 4-Day Meet Studies Technical Advances

FCC CHAIRMAN Wayne Coy predicted last week that present television channel availabilities in the nation’s 140 metropolitan areas will be exhausted within 12 months, and called upon the radio industry for “more rapid developments” in the upstairs band between 475 and 800 mc.

“If we cannot devise plans for ‘a truly nation-wide competitive system’ of television for the next generation, we are not worth our salt,” he declared in a luncheon address Tuesday at the Institute of Radio Engineers convention in New York.

He made plain that the task of providing adequate space for television and other vital services in the crowded spectrum is one for “the radio industry generally, the Commission and the general public to the full extent its best interests can be made known in a technical problem of this kind.”

More Information Wanted
Chairman Coy told the engineers that “the Commission has not had made available to it adequate information as to the characteristics of the so-called high band television” (475 to 800 mc) to enable it to write detailed standards for such a service. We at the Commission must look to the industry for (Continued on page 111)
CELEBRATING second anniversary of New England Regional Network’s “New England Roundtable” in Washington, March 18 (BROADCASTING, March 22) are (1 to r): Sen. Styles Bridges (R-N.H.); Paul W. Morency, vice president and general manager of WTIC Hartford; Wayne Coy, FCC chairman; Justin Miller, NAB president.

IN A RARE radio appearance AFM Head James Petrillo (1, foreground) joins ABC Head Mark Woods (r) discussing new contract over ABC’s “Headline Edition” March 18. Taylor Grant, narrator, and Walter Scanlon, director, are in background.

WJW CLEVELAND will broadcast 147 of the Cleveland Indians’ 156 games during the coming summer under contract being completed by Bill Veeck (seated), Indians’ president, and two members of the station, Walter J. Sylvester III, local sales manager, and G. C. McKelvey, salesman.

1948 PROGRAM of Southern California Advertising Agencies Asso. is discussed by newly re-elected president David Fenwick (1), with Howard Ethrich (center), secretary-treasurer, and Jack Kiefer, vice-president, in association’s new Van Nuys Building headquarters in Los Angeles.

VISITOR to Prudential “Family Hour” is Jack Berch (1), sponsored in NBC daytime Prudential program. With him are (1 to r) Rise Stevens, “Family Hour” star; George Potter, insurance firm’s vice president; Al Goodman, program’s musical conductor.

NEGATIVE PREVIEW is presented at WCCO Minneapolis by advertising and station officials as they illustrate type of program they gave assurance would not be presented at 55th anniversary banquet of International Milling Co. Portraying corpse in outlawed program is George Sandell, the milling company’s assistant advertising manager. Others are (1 to r): Bill King, advertising manager of firm; Mrs. King, and Carl Ward, WCCO promotion director. Substituted for murder scene was a 20-minute transcribed show dramatizing firm’s history.

CONTRACT for co-sponsorship of Los Angeles baseball game broadcasts on KMPC is examined by (1 to r) Herbert H. Wixson, KMPC sales manager; Lou Place, Russel M. Seeds Co. Inc., representing co-sponsor Brown & Williamson Tobacco Co. (Wings Cigarettes); Bob Kelley, KMPC sports director, and Art Gudelman, Barton A. Stebbins Advertising, representing Signal Oil Co., other sponsor of the games.
By J. FRANK BEATTY

NATIONWIDE campaign to sell business and industry on the value of radio advertising in developing public, customer and employee relations has been started by NAB.

Inspired by a swiftly developing list of good-will success stories based on war and post-war use of broadcasting by business firms selling goods and services direct to the public, as well as those not contacting the public, the NAB Dept. of Broadcast Advertising is compiling these stories as the first phase of the campaign.

Designed to tap new sources of business for broadcasters, large and small alike and increase current budgets, the campaign is also expected to develop new techniques in public relations advertising, according to J. Allen Brown, assistant director of the NAB department, who originated and is directing the industry wide project.

The idea has the backing of the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee. As the project develops, it will show methods used by some of the biggest business and industrial groups in the country to develop relations with the public, local communities and their own employees, and to foster the American system of private enterprise.

Benefits Obtained

Benefits obtained from radio good-will building programs sponsored by such companies as U. S. Steel, AT&T, Firestone Tire & Rubber Co., Chesapeake & Ohio Railway, Goodyear Tire & Rubber Co., electric utilities, American Transit Assn., General Motors Corp., trade associations and other national groups will be described.

Backing up these stories will be hundreds of community projects by large companies, such as that of Portsmouth Steel (Broadcasting, Feb. 23) as well as those of smaller plants, stores and local organizations.

The success stories will cover all forms of rendition from full nationwide network hookups to transcription and cooperative programs and on down to less elaborate local station offerings.

First of the publications to be issued by NAB will bear the title Radio Advertising for Public and Employee Relations, according to Mr. Brown. It will be aimed to interest particularly local, regional and national advertisers, advertising agencies, station representatives, broadcast stations, national and regional networks, and public and employee relations executives.

Campaign Described

"The first publication incorporates many ideas and successful campaigns used by industrial plants for years," according to Mr. Brown. "These campaigns have included the commercial use of radio, and there are many others that can be adapted to utilizing radio. Every kind of industrial effort along this line, whether for community, employee or national public relations, can be made much more effective by intelligent use of the broadcast medium."

By the time the project is complete it will provide an encyclopedia of methods used by radio stations. Moreover it is expected to be an important step in developing public faith in democracy at a time when the inroads of collective governments are becoming critical factors in the national economy.

New radio campaigns such as that of the C&O rail series will be listed along with long-time broadcasts. The C&O program started on seven Mutual network stations last Sept. 26 and is still running. It is designed to acquaint the public with the railroad philosophy of the C&O and its militant president, Robert R. Young.

Two one-minute messages are heard during each Information Please program on MBS, Friday, 9:30-10 p.m. The program is cooperative, with C&O using WOR New York, WGN Chicago, WHK Cleveland, CKLW Detroit, WOL Washington, WNAC Boston and WFIL Philadelphia.

"Progressive Philosophy"

Many of the cities are not served by the railroad, which is submitting "progressive railroad philosophy," as railroaders describe it. To rail centers served by other lines, C&O desires to stimulate interest in its service and ideas besides progress attained by other railroads, including competitors.

C&O executives have expressed pleasure at program results. As evidence they point to mail responses for comments in the first half of December. The responses were called "highly satisfactory" in both quality and quantity. Topic discussed at the time was consolidation of C&O and New York Central, in which C&O is an important stockholder.

The railroad has utilized the MBS series to promote its "pay-as-you-go" plan of railroad credit cards and its central reservation bureau; its special tours for small boys to historic spots, at extremely low cost; its effort to encourage

NEW MEXICO radio men converged on recent 14th district NAB meeting in Denver in hopes of furthering their admission to the district. Pictured with Justin Miller (center), NAB president, are (1 to r): S. V. Patrick, KVER Albuquerque; R. L. Odson, KVER; Merle Tucker, KOAT Albuquerque; E. N. Thwaites, KFUN Las Vegas, N. M.

BROADCASTING • TELECASTING

NEWCOMERS to radio attending recent 14th district NAB meeting in Denver included (1 to r): Bob Dolph, applicant for a station in Longmont, Colo.; L. K. Christolear, who is building station KLMA Lamar, Colo.; Bill Gillin, manager of KTLN, new Denver station under construction; Bill Grove, KFBC Cheyenne.

March 29, 1948 • Page 17
Possible Delays Seen as Result of FCC Decision

By RUFUS CRATER

PROTRACTED DELAYS in FCC action on many contested television applications were foreseen last week after the Commission ruled that separate rule-making proceedings must precede changes in the established video allocations table.

The new policy means, in effect:

Before a channel can be moved from one community to another under the allocations table, which covers the nation's 140 major markets, the proposed change must be requested in a petition for rule-making; engineering and other supporting data must be submitted, and an opportunity must be provided for others to oppose the move. A hearing must be held if the objection justifies it.

It was felt in most quarters that the same procedure would have to be followed before a frequency can be allocated for use in a city which is not included in the allocations table, though there appeared to be some differing opinions on this point.

Not yet decided, apparently, is the question whether all applications in a community would be held up pending settlement of such an allocations question, or whether the procedure would tie up only those applications which seek channels not in accordance with the allocations table.

FCC sources said it might be done "on a case-by-case basis. But there was strong feeling that the decision would be to hold up all applications in the community or market involved, whenever an allocations change is formally requested, until the question has been settled.

The shortest possible time for effecting a change in the table by rule-making processes, observers felt, would be about 60 days. This would apply where the proposed change was unopposed. Even without opposition, adequate advance notice of the contemplated change must be given, and after the change has been ordered the law requires its effectiveness be postponed 30 days.

Extend Time

In cases where hearing is necessary, the proceeding would be extended by the amount of time needed for actual hearing, preparation of the examiner's decision—assuming the Commission itself will not be able to hear all such cases—and adoption of the final decision by the Commission.

It was expected that hearings would develop in most if not all instances where the proposed change would take frequencies away from other communities.

The new policy was opposed by Comr. Rosel H. Hyde and Robert F. Jones.

Mr. Hyde maintained that the rule containing the allocations table (Sec. 3.606) is "sufficiently flexible" to permit changes without separate rule-making proceedings.

Jones' Contention

In a lengthier and more outspoken dissent, Mr. Jones argued that "the plain language of the rule permits one proceeding in which can be determined the desirability of the use of a channel in a different location than that provided for by the table—and, in addition, the merits of the respective applicants on a comparative basis."

The majority enunciated the new policy in a memorandum opinion on Yankee Network's application for a new television station on Channel 10 at Bridgeport, Conn. Yankee asked that the application be consolidated for hearing with those for the Hartford-New Britain area, to which Channel 10 is allocated. It was pointed out that Channel 1 is currently assigned to Bridgeport but would be eliminated by FCC's pending proposal to give Channel 1 to nontelecast.

The Commission majority denied Yankee's request, ruling (1) that "the only appropriate method for making changes in the allocation table is by separate rule-making proceedings," and (2) that it would be "undesirable procedure" to combine such rule-making proceedings with a hearing on the merits of competing applications, FCC said:

"All persons desiring to build a television station in Bridgeport have an opportunity to have their application considered and are entitled before filing their applications to know whether a television channel is available in the community in accordance with the Commission's rules."

It was this language, as well as the past Commission policy in other fields, which contributed to the feeling that whenever a rule-making change in allocations is proposed in a given community FCC will be disposed to hold up action on all applications for that area, even those requiring no deviations from the table—until the allocations change has been decided.

It was generally conceded that such a practice could easily lead to dilatory tactics by applicants or others and considerab.(Continued on page 106)

CBS CLINIC

MORE THAN 200 executives of 100 CBS affiliates are expected to attend the network's first nationwide network television clinic on Wednesday (March 31), CBS announced last week.

The all-day meeting at the Waldorf-Astoria Hotel, New York, was called by the network at the request of its Affiliates Advisory Board "to enable broadcasters far removed from present key television centers to piece together all the scattered segments of television information into a comprehensible whole."

Frank Stanton, CBS president, is scheduled to make the opening address. Lawrence W. Lowman, CBS vice president, is to present the network's plans for originating programs in the new WCBS-TV New York studios now under construction at Grand Central Terminal Bldg. Leonard Hole, associate director of television for CBS, will preside at Wednesday's meeting.

William B. Lodge, the network's director of general engineering, will give statistics on receiver production and video applications, and details of AT&T and Western Union plans for servicing television networks.

Worthington Miner, CBS director of television, is slated to deliver a comprehensive report on video programming, covering costs, personnel problems and film vs. live pickups.

George Moskovics, the network's commercial television manager, will lead off the afternoon session with a talk on television as a sales medium. Other scheduled afternoon speakers are Edward Reeve, chief statistician for CBS on television audience research findings; Herbert V. Akersberg, vice president in charge of station relations, and William C. Gittinger, vice president in charge of sales.

List of CBS affiliates' representatives (Continued on page 118)

TV Waiver Extended

WAIVER of FCC's rule requiring minimum television operation of 28 hours per week and two hours per day was further extended last week by the Commission to June 30. Extension was made pending notice of petition by Television Broadcasters Assn. to provide for gradual increase in the operating time requirements over a period of years.

'Times' Station Possible

CBS TV Outlet in L. A

A CBS may obtain a television outlet in Los Angeles if current negotiations between the Los Angeles Times and the network develop satisfactorily. A Times spokesman did concede to Broadcasting last week that CBS represented a live possibility but pointed out considerable details would have to be worked out before the possibility ever became a reality.

Although neither party would commit anything, it is known that conference did take place between Frank Stanton, network president and Norman Chandler, publisher of the Times, during former's recent trip to the coast.
He knows his oats!

The horse knows his oats.
So does the fellow who owns him.
That hot Shanghai sun takes the pep out of a horse.
So the owner puts a straw hat on ol' Dobbin.
Net result: More horsepower!
Time buyers who know their oats put W-I-T-H on their list.
Net result: More sales power! For less money!
W-I-T-H is the BIG independent in Baltimore
... with the BIG audience.
In the nation's 6th largest market, W-I-T-H delivers
more listeners-per-dollar than any other station!

Listeners with money to spend.
Listeners who buy goods.
How about giving them an earful of the product you’re selling?
It’ll cost you less ... to sell 'em more ... on W-I-T-H.
Get in touch with Headley-Reed today.
CCNY AWARDS

GOODYEAR Tire & Rubber Co.'s The Greatest Story Ever Told, on ABC, last week was announced as winner of the top honors in the City College of New York annual radio awards as the outstanding radio program created and broadcast in 1947.

The ABC show won one of two bronze plaques, the other going to WLW Cincinnati for "Outstanding Achievement in Promotion in 1947."

The Frederic W. Ziv Co., Cincinnati, received an award for creation of the Favorite Story series, which was called the "most effective direct-selling sponsored program" in its class.

The CCNY awards will be presented April 14 at a luncheon in the Roosevelt Hotel, New York, during the CCNY fourth annual Conference on Radio and Business, April 13 and 14.

In commenting on the selection of The Greatest Story Ever Told as winner, the awards committee described it as dramatizing "with superior good taste and effective listener appeal" episodes from the New Testament. "The program has no middle commercial and only the irreducible minimum of an institutional commercial at the beginning and end of the program," the committee observed.

In addition to the bronze plaques awarded to the Goodyear program and to WLW, 16 Awards of Merit and 14 Honorable Mentions will be presented at the April 14 luncheon. Seven classes and seven categories of entries were involved.

Those receiving the CCNY Awards of Merit are:

FREDERIC W. ZIV Inc. Cincinnati, "for the creation of the most effective direct-selling, sponsored radio program"—Favorite Story. Class: Sponsors, advertising agencies, program producers.

WAAT Newark, N. J., "for the creation of the most effective direct-selling sponsored radio program"—Second Honeymoon. Class: 500- to 1,000-w stations.

CBS "for the creation of the most effective direct-selling sponsored radio program"—My Friend Irma. Class: National radio networks.

RAYSHOW Inc. New York, "for the creation of the most effective institutional sponsored radio program"—The Greatest Story Ever Told. Class: Sponsors, advertising agencies, program producers.

KUDNER Agency, New York, "for the most effective promotion of a national radio program"—The Greatest Story Ever Told. Class: Sponsors, advertising agencies, program producers.

NARRAGANSETT Brewing Co., Cranston, R. I., "for the most effective promotion of a regional or instate radio program"—Major League Baseball. Class: Sponsors, advertising agencies, program producers.

WOWO Ft. Wayne, Ind., "for the most effective promotion of a regional or instate radio program"—Fire. Class: 5,000- to 10,000-w stations.

COLUMBIA PACIFIC Network, "for the most effective promotion of a regional or instate radio program"—Menace in White. Class: Regional or instate radio networks.

KLX Oakland, Calif., "for the most effective promotion of a local radio program"—KLX hourly news broadcasts. Class: 500- to 1,000-w stations.

WAKY Oklahoma City, "for the most effective promotion of a local radio program"—Oklahoma's Front Page. Class: 5,000- to 10,000-w stations.

KELO Sioux Falls, S. D., "for the most effective all-over radio station promotion." Class: 100- to 250-w stations.

KLX, "for the most effective all-over radio station promotion." Class: 500- to 1,000-w stations.

KMBK Kansas City, "for the most effective all-over radio station promotion." Class: 5,000- to 10,000-w stations.

WLW "for the most effective all-over radio station promotion." Class: 50,000-w stations.

MBS, "for the most effective all-over national radio network promotion." Class: National radio networks.

CCNY Honorable Mentions go to:

KRCL Lewiston, Idaho, "for the creation of an unusually effective institutional, sponsored radio program"—Gossip Time.

WMAZ Macon, Ga., "for the creation of an unusually effective institutional, sponsored radio program"—Because There Is a Georgia.

CBS, "for unusually effective promotion of a national radio program"—We Went Back.

WOW Omaha, "for unusually effective promotion of a regional or instate radio program"—Regimented Raindrops.

WDUS New Orleans, "for unusually effective promotion of a local radio program"—Teen Age Book Review.

WOW Ft. Wayne, Ind., "for unusually effective promotion of a local radio program"—Teas Re- lied.

WLOL Lima, Ohio, "for unusually effective all-over radio station promotion."

CBS, "for unusually effective all-over national radio network promotion."

WSYR Syracuse, N. Y., "for unusually effective all-over radio station promotion."

MBS 1st Quarter Time Sales Up 5%

MBS GROSS time sales for the first quarter of 1948 will show a 5% increase over the same period last year, Jess Barnes, Mutual's vice president in charge of sales, said on March 25. The increase represents new business signed by the network, contract renewals and expansion of several existing commercial shows, he said.

JOHNSON BILL

PRESSURES for and against the Johnson Bill (S-2231) mounted to a new pitch last week as final preparations got under way for the start of Congressional hearings on the measure next Monday (April 5).

More than 40 stations and other radio groups were slated to present witnesses supporting or opposing the bill, which would break down clear channels and limit power to 50 kw. The hearing will be held before the Senate Interstate & Foreign Commerce Committee.

Schedule of Witnesses

Committee sides expected to have a schedule of witnesses and their time allotments ready for distribution this week. It was expected that all but one to four days would be apportioned to clear-channel advocates, including the Clear Channel Broadcasting Service, and about three to supporters of the breakdown measure.

The week's developments on the highly controversial proceeding, which thus far has drawn statements from approximately 400 AM licensees, follow:

The committee sent letters to each of the four major networks requesting them, in view of their experience and position in the broadcasting field, to have witnesses on hand for the hearing.

Sen. Edwin C. Johnson (D-Colo.), author of the bill, sent out letters urging stations which have supported the measure to marshal their forces and enlist additional support; to stations who have not submitted views, he sent letters urging comment and pledging that their views would be kept confidential if they wished.

The committee sent letters to members of Montana's Congressional delegation to support it; copies of the resolution were circulated to broadcasters in other states with the recommendation that similar resolutions be adopted.

A flurry of other letters criss-crossed the nation, some supporting and some condemning the bill.

Among the messages was one from W. L. Gleeson, president of Broadcasting Corp. of America, operator of four California stations. In a letter responding to the Montana Association's message and resolution, he recapitulated proposals he had offered to the Senate committee beyond his endorsement of the Johnson bill. He asked the Montana group to "pass another resolution" endorsing his proposals that:

1. AM power be limited to 10 kw, "thus offering duplication of clear channels to the extent that these clear channels would carry 3 to 1 kilowatt stations in the U. S."

2. Networks' navigational use of an affiliate's time be restricted to "every other hour in the broadcast day."

3. Ownership of stations by nationwide networks be "illegal."

Mr. Gleeson's letter to the Montana Association (Continued on page 198)
PROMOTION—PLUS!

Claudia has moved to 790 on your dial. Change your station to Claudia on 790.

Houston's ONLY Station

Using

- 24 SHEETS
- BUS DASHES
- NEWSPAPER SPACE
- POINT OF PURCHASE DISPLAYS
- OUR OWN RADIO NEWSPAPER

to help YOU SELL YOUR CAMPAIGN AND YOUR PRODUCT

ASK AVERY KNODEL

ROY HOFHEINZ
PRESIDENT

BILL BENNETT
MANAGER

DICK AITMAN
PROMOTION DIRECTOR

in HOUSTON it's

K T H T

5000 WATTS at 790kc
**ELECTIONS HOLD UP SUBSCRIPTION RADIO**

PLANS for Rolf Kaltenborn's "Pioneer Network of Subscription Stations" [Broadcasting, March 8] are being suspended until after the November elections, according to Mr. Kaltenborn. He is running for Congress on the Republican ticket from the 6th District of Florida.

Although application for conversion of FM stations to subscription service is being held in abeyance at present, plans are going ahead on programming. Program material is being prepared on tape, "which is proving most successful particularly in connection with dramatic material and certain educational features," said Mr. Kaltenborn.

"After the November elections," Mr. Kaltenborn added, "we hope to have subscription service ready for introduction."

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**WJBW LULL**

OPERATION of WJBW New Orleans has been returned to Charles C. Carlson, the licensee, after he posted a bond pending hearing on his divorced wife's petition for a preliminary injunction enjoining him from disposing of station property. [Broadcasting, March 15.]

The hearing was expected to be held today (Monday) before Judge Leo W. McCune of the 24th Judicial District Court of Louisiana on questions of (1) whether Mr. Carlson's bond should be increased above $5,000, as requested by his former wife, and (2) whether her petition for a preliminary injunction should be granted.

Mr. Carlson has been under temporary restraining order secured by Mrs. Louise Calamari Carlson, his divorced wife, since March 8.

**Station Returned Pro Tem To Carlson**

A writ of judicial sequestration, arising out of her claims under Louisiana's community property laws, was issued at the same time. In that connection an administrator was appointed by the court to handle the station's business affairs and a civil sheriff took possession of the physical properties.

But authorities said Mr. Carlson has been in control of programming and similar matters throughout.

With the posting of a $5,000 bond by Mr. Carlson, the judicial sequestration was released and the administrator and sheriff withdrawn. Mrs. Carlson asked that the bond be increased, and this request was set for hearing today. The temporary restraining order meanwhile was continued and it appeared likely that the hearing on this, to determine whether it should be dissolved or give way to a preliminary injunction, would be held today.

The case arises out of FCC's proposed decision to deny Mr. Carlson's application for renewal of the WJBW license, largely because of alleged engineering violations, and to grant his divorced wife's application for WJBW facilities. [Broadcasting, Dec. 15, 1947.]

The station is on 1230 kc with 250 w fulltime.

Meanwhile, Mr. Carlson has petitioned FCC anew to reopen the record for further testimony in support of his bid for renewal. The petition contends that Mrs. Carlson's suit violates the law and FCC's regulations and was designed to harass him, that he is willing to cooperate with her but that she has been uncoopertative.

It attacks the "death sentence" which Mr. Carlson claims would be involved in failure to renew the license, maintains that WJBW has served its listeners without complaint from them, and argues that further hearing should be held to permit Mr. Carlson to show his willingness and ability to comply with the Commission's regulations.

Mrs. Carlson is represented by Charles J. Rivet, New Orleans attorney, and the Washington law firm of Welch, Mott & Morgan. Maurice B. Galin of New Orleans is attorney for Mr. Carlson and WJBW.

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**FREE TRIP to London will be awarded Edwin K. Lucas III, ex-GL sophomore at the U. of Pennsylvania, for writing the best essay on "How Can International Broadcasting Promote International Peace?" in contest sponsored by WPEN, Philadelphia. Edward C. Obrist (r), general manager of WPEN, congratulates him.**

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**WSIX gets results**

WSIX gets results for advertisers of beauty products. And the proof is in a long list of year in year out renewals. As a sample, two outstandingly successful manufacturers have used quarter-hour shows on WSIX for well over four years each. Evidently, these sponsors count on WSIX for consistent, productive coverage of Nashville's 51-county retail trade area. Consult with your nearest Katz representative for other success stories and more complete information about the way WSIX can help you with your sales problem.

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**WSIX gives you all three: Market, Coverage, Economy**

MacArthur Radio Post

WARREN WRIGHT, coordinator of the MacArthur-for-President campaign, told Broadcasting in Chicago that several prospects for the post of campaign radio adviser are being screened and one is the basis of the campaign's officials. He said that the Milwaukee Journal, Mr. Damn's employer, "is not active in the MacArthur campaign."

PREPARED BY BUILDING ITS new 50-kw transmitter, CKAC Montreal will increase daytime power from 10 kw to 10 kw in June. New Transmitter is expected to be ready in a year.

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More WINCHARGER Towers Specified by Station Applicants Than All Others Combined

And now Roy Hofheinz follows the trend at KTHT, Houston. Tune to 790 and listen to the KTHT transmission.

* Actual tabulation FCC applications file, April, 1947.

ANTENNA TOWER DEPARTMENT

WINCHARGER Corporation DAVUX CITY, IOWA U.S.A.
Another One

MORE than 1000 prizes valued at over $25,000 will be offered in the four consecutive jingle contests to be sponsored by the Shotwell Manufacturing Co. on True or False MBS Saturdays, 5:30-6 p.m. Special cash prizes totaling $4,000 also will be offered to Shotwell retailers. Entry must be written to rhyme with "I Like Big Yank for Eating Right"... C. Wendel Muench and Co. Chicago, is the Agency.

PLAYGROUND TV

REPORTS that WBKB Chicago, the Balaban & Katz video station, and the Chicago Cubs, owned by Philip K. Wrigley, would blanket Chicago playgrounds with television sets during the coming baseball season "to combat juvenile delinquency" have been confirmed by Capt. William C. Eddy, director of WBKB.

Capt. Eddy said the B & K station already has arranged with the Chicago Park Board to put TV receivers at 10 large reception centers. He would not speak for the Chicago Cubs other than to admit that earlier reports, from sources close to Mr. Wrigley, that the chewing gum magnate would supply video sets for school playgrounds "probably are true."

When interviewed by BROADCASTING, Capt. Eddy had just returned from a conference with Mr. Wrigley at the Cubs' West Coast training camp, he said.

"Our aim is to keep the kids out of bars, and to discourage 'knightholding,'" the WBKB director declared.

He said a 19 x 25-inch screen would be used on the receivers to be donated by WBKB, but added that "no particular manufacturer will be favored."

CBS AFFILIATES BOARD

RE-ELECTS 4 MEMBERS

FOUR MEMBERS of the CBS Affiliates Advisory Board have been re-elected to two-year terms. A fifth member was named to fill the unexpired term of a former member who has moved out of his district, the network announced last week.

Those re-elected were: E. R. Lounsberry, WGR Buffalo, chairman, representing District 2; Glenn Marshall, WMBR Jacksonville, Fla., District 4; Richard Borel, WRNS Columbus, Ohio, District 6; Kenyon Brown, KWFT Wichita Falls, Tex., District 8.

All four will serve through 1949.

William Quarton, WMT Cedar Rapids, Iowa, was elected to serve through 1943 as District 7 representative, completing the unexpired term of George Higgins, formerly of KSN Des Moines. When CAAB holds its next meeting in May, at the NAB convention in Los Angeles, it will elect officers.

Summer Hiatus Starts April 21 for 'Groucho'

ELGIN-AMERICAN will drop the Groucho Marx Show on ABC after the April 21 broadcast but is negotiating with the network for resumption of the program this fall, according to firm's agency, Weiss and Geller Inc., Chicago.

The firm (a division of the Illinois Watch Case Co., Elgin, Ill.) has sponsored the audience participation show since Oct. 27, 1947. Show will complete two 13-week cycles next month. According to present plans, it will be returned after a 22-week hiatus coincident with fall opening of the Bing Crosby program.

William Anderson, agency account executive, said Elgin-American declined to take up remaining options at this time on the original 52-week contract because the peak sales period for compacts lies between November and May.

NBC, Stanford U. Again To Hold Radio Institute

NBC in San Francisco and Stanford U. will collaborate for the sixth successive year in offering an eight-week summer radio institute, June 17-Aug. 14.

Allen Miller, head of the Rocky Mountain Radio Council in Denver, will serve as director of the 1948 institute.

The institute, devoted to professional instruction in radio, combines theory with practice. Students divide their time between the KNBC studios in San Francisco, the Stanford campus station, KSU, and the university's speech and drama department classrooms.
NO POWER FAILURES AT

K T H T

with STEWART & STEVENSON

Engine Driven Electric

STANDBY UNIT

Stewart & Stevenson Diesel and Gas-Electric standby generator sets are available in sizes from 5 KW to 500 KW. They provide an instant source of dependable and economical electrical power for use as standby and for emergencies. If you have a power problem, it will pay you to consult STEWART & STEVENSON SERVICES.

MAIN OFFICE AND PLANT
4314 HARRISBURG BLVD., HOUSTON, TEXAS

Anywhere . . . PARTS • SERVICE . . . Anytime

THE NATION'S LARGEST DISTRIBUTORS OF G. M. DIESEL ENGINES
They do things in a big way in Houston and KTHT Houston's new and dominant 5000 watt transmitter followed typical Houston tradition of having nothing but the best when they selected Gates equipment and the famous Gates BC5A transmitter.

To serve this metropolitan City, the South's largest, with over 700,000 in Harris County alone, KTHT demanded and received the finest in equipment when they selected Gates. To Roy Hofheinz, president of KTHT, we extend our heartiest congratulations on providing the "Lone Star State" with a truly fine radio broadcasting station, equipped throughout with the very best money can buy — and that's Gates of course.

Gates equipment is not necessarily new to KTHT as the original 250 watt 24 hour KTHT was also Gates equipped — and that's why a Gates five is in the KTHT "new look". Broadcasters that are Gates — stay Gates — because those that experience Gates quality know why — "this is G year — the swing's to Gates in '48".
NAACP Free Air Time Bid Rejected

MBS last week rejected a bid by the National Assn. for the Advancement of Colored People for free air time to reply to the Southern senators’ MBS broadcast March 23 on civil rights. The March 23 broadcast was a reply to Mutual’s recent dramatization of the report of the President’s Committee on Civil Rights.

A spokesman for the network said Mutual took the view that FCC requirements of equal time for presentation of both sides of controversial issues already had been met, in that the dramatization constituted a defense of civil rights proposals and the Southern senators’ presentation an attack on those proposals.

A telegram sent by Walter White, NAACP secretary, to Mutual said in part: “The rules of the Federal Communications Commission require radio stations to give equivalent time to answer partisan political statements or attacks do not, we believe, cover the granting of equal time to attack an official government document which Mutual has so ably presented on the air.” The NAACP, he said, “assumes that statements by Southern senators constitute a de novo (new) political presentation for which equivalent time to answer should be allotted.”

Milton Kibler Opens Capital Law Office

MILTON J. KIBLER, former assistant general counsel and assistant labor relations director of the NAB, has opened law offices at 820 15th St., N.W., Washington. He will specialize in FCC, Dept. of Labor and National Labor Relations Board practice.

Since leaving NAB in 1946 Mr. Kibler has been engaged in a special research project covering the Labor Management Act and the Federal Communications Act as well as FCC regulations. Before joining NAB he had been chief counsel to the Army Surgeon General. Prior to the war he had practiced law in Washington five years.

Mr. Kibler is author of a treatise, “The Wage & Hour Act and How It Affects a Broadcasting Station.” He is also active in the fight against a New Mexico tax which involved a state levy on broadcast station receipts. He is a member of the District of Columbia Bar and the Federal Communications Bar Assn.

SEA RESCUE AIRED

WMBL Gives On-Scene Account

ON-THE-SCENE account of a rescue at sea broadcast from a rescuing craft was presented by WMBL, 1-kw daytimer on 740 kc at Morehead City, N. C., on March 8. Caught in a storm enroute from Louisiana to Virginia with a cargo of sulphur, the motorship “Norfolk” ran aground on treacherous reefs near Morehead City while seeking shelter in the harbor there. WMBL was notified at 6 p.m. on the evening of March 7 that the ship was in trouble. One man, the ship’s electrician, was rescued by a motor lifeboat that evening, and WMBL made a tape recording of an interview with him which it aired early the next morning.

But the real story of WMBL’s coverage of a difficult rescue effort came early that morning (March 8). Heavy seas the night before had made further rescue efforts impossible, though 21 men remained aboard the stricken “Norfolk.” When a Coast Guard motor lifeboat set out at 6:46 a.m. to complete the rescue mission, WMBL’s news editor, Bill O’Connell, and its commercial manager, Charles Markey, were aboard, by special permission.

While the rescue boat pitched wildly in heavy seas, half buried in surf, Mr. O’Connell went on the air at 7:10 a.m. with a description of the rescue. He stayed on until 8:05 a.m., when the boat’s battery went dead. The Coast Guard had given WMBL permission to broadcast on 2698 kc from the rescue boat. Broadcast was picked up by short-wave receiver and relayed through WMBL. When News Editor O’Connell’s broadcast ended at 8:05, Grover C. Munden, WMBL station manager and president of Carteret Broadcasting Co., WMBL licensee, who was waiting overhead in a plane, carried on the broadcast.

John MacVane Is Named News Analysts’ President

JOHN MACVANE, United Nations correspondent for NBC and president of the standing committee of the UN Broadcasters, was elected president of the Assn. of Radio News Analysts last week. He succeeds H. V. Kaltenborn, also of NBC.

Others elected at the annual meeting in New York were: George Hamilton Combs and William Hillman, vice presidents; Gregor Ziemer, secretary; Cecil Brown, treasurer; Larry LeSueur, assistant secretary; Max Hill, assistant treasurer; H. V. Kaltenborn, John Daly, Bill Henry and Edward R. Murrow, executive committee.

Thomas J. Hamilton of WQXR New York and Richard Hottelet, CBS, joined as new members.

THE NUNN STATIONS believe that

YEAR-ROUND PROMOTION is a “must”

- Each Nunn Station maintains a promotion department under the supervision of experienced heads. The Nunn Stations have won a number of outstanding awards on their promotional activities. Newspapers, direct mail, lobby displays, street and window signs and air announcements, are but a few of the promotion aids used on a year-round basis. Intelligent promotion that supplies the needed “push” to your campaign.

STATIONS

The Nunn Stations

KFDA (ABC) Amarillo, Texas
WBIR (ABC) Knoxville, Tenn.
WLAP (ABC) Lexington, Ky.
WMOB (ABC) Mobile, Ala.
WCMI (CBS) Ashland, Ky.
Huntington, W. Va.

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

BROADCASTING • Telecasting

March 29, 1948 • Page 27
MOST EFFECTIVE COVERAGE

another reason why CPN is the West’s COMPLETE Regional Network
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U. S. OFFICES ASSIST TV PROGRAM NETWORK

THREE-STATION TV hookup carries a new public service program, Your Foreign Policy, based on letters and telegrams addressed to the President, Secretary of State and other government officials. Program, heard Fridays, 8:30-9:30 p.m. started last Friday. It originates at WMAL-TV Washington and is fed to WMAR Baltimore and WFTL-TV Philadelphia.

George V. Allen, who succeeded William Benton as Assistant Secretary of State for Public Affairs, appeared on the program as guest expert. The 13-week series is produced by American U., with the State Dept. cooperating in production and supplying a topical tabulation of the government mailbag. Paul F. Douglas, American U. president, will be a regular participant. Producer is Prof. Willet Kempton, of the university, with Burke Crotty, WMAL-TV, acting as program director. William Wood handles arrangements for the State Dept.

RADIO TO ATOM

Shovel KDKA Pioneer Wielded

Used at Atom Smasher Site

A SHOVEL rich in radio lore was used when ground was broken March 12 for Carnegie Institute of Technology's new atomic smasher at the old KDKA Pittsburgh transmitter site in Saxonburg, Pa.

The shovel was first used March 8, 1939, by Dr. Frank Conrad, whose experiments led to founding of KDKA, when he broke ground for the Pittsburgh Westinghouse station's present AM installation at Allison Park, near Pittsburgh.

Twice during 1947 the shovel was used for ground-breaking ceremonies. It was used to christen the 20-kw. service April 24, when ground was broken for KDKA's FM and TV tower overlooking the U. of Pittsburgh campus, and again on June 23 at ground-breaking ceremonies for the new transmitter of KEX, Westinghouse station at Portland, Ore.

FM RELAY

PROGRAMMING by WEFM Chicago, Zenith Radio Corp.'s FM station, soon will be heard through central and southern Wisconsin by direct radio relay, it was announced March 15 by Ted Leitzell, WEFM manager. Stations comprising the FM relay are WHAD Delafield and WHA-FM Madison, both U. of Wisconsin outlets.

Tests have been in progress for the past five weeks, Mr. Leitzell said, and a regular relay schedule will begin before AM 1. Programs aired by WEFM's 45.1 mc transmitter will be picked up and rebroadcast by WHAD, temporary relay point, and by WHA-FM, 90 and 125 miles away, respectively, from Chicago. A distance of 50 miles separates the two Wisconsin stations.

The radio relay will transmit the full, undistorted tone range of FM, the WEFM manager said, with a degree of fidelity much better than can be sent over the telephone lines used by AM networks. Elimination of line charges, he reasoned, would make the system very economical.

Would Gain Experience

Stating that one purpose of the Zenith-Wisconsin relay is to gain further experience in long range transmission over the 45-50 mc band "on which FM proved itself during the war years," Mr. Leitzell said:

"It is much more efficient for rural coverage and relay than is the 100 mc band to which FM was assigned in 1945, because it puts out a steady, dependable signal for a hundred miles or more. The 100 mc band is characterized by fading at distances beyond the horizon which makes it unusable for long range relay, and of little value for rural coverage."

Wisconsin officials are keenly interested in 50 mc relaying, he said, because of its potential value to them in building of a state-wide FM network, as well as in inter-state exchange of FM educational programs.

Mr. Leitzell emphasized that Zenith has been continuously active in the fight to retain a portion of the 50 mc band for FM on behalf of rural radio service. The radio firm has been supporting the Lemke Bill, now in hearings.

100 Agency Men, Clients Attend WOW's TV Clinic

MORE THAN 100 agency representatives and leading clients attended first of three sessions of a WOW Omaha commercial television clinic March 12 at Omaha's Hotel Fontenelle, management of WOW reports.

Session was labeled "WOW-TV Advertising's Training Course," and included such subjects as the past, present and future of commercial television, its status so far as networking is concerned, the status of television advertising, a sizeup of the television receiver situation, and the television picture as it applies to Omaha. WOW has a commercial TV grant for Omaha. Completion date for station, which will operate on Channel 6 (82-88 mc) under call letters WOW-TV, is Sept. 30, 1948.

Second WOW-TV television training session was held at Creighton U., Omaha, on March 19, when the topic discussed was "Television Equipment and Commercial Production."

U. S. Discs Abroad

ARRANGEMENTS have been completed for pressing and distribution to England and Australia by Towers of London Ltd., international transcription organization, of Bullet platters. Bullet Records is an American firm headed by Jim Bullett. Oliver W. Nicol, Towers vice president and national director for the U. S., handled the deal for his firm.

WEEF Plans Expansion Into Wisconsin

writes on method of enforcing code

Educate Industry and Mold Public Opinion, Law Student Suggests

NAB should undertake a campaign of industry education and molding of public opinion as it prepares to operate under new Standards of Practice, according to conclusions reached in a paper prepared by Ben K. Baer, first-year law student at Yale.

Based on extensive research, Mr. Baer offers his conclusions in a "Memorandum for Mr. Justin Miller." He was assigned the task by the law school, which instructed him to assume he was NAB general counsel and to write a memo on the subject, "Enforcement of the Proposed Standards of Practice of the NAB."

After discussing and rejecting four proposed methods of direct enforcement of the standards, Mr. Baer advised NAB that the solution "must come gradually and slowly through a process of evolution. Ethics will not be legislated, but must come voluntarily through a process of education of the industry and the shaping of public opinion."

NAB's choice, he said, is "strict supervision of program content and commercial policies by the FCC," or adherence to a constructive code representing "a distillation of the industry's needs." As such a code is not expected by all broadcasters, who will support the NAB in its enforcement," he wrote.

Czar Idea 'Too Remote'

Noting there is no way for NAB to enforce its code through the courts, Mr. Baer rejected coercive pressure, such as blacklisting stations as dangerous under the Sherman Act. He said the czar or commissioner idea is "too remote for present day use" and might weaken NAB. FCC or Federal Communications Commission enforcement of standards would bring the government into program and commercial regulation on a dangerous scale, he concluded.

Mr. Baer said network regulation through contract clauses demanding code adherence might be legal if no conspiracy existed, but pointed out practical objections such as unwillingness of networks to jeopardize relations with stations.

CBS Renewals

RENEWAL of two daytime serials have been announced by CBS. General Foods Corp. has renewed The Second Mrs. Burton, heard Mon.-Fri., 2:2-15 p.m., for La Esposa show-in, through a Young & Rubicam, New York. Procter & Gamble, for Spic & Span and Ivory Flakes, has renewed Perry Mason, heard Mon.-Fri., 2:15-30 p.m., through Benton & Bowles.
Just ask the Columbia Pacific Network advertiser

CPN has more stations of 5,000 or more watts than any other regional network on the West Coast.

All CPN stations are strategically located for complete coverage of all areas, whether inside or outside metropolitan districts.

The Columbia Pacific Network reaches 100% of all radio homes on the Coast at night. Even in the daytime, CPN reaches 98.7% of the radio homes.*

You buy a maximum of ability to reach listeners when you buy a program on the Columbia Pacific Network. Listeners are customers. And customers are what you are after. This is what CPN delivers at less cost than other Coast networks ... day and night.

* BMB Study No. 1

Columbia Pacific Network
The West's Complete Regional Network

News Reporting, Engineering, Music and Sound, Studio Facilities

Represented by
RADIO SALES,
Radio Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis
Free Press Treaty Readied at Geneva

INTERNATIONAL Conference on Freedom of Information, which opened last Tuesday in Geneva, may be called upon soon to consider a draft of a freedom-of-the-press treaty that has been prepared by the U. S. delegation, it was learned last week.

The American group, headed by William Benton, former Assistant Secretary of State, was said to have prepared the draft as a basis for an international treaty to cover the free gathering and dissemination of news across borders. It was believed that the draft would not be placed before the conference until a sampling of opinion is completed, showing the prospects for agreement.

Anticipating a clash with the U. S. over what is meant by freedom of information, Russia made the fullest attempt to double the voting strength of the eastern European bloc. A proposal by the USSR to give a vote to participants who are not members of the UN was defeated 27 to 6. Had it passed, five additional eastern European states would have qualified.

The Soviet bloc suffered a second defeat when Sir Ramaswami Mudaliar of India, nominated by Poland for presidency of the conference, was defeated by Carlos P. Romulo, Philippines, who polled 38 votes to Sir Ramaswami's 16.

Nearly 600 representatives of 60 nations were present for the opening session.

On Thursday, in his keynote speech, Mr. Benton laid down a four-point policy which he said the U. S. would follow: (1) To seek international agreement covering free gathering and transmission of news across boundaries, (2) to support all resolutions fostering rights of people in all states to receive, publish, broadcast or otherwise transmit information from all possible sources, (3) to examine all suitable ways to develop technical facilities of nations—radio, press, etc.—so that access to information can be expanded and (4) to seek inclusion in proposed UN declaration of human rights the most vigorous provisions supporting freedom of expression.

Judge Denies Demurrer In Smith-Rapp Lawsuit

RULING that grounds for suit existed in action by Addison Smith against Phil Rapp, Superior Court Judge Stanley N. Barnes denied the motion for demurrer in Los Angeles March 16.

Mr. Smith charges that Mr. Rapp failed to notify whether his (Smith's) program, Two Sleepy People, constituted an infringement upon the former's "Bickersons" segment on CBS Old Gold show. As result Mr. Smith contends this brought about cancellation by Don Lee Broadcasting System.

LOOKING over plans for the new WMAM, 5-kw fulltime Nashville station which hopes to be on the air by early summer, are five executives of Volunteer State Broadcasting Co., Inc., WMAM permittee. L to r: Losa Watkins, Nashville attorney, secretary; Shelton Weaver, formerly with WSM Nashville, chief engineer; Frank Mayborn, president of Volunteer State and general manager of WMAM; Col. E. M. Kirby, with the radio branch of the War Dept. bureau of public relations during World War II, vice president and director of programs, and Walter Speight, formerly manager of WHO Orlando, Fla., and WATL Atlanta, business manager and treasurer. WMAM five-tower array will be ready for tuning soon, station officials report. The new outlet will be on an MSB affiliate, and will be represented by the Geo. H. Hollingberry Co.

RADIO VS. VD

By ERIK BARNOW
Program Director, University Radio Committee, Columbia U.

RADIO will play an important part in nationwide anti-VD plans now in preparation.

Columbia University has entered into a contract with the U. S. Public Health Service to produce for it a group of dramatic transcriptions on syphilis, to be made available to health departments throughout the country for intensive local drives. The programs, along with publicity and material and scripts for local use, will be ready this summer.

Preparations

Religious leaders, radio station managers, medical authorities and educators are being consulted in the preparation of the programs, which in most local drives, will also have the support of or by early summer, are five executives of Volunteer State Broadcasting Co., Inc., WMAM permittee. L to r: Losa Watkins, Nashville attorney, secretary; Shelton Weaver, formerly with WSM Nashville, chief engineer; Frank Mayborn, president of Volunteer State and general manager of WMAM; Col. E. M. Kirby, with the radio branch of the War Dept. bureau of public relations during World War II, vice president and director of programs, and Walter Speight, formerly manager of WHO Orlando, Fla., and WATL Atlanta, business manager and treasurer. WMAM five-tower array will be ready for tuning soon, station officials report. The new outlet will be on an MSB affiliate, and will be represented by the Geo. H. Hollingberry Co.

RADIO'S role in the drive, which will include the Columbia University group, will be decided after the programs and publicity matter has been prepared by the public relations department of the National Tuberculosis Association.

By Don LOWE

The program will be presented in English and Spanish, and will be broadcast on WMAK Rochester, WABC New York, WMAK Philadelphia, WOAT Oklahoma City, WPFA New York, WNOB New York, WIP Philadelphia, WKY Oklahoma City, WPWA Chester, Pa., and a host of other stations.

Developing Attitudes

Now obviously the old hush-hush attitude in regard to syphilis has played straight into its hands, and has helped to build a huge reservoir of infection: The countless untreated, unknown syphilis cases, Radio, more than any other medium, can help develop attitudes in which syphilis will no longer be concealed from the family doctor. Thus the present project has a general educational purpose, and also the specific aim of reaching the untreated.

When a local drive is to be launched in a community, facilities for blood-testing will first be made ready. Then a barrage of information will be centered on the town, via radio, newspapers, lectures, pamphlets, electric signs and other media. The local or state health authorities which approve the project will appoint health department officials for help will turn over them the transcriptions and other material now being prepared, which will include promotional spots, suggested brochures, scripts and other local use. Many station managers will want to use this material merely as a nucleus, supplementing it with important local productions and promotion of their own.

In general, the keynote of the program is described by Mr. Barnes as Columbia U. is not terror but hope. We are adopting the premise that the chance to be well again, to lead a normal family life, to have healthy children, will to many inflected, a stronger incentive than fear. The programs will place the facts dramatically and clearly before the listener.

The large, brilliant advance against syphilis is meaningless without the victory that must follow: A victory of education over fear and ignorance. Radio can play a leading part in that very essential victory.
FTC CLARIFICATION Food, Drug, Radio Ads Explained

Clarification of the Federal Trade Commission position in regard to advertisements of food, drugs, cosmetics and curative devices has been set forth in answer to a letter from a network official who had inquired about use of the statement, “Caution: Use Only as Directed,” in radio advertisements.

When a product is found to be potentially dangerous to health, FTC says, advertisers are not authorized to use only the cautionary statement in lieu of a full disclosure of the facts. Some previous FTC orders which permitted use of the cautionary statement have been modified. In some cases the requirement of disclosure of contents of the product advertised has been completely omitted.

Under its current policy, FTC says that unless and until scientific information becomes more specific as to substantial injury, it will not require disclosure in advertising that under certain conditions injury may result through the use of irritant laxatives, preparations containing not in excess of 5% of ammonium mercury, preparations containing iodides, and preparations containing acetophenetidin.

Thus the Commission will determine in each case whether it will or will not require appropriate disclosure, and if it is required, use of the cautionary statement in its place will not be authorized.

8 Times BIGGER!

Since 1934 WDNC advertisers have moved merchandise faster in Durham, the third largest North Carolina city. Now they can do so over a still greater area of the South’s Number One State. Now WDNC has gone from 250 watts at 1490 to 5000 Watts Day—1000 Watts Night at 620. Now WDNC has a primary of eight times more people making six times more retail sales! Let Paul H. Raymer tell you the whole new story.

5000 WATTS 620 KC CBS

OWNED BY THE HERALD-SUN NEWSPAPERS

Heavier Radio Use By Retailers Seen

Some increases may go as high as 50%, study indicates

Increased use of broadcasting by retailers who have been active in the medium is indicated by a nationwide study of department and specialty store members of National Retail Dry Goods Assn.

Greater promotional activity by most retailers is indicated for 1948, with newspapers gaining most, though some decreases are shown, according to the survey, conducted by Howard P. Abrahams, NRDGA sales promotion manager. A general increase of 10% in all media is indicated, though some gains are as high as 15% and 20% dollarwise.

Radio increases will range as much as 50%, with greatest emphasis on 5%, according to Mr. Abrahams. Many recent uses of radio are decreasing this activity, he points out, “perhaps because many stores which recently turned to radio used it as a temporary fill-in for other unavailable promotion tools.”

Many stores say their increased newspaper expenditures may not reflect larger linage due to higher space rates.

Analyzing the overall promotional plans of stores, Mr. Abrahams finds a “striking increase” in item rather than institutional advertising.

Lee Hart, director of the NAB Retail Section, commenting on the survey, suggested broadcasters encourage retailers to advertise strong departments, best lines of merchandise and in-demand items on the air. She suggested that retailers be shown how to tie in radio with other promotional tools.

FTC Dismisses Charges Against 8 Tobacco Firms

Complaints against eight major manufacturers of cigarettes, charging them with price discrimination in violation of the Robinson-Patman Act, were dismissed without prejudice by the Federal Trade Commission last week because of lack of sufficient evidence.

Companies involved were Philip Morris Co., Liggett & Myers Tobacco Co. and American Tobacco Co., all New York; Brown & Williamson Tobacco Corp., Louisville; R. J. Reynolds Tobacco Co., Winston-Salem; Lorus & Bro. Inc., Richmond; and Stephano Bros., Philadelphia.

WJPS to Join ABC

WJPS Evansville, Ind., will affiliate with ABC on Aug. 1 as a member of the network’s Northcentral Group. WJPS is to operate full-time with 5 kw daytime and 1 kw nighttime on 1330 kc. Robert McIntosh will manage the station, owned by WJPS Inc. ABC now has 267 affiliates.
March 10, 1948

Miss Peggy Stone
Taylor-Howe-Snowden, Inc.
500 Fifth Avenue
New York, New York

Dear Peggy:

I am happy to send you the attached contract on WMPS for our client the Emergency Laboratories, makers of Poslam Ointment. Incidentally, this is the third product we have placed on this station in the past six months.

You will recall, Peggy, that last July we purchased WMPS with some misgivings for Allenru, a product of the Block Drug Company. However, you were right. Allenru was most successful — in fact so much so that we gave you Omega Oil and again you hit the jackpot for us.

The results received on both Allenru and Omega Oil are most gratifying, Peggy, and I'm mighty glad you "sold" us WMPS.

Cordially,

E. F. Johnstone
President

EFJ/mr
SALES CLINIC

CANADIAN broadcasters were told how they could help sell their medium to advertising agency executives at the sales clinic of H.N. Stovin & Co., Toronto, station representative firm, held at Toronto last week. Bob Campbell, vice-president of J. Walter Thompson Co., Toronto, stated that Canadian radio must improve itself and learn to sell its medium better.

Two WNJR Newark Staff Members Die March 19
TWO STAFF MEMBERS of WNJR Newark, N. J., Leo Freudberg, 56, and William Fariss, 35, died on March 19. Mr. Freudberg, who was musical director of the station, collapsed in the WNJR studios and died at Beth Israel Hospital, Newark.

Mr. Fariss died at his home in Newark. Program director of the station until he became ill five months ago, he was on leave.

PROFESSIONAL JUNIOR COLLAPSIBLE DOLLY
ideal for all types of TELEVISION CAMERA WORK

This Dolly designed by specialists of custom-built television and motion picture equipment, and lens mounts. Representatives for Houston Developing Machines, Auricon single system camera and recording equipment. Bardwell & McAllister lighting equipment, Moviola and Micro Engineering editing equipment. Rentals, Sales and Repairs of all types of 16mm and 35mm cameras, lighting and editing equipment.

Complete staff of trained technicians available for consultation.

The Dolly

Large and sturdy, will support television camera on tripod, and cameraman. Assembles quickly without use of tools; constructed of magnesium and dural, provided with rubber tire wheels, quick-setting lock for straight line dollying. Collapses to fit carrying case. 12" sq. by 6' long.

SALES CLINIC

Sell Your Medium, Canadians Told

"Better merchandising is needed," Mr. Campbell told the group of station executives. "The local station, if its programming is good," he said, "has an immense opportunity to really make its commercial programs pull. This is being taken advantage of by some stations, but by all too few. One of the reasons why more stations are not doing more merchandising is that they are drifting along with the knowledge that they have a place on the network and that they don't need to do anything more. That is lazy, dishonest, fallacious thinking and it will inevitably catch up with those who indulge in it.

"It is all the little things a station can do to make itself indispensable to its community. That's how the local newspaper was built and that is its greatest strength today. The local station has to work harder and possibly with less profit if it is going to win back the place in the sun it has lost." He stated that stations should sell the Bureau of Broadcast Measurement (BBM) figures, should keep agencies informed on the local market, and study how advertisers use other media locally.

"Never assume an agency man knows anything," Mr. Campbell pointed out. "Too many don't and the ones that do are anxious to know more. They hear a lot of facts and a lot of opinions and they are harassed by trying to remember too much of everything. The facts they are most likely to latch onto are the ones they hear most frequently and the ones that are best presented."

Wis McQuillin, radio director of Cockfield Brown & Co., Toronto, told the group that an account reporting service would be an aid to advertising agencies in selling more of their clients on proper use of the radio medium.

Cites Refusals

He stated that Canadian radio stations often refuse to offer agencies account information which is readily available to any agency or advertiser making use of the visual medium. If agencies and advertisers knew what their competitors were doing in radio, it would enable them to meet the challenge with a radio campaign of their own, he explained.

Sid Boyling, manager of CHAB Moose Jaw, outlined the use of music at CHAB and why the music formula helped make the station popular in Saskatchewan.

Fred Lyndes, owner of CKCW Moncton, said that "we try to keep ourselves talked about 366 days a year; try to keep our program ideas local, lively and interesting, aimed at pleasing most of the people most of the time."

Bill Hawkins, commercial manager of CFOS Owen Sound, dealt with selling national advertisers in a small manufacturing city, pointing out that CFOS divides its local industries into two categories, those with consumer product or service marketable in home area and those which do not manufacture for retail consumption.

In 1949 the Stovin Sales clinic is to be held prior to the annual convention of the Canadian Assn. of Broadcasters.
Another BIG Omaha Industry—Coffee! Paxton and Gallagher Co., makers of Butter-Nut Coffee, make sure of four BIG steps in their coffee program.

1. **Tasting...** Only the BEST bean coffee used!
2. **Roasting...** BIG roasters get the flavor just right!
3. **Packing...** BIG packing lines vacuum seal jars and cans with coffee...roaster fresh.
4. **Selling...** They sell a BIG community and a BIG market by using the BIG radio station, KFAB.

**50,000 WATTS KFAB**

**Your Columbia Station**

**OMAHA, NEBRASKA**

Represented by FREE & PETERS, INC.  General Manager, HARRY BURKE

BROADCASTING • Te lecasting
**D-F-S Announces Changes in Staff**

Mr. Sutter  
Mr. Newton

MAJ O E moves designed to strengthen and expand the creative departments in its various branch offices were announced March 19 by Dancer-Fitzgerald-Sample.

Under the realignment Clifford L. Fitzgerald, a principal of the agency, will devote the major share of his time to directing creative work and heading the plans boards for all D-F-S operations in Chicago, New York and Toronto.

In addition, the agency announced that Samuel M. Sutter, former copy chief of the Blow Co., and Howard W. Newton, former vice president and copy chief of J. M. Mathes and of Donahue & Coe, have joined as vice presidents. They will report to Mr. Fitzgerald.

Tom Greer and Bill Tyler will continue as copy chiefs in the Chicago office, with Fran Kennedy in charge of all radio commercial copy under direction of the copy chiefs on the individual brands.

H. M. Dancer assumes responsibilities for accounts of all brands in Chicago, New York and Toronto. Effect of realignments is that Messrs. Dancer and Fitzgerald will divide their time by specialized jobs, with no geographical division of responsibilities, it was explained.

The management of the office, the agency said, still rests on Mr. Dancer, with Ken Beirn as executive manager, in New York; Mr. Fitzgerald, with Fred Leighty as executive manager, in Chicago; Gil Nunns in Toronto, and Al Kabaker in Los Angeles.

Robert Buckley, senior account executive on Whitehall Pharmaceutical Co. at Dancer-Fitzgerald-Sample, New York, has resigned effective May 1 as a result of the realignment of the agency’s executive personnel. Mr. Buckley had been offered the executive position of coordinating all media for the agency with headquarters in Chicago. He preferred to remain in New York.

Mr. Buckley joined the agency April 1, 1945. Prior to that he was with CBS as western sales manager in Chicago. He is currently vacationing in Florida.

Henry Turnbull, who joined the agency the first of the year as an account executive, was appointed senior account executive on the Whitehall Pharmaceutical Co. effective immediately.

**WCAR OPPOSES Station Protests FCC Action**

WCAR Pontiac, Mich. last week protested as “inequitable and unjust” the action of an FCC examiner postponing to April 1 the presentation of UAW-CIO Broadcasting Corp.’s testimony on its application for a Detroit station on 1130 kc.

The Pontiac station presented testimony last Monday and Tuesday in behalf of its own application to move to Detroit and operate on 1130 kc with 50 kw day and 10 kw night (in lieu of 1 kw daytime only).

When the session was continued to April 1 for hearing of the rival applicant’s presentation testimony of KWKH Shreveport and WNEW New York, intervenors, the station promptly petitioned for full Commission review of the ruling. “It was implicit” in FCC’s order consolidating the two cases, WCAR argued, “that no postponement or adjournment was to be afforded UAW-CIO for presentation of its testimony.” WCAR asked for “immediate” presentation of the union-identified company’s case.

The “apparent ground” for the adjournment, the station reported, was the claim that more time was needed to study revisions in WCAR’s. engineering proposal. This engineering amendment, it was pointed out, was filed March 1 and accepted March 12. WCAR quoted Examiner James D. Cunningham as ruling that the date of acceptance, rather than the date of filing, is important from the standpoint of affording notice to opposing parties.

But this ruling, the station maintained, “is in direct conflict with the Commission’s order in this very same proceeding “that the Commission has consistently regarded the date of filing an amendment and petition for leave to amend, rather than the date of action on the petition and the amendment, as the controlling date for purposes of determining the right to consolidation.”

UAW-CIO is seeking 1130 kc with 5 kw day and 2500 w night. Formerly one of four 250-wa daytime applicants for Detroit, the company’s request for authority to amend to 1130 kc and be heard with the WCAR case was granted by FCC on a 6-to-1 vote on March 17, the date WCAR’s hearing was to have started [BROADCASTING, March 22].

**FM Station Study**

MANAGEMENT study of WCSI (FM), Columbus, Ind., has been turned over to NAB members with FM interests. The study, conducted by Arthur C. Stringer, NAB FM Dept. director, is one of a series of four ordered by the FM Executive Committee at its meeting last Oct. 24. Other studies in the series cover WEAW (FM) Evanston, Ill.; WPAH (FM) Alliance, Ohio; WTMJ-FM Milwaukee. They will be ready at intervals of a week or ten days. Mr. Stringer has asked FM stations for suggestions in planning additional studies.

**PHILCO DISTRIBUTORS SPONSOR BASEBALL TV**

**TELEVISION stations in 13 cities last week started a series of filmed programs produced at major league baseball training camps by Wallace Orr, Philadelphia former vice president.**

**[BROADCASTING, March 22].**

Philco distributors are sponsoring the telecasts.

The series of 12-minute packages covers the nine teams training in Florida. They are the Phillies and A’s, Yankees, Browns, Red Sox, Tigers, Cards, Reds and Senators. Stations are WPTZ Philadelphia, KSD-TV St. Louis, WNPT New York, WBBB Chicago, WEWS Cleveland, WBAL-TV Baltimore, WLWT Cincinnati, WWJ-TV Detroit, WTMJ-TV Milwaukee, WRGB Schenectady, KTAL Los Angeles, WMAL-TV Washington, KSTP-TV Minneapolis-St. Paul.

The video squad, directed by Mr. Orr, filmed a team daily, covering 2,600 miles in two weeks. Working with Mr. Orr was George Kerrigan, his assistant. Filming was handled by Louis Kellman, president of Newsreel Laboratory. Stan Baumgartner, sports copy writer and ex-ball player, handled introductions with highlights described by Bill Slater.

**CHANGES in corporate names for four Canadian stations have been announced by Broadcast Branch, Dept. of Transport, Ottawa. CPAG Calgary is now owned by Calgary Broadcasting Co. Ltd.; CFOS Owen Sound is now owned by Grey and Bruce Broadcasting Co. Ltd.; new corporate name of GJCA Edmonton is Edmonton Broadcasting Co. Ltd. and of CREX Wingham is Radio Station CKNX Ltd.**

**CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN HALIFAX NOVA SCOTIA**

JOS. WEED & CO., 350 Madison Ave., New York, (Rep.)

5000 WATTS—NOW!
The WEEI Food Fair has a 158% larger rating than the average for all five similar Boston-originated shows on competing stations or regional networks—96% more listeners than the second-ranking station (Pulse, January-February, 1948).

To increase sales of your product in Boston, ask us or Radio Sales about the best food buy in Boston radio... the WEEI Food Fair.

The best food buy in Boston is WEEI --- best by 96%! 
WGAO
RALEIGH, NORTH CAROLINA
IS ON
THE AIR!

...and 100,000 families -
for the FIRST TIME -
can hear an ABC program!

Right! Until now more than 100,000 radio homes of the 157,470 in the WGAO 0.5 M V area have been completely without the outstanding programs of ABC. Now, add WGAO; sell an entirely new, rich market ... economically!

WGAO MARKET DATA*

| POPULATION | 983,200 |
| EFF. BUYING INCOME | $644,133,000 |
| TOTAL RETAIL SALES | $386,211,000 |
| FOOD SALES | $47,400,000 |
| DRUG SALES | $47,912,000 |
| GROSS FARM DOLLARS | $216,866,000 |

*0.5 M V Area.
Sales figures and population: SM 1947 Survey.
*BMI, 1940 Total Radio Homes.

5000 Watts Day & Night - 850 Kc - ABC
Represented by Avery-Knodel, Inc.

Broadcasting Service of
The News and Observer, Raleigh, North Carolina

WGKV DENIAL

FCC's proposed decision to deny renewal of license to WGKV Charleston, W. Va., on alleged concealed ownership grounds was not based on precedent or evidence of record, the station contended last week in oral argument before the Commission en base.

WGKV claimed the proposed decision was unjust in view of the Commission's ruling at the same time renewing the license of WCHS Charleston, companion case in the proceeding. WGKV held that it was unfair to clear WCHS of owner John C. Kennedy of any willful intent to keep ownership information from the Commission while holding WGKV principals Eugene R. Custer and Richard M. Venable guilty under the same circumstances.

The complex WGKV case has been before the Commission since 1944. In December 1944, FCC proposed to deny renewal of license to the station and to dismiss two long-pending applications for transfer of control [BROADCASTING, Dec. 8, 1947]. These involved shifting of interests between Worth Kramer, Floyd E. Price, and Messrs. Custer and Venable, resulting ultimately in Mr. Venable becoming sole owner. In renewing WCHS, the Commission found that Mr. Kennedy was not guilty of willful concealment in failing to report an option contract and executory agreement to acquire stock in WGKV.

Terms Ruling 'Punishment'

WGKV Attorney Robert W. Lawson Jr. of Charleston told the Commission he felt the proposed ruling was a punishment and a "violent, shocking inference" upon the integrity of Messrs. Custer and Venable which was not supported by the evidence. He read the previous testimony of several character witnesses and related the embarrassment caused the two men by local newspaper accounts of FCC's ruling.

Mr. Lawson explained that Messrs. Custer and Venable respected local citizens and newcomers to radio, had relied innocently upon advice of Mr. Kramer and counsel, William V. Vorderly. He said the latter had been represented as familiar with FCC law. Mr. Lawson continued that therefore the pair permitted Mr. Kramer to be listed as record holder of 61% in WGKV while not being beneficial owner of that amount in order to speed Commission approval of the transfer.

The stock holding and ownership practice is neither uncommon nor held dishonest in other fields, Mr. Lawson pointed out. He emphasized that when it was learned that full ownership data must be divulged the two parties voluntarily and promptly took steps to do so.

WGKV's Washington counsel,

William C. Koplovitz, compared the WCHS case in which Mr. Kennedy had innocently acted upon incorrect advice of counsel, the late George Porter, then FCC's acting assistant general counsel, in not reporting the WGKV option. Mr. Koplovitz pointed out that in past cases wrongdoing in and of itself has not been sufficient to deny a grant. He said the Commission has considered equally important the reason the misrepresentation occurred, the manner in which information was furnished upon questioning of the matter by FCC and the conduct of parties in presenting testimony in hearing. He conceded that on the basis of the evidence the only grounds for denial were in the original concealment but with the ruling in the companion Kennedy case even this was not sufficient to warrant denial.

7 More Groups Opposing Lemke Bill Will Testify

REPRESENTATIVES of seven more organizations notified the House Interstate Commerce Committee last week that they would appear in opposition to the Lemke Bill (H.J. Res. 78) at hearings which get underway Wednesday in Washington [BROADCASTING, March 22]. The bill would give FM a portion of the 44-50 mc band in addition to its present 88-108 mc band.

Leading the list is RCA, which has not named a specific witness but expressed its intention to participate. Other additions are Clyde Ellis, executive manager, National Rural Electric Cooperative Assn.; Rhet McMillan, chief of communications of Florida's Dept. of Public Safety; Dale G. Schreiner of the Radio Television Planning Board; Zellon E. Audritsh of the Indiana State Police and chairman of National Police Committee Panel 13 of RTPB; Fred Crowder, chairman, frequency allocations committee, California Police Radio Assn., and Commissioner Donald Leonard, Michigan State Police, representing International Assn. of Chiefs of Police.

AAAA Discusses TV

A TELEVISION discussion based on programs and commercials broadcast by WABD New York, the DuMont video station, is on the agenda for the national convention of the American Assn. of Advertising Agencies to be held at Virginia Beach, Va., April 7-8. WABD announced last week. WABD's program department is supplying the AAAA with "teletranscriptions" from its files of transmitted video shows. Walter Craig, Benton & Bowles vice president, is scheduled to lead the discussion.
Jerry F. Crollard
Account Executive
Ruthrauff & Ryan, Inc., Seattle

You've had many honors, Jerry Crollard—president U. of Washington ad club; Inspirational Award, Alpha Delta Sigma ad fraternity; postgraduate scholarship Northwestern University; Seattle Jr. Chamber of Commerce "Outstanding Young Man of 1942" award. You've undoubtedly had many offers from New York and California, but remained by choice in our Pacific Northwest. California visitors to the contrary, our rain is our biggest asset. This ever-abundant rain has led scientists to predict unlimited growth for this area. Oregon’s rainfall helped produce crops worth $400,000,000 in 1947. Rain brings us our forest wealth, abundant water for drinking and industrial purposes and our low-cost hydroelectric power. Yes, the Pacific Northwest is a great place, Jerry, and we’re proud that for going on 26 years KGW has been so much a part of the life of this region.
NBC-Northwestern U. Annual Sessions Open June 28


News and special events—Baskett Moss, former NBC Chicago newsmen and now assistant professor at Northwestern.

Opens Law Practice
FRANKLIN C. SALISBURY, former FCC attorney, has opened his own law practice at 820 13th St., N.W., Washington, D.C. Mr. Salisbury, who was formerly associated with Andrew W. Bennett, has also served as attorney with the legal division, office of the department of justice, and as director of the legal division of the office of field commissioner for Latin America at Rio de Janeiro, Brazil.

WHEREVER THERE'S BUSINESS—
THERE'S BURROUGHS

We like the phrase the Burroughs Adding Machine Company is currently using.

For we at WHHM have reason to feel that "wherever there's WHHM, there's business." A successful list of renewals tells us that adding machines in the Memphis market are proclaiming that a WHHM campaign is a selling campaign.

Advertising pays off in just one place—at the cash register and WHHM advertisers know their station delivers.

MORE LISTENERS PER DOLLAR IN MEMPHIS
Add up the facts—and the total tells you

WHHM
Independent, but not aloof!
MEMPHIS, TENNESSEE

PATT MCDONALD, general manager FOR JOB & CO., representaives

Page 64 • March 29, 1948
presenting....

"OUR WAY OF LIVING"

a different, salable PUBLIC SERVICE PROGRAM

BILL GRAFFIS and his wife, the former Shirley Snyder, are spending 6 months in Europe, interviewing in English the "little people"—farmers, shop clerks, working people—on "Our Way of Living"... asking about crops, home, school, food, clothing, recreation—the things your community wants to hear about.

Equipped with a special car and tape recorder, they will make a series of 26 interviews in all parts of Europe. Airlines will fly each tape to America within 48 hours, where it will be produced into a ¼ hour open-end transcription.

Add interest, prestige, variety to your program schedule with "Our Way of Living."

For exclusive use in your area, audition disc and cost, write, wire or phone—

"OUR WAY OF LIVING"

702 UNION TRUST BLDG. CINCINNATI, OHIO

PARKWAY 1229
Agreement Outlook Is Dim, Says RWG

THE OUTLOOK for an agreement between the Radio Writers Guild and agencies and package show producers has sunk "not quite to the vanishing point," the RWG said last week.

The Guild statement traced the history of its conversations with a committee representing 18 large agencies, which started in January after the union successfully negotiated a contract with the four major networks, and continued through February and into March. Throughout the conversations the agency committee, according to the guild, has insisted that the union obtain certification as bargaining agent from the NLRB as a preliminary to negotiations.

The RWG, after taking the initial position that such certification was not required by law as a prior condition, agreed finally to seek such certification providing agreements could be reached first on such points as bargaining unit, terms and conditions, and procedure before the NLRB.

Agency committee spokesmen were quoted by the RWG as saying thereupon that they would present these terms, but did not think there was a chance of acceptance. Today, March 29, is the deadline for the agencies' reply.

NEW POSTS ASSIGNED WTOP PROGRAM PEOPLE

A REORGANIZATION of the program department of WTOP Washington becomes effective April 5, with Dick Linkrom, named program director and Hazel Kenyon Markel head of the newly-formed department of public relations. Mrs. Markel will handle over-all station public relations locally, coordinating with the activities of the publicity and promotion department.

With Mrs. Markel in charge of the public relations side of program, and Clyde Hunt, chief engineer, handling program operations, the program department will function more as a creative operation than in the past. Mr. Linkrom joined WTOP originally as program manager in 1942. Six months later he went on active duty with the Navy, returning to WTOP as producer and director in late 1945. He was named program manager in December 1946, and later Jan. 1 became sales manager for the station, which position he held until the present.

Mr. Linkrom has been acting program manager, in addition to her duties as director of public service and education. The sales manager's post, vacated by Mr. Linkrom, has not been filled as yet.

SEALING NEGOTIATIONS which gave WFTV Philadelphia the distinction of being the first ABC television affiliate are (l to r) Ernest L. Juhnke, ABC manager of television station relations; Paul Mowrey, ABC national television director, and Roger W. Clipp, general manager of the "Philadelphia Inquirer"'s' radio and television stations. Contract is said to be first two-year network-affiliate video agreement and first calling for exchange of live, regularly scheduled telecasts.

WRUL Sending Warnings On Communism to Italy

A "CONCENTRATED job on Italy," advancing "dangers of communism," has been started in the form of daily broadcasts by WRUL Boston, according to Walter S. Lemmon, president of the World Wide Broadcasting Foundation Inc. which operates the international station.

Beginning with half-hour programs, beamed at 2:15 p.m., which is 8:15 p.m. in Italy, the series are to increase gradually to one-hour in length as the national election day, April 18, approaches.

MILLER TO SPEAK

JUSTIN MILLER, NAB president, will be the principal speaker May 5 at the inauguration of the new president of the U. of Arizona, Byrd M. Wyckoff. Formerly an executive of the network, Miller will stop at Tucson on his way to the Los Angeles NAB Convention. KTUC Tucson will broadcast the ceremonies, and has offered to feed it to all 17 stations in Arizona. "If it meets with your approval," Lee Little, KTUC manager wrote in a letter to the 17 stations, "KTUC would plan to originate the broadcast and feed it to KSUN [Lowell], KVO [Phoenix], KVOA, KCNA and KOPO [Tucson]. Stations on an intra-state network would be fed from their own lines. Stations not on such a network could purchase lines to the nearest station carrying the broadcast or perhaps could take it off the air." All have not yet accepted.

ABC's "Ladies Be Seated" will originate at WBNZ Topexa, Kan., April 9. Network will highlight opening of station's new transmitter and studios. After broadcast, Topexa residents will be invited to special evening performance.

WFIL-TV Becomes Affiliate of ABC

Station in Philadelphia Is First To Join Video Network

ABC last week announced the signing of WFIL-TV Philadelphia to a two-year contract as the network's first television affiliate.

The two-year duration is the maximum permitted by FCC regulations, ABC pointed out. Agreement calls for the exchange of live, regularly scheduled telecasts between ABC and WFIL-TV.

ABC will begin video operations on a major scale during the week of April 18. The end of 1948 plans to have ABC-owned video stations operating in New York, Detroit, Chicago, Los Angeles, and San Francisco.

In a joint statement with Roger Clipp, general manager of WFIL and WFIL-TV, announcing the television affiliation, Mark Woods, ABC president, said the network saw this as another of its other eastern affiliates in line with ABC's plans for formation of an eastern regional television network.

ABC APPOINTS 4 MORE TELEVISION EXECUTIVES

ABC last week announced the appointment of four more television executives, three of whom formerly were with CBS Television.

Charles Holden, veteran production executive, has been named production manager for ABC Television. He will be responsible for supervision of video productions to be broadcast over the network's new eastern hook-up, according to Paul Mowrey, ABC's director of television.

Ralph Warren and Marshall Diskin have been appointed ABC video directors, with Mr. Diskin specializing in sports shows. Richard Goggins, leaves WFTV Philadelphia as a television producer starting April 16. Mr. Goggins was with ABC several years. His recent work included the formative stages of its video development.

Accounting Article

ACCOUNTING problems peculiar to the radio industry are outlined in an article "Accounting and Auditing Problems of Radio Broadcasting Companies," in the March issue of Broadcast Public Accounting. The article, which deals primarily with the manner in which station records should be kept, was written by F. C. Soule, treasurer of Onondaga Radio Broadcasting Corp., Syracuse, New York, parent organization of WFBL and WFBL-FM Syracuse, and Howard V. Swartz, a member of the New York State Council on Accountancy.

HELMIS Athletic Foundation Award has been awarded to B. Helmis Athletic Foundation, Los Angeles, in recognition of its sports coverage and contribution to sports throughout the year.
BMI...

First in Television Music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—widely diversified from classics to be-bops—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.

Consult BMI now for information concerning music in television.

Broadcast Music, Inc.
580 Fifth Avenue, New York 19, N. Y.
New York • Chicago • Hollywood
BMB STUDY NO. 1 NOW AVAILABLE FOR HALF PRICE
BROADCAST Measurement Bureau's Study No. 1 on station and network audience reports is now available at half price, BMB announced last week.

The BMB Area Report is now offered at $17.50; the BMB Network Report is priced at $12.50. The complete set of BMB station audience reprints has been marked down to $32.50. The price of individual station audience reprints remains unchanged.

The price reductions, according to BMB's executive committee, are due to the fact that half the active life of the reports has expired and that the Study No. 1 reports will be superseded in approximately 18 months by reports covering the 1949 nationwide survey.

Seeds Denial

DENYING rumors of cancellation of NBC Red Skelton Show, (Brown & Williamson Tobacco Co.) Lou Place, West Coast manager of Russel Seeds Agency, pointed out that 104-week option had been taken on program one year ago. This, he pointed out, means contract still has more one year to run. Likewise, he said, People Are Funny, also sponsored by the tobacco firm, was picked up recently for another year.

Contests Will Aid Cancer Fund Drive

TWO MAJOR national contests plus one regional contest will be launched April 5 as a part of aural and visual radio's participation in the American Cancer Society's annual fund campaign, it was announced last week.

Queen for a Day, weekday series on CBS, is planning to select a vacation queen, the grand winner in a series of daily merchandise prize winners on the program. Contestants are to complete the sentence, "I would like to take a vacation because . . .", and will be asked to contribute to the drive. Daily winners are to be announced April 12-19, 1945, with the vacation queen revealed May 24.

The second annual national disc jockey contest also begins April 5. Awards will be given to the jockey drawing the most money per capita in his area, and to the national winner.

New York independent stations also are planning competitions for a total of $36,000 worth of prizes. Grand prize is to include a new house completely furnished, an automobile, mink coat and many home appliances. Entrants are to tell in 35 words or less Why I give to the cancer fund.

Campaign kits, including transcribed and live spot announcements, station breaks and dramatizations, are being sent to 1,550 AM and FM stations. National advertisers also are being asked to support the drive.

'S Fifth Network' Opening Sales Offices in Chicago

TEMPORARY sales offices for Radio America Inc., "fifth network" being formed by Paul M. Titus and Assoc. have been opened at 75 East Wacker Drive, Chicago. George O. Roesler, sales manager, announced Tuesday. The offices are on the 15th floor of the Lincoln Tower.

Mr. Roesler states many inquiries have been received regarding purchase of time on the program network. He previously indicated that sales offices soon would be opened in New York, Atlanta, Dallas, San Francisco, and Los Angeles as well as Chicago. [Broadcasting, March 8].

Titus Trial Delayed

TRIAL of Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Hubbard in the "Fifth Network" case has been indefinitely set to start April 26. Ivan Sperber, counsel for Messrs. Fjellstrom and Hubbard, and John McCarthy, attorney for Mr. Titus, appeared in Superior Court at San Francisco March 22 and asked for the delay. Assistant District Attorney A. E. Weibelberger will prosecute the case which will be tried in court of Judge Albert C. Wollenberg.

Sincere Thanks

VARiETY

1945

You commended KNOE. A DISTINCTION we thought—as we had only been on the air three months.

1947

For responsibility to the community you recognized us with a Plaque Award. Since we are one of two 250-watt stations in the nation so recognized—we are thrilled, to say the least.

KNOE

MONROE, LOUISIANA

THE "KNOE - HOW" STATION

Affiliated with the National Broadcasting Company

James A. Noe, Robert W. Dumm, Owner Vice President — General Manager

Commercial

PETER B. JAMES has been appointed manager of recently-formed television department at Weed & Co., New York. Division was formed "in recognition of the tremendous growth of this new medium in the past few months." Mr. James formerly was advertising and sales manager of Tele- vision Magazine.

BARBARA HATHAWAY, formerly with Arthur W. Stoew, Los Angeles, and before that with KGW Portland, has joined KBBK Hollywood, as national spot sales traffic manager, replacing AGNES C. TURN, retired.

HUGH CLARK, former engineer and studio supervisor of CBC Toronto, has been transferred to commercial division of CBC Toronto, as sales representative.

JOHN Q. (Jack) HALL has been appointed vice president and general manager of Western Radio Adv. Inc., sales representative of Western stations, effective April 1. Former San Francisco manager of W. & Grant Co., Mr. Hall will be headquartered in that city. He will coordinate activities of Western Radio's sales offices in San Francisco and Los Angeles offices.

WALTER DUNN, former sales promotion manager for WZTV, and ABC Spot Sales department, has been appointed an account executive in the latter department.

CHARLES TOMBRAS & Assoc., Knoxville, has been appointed by WIBK Knoxville to handle station promotion and entertainment.

RANDY MICHELSON, with WHN New York since 1943, has been promoted from member of sales staff to traffic manager of the station.

NORMAN E. NOYES, formerly with NBC Network sales, has joined CBS, as part of expansion of company's West Coast sales. New offices have been set up in Hollywood and in San Francisco.

ED LESNICK, formerly of WFRP Savannah, Ga., has joined commercial department of WPGD Atlantic City, and JACK WILSON, formerly with WHAS Louisville, Ky., has joined sales staff.

MRS. HELEN R. PAIGE has joined WKEE Keene, N. H., as chief bookkeeper.

FREE & PETERS has been appointed as national representative by WPXK (TV) New York, scheduled to begin operations June 15.

JEAN GRIFFITHS has been appointed station representative of CKOV Kewaunee at CKOK Pentiction, satellite station of CKOV.

EDWARD DAVIS, former freelance writer, has been appointed commercial manager of WCOV (AM) Sault Ste. Marie, Michigan, and of WCOV (FM) Port Huron. Mr. Davis previously was with sales department of New York office of American Airlines.

RADIO REPRESENTATIVES Ltd., Toronto, Montreal and Vancouver, has been appointed representative for CKX Brandon, effective April 1.

NORTON H. JONATHAN, associated with Chicago radio since 1941, and recently with WJJD Chicago in production and m.c. capacities, has joined sales department of that station.

JIM MARTIN and LARRY SURLES are new account executives for WATV and WAAT, Newark, N. J., national radio sales department. Mr. Martin formerly was associated with WNYC New York, as sales manager. Previously he held similar position with cooperative program department of ABC.

GEORGE CREECH, national spot sales representative, NBC Central Div., is the father of a girl.

WMCA New York has announced that its sales since the first of the year show a 20% increase over a similar period last year.
FOR THE second time in our generation there are war clouds on the international horizon. Events in Europe are following the all too familiar pattern of less than a decade ago.

It was not until June of 1941 that President Roosevelt proclaimed a national emergency—seven months before Pearl Harbor. There already had been established the Defense Communications Board to blueprint the role of communications (including radiobroadcasting) in the event of national emergency. But its terms were never invoked. And radio—all communications in fact—emerged from that grim fight for survival with colors flying and with the justly earned plaudits of a grateful nation. That happened despite the hysteria and despite original support by the military of far-reaching projects to invoke 606 (c) and place in the hands of the military control of all communications as a secondary measure.

The wisdom of retaining operations in private experienced hands, and of voluntary censorship, was amply demonstrated in the outcome of it.

Section 606 (c) is still in the Communications Law. The national emergency decreed by President Roosevelt is still in force. But we doubt whether there are military blueprint calling for commandeering of communications in the event this "cold war" should by some quirk or incident, become hot.

With an eye to the possible future, there already has been created the National Security Resources Board, a cabinet level planning body whose functions would encompass and go beyond those of the War Production Board of the recent past. Already Leighton H. Pembles, who served ably as the key communications officer of WPB, is headed back to Washington for a similar assignment with the new agency.

Last week, FCC Chairman Wayne Coy addressed the Institute of Radio Engineers in New York. He cited world events as giving "special urgency" for "radio preparedness." He discussed the need for careful planning of radio's future. He had served conspicuously in high office during the last war.

These are not alarmist views. But these are not to play ostrich. As one broadcaster has commented, "radio should lie awake through World War II." Though we hope it will never be used, the finished script should be written and cleared in preparation for whatever may lie ahead.

RADIO can number among its major contributions to the health and welfare of the nation its cooperation with the campaign against venereal disease. Latest step in the campaign and one that may very well prove one of the most effective is the production by Columbia U. of a series of transcriptions for the U. S. Public Health Service. (See story page 55.)

During the war the armed forces through strong preventive measures and an intensive educational campaign were able to keep the most dreaded of these diseases—syphilis—in check. After demobilization the number of victims increased alarmingly. It is to combat this increase and to publicize new treatments that the campaign has been launched. There can be no doubt that broadcasters again will turn their hand to a campaign that is in the interest of all.

Lest We Forget

THE AVERAGE American broadcaster is confronted with many vexing problems. One of the most painful these days is the matter of credit to finance his entry into FM and perhaps TV. As a prudent businessman he knows he cannot sit on his AM hands. He knows (in the average case) that he can't pay the freight for these new operations out of AM earnings or reserves.

And he has found (along with the aspirant) that banks and other lending agencies are becoming more and more reticent about advancing funds for capital investments. The network affiliate has discovered that the two-year affiliation contract is one great barrier.

The network regulations of the FCC specify (Sec. 3.103) that no license shall be granted to a standard broadcast station having any contract, arrangement, or understanding with a network organization for a period longer than two years. There is a proviso that a contract for a period up to two years may be entered into within six months prior to the contract commencement.

This places the average affiliate upon tenuous ground, particularly in relation to his borrowing capacity for expansion. For the average station, a network affiliation is an important franchise. A two-year loan is a short-term in banking parlance. The kind of investment entailed in TV or FM cannot be amortized or effectively curtailed in that time.

AM and FM licenses are now issued for three years. There's plenty of sentiment for a minimum license tenure of five years. There ought to be 10 or 20 years, in our view.

As a temporary expedient—until there is an expression from Congress—the FCC certainly should look favorably upon a change of the network regulations that would permit contracts to run for the duration of the station license—three years. That would give greater stability to the medium, reduce the number of station sales (since construction loans would be more easily obtainable) and foster general expansion looking toward fulfillment of the law's mandate that there be "larger and more effective" use of all radio.

WHERE CREDIT IS DUE

VD D-Day

FRANK BERNARD FALKNOR

MILLERTOWN, Pa., isn't even on the map. But when the history of twentieth century radio is written, this tiny hamlet (population 60) is certain to receive honorable mention. It is the birthplace of Frank Bernard Falknor, assistant general manager of WBBM Chicago.

A rare blend of engineering and managerial genius, he is WBBM's indispensable man. When H. Leslie Atlass, manager of the station and vice president of CBS's Central Division, sets down in his dual role, Frank Falknor is always at hand. As an administrator, he works quietly and efficiently, with a keen sense of employee relations. About things technical—just put the rough idea of a program into his head and—presto—out comes the solution in detail.

Mr. Falknor's engineering abilities have been recognized by both civilian and military authorities. In 1924 as a protégé of Dr. Frank Conrad, famous Westinghouse shortwave pioneer, he set up America's first shortwave relay between KDKA Pittsburgh and KFXX Hastings, Neb. He aided in synchronizing WBZ Boston and WBZA Springfield, Mass. in 1925, and KFAB Lincoln, Neb. and WBBM Chicago in 1933.

Midway in World War II, he was drafted by "Wild Bill" Donovan as O.S.S. communications chief in the Far East. Working "underground" from Calcutta to Kunming, he found the "toughest" job of his career.

"It was bad enough eating water buffalo and living in flimsy houses that mysteriously caught fire at night," he recalls. "On top of this, because of the secrecy of our operations, we had to fight the Army, Navy, Marines, the British, and the natives—as well as the enemy."

Frank Falknor's record is the more amazing because radio was thrust on him. Leaving Carnegie Tech in 1920 after his junior year, his first job was designing lightning arrestors for Westinghouse in Pittsburgh.

"I liked the job and liked the pay," he relates. "Then, one day in 1922, I was told I would be in radio from then on—at a 10% cut—or else. Well, I needed the money, so here I am."

After seven years with Westinghouse, Mr. Falknor hung out his shingle in Chicago's loop as a "radio consultant," styled as Doolittle & Falknor. From 1929 to 1931 he did special engineering work for the Chicago Tribune (WGN), St. Louis Post-Dispatch (KSD) and several independent Chicago stations, notably (Continued on page 74)

BROADCASTING • Te lecasting
Tabulated below are PULSE of Cincinnati average ratings for the Cincinnati Metropolitan area (January-February 1948), AND PULSE AVERAGE RATINGS FOR THE FIRST RING OF SIX COUNTIES AROUND THIS METROPOLITAN CINCINNATI AREA (January 1948), exclusive of Network Station A which is first in both areas.

8:00 AM to 8:00 PM Monday thru Friday

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<th>STATION</th>
<th>PULSE METROPOLITAN</th>
<th>PULSE OUTSIDE</th>
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(*—less than 1.0)

Only WCKY, of these four stations, gives outside audience equal to metropolitan audience. Audience measured by the same yardstick—PULSE, INC.

L. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
WCKY - 50,000 WATTS OF SELLING POWER

WCKY Programming not only gives the advertiser
the greatest value
in the Cincinnati metropolitan area of 253,000 radio families

But

WCKY Programming and Power gives this same value
in the entire Cincinnati trading area with an added
100,000 families

at no extra cost

WCKY—On the air 24 hours daily

INVEST YOUR AD DOLLAR WCKY'S-LY
The story of WHLI is the Long Island story—a story of people in a large quality market who turn to WHLI regularly for familiar good music and local news, just as they turn to WHLI for responsible service to the community.

WHNI 98.3 on the FM dial
Hempstead, Long Island, New York

"THE VOICE OF LONG ISLAND"
YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

To TAKE THE GUESS OUT OF BUYING see and get WOV's complete analysis of each of 5 Audited Audiences. It tells you age, sex, income, likes and dislikes, buying power and buying habits ... real information that opens the door to known individuals. At WOV the alert advertiser keys his message to known individuals, not to an unknown mass audience.

Audited Audiences, a WOV exclusive, is a help to helping you to TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • The Boning Co., National Representative
TAking the cake at recent party in Hollywood marking Glenn Hardy's and Fred Shields' 14th year on MBS "Newspaper of the Air" for Alka Seltzer are client, agency and media representatives. Front row (1 to r): Forest Owens, radio supervisor, Wade Adv.; Los Angeles; Sydney Gaynor, Mutual-Don Lee general sales manager; Frank G. Clancy, vice president, Miles Laboratories, Los Angeles; Walter A. Wade, executive vice president, Wade Adv.; Stuart Reynolds, Mutual-Don Lee account executive; Walter Spencer, sales manager, Miles Labs. Back row (1 to r): Will Rogan, Wilfred Brown, editors of "Newspaper of the Air"; Gordon Norberg, merchandising research director, Wade Adv.; Robert Dwyer, general manager, Wade Adv.; Glenn Hardy, program newscaster; Fred Shields, commercial announcer; Terry Hayward, assistant radio director and copy chief.

**RADIO IN WEST**

**WESTERN RADIO Conference**

which held its first annual meeting in San Francisco March 20 and 21, voted to hold its 1949 session in the same city. Two hundred delegates from California, Nevada, Colorado and Oregon, representing educators, network and independent radio operators attended.

The conference agreed that radio is a "must" in education and that radio must continue to produce programs beamed to the masses.

Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford U., characterized radio as the most adaptable medium to explain education to a critical public.

It was brought out that teachers in the western conference area have not been sufficiently well trained in the fundamentals of radio production, or the demands of commercial station programming, for a sustained series of programs.

William Delmar, formerly program manager, KSJO San Mateo, Calif., said:

"We pleaded with the educators to help us develop educational programs and to participate in them. Educators weren't ready to meet the challenge."

Jennings Pierce, NBC public service director, Hollywood, admitted "commercial radio" has missed on adult education. "Programs should be established when the need is established," he said.

Respects

(Continued from page 78)

WIND. He joined WBBM as chief engineer in 1933, and remained in that capacity until O.S.S. called in 1943.

When he left the service in March 1945, he returned to CBS as general manager of KMOX St. Louis. Nine months later, he was back at WBBM as right-hand man to Les Atlass.

Mrs. Falknor, the former Jean Eakin, first met her husband when both were students at Wilkinsburg (Pa.) high school. Only one of their three children — 22-year-old Ann — has her dad's craving for scientific knowledge. A brain-wave researcher at the U. of Chicago, Ann presently is "boring holes in monkey's heads, then inserting electrodes so she can watch for brain reactions," Mr. Falknor explains. An elder daughter, Mrs. Margaret Valverde, 24, recently presented the Falkorns with a grandson, which makes Frank feel "very decrepit." A 19-year-old son, Frank, Jr., is with the Army in Tokyo.

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**Media, Educators Meet In San Francisco**

delegates from California, Nevada, Colorado and Oregon, representing educators, network and independent radio operators attended.

The conference agreed that radio is a "must" in education and that radio must continue to produce programs beamed to the masses.

Dr. Harold H. Fisher, chairman of the Hoover Institute and Library, Stanford U., characterized radio as the most adaptable medium to explain education to a critical public.

It was brought out that teachers in the western conference area have not been sufficiently well trained in the fundamentals of radio production, or the demands of commercial station programming, for a sustained series of programs.

William Delmar, formerly program manager, KSJO San Mateo, Calif., said:

"We pleaded with the educators to help us develop educational programs and to participate in them. Educators weren't ready to meet the challenge."

Jennings Pierce, NBC public service director, Hollywood, admitted "commercial radio" has missed on adult education. "Programs should be established when the need is established," he said.
Just 3 weeks till deadline . . .

The 1948 NAB Convention Issue will feature an expanded analysis of competitive radio billings. Hitherto unreleased figures on 24 general product groups; product name, amount the sponsor spends, where he spends it and what his money buys. Timely figures based on the last 3 months of 1947 and the first 3 of 1948.

Watch, too, for Broadcasting's capsule analyses of radio success stories. Program, type, sponsor, how it's produced, how it's merchandised, what it's designed to accomplish and its sales record.

Nielsen AM-FM-TV Audimeter Readied

Demonstrations To Be Held Soon
In New York and Chicago

An electronic recorder capable of measuring AM, FM and TV at the same time, and of measuring simultaneously the extent of listening in as many as four radios on a single record, soon will be demonstrated in New York and Chicago, the A. C. Nielsen Co., producers of the Nielsen Radio Index, announced last week.

The new device will be an improved Audimeter, Nielsen’s present system for measuring radio audiences. It will utilize “an amazing group of techniques to create an ideal combination of rapidity in transmission and processing of data,” the announcement said.

AM, FM and TV will be measured with a single Audimeter “irrespective of whether the three types are combined in a single receiver or arranged in separate sets—and a single record will register all three types of listening simultaneously,” the release added.

The Nielsen announcement said that measurement of the listening of four radios on a single record can be obtained by the new Audimeter despite the fact “it may not prove important for another year or two to go beyond two-radio homes.”

The sales trend of small radio receivers is such as to threaten pre-mature obsolescence of radio meters incapable of measuring three or more receivers,” Nielsen believes.

Ben Adler Starts Own TV Consulting Service

BEN ADLER, video expert, has left Transmitter Equipment Manufacturing Co. of New York, to devote all his full time to the practice of consulting engineering, specializing in video broadcast facilities design, construction, supervision and installation of television stations.

Mr. Adler, whose offices are temporarily located at 15 Gedney Circle, White Plains, N. Y., is retaining an interest in Temco Service Corp., which installs and services television receivers within a 50 mile radius of New York.

In 1942 Mr. Adler was manager of RCA’s test and measuring section at Camden, N. J., where he directed development and manufacture of special test devices for radar and television for armed forces wartime use. He was engaged as chief facilities engineer for ABC in 1944. In 1947, he left ABC to establish his own television service company.

FIRST EQUIPMENT ‘OK’
GIVEN FOR 460-470 MC
FIRST CERTIFICATE OF TYPE

First equipment for use in the 460-470 mc citizens’ radio service was issued last week by FCC to Citizens Radio Corp., Cleveland. The camera-size, 2½-lb. transmitter-receiver units will operate on 465 mc.

Regarding this service, FCC Chairman Wayne Coy told the Institute of Radio Engineers last Tuesday in New York that “having given type approval, the Commission will make it very simple to get a station license.” He said this means “that as soon as this first type-approved set gets into production, the public can start enjoying this new type of radio service.” (See story on this issue.)

The FCC report stated that tests conducted in the Commission’s laboratory at Laurel, Md., indicated this unit’s ability to compete with provisions of Part 19 of FCC’s rules governing the new service. The rules were effective Dec. 1, 1947. It was stated that provisions of licensing cover a short—distance communication, radio signaling and control of objects by radio are in preparation.

The report of the Commission indicated this first type-approved set casts the early availability of units suitable for the service.
CBS, of March 29, 1948

DANIEL M. PETERSON, independent radio producer, has been appointed assistant director of mobile operations for WARD.

CHUCK ACREE, m.c. on CBS "Hunt Hunt," recently received a four-piece Cosmosa airplane from Feature Productions, which packages "Hunt Hunt." Program is sponsored by Armour & Co., Chicago.

CLARENCE HEIDER, former night traffic manager at ABC Central Division, has replaced EDMUND KASNER as head of division's announcing department.

ARTHUR P. MOORE, formerly with Young & Rubicam, is now an employee of &R in Portland, Ore. New York has joined producing-directing staff of WCBS-TV New York.

LEN FIRESTONE, former announcer with WPJS, Pittsburgh, has joined WDDO McKeesport, Pa., in similar capacity.

MYRON J. BENNETT, who conducts "M. J. B. Show" twice daily on KSO Des Moines, was elected Commissioner of Public Safety for Des Moines in March 16 primary.

ED DOWNES, formerly with Young & Rubicam, New York, as a director, has joined CBS New York in similar capacity. He will direct new Shirley Booth show on network.

FAY DAY, director of research at WTOP Washington, is the father of a boy, Fay Jr., born March 21.

MICHAEL YA VNE, formerly with WPTW Winstonsalem, Tex., and Weldon Robinson, formerly with WFAA Dallas has joined announcing staff of KCBU Lubbock, Tex.

DAVE DENNEY, RCA Victor recording star, has joined talent staff of KVOO Tulsa. Mr. Denney has appeared on CBS, Mutual and ABC on such programs as "Dave Denney's Musical Hayride" and "Melody Bar Ranch.

FLETCHER AUSTIN, announcer at WBT Charlotte, N. C., has been promoted from duties with Charlotte Squadron of Civil Air Patrol to post of intelligence officer, North Carolina Wing, CAP.

LOIS CRAWFORD, member of continuity department of WCAP Pittsburgh, has resigned, and is being replaced by Michael Andrews.

EDWARD G. K. DEVERILL, formerly with WXEX New York, has been appointed director of programs for KDFC (FM) Sausalito, Calif., scheduled to begin operations by summer.

ROBERT E. SANDERS, chief announcer of WTVW and WTVF-PM steubenville, Ohio, has been named assistant program director.

PHIL B. KALEE, former musical director and staff bartender of WLS Chicago, and freelance on West Coast, has been appointed production director of KCGB and ECKR (FM) Cedar Rapids, Iowa.

ERMA PARKES, former music librarian at KOLE Port Arthur, Tex., has joined KBPO San Francisco. In same capacity, Jack Riaska, former production manager of KEEN San Jose, Calif., and program director of KWLG Ogden, Utah, has joined KGBR as head of continuity department.

JACK CAMPBELL, who has been named program director of WDVA Danville, Va., CHARLES CRAIG has been appointed chief announcer, and DICK SHALTBY and JACk BROWN have joined station's announcing staff.

SILENT SENTINEL. Gentleman Tommy Dorsey (r) received a warm welcome from WWOQ staff members during his recent visit to Lynchburg, Va. Accompanied by his vocalist, Audrey Young (l), Mr. Dorsey stopped in Lynchburg during booking engagement tour and visited WWOQ studios where he appeared as guest on his transcribed record show which is carried by that station. In reception party at the airport were (I to r) Miss Young; Joy Sahl, WWOQ program manager; Lynn Roberts, woman commentator at WWOQ; and Mr. Dorsey.

EDDIE GALLACHER, m.c. with WTOP Washington, is pictured on three sheet music releases by Leeds Publishing Co. — "Summer Moon," "Toole's Oochee Doo-lee" and "Saturday Date." WALTER C. NEALS, former continuity director of WTRY Troy, N. Y., has been appointed continuity director of WXRK, new station under construction at Albany, N. Y., Mr. Neal's previously held similar positions with WOLN Glen Falls.

GEORGE KERR, recent program director of WDIA and WQBF both Memphis, has been appointed program director of WDDO Chattanooga.

ED KIRK, new editor of WPTF Raleigh, N. C., has been named continuity supervisor, succeeding J.OEL LAVREUR.

NORA GIBSON, recently with U. of British Columbia, extension department, has joined CBC Vancouver, as assistant talk producer.

J. ARTHUR BROWN, musical director of KRKD El Paso, and conductor of El Paso Symphony Orchestra, has been chosen to conduct New Orleans Summer Symphony Concerts. The program will be presented each week during June and July in Beauregard Park.

JAY TROMPETTER, stage manager, "Jodies Be Seated," has left ABC Chicago-originated program and previously with NBC, has resigned.

PERRY FOX and BILL DAVENPORT, former CBS Hollywood writing staff, have joined CBS "Orpheus & Harriet" as writers.

A. BOYD has joined CROV Kelowna, B. C., as librarian. JACK CRUM has joined KCRK Winnipeg, for a similar position.

JERRY COLONNA, NBC star, has been appointed honorary president of Forty-Ninth Convention of Asbury, Calif., and has been selected as Gold Miner of 1948. Mr. Colonna is scheduled to appear for Centennial Gold Rush Celebration to be held May 14-16.

KATHLEEN HITE, of Columbia Pacific Network program writing department, has transferred to CBS network programs department, Hollywood.

BILL DRAIN, former announcer on WWL (FM) New Orleans, has been appointed to its AM station, WWL, as

F M W O R D  R A D I O  L I S T E N  O N L Y — Y E O L L

WILLIAM A. YEOUL, president of the Yoell Radio Index, which rates the sales receptiveness of advertising, told an American Marketing Assn, meeting in New York March 29 that "Yoell Radio Index is doing and when they do it has a tremendous influence on their radio listening." Mr. Yoell, who addressed the radio group of AMA, said his organization can tell advertisers how many listeners they have and how many listeners hear their commercials. Interviewers of the Yoell Index determined exactly what activities at what time are performed throughout the day by radio listeners.

Average moods at various times of day also have been determined. Mr. Yoell said, in order that advertisers may judge the type of program or advertising that would be best received.

"Not more than 2% of the radio listeners actually sit down and listen to the radio," he said. "They don't have time . . . they work or see to other activities while they listen."

Presidential Candidates Invited to Speak on CBS

CBS last week sent telegrams to seven "declared" candidates for Presidential nominations offering them free time on the network to express their political views in a weekly CBS series titled "Presidential Timber," to start Wednes- day, March 31, 10:30-10:45 p.m.


successor to MIKE CLARKE, who rejoined to join WTPS New Orleans, as program director.

JOSEPH A. JENNINGS, former promotion manager and television production director of RCA Victor Division, Camden, N. J., has joined WINS-TV Suffern, N. Y., where he will be in charge of production.

DICK JEWEL, announcer at WCSI (FM) Columbus, Ind., and Georgia Walter, have announced their engagement.

ROLAND J. YOUNG has been named eastern sales manager for Mutual Construction Department. He has been with the department since 1947.

Owen Neitzel, formerly with WMCA New York, and IRVING ED- WARD, reporter with WILY Roches- ter, have joined WONS Hartford, Conn., as announcers.

CHARLES STANHILL COOK, announcer with WDDO Chattanooga, and Peggy Byrson are to be married March 30.

One-Man Show

NEW RECORD for talking was set by KCMIJ Palm Springs, Calif., and ARNOLD L. BIEBER, who handled every announce- ment and production of 120 consecutive hours during recent Palm Springs Community Campaign. Mr. Bieber's vigil, which included 1,372 records, 546 spot announcements and 89 newscasts, succeeded in selling $350,000 worth of total cam- paign contributions.

for a

Production

BROADCASTING * Telecting

Page 78 • March 29, 1948
EXPERIENCE PLUS COOPERATION DOES IT!

There's a lot of satisfaction in working with radio engineers who know exactly what they need to get top efficiency from the transmitter. To their specifications Blaw-Knox applies an experience in antenna tower building that dates back to the days of "wireless"... Together we get results that reflect credit on our structural designers and the station's technical experts... If your plans call for more effective coverage or directional changes we would welcome an engineering interview at your convenience.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.

Blaw-Knox 350' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.
LEADERSHIP

WDBJ is the No. 1 radio station in survey after survey of the listening habits in Southwest Virginia. This listener loyalty, built over 23 years, pays big dividends to WDBJ advertisers the year-round. And Southwest Virginia is a diversified market where sales are dependent on no single income group.

Ask Free & Peters!

AFRA to NATB

NBC Hollywood sound men have switched from AFRA to NATB representation insofar as staff duties at NBC are concerned. Seventeen men will be affected when new affiliation takes effect April 1, 1948, and it is understood that change in bargaining agent does not apply to voice effect or sound effects on transmissions.

WDBJ

Southwest Virginia's Pioneer Radio Station

Complaints Against Philco, Ward Closed

Complaints against Philco Corp., Philadelphia, and Montgomery Ward & Co., Chicago, for misrepresentation in the sale of radio sets were closed by the Federal Trade Commission last week after the companies agreed to comply with trade practice rules for the radio manufacturing industry and to abandon the practices cited in the complaints.

Philco was charged with misrepresenting the number of tubes contained in Philco sets and their power and capacity for foreign reception, while Montgomery Ward was said to have falsely represented that its radio sets were equipped for television and contained more fully-functioning tubes than was the case.

The decision said there was "adequate reason" to believe that the abandoned practices would not be resumed and that, therefore, the "public interest does not require further corrective action at this time."

PTC said, however, that it reserved the right to reopen the case should the practices be resumed.

Trans World's Spot Drive

Is Stressing Performance

Trans WORLD Airlines is stressing its winter performance record and the return to service of its competitors' lost planes in its spot announcement campaign launched last week [BROADCASTING, March 22].

TWA Constellations completed 97% of their scheduled mileage in the United States last year, and the copy stresses also the availability of more seats, brought about by the return to service of the largest equipment operated by other transcontinental airlines.

The announcements, through BBDO New York, were placed on the following stations: KMBQ and KCMO in Kansas City; KJH KECA KMPC in Los Angeles; WIND WMAQ WENE WBBM Chicago; WOR WJZ WXQ in New York, and KFRC KGO KNBC KJBS in San Francisco.
Technical

HERBERT C. FLORENCE, former
engineer of WTOP in Washington
and previously with NBC, has been
deployed to the Armed Forces Radio
Service in California, Calif., scheduled
to begin operations by summer.

DONALD C. HOEFLER, former engi-
neer and manager of WQXI in Atlanta,
Ga., and WQMQ in Puerto Rico, has
joined WRZE-FM York, Pa., as chief
engineer.

RCA ENGINEERING PRODUCTS DEPT.
has announced a new telescoping micro-
phone boom said to make possible
instantaneous one-hand movements of
broadcast studio microphone over arc
to 13 feet in radius, and as high
as six stories.

LEONARD FLOWERS, control opera-
tor with WBT-FM Charlotte, N. C., has
been transferred to the WBT transitter
at Spencer Mountain.

SEYMOUR JOHNSTON, KFPI Los Angeles
sensation and FM facilities engineer,
is on two-weeks trip to New York.
Washington and Philadelphia where he is
inspecting television installation.

PETE SHALONIS and GERALD LAMB
have joined engineering department of
WFME Pittsburgh.

CANADIAN BROADCASTING Corp.
enGINEERS at Montreal have de-
veloped an apparatus for purporting
frequency response curves on microphones.

The instrument uses simple wave
waves in such a way that it is possible to
obtain microphone response
curves without necessity of having a
dead room. Equipment delivers a curve
of the absolute value of the micro-
phone sensitivity, according to CBC.

CLIFF BRAMISH has joined CHEK Pe-
terborough, as operator.

J. C. CARLIBLE has been ap-
nointed assistant engineer of the
CBC Montreal.

STROMBERG-CARLSON has announced
a single unit loudspeaker designed for
high quality reproduction of sounds
known as RP-72. It features seamless
curvature cone, powerful Alnico
magnet, and all-weld construction.

JOE MACKORA, engineer with WONS
Hartford, Conn., is the father of a boy.

DENIS McBride, camerman for
WCRB-FM New York, is the father of
a baby, born March 13.

SOUTH RIVER METAL PRODUCTS
Corp., South River, N. J., has announced
new Chimney Mount Antenna Base,
design engineering time and costs and to
permit erection of many antennas
of any type or about a building. Made
of aircraft-type aluminum alloy, base
mounts on any chimney, pole or simi-
larly-shaped extension, according to
manufacturer, or may be screwed to
building. List price is $7.50
Further information may be obtained
by writing manufacturer.

NOEL L. KEEPER has joined KMOM
Hollywood, as chief engineer.

ZENITH RADIO Corp., Chicago, has an-
ounced new line of frequency modu-
lation antennae, reflectors and exten-
sion arms designed to insure maximum
FM receiver performance. New line in-
cludes folded dipole FM antenna to
cover 89-108 mc band, accessory reflec-
tor assembly for use in locations where
noise or distance requires it, and ac-
cessory extension arm assembly for use
with folded dipole in areas where 40-mc
band reception is desired.

EDDIE DASH has joined CJEJ Kirk-
land Lake, as operator.

REC and Overseas Press
Club Plan Joint Meeting

A JOINT MEETING with the
Overseas Press Club, and the
announcement of the annual George
Foster Peabody Awards, have been
scheduled for the next two weekly
meetings of the Radio Executives
Club of New York.

Radio and press correspondents
who recently returned from behind
the "Iron Curtain" and other
troubled areas will speak at the
joint REC and Overseas Press
Club luncheon meeting April 1.

Edward Weeks, editor of The
Atlantic Monthly, will be master of
ceremonies at the April 15 meet-
ing, this year's Peabody Awards
are to be announced. Dean
John E. Drewry of the U. of
Georgia school of journalism, which
administers the awards, is sched-
uled to speak.

Non-Union Guild

A GUILD of radio announcers and
production personnel, totally void
of any union bonds, has been
created in the Twin Cities of
Bristol, Virginia-Tennessee, according
to Sidney Tey, chief announcer of
WIFI Bristol, Va. Patterned
after press clubs, the Bristol Radio
Announcer Guild has been designed
to foster better relations and mutual
assistance among the cities' radio
personnel. Panel industry discus-
sion and social affairs are planned
by the Guild, which has members
representing each station. Presi-
dent of the club is Ralph H. Ran-
dall of WCYB Bristol, Va. Mr.
Tear is secretary.

Recording?

Turntable

ALFRED WOODLEY has been
appointed head of commercial re-
ceptions in NBC Hollywood
Recording Dept. While OSCAR TURNER,
eastern manager, remains in New
York on special assignment, WILLIAM
GARYLANT will continue in charge of
NBC Thessaurus and recorded
syndicated programs. WILLIAM J. AN-
DREW, former assistant manager of
department, has been shifted to San
Francisco network local time sales.

JAMES P. BRAY, national sales man-
ger of London Gramophone Corp.,
has been appointed a vice president of
the firm. At the same time the Library
Service, subsidiary of London
Gramophone Corp., announced
appointment of JOSIE F. KIRK as
manager. Former manager of the World
Broadcasting System leased wire service,
Mr. Hards previously was with Muzak
and Armed Forces Radio Service.

STANDARD TRANSCRIPTIONS has an-
nounced release of eight gypsy tunes
recorded on two sides of 16 inch tras-
scription, by "Mischa Novy and his
Valet Strings.

CHARLES MICHELSON Inc., New York
radio transcription firm, has
applied to handle national distribution
of transcription series "My Friend
With Your Hair." This one announcer
series has been sold to sponsors on
WBNH Indianapolis and WDBZ Utica,
N. Y.

KEYSTONE BROADCASTING SYSTEM
(transcriptions) New York office
has changed telephone number from
Long-
distance 7-2221 to Plant-11460.

MAYFAIR TRANSCRIPTION CO., Holly-
wood, has announced additional pur-
chases for its Alan Ladd "Bob in
Gardens" Stations contracting for series
include WXYZ Detroit, WJZW Winfield
N. C., K X Y T Reka, Calif., KZFR
Minneapolis, P. I., and following Canadian
stations: CFAC Calgary, CJCA Edmon-
ton and CJOC Lethbridge.

WTCI's 50,000 watts represented nationally by Weed & Co.

By every measurement WTIC dominates the prosperous Southern New England Market


March 29, 1948 Page 81
WASHINGTON AGENCY HOLDS MEDIA MEETINGS

A SERIES of meetings for media executives and salesmen is being conducted by Henry J. Kaufman & Assoc., Washington, D.C. agency, to present the complete picture of how the agency conceives and develops campaigns.

Guests at the first of the series, to be held for all area radio stations, metropolitan dailies and national publication representatives covering Washington, were members of the NBC Washington staff (WRC, WBNV-TV).

In discussing how an agency acts under a variety of circumstances covering regional, national and industrial programs, the meeting directors explained the basic reasons for using a specific medium at certain times, the ways in which media complement each other, and the agency's philosophy about campaigns in which certain media are not considered.

Hall Joins Western

JOHN Q. (Jack) HALL, formerly San Francisco manager of W. W. Grant Co., has joined Western Radio Adv. Inc., as vice president and general manager at San Francisco headquarters, effective April 1, according to Lincoln Deller, president, Charles Cowling continues as manager of the Los Angeles office.

FAVORITE SON!

DULUTH, MINN.—Rumors are flying that Otto Mattick, noted inventor of the tredral rotor and KDAL representative, may be a favorite son candidate in '48.

Veteran radio exec. politics say, "He's a natural coming from the north country's favorite radio station."

Veteran advertisers predict, "He's a cinch if KDAL sells him cause KDAL can really sell on that 610 frequency with the long, long reach."

KDAL can make your product a favorite in the Duluth-Superior market. Contact Avery-Knodel Inc. and learn why.

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KDAL can make your product a favorite in the Duluth-Superior market. Contact Avery-Knodel Inc. and learn why.
SPONSOR who insists on giving his
air time away to anyone who wants it has created unique program over WMID Atlanta. Titled
"Our Time Is Your Time," program is sponsored by Walgreen Drug Company, which stipulates that the 15-minute daily segment be opened for use by
anyone and everyone. Format of show consists of questions and answers
and is furnished with emphasis on humor. Daily con-
testant is chosen by a caller to phone in his
question. Electrical appliances are awarded as
prizes.

"Labor Speaks"
AIMED at giving labor chance to use its
air views on national and foreign
issues, 15-minute segment starts on WOR New York, March 31, 7:15-7:30
p.m. "Every House Needs Westinghouse"
is theme of half-hour show. Hostess is
Allen, radio and television studies and public re-
lations, produces programs for U. W. Lebanon,
the station's department's participation.
Ladies' Day
LADIES' DAY at WLBB Lebanon, Pa.
is Thursday when its new weekly audi-
cence participation "Meet the Ladies," is aired. Sponsored by Sterling
Pork meat, show is described as "Your
Weekly News of the Farm." The 20-minute show is half-hour of hilarity run from
stage of Lebanon Moose Auditorium, with hostess, Mrs. Robert L. Smith. Ladies are invited to attend and coffee is
served before show. Contestants are picked from audience and are asked to
perform the various farm-related roles in skits, and are then asked questions
regarding farm operations. They must qualify for final prize. Prizes awarded are
speedy, portable water areas, delivered in
store, winner of final contest receives large;
any purchase from store nearest her home.

Your Community and Mine"
COMMUNITY SERVICE program titled "Your Community and Mine" brings
Santa Monica's board of Commerce to the air over KOVL Station. "The Voice of Santa
Monica" is described as an "hourly panel of distinguished guests who ana-
lyze national or local problems and apply their knowledge to the
community. Station reports questionnaire mailed to listeners for
able comment. Program is prepared and produced by Bob Hurd, Executive Director, Santa Monica.

Farm Hour
Six-weeks, monthly Farm Hour was started last week by WOOK Silver Spring, Md.
with special emphasis on the Secret-
ary of Agriculture Clinton Anderson. Originals of the program was a sellout and was ex-
tended to 7:30, according to Richard M. Kiihne, station controller and
conductor of the series.

Phone Game
DIRECT LISTENER participation in prizes is feature of new weekly pro-
gram "Scotch and I," which started
out by WCN Chicago. Herefore listener has had to wait for telephone call for program master of ceremonies to be eligible. Here, however, he plays the same game using cards, printed in
daily newspapers, on which he writes
his name and number, for the last five
figures of his social security number. The
host, Joe Brooks, has no telephone Dialing program. If he calls Bob Cunningham says questions, listeners
write answers on forms and mail them to the station's on-the-air phone number,
1-900-900. When game is over, listeners
are called by phone to the station. Game is
produced by Fred Blumberg, now working out on bases of mathematical
formula.

Youth Discussions
DISCUSSIONS of modern youth pro-
grams, radio and television, form the 
focus of new forum-audience participa-
tion program, "It's Our Town," being
aired by WMAG Chicago, Sat., 1-1:30
p.m. (CST). Program is opened with
introduction by host, Bill Casey, and a
boy and a girl who are joined by four
more members of discussion panel. Questions
follow from adult and high school members of audience. The last
portion devoted to selection, by "jury" of peer corps, which best
interpreted theme. "Your Community
and Mine" brings new program, "The
Marine Show," stories of colorful history of Marine Corps. Well-
known stage, screen of radio performers will be heard. The show is
being produced in New York by NBC Radio Associates, the
producer-director is stationed in Baltimore, which will heard in
75 cities.

WKC Documentary
CONTRIBUTIONS of various to-
civics to self-government are portrayed in
new documentary series, "The Great
Statesmen Discovery Tour." The series
is scheduled to cover all 50 states, and is
underwritten by WKC of Oklahoma City. Cor-
tected voices of Woodrow Wilson, Theod-
ore Roosevelt and other great Americans are
made available on the program. Documents and pictures were discovered recently
in the library of WKC. Material for programs is selected on basis of
immediate interest, which will hear. The series will be off to school
in Oklahoma high schools for play-back purposes. Series is pro-
duced by Hoyt Andre, WKC program
manager.

WCSI Poll
IN ORDER for WCSI's listeners ac-
curate cross section of thought on Pres-
idential election, station sent out question-
naire to its listeners to gauge public opin-
ion. Results of the poll, which were
sent over WKC Oklahoma City. Recor-
ted voices of Woodrow Wilson, Theod-
ore Roosevelt and other great Americans are
made available on the program. Documents and pictures were discovered recently
in the library of WKC. Material for programs is selected on basis of
immediate interest, which will hear. The series will be off to school
in Oklahoma high schools for play-back purposes. Series is pro-
duced by Hoyt Andre, WKC program
manager.

Scotch and I
LIVELINESS and humor are the key
notes of new weekly program over WOOK Silver
Spring, Md. "Scotch and I," is introducing program over WOOK Silver
Spring, Md. "Scotch and I," is introducing
its second 26-week series, "The Scotch
and I," is introducing program over WOOK Silver
Spring, Md. "Scotch and I," is introducing
its second 26-week series, "The Scotch
and I," is introducing
moral.--Chicago Board of
Education, was
produced and directed by John Midgley, station
continuity chief.
March 19 Decisions...

DOCKET CASE ACTIONS

Petition Denied
Announced memorandum opinion and order denying petition of Westinghouse Valley Best Co., New Orleans, requesting Commission to designate its application for new station for consolidated hearing with applications of A. Noe (WNOR) and Deep South Best Co., New Orleans. Commission furthered ordered that amendments to application of A. Noe (WNOR) be refiled and that application of Deep South Best Co., N.J., be dismissed.

AM-1200 kc
Announced proposed decision looking toward grant of application of Alla Broadcasting Co., Inc., for new station at Befalda, Ala., 1240 kc 250 w for standard station Covering area of CAA approval of std system and trans site; and denial of application of Fall River Radio Co., seeking same facilities at Cuthbert, Ga.

AM-1010 kc
Announced proposed decision looking toward grant of application of Radio Televisio of Baltimore, for new station at Baltimore, 1010 kc 1 kw D, subject to cond. that applicant will within 60 days file application for mod CP specifying trans. site and ant. and have received Commission’s standards; and denying application of Combina Televisio of New England, Inc., for facilities of WLOW Norfolk, Va., 1150 kc 1 kw D to 1060 kc 5 kw untl.

March 22 Decisions...

ACTIONS ON MOTIONS

(By Commissioner Jones)

KWK St. Louis—Granted petition for consolidation of hearing, scheduled for March 24 to April 26.

KGO Phoenix, Ariz.—Granted petition for continuance of hearing, scheduled for March 23 to April 12.

KODF Klamath, Calif.—Granted joint petition for consolidation of hearing from March 25 to May 77.

KTSW Emporia, Kan.—Granted petition for discontinuance of hearing from March 24 to April 26.


KWDW Kelso, Wash.—Granted petition for discontinuance of hearing from March 23 to April 26.

WKBW New Britain, Conn.—Granted petition for extension of time to March 77.

KEDJ New Rochelle, N.Y.—Granted petition for extension of time to April 20.

KQW New Britain, Conn.—Granted petition for extension of time to March 23.

KQW New Britain, Conn.—Granted petition for extension of time to March 23.

March 22

APPLICATIONS ACCEPTED FOR FILING

Assignment of License

KLRF Red Bluff, Calif.—Voluntary assignment of license from Robert L. Weeks to Robert L. Weeks.

Modification of CP

WOBS Jacksonville, Fla.—Mod. CP now standard station.

Modification of License

KAMC Amarillo, Texas.—Granted petition to extend license to July 4, 1948, in lieu of 740 kc. Amendment was accepted and application removed from docket.

March 22

License Renewal

Applications for renewal of standard broadcast station license of AM-QAM An-marilm, Tex.; KOHI Henderson, Texas; KLCC Portland, Ore.; KCJY Kansas City, Mo.; WPFF Miami; WAWC Chicago, Ill.; WPLW Syracash, N.Y.; WLCN Des Moines, lowa; KCQI Cincinnati, Ohio; WQV Wheeling, W.Va., and other stations.

March 22

License for

KRLD-FM Dallas, Texas.—License to cover CP new FM station.

March 22

License for

KWK St. Louis.—Granted petition for consolidation of hearing, scheduled for March 24 to April 26.

KGO Phoenix, Ariz.—Granted petition for continuance of hearing, scheduled for March 23 to April 12.

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March 22

License for

KRLD-FM Dallas, Texas.—License to cover CP new FM station.
TO INSTALL
TO OPERATE
TO CONVERT TO HIGHER POWER

RAYTHEON
250W — 3KW — 10KW FM TRANSMITTERS

A COMPLETE UNIT — normal installation takes less than six hours.
SIMPLIFIED OPERATION — by direct crystal control requiring no corrective circuits or mechanism.
NO SPECIAL TUBES — only standard low cost receiving-type tubes are used in the modulator.
NO SLIDING RF CONTACTS — standard amplifier techniques used in all RF stages. The amplifier maintains it settings permanently.
NO NEUTRALIZATION — the tetrode tubes used require no complicated tuning adjustments.
SINGLE POWER CONTROL — for full range adjustment of power output.
HIGH EFFICIENCY — exceeds 70% in all cases.
AUTOMATIC OVERLOAD RESET — returns transmitter to the air twice at full power and once at half power before locking out.
NO OBSOLESCENCE — Use the RF-3A amplifier in converting from 250 watts — use it later as the driver for a 10KW unit. Raytheon’s integrated design policy eliminates obsolescence.

See your Raytheon Representative for complete information.

RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION • WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories

BOSTON, MASSACHUSETTS
Chris F. Brauneck
1124 Boylton Street
KE. 6-1364

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COTTENS & FARMER
222 West Adams Street
Ron. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Ric. 7-2358

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU. 2-7440

SEATTLE, WASHINGTON
Adrian Vassant
135 Harvard North
Minor 3537

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

EXPORT SALES — Raytheon Manufacturing Company, International Division, 60 East 42nd Street, New York 17, N. Y., MU. 2-7440.
NEWEST FM station in Baltimore, WMCP, owned and operated by Belvedere Broadcasting Corp., is housed in these quarters. A new station on 94.7 mc (Channel 234), is on an 11 a.m. - 11 p.m. schedule. Downtown studios are in Baltimore's Stiff Bldg. WMCP, a member of Continental FM network, was launched March 14, President of the license company is Thomas F. McNulty.

**FCC Actions (Continued from page 84)**

Applications Cont.:

**AM**—1490 kc
The Ponce City Pub. Co., Ponce City, Ga.—CP new standard station 960 kc 500 w Da. AMdened to change frequency to 1460 kc, power to 1 kw; DA-2.

**AM**—940 kc
The Mullins & Marlini Bentz, Co., Mullins, S. C.—CP new standard station 960 kc 1 kw D. AMended to change frequency from 920 to 1320 kc. License for CP

**WGY** Winchester, Tenn.—License to cover CP new standard station.

FREQUENCY MEASURING SERVICE

**TOWER SALES & ERECTING CO.**

--- Radio Towers
Erection, lighting, painting & painting & Ground Systems
6100 N. E. Columbus Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7503

**Lynne C. Smey**
Consulting Radio Engineers

--- 820 13th St. N. w., Ex. 8073
Washington 5, D. C.

**George P. Adair**
Radio Engineering Consultant
1533 M STREET, N. W.
EXECUTIVE 1280
WASHINGTON 6, D. C.

**Lee E. Baker**
Consulting Radio Engineer
FRITZ BAUER, Associate
25-28 Langes Bldg.—Ph. 3421
SPRINGFIELD, MISSOURI

--- 1479 MISSOURIA, MONTANA

**Archers S. Taylor**
Consulting Radio Engineer

--- BOX 1479
MISSOURIA, MONTANA

--- PHONE 3881

**Electrical Tower Service Corp.**

--- AM-FM-TV
Super—Ground systems—transmission lines, painting, erection, dimensioning 924 Hillcrest Terrace, Crews Cen., Ill.
Phone 3-9626—Peoria, Ill.

--- CUSTOM-BUILT EQUIPMENT

--- 1121 Vermont Ave., Wash. 5, D. C.

--- 1400 N. Y.

--- 1625 S. 22nd St., S. P. 945-W
JAMESTOWN, NORTH DAKOTA

--- LLOYD R. AMO
CONSULTING RADIO ENGINEER

--- 121 EIGHTH ST., S. F. 1982

--- 1005 E. 12TH ST., ST. LOUIS 1, MO.

--- 507 S. 22ND ST., S. P. 948-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 807 S. 22ND ST., S. P. 945-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 700 S. 22ND ST., S. P. 948-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 807 S. 22ND ST., S. P. 945-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 807 S. 22ND ST., S. P. 945-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 807 S. 22ND ST., S. P. 945-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

--- 807 S. 22ND ST., S. P. 945-W

--- 324 ARCADE BLDG., ST. LOUIS 1, MO.

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--- 807 S. 22ND ST., S. P. 945-W

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<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories 1359 Wisconsin Ave., N.W. Washington, D. C. Adams 2414</td>
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<td>PAUL GODLEY CO.</td>
<td>Labs: Great Neck, N. J. Little Falls 4-1000</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. — District 8486 Washington 4, D. C.</td>
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<td>RAYMOND M. WILLOTTE</td>
<td>PAUL A. demars ASSOCIATE 1469 CHURCH ST., N.W. DE. 1234 Washington 5, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>HERBERT L. WILSON</td>
<td>1025 Connecticut Ave., N.W. Washington 6, D. C. NA 7161</td>
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<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. MI. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
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<td>A. E. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer Wash., D. C. 3450 24th St., S. E., TW 0531 Birmingham, Ala. P. O. Box 2468 6-2952</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans 218 W. 62nd St. American Bk. Bldg. Longwood 3-4028 Lake Charles, La. 6-1480</td>
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<td>A. R. Bitter</td>
<td>Consulting Radio Engineers 622 Madison Avenue TOLEDO 4, OHIO</td>
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<td>Merl Saxon</td>
<td>3524 South Henderson Telephone 4-5440 Fort Worth, Texas</td>
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<td>PREISMAN &amp; BISER</td>
<td>AIM, FM, Telecasting Allocation. Station Design MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N. W. Washington 10, D. C. Adams 7299</td>
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<td>A Complete Consulting Service WARNER BLDG. WASHINGTON, D. C. 13th &amp; K STR., N. W. NATIONAL 8013-8015</td>
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<td>JOHN H. J. ROTHROC</td>
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<td>HOLEY &amp; HILLEGAS</td>
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<td>W. W. GARO</td>
<td>981 BROAD STREET PHONE 5-2265 BRIDGEPORT, CONNECTICUT</td>
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<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS 551 E. 77TH ST. TRIANGLE 4000 CHICAGO 19, ILLINOIS</td>
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<td>CHAMBERS &amp; GARRISON</td>
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<td>JOHN CREATZ</td>
<td>710 BOND BLDG. REPUBLIC 8181 WASHINGTON, D. C.</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N. W. Washington, D. C., Adams 3711</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W. STERLING 7932 WASHINGTON, D. C.</td>
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<td>WILLIAM J. FOSS, INC.</td>
<td>Formerly Colbert &amp; Foss, Inc. 927 19TH ST., N.W. REPUBLIC 3023 WASHINGTON, D. C.</td>
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<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<tr>
<td>ROBERT M. SILLIMAN</td>
<td>CONSULTING RADIO ENGINEER Specializing in Antennas Problems 1011 New Hampshire Ave. RE 6646 Washington, D. C.</td>
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March 29, 1948 • Page 87
MARKET FACTS

1. Local business in Medveil kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to over $32,000,000, for a 14% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is up 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher 1946.

Studios & Offices

FIRST NAT'L BANK BLDG.
MEADVILLE, PA.

Victor C. Dichtm, Gen. Mgr.

WHQ

FIRST NAME-TO-MOST who is "Listened-to-Most" in 71 of Iowa's 99 Counties (during daytime) is Write for complete facts!

50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

Page 88 March 29, 1948
March 23 Applications . . .

**ACCEPTED FOR FILING**

**WHBO Shubert Springs, Fla.—License to cover CP new standard station.**

**Modification of CP**

WKEU Griffith, Ga.—Mod. CP increase power, etc., for extension of completion date.

AM—580 kc

Grain Council of Bett. Inc, Peru, Ill.—CP new standard station 800 kc 500 w-1 kw-1/w-d 2-unl. AMENDED to change DA-DN and change directors and officers.

AM—600 kc

Southland Btts. Co., New Orleans, La.—CP new standard station 900 kc 1 kw D. AMENDED to change power to 500 w D.

AM—1130 kc

UAW-C10 Btgs. Corp, Detroit—CP new standard station 880 kc 250 w D. AMENDED to change frequency from 820 w to 1150 kc power from 225 w D to 2.5 kw-N 5 kw-D, hours from D to unl. Install DA-DN and change directors and officers.

AM—970 kc

The Montana Network, Billings, Mont.—CP new standard station 1550 kw 5 kw-D unl. AMENDED to change frequency to 970 kc power to 5 kw change DA-N.

AM—1460 kc

Keno Las Vegas, Nev.—CP change frequency from 1400 kw to 1460 kc Install 250 w to 1 kw, Install DA-N.

Modification of CP

WPTF Airhany, N. Y.—Mod. CP new standard station for extension of completion date.

AM—1490 kc

Leader Pub, Co., Guthrie, Okla.—CP new standard station 1500 kw 150 w D. AMENDED to revoke license and directors.

WJTL Philadelphia.—License to cover CP increase power, etc.

AM—440 kc

George M. Hughes, Florence, S. C.—CP new standard station 740 kw D. AMENDED to change frequency from 740 to 940 kc.

Modification of CP

WNHC-FM New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WGBM-FM Miami, Fla.—Mod. CP new FM station for extension of completion date.

WIRL-FM Petersburg, Va.—Same.

WPHE-FM High Point, N. C.—Same.

WRRZ York, Pa.—Same.

WTIQ-FM Green Bay, Wis.—Same.

KCLA-AM—Los Angeles—Mod. CP new commercial television station to increase ERP from 4.5 kw, aur. 2.7 kw to vis. 20.75 kw, aur. 14.8 kw

TV—198-204 mc

Television California, San Francisco—CP new commercial television station to 25 kw D, aur. 14 kw Install station on Channel 2, 198-204 mc ERP vs. 21.25 kw aur. 15.6 kw

Modification of CP

KGO-TV San Francisco—Mod. CP new commercial television station to increase ERP from vis. 3.4 kw, aur. 2.7 kw to vis. 31 kw, aur. 14.5 kw

TV—210-216 mc

FM Radio and Television Corp., San Jose, Calif.—CP new commercial television station on Channel 1, 210-216 mc ERP vs. 32.3 kw, aur. 16.8 kw.

Modification of CP

WENV-TV Chicago—Mod. CP new experimental television station to increase ERP from vis. 10 kw, aur. 3 kw D, aur. 1 kw to vis. 15 kw, aur. 7.5 kw D, aur. 3 kw.

WLV Cincinnati—Mod. CP new experimental television station for extension of completion date.

**TV—Relay**

The Fort Industry Co., Toledo, Ohio—CP new experimental television relay station on Channel 7, 187.5-193.5 mc.
24 great newspapers select
RCA has everything you need to get started NOW!

Overwhelming acceptance of RCA equipment marks the swift progress of television from coast to coast.

Already a substantial percentage of broadcasters and newspapers have ordered RCA transmitters. Most of these stations are being completely RCA equipped, from super-sensitive cameras to high-gain antennas.

Many of these telecasters are already on the air with regular programs—or on an experimental basis. Other stations are receiving shipments of RCA equipment that will put them on the air very soon. And by the end of 1948, high-definition RCA television should be within the reach of 49,000,000 people.

Why is RCA television so far in the lead? Here are a few of the reasons: (1) Everything needed to get on the air is in quantity production at RCA now; (2) All equipments embody the very latest technical advances in the art; (3) Designs are flexible..."add-a-unit" construction makes them equally applicable to the very small or the very large station; (4) Facilities can be gradually and economically expanded as television audiences grow...without obsolescence of original equipment; (5) Equipment is easy to operate and reliable.

As you know, television is moving fast. What are your plans? Will you be the first to bring this new public service to your community...utilize its tremendous audience impact for newscasting, advertising, and circulation building? We’ll be glad to help you get started with complete planning information and cost data. Write Dept. 19-C.
Situations Wanted (Cont’d)

**Announcer—**Experienced 5 kw Mutual affiliate. Desire to locate near St. Louis. Excellent opportunities on request. Box 8, BROADCASTING.


Announcer, presently employed desires change. Versatile in all types announcing. Can do disc jockey, master of ceremonies, etc. Some work. Can write copy and handle studio operation. Experience. Box 14, BROADCASTING.

Announcer, short on experience, but eager to learn. Disc jockey, broadcast writer, and photo editor. Also news and special events. Wants permanent staff job with good station. 25 years old, married and one child. D.C. Box 16, BROADCASTING.

Announcer—Good commercial voice. Switches, newscaster, top rate local radio station. Excellent references. Box 22, BROADCASTING.

Versatile—Disc jockey, ten years radio and television background, who can rewrite own copy with drama, humor and news. Wants Pacific Coast station. Permanent. Write Box 30, BROADCASTING.

Change to regional agricultural programming eliminates sports and special events, plus salary reduction. Opportunities available in all sections. Write for more information. Box 21, BROADCASTING.

**Situations Wanted (Con’t)**

**SPORTS ANNOUNCER—**Veteran, six years in present position with eastern metropolitan network outlet. Excellent track record on daily sports program, reporting, commentary, and production. Desires change. Wish to try new outlet. Write Box 34, BROADCASTING.

Announcer, seven months experience, presently employed, desires change. Location of opportunity to be determined by development. Box 48, BROADCASTING.

Experienced sportscaster—Seeking California coast. Organized with play by play assignment. 7 years practice in baseball and football. Presently with network affiliate. Box 47, BROADCASTING.

Announcer, 7 years experience, presently employed, desires change. Location of opportunity to be determined. Performances of every nature available. Box 48, BROADCASTING.

Newpaper editor-announcer seeks return to radio work. Extensive background in program development. Tremendous local and area listener appeal. Capable of handling personnel in broadcast studio. Continually in connection with newspaper work. Young, excellent voice and style. Wants college education, wide local experience. Reply Box 46, BROADCASTING.

---

**CLASSIFIED ADVERTISEMENTS**

**PAYABLE IN ADVANCE—**Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classified ads, 10c per word for 200 words minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to: Edward M. Magowan, BROADCASTING is not responsible for the veracity of any announcements, photographs, scripts, etc. forwarded to box numbers.

---

**Help Wanted**

**Managerial**

Manager wanted for 500 watt station here to work with experienced staff and new managers. Must be experienced with agency contacts, proven record of personnel and programming recommendations that can be thoroughly checked.

New eastern regional wants commercial manager. Must be able to handle sales, personnel and management plus client and advertising relations. Experience in both stations and advertising agencies desired. For complete details, references and recommendations write.

John D. Hymes
218 Monshoett Woods Road
Monshoett, L.I., N.Y.

**Situations Wanted**

**SPORTS ANNOUNCER—**Veteran, six years in present position with eastern metropolitan network outlet. Excellent track record on daily sports program, reporting, commentary, and production. Desires change. Wish to try new outlet. Box 34, BROADCASTING.

---

**SPORTS ANNOUNCER**—Salesman on location June 1.—Experienced man to handle football, basketball and baseball. Also, help expected to develop handicapping dirt in Oklahoma.

Newscaster for new, veteran desired program. Must be experienced in both news and sports. Box 24, BROADCASTING.

---

**Help Wanted (Cont’d)**

Sports announcer by June 1.—Experienced man to handle football, basketball, baseball. Also, help expected to develop handicapping dirt in Oklahoma.

Newscaster for new, veteran desired program. Must be experienced in both news and sports. Box 24, BROADCASTING.

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**Radio Advertising Executive**

16 years New York commercial radio experience. Knows sales, programming, promotion, advertising, and personnel and management plus client and advertising relations. Desires change. Experience on both stations and advertising agencies desired. For complete details, references and recommendations write.

John D. Hymes
218 Monshoett Woods Road
Monshoett, L.I., N.Y.

Forced to move, sold my house because doctor says you must own your own house. Must sell to well established newscaster or commercial manager. Looking for future possibilities, not immediate sale.

**Situations Wanted**

**WANTED**—$7,500 per year, plus expenses. Needs strong combination operator—announcer with all phases of radio managing, programming, promotion and public relations. Can build profits for owner. Give details, ref and address. Box 48, BROADCASTING.

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**Help Wanted**

**Managerial**

Manager wanted for 500 watt NBC affiliate expanding staff. Must be experienced all phases of radio. Beginners considered. Send audition disc and complete information, including expected earnings. WSAV, Savannah, Georgia.

Announcer—jockey, experienced ad-lib and voice over participation shows. Disc and photo must preceed application. WMMW, Meriden, Connecticut.


New organizing staff, except engineer, or eastern regional. Send full details of position and salary. WJZ, Baltimore.

Announcer, Good opportunity to grow with new station. Must be sober. No drifters. Box 268, York, Pennsylvania.

Announcer needed April first, permanent position for good man not afraid to work for advancement. Knowledge necessary. Prefer man with college background. Willing to go to WMCN, Elizabeth City, N.C.

Combination operator-announcer with good voice. Model station, hunting and fishing country. Modern combination operator—announcer furnished for young couple. Professional degrees furnished special $35 monthly salary and sale, mail disc, photo KPRF, Livingston Montana.

Montana—Combination operator-announcer with good voice. Airmail photo disc, KPRK, Livingston, Routing available.

Announced for 230 watt Full time position. Skillful, well experienced station affiliate in small market, northern California. Excellent opportunity. Write Box 201, BROADCASTING.

Announcer—engineer. Send disc, photo, references, background and financial requirements. WRWF, Key West, Fla.

**Can You Wake Up A Sleeping City?**

WANTED—A "morning man" with enough originality who will revolutionize local interest. Membership to non-listeners to tune in and stay tuned. Field is wide open. No station in town has one morning show morning. Good morning man or homogenously minded net affiliate in one of nation’s top markets in East. In first letter tell us about your experience in radio with attainment of performance. Performance is the key. If there’s possibility of getting together will ask for disc and give you complete details in personal interview.

**BOX 991, BROADCASTING**

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**Salesmen**

Are you a radio time salesman? Can you sell programs and keep them sold? This is a good opportunity to be opened by a real radio salesman who is able to handle program sales of top grade stations. Some advertising sales and some sales of distribution are included. Box 17, BROADCASTING.

Bill of goods over one hundred dollars weekly on fifteen per cent commission. Good going account for specified time. Station in city, aggressive city of over one hundred thousand. Plenty for person of experience and availability in letter of telegram. Box 20, BROADCASTING.

Wanted—Experienced salesman in New York state area.估计 $50,000. This is a real opportunity for a go-getter who can handle good accounts and who is a good salesman and not a drifter. Good draw. Box 21, BROADCASTING.

**Announcers**

Central California stations will pay for good announcer with first phone licenses. Good advertising opportunities for man of ability, network affiliate. Good working conditions. Salary $750. Send full details, experience, and background. Both vocal and radio voice required and photo. Box 982, BROADCASTING.

Progressive, aggressive network station, regional. Needs experienced announcer for staff work, disc shows. 600 base, 48 hour week, disc and photo. Box 982, BROADCASTING.

Wanted—An announcer for 230 watt, full time position, with experienced station affiliate in small market, northern California. Excellent opportunity. Write Box 123, BROADCASTING.

Newscaster for new, small midwestern newspaper affiliated stations. Hourly newscast streaming regional news. Address Box 223, BROADCASTING.

Announcer-engineer. Send disc, photo, references, background and financial requirements. WRWF, Key West, Fla.
Experience: 10 years radio and television production experience. Desires steady position in northeast. Box 950, BROADCASTING.

Jones, wants position in broadcasting. Has over three years experience in television. Desires steady, well-paying position. Box 999, BROADCASTING.

A professional announcer, single, with over five years experience. Desires steady position in the Chicago area. Box 1225, BROADCASTING.

Experienced, versatile, hard-working. Desires steady position in the Midwest. Box 1235, BROADCASTING.

A broadcast engineer, with over five years experience in broadcasting, desires position in the Midwest. Box 1245, BROADCASTING.

A radio announcer, single, with over four years experience in television and radio desires steady position. Box 1250, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1255, BROADCASTING.

Young announcer, single, desires steady position in the Midwest. Box 1260, BROADCASTING.

Young announcer, single, desires steady position in the Midwest. Box 1265, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1270, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1275, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1280, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1285, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1290, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1295, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1300, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1305, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1310, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1315, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1320, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1325, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1330, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1335, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1340, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1345, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1350, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1355, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1360, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1365, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1370, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1375, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1380, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1385, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1390, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1395, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1400, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1405, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1410, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1415, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1420, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1425, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1430, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1435, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1440, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1445, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1450, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1455, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1460, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1465, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1470, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1475, BROADCASTING.

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A professional announcer, desires steady position in the Midwest. Box 1485, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1490, BROADCASTING.

A professional announcer, desires steady position in the Midwest. Box 1495, BROADCASTING.
S & P Sees 500,000 New TV Sets or More in '48

EARNINGS of companies depending largely upon standard radio receiving sets are expected to decline this year, with the greatest drop experienced by those concentrating upon the small, low-priced sets. More favorable results appear to be in prospect for those with an important stake in television.

These are among the conclusions published by Standard & Poor's Corp., New York, under date of March 12 as part of a summary of business prospects in the electrical products industry. Summary was based on an extensive survey of the industry undertaken by Standard & Poor.

"Trade estimates of probable

Wanted to Buy

Station wanted—General manager network station, program director, independent, want to team up. What will $50,000 cash buy? Box 903, BROADCASTING.

Station with or without network affiliation in good market or CP. Box 53, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS

BUYERS! SELLERS!

List With Us

Prompt, Confidential Service

NATIONAL RADIO STATION BROKERS

5551 Sunset Blvd., Normandy 7848

Los Angeles 27, California


Attention new Stations—We offer a convenient (PCC accepted) frequency measuring service to standard broadcast stations, new or old—Inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other critical uses. $125 per year. Available. "Over a decade of satisfaction and fast service!" Edison Electronic Company, Temple, Texas. Phone 3901.

RADIO PATTER AND CHATTER BOOK


O U R I D E A I S T H I S:

if you need that rare commodity—

Experienced television personnel—

You'll be very much interested in us.

We are 12 young men averaging 10 years

Experience with a top television company,

Where we developed our television know-how.

We are immediately available to work for you

On your new television station or network stuff,

'Either individually or collectively, offering you:

Practical skill in television direction, engineering

Filming, management, programming, promotion, publicity

Sales and scriptwriting. Write to TELEVISION ASSOCIATES.

BOX 29, BROADCASTING

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RADIO PATTER AND CHATTER BOOK


O U R I D E A I S T H I S:

if you need that rare commodity—

Experienced television personnel—

You'll be very much interested in us.

We are 12 young men averaging 10 years

Experience with a top television company,

Where we developed our television know-how.

We are immediately available to work for you

On your new television station or network stuff,

'Either individually or collectively, offering you:

Practical skill in television direction, engineering

Filming, management, programming, promotion, publicity

Sales and scriptwriting. Write to TELEVISION ASSOCIATES.

BOX 29, BROADCASTING

KERR SEES WEEK AND PICKETS

Former Oklahoma Governor 'Welcomed' by Union

On Arrival to Inspect Peoria Station

"MY NAME'S KERR; what's yours?"

With this remark and a firm handshake Oklahoma's former gov- ernor, Robert Kerr, greeted each of a group of pickets carrying placards calling him a "union bust- er" when he arrived by plane March 9 to inspect WEEK Peoria.

Applicants for personal, before FCC for transfer of the capital stock of WEEK, a 1-kw fulltime NBC affiliate on 1350 kc, from E. K. Gaylord and associates to A. Belt, were elected. The station, steadfastly refusing to pay the $100,000 union bust- er fine demanded by the NLRB, has been enjoined by the Labor Relations Board until the unions have been paid.

"Distributors Are Fed by WSIX-FM Nashville

PREPARATORY to launching its FM station, WSIX Nashville entertained 36 of city's radio distributors at luncheon at Nashville's Maxwell House Hotel on March 4. Organization of dealers and the promotion of FM set sales were discussed.

WSIX-FM has been on program tests 3-10 p.m. daily since March 15, operating with 65 kw radiated power on 97.5 mc (Channel 248). The WSIX-FM transmitter is a General Electric. It is on a hilltop site eight miles south of Nashville and 1,100 feet above sea level. A doughnut-type antenna with eight bays on a 594-foo. tower is used.

KRLD-FM Dallas Starts Daily Program Schedule

FM OUTLET of KRLD, 50-kw CBS outlet in Dallas, launched a daily schedule this month. The new station, using the call letters KRLD-FM and operating on 92.5 mc (Channel 223) with effective power of approximately 50 kw, claims to be the first super-power FM outlet in its area to present a full schedule of network pro- grams plus local shows.

General Electric equipment has been installed at the KRLD trans- mission tower near Garland, Tex., and the technical and studio personnel has been increased in connection with the FM installation, the KRLD management reports.

Page 94 • March 29, 1948

B R O A D C A S T I N G • T e l e c a s t i n g
Shown above are the Collins 21A 5 kilowatt AM broadcast transmitter and 57A-6 transmitter console. Both are prime examples of thorough engineering, sound design, convenience and reliability.

The 21A transmitter features choice quality components conservatively operated, economical air cooled tubes, centralized metering and control, instantaneous power reduction (to 1000 watts), motor tuning, vertical chassis construction, full length access doors, complete circuit and personnel protection, and other improvements and refinements which make for efficient, economical operation and maintenance.

The 57A-6 console was designed specifically to provide complete remote control of the 21A from the desk, including visual monitoring of antenna currents and carrier modulation. All audio monitoring facilities are built into the monitor switching panel which includes monitor gain control, monitor input selector switch, console power switch, antenna light switch, and a spare switch for utility uses.

If you are figuring on a new or improved 5 kw installation, it will pay you well to look closely into this transmitter and console, as well as the complete line of Collins studio equipment. Start today by writing us for descriptive bulletins.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
438 South Spring Street, Los Angeles 13, California
New...Improved...Enlarged edition...

"STANDARD BROADCAST ALLOCATION MAPS"

GIVES THE WHOLE allocations picture, including directional antenna patterns and supplements to date of purchase, of the Standard Broadcast Stations (including those under construction) in the United States, Canada, Cuba, Mexico, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda and Dominican Republic.

INVALUABLE TO: Stations, Networks, Applicants for Licenses, Engineers, Legal Firms, Advertisers, Agencies, etc.

In 1947, when we first published "Standard Broadcast Allocation Maps," the industry immediately found it to be an indispensable working tool in Radio Engineering.

Since that time, almost a thousand stations have been added, making this second edition a must.

Based upon the largest active file of Directional Antenna patterns in the United States, this book gives you at a glance, the whole allocations picture of the 2500 standard band broadcast stations in the United States, Cuba, Mexico, Canada, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda, and Dominican Republic.

It presents this information by frequencies—the most convenient and graphic form. Here are a few things this book does:

1. Gives a rapid, preliminary answer to any allocation problem.
2. Enables the reader to evaluate the probable effect of pending applications.
3. Gives a clear working picture of conditions in any given channel.
5. Helps make preliminary studies of available facilities.
6. Provides ready reference to the relative merits of day and night assignments.

This volume of 107 maps measuring 17" x 22", will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies.

Order your copy from Mutual's Engineering Department. $45.00 the copy.

Published by The Engineering Department
MUTUAL BROADCASTING SYSTEM
World's Largest Network

ENGINEERING DEPARTMENT, MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

Please send me ______ copies of "Standard Broadcast Allocation Maps" @ $45 each.

NAME ____________________________
COMPANY ____________________________
ADDRESS ____________________________

☐ Check Enclosed ☐ Bill Us ☐ C.O.D.
OPERATOR TICKETS

Three New Types Considered

A MODIFIED proposal for the creation of three new commercial broadcast operators licenses was announced by FCC last Thursday and will be considered at an open meeting before the Commission May 10 and 11.

The FCC proposal, designed to bring commercial operator examinations and licenses into line with the license program, represents a modification of a rule proposed by the Commission Aug. 1, 1947 for establishment of three new classes, the lowest class to be known as the limited broadcast radio operator license, the intermediate as broadcast technician-operator, and the highest as broadcast engineer-operator, whose provisions, if adopted, FCC officials said, would provide an appropriate means of transition from the existing to the new scheme of licenses.

The new examination elements would be added to existing elements. They would deal with practical broadcast operation, technical and advanced broadcast theory and practice.

Authority contained in each new license was defined by the Commission as follows:

LIMITED BROADCAST OPERATOR LICENSE. Holders of this class license may operate any standard broadcast station having a maximum licensed effective radiated power of not more than 1 kW and not employing directional antenna, or any FM broadcast station having a maximum licensed effective radiated power of not more than 1 kW, or any remote pickup or ST broadcast station; provided, however, that one or more holders of a radio-telephone first class operator license, broadcast technician operator, or broadcast engineer-operator, if adopted, is regularly employed on a full time basis by that station, and that holders of the limited broadcast operator license may be prohibited from making any repairs or adjustments beyond the power of the line or line transmission, except in the presence and under the direction of a person holding one of the higher classes of license.

LIMITED BROADCAST OPERATOR LICENSE. Holders of this class license may operate any standard broadcast station having a maximum licensed effective radiated power of not more than 1 kW and not employing directional antenna, or any FM broadcast station having a maximum licensed effective radiated power of not more than 1 kW, or any remote pickup or ST broadcast station; provided, however, that one or more holders of a radio-telephone first class operator license, broadcast technician operator, or broadcast engineer-operator, if adopted, is regularly employed on a full time basis by that station, and that holders of the limited broadcast operator license may be prohibited from making any repairs or adjustments beyond the power of the line or line transmission, except in the presence and under the direction of a person holding one of the higher classes of license.

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LICENSEE: Holders of this class of license may operate any class of broadcast station.

Further examination would be waived for those holding the present forms of licenses upon presentation to the Commission of satisfactory evidence of and having had a specified amount of experience over a prescribed period of time.

A certain future date—not less than three years from creation of the new classes of license—would be set beyond which no license other than one in the new broadcaster operator group would be valid.
Applications Cont.
TENDERED FOR FILING

E. M. McFettrick and J. E. Reynolds d/b/a Magic City Bestg. Co., Birmingham, Ala.—New standard station 1220 kc 1 kw D.

AM—1210 kw

Reub Williams & Sons Inc., War- saw, Ind.—CP new standard station 1310 kc 1 kw D.

AM—1540 kc

James H. Fanning, Monroe, Mich.—CP new standard station 1340 kc 250 w D.

TV—74-82 mc

Central Bestg. Co., Davenport, Iowa—New commercial television station on Channel 5, 74-82 mc, ERP via. and aura. 22.9 kw.

TVA—216-216 mc

Copper City Bestg. Corp., Utica, N. Y.—CP new commercial television station on Channel 13, 216-216 mc ERP via. 15 kw aura. 11.3 kw.

AM—192-198 mc

Larus & Bro. Co. Inc., Richmond, Va.—CP new commercial television station on Channel 12, 192-198 mc ERP via. 23.5 kw aura. 11.75 kw.

March 24 Decisions

BY THE COMMISSION

Petition Denied

WCNT Centrals, Ill.—Denied petition for voluntary transfer. By Motions Commissioner on March 19 of request for the renewal of temporary author- ity to operate station WCNT after non- receipt March 18, 19 and 20. Action taken March 19.

Investigation Authorized

Upon consideration of complaint and associated documents filed by Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning broadcasting of newscasts by station, complaint on March 18 authorized investigation of matter by complainant with spec to operations of stations KMPC Los Angeles, WJR Detroit and WOAR Cleveland.

BY COMMISSIONER JONES

Radio Modesto Inc., Modesto, Calif.—Issued an order to modify CP to Station KMOD to add 2 miles in which to file proposed findings in re proceeding pending before Commission since 1933, and time was extended to April 22.

Hearing Scheduled

WPAB Penelope P. Appeal—Scheduled hear- ing on application for renewal of license of station WPAI.

Hearing Continued

Continued consolidated hearing in re KGO San Francisco—continued to April 5 to June 14.

BY COMMISSION EN BANC

FM Authorizations

Authorized conditional grants for two Class A stations, WCVY of Cape Girardeau Mo., and WFCV of Five Cities A and Ten Class B stations and authorizes in existing conditions. CPs for two Class A and ten Class B stations. (See story this issue.)

Petition Dismissed

Fulton County Bestg. Corp., Atlanta, Ga.—Dismissed as moot petition directed against Commissioner's action of Sept. 11, 1947, granting FM application of WJIN, granted. (See story this issue.)

TV Waiver Extended

Pending receipt of applications of petition by Television Bostra. Assn. to provide different methods for determination of number of hours of service which television stations should render, Commission continued such regulation until June 30. Rule provides minimum of one hour of service per half hour, but not less than 26 hours per week and has been waived for three-month intervals since adoption.

March 24 Applications

ACCEPTED FOR FILING

AM—1230 kc

Faulkner County Bestg. Co. Conway, Ark.—CP new standard station 1230 kc 250 w.

License for CP

WAYU Albertville, Ala.—License to cover CP new standard station.

KCCM Sacramento, Calif.—License to cover CP new standard station.

AM—970 kc

Lincoln Bestg. Co., Springfield, Ill.—CP new standard station 970 kc 1 kw DA-2 unl. AMENDED to change time trans.

AM—1130 kc

WCAR Postak, Mich.—CP change power and hours from 1 kw D to 50 kw D. (Install DA-2N (1).) AMENDED to change power to 1 kw D 50 kw D change.

Modification of License

WGNN Glen Falls, N. Y.—Modification license for CP new standard station to 250 w DN. AMENDED to request CP to change frequency from 1250 kc to 1280 kc change power to 1 kw DA-DN.

AM—1130 kc


WTWS Clearfield, Pa.—Mod. CP new standard station for extension of completion date

KSDN Aberdeen, S. D.—Same.

AM—1150 kc

Metropolitan Bestg. Ca., Alamo Heights, Tex.—CP new standard station 1240 kc 250 w unl. Contingent upon granting new being granted change of facili ties.

License for CP

KHBI Beloit, Wis.—License to cover CP new standard station.

Granted by modification

WDEV Waterbury, Vt.—Mod. CP change hours etc., for extension of completion date.

KFMB Fresno, Calif.—Mod. CP new station to change ERP from 125 kw to 70 kw increase antenna height above average terrain from 1800 ft to 1920 ft.

License for CP

WCNN-FM Connsville, Ind.—License to cover CP new standard station.

Modification of CP

WGKB-FM Springfield, Mo.—Mod. CP new standard station for extension of completion date.

License for CP

WDOH-FM Oneonta, N. Y.—License to cover CP which authorized new FM station.

Modification of CP

KOCY-FM Oklahoma City Mod. CP new FM station for extension of completion date.

HJLF-FM Johnson City, Tenn.

WARL-FM Arlington, Va.—Mod. CP new FM station to change Class from A to B frequency to 103.5 mc to 105.9 mc specify ERP of 13.7 kw, ant. height above average terrain 430 ft. increase antenna height above average terrain 290 ft.

WRNL-FM Richmond, Va.—Mod. CP new FM station to change ERP from 427 kw to 50 kw, decrease in average terrain 340 ft.

WHTM-FM Huntington, W. Va.—Mod. CP new FM station for extension of completion date.

Don Lee Bestg. System, La. Jolla, Calif.—CP new commercial television station on Channel 8, 81-88 mc, ERP via. 20 kw, aura. 10 kw.

BY COMMISSION

WBEZ Chicago—CP new non- commercial educational FM station for extension of completion date.

License Renewal

Applications for renewal of standard broadcast file by: WINS New York and WTXD Toledo, Ohio.

TENDERED FOR FILING

Modification of CP

KPRD Alexandria, La.—CP new FM change power from 500 w-1 kw-D to 1 kw D and make changes in DA-N (970 kc).

TV—66-72 mc

Don Roy Beck, Co., Fresno, Calif.—CP new commercial television station on Channel 4, 66-72 mc ERP via. 15 kw aura. 7.5 kw.

TV—174-180 mc

Beck Studios Inc., Minneapolis—CP new commercial television station on Channel 7, 174-180 mc ERP via. 18.0 kw, aura. 9.0 kw.

TV—82-88 mc

George E. Cameron Jr., Tulsa, Okla.—CP new standard station on Channel 6, 82-88 mc ERP via. 16.55 kw, aura. 8.3 kw.

TV—192-198 mc


March 25 Decisions

BY COMMISSION EN BANC

Operator Licenses

Proposed rules for renewal looking to es tablishment of three additional classes of broadcast operator licenses. Limited Broadcast Operator, Broadcast Technician Operator and Broadcast Engineer Operator. Hearing is scheduled May 10.

WBNX New York—Adopted order granting petition for reconsideration and grant of temporary license for application for renewal of license for the period ending Nov. 1, 1950.

Transfer of Control

WIMS Michigan City, Ind.—Granted consent to voluntary转让 of control over Northern Indiana Stations Inc., from present stockholders, none of whom are majority owners, to majority owners, O. E. Richardson, which owns majority interest, and an additional 5% or 51% of 3000 sh. outstanding stock of licensees.

Assignment of CP

KOWL Santa Monica, Calif.—Granted consent to assignment of CP from Arthur H. Croghan to KOWL Inc., cor- poration in which he and Gene Aristy will each have 50% interest, to acquire the remaining 50% interest for $800,000.

Assignment of License

WMJW Caroie, Md.—Granted voluntary assign- ment of license of WMJ to Cordier Tele- phone Co. Inc. to James S. Riveno, t/ra Southern Bestg. System.

WTMY-WTTM-FM Trenton, N. J.—Granted voluntary transfer of control of Trent Broadcast Corp., licensees of WTTM-FM, to and permission of WTM-FM, from Elmer W. Wene to S. Carl Mak, for sum of $100,000, and subject to conditions.

FM—97.5 mc

Maranatha Bestg. Co. Inc., Los An- geles—Authorized change in Class B FM station; proposed Channel 250, 97.5 mc, subject to further review and approval of engineering details.

FM—97.5 mc

Weldon Lawson, Sequin, Tex.—Granted new station 1380 kc 250 w D, engineering cond.

AM—1230 kc

Hill City Bestg. Corp., Lynchburg, Va.—Granted new station 1230 kc 250 w D, ERP via. 20 kw, aura. 10 kw.

FM—200 mc


AM—1240 kc

WROV Roanoke, Va.—Granted CP change frequency from 1400 to 1490 kc, provided no operation be com- menced until WELS Roanoke ceases operations at 1400 kc.

AM—1560 kc

WTPS New Orleans—Granted change in time trans., and permittee, authorized to increase to 610 kc in conformity with CP granted.

Hearing Designated

WTSJ New Orleans—Designated for hearing application to change power and hours from 50 kw to 500 kw-1 kw D, LS unl. and install DA-N (940 kc).

AM—1290 mc

KITO San Bernardino Calif.—Granted CP increase power from 1 to 5 kw, change antenna type, and make changes in DA. In DA, provided applicant satisfies all, legitimate issue of blanketing interference occurring within 250 ft/m contours.

Modification of CP

WHEL Deloit, Wis.—Granted mod. CP to change power from 1 kw to 50 kw D, and for approval of ant. and trans. location, and specify studio location.

Petition Denied


Petition Granted

The Reorganized Church of Jesus Christ of Latter Day Saints, Inde- pendence, Mo.—Adopted order grant- ing petition for new station to be designated for operation of Kansas City Bestg. Co. Inc., Kansas City, be- cause of prohibitive interference; de-
Designated said application in consolidated proceeding.

Petition Denied


License Revoked

KICD Spokane, Wash.—Licensed license be revoked effective April 15. Written applications may be made to Commission on or before April 15 for hearing upon filing of such written application, order of revocation shall stand if suspended until conclusion of said hearing.

Hearings Before FCC

MARCH 29

AM—Further Hearing


AM—Hearing

KNOE Monroe, La.—CP 1390 kc 5 kw NA-DN unlicensed. Model City Bost. Co., Inc., Anniston, Ala.—CP 1350 kc 1 kw DA-DN.

FM—Hearing

WFPS Coram, N. Y.—For mod. FM facilities.

WABC New York City. (At Washington, D.C., before the Commission en banc in Room 6121 10 a.m.)

AM—Hearing

Before Commission en banc


Interim Rearrangement: Smith Davis Corp.

MARCH 30

AM—Hearing

Dr. Frances W. Marquard, Aguadilla, P.R.—CP 550 kc 1 kw NA-DN.

Facinto Sugranes, Ponce, P.R.—CP 550 kc 1 kw NA-DN.

AM—Hearing


FCC Box Score

FCC Box Score of actions as of last Thursday stands as follows: Standard stations—1,622 licensed, 254 construction permits, 251 applications in pending file, 543 applications in hearing; FM—153 licensed, 455 unlicensed, 767 c.p.s. of which 340 are on air under special temporary authority) 65 applications pending, 58 applications in hearing; television—seven licensed, 88 c.p.s. (of which 13 are on air), 179 applications pending of which 101 are in hearing.

AGM GRANTS

AUTHORIZATIONS for three new local stations and improved assignments for two existing outlets were approved last week by FCC.

WROV Roanoke, Va., was granted change in frequency from 1490 kc to 1500 kc, and KITO San Bernardino, Calif., was granted power increase on 1290 kc from 1 kw to 5 kw. WROV operating power is 250 kw. Both are fulltime outlets. WTVI will switch to 1330 kc when WLSL Roanoke moves to 610.

The new station authorizations and their respective ownerships:


WMMJ Peoria, Ill.—CP 970 kc 1 kw DA (2) unlicensed. Grain Country Bost. Co., Inc., Peru, Ind.—CP 690 kc 500 w 1 kw DA (2) unlicensed.

Public Bstg. Service Inc., Enid, Okla.—CP 960 kc 1 kw DA (2) unlicensed.

KACK Tulsa, Okla.—CP 970 kc 1 kw DA licensed.

WBBZ Ponca City, Okla.—CP 980 kc 1 kw DA (2) unlicensed.


Interests: KMA Shenandoah, Iowa, and KOVO Visalia, Calif.

AM—Hearing


Party respondent: WHA Madison, Wis.

WTOM Bloomington, Ind.—Mod. CP 1340 kc 250 w unlicensed.

Party respondents: WKBV Richmond, Ind., and WOGI Owensboro, Ky.


AM—Hearing

Freqency Bstg. System Inc., Shreveport, La.—CP 1240 kc 250 w D.

AM—Hearing

Scott County Bstg. Co., Skelton, Ark.—CP 1290 kc 250 w unlicensed.

Party respondent: KBTM Jonesboro, Ark.

AM—Hearing

KRGV Weslaco, Tex.—CP 1290 kc 250 w licensed.

Mid-COnty Bstg. Co., Port Neches, Tex.—CP 1350 kc 500 w D.

AM—Hearing

Louis G. Baltimore, Wilkes-Barre, Pa.—For television facilities.

Wyoming Valley Bstg. Co., Wilkes-Barre, Pa.—Same.

To be held in courtroom, P. O. Bidg., Wilkes-Barre.

AM—Hearing

Kansa City Bstg. and Television Co., Kansas City—CP 1330 kc 250 w D.

To be held in Room 428, U. S. Court House, Kansas City.

APRIL 2

AM—Hearing


Party respondent: KOCA Kilgore, Tex.

AM—Hearing


Party respondents: WROV Roanoke, Va.; WBB Greenbom, N. C., and WBB Durham, N. C.

AM—Hearing

Western Washington Bstg. Co., Puyallup, Wash.—CP 660 kc 250 w D.

MARCH 30

TV—Hearing

WHP Inc., Harrisburg, Pa.—For television facilities.

Harold O. Bishop, Harrisburg, Pa.—Same.

Authorizations for 3 New Local Outlets

new with electronics division, Bureau of Ships, Washington, president and CEO; Mason C. Deans, in public relations for James Lees & Sons, Glascow, Fla.; and Fred Wills, president 14%, Thomas A. Scott, in radio and electronics while in armed forces, second vice president 14%; Henry L. Ravenhol, architect, secretary-treasurer 14%; Charles H. Berry, retired, third vice president 13.5%; and John S. Piercy, president and chairman of the board general, 6.667%.

Lyonsburg, Va.—Bill City Broadcasting Corp., 1200 kc, 250 w, unlimited. No operation before. WLWA, Lynchburg ceases operation on this frequency. Corporation: William C. Brown, president and CEO, Fred P. Williams, secretary-treasurer, 10%; Edward V. Martin, 10%; and William T. Williams, one-tenth WLWA engineer now employed by Appalachian Electric Power Co., secretary-treasurer 15%; Joseph F. White Jr., commercial manager of WLWA, treasurer 15%; Bernard C. Baldwin Jr., attorney, 5%; and Lytton A. Acree Jr., real estate dealer, 5%.

Sequim, Tex.—Weldon Lawton, 1580 kc 250 w, daytime. Mr. Lawton is a local auto dealer.

The Commission last week also denied a petition by Mrs. Pearl M. Patrick and Graydon L. Newman, remaining partners of General Broadcasting Co., seeking reinstatement of lapsed operating construction permit for WJME Birmingham, Ala. The CP, for 1 kw daytime on 780 kc, originally had been granted by FCC in November 1946. William C. Edwards retired from the partnership after the CP had been deleted. FCC in denying the petition stated the applicant was no longer the same organization.
CBS, Durr Cited By N. Y. Guild Unit

3 New York City Independents Also Are Honored

CLIFFORD DURR, CBS, and three independent New York stations were cited by the New York chapter of the American Newspaper Guild when the group announced its annual Page One Awards on March 24.

Mr. Durr, member of FCC, was honored for his "able fight for the public interest within the Commission."

The other citations were: CBS, for its "two distinguished programs," CBS Views the Press and CBS Is There; WMCA, for its series on housing; WNYC, for its "thorough coverage of United Nations and generally adult presentation of music and features"; and WHLI, for its "unique coverage of local news through its own news bureau, and its devotion to the interest of the area which it serves."

Formal presentation of the awards is set for the Front Page Ball on May 5 at the Manhattan Center, New York.

Upcoming

April 3: Hearings on Johnson Bill (S-2501) before Senate Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.
April 1-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.
April 9: AWB Special Meeting with NAB officials, NAB Hqrs., Washington.
April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.
April 21: Hearings on Liquor Advertising Bills (S-2501 and S-2526), before Senate Interstate Commerce, Senate Office Bldg., Washington.
April 26-28: TVE-BMA Spring Meeting, McCormick Hotel, Chicago.
April 29-30: AIES North Eastern District Meeting, New Haven, Conn.
April 30-May 2: Co-education by Radio, Ohio State U., Columbus, Ohio.
May 3-4: PMA Region 4 Statler Hotel, Washington, D.C.
May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

FC&B Resigns Luckies

(Continued from page 12)

myself and the advertising agency the company had retained for many years."

At the end of 1946, Mr. Hill said, Lucky Strike domestic production was at an all-time peak, 103 billion cigarettes, and 13½ billion ahead of its nearest competitor. But in 1947 Lucky Strike production dropped to 102 billion units while its nearest competitors rose sharply, "leaving Luckies in first place by the slim margin of 1½ billion units," Mr. Hill said.

"To me it is clear," said Mr. Hill, "that Lucky Strike advertising must be made more effective than it is if Lucky Strike is to continue to hold the sales leadership which it has held in the past . . . the lack of effectiveness comes, in my opinion, from the executive direction of the company."

Meade Also Resigns

Everard Meade, who was named to succeed Mr. Hill just two days previously, also resigned from the company. Although he did not announce his reasons for resigning, it was understood that his departure was connected with Mr. Hill's.

Although neither Mr. Hill in his statement nor Mr. Foote in his news conference named names in discussing the executives with whom they disagreed at American Tobacco, it appeared plain that Vincent Riggio, successor to the elder Hill, as president, was the individual with whom the controversy centered.

Mr. Foote was asked if Mr. Riggio exercised as much control over advertising as did the elder Hill. His answer was affirmative.

The late Mr. Hill, a hard-driving salesman, had personally directed much of the company's advertising. At the time of Mr. Riggio's succession it was believed that he would follow the hyperthyroid pattern established by his predecessor.

Indeed his selection as president was based at least in part on his 40-year association with Mr. Hill. Mr. Riggio, vice president of sales, was described by one advertising man who was long familiar with American Tobacco as "the next best salesman in the company," meaning he was second only to the master salesman, Mr. Hill.

American Tobacco Cigarette products represented by Foote, Cone & Belding were Lucky Strike, Pall Mall and Kentasites, the last a cigarette marketed in England.

The American Tobacco Company's annual billing, about $12,000,000 annually, about 60% of which was spent in radio, represented nearly half of the total billing handled by Foote, Cone & Belding's New York office, Mr. Foote said.

The resignation of the account "means probably that the New York office will rush in the red for a while," Mr. Foote admitted. He said, however, that the office had "no immediate plans for re-employment."

Of the 1,010 Foote, Cone & Belding employees, about 200 have been "doing something" on the American Tobacco account, the agency president disclosed. The possible jeopardizing of some of these jobs, said Mr. Foote, had caused him to give grave consideration to the decision as to whether to resign the account.

He said that because of his concern over this problem he had offered his own resignation to the firm in order to permit the company to keep the client. His offer, however, was turned down by the partners, Fairfax M. Cone and Don Belding.

'Voluntary' Decision

Mr. Foote said he wished to make it clear that the Foote, Cone & Belding decision to drop its biggest client was "voluntary and without the threat or expectation of losing the account."

In a short statement issued simultaneously with Mr. Foote's press conference, the American Tobacco Co. said the resignation of the agency "is confirmed." The action will have "no effect on the company's current advertising schedules," the announcement said.

Since the death of the elder Mr. Hill, Sept. 13, 1946, observers have noted that the quality of American Tobacco commercials and radio programs had toned down from the repetitious, blood-pumping pace that Mr. Hill insisted on.

It was Mr. Hill who was credited largely with popularizing the smoking of cigarettes among women (thus doubling the size of his market) by means of his "Reach for a Lucky Instead of a Sweet" campaign which was forced to only slight abbreviation later by a Federal Trade Commission warning.

Candy industry interests arrayed themselves against this campaign in such force that, with the support of the FTC, the slogan was shortened to "Reach for a Lucky Instead."

Under Mr. Hill's regime, the Lucky Strike Hit Parade was a jumble of music played at faster-than-march time, a tempo which Mr. Hill was said to have judged by watching the foot tapping of an elderly aunt as she listened to the program.

Since his death, the program has occasionally tempered its tune.

Until last week the invention of the tobacco auctioneer and the "Lucky Strike Means Fine Tobacco" campaign had been charged to the elder Hill, but his son, in announcing his resignation from the firm which assertedly no longer followed his advertising theories, claimed he originated them.

Actions of Durr, Wife Are Noted By Rep. Cox

THE NAMES of FCC Comr. Clifford J. Durr and his wife were drawn into discussion of President Truman's civil rights program on the floor of the House last Tuesday by Rep. Eugene E. Cox (D-Ga.), chairman of the Select Committee which handled the 1943 investigation of the FCC. Rep. Cox said "Mrs. Durr, wife of Clifford J. Durr, a member of the FCC, has an unenviable record of Communist affiliation and association in her own right," and that "even her honored husband has quite recently, when before an appropriations committee, exhibited much reluctance when asked about the aims and purposes of Communists in the U. S."

EXPERIENCED Radio Executive

Here is a man who can furnish recommendations from key executives in the radio industry! He has had 16 years of top experience in every phase of commercial radio—management, personnel, sales, programming, promotion and public relations.

He is available for an immediate position as station manager, assistant manager or commercial manager.

For complete details, write BOX 58, BROADCASTING
WANT A SALESMANAGER?

I have one for you. My station doubled its local sales volume in six months. Now I want to double our sales again, and my salesman and I disagree on strategy, so he's leaving. If you need him, write me and I'll tell you all about him. He's a topnotch man. Write Station Manager, Box 61, Broadcasting

WITH-FM TO TRANSMIT LOCAL FACSIMILE SHOW

A PUBLIC demonstration of newly-perfected facsimile transmission and recording equipment will be broadcast over WITH-FM Baltimore in cooperation with the Baltimore News-Post April 7.

Special facsimile edition will be prepared daily by the News-Post staff at the Hotel Emerson, following the initial broadcast demonstration there at noon next Wednesday.

Recording sets, in the hotel, skyline and apartments, employ a special chemically-treated paper which is not photographic or light sensitive on which facsimile reading matter and illustrations will be reproduced on a continuous roll. The equipment, embodying newly-perfected technical refinements, will be capable of high fidelity reproduction of pictures and text at a rate of more than 3 inches a minute, it was revealed.

The broadcast is a feature of the Baltimore Advertising Club meeting, which will be highlighted by an address by John V. L. Hogan, facsimile inventor.

Safety Council Appoints Four Members in Radio

FOUR radio figures have accepted invitations to serve on the public safety education committee of the National Safety Council, it was announced Wednesday by Edwin S. Smith, committee chairman.

They are Robert Brown, program director of NBC Western Division; Bruce Dennis, director of news, publicity and special events for WGN Chicago; C. C. Moore, program producer of picture KDK Denver; and William Ray, news and special events director of NBC Central Division. In addition, David Baylor, general manager of WJMO Cleveland, who previously has served, will remain on the committee. Three newspapermen also accepted similar invitations.

Council Representatives on the committee include Dan Thompson, NSC director of radio.

‘VOICE’ JAMMED

STATE DEPT., after repeated denials the past few months of any interference to “Voice of America” broadcasts, admitted last week that in recent transmissions to eastern Russia and the Orient were being jammed and revealed that Ambassador Walter Bedell Smith in Moscow had been instructed to ask the USSR to take “effective remedial measures.”

The State Dept. admission came after American Occupation Headquarters in Tokyo confirmed reports that mysterious transmitters for the past three weeks have been blanking out broadcasts from America’s powerful new relay station in Manila. It was not indicated whether the jamming transmitters have been located.

It was suspected that some of the interference may come from ships at sea, in view of its thoroughness and the number of transmitters. American direction finders on land and sea were said to be searching for the sources of the disturbance.

It was not made clear whether the jamming was done to keep Far Eastern listeners from getting the information or whether the objection was to the use of certain frequencies which the “Voice” employs.

Much Capitol Discussion

The “Voice of America” was in the news on Capitol Hill also last week as Secretary of State George C. Marshall and Charles E. Bohlen, department counselor, answered a barrage of questions on the subject from members of the Senate Appropriations Committee.

Sen. Joseph Ball (R-Minn.) wanted to know about reports that U.S. people to broad your listening to shortwave broadcasts but preferred standard instead. Mr. Bohlen said there was evidence that the “Voice” was only listened to by people who operated in Europe and Secretary Marshall backed him up, adding that U.S. Ambassador to Russia Walter Bedell Smith has stated that the programs are very important in their effect on Russia.

Mr. Bohlen said, in answer to a question, that only a few receiving sets in clubs and public squares were fixed to tune in certain frequencies and that a great many of the sets can tune in our programs. He said it would not be practical for the Russians to build sets with some channels left out since they transmit on those channels themselves.

S. Styles Bridges (R-N.H.) indicted a political note, saying that he was not going to appropriate money “to publicize Henry Wallace and his efforts to deprecate American foreign policy.” Secretary Marshall replied that he didn’t enjoy the criticism of either and Mr. Bohlen added that the Department is watching news of Mr. Wallace carefully.

Interference Reports True, Says State

Secretary Marshall was backed up by Sen. Pat McCarran (D-Nev.) who said he would rather see the shortwave program extended than given up.

Penetrates ‘Iron Curtain’

In the House, meanwhile, Rep. Karl E. Mundt (R-S. D.), co-author of the Smith-Mundt Bill, cited evidence that the “Voice” was effectively penetrating Russia’s “Iron Curtain” and declared that “Congress should appropriate more rather than less money for this important program if we are to win this cold war without letting it degenerate into a hot war of shooting and killing.”

Mr. Mundt inserted in the record a letter written by Rabbi Karl Richter of S. M. Habs., to the Zionist Falls Argus Leader. The letter discussed an eyewitness account by Hans Habe in the Palestinian newspaper Jedoth Chada- shot of the effect of “Voice” broadcasts on the people of eastern Europe.

Mr. Habe tells about a poll which he conducted in the various countries to learn more about the number of people who listen regularly to the “Voice.” The results, he says, exceeded all his expectations and would undoubtedly surprise the members of Congress who are not too keen about appropriating funds for this program.

Although it is impossible to determine the exact number of listeners, he says, it can be estimated the number is at least as high as those who secretly listened to BBC during the war. There is no broadcast which is not being discussed in the coffee houses and restaurants of Budapest, Bucharest, Sofia and Warsaw within 24 hours.

CONSTRUCTION of a new utility boat for the CBS “Navy” has been announced. The 109-foot, Diesel-powered vessel will operate between the CBS shore installation at New Rochelle, N. Y., and the Columbia Island, site of WCBS New York transmitter. It will replace two launches now used by CBS servicing the transmitter, CBS said.

NEW TRANSMITTED SERIES Features Adm. Zacharias

ED HART & ASSOC., Washington radio production firm, has announced availability for local sponsorship of a new transmitted series featuring Adm. E. M. Zacharias, USN (Ret.).

Adm. Zacharias was a wartime Director of Naval Intelligence and is the author of the best seller, Secret Missions, but he gained probably the widest fame for his one man psychological radio war against the Japanese. His new series will be titled World Intelligence Report.

Young Released

CONTRACT release was granted Alan Young last week by Texaco enabling comedian to deal elsewhere for his services. Split is understood to have resulted from dissatisfaction over the limited time within the half hour comedy musical call for Mr. Young to demonstrate his talents. Sponsor through Kudner Agency, sought to emphasize music and release was granted effective immediately.

LADIES FAIR are this pair who manage KPGU Bellingham, Wash. Station recently went on air as MBS-Dan Lee affiliate (1 kw fulltime on 1170 kc). Owner is Jessica L. Longsten (ll), president, while Vicke Zasser (seated) is executive vice president and general manager. In fact, station is owned and operated by three women. Mrs. A. T. Brownlow, third member of the trio, is not pictured.

New Transcribed Series Features Adm. Zacharias

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Young Released

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Music Problems
(Continued from page 14)
scheduled in New York this week. They will report back to the IMC Executive Committee later on their problems and what they believe the committee should do for them.

Network officials take the position that the new contracts meet nearly all of the original network demands submitted last December. These included duplication on FM; sound and equitable wage settlement; lifting of the TV ban; interchange of staff orchestras among AM, FM and TV with freedom of duplication; music on co-op shows, and rebroadcasts.

The original Petrelli demands included increased studio employment in New York, Los Angeles and Chicago; AFM to get pancake turners at &c stations; substantial wage increases; employment by network affiliates of the same number of musicians hired before the Taft-Hartley Act. None of these points was agreed to by the networks.

The network executives contend the guaranteed employment clause could not be labeled a powerful concession to AFM since they are paying the same wages and hiring the same number of musicians. Furthermore, they point out they have granted only one wage hike to musicians in several years though other unions in the broadcast field have had a number of increases.

Petrelli or recorders may be made clear after this week's meeting. Some of the companies have indicated they aren't concerned about a settlement because of their huge backlogs of masters, but at this time it is felt the time be quick to agree to a satisfactory settlement.

The FM Assn. survey of duplication of AM network programs drew 302 replies, according to Bill Bailey, FMA executive director. The survey was conducted in late February, after FM stations had been duplicating more than three weeks.

The replies showed that 134 responding stations operated AM and FM outlets, with 39 being independent FM and 32 FM-AM stations with no network affiliation. Eighty-eight are not yet on the air and inexpel failed to answer any questions.

Eighty-four per cent of the 134 AM-FM operations with network affiliation are duplicating, according to Mr. Bailey, with 16% not duplicating; 44% said yes when asked if they carry on FM the full network option schedule carried on their AM outlets. Of the 44% saying yes, 32% find the setup satisfactory, 9% are dissatisfied.

'All or Nothing'

Asked if they are required by the network to take "all or nothing" on FM, 46% answered yes, 41% no. Asked if the network permits choosing which programs are to be carried on FM, 31% said yes, 58% no on commercial programs, 58% yes, 25% no on sustained.

Twenty-one per cent said network interference with or hampers programming of their FM stations locally in the public interest, with 62% claiming no interference.

Only 5% said they are losing revenue from FM as a result of the network policy, with 75% answering no.

Thirty-one per cent said they carry their full AM network schedule on their FM outlets and still carry FM locally with profit, 39% answered no.

Over half (62%) said availability of network programs has increased FM listening in local areas, with 4% answering no; 46% said FM set sales have increased, 6% said no.

Of 35 usable replies from ABC affiliates, 31 duplicate, 2 do not; 21 carry their full network AM option schedule, 12 do not (11 a.m. and 12 noon are not); 19 are required to take "all or nothing" on FM, 9 say they are not; 6 say they choose what they carry on FM, 23 cannot; 11 choose sustaining, 26 cannot; 4 say network policy hampers local programming; 4 say it does not; 3 say network revenue from the network policy, 22 are not; 11 can use full network schedule and operate profitably in local programming, 10 cannot; 26 say availability of network programs has increased FM listening, 10 say it has not; 12 see a gain in set sales, 1 does not.

Of 41 usable replies from MBS affiliates, 33 duplicate, 2 do not; 20 carry their full network AM option schedule, 9 do not; 10 required to take "all or nothing" on FM, 5 say they are not; 2 required to take "all or nothing" on FM, 34 are not; 33 can choose which commercials they carry on FM; 4 cannot; 37 can choose sustaining, 3 cannot; 3 say network policy hampers local programming, 29 say it does not; 5 are losing revenue from the network policy, 35 are not; 16 can carry their full network option schedule and operate profitably in local programming, 7 cannot; 1 say availability of network programs has increased FM listening, 1 says it has not; 18 see a gain in set sales, 1 does not.

Of 35 usable replies from NBC affiliates, 26 duplicate, 9 do not; 18 carry their full network AM option schedule, 12 do not (13 of those carrying it are satisfied, 2 are not); 22 are required to take "all or nothing" on FM, 5 are not; 2 can choose which commercials they carry on FM, 20 cannot; 17 can choose sustaining, 11 cannot; 10 say network policy hampers local programming, 7 say it does not; 2 are losing revenue from the network policy, 22 are not; 16 can carry their full network option schedule and operate profitably in local programming, 7 cannot; 1 say availability of network programs has increased FM listening; 1 says it has not; 18 see a gain in set sales, 4 do not.

BBC Notified of Strike By Three Talent Unions

THREE TALENT unions representing performers and vaudeville performers in England have notified March 23 that their members will not be permitted to appear in BBC video shows after May 31.

The New York office of BBC quotes Equity, the Variety Artists Federation, and the Variety Union as saying the decision was taken "in view of the failure of BBC to accept as principle that television is a medium separate from sound broadcasting which should be subject to a separate contract and a separate fee . . . BBC, however, cabled from London. "We are surprised to learn that unions regard the negotiations as having broken down at this point because we are still in correspondence with them."

Charges Networks Monopolize 'Voice'

Rep. Horan Assails Contracts For OIE Programming
(Other 'Voice' story, page 101)

MONOPOLIZING of contracts for 'Voice of America' programming by two other networks (believed to be NBC and CBS) was attacked last week by Rep. Walt Horan (R-Wash.) in a letter to his constituents.

Section 1005 of the Information and Education Exchange Act, says Mr. Horan, provides that the State Dept. must utilize the services "of as many different agencies as possible" in telling the American story. This amendment was introduced by him, says the Washington Republican, "as a means of preventing either the State Dept. or any one or two large corporations from monopolizing our information field."

"Unfortunately," continues Mr. Horan, the OIE has seen fit to make contracts with "two major American networks" for programming "nearly all" of the broadcast. "Independent overseas broadcasters, says Rep. Horan, "have been unable to make proper arrangements either for a measure of government support for their own operations or to lease government-owned equipment for commercial use during periods when the official State Dept. programs are not on the air."

With the help of other interested Congressmen, says Rep. Horan, "I am taking steps to inform Department officials that the intent of Congress was to foster, rather than restrict, the activity of independent radio producers in the foreign field."

WBRC-FM Plans

WBRC BIRMINGHAM, an ABC affiliate, will take delivery on a new RCA 50-kW FM transmitter by the end of April and expects to have WBRC-FM in full operation on Channel 273 (1025 mc) by summer. Eloise H. Hanna is owner.
Petition for Revocation of Licenses

The petition for revocation of the licenses of WGBA and WGBA-FM Columbus, Ga., was filed with the FCC last week as an aftermath of a Ku Klux Klan meeting and march.

Mr. New, editor and publisher of the weekly Georgia Tribune at Columbus, told the Commission in his petition that the stations, owned by the Columbus Ledger-Inquirer, had carried defamatory material about him, editorialized "under the guise of newscasts," and operated as "the editorial mediums of the owner newspapers."

He submitted a series of clippings from the Ledger and Inquirer which reported that Mr. New was "positively identified among the Klansmen" at a meeting at which three Ledger-Inquirer staff members were "threatened, forced to drink excessive amounts of whiskey and injected hypodermically with some drug."

The papers said two of the staff members then were placed in "a compromising position" and photographed.

An editorial in one of the papers observed, "These may or may not have been the pictures which Fred New referred to as 'etchings' when he called Carlton Johnson [one of the Ledger-Inquirer staff members] and asked that he meet him 'to see some pictures.' Mr. New added that he wanted Johnson to see those pictures so 'you can decide how far you want to go.'"

Other news stories submitted with the petition reported that in a broadcast over WDAK Columbus, Mr. New made "a sweeping denial of charges that he contributed to the conduct of the meeting and denied he had any connection with the Klan. The story quoted him as saying he went to the Klan meeting as a 'guest'."

Other news story quoted A. E. (Bill) Mcllveen, general manager of the stations, as saying he had refused to sell time to Mr. New but had offered free time. A subsequent story reported Mr. New was slated to make a tape recording for broadcast over WGBA but failed to show up. It was understood, however, that the recording was made later.

The news stories also indicated that WGBA recorded and broadcast a statement by Dr. Samuel Green, Grand Dragon of the Klan, who denied maltreatment of the newsmen.

Mr. New was quoted as saying in a broadcast over WDAK that he attended the Klan gathering to cover it for his paper. A separate story in the Ledger-Inquirer said Dr. Green and Mr. New "came out unmasked to address the Klan."

Mr. New, whose paper was described in the Ledger-Inquirer story as a "white supremacy weekly," was quoted as saying the reports were part of a competitive campaign.

Charges Slander

In his formal complaint, he charged that WGBA and WGBA-FM "have repeated material which is defamatory and slanderous, three times in alleged newscasts at the instance of the owner-newspapers and have issued mocking challenges to the defamed and slandered person to appear and defend the charges included in the slanderous material, and drawing conclusions from the failure of the slandered person to appear and defend."

He said the charges accused him of "the commission of seven crimes under the laws of the State of Georgia and the laws of the United States."

Mr. New asked that the "recordings, transcriptions, manuscripts, files and records" of WGBA be "seized and impounded for use" in the revocation hearing which he requested.

Regulatory Changes

The station's new renewal had been set down last fall for hearing on Blue Book programming principles [Broadcasting, Nov. 3, 1947].

FCC's grant of renewal without hearing announced last Thursday, came in approval of an elaborate petition showing that the amount of commercial time has been reduced substantially; that the station employs language specialists to check on the propriety and good taste of foreign-language programs, most of which have been handled by brokerage arrangements, that the time devoted to such programs has been reduced; and that the horse-racing programs comply with the principles enumerated by the Commission in its opinion on the question in the WWD post Washington case.

Exhibit Space Assigned

The exhibit space for 39 by NAB, was assigned last week for the industry convention to be held May 17-21 at the Biltmore Hotel, Los Angeles.

"Varied nature of exhibits, combined with the large number of exhibitors reserving space, point to an interesting display of equipment, materials and services at the convention," according to Arthur C. Stringer, NAB director of special services in charge of arrangements.

Heavy exhibits will be shown on the balcony floor of the hotel, with transcription, program and similar displays in second-floor suites, according to Mr. Stringer. Exhibiting firms include manufacturers of heavy and small radio equipment, FCC service bureaus, music publishers, transcription companies and program service organizations.

Additional space is still available, according to Mr. Stringer.

Social plans for the convention started to take form last week, according to Jennings Pierce, NBC public service stations relations director, who is publicity chairman of the Southern California Broadcasters Assn. Opening event will be a May 16 (Sunday) cocktail party at the famed estate of Atwater Kent, with plans underway for origination of at least one nationwide network program from the party, which will be over at 6 p.m.

A number of private affairs are planned that evening, and 800 Ike Capades tickets are available for purchase by early hotel registrants.

Gala entertainment program is planned Monday evening, but NAB's agenda is not yet complete.

Space assigned exhibitors follows:

- Ampex Electronic Corp., 2212-14; Andrew Corp., Ballroom 4A; Audio Services, 2133; Collins Radio Co., Ballroom Communication Products Co., 2217; Daven Corp., 2131; Fairchild Camera & Instrument Corp., 2226; Federal Telephone & Radio, 2133-21, Ballroom E; Gates Radio Co., Ballroom 9; General Electric Co., Ballroom 6; Graybar Electric Co., 2226-27, Ballroom 10; Lehigh Structural Steel Co., 2354; Magnecord Inc., 2101-08; Presto Recording Corp., 2219; RCA, 2300-01-02, Ballroom 2 and 3; Rangertone Inc., 2216; Raytheon Mfg. Co., 2109-10-11, Ballroom 5; Hermon Hosmer Scott Inc., 2130; Western Electric Co. (see Graybar); Westinghouse Electric Corp., 2134-35, Ballroom 1; Wincharger Corp., 2221; Broadcast Service Bureau, 2317-18; Broadcast Measurement Bureau, 2280-03; Broadcast Music Inc., 2209-16, Ballroom 4; Associated Press Service, 2103-04; Capitol Records, 2129-20; Commodity Productions & Artists, 2105-06; Harry S. Goodman Radio Productions, 2285-01; Kfoot Broadcasting System, 2116; Kfoot Inc., 2116; Kfoot Publications, 2285-03; C. F. P. MacGregor, 2205-07; NBC Radio Recording Division, 2203-04; SABAC, 2232; Standard Radio Transcription Services, 2202-20; World Broadcasting System, 2223; Frederic W. Ziv Co., 2200-01; Broadcasting, 2253-36.

The Most Powerful Advertising Influence in the Southwest

50,000 WATTS CLEAR CHANNEL

NBC Affiliate * Member TQN

Represented by Edward Petry & Co., Inc.

Broadcasting • Teletcasting

March 29, 1948 • Page 103
Sell Radio's Success
(Continued from page 17)
other railroads to undertake similar
tours to promote public rela-
tions with young Americans.
Among trade associations ac-
tively using radio, though not on
a sponsored basis in every case,
are National Retail Dry Goods
Asso., National Assn. of Manu-
facturers, Automobile Manufac-
turers Asso., National Automobile
Dealers Assn., American Iron &
Steel Institute and Electric Com-
panies Advertising Program.
AMA has informed its members:
"There is a present need for great
cooperation between industrial en-
terprises and the radio industry.
For industry in its public rela-
tions efforts to ignore the poten-
tialities of radio broadcasting is
like an athlete trying to play base-
ball with one arm." In a series of
instructions on use of broadcasting,
AMA lists in-
tances of ways in which manu-
facturers have taken advantage of
radio's public relations powers.
The association adds these obser-
vations:
Radio's Value
"The radio is very useful for
reaching large numbers of people
with basic information such as the
need for uninterrupted production,
the fact that production creates
wealth and payrolls, and similar
subjects." AMA members, par-
ticularly Ford Motor Co., have used
broadcasts to explain how new
cars get into the gray market
though sold in a good faith.
NRDGA's Public Relations Com-
mittee urges member stores to use
local stations, tieing-in public rela-
tions broadcasts with their other
promotion. NAB, in turn, urges
stations to point out to retailers
how special event features can be
used in their promotion.
National Automobile Dealers
Asso., comprising independent car-
retailers, provides members with a
weekly five-minute script which
they use on time bought from local
stations. Well over 400 stations
carry these sponsored programs.
The American Iron & Steel Insti-
tute prepares recorded programs
for its members. Commenting on
the broadcast campaign, the insti-
tute says:
"The radio advertising by in-
dividual companies in their own
plant communities is an increas-
ingly used component of community
relation programs."
NAM Efforts
Though subject to widespread
abuse, National Assn. of Manu-
facturers has improved its rela-
tions with the public through a
million-dollar public relations pro-
gram employing use of broadcasts.
NAM notes that industry faces its
most serious challenge—a challenge
"to provide new leadership for
an uneasy people; a plea to help
restore a nation's faith in itself; a
hope that, after two decades of
drift toward the totalitarian state,
competitive enterprise will again
dramatize its capacity to produce
more goods for more people than
any other system ever devised by
man."

BON VOYAGE is wished six American broadcasters by Pierre Crenesse (1), director
of French Broadcasting System in U. S. as they board airliner carrying them to
France to study possibility of further program exchange between U. S. and France.
Broadcasters (1 to r): Thomas Velatto, ABC vice president in charge of public
events; William H. Finehribber, Jr., CBS national program director; Frederick S. Bote,
assistant to NBC vice president in charge of news, special events and inter-
national relations; John S. Hayes, vice president and general manager, WINX Washington; Robert
D. Sweeney, MBS vice president and general manager, and A. D. Willard Jr., NAB
vice president. They are returning to U. S. this week.

Dozens of specific case histories
based on use of local stations by
Chambers of Commerce, utilities,
banks and all types of industrial
enterprises will be described in de-
tail in the forthcoming NAB com-
piation. The continuing project
will lead to new publications as
material is received and compiled.

NAMES

Table: WLBR Sells

| 1000 WATTS—1270 kc | LEBANON, PA. |
The STAR MARKET of Central Pennsylvania

In WLBR's service area, over
1,000,000 buyers in six cities
and eight counties, spend more
than $300,000,000 annually in
retail trade alone. . . . 300
WLBR CLIENTS have already
profited from this rich coverage.

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMEAU

Legislator Plans
Transcript Study
Rep. McGregor to Look into FCC Unity Hearing
REP. J. Harry McGregor (R-Ohio) was reported last week to have
promised to make a study of the transcript of the FCC hearing
which preceded the issuance of FM grants two weeks ago to Unity
Corp., headed by Edward Lamb, Toledo attorney [BROADCASTING,
March 22]. The grants were for Mansfield and Springfield, Ohio,
with Comr. Robert F. Jones vot-
ing for further hearing.
The Mansfield News-Journal,
whose AM and FM applications the
FCC has proposed to deny, quoted
the Congressman as saying "I will
go over the transcript, and if there
is anything irregular there, will
look into it further." The Congres-
sman's office said Thursday that
he has not yet undertaken the
study, but planned to do so.
The News-Journal is carrying a
series of articles on Mr. Lamb, the
FCC, and FCC's "handling of re-
 sponsibilities vitally affecting this
community."

In one of the articles, last Tues-
day, the paper said FCC issued
the grants to Unity "despite evi-
dence of other governmental agen-
cies that Lamb has long been
associate of a Change a com-
mittee, despite evidence given
the FCC that Lamb once faced dis-
barment proceedings in Ohio, and
despite his authorship of a book
The Planned Economy in Soviet
Russia, which, it has been charged,
exults the virtues of Soviet
Russia and urges the overthrow of
the American system."

Questions Raised
The newspaper company had
raised questions concerning the
book in proceedings before the Com-
mision, charging that Mr. Lamb
is not qualified to be a licensee.
In an editorial last Wednesday
the paper noted that "Lamb-con-
nectected entrepreneurs had received
twenty new television grants in ad-
tion to the FM authorizations to
Unity, which is licensee of WTOD
and WTOD-FM Toledo. The edi-
torial continued:
Is it possible that after nearly two
years of hearings and study the Com-
mision does not know what kind of
person Mr. Lamb is? Hardly. In fact,
by its actions the FCC would seem to be
in a hurry to favor Mr. Lamb before
the knowledge of his leanings and its
writings becomes too widespread.
Again, by its actions the FCC would
seem to want to promote, or at least
codify, the philosophies and ac-
tivities which are so plainly a part of
Lamb's philosophy.
Are Communist party members and
sympathizers now achieving favored
standing in the licensing of radio
channels? Let the record answer.

CJCB Calgary has increased power to
1 k w and changed frequency to 1340
kc, according to an announcement of
the Radio Branch, Dept. of Transport,
Ottawa. CJBR Rimouski, Que., has in-
creased power to 5 kw, according to the
same source.

1000 WATTS—1270 kc
LEBANON, PA.
The STAR MARKET of Central Pennsylvania

In WLBR's service area, over
1,000,000 buyers in six cities
and eight counties, spend more
than $300,000,000 annually in
retail trade alone. . . . 300
WLBR CLIENTS have already
profited from this rich coverage.

JULIAN F. SKINNELL—Operations Mgr.
Represented by RAMEAU

Page 104 • March 29, 1948

BROADCASTING • Telecasting
IN ITS FIRST official comment on the case, FCC announced last Wednesday that it had ordered an investigation of the news policies of G. A. (Dick) Richards and his KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

The action was based on a complaint filed by the Radio News Club of Hollywood charging that Mr. Richards had ordered KMPC news programs to elide a news story on Los Angeles [BROADCASTING, March 8]. Though the Commission had been silent on the charges since they were filed, its action occasioned little surprise [CLOSED BROADCASTING, March 8].

FCC has not yet acted upon a petition filed by American Jewish Congress charging that Mr. Richards "deliberately" ordered news programs to elide an investigation for a revocation hearing for KMPC [BROADCASTING, March 15].

In announcing its investigation, FCC said last Wednesday (March 14).

Upon consideration of the complaint and associated documents filed by the Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning the news policies of G. A. (Dick) Richards and his KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

Meanwhile the CIO asked FCC for hearings to investigate the charges, and the Radio News Club of Hollywood informed the Commission that a "mass of additional evidence" was available [BROADCASTING, March 15].

In light of statements attributed to Commission in trade press indicating Commission cannot act on conditions at KMPC without formal complaint, except as this as formal complaint and request for hearing in Los Angeles. Wish to make your attention that mass of additional evidence available here by subpoena in hearing. Wish to emphasize this complaint and submission of evidence pertains to slanting of broadcasting of radio station over that such. May we have acknowledgment and receipt of evidence by Commission based on evidence already submitted?

Official of FCC and other Richards stations have denied the charges, insisting that the news staffs are instructed to slant news and that a study of their newscasts will show no bias or prejudicial treatment of news [BROADCASTING, March 8, 15].

CIO Publicity Director Allan L. Swin, writing to FCC Chairman Wayne Coy last Wednesday, said "we of course have no knowledge as to whether the charges against Mr. Richards are true, but that "they are of such seriousness, it seems to us, to be necessitate investigation by the CIO. If the charges are true and KMPC is shown to have violated the Communications Act and FCC regulations, Mr. Swin said, then "we feel that the license of Mr. Richards should be revoked at once. If the charges are false, he said, "the accusation made against Mr. Richards and his station should be publicly refuted."

While the RNC telegram eliminated the question of editorializing, the CIO injected it. Mr. Swin's letter said:

Devis appeals to racial and religious prejudice should be tolerated. Not only does such activity violate good taste and basic American standards of decency but they also violate the principles of non-editorialization by station owners as stated in the Mayflower decision.

There has been speculation that the charges might be brought into the final session of CIO's hearing on the Mayflower ban on station editorializing, which resumes April 19. It also had been felt that they might arise during hearings on the Detroit and Cleveland television cases, which include applications of WJR and WGAR. When the Cleveland case was heard two weeks ago, however, FCC spokesmen announced that the charges would not be considered at that time, but that the record would be held open for possible consideration of the subject at a later date when the Commission had determined what course it would take.

Because of a printing error, the FCC statement on the Detroit and Cleveland television cases in this issue reads "the Cleveland case was heard" instead of "the Cleveland case was heard two weeks ago."

TV Promotion Pays Off

For Chicago Power Firm

EXPENDITURE of a large sum for promoting television was one of the chief reasons why Common-wealth Edison Co., Chicago power concern, netted almost $800,000 more in 1947 than in 1946, according to company's annual report.

"Promotion of each electrical de-vice has been necessary to stimu-late the original interest which leads eventually to public acceptance and greater use," said Charles Y. Freeman, Commonwealth chairman.

Increasing popularity of television was an important considera-tion when the company started drafting plans last year for a $500,800,000 construction and ex-pansion program scheduled from 1948 to 1951.
Webb petitions, policy locations to currently the public technically feasible and showing to ever, was made interest," requested amendment or pleadings Channel idea. One of There are change would of applicants would determine whether the rule "can scarcely be called or even possible. "In any case it certainly would not make for the orderly administration of the Commission's business." he said did agree that Yankee had failed to show that its request for Channel 10 at Bridgeport would be in the public interest. Further, he said, by filing its application Yankee has offered to prove that Channel 10 is usable at Bridgeport.

Policy Said Unstable

The majority conceded that it has not followed a consistent policy with respect to allocations changes. In some cases changes have been made in actions upon applications. In others—the pending proposals to delete Channel 1, and to reassign channels in the Cleveland-Canton-Buffalo area in accordance with agreements with Canada—the rule-making process is being followed. The Commission pointed out that changes which have been made via action on applications were all uncontested.

Comr. Jones attached to his dissent a list of 19 applicants seeking channels not provided in the allocations table. A 20th has since been pointed out: At San Francisco, Radio Diablo Inc. is seeking a San Jose channel. But since announcement of the new policy the company reportedly is planning to amend and apply for a San Jose rather than a San Francisco station.

The 19 applicants were cited by Comr. Jones as indicating that the industry, at least, has not construed the rule to mean that rule-making must precede changes. Only one of the 19, he said, has asked for rule-making.

Following are the 19 applications listed by Comr. Jones. Asterisks indicate that petitions accompany the applications: Christina M. Jacobson, S a n Luis Obispo, Calif.—Requests Channel 3 be assigned to San Luis Obispo.
Sunshine Television Corp., St. Petersburg—Channel 7 to St. Petersburg.

Maryland Broadcasting Co. (WITH), Baltimore—Channel 6 to Baltimore.

Toledo Blade Co., Toledo—Channel 10 to Toledo.

Community Broadcasting Co. (WTOL), Toledo—Same.

Unity Corp. (WTDO), Toledo—Channel 11 to Toledo.

Maumee Valley Broadcasting Co., Toledo—Same.

Valley Broadcasting Co. (WSY), Steubenville—Allocate Wheeling, W. Va. channel (No. 12) to Steubenville.

Harold O. Bishop, Harrisburg—Allocate additional channel to Harrisburg.

Cherry & Webb Broadcasting Co., Providence, R. L.—Allocate additional Channel 13 from Boston to Providence.

Lee F. Carrigan d/b as Texas Television, Dallas—Revise allocations to

TRUMAN in Favor Of Uniform Time

PRESIDENT TRUMAN endorsed national daylight saving time Thursday as Capitol Hill efforts to bring about uniformity in time re- mained at a standstill.

As asked at his Thursday morning news conference if he planned to recommend daylight time as a fuel-saving measure, the President said he hadn't thought of the idea. He doesn't like daylight time on a haphazard basis, he said. If there is to be daylight time, he suggested, it should be on a nationwide basis.

Over on the Hill, the Senate Interstate Commerce Committee was preparing to send out invitations to groups who might be interested in testifying on the matter when it comes up for subcommittee hearing April 13 [BROADCASTING, March 22].

Pending before the committee are two bills—S-2262 by Sen. Clyde M. Reed (R-Kan.) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) for nationwide standard time. The former was introduced by Sen. Reed at the request of the ICC.

Sen. Reed has stated that he is not personally committed to the provisions of his bill but is bent on determining "the broad public convenience and desire in the matter of time standards."

The subcommittee which will conduct the hearing consists of Sen. Reed, chairman, and Sens. Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.).

KORC Sold to Boles
KORC Mineral Wells, Tex., 250 w daytime outlet on 1140 kc, has been sold for $45,000 to Don Boles, commercial manager of KICA, Clovis, N. M., it has been reported by Blackburn-Hamilton Co., station brokerage firm. Alfred Achilles Corporation is licensee and seller. Deal was handled by Dallas office of Blackburn-Hamilton. Application for FCC consent is in prepara- tion.

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the popular station.
IRIE (Continued from page 15)

which prevents listeners from obtaining true fidelity. Mr. DeRosa explained a theory based upon a mathematical analysis of phase distortion.

A new "circular polarization" antenna system for FM and television, said to increase vastly station coverage of thousands of home receivers, was discussed by A. G. Kandoian of Federal Telecommunication Laboratories. The antenna, he said, radiates two types of polarization—vertical and horizontal.

M. Silver and H. French, also of Federal, delivered a paper on relay transmission of high quality, noise-free FM and video programs from city studios or "on-the-spot" broadcasts to a suburban transmitting station. The relay, they say, is by means of a microwave radio link, which would carry the "fine natural tones" present at a broadcast origination. The operation would be in a new frequency band allocated by the FCC.

A number of other papers were presented on various phases of nuclear studies; also papers on amplifiers, radio systems, electronic tube design and manufacture, transmission, etc. A symposium on nuclear science was held Tuesday evening by a panel of experts from the Atomic Energy Commission and Research and Development Board of the Dept. of Defense.

A second symposium was conducted Wednesday morning on "Advances Significant to Electronics."

Television Session During Wednesday afternoon's television session, T. T. Goldsmith Jr. and R. F. Wakeman of DuMont Research Laboratories said their recent field survey of New York City video stations showed that television reception is not restricted to line of sight. "There is sufficient signal to produce satisfactory television pictures far beyond the horizon—further 150 miles off from the transmitter—has been demonstrated frequently," the scientists said. However, they cautioned against channel interference in long-distance reception.

Andrew Alford and G. J. Adams, of Andrew Alford Laboratories, described a new method called "a picture modulated r.f. generator" for video requirements. The speakers said it will enable a manufacturer far removed from the television station to test his receiving equipment with pictures free from noise and interference.

Mr. Alford and Mr. Adams, who termed the device a forerunner of low-cost television test equipment, also presented theories, with microwave model studies and wide-scale measurements of reflections from tall buildings—all designed to simplify the problem of selecting the best possible site for a video station.

Color Video Color television was discussed by F. J. Bingley, Philco Corp., in a paper titled "The Application of Projectors and Grimms' Function to the Theory of Color Mixture." It provides, the speaker said, "a new theoretical tool for engineers to use in solving several basic problems in color television.

Recipients of top IRE and fellowship awards were honored at the banquet Wednesday night, at which Dr. Willis Jacks was the guest speaker. Dr. Jackson is with the department of Electrical Engineering, Imperial College of Science and Technology, London, England, where he is the director of the broadcasting and electronics section. He was an associate of Dr. Maxfield, who spoke on "Radio—Electronic Frontiers." Dr. Alfred N. Goldsmith and John V. L. Hogan, IRE fellows, spoke on "As the Race Goes On..." Max Balcum, president of the Radio Manufacturers Association, spoke. Dr. Wiliam L. Everitt, of the department of electrical engineering, University of Illinois, was toastmaster.

Thursday's sessions were devoted to technical discussions of electronic computers, recent studies of radio wave propagation, microwaves, and other subjects.

DEFENSE AS ALARMING world events continued to lend impetus to formation of key national defense organizations, the theory of civil defense planning last week revealed that "radio and other communications will be the backbone for getting all activities underway."

In the wake of stepped-up organization in the Communications Division of the National Security Resources Board [Broadcasting, March 22], Russell J. Hopley, of Omaha, president of Northwestern Bell Telephone, talked ten months ago from his office March 22 as the new director of the National Defense Dept.'s Civil Defense Planning Unit. At a news conference the following day Mr. Hopley told newsmen that "we need a fire department to respond when and if the configuration comes."

Framework for the new unit will be determined in the next few months during an overall study of fundamental factors in the defense program. The organization for the present will be restricted to a small nucleus, devoting itself to the study of reports, World War II plans and other material.

"It will be the effort of any enemy," Mr. Hopley warned, "to make our citizens, and those who depend on our services, aware of the duty of our citizens ... to do their best to see this does not happen and, as far as possible, to keep factories and utilities operating. Since we probably will be attacked without warning in any future war, we must be ready to act if such an attack comes."

Mr. Hopley told newsmen that despite scientific advancement our authorities believe damage can be reduced by prompt organized civilian action and that community life can, to a considerable degree, be restored quickly in the event of an attack.

Urgency Stirred The urgency of civilian preparation was indicated by the new defense official when he recommended that local disaster and defense groups start organizing immediately without awaiting explicit directions from his unit.

Mr. Hopley visualized a network comprised of "radio, shortwave, telephone and other systems of communications" to serve as an alarm system and medium of communication in the civil popula- tion during any emergency.

He indicated that after preliminary plans had been drawn, leaders from every vital American industry, including radio, would be called before the planning unit to offer advice.

In addition to drafting a civilian defense blueprint, the unit will recommend legislation to Congress and implement defense plans.

Meanwhile, despite longer period of daylight a vastly increased number of government windows cast their light over Washington as agencies gear up plans for contingencies.

Among midnight oil-burners was the National Security Resources Board, upon which national security will rest so heavily, by virtue of distance-conquering scientific developments, the nature of the agency's duties and other factors.

The agency was created under the National Security Act of 1947 to advise the President on policies concerning national security, civilian mobilization, utilization of manpower, industrial and natural resources and other safeguards to be considered in case of war.

World Affairs Prompted NSRB Chairman Arthur M. Hill, recently borrowed from the Greyhound Corp., where he is chairman of the board, returned to Washington, he said, to help edge Dr. Maxfield during a speech in Pittsburgh March 25, that prevailing high tension in world affairs had hastened development of his program.

Leighton H. Peebles, World War II director of the War Production Board's Communications Division, has returned to Washington, according to reliable sources, and a niche is being cut for him within the NSRB structure. There is heavy speculation in Washington circles that he will head the Communications Division. As such he would also be designated as a special assistant to the chairman.

Efforts also are being extended to fill out the NSRB staff, which will soon approximate 50 persons, with the possible inclusion of a radio section chief in the Communications Division, according to authoritative sources.

It is anticipated that about 12 leaders in radio will be named as an advisory committee to offer advice to the Communications Division director.

ATAS Committees COMMITTEE appointments for the Academy of Television Arts and Sciences were announced last week by Charles Brown, KFI Los Angeles program director and newly elected president. Members: Ronnie Ames, International Recording Studios; Program: Leonard Benes; chairman; W. W. Thompson, Los Angeles; Publicity: David Lipton, advertising and promotion manager, Universal International Studios; Film: Art Tenement, president of International Film, Los Angeles; Network Operations: Ray Montfort, technical director, NBC; Time television programs; Operations: Awards: Robert Packham, advertising manager, KDKA, Pittsburgh; Corsi Flusco, visual director, Glendale Public Schools, Glendale, Calif.; Ws Turner, NBC Video Broadcasting Corp.; Education: Al McNamara, and visual director, Los Angeles city schools.

CBS is to air "Nora Drake" as sustaining from April 12, when show switches from NBC to CBS. When Tom Co and up sponsorship. To be heard on CBS Mon.-Fri., 2:30-4:30 p.m.
Nielsen Radio Index Top Programs
FOR THE REPORT WEEK OF FEB. 15-21, 1948

RANK OF TOP PROGRAMS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Time Zone</th>
<th>Week 1</th>
<th>Change</th>
<th>Week 2</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lux Radio</td>
<td>7-11 PM</td>
<td>40.1</td>
<td>-3.2</td>
<td>36.9</td>
<td>+0.4</td>
</tr>
<tr>
<td>2</td>
<td>Eddie Rickenbacker's</td>
<td>7-11 PM</td>
<td>30.9</td>
<td>-4.7</td>
<td>26.2</td>
<td>+1.3</td>
</tr>
<tr>
<td>3</td>
<td>My Friend Irma</td>
<td>8-10 PM</td>
<td>19.0</td>
<td>+1.3</td>
<td>17.7</td>
<td>-0.8</td>
</tr>
<tr>
<td>4</td>
<td>Truth or Consequences</td>
<td>8-10 PM</td>
<td>18.9</td>
<td>-1.5</td>
<td>17.4</td>
<td>-0.9</td>
</tr>
<tr>
<td>5</td>
<td>Bob Hope</td>
<td>7-9 PM</td>
<td>27.3</td>
<td>-1.7</td>
<td>25.6</td>
<td>+0.7</td>
</tr>
<tr>
<td>6</td>
<td>Fred Allen</td>
<td>7-9 PM</td>
<td>26.4</td>
<td>-1.7</td>
<td>24.7</td>
<td>-0.9</td>
</tr>
<tr>
<td>7</td>
<td>Charlie McCarthy</td>
<td>6-8 PM</td>
<td>25.5</td>
<td>+0.7</td>
<td>24.8</td>
<td>-0.9</td>
</tr>
<tr>
<td>8</td>
<td>Clark Gable</td>
<td>7-9 PM</td>
<td>24.3</td>
<td>-1.2</td>
<td>23.1</td>
<td>-0.8</td>
</tr>
<tr>
<td>9</td>
<td>Life of Riley</td>
<td>6-8 PM</td>
<td>23.5</td>
<td>-0.8</td>
<td>22.7</td>
<td>-1.2</td>
</tr>
<tr>
<td>10</td>
<td>Montana at Midnight</td>
<td>6-8 PM</td>
<td>22.6</td>
<td>-0.2</td>
<td>22.4</td>
<td>-1.1</td>
</tr>
<tr>
<td>11</td>
<td>There's a New Trend</td>
<td>7-9 PM</td>
<td>22.1</td>
<td>+1.1</td>
<td>21.0</td>
<td>-0.8</td>
</tr>
<tr>
<td>12</td>
<td>The Red Skelton Show</td>
<td>7-9 PM</td>
<td>22.1</td>
<td>-0.9</td>
<td>21.2</td>
<td>+0.8</td>
</tr>
<tr>
<td>13</td>
<td>Life of Riley</td>
<td>7-9 PM</td>
<td>21.9</td>
<td>+1.1</td>
<td>20.8</td>
<td>-0.8</td>
</tr>
<tr>
<td>14</td>
<td>Andy Hardy</td>
<td>7-9 PM</td>
<td>21.5</td>
<td>-0.2</td>
<td>21.3</td>
<td>-0.6</td>
</tr>
<tr>
<td>15</td>
<td>Jack Benny</td>
<td>6-8 PM</td>
<td>21.4</td>
<td>-0.9</td>
<td>20.5</td>
<td>-1.3</td>
</tr>
</tbody>
</table>

THE REST OF THE TOP PROGRAMS

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<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Time Zone</th>
<th>Week 1</th>
<th>Change</th>
<th>Week 2</th>
<th>Change</th>
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<tr>
<td>16</td>
<td>The Fire Chief</td>
<td>6-8 PM</td>
<td>23.7</td>
<td>+1.0</td>
<td>22.7</td>
<td>-0.4</td>
</tr>
<tr>
<td>17</td>
<td>The Blonde</td>
<td>6-8 PM</td>
<td>23.2</td>
<td>+0.6</td>
<td>22.6</td>
<td>-0.4</td>
</tr>
<tr>
<td>18</td>
<td>Your Hit Parade</td>
<td>6-8 PM</td>
<td>23.1</td>
<td>-0.8</td>
<td>22.3</td>
<td>-0.8</td>
</tr>
</tbody>
</table>

Our Famous
"QUIZ OF 2 CITIES"
America's No. 1 Local Show
Is Selling Rapidity Everywhere
But There Are A Few Markets
Still Available. Write Today!

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.

WJDX
NABC AFFILIATE
IN JACKSON MISSISSIPPI

5000 - DAY 1000 - NIGHT

18 YEARS' LEADERSHIP
Represented Nationally
by the George P. Hallingby Co.

March 29, 1948 • Page 109
Johnson Bill
(Continued from page 20)

tana group also proposed that independent broadcasters form their own national association. He in-
vited "eligible members" to meet at Riverside, where he operates KPRO, "and proceed with its for-
mation" during the NAB convention in May.

The Montana association's let-
ter was signed by Don Trelor of KGEZ Kalispell, president, and Paul B. McAdam of KPKR Liv-
ingston, secretary. It advised broadcasters: "If you want to stay in the broadcasting business, try to appear before the committee during the hearings, but if you can't, write the committee so they will have the consensus of opinion from independent broadcasters." The letter also asked that they contact their Congressional delegations in behalf of the bill.

The name of Ed Crayne, man-
aging director of the Pacific North-
west "XL" stations, who figured prominently in earlier Congressional clear-channel hearings, was linked with the Johnson Bill in a letter to NAB 14th District broad-
casters from Gene O'Fallon of KPEL Denver.

Suggesting possible nominees for the district directorship, Mr. O'Fallon mentioned Mr. Crayne and ob-
served: "And right now, you can bet the super-power interests know he's been in Washington (spend-
ing his own time and money) to bring this important 750-kw mat-
ter out in the open and to the attention of Congress for us." The letter was dated one week after Sen. Johnson's bill was intro-
duced.

Mr. Crayne is understood to be planning no personal letter to the hearings. It was reported that Mr. Trelor would represent his views.

Meanwhile, Victor A. Sholis, di-
rector of WHAS, one of the stations of the Clear Channel Broadcasting Service, wrote Sen. Charles W. Tobey (R-N.H.), acting chair-
man of the Senate commerce commit-
tee, that he was seriously concerned with indications that "you intend to race through in a matter of a week or so a question which has occupied the FCC's attention for a period of three years."

Replying on behalf of WHAS to an earlier letter from Sen. Tobey [BROADCASTING, March 22], Mr. Sholis wrote:

"If Congress is going to take jurisdiction over a highly complicated and technical case away from a com-
petent agency of its own creation, and then proceed to solve the problem at best—then it is not a proceeding that the public could expect that Congress will de-
termine the solution of the problem...

"The purpose of the new law, it should be noted, is to make what I told you in my original letter to Sen. Johnson on June 10, 1948, of what concerns itself solely with radio sta-
tion ownership. Nowhere is there a provision concerned with the radio services of AM stations.

"Congress realized that it is a small handful of station licensees who have been seeking their own route into the big-time business of AM ownership and operation. Who are to be permitted to own the only part of so-called radio service to rural and small-town America today is of such deplorable quality.

"Your plans for the hearing ignore these 40,000,000 rural and small-town listeners.

McCormick Protests

A vigorous protest against the Johnson Bill was entered by Col. Robert R. McCormick, president of Chicago's clear-channel WGN, in a letter to Acting Chairman

Tobey.

Col. McCormick called attention to "many misstatements and mis-

"Those who have prevailed upon Sen. Johnson to introduce it, and upon your committee to give it consideration, have not evidenced the candor which you and your committee have a right to expect of them," he declared.

Col. McCormick seriously ques-
tioned the committee's procedure in instructing FCC to hold up its own clear-channel decision until the Johnson bill has been heard:

"The actions of the commission, you have indicated, are to be judged by three years in holding a full and im-
partial hearing on the issues... Do you think it wise to deprive the Commis-
sion of the authority which Congress has given to it? Do you think it judi-
tious to strike out what has been upheld by the commission (save in those cases) until, after the commission has held it's full hearing and considered the matter with the aid of the commission itself, whether the FCC is right or not, and then coming to Congress to get a decision in their favor?"

On the other side, Rep. Walt Horan (R-Wash.), supported the breakdown bill in one of his writ-
ten "reports" to his constituents.

"This legislation," he said, "would give stations the opportunity to go over the air, at their own discretion, to radio stations in the same locality and to promote the public welfare."

He felt the bill had been justified by the commission's decision in favor of WHAS New York.

Oscar Hypox

A RESULT OF Ronald Coleman's being awarded this year's movie oscar Mr. Coleman's transcribed Favorite Story has shown an immediate sales rise, it was noted at the American Broadcasting Co. The transcribed feature is a Frederic Ziv package. It is heard on 312 stations, leading the Ziv properties. His sponsors number 250. Mr. Coleman's sal-
ary for the show is $3,000 weekly; the program itself is budgeted at $9,000 a week.

made aware of your views with respect to the Johnson Bill, it is equally impor-
tant that they hear from listeners and listener groups in your areas; it is most important that AM radio sta-
tions in this country which face the threat of clear-channel extinction wake up and let this committee and their own sponsors and Congressmen know the facts...

Senate Group to Take Up
3 at April Hearing

DRY BILLS

THREE bills ranging from one providing for open advertising of liquor to advertising to two calling for restriction and regulation of it under the Federal Trade Com-
mission Act will be considered at hearings before the full Senate Inter-
state Commerce Committee be-


ning April 21 [BROADCASTING, March 22].

S-265, by Sen. Arthur Capper (R-Kans.), to prohibit liquor ad-
vertising, was considered by the committee at hearings held last May. It was referred to a subcom-
mittee, which in July submitted a report.

That was where the matter stood until last week when hearings were announced on S-265, as well as S-

S-2392, dated jointly by Sen. Clyde M. Reed (R-Kan.) and Sen. Edwin C. Johnson (D-
Col.). The latter, which would amend the Federal Trade Commission Act so as to regulate the tra-

maling of alcoholic beverages, em-

D rigine of some of the suggestions con-

ained in last July's subcommittee report.

Bill Stipulations

S-2392 provides that an alco-
holic beverage advertisement shall be deemed misleading if represen-
tations are made or suggested by any manner, word, design, sound or any combination thereof, that the use of such beverage "(A) is beneficial to health or contrib-
uting to physical upkeep; (B) will establish a good social or business standing or prestige, or (C) is traditional in American family life, or is or should be part of the at-
mosphere of the American home."

The bill defines alcoholic bever-

age as "any spirituous, vinous, malt, or other fermented liquor fit for use for beverage purposes."

S-2365 decrees that advertising

may contain words or illustrative or verbal descriptive matter only
to the following extent: "Facsimile of a bottle, a word, design or likeness of such beverage: Provided, however, that such facsimiles shall not ex-
ceed in size the actual bottle con-
tainer, and label sought to be rep-

roject.

Further provision is made that

no advertisement shall contain "more than three such facsimiles whether of the bottle, or the con-
tainer, or the label on any com-
bination of such bottle, container and label."

Recipes, according to the bill, whether or not they are attached to the bottle, may not be rep-
duced in advertisements as facsimi-
les or otherwise."

Reed to Preside

Sen. Reed has been designated by Sen. Charles Tobery (R-N.H.), acting committee chairman, to pre-
side at the hearings.

The Clipsheet, weekly publica-
tion of the Methodist denomina-
tion's Board of Temperance and a

lal of the Capponi bill, carries a memorandum in its current issue on the bill's constitu-
tionality.

Prepared by Elizabeth Smart, an attorney for the national W.C.T.U., the article cites court
decisions to prove the point that the U. S. has jurisdiction in the matter. As an example of what Congress has already done to pro-
bhibit certain types of advertising, Miss Smart points out Sec. 315 of the Commer-
cial Act of 1938, which prohibits the use of radio for advertising lotteries.

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

WLW

700 ON YOUR DIAL

Page 108 • March 29, 1948
FM GRANTS

CONDITIONAL grants for two Class A and three Class B FM stations were authorized last week by FCC. Construction permits for five Class A and ten Class B stations were issued, plus CPs in lieu of previous conditions for two Class A and ten Class B outlets.

Class A assignment on Channel 240 (95.9 mc) was given conditionally to Greenwich Broadcasting Corp., Greenwich, Conn., headed by Walter S. Lemmon, telecommunications consulting engineer and president of World Wide Broadcasting Foundation, operating WRUL and WRUW Boston and other short-wave international stations there. Greenwich has pending in hearing an application for local AM facilities.

The Commission also authorized conditional grant for Class B station on Channel 268 (101.5 mc) at Atlanta, Ga., to Fulton County Broadcasting Corp. Firm is proposed grantee of a new AM station at 1500 kc with 50 kw day, 10 kw night at Atlanta. In making the FM authorization FCC changed its allocations plan to switch Channel 291 (106.1 mc) from Macon to Griffin, Ga., and switch Channel 268 from Griffin to Atlanta. A Class B assignment on Channel 298 (107.5 mc) at New Orleans was conditionally granted to Louise C. Carlson, who also is proposed grantee of a new AM station there. The AM facilities are those presently held by her divorced husband, Charles C. Carlson, for WJW, renewal of which FCC has proposed to deny (see story page 22).

The conditional FM grants included:

- Atlanta, Ga., Fulton County Broadcasting Corp., Class B, Channel 268 (101.5 mc). Owned 100% by Samuel R. Greenberg, real estate dealer. Firm has proposed grant for 50 kw day, 10 kw night on 1500 kc.
- Grand Prairie Tex., Anson B. Brundage, Class A, Channel 276 (101.3 mc). Mr. Brundage for past 25 years has been publisher of sole weekly newspaper, the Grand Prairie Times.
- Greeneville, Conn., Greenwich Broadcasting Co., Class A, Channel 240 (95.9 mc). Corporation: Walter S. Lemmon, telecommunications consulting engineer and president of World Wide Broadcasting Foundation, operating WRUL and WRUW Boston and other short-wave international stations there, president and 60% owner; Charles C. Carlson, WJW president, 30% owner; and C. J. Jensen, attorney and secretary-treasurer.
- Los Angeles, Maranatha Broadcasting Corp., Inc., Class B, Channel 114 (107.5 mc). Grantee is owned by Dr. Clem Davies’ Ministry, non-profit religious organization. Dr. Clem Davies is president of Ministry and is associate pastor along with six other individuals. Kenneth E. Carmichael, 25, is proposed managing director.
- Louisville, Louise C. Carlson, Channel 298 (107.5 mc). Mrs. Carlson is proposed grantee of new AM station to operate on facilities at WJHW that city owned by her divorced husband, Charles C. Carlson.

The following were authorized CPs: power is effective radiated power, antenna height is above average terrain:

- KSRO-FM Ruth W. Finley, Santa Rosa, Calif., Class B, Channel 272, 6.0 kw, 600 meters.
- WINU Idaho Falls, Idaho, Class B, 103.3 mc (No. 277), 7.0 kw.
- WHO-FM Central Bestg. Corp., Des Moines, Iowa, Class B, 103.0 mc (No. 280), 15 kw, 700 meters.
- KBTR Bethesda Bestg. Assn., Minneapolis, Minn., Class B, 98.3 mc (No. 253), 2.1 kw, 340 meters.
- WNVJ Harold O. Bishop, Greenwich Township, N. J., Class A, 103.3 mc (No. 299), 630 w, 310 meters.
- WYOM American Quarts Labs. Inc., New York, N. Y., Class A, 102.3 mc (No. 278), 300 w, 260 meters.
- WBLR-FM Lebanon Bestg. Co., Lebanon, Pa., Class A, 101.1 mc (No. 281), 625 w, 310 meters.
- WKNW-FM The Hello Coal Co., York, Pa., Class B, 102.0 mc (No. 289), 17 kw, 500 meters.
- WPBSF Fanny B. Wilson, Memphis, Tenn., Class B, 104.3 mc (No. 282), 15 kw, 455 meters.
- KSML-FM Lubbock Bestg. Co., Lubbock, Tex., Class B, 107.5 mc (No. 300), 2.4 kw, 275 meters.
- KPYR Fryer Dillard, Raymondville, Tex., Class A, 101.7 mc (No. 289), 360 w, 150 meters.
- WPPOX-FM Clarksburg Bestg. Corp., Clarksburg, W. Va., Class B, 95.1 mc (No. 256), 2 kw, 300 meters.
- WEAU-FM Central Bestg. Co., Eau Claire, Wis., Class B, 94.1 mc (No. 231), 50 kw, 370 meters.

Following were authorized CPs in lieu of previous conditions:

- WCOF-FM Massachusetts Bestg. Corp., Boston, Class B, 100.7 mc (No. 248), 2.4 kw, 660 meters.
- WMEF-FM Eastern Massachusetts Bestg. Corp., Boston, Class A, 94.3 mc (No. 222), 1 kw, minus 185 ft.
- KFAB-FM KFAB Bestg. Co., Lincoln, Neb., Class B, 97.7 mc (No. 250), 12 kw, minus 220 ft.

DuMont Pittsburgh TV Outlet Readied

WORK HAS BEGUN on WDTV, DuMont video station in Pittsburgh. Company hopes to have station ready for test patterns by mid-September.

Transmitter is being erected in the Braselion roadward district of Pittsburgh, the highest part of the city. Signal strength will be the same as that of the DuMont key station, WABD New York—effective picture power of 1.25 kw for video and of 9.45 kw for audio. WDTV will operate on Channel 3 (60-66 mc).

WDTV will be the first television station in Pittsburgh. There are seven applicants for the remaining three television channels allocated to that city, and the FCC has scheduled a hearing on their arguments for May 17. Contact with NAB Convention dates likely will cause postponement.

FM Grantings
Mr. Coy addressing IRE

the radio industry as a whole and in terms of greater national security.

Chairman Coy told the engineers that the "spirit of mutual understanding and cooperation has always been a touchstone of progress in radio technique. Our past successes augur well for the future."

He lauded the work of the International Telecommunications Conferences at Atlantic City last summer, outlining the conferences yet to be held and work to be done to implement the Atlantic City allocations principles.

Change-Over Date

Sept. 1, 1949, he noted, is the date when the Atlantic City Radio Regulations are due to become "completely effective," marking the "change-over from the old frequencies and the old regulations which were adequate when they were adopted at Cairo 10 years ago, but have since been outmoded by the accelerated speed of recent technical developments."

And the Atlantic City decision to allot frequencies to stations of the various countries according to engineering principles, he said, "the radio engineers of the world realize a dream of years."

He said "you can see that we can soon bring order out of chaos in the field of international radio."

To help accomplish this, he pointed out, 15 conferences are slated this year.

NEW DIVISION OF IRE DISCUSSED BY GROUP

FORMATION of a broadcasting engineer group as a separate study division of IRE was discussed by 25 engineers attending last week's convention. If established, the group would be one of many envisioned by the IRE professional committee and recommended to the board of directors.

Engineers recommended that the"charter of the plan should be circulated among AM, FM, television, audio, international and facsimile broadcasters, who would be requested to submit comments on the formation. A follow-up meeting on the plan is scheduled during the NAB May convention in Los Angeles.

Royal V. Howard, director of the Department of Engineering for NAB, directed the meeting.

ABC STATION GROUP TOURS WFIL, WFIL-TV

OFFICIALS from 11 ABC affiliated stations within the network's District 1 visited Philadelphia March 19 to inspect the facilities of WFIL and WFIL-TV. The tour was arranged by Roger W. Clipp, general manager of the Philadelphia Inquirer stations and chairman of ABC's stations planning and advisory committee.

Following a luncheon at the Penn Sheraton Hotel, the group visited the recently-completed WFIL-TV studio and office building at 46th and Market Sts., and the new WFIL transmitter in Whitmarsh Township, Pa. Inquirer Television Newsroom, prepared exclusively by members of WFIL-TV's newswide staff, and staging of a studio program were witnessed by the group.

Among those who inspected the facilities were: Roy F. Thompson, WRTA Altoona; Pa.; F. E. Brinkley, general manager, WILL Wilmington, Del.; E. S. Whittlock, manager, WRLN Richmond, Va.; J. H. L. Traufelter, vice president and treasurer, WYPR Baltimore; F. H. Alldorf, president, WJAN Lancaster, Pa.; Richard W. Davis, general manager, and Rudy Frensel, program director, WELI New Haven Conn.; C. W. Hert, manager, WTIC Hartford, Conn.; Stephen R. Hiltou, WXXW Albany, N. Y.; and H. J. Ferris, general manager, WFPO Atlantic City, N. J.; Clifford M. Shafey, general manager, WERU Reading, Pa.; Walter J. Rothensies, general manager, WXXW New York, Pa.; Ernest L. Jahncke and Otto C. Brandt, hosts of the ABC station relations department.

Conducting the group on the tour were: Mr. Clipp; Kenneth W. Bishop, director of television; Louis E. Littlejohn, chief engineer; and James T. Ford, director, advertising and promotion.

FM STATION

WZ - CAPITAL OLD DOMINION

NOW OPERATING

18 1/2 HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In This Major Market

USE WMGB

REPRESENTED BY JOHN BLAIR & CO.

5000 WATTS

March 29, 1948 • Page 111
Eight More Asking Television Grants
Hearst Radio Applies for Station in Milwaukee

APPLICATIONS for eight new commercial television stations, three of which represent new interests in the radio station ownership field, were filed last week with FCC.

Kaldor Radio Inc., permittee of WBAL-TV Baltimore and licensee of WBAL Baltimore and WISN Milwaukee, requests Channel 10 (192-198 mc) in the latter city. Paul C. Kaldor of Pottsville, Pa., which has request for Channel 10 (192-198 mc) pending.

Central Broadcasting Co., licen-
see of WHO Des Moines and af-
filiated in ownership with WOC
Davenport, Iowa, seeks Channel 5 (76-82 mc) at Davenport. Central
Broadcasting earlier had filed for video in Des Moines, asking Channel 9 (96-102 mc) [BROAD- CASTING, March 1].

The new applicants, facilities re-
cquired and ownership, include:

Birmingham, Ala.—Birmingham News Co., Channel 9 (118-124 mc), requested power 25.8 kw, 12.8 kw, total estimated cost $201,000, first year operating cost $19,000, revenue $25,000. Applicant licensee of WHO Des Moines and permittee of WSB-FM-AM that city. Applicant, 25% of KMA Shenandoah, Iowa. D. J. Palmer, president, and 8.45% owner of Central Broadcasting, also an officer, D. D. Pauer, vice-president-treasurer and 57.8% owner of Central, each owns 56% of WOC and WOC-FM Davenport. Mrs. B. E. Palm of San Francisco, who is engaged in family firms. Fresno, Cal.—Donoy Broadcasting Co., Channel 6 (66-72 mc), 15 kw visual, 7.5 kw aural. Initial cost $154,352.07, first year operating cost $10,000, revenue unknown. Co-partner: Don K. Hankey and Leo F. Billman, who together equally own California Rent Vouchers Corp. Donoy, in January filed for Channel 6 at San Diego but withdrew rather than engage in competitive Nashville-Davidson Radio Co., owner of WSM Nashville. AAA Pueblo subsequently was granted Channel 8 (110-116 mc). Donoy and Dobson are both engaged in San Diego.

Milwaukee—Hearst Radio Inc., Channel 10 (192-198 mc), 30 kw visual, 16 kw aural. Initial cost $210,000, first year operating cost $20,000, revenue unknown. Applicant is licensee WISN Milwaukee and WRAL Baltimore and is permittee of WRAL license. Applicants interests also include WCAE Pittsburgh.

Minneapolis—Beck Studios Inc., Chan-
nel 7 (174-180 mc), 18 kw visual, 9 kw aural. Initial cost $35,000, first year operat-
ing cost $10,000, revenue unknown. Dec. 1945, Beck, partner in Beck for Radio. Joseph H. Beck, one time director of the station, is president of Minneapolis, in president and treasurer and 50.6% own-
er. Twin-City Television Lab., instruction unit, of the school, is December leased 11,000 sq. ft. In Lyceum Thea-
ter for station operations and obtained position on use of Lyceum stage as well as video rights to legitimate productions there [BROADCASTING, Dec. 22, 1947]. TV station staff to in-
clude Royall S. Marvin, director; Royall M. Smith, chief cameraman for TV school, to hold same position at commercial.

Richmond, Va.—Larus & Bro., Co., Channel 2 (170-176 mc), 25 kw visual, 11.7 kw aural. Initial cost $277,305, first year operating cost $10,000, revenue $15,000. Applicants are licensee of WABF Richmond, and permittee of station WYFB Richmond and WRVC Norfolk.

Tulsa, Okla.—George E. Cameron, Inc., Channel 5 (62-68 mc), 16.5 kw visual, 5.3 kw aural. Initial cost $210,000, first year operating cost $50,000, revenue unknown. George E. Cameron Jr., in business with his father, applies to assign his interest to a new corporation, has agreed to assign his interest to the new corporation, has agreed to assign his interest to a third party for $25,000. According to interest for services rendered. 

Utah—United States Civic Broadcasting Corp., Channel 13 (212-216 mc), 15 kw visual, 11.3 kw aural. Initial cost $250,000, first year operating cost $10,000, revenue unknown. Applicant is licensee WJCA Salt Lake City and permittee of WAKL-FM that city.

WTTG Washington, DuMont video outlet, last week requested modification of its permit to increase effective radiated power from 6.62 kw visual and 3.42 kw aural to 17.9 kw visual and 10.75 kw aural. WTTG also would move its transmitter at least nine miles to Washington across the Potomac River to nearby Virginia. In Jan-
uary WTTG's application for ex-
emption of completion date and for license was denied by the Commission to determine whether the station has been "diligent" in proceeding with construc-
tion [BROADCASTING, Jan. 19].

REVOCATION of the license of KICD Spencer, Iowa, by FCC on April 15 was ordered last week by FCC on grounds of alleged mis-
representation of financial data by Ben B. Sanders, president and principal owner. It is the second
such action taken by FCC within a month.

The Commission charged Mr. Sanders with "willfully" concealing and misrepresenting the financial qualifications in 1945 when he purchased 64% interest in KICD from L. W. Andrews for $19,000. The data allegedly concealed is a loan in that amount from J. Harold
Smith, Knoxville evangelical min-
ister.

It was in a hearing of alleged misrepresentation by Mr. Smith in acquiring the construction permit for WBKB Knoxville that the loan to Mr. Sanders came to the FCC's attention. Rev. Smith testi-
fied on the matter before Comr.
Clifford J. Durr who presided over the investigation. A decision in the WBKB case is forthcoming [BROAD-
CASTING, Oct. 27, Nov. 4, 1947].

A Mutual station out of Iowa, Corn Network affiliate, KICD operates on 1240 kc with 250 w, fulltime.

FCC on Feb. 27 reported revoca-
tion of the construction permits held by Albert B. Pyatt for KGAR and KQW-FM Garden City, Kansas, for alleged misrepresentation in financing similar to the KICD case [BROADCASTING, March 1].

Incorrect Data Admitted

The Commission indicated that should a written application be filed by KGAR a hearing on the matter by April 14, the license would be suspended until conclusion of the proceeding. The order stated that in the April 1945 transfer of control of KICD Mr. Spencer represented his net worth to be $27,500. This figure subsequently was amended, FCC continued, to show that as of Jan. 31, 1945, his net worth was $237,500, 57%, and liabilities other than mortgage debt obligations totaling $285.60.

FCC's order related that on Dec.
8, 1947, Mr. Sanders acknowledged under oath that the data was in-
correct, and that he actually was in-
debted to Rev. Smith for $19,000.

The proceeds of this personal loan, according to the Commission, were used to buy the stock from Mr. Andrews.

The "indebtedness to J. Harold
Smith was willfully concealed from the Commission and misrepresentations made in lieu thereto," FCC said, which if known at the time would have been sufficient to war-
rant denial of the transfer.

Mr. Sanders at the time he ac-
quired the KICD control had been commercial representative of WNOX Knoxville, one of the sev-
eral stations which had refused to continue carrying Rev. Smith's broadcasts. The evangelist was on WNOX from July 1941 to April 1946. It was after being denied further time on WNOX that application for WBKB was filed.

Mr. McCarthy, to become gen-
eral manager of Television Califor-
nia, applicant for a commercial television station at San Francisco on Channel 2.

Television California is princi-

cally owned (90%) by Edwin W. Pauley, former special assistant to Secretary of the Army Kenneth Royall and aide to the late President Roosevelt. In addition to his San Francisco television applica-
tion he has been reported nego-
tiating for purchase of Mrs. Dor-
othy Davenport's network stations in Los Angeles and KYA San Francisco for about $1,000,000 [CLOSED CIRCUIT, March 22]. KLAC has a video grant.

The company plans to erect a transmitter at Mount San Bruno near San Francisco with main studios in the downtown section of city. Plans call for a $250,000 program of engineering research in the higher frequencies and program research to determine the program desires of residents of the Bay Area.

Before joining KQW, Mr. McCar-
thy was affiliated with NBC for a number of years, in San Fran-
cisco and New York.

CBS-Garden TV Contract

CBS last week announced the sign-
ing of its third consecutive annual contract with Madison Square Gar-
den for television rights to sport-

ing events and other activities in the New York arena. It was un-
derstood that CBS paid about $100,000 for the video rights, although the network would not confirm this figure. CBS owns 3% of the Garden stock. The contract extends to April 1949. 

220-225 mc to Hams

AMATEUR operators in addition to presently assigned frequency bands will also be given 220-225 mc under proposed amendment to Part 15 of the FCC's rules. It was announced last week by the Commis-
sion. The grant will be made under conditions to prevent interference to present British and Canadian temporary operating use, with radar distance measuring equipment, FCC said. Temporary radar use is valid until Jan. 1, 1952.
CBS Clinic (Continued from page 18)

KSL LAWYERS REGISTR UNDER LOBBYING ACT

LATEST radio figures to register under the Lobbying Act of 1946 are Ernest L. and Glen A. Wilkinson, Washington attorneys for Radio Sales Outlets, Inc., of Utah, licensee of KSL Salt Lake City, it was learned last week.

Frank M. (Scoop) Russell, NBC Washington vice president, was the first to arrive in April in Washington and shortly after Attorney General Clark authorized an overall investigation of lobbying practices [BROADCASTING, Jan. 19 and Feb. 2].

Addition to the list in later weeks were A. D. Willard Jr. and Don Petry for NAB [BROADCASTING, Feb. 9] and Earl H. Gammons, CBS Washington vice president [BROADCASTING, Feb. 16].

The investigation got underway in Washington last week, where a federal grand jury began a sweeping probe into operations of illegal lobbyists.

Marvin R. Kaufman, New York attorney conducting the investigation for the Justice Dept., declined to say whether or not radio interests would be involved.
FCC Upholds 9-Month-Old Allentown Pa., Grant

Nine-month-old grant to Allentown Broadcasting Co. for new station on 1230 kc with 250 w fulltime at Allentown, Pa. [Broadcasting, June 30, 1947] was upheld by FCC Friday in opinion denying competing applicants' petitions for reduction. Petitioning party was Eastern Publishing Co., Eastern, Pa., and Steel City Broadcasting Co., Allentown.

Allentown Broadcasting, whose station is wrgc.

Butman, Washington radio consultant; Lynne C. Smeby, consulting radio engineer, also of Washington, and a group of local men.

UAW Applicant Answers Protest of WCAR Pontiac

UAW-CIO Broadcasting Corp., competing with WCAR Pontiac for use of 1130 kc at Detroit, told FCC Friday that WCAR "apparently...is less interested in expediting a final decision in than in avoiding a comparative analysis of its program structure with that of this applicant."

Statement was in answer to WCAR protest against postponement of UAW-CIO group's presentation until April 1 (earlier story page 60). Union-identified applicant claimed hearing examiner had set "guideline...to regulate the course of the hearing," that his decision to postpone is not reviewable by Commission, and that consequently WCAR's petition for review "was more in the nature of a press statement."

NAB Code Revision Completed (Continued from page 4)

good taste prevailing in selection and handling of news; "due" exercise of discretion in format and presentation, and in selection of newscasters and interviewers; avoidance of repetition and placement of advertising, which should be done only in those cases where there is no conflict or conflict is anticipated in programs less than 10 minutes, to be at or near beginning or end; general news standards also apply to agricultural and market newscasts.

Political—Political broadcasts, or dramatization of events, should not be permitted under any circumstances, to avoid confusion in laws dealing with political broadcasts.

Public Affairs and Issues—Time allotment should be equal and fair to all. Other programs of balanced schedules, and to public interest in questions of public concern, presentation of issues concerning community advice; controversial issue discussions should be presented on programs specifically intended for that purpose, and clearly identified; time for opposing viewpoints should be equally distributed; presentation should be made in such a way that identifed authorities; broadcasts should be free from censorship but right should be reserved to refuse them for compliance with laws of defamation, slander, libel, etc.

Religious Programs—Attacks on religion should be avoided; programs should be presented by recognized groups; emphasis should be on broad religious truths, excluding controversial views not directly related to religion or morality; programs where they are subject to free copies of religious literature or memoranda.

Children's Programs—Should show respect for parents and law; should convey correct ideas of American life, with no setbacks or etching of children's emotions; should give children an opportunity to participate, but exclusion; no appeals to buy product to keep program on air; avoid songs encouraging children to enter strange places or talk to strangers.

Crime and Mystery—Effect on all members of family should be considered in acceptance of crime or horror mysteries; method of presentation should preclude imputation; criminals should not be made attractive; excluded; should not hint at or exploit sex or other incidents; exclusion of religious, flagliquid, alarming sound effects, disrespect for law, characterization of criminal as a sympathetic, heroic, or other figure, is in the service of justice; suspects as satisfactory solution of any human problem.

General—Sound effects and words such as "bullet," "flash," etc. should be reserved for announcement of news and not used deceptively; plot development should not offend those who suffer from mental or emotional distress; beginning; in advent of sports events, of information released, the character of which could be expected to encourage gambling, should not be used; court atmosphere should not be void of broadcast with judicial authority.

Advertising Standards

Advertising terms—blood of free, competitive system; accounts should be acceptable if reasonable, and the right to accept goods, services, or beauty of claims; licensee should not copy and advertise material which misleads, endangers health or safety, or is contrary to public policy, or violates public and professional ethics; copy should not be used in any form or other industries, professions or institutions; copy should not claim product will effect a cure; good taste should govern content, placement and presentation; should be free from advertising, sound effects and devices, blatant announcing and obvious advertising pitch.

Time Standards for Advertising Copy—As a "guide to the determination of good broadcast standards, and minimum standards of advertising copy are established" as follows:

- Time allowable for a single advertiser, regardless of type of programs, should be:
  - Between 5:00 p.m. and 11:00 p.m.:
    - 5-minute programs: 1:00
    - 10-minute programs: 0:30
    - 15-minute programs: 0:20
    - 30-minute programs: 0:10
    - 60-minute programs: 0:06
  - All Other Hours:
    - 5-minute programs: 0:15
    - 10-minute programs: 0:10
    - 15-minute programs: 0:07
    - 30-minute programs: 0:04
    - 45-minute programs: 0:03
    - 60-minute programs: 0:02

Time standards allowable single advertiser "do not affect the established practice of allowance for broadcast programs"; multiple sponsorship or announcement programs, except as otherwise subject, subject to limit of three minutes maximum advertising per 15-minute segment, half-hour program, four periods, appropriate multiples of that limit.

Contests—In each of one hour of day broadcast for shopping guide, market information, or examination, if a public, but program balance should be maintained. No announcements to be made by single sponsor within time standards, adver- tising copy should be within framework of sponsor's program structure; use of simulated spot announcement, as from program break (commercial). Time allowed: one is a sponsored time signal; weather report, station promotional identification, ownership or location announcement of not to exceed 10 seconds.

Conests—Broadcasts designed to "buy" audience for other programs. There would be hope of reward rather than for quality of entertainment offered; skill rather than character of radio station; contest details and rules clearly and completely announced. Entry blanks to be released as soon as possible; facsimiles of fox trot et al. to be associated with exploitation or sale of product or service, and references to prizes and gifts included in total time allowances.

Premiums and Offers—Broadcasters should provide an "equitable" offering to keep program. Advertisements should be announced as such. Final details should be announced as far in advance as possible. Licensor should agree to honor complaints by returners. Copies of contest rules, list of prizes and entries should be kept on file. FCC recommends that audience rely on themselves faithfully to observe these standards and thus bring to0 audiences programs which will perpetrate America's traditional leadership in the broadcasting art."

Extension of NABR to Be Sought by U. S. A.

Extension of existing North American Broadcaster Agreement—possibly for about one year from March 28, 1949, its present expiration date—although postponement of August 5, 1949 expiration date, as requested by the Canadians, is divided and FCC must set precedent, probably through issuance of precise regulations.

1550 KC Atlanta Grant

Order adopted by FCC Friday making final grant of 50 kw day and 10 kw night on 1550 kc, directional time, to Fulton County Broadcasting, Atlanta, Ga. Action resulted when WSOU Charlotte, N. C., whose application to change from 250 w on 1240 kc to 50 kw on 1550 kc had been given proposer denial, requested that its extension be granted and the WSOU application dismissed. Further holding ordered April 26 on limited issues involving potential interference to KLO Ogden, Utah, and WLAK Lakeland, Fla. KLO and WLAK, petitioners for rehearing, made parties to the case.

FCC reversal based on changes of interference measurement factors embodied in revised standards of good engineering practice adopted Feb. 10, 1947.

Closed Circuit (Continued from page 4)
EXCLUSIVE CUSTOM-BUILT COVERAGE!

Light gray area shows Kansas City's primary trade territory as determined by Dr. W. U. Bryant, Kansas City research biologist.

Dark gray area, plus all counties within KFRM's heart-shaped coverage contour, shows KFRM listeners in 311 counties in 9 states.

The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market.

A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.

KMBC of Kansas City for Kansas Farm Coverage

Represented Nationally by Free & Peters, Inc.
QUARTERLY REPORTS AVAILABLE

Consumer Panel Measures Consumer Reaction Precisely

A NEW PRODUCT, NEW PACKAGE, NEW PROGRAM