things you may not have known till now

or: this gets around to wor eventually

engineering feat

It is a remarkable fact that nothing surpasses in modern engineering the pyramids of Ghizeh, built more than 5,000 years ago. It is universally acknowledged that the masonry of the pyramids could not be surpassed in these days, and, moreover, is perfect for the purpose for which they were intended—
to endure.

An intrepid WOR investigator, named Half Stance, claims that of all the amazing feats of modern broadcasting, WOR's ability to be heard by 34,057,161 people in 430 counties in 18 states is a breathtaking demonstration of power.

animal peculiarities

Tortoises and turtles have no teeth.
All animals which chew the cud have cloven feet.
The horse has no eyebrows.
The stork likes to eat kittens.
The eyes of hares are never closed.
Sheep have no teeth in the upper jaw.
WOR has not raised its daytime rates since Nov. 14, 1937.
WOR's discounts to sponsors have not decreased. In some cases, they have been extended 25 to 30%.
WOR's nighttime rates have not changed since Nov. 1, 1943.
WOR delivers the second lowest cost-per-thousand rate in the U.S.

the most expensive bean

The vanilla bean is the costliest bean on earth. It flourishes in Mexico, chiefly in Papantla and Misantla. It grows wild, and is gathered and marketed by the natives. Just as they come from the forests the beans sell at $10.00 per 100. After the beans are dried and cured they are worth from $11.00 to $12.00 per pound.

One of the most economical buys in modern radio is WOR. A sponsor recently spoke to people in 422,755 homes for 1/12th of 1-cent per impact per week. We could cite dozens of cases just as startling.

the speed of thought

It takes about two-fifths of a second to call to mind the country in which a well-known town is situated. We can think of the names of the next month in half the time we need to think of the time of last month. It takes on the average of one-third of a second to add numbers containing one digit and half-a-second to multiply them.

— that power-full station at 1440 Broadway, in New York WOR mutual
Darlington Milling Company, of Darlington, Wisconsin, carried a certain brand of feeds for years, advertised it in their own area. But when the manufacturer started advertising on WLS some 15 months ago, calls for his brand picked up several fold.

It's the same old story: farm folks in Midwest America have confidence in what they hear on WLS.

Nathan Benedict bought Darlington Milling Company, 170 miles northwest of Chicago, about three years ago. A year later, Roy Stauffacher became his partner. Both these men were farmers, grew up near Darlington. Benedict went into the feed business after a tornado leveled his buildings, Stauffacher after a bout with brucellosis.

Lifetime residents of Lafayette county, these two men show no surprise when told that WLS has the largest radio audience in the county (BMB daytime 77%). They know well their customers and neighbors—can understand that half the radio homes in the county wrote WLS last year (2,234 letters).

Here is another county intensively covered and served by WLS. Yet Lafayette county is only one small part of the rich WLS market. It has a population of 18,695—rural 100%! (County seat Darlington is 2,002). Gross farm income in 1946 was 17 million dollars ... retail sales over $9.5 million dollars.

For 24 years WLS microphones have been focused on the families who make up such prosperous Midwest America communities. Our intimate interest in their problems, the service and entertainment we give them, have made them loyal WLS listeners ... and upon loyal listeners depend advertising results.
Which symbol represents Westinghouse radio stations?

Answer: Both!

The six Westinghouse stations are as alike as the proverbial peas in a pod, in that each enjoys the policy guidance of the Westinghouse organization . . . a "parent" with more than 60 years' experience in serving the people of America.

At the same time, each Westinghouse station is a separate unit that knows its audience and its market conditions intimately . . . and adapts its operations to give the advertiser coverage of the wide range of consumers within the communities it serves.

In the Portland trading area, for example, KEX programs take on the air of optimism that characterizes this great and growing market. What's more, KEX has increased its power to 50,000 watts to match the market growth. This makes it Oregon's only 50KW station!

In the Philadelphia, Pittsburgh, Fort Wayne, Boston, and Springfield areas, too, Westinghouse stations can aid your promotional efforts with thoroughgoing knowledge of regional audiences. Ask for this assistance . . . it's yours.

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · WOWO · KEX · KYW · KDKA
Closed Circuit

FOR FIRST time since 1940 there's prospect of actual house-to-house count of radio set ownership. If fund bill passes Congress, detailed housing count will be taken during 1950 decennial census. Plans for special questions already swamping Census Bureau, including broadcast set ownership as well as TV. Current ownership figures projected from 1940 nose count.

SALE of KGER Long Beach by estate of Merwin Dobyns to John Brown, head of Brown Military Academy there, appears likely within fortnight. Price understood to be around $400,000.

EMERSON DRUG Co., Baltimore, through BBDO New York, looking for additions to current spot campaign. Advertiser interested in night-time chain breaks in major cities.

IN RECOGNITION of importance of radio and television in electioneering Arrangements Committee of the Republican National Committee has recommended that all nominating speeches at June Convention in Phila. be limited to 15 minutes; seconding speeches to five minutes.

BULOVA WATCH Co. said to be negotiating with the Academy of Motion Picture Sciences (movie Oscars) for possible sponsorship of broadcast of award dinner next year. Deal also includes special prize to be called "Bulova Award."

SUBSTANTIAL agreement has been reached among North American nations for postponement of present NARBA in Montreal from Aug. 2, 1948 to Sept. 3, 1949. Tentative understanding also includes 18-month extension of wireless covering existing allocations among nations from March 1949 or until September 1950. Telegrams formalizing postponement went out last week.

PALL MALL cigarettes soon to start television spot announcement campaign. SCA&G New York is handling.

NETWORK representatives expected to meet in near future to discuss new audience measurement technique by application of radar principles. Plan was first disclosed by Dr. Frank Stanton, CBS president [BROADCASTING, Nov. 24, 47], is called IAMS (Instantaneous Audience Measurement Service).

IMPACT of TV on our way of living will be graphically portrayed in closed circuit demonstration to highlight annual dinner of Sales Managers' Assn. of Philadelphia tomorrow (April 27). Howard G. Ford Award will be (Continued on page 94)

Upcoming

April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus.
May 3: NAB District 2, (N. Y., N. J.) Conference, Hotel Roosevelt, N. Y.
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 70)

Business Briefly

TV SHOW DROPPED • American Tobacco Co. discontinuing TONIGHT on Broadway after three experimental telecasts. Firm, through N. W. Ayer & Son, continues Barney Blake on WNBT-TV network which started last week. TONIGHT on Broadway program will continue to be carried as sustainer on WCBS television network.

DEW TO USE RADIO • Pearson Pharmacal Co., New York (Dew deodorant) has appointed Harry B. Cohen Adv. Co., New York, to handle its advertising. Radio will be used as one of principal media according to company's present plans.


CANADA DRY GINGER ALE BUYS SPOTS ON TV OUTLETS

CANADA DRY Ginger Ale, New York, in initial TV campaign, has bought spots on 10 stations to run through baseball season. Stations include WABD New York, WTTG Washington, WBBZ-TV Boston, WENR-TV Buffalo, WBKB Chicago, WESN-TV Cleveland, WJY-TV Detroit, WPTZ Philadelphia, WLW-TV Cincinnati and WTVR Richmond, Va.

Time on other stations will be bought as new stations begin operation. Agency, J. M. Mathes Inc., New York.

Tobey Orders Surprise Probe of Radio

WITHOUT warning Acting Chairman Tobey (R-N.H.) of Senate Interstate Commerce Committee late Friday ordered what has earmarks of full-scale probe of radio allocations, regulations and patent ownership, with TV low-band allocations as likely centerpiece.

Closing record on Johnson Bill (S-2231) to break down clear channels, Sen. Tobey announced hearings would get under way this week. No date set. Dr. C. B. Jolliff, executive vice president of RCA Labs., asked to appear along with Raymond Guy, NBC manager of radio and allocations engineering.

Whether FCC, which stayed out of Johnson Bill proceedings because of clear-channel case, will be called in new probe not disclosed, but Committee authorities said "there's no telling where it will go or how long it will take."

"This is only the beginning," said Sen. Tobey. Prof. Edwin H. Armstrong, FM inventor and close friend of Sen. Tobey, took stand at acting chairman's request to reiterate his own frequent charges—and those of Sen. Tobey— that RCA and FCC impeded FM.

Sen. Johnson, only other committee man re- maining after departure of Sen. Caperhart (R-Ind.) a few minutes earlier, interrupted to insist record on his bill be closed before proceeding further. Sen. Tobey complied.

Fireworks started when Sen. Tobey called back Mr. Guy. When Mr. Guy insisted he was unable to answer policy questions, acting chairman called for "somebody who knows" and refused offer of written replies.

Sen. Tobey demanded whether RCA in past has "loaded" market with one type of set and then obsoleted it with another, and whether this procedure isn't being followed with black-and-white as against color video receivers. Mr. Guy denied charge and said "simple adapter" will permit color on monochrome sets.

Acting chairman, sole questioner, renewed charge that RCA "did everything you could to kill off FM, and then, under the pressure of independents who saw it was a good thing, you came across." Mr. Guy denied it flatly.

Long series of questions about RCA patent (Continued on page 94)

BROADCASTING • Telecasting
Toothpaste or Tractors

Whatever you sell — whether it appeals to farmer or city dweller, KCMO reaches your market in Mid-America. Kansas City's most powerful station, KCMO, with 50,000 watts daytime, non-directional, beams your sales message to 213 counties within KCMO's 1/2 millivolt measured area and far beyond. Inside this area are over five million consumers—54% rural and 46% urban. And mail response from 407 counties in six states, plus 22 other states not tabulated, proves your customers listen to KCMO. Ask for proof of this unparalleled coverage and find out how economically you can put KCMO's powerful selling force to work for your product!

**50,000 Watts DAYTIME Non-Directional**

**10,000 Watts Night—at 810 kc.**

**KCMO**

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

National Representative: John E. Pearson Co.
...over five million people listen to one station every week.
Who are these five million?

**THEY ARE 5,000,000 CUSTOMERS**

In many ways they are the nation’s *best* customers. They buy more than half of the West’s goods. They have a buying income greater than that of all the people who live in the six New England states.*

**IN THE NATION’S FASTEST GROWING MARKET**

In Southern California alone KNX listeners are spending nearly three times as many dollars as they did in 1939. They are building 233 new homes each day... over 7,000 each month. And every day 475 newcomers... 14,500 a month... move into Southern California.

The statistical superlatives that apply to the KNX market are endless. But the facts add up to this: the 5,000,000 people who listen to KNX every week have a buying power no business can afford to overlook. That’s why...

*Year after year, Southern California advertisers spend more dollars on KNX than on any other Southern California station.*

---

*The statistical information which is contained in this advertisement is from Sales Management Survey of Buying Power, 1947; Broadcast Measurement Bureau: Census of Business, 1939; Los Angeles Tax Payers Association.*

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**KNX**

Los Angeles • 50,000 Watts

Represented by RADIO SALES, Radio Stations Representative... A Division of CBS – New York, Chicago, Los Angeles, Detroit, San Francisco, Memphis.
A. MONROE, former advertising manager of Liebhmann Breweries, New York, and previously associated with J. Walter Thompson Co., has been appointed account executive of Brooke, Smith, French & Dorrance, Detroit and New York.

DON C. MILLER, formerly with Campbell-Ewald, Detroit, and later with Packard Motor Car Co., has joined Kenyon & Echardt, Detroit, as merchandising manager on Lincoln-Mercury account. ROBERT C. MACK, former engineering editor of Automotive Industries, also has joined agency as member of technical copy department to serve on the same account.

MARTIN BURKE, former sales promotion manager of WWL New Orleans, has joined Sewell Adv., New Orleans.

EDWARD P. WURTZEBACH, former media director of Carter, Jones & Taylor, South Bend, Ind., has joined media department of Young & Rubicam, Chicago.

CALVIN WOOD Adv., San Francisco, has moved to new offices at 525 Market St. WILLIAM H. GRACE, formerly with Pan American Airways, has joined Wood as account executive.

ROBERT E. MOORE, former general manager of Makelim Assoc., Chicago, has joined C. C. Foggarty Co., Chicago, as vice president. He is the author of Man Alive, book on modern salesmanship recently published by Harper & Bros. He previously was with N. W. Ayer & Son and Brown & Thomas in executive capacities.

THOMAS S. STONE, former radio director for Agriculture Dept. Consumers Council, has joined Alfred L. Lino & Assoc., St. Petersburg, Fla. He previously had been radio director of Washington, D. C. Office of Civilian Defense, and Dewey-Briker Club in 1944; also writer-director in radio branch of War Dept., Bureau of Public Relations.

EDWARD ALESHERE, general manager and creative head of Harry B. Cohen Adv., New York, has been elected a vice president.

HARRY SERWER has been elected board chairman of Harry Serwer Inc., New York. He is succeeded as president by JAMES SERWER, former executive vice president. CLINTON G. HARRIS has been elected vice president in charge of merchandising and copy; EDWARD RIFFAN, vice president in charge of media selection and research; LEE BATLIN, vice president and art director.

L. EDWARD SCRIVEN, former Western manager for McKinsey & Co., management engineer, has joined San Francisco office of Roy S. Durstine Agency.

HOWARD W. RAPPORT, previously creative advertising manager of Butler Brothers, Chicago, has joined copy and contact staff of Dorland Inc., New York.

AD ROVIN, former vice president and account executive at Bozell & Jacobs, Chicago, has been appointed vice president at Fremont Adv., Chicago.

IRVING & KIRSKE, newly formed advertising agency, has opened offices at 320 Market St., San Francisco. Owners are R. D. IRVING and FRED W. KIRSKE.

IRIS ALDEN, radio director of J. Walter Thompson Co., Toronto for past seven years, leaves in June to go to England with her husband, GORDON TANNER of CBC, where he will work on a scholarship. She expects to do programs for BBC.

MIKE NEWMAN & Assoc., Los Angeles, will open office in New York shortly. Mr. Newman is there at present making arrangements.

GATES-BOURGEOIS Adv., Cleveland, has moved to new quarters at 3030 Euclid Ave.

ROBERT D. AMOS, former production manager of CKOC Hamilton, (Continued on page 86)
"Mm-m-m—Good!
That's what Campbell's soups are—
Mm-m-m Good!

Mm-m-m Good!
That's what CLUB 15 is—
Mm-m-m Good!

Mm-m-m Good! That's What WMT is — when
you want to reach Eastern Iowa’s prosperous millions

Programs like CLUB 15 — with Bob Crosby,
The Modernaires, Margaret Whiting and The Andrews Sisters — attract
loyal followers for WMT. Wealthy markets — like Eastern
Iowa’s prosperous farmers and industrious manufacturers
— attract advertisers. It’s a good deal. Everybody
benefits, sponsors and agencies are happy,
and 1,131,782 people within WMT’s 2.5 MV line
can be entertained and stimulated. Join forces
with WMT — Eastern Iowa’s only
CBS outlet. The Katz Agency has the facts.
SPORTS telecasts occupied far and away the most television time of all types of video program fare during February. Reports of 15 stations operating commercially during that month show that of a total of 1982 hours and 14 minutes of television programs broadcast in February, more than a third, 554 hours and 14 minutes, were devoted to sports telecasts.

In addition to the boxing and wrestling pickups which are standard video material the year round, February's televised sports included basketball, hockey and indoor track. Films of the Winter Olympics, made in Switzerland and flown to America for telecasting a day or so later, were broadcast by most stations, many of them under sponsorship of the local Chevrolet dealers or U. S. Rubber Co.

The rivalry between stations and sponsors to get their films to the public in their area first was just as intense and frequently more interesting than the feats of the skaters and skiers competing in the Olympic Winter Games.

Sports were also the most popular programs with advertisers, comprising 376 hours and 57 minutes of commercial time, nearly 60% of all video time sponsored in February and five times as much as the next closest programs, children's shows, which accounted for 75 hours and six minutes of sponsored time during the month. Overall, the kid shows occupied 187 hours and eight minutes, not quite a third as much for sports, but still better than any other program type.

Variety programs were third in hours used, both overall (155 hours, 51 minutes) and sponsored (61 hours, seven minutes). News was fourth overall with 105 hours, 34 minutes, but ranked only sixth in amount of sponsored time, 30 hours, eight minutes.

It is interesting to note that while more than nine-tenths of the sports telecasts were remote pickups, not a single remote news program was reported by any station.

This is largely because the movie camera has proven a more practical and less expensive method of covering most news events, but it is also to some degree a matter of broadcasting semantics.

Special Events Coverages

Such affairs as the Lincoln and Jackson Day Dinners, to cite two February events which were completely covered by video cameras, were invariably listed under the Special Events heading in the Telestatus form, although the front page caption they received the following day would certainly warrant their inclusion under News. News and sports, incidentally, were the only two types of programs reported by all the video stations.

Dramatic programs, fifth overall, with 120 hours 56 minutes, ranked fourth with sponsors, getting 33 hours, 16 minutes, of commercial time. Education, sixth overall with 111 hours, 42 minutes, was fifth in the commercial column with 32 hours, 46 minutes. Music was seventh overall, 81 hours, three minutes, and eighth commercially, six hours, 11 minutes. This was before the lifting of the Petrillo ban on the appearances of live musicians in television.

The sponsored musical shows featured vocalists singing either a cappella or with recorded accompaniment; the musical sustainers were largely old musical short films, used as fillers for gaps between major video program items.

Special events, with 72 hours, 29 minutes, ranked eighth overall; commercially they ranked ninth, with four hours, 34 minutes. Ninth overall were the audience participation shows, with 46 hours, nine minutes. This type of TV program was seventh in the commercial list, with 14 hours, 30 minutes.

Commentators Rank Eleventh

Discussions and forums, tenth with 45 hours, 16 minutes, and commentators, 17 hours, one minute, wind up the list. They are also the commercial tail-enders, but in reversed order. Commentators rank tenth commercially, three hours, 59 minutes; discussions are eleventh, three hours, 41 minutes.

It is probably natural at this stage of video program development that the overall time breakdown and that of the sponsored hours should parallel each other so closely. Most programs today are produced by the station or network (studio shows) or are arranged for by the video broadcasters (sports events and feature films), with relatively few programs produced by the advertiser or agency. So far the chief agency video productions have been the filmed spot announcements.

The relative amount of overall and commercial time devoted to the various program categories in February are shown in the table titled Rank of Video Program Categories in Use of Air Time.

While sports have consistently occupied the number one spot in video programming, the table shows a number of changes since BROADCASTING's first Telestatus was made in midsummer 1947. Childrens shows have climbed from seventh to second place in the overall analysis of time devoted to the classes of programs and from eighth to second position in the commercial list, while dramatic programs have declined from second spot to fifth overall but climbed from third to fourth place in amount of sponsored time. Variety shows in the same half-year have climbed from fifth to second place overall and from seventh to third commercially.

Test patterns, broadcast largely during the daytime hours to assist advertisers and service men in installing or repairing video receivers, take up roughly four-fifths as much air time as do regular programs. These patterns are largely broadcast as sustainers, but two en- terprising stations, KTLA Los Angeles and WWJ-TV Detroit, sold 80 and 10 hours, respectively, of test patterns in February to commercial sponsors.
Stability

Memorandum

WSB

Atlanta, Ga.

From: STATION MANAGEMENT

To: Advertising Agency Time Buyers

The combined (and uninterrupted) radio experience—in Atlanta—of the executive staff at WSB totals 106 years. The average service record of ALL personnel on the station—exclusively at WSB—is over 9 years per capita.

No other station in Georgia can offer this experience, this knowledge of market and audience, this established relationship between station and community. No other Atlanta station offers the equivalent in volume of audience or in listener loyalty. No combination of Georgia stations provides as much for your client's money.

Any Petry man can fill you in on the details.

Establishment

THE VOICE OF THE SOUTH

50,000 WATTS  WSB  750 K.C.

THE ATLANTA JOURNAL STATION
ATLANTA, GEORGIA

Represented Nationally by EDW. PETRY & CO., INC.
while they’re hot!

...and you won’t be put in the shade

June, July and August is one-fourth of your Northwest market. For Northwest cash registers ring up as many sales during the Summer as during any other season of the year. More than $645,000,000!

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER.

During the Summer, Northwesterners “get away from it all”—except radio. During June, July and August, Northwest radio listening is 8% higher than the national average.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO.

The Twin City Hooper Reports for last Summer showed that WCCO commands an average daytime rating of 5.4...averages one-third of all daytime listeners ... has a 39% larger average audience than any other competing station.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO —WITH WCCO.

Last Summer, 37 national spot and local advertisers stayed on WCCO ... just as they remained on WCCO every Summer for an average of eight years each ... just as most of them probably will stay on WCCO this Summer.

...i.e., IT PAYS TO SELL NORTHWESTERNERS IN THE SUMMER—WITH RADIO —WITH WCCO—WITH RADIO’S SHREWDEST ADVERTISERS.

If you don’t want to be put in the shade this Summer, get in touch with WCCO or Radio Sales. We’ll show you how to sell ‘em while they’re hot!

Data supporting statistical summaries are available on request.
Our advertisers dearly love us for making a HOG of ourselves

Star

For hogging the local radio audience, that is... in this Major Michigan Market. Just look at the facts revealed by C. E. Hooper's Station Listening Index—Winter, 1948.

In every reported time period WFDF registered more listeners than the other four local stations combined! (Two competing nets, two independents.) WFDF's morning audience—ten till noon weekdays—was more than three times that of the other four stations combined... and more than double from 8:00 to 10:00, both morning and evening!

But... stack WFDF against the runner-up local station alone in each time period. Mornings—WFDF showed over six times as many listeners! Afternoons—over three times as many. Evenings—over four times as many.

Love these listeners! They lay out a couple hundred million "mazoomas" at retail. Only a couple of Michigan cities exceed Flint in retail sales. A sweet setup for your air-ad dollar. Latch onto WFDF.

FLINT
WFDF
MICH.

Now Represented by The Katz Agency

AMERICAN BROADCASTING COMPANY
Every broadcast on WGY completely covers Eastern and Central New York... offers you primary coverage in Vermont and Massachusetts and plus coverage in New Hampshire and Pennsylvania!

The leader in this important market for 26 years—WGY still heads the list. More listener mail was received in the past year than ever before in the station's history.

General Electric Broadcasting leads the field in FM and Television, too—with WGFM and WRGB established for nearly a decade in the Capital District Area of New York State.

No need for indecision when it comes to coverage of this upstate market.
These Consistent Schedules Have Been Selling Products For A Long, Long Time...

Time buyers plan schedules on RESULTS. That’s why these national spot and regional advertisers have consistently placed their advertising with WMBD to reach the rich PEORIAREA market.

AAA Head Likes Convention Coverage
EDITOR, BROADCASTING

May I tell you how much we liked your handling of the meeting (AAA convention April 7-9) in BROADCASTING. It seemed excellently done!

Frederic R. Gamble
President
American Assn. of Adv. Agencies
New York

Roundup on Washington Market Called ‘Fine Job’
EDITOR, BROADCASTING:

Your roundup on Washington as a market was a fine job. I hope you will put the reports out in booklet form. A really important service it is.

Philip H. Cohen
Vice President
Sullivan, Stauffer, Colwell
& Bayles
New York

Hix’s ‘Inner Sanctum’ Cartoon Wins Plaudits
EDITOR, BROADCASTING:

Your March 29 issue carried a very amusing cartoon by Sid Hix. It referred to the Inner Sanctum program of our client, Bromo-Seltzer Ltd. We would like to give this cartoon some circulation in Canada through drug trade papers...

C. M. Roberts
The F. H. Hayhurst Co.
Toronto

Says Allied Record Had Principal U. S. Contract
EDITOR, BROADCASTING:

April 5 issue of BROADCASTING ... announced that ABC had been awarded the government contract formerly held by NBC.

We are enclosing a copy of the Federal Supply Schedule. It shows the principal contractor to be Allied Record Manufacturing Co., Hollywood.

The following are the sub-contractors: Radio Recorders, Hollywood; U. S. Recording Co., Washington; ABC, New York; and Universal Recording Corp., Chicago.

Of course, we realize that a publication such as yours, gathering (Continued on page 72)
Now

50,000 watts

of Protected* Persuasive Power that Covers a Unique Market

The Unique

Spokane Market

Area .................................................. 150 Mile Radius
—Eastern Washington, 19 Counties
—Northern Idaho, 10 Counties
—Northeastern Oregon, 1 County
—Western Montana, 6 Counties

Population ......................................... 795,300*
18.9% in Spokane; 81.1% Rural
Effective Buying Income .......... Over 1 Billion*
Eff. Buying Income ........ $1,838 Per Capita*
(18% Above U. S. Average)
Average Income Per Farm ........ $8,915
(121% Above U. S. Average)
Total Families ......................... 246,700*
Total Radio Families ............... 228,780**
Radio Families ......................... 91.0%

SPokane—Only Metropolitan city in 150 Mile Radius.


Owned and Operated by
LOUIS WASMER
A. B. C. AFFILIATE
Radio Central Bldg.
Spokane 8, Wash.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

Broadcasting • Telecasting
The big meal gets started, with the American Airlines pilot (center), "Mother" and "Father" Viveen (at right) helping in the preparation.

TWO HUNDRED boys and girls at an orphanage in the Netherlands capital, The Hague, sat down to a typical American ham-and-egg breakfast Easter day, thanks to Martha Crane and Helen Joyce, co-conductors of the Feature Foods homemaking program, heard daily on WLS Chicago.

Martha and Helen asked their listeners for small donations for the institution—one of their CARE projects—so that each child could have an Easter gift.

After gifts were assembled, the WLS duo thought of adding an extra Easter fillip. Why couldn't dozens of fresh eggs and a generous supply of hams be flown to the orphanage for an all-American Easter breakfast preceding dis- (Continued on page 79)

WILLIAM MUNDO SPIRE, account executive at Sullivan, Stauffer, Colwell & Bayles, New York, is a hard-smoking man who confesses he can't stay away from tobacco; but conversely it appears that tobacco can't stay away from Mr. Spire—American Tobacco that is.

Bill Spire is the new executive on the Pall Mall account at SSC&B; he was also the executive on the same account at Ruthrauff & Ryan. Reversing what appears to be the traditional success pattern, Mr. Spire did not groom for his career in radio by spearing whale in the Falklands, riding herd in the Pampas, or selling lingerie in the basement. He got a job in radio.

He joined KLRA Little Rock, Ark., in 1929, and after two years left for New York and an announcing job at WHOM.

Shortly he forsook the diction department for a job in the front office as program director, finally achieving the post of assistant manager.

It was at that point that he returned to join Alsop Radio, a transcription firm, as writer-producer. With the dissolution of that organization he transferred to McCann Erickson as a copy writer.

The first bomb on Pearl Harbor shook Mr. Spire loose from his newly-achieved rank as head of the agency's radio department and plummeted him into the Office of Facts and Figures, later into the OWI. There he rose to the level of deputy radio chief.

At war's end Bill Spire returned to his old field but a different agency, Ruthrauff & Ryan. It was there that he met his king-size destiny as executive on the Pall Mall account.

With the formation of SSC & B two years later, Mr. Spire left Ruthrauff & Ryan to help pioneer the new venture as account executive for the Whitehall Pharmaceutical Co.

Returning from an extra-curricular tour of duty as radio head for the Citizen's Food Committee under Charles Luckman, Mr. Spire was named to the Lever Bros. account, the post he held until his recent designation as Pall Mall account chief.

Mr. Spire is married and the father of three children. The Spire family live in Manhasset, Long Island. A gardening and Dodger fan, Bill's current aversions are bugs and the Giants.

And this is what put us there:

We're owned and operated by The Commercial Appeal.

We've got 5000 watts day and night, that gets out into 684,460 radio homes where the buying power is concentrated in this two-billion dollar market. We're right in the middle of the dial at 790 kilocycles. And what's more, the folks in Memphis and the Mid-south say that they like our "personalized" programming and top NBC shows. (See Hooper)

Get the facts about WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television) from the nearest Branham man.
One of a series. Facts on radio listening in the Intermountain West

14-City Hooper Survey Reveals

Intermountain Network Delivers 36%
Of Morning Audiences

The Winter, 1947 Hooper reveals that there are 22.2% of the sets in use from 8 a.m. to 12 noon in Salt Lake City and 13 other intermountain cities—and the Intermountain Network delivers 36% of the audience. This is substantially more than the audience delivered by any other network and exactly double the audience of two competitive networks.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

HOOPER STATION LISTENING INDEX
14 Intermountain Network Cities

WINTER, 1947

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<th>Time &amp; Day</th>
<th>Sets in Use</th>
<th>INTER-MOUNTAIN*</th>
<th>Ax By</th>
<th>Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon Mon. thru Fri.</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>19.9</td>
</tr>
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*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

Comprised of 15 A network stations.
Comprised of 10 B network stations.
Comprised of 15 C network stations.

Ask Avery-Knodel for further details

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

April 26, 1948 • Page 19
Aviation is big business in Greater Miami. The 12 scheduled and 50-odd non-scheduled lines located here employ nearly 12,000 people, carry an annual payroll of approximately $33 million, and make annual local purchases of over $25 million. In addition, important new installations are being added to take care of the more than 3 million passengers and 33 million pounds of cargo that pass through this airport yearly.

Yes, there's big business in Greater Miami. And when it comes to getting your share, keep in mind that WQAM's clear signal effectively covers all of Greater Miami's rich trading areas. For more results, at less cost, it's Miami's First Station, -- First in Showmanship, and in the kind of listener responsiveness that makes for Sales.
Vol. 34, No. 17
WASHINGTON, D. C., APRIL 26, 1948
$7.00 A YEAR—20c A COPY

TAYLOR FOR DURR? Cottone, Willoughby, Norfleet Also Mentioned

By RUFUS CRATER

THE NAME of Brig. Gen. Telford Taylor was projected to the forefront of speculation over the successorship to FCC Comr. Clifford J. Durr last week, after President Truman announced Thursday that the left-wing Democrat had refused reappointment.

Comr. Durr's term expires June 30, terminating a seven-year tenure in which he became the Commission's leading exponent of the brand of liberalism and government control epitomized in FCC's famed Blue Book.

Gen. Taylor, former FCC general counsel and now U. S. chief prosecutor at the war crimes trials at Nuremberg, arrived in Washington last Friday, ostensibly to report on progress of the trials. Though the possibility of other appointments outside or from within the Commission was not discounted, informed quarters felt Gen. Taylor was currently the likely choice.

Technically still on leave of absence from FCC, he has been mentioned frequently in connection with past vacancies on the Commission, and had the support of a number of prominent radio figures, including the FCC Chairman Charles R. Denny, when Mr. Denny resigned to become vice president and general counsel of NBC.

President Truman lauded Comr. Durr's government service and said the 49-year-old Alabaman had rejected reappointment for personal financial reasons [Broadcasting, April 5].

The announcement was made in response to questions at a news conference the day after the President conferred with Mr. Durr and less than 24 hours after Mrs. Virginia Foster Durr, wife of the Commissioner, announced she would campaign for Henry A. Wallace in his bid for Presidency.

Comr. Durr, who had refused to comment on his conference with the President, said he had no definite plans after term expiration.

The offer of reappointment came as a surprise in many quarters, particularly in view of Mr. Durr's repeated sharp criticism of President Truman's loyalty program and also because Mrs. Durr's support for Mr. Wallace was becoming well known in the capital.

There had been little feeling that the Alabama liberal could secure Senate confirmation even if reappointed.

Even before the President's announcement, the White House said there was no connection between Mr. Truman's Wednesday morning conference with Comr. Durr, and Mrs. Durr's Wednesday night announcement that she would serve as chairman of the Northern Virginia Provisional Committee for Mr. Wallace.

Asked point-blank whether he offered Mr. Durr reappointment, President Truman said he offered it to him but Mr. Durr could not accept. He added that the Alabaman is raising a family and can't afford to live on the $10,000 salary paid to commissioners. Mr. Truman said he was very sorry, and that Mr. Durr has been a good public servant.

While most attention in radio circles appeared to center on Gen. Taylor as the likely successor, the possibility of a merit promotion from within the Commission was not overlooked. Staff executives prominently mentioned included General Counsel Benedict P. Cottone, Acting Chief Engineer John A. Willoughby, and Chief Accountant William J. Norfleet.

There also have been frequent demands by farm groups that agriculture be given a representative on the Commission.

CAUTION

By ED KEYS

RELIANCE from a perennial thorn-in-the-side of the radio industry may be forthcoming during reported policy changes of the FCC if the agency challenges the sovereignity allegedly usurped by the Civil Aeronautics Administration.

It is reliably reported that FCC is considering a broader interpretation of Section 303 (q) of the Federal Communications Act of 1934 and other policy changes concerning radio towers. Section requires that the Commission "from time to time, as public convenience, interest, or necessity requires, shall have authority to require the painting and/or illumination of radio towers if and when in its (the FCC) judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation."

Administration of this section represents one of the controversies of the radio industry. Industry officials claim that many radio towers lower than surrounding buildings, the height of which are controlled by CAA, must be equipped with expensive lighting equipment.

Other industry complaints are:

- The CAA employs a slow and cumbersome procedure in processing applications.
- Wasted time and effort results from surveying all towers of competing bidders before the FCC makes its final grant.
- Regional CAA officials, far from the survey scene, often disapprove transmitter sites approved by local CAA field investigators.
- CAA officials are imprecise in their consideration of transmitter sites near aircraft let-down or climbing areas.
- After purchasing expensive acreage for a transmitter site, stations must submit bi-annually to a review by CAA with full consideration being given airway changes

Policy Changes Seen

- For reasons unknown to the industry airways are almost always routed over cities rather than around them, thus complicating transmitter location.
- FM towers, for effectiveness, must be located on high spots such as mountains. Even if these are off airways, CAA opposition is often encountered, radio officials say.
- It is difficult to secure approval of television transmitter sites since FCC requires that they be at least 500 ft. above surrounding terrain. Even though they are off the beaten aerial path, they receive an official CAA scowl. In many cases where stations have met strong CAA objection to the 500 foot towers, FCC has permitted operation at somewhat lower heights.

Summed up, the radio industry condemns what it desires as the (Continued on page 76)

April 26, 1948 • Page 21
NEW AFRA PACT

MAJOR networks and AFRA have agreed on a two-year pact involving present contracts.

Increase of 7½% has been granted in the base pay for staff announcers and sound men employed April 1, with 5% increase in minimum scale. AFRA also agreed on a Wednesday meeting of network officials and members of AFRA's negotiating committee but contracts have not yet been formally signed.

Aside from the above-noted pay boosts, present fees will prevail until Oct. 31, 1950. This includes both the pay scales of staff employees and the Code of Fair Practices for Commercial Broadcasting which defines fees of actors, singers, announcers and others for specific types of broadcasts. These fees are in addition to regular staff salaries and also are paid freelance.

Would Expire Oct. 31
Present scales became effective Nov. 1, 1946, and were to have expired next Oct. 31. Under terms of the 1946 contract AFRA is entitled to renegotiate if the cost of living index increases more than 10% in the period. This increase occurred, leading to the recent negotiations.

In the current renewal contracts no change is made in commercial or sustaining program fees or in transcription rates. AFRA has agreed to petition the National Labor Relations Board to authorize union shop elections in order to conform with the Taft-Hartley Act.

4 MORE JOIN ABC TV 2-Year Affiliate Contracts

FOUR MORE television stations, one in operation and the other three under construction, were added last week as affiliates of ABC.

The network signed two-year affiliation contracts with WMAL-TV Washington, WTCN-TV Minneapolis, KFMB-TV San Diego and WDSU-TV New Orleans. WMAL-TV is the station now on the air.

Coincidentally, the network announced that other sales facilities would be made available to television affiliates.

The network said that in addition to sales counsel, the spot sales organization would also offer "expert guidance in television programming, including the creation of new presentations, the actual preparation of video commercial copy—either live or on film—as well as the technical knowledge required for the operation of ABC's owned and operated television outlets."

Special Course

The network's spot sales staff is now being given a special course in training lectures on television engineering, operations and administration.

Ownership and details of the four television affiliates announced last week by ABC follow:

WMAL-TV Washington, Sam H. Kassmann, president, owned by The Evening Star Broadcasting Co., Channel 1, visual power 21.7 kw, aural power 13.9 kw.

WTCN-TV Minneapolis, F. Van Keny wenberg, general manager, associated with St. Paul Dispatch-Post Publishing.

KMBF-TV San Diego, Jack O. Gross, president, associated with KFMB-TV.

WDSU-TV New Orleans, Fred Weber, executive vice president, associated with WDSU, Channel 6, visual power 21 kw, aural power 10.5 kw.

FAC'T WITH WATV

A working agreement providing ABC with a television outlet in the New York metropolitan area pending completion of its New York station was signed earlier last week with WATV Newark.

The Newark station will go on the air May 15. ABC's WJZ-TV New York is not expected to begin until August. In the interval, according to the agreement between the network and the Bremer Broadcasting Corp., owner of WATV, ABC-produced TV programs will be broadcast by Newark.

Some commercial programs produced by ABC will continue, as they have in the past, to be televised in New York over WABD, the DuMont station.

AFM-TV

NEGOTIATIONS between major networks and the American Federation of Musicians concerning temporary establishment of wage scales for television music were approaching resolution last week, it was reliably reported.

It had been anticipated a fortnight ago that an agreement might be reached last week, but by Friday morning the networks and James M. Petrillo, AFL-CIO president, were reportedly "still apart" on many points at issue. It was understood, however, that a negotiation meeting might be arranged late Friday and that final agreement was not regarded as impossible by the weekend.

Any pact signed by the networks and Mr. Petrillo would be of short duration, perhaps no longer than 90 days, it was understood. The rapid expansion of television as a commercial operation was said to have motivated Mr. Petrillo to insist upon the short-term arrangement.

No Firm Basis

No reliable information was available as to the amount of wages sought by the union for television performances beyond the acknowledgment that between CBS and NBC it probable be less than those prevailing in network sound broadcasting.

Meanwhile, it was learned that another music feature was being considered by one network which contemplated replacing a popular program on a short-term trial basis and that all three networks were considering other network programs when negotiations would be protracted or when they might unwillingly be less than those prevailing in network sound broadcasting.

On another music front several transcription companies were contemplating legal action against the AFM in an endeavor to recover...
FCC'S HEARINGS on its seven-year-old Mayflower Decision forbidding stations to editorialize were completed last week, with observers more certain than ever that the Commission would not lift the ban without imposing strict checkreins.

Permission for some form of editorializing was still anticipated, probably accompanied by a requirement that editorializing stations provide equal time for the presentation of opposing viewpoints, and conceivably with further restrictions on stations in communities where there are no other outlets.

Judge Justin Miller, president of NAB and leader of the campaign which led to reopening of the Mayflower edict, led the presentation against the ban with a scholarly legal study to back his contention that the ruling violates the free-speech amendment to the Constitution and the no-censorship provisions of the Communications Act.

Other NAB staff executives and station representatives joined him in the fight against the Mayflower principles.

Hot Dispute

Arguments advanced during the three-day session—which followed a week of hearings in early March [Broadcasting, March 8]—ranged from flat denial of any FCC rights with respect to programs, to equally ardent insistence that the Mayflower ruling should be not only maintained, but strengthened. In the middle ground were witnesses who felt broadcasters should be permitted to air their own views, but should be required to make time available for the views of others.

James Lawrence Fly, New York radio attorney who headed the Commission when the Mayflower Decision was handed down in 1941, entered a fiery opposition to un fettered editorial freedom, voicing particular concern with the "power of exclusion" which broadcasters would have.

T. M. Craven, another FCC member when the decision was issued, now vice president of Cowles Broadcasting Corp. and general manager of WOL Washington, and Louis G. Caldwell, Washington radio attorney who has been one of the most outspoken critics of FCC's program policies, were among the witnesses protesting any governmental interest in station editorializing.

Commissioners Present

The hearings, held Monday through Wednesday, were before Chairman Wayne Coy and Comrs. Paul A. Walker, Rosel H. Hyde, Clifford J. Durr, Robert F. Jones, and George E. Sterling. Several, including Chairman Coy, indicated they were unconvinced by arguments that the Government may not intervene to prevent one-sidedness in the broadcasting of controversial issues. Comr. Walker, who with Comr. Durr is the only remaining member of the 1941 Commission, frequently stopped broadcasters to inquire: "Then you're not being handicapped by the Mayflower decision?"

General Counsel Benedict P. Cottone and Richard A. Solomon, of the law department, were Commission counsel for the proceeding. Running account of the sessions follows:

MONDAY MORNING

Mr. Cottone submitted several communications for the record: The NBC code; a letter from CBS saying its standards have not been codified; a letter from W. Theodore Pierson, Washington attorney, clarifying certain answers to questions during his earlier testimony against the Mayflower ban, and messages outlining the views of several other stations and organizations.

Maurice Lynch, of the Chicago Federation of Labor's WCFL, whose testimony for modification of the Mayflower rule had been dis owned by a later AFL witness [Broadcasting, March 8], sent a letter withdrawing WCFL's statement after further study of the questions involved. Other letters submitted through Mr. Cottone were from:

American Legion Commander James F. Craven, favoring editorializing; A. M. Morgan, president of WLYN Lynn, Mass., opposing it; Ed Crane, operator of the "NL" stations of the Northwest, who felt stations may air their views if they provide equal time for opposing viewpoints: John F. Hogan, president of the National Assn. of Radio News Directors, who questioned the wisdom of lacking a stand-in or co; Jack Kroll, director of CIO Political Action Committee, and Morris Pizer, president of the United Furniture Workers (CIO), both of whom asked for reaffirmation of the Mayflower principles.

Dallas Smythe, head of FCC's Economics and Statistics Division, presented tables showing the number of communities with one, two, three, and four or more stations, respectively (AM and FM), and a breakdown of AM figures for 1948 as compared with 1941.

Judge Miller, limiting his discussion to the legal points involved, presented a documented brief in support of his claim that FCC "has no jurisdiction to interfere in any way with this subject of editorial comment." He thought the fair play principle is a sound policy for U. S. broadcasters, but that the Government has no right to require it.

FCC Considerations

On the basis of the Supreme Court decision in the Sanders case, he contended FCC's proper considerations are limited to: (1) available frequencies tested by good engineering standards; (2) competence; (3) adequacy of equipment, and (4) financial ability. Study of the Communications Act, he said, makes clear that "if Congress had expected you to inquire into such (Continued on page 59)
PHARMACO

By FLORENCE SMALL

TWENTY MINUTES by taxi from downtown Newark, N. J., stand two towering industrial plants that radio helped to build. Impressive testament to the efficacy of broadcast advertising, the Pharmaco Co.—user of radio exclusively—has risen from a chemist-shop type of operation, employing 20 people, to a modern, internationally known enterprise with an annual advertising appropriation of $1,000,000.

Agency for Pharmaco is Ruthrauff and Ryan, New York.

The young firm, which makes Peen-a-Mint and Chooz, stepped boldly into radio in 1935, after tentative starts at other media, with a program on NBC called Corner Drug Store. Boldness paid off as sales began to mount.

Dropping all other advertising except radio and sampling, the company invested the next year in the Potash and Perlmutter series on the same network, with program results again returning for its advertising dollar.

By now the pattern was set and Pharmaco committed itself strongly to radio, purchasing the high-budgeted George Gertrudew show on NBC and a program on CBS.

That was the firm's formula until 1937, when, in an experimental move, Pharmaco dropped radio for newspapers. But in 1938, the experiment concluded, the company returned to radio and embraced it totally. And it has never deviated since.

It was in that year that Pharmaco launched its Double or Nothing show on Mutual, a program that was to run for nine successive weeks before being retired in favor of current schedule, which includes Charlie Chan, Jim Backus Show and Official Detective, all on Mutual.

Extending its campaign into Canada this year, the company again has turned to radio, piping its Charlie Chan feature into CKY Toronto, as well as launching a five-minute program, Song Cline Contest, on the same station. It has supplemented these two programs with a spot announcement campaign on 55 Canadian outlets.

The Baker Agency in Toronto handles the firm's Canadian activities.

Advertising head of radio-minded Pharmaco is Gifford H. Hart, vice president, who came to the company in 1934 from the Frank Presby Advertising Agency, where he worked with the late John Kesten, then executive vice president of CBS. Thus grounded in radio's rudiments, Mr. Hart proved to be the ideal executor of an account whose success has relied so heavily on that medium.

The Pharmaco Co. itself started operations in the mid-20's with an old shop and a new principle—the principle that medication could be pleasant as well as effective. Radio has helped add the word "profitable" to the precept.

In regard to television, Mr. Hart confided that the firm is exploring its possibilities.

Finds Radio Does Job Best

Time Adjustments Made by Networks

Programming Machinery Is Set
In Motion for Daylight Time

DAYLIGHT saving time programming machinery was set in motion yesterday (April 25) by the four major networks. Here is a brief recapitulation of their plans, which were outlined in detail in earlier issues of Broadcasting:

NBC is recording each day's full program schedule, in Chicago, using Scotch Sound Tape, and rebroadcasting one hour later.

CBS is transcribing its full schedule in New York on acetate discs. All CBS stations operating on standard time will receive all programs an hour later via a special set of transcription lines, but at the same "clock time" as always.

MBS is recording all programs on discs in Chicago and Hollywood for separate release to each Mutual's four divisions. This involves the use of more than 1,000 miles of internetwork lines, MBS said.

ABC is recording its program schedule with Ampex Electrical Tape Recorders in Hollywood and Chicago, and rebroadcasting an hour later for ABC stations on standard time. Certain special events, such as title fights, are to be carried live throughout the network.

Daylight Saving Time went into effect on the Trans-Canada and Dominion networks in Canada for the April 25 to Sept. 25 period, the Canadian Broadcasting Corp. has announced. Because all parts of Canada will not be having DST, individual stations in those areas are keeping listeners there posted to the time and network shows that will be heard in their coverage areas.

April 21 as special U. S. Ambassador to the 16 nations participating in the European Recovery Program. Officially Mr. Harriman will be known as chief European representative of the Economic Cooperation Administration with the rank of Ambassador-at-Large.

A close friend of the Chief Executive, Mr. Sawyer in 1944-45 was Ambassador to Belgium. He is 6' 3" and has been active in political affairs in Ohio. From 1911 to 1915 he was a member of the Cincinnati City Council; in 1938 he was Lieutenant Governor of the state and from 1936 to 1944, he was Democratic national committeeman from Ohio.

Other government officials of near-cabinet stature also have radio holdings. Among these are Secretary of the Army Kenneth C. Royal, who is principal stockholder in WGBR Goldsboro, N. C. and Assistant Secretary of the Army Gordon, co-owner of Piedmont Publishing Co., licensees of WSJS Winston-Salem, N. C.
By JOE SITRICK

NEED for uniform time in the U. S. was agreed upon by virtually all witnesses appearing before a Senate Interstate Commerce subcommittee last Tuesday, but there was disagreement over whether it should be standard or daylight saving time.

The committee has before it two opposing measures [Broadcasting, April 19]. One, S.2029 introduced by Sen. Clyde M. Reed (R-Kan.), subcommittee chairman, provides for uniform daylight time from the last Sunday in April until the last Sunday in September. The other, S.2041, authored by Sen. John Overson (D-La.) would keep standard time the year round.

A. D. Willard Jr., NAB executive vice president, told the committee that broadcasters “almost unanimously” favor uniform time legislation, but, like the rest of the citizenry, are divided on the question of standard vs. daylight time.

Nevertheless, said Mr. Willard, NAB’s membership as a whole considers the need for uniformity of “such overriding importance to the broadcasting industry” that it will lend “unqualified support” to either of the two bills which Congress de-

The AM band was widened to include the 540 channel by the International Telecommunications Conference at Atlantic City last summer, but with provisions forbidding its use without agreement by the nations of Region Two, which includes NARBA signatories. Engineers attending the NARBA preparatory meeting at Havana last November also recommended extension of the AM band to include 540, but the exact use to which the channel would be put was left to the forthcoming treaty conference itself.

It was regarded as a foregone conclusion that the U. S. would protest the Mexican action. The protest is expected to contend that assignment of the 540-kc station is contrary to NARBA and also runs counter to other international agreements, and that orderly procedure requires that negotiation

(Continued on page 73)

Most Witnesses Agree on Need

108 communities in standard time areas. Mr. Gammons said that although either of the pending bills would accomplish uniform time, he thought the Reed Bill was more practical and would be easier to sell to the country since, according to CBS estimates, more than 50% of the country would be on daylight time this year.

Chairman Reed, in later questioning of a farm witness, appeared to agree with Mr. Gammons’ reasoning. “Since there is no economic, moral or political principle involved,” said Sen. Reed, it is a question of what is most convenient for the largest number of people.

The Kansas Republican said he “seriously doubted” that a standard time bill could be put through Congress, especially the House.

(Continued on page 71)
SPokesmen for clear channel broadcasters wound up their fight against the Johnson Bill (S-2231) with rebuttal testimony before the Senate Interstate Commerce Committee last Monday and Friday mornings. Proponents of the bill were to testify on Friday afternoon (see story page 4).

Leading the presentation for the clews were Col. John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS; Louis G. Caldwell, CCBS counsel; Victor A. Sholis, director of WHA Louisville and CCBS director; and Ralph Hardy, KSL Salt Lake City executive assistant in charge of public affairs.

Mr. Caldwell challenged statements by opposing witnesses that CCBS effort to get higher power was merely "camouflage" and that the real purpose was to maintain the status quo and preserve clear channels from duplication.

"It is curious," he observed, "that such statements come from the very witnesses that voiced great alarm over the economic effects of higher power on smaller stations, claiming that they are threatened with loss of their network affiliations and perhaps other economic losses."

Of Sen. Wheeler's contention that nothing has been accomplished because of politics, Mr. Caldwell said, "nothing could be further from the truth."

Mr. Caldwell recited the history of power increases and clear channels concluding that anyone who reads the record in the case "cannot have any possible doubt" about the "good faith and earnestness of our group" in wanting to preserve clear and get increased power.

"It may very well be," said the CCBS counsel, "that NBC and Columbia have the point of view of not being really interested in higher power and only wanting to preserve the status quo." But, he added, "please do not confuse us with those two networks. In the hearings before the Commission they were among our chief opponents."

Craven Plan

Of Commdr. Craven's plan to authorize four or five 1-B stations on each of the 1-A channels with directional antennas, Mr. Caldwell commented that "this may be an effective shotgun method to keep foreign poachers off our channels but, in our opinion, it is not an effective way to provide service in the U. S."

Another "defect" in Commdr. Craven's plan, he said, involves the "red tape and delays" in holding hearings and reaching decisions. They are such, he said, as to give other countries "every advantage in jumping on a channel which we advertise we are about to break down."

In regard to Sen. Wheeler's controversial S-284, Mr. Caldwell charged that it was introduced in the Senate on a Thursday and agreed to the following Monday while the Commission was in the midst of a proceeding to determine "practically the same thing that are before the committee today."

Contrary to Sen. Wheeler's statement, Mr. Caldwell said, the resolution was "never referred to this committee nor was it ever approved by this committee."

But, he added, "most of the industry did not even know about the resolution until the trade press reported its adoption."

At the time the resolution was enacted, according to Mr. Caldwell, Sen. Wheeler "stated without qualification" that the resolution was "not intended as a direction to the Commission..."

Sen. Wheeler "now seems to assert," said Mr. Caldwell, this "principal reason" was because of complaints by stations against WLW Cincinnati and he also asserts that the FCC's reason for forcing WLW to reduce power from 500 kw was, at least in part, because of this resolution and that it was his intention from the very start.

Sen. Wheeler's remarks on the attitudes of former FCC chairmen, according to Mr. Caldwell, amounted to the fact that in the midst of FCC hearings on these issues, "one or another of the judges in the case has assured Sen. Wheeler that he was going to decide the case against the group I represent."

"How are cases heard by federal administrative agencies ever going to be decided on their merits if such commitments are sought and accepted in advance by FCC counsel."

"I am confident, however, that the present Commission will decide the issues on the evidence and the law," he added.

The Wheeler's charges that CCBS contentions were "sheer nonsense" or "hocus," Mr. Caldwell answered that "he (Sen. Wheeler) never produced any facts to back up his statements and has "obviously confused the issues."

Mr. Caldwell said he would accept the statement that Sen. Wheeler was "not employed by anybody" and appeared for himself but, he added, "he is just as much under an obligation as the rest of us to reveal any interests which"

Liquor AD BANS

LEGISLATION to prohibit or regulate advertising of alcoholic beverages on the air and in the press was termed "impossible to interpret or even to understand" before the Senate Interstate Commerce Committee last Wednesday and Thursday.

A parade of almost 50 opposition witnesses representing advertisers, advertising agencies, distillers, publishers, labor and consumers, described the bills under consideration as "dangerous, unwise, discriminatory, punitive and a step toward prohibition."

Three separate measures are under consideration by the committee [Broadcasting, April 19]. The most controversial of these is S-256 by Sen. Arthur Capper (R-Kan.) which would completely outlaw all liquor and beer advertising. This was debated at hearings last May and was found by the committee to be "impracticable."

The other two measures were then drafted at the committee's request by more moderate substitute measures, but to serve a similar purpose. S-235, introduced by Sen.

Clyde M. Reed (R-Kan.) for himself and Sen. Edwin Johnson (D-Col.), provides that an advertisement would be deemed misleading if it stated that a beverage (1) is beneficial to health, (2) will increase social or business standing or (3) is traditional in American family life.

Johnson-Reed Bill

The third bill, S-2365, written by Sen. Johnson for himself and Sen. Reed, would limit the illustrative or verbal descriptive manner of labeling a liquor advertisement only to a "facsimile of the bottle, container, and label of such beverage." Both of the latter two bills would transfer control over the supervision of liquor advertising from the Alcohol Tax Unit of the Treasury Dept. to the FTC.

Among the outstanding charges made against the measures were these:

- S-2352 would establish standard impossible of interpretation.
- S-2365 would be impossible of enforcement except by imposition of arbitrary standards.
- Enactment of such laws would establish dangerous precedent which could easily lead to censorship of editorial and news articles in a like manner.
- Passage would cause a drop in employment and income in radio, publishing, advertising, distilling and related fields.
- George S. McMillan of Bristol-Myers Co., appearing as chairman of the Government Relations Committee, Assn. of National Advertisers, said he was opposed to all three bills in principle because they embody legislation "of widespread implications beyond one of the manufacture, sale and advertising of alcoholic beverages."

"The American public," said Mr. McMillan, "has to be the final arbiter of good taste, which cannot be regulated by law. Let the industry itself clean up bad advertising, he suggested.

The Bristol-Myers executive said he was "in the dark" as to whether advocates of the bill seek curtailment of advertising or repeal of the 21st Amendment. He warned that enactment would set a "dangerous precedent" and it would then be only a "short step" to spelling out what can be said in advertising of food, drugs, etc. and "even political candidates."

R. L. Scheidker, vice president of AAAA, appearing for President Frederic R. Gamble, termed the bill "unsound in principle and discriminatory."

Advertising, he pointed out, is an "integral and inseparable part of the American system," and any attempt to prohibit it with Federal laws is "unwise and dangerous."

Interpretation of S-2352 would be "extremely difficult," Mr. Scheidker said, since the questions arising must involve "arbitrary personal and emotional judgments."

John D. Sullivan, general counsel...

(Continued on page 74)

BROADCASTING • Telecasting
REQUESTS for seven new commercial television stations were filed last week with FCC to boost the number of pending applications to a total of 212. Four of the new requests are from San Antonio, where a new station was launched.

A new corporation, Aladdin Television Inc., seeking Channel 9 (188-192 mc) with effective radiating power of 31.6 kw visual and 15.8 kw aural, is headed by a group identified in ownership of Fox Inter-Mountain Theatres Inc., Denver. Second Denver applicant is Daniels & Fisher Stores Co., department store operator, seeking Channel 5 (76-82 mc) with 17.7 kw visual and 9.1 kw aural.

Maryland Broadcasting Co., whose application for Channel 6 (82-88 mc) at Baltimore was dismissed by P.C.C under its new policy of requiring separate rule-making when new allocations are proposed [BROADCASTING, March 29, April 12], last week petitioned the Commission for reconsideration and granted of its request or in alternative to institute a rule-making proceeding. Channel 6 is not assigned to the area.

Maryland Broadcasting, licensee of WTHB-Baltimore, sought 3,702 kw visual and 0.851 kw aural. Monumental Radio Co., operator of WCAO that city, also had its Channel 6 application dismissed. All three allocated Baltimore channels have been assigned.

The new applicants, facilities requested, and ownership data, include:

**DENVER**
- Col.-Aladdin Television Inc., Channel 9 (188-192 mc) with 15.8 kw aural. Initial cost $261,834, first year revenue $45,000, second year revenue $56,000. Owner: Harry H. Hixman, director of Nursing, Denver; and Albert J. Gould, Denver attorney. All three are directors of Fox Inter-Mountain Theatres and the director Fox Inter-Mountain Theatres is president and 48.4% owner; Frank H. Rickson, Jr., president and 26% owner; and Albert J. Gould, Denver attorney. All are directors of Fox Inter-Mountain, secretary of the firm vice president, and 17.6% owner.

**PORTLAND**
- Guy Gannett Broadcasting Services, Inc., Channel 9 (188-192 mc), 7.49 kw visual, 2.5 kw aural, antenna 875 ft. Initial cost $162,845, first year revenue $12,000, second year revenue $16,000. Applicant is owner of WGAN and WGAN-FM Portland and WGUU and WGUU-FM Bangor, Me. Guy P. Gannett, president, is also president of Guy Gannett Pub. Co.

**SAN ANTONIO**
- San Antonio Express Pub. Co., Channel 7 (174-180 mc), 58.8 kw visual, 13.12 kw aural, antenna 342 ft. Initial cost $122,000, first year revenue $25,000, second year revenue $15,000. Applicant owns KYFM (FM) San Antonio and produces the San Antonio News and Express.

**SYRACUSE**
- WAGE Inc., Channel 11 (192-198 mc), 30 kw visual, 15 kw aural, antenna 44 ft. Initial cost $229,852, first year revenue $89,000, second year revenue $95,000. Applicant is licensee of WAGE-FM Syracuse, and operates WAGE-FM Syracuse on special temporary authority.

Approval of WTVJ Stock Shift Asked

APPROVAL to ownership reorganization of television station WTVJ Miami is sought in an application filed with FCC last week. Transfer of control of Southern Radio and Television Equipment Company, permittee, is requested from Robert G. Venn to Wolfson-Meyer Theatrical Corp. Transferee is to loan $200,000 to firm.

Authorized a year ago as first video outlet for Miami [BROADCASTING, March 17, 1947], WTVJ is assigned Channel 4 (69-72 mc) with effective radiating power of 1.57 kw visual and 0.786 kw aural.

Southern Radio originally had issued 50 shares common stock with Mr. Venn holding 33 shares (66%). Edward N. Claughton 18 shares and Edward J. Nelson one share. Messrs. Claughton and Nelson retire and are reimbursed for their investment. The firm's articles of incorporation are amended to recall present stock and in turn issue 1,000 shares Class A at $19.50 per. to Wolfson-Meyer Theatrical Corp. and 330 shares 81/32 par Class B stock. Of the Class B issue Mr. Venn takes 200 shares; Sidney Meyer, theatre firm vice president, and his wife own 200 shares and theatre firm president, 35 shares each; and Zenia Meyer and Frances Wolfson, 30 shares each.

Theatre firm has agreed to loan station $200,000 for a period up to 20 years.

**NBC’S TV STUDIO 8-G CALLED ‘MOST MODERN’**

NBC'S new studio 8-G in Radio City, New York, described by the network as "the world's most modern and best-equipped television studio," was officially opened April 22, with the regular weekly presentation of The Swift Show, 8:30-9 p.m.

Formerly used for NBC aural radio shows, 8-G has been completely remodeled for video production. It provides for the use of six NBC television cameras, equipped with the RCA image orthicon tube. Four-fifths of the heating requirements formerly necessary have been eliminated in 8-G, NBC said.

Conversion of the studio to video use involved the installation of 500 lines of wire, more than two miles of cable, 50 tons of refrigeration equipment and "enough light, heat, power and air-conditioning to supply a village of 100 average-sized homes," according to O. B. Hanson, NBC vice president and engineer who supervised the changeover.

Up to four separate video shows can be presented in direct succession from this single studio, he said. More durable rigging is expected to permit the use of heavier and more realistic sets than NBC has used heretofore. Studio 8-G is about three times the size of 3-H, out of which NBC television has been operating since 1935.

**BMB Plans Study Of Video Research**

BROADCAST Measurement Bureau's new television committee last week began exploration of video research at its first meeting in New York.

A subcommittee will be appointed, it was announced, to consider means of determining television set ownership, statistics on which are at present indefinite. The television committee decided that television stations ought to be estimated frequently during the rapid expansion of the medium and that separate reports ought to be made on television in public places.

Another subcommittee to consider the method of financing of MBA television research also will be appointed.

Those who have accepted appointments to the television committee are: William Fay, WHAM Rochester, and Paul Mowry, ABC, appointed by NAB to represent broadcasters; William Forbes, of Young & Rubicam, and Howard Reilly, J. Walter Thompson Co., appointed by AAAA to represent advertising agencies; and Charles Durban, U. S. Rubber Co., Carl Plehaty Jr., Standard Brands, and Craig Smith, Gillette Safety Razor Co., appointed by ANA to represent advertisers.

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MEASUREMENTS by Minneapolis Mayor Hubert Humphrey (1) and Acting St. Paul Mayor Fred Truax (r) show KSTP's new video tower exactly straddles Twin Cities' boundary. Station referees (1 to r) are Stanley E. Hubbard, president, and John Fricker, technical adviser. T-Day is April 26.

WBML Macon, Ga., "Ham and Egg Show" to encourage better production of the foods, has tempting backdrop. Show principals (1 to r) are H. S. Goodrich, engineer; R. B. White, ABC special events director; O. S. O'Neill, originator of idea; two winners; J. P. Carmichael, U. of Georgia.

CBS "Housewives Protective League" is bought by independently-owned KIRO Seattle. Sealing deal (1 to r) are Stanley E. Hubbard, president, and John Fricker, technical adviser. T-Day is April 26.

RADIO and video prospects are discussed at City College of New York Radio and Business Conference by (1 to r) Robert A. Schmid, MBS v.p.; Fred Allen, NBC comedian; Noran Kersta, NBC TV head; Gordon Mills, Kudner Agency radio manager.

"I RODE in on my 'records'," said newly-elected Des Moines City Commissioner M. J. Bennett (r), who is also KSO disc jockey on "MJB Show." Man with the mike is Tom Lewis of KSO.

WINNER of WIZE Springfield, Ohio, "Man on the Street" letter contest is Verne Rust (1). Others (1 to r) are Harry Haas, contest sponsor; Bill Walsh, m. c.; Hooper J. Shecker, station hillbilly.

SPORTSCASTERS Mal Wyman and Paul Coburn (rear, 1 to r) like Intermountain Network baseball contract, inspected by Sales Manager Lynn Meyer and Vic Bell, Gilham Advertising Agency. Utah Oil and Utah Power & Light are sponsors.

ITALIAN war brides and children are welcomed to WOV New York by Manager Ralph Weil (1), and Program Director Arnold Hartley. Brides were among over 300 who recorded discs sent to families in Italy at WOV's expense.

OKLAHOMA Governor Roy J. Turner (1) congratulates Neal Barrett, general manager of KTOO Oklahoma City, on opening of the new station, and on his return to radio after an absence.

EAVESDROPPING on women's plans for NAB convention is Jack Bailey, MBS m. c. Representatives of Southern California Broadcasters Assn. are (1 to r): Martha Gaston, KFOX Long Beach; Jane Alvies, SCBA; Norma Young, Don Lee; Ethel Bell Mack, SCBA; Helen Murray Hill, NBC; Nancy Holm, CBS.

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NAB'S CONVENTION HOME

By J. FRANK BEATTY

NAB has acquired a permanent home for its annual convention—the Stevens Hotel, Chicago. After bouncing around the country for 2 1/2 decades and trying out various dates, the association has settled down to a mid-April meeting. The 1948 Los Angeles convention, May 17-21, marked another permanent policy—two-phase conventions consisting of separate management and engineering conferences.

Carrying out mandate of the Board of Directors [BROADCASTING, March 1], Howard Lane, WJJD Chicago, signed formal agreements Thursday for the 1949, 1950 and 1951 conventions. As chairman of the board's Convention Sites and Policy Committee, he made arrangements with Hilton Hotels Inc., operator of the Stevens, for the three years.

The 1949 convention will be held at the Stevens April 8-13. A new split-week timing is planned for future meetings, with engineers meeting on Friday and Saturday, and managers convening the following Monday.

Convention Agenda

Expansion of the management meeting to three days as against the two-day agenda slated for a tryout at Los Angeles, may develop with the 1949 meeting. The Hilton contracts cover Friday through Wednesday.

The week of April 14-19, also Friday through Wednesday, has been optioned for 1950 and the week of April 16 for 1951 and subsequent industry conventions.

NAB's contract provides for the entire exhibit facilities of the Stevens, and more than 1,000 rooms at the Stevens and Palmer House, all Hilton-operated.

C. E. Arney Jr., NAB secretary.

NAB Golfers to Compete For 'Broadcasting's' Cup

SILVER trophy will be awarded the winner of the annual NAB Convention Golf Tournament sponsored by BROADCASTING magazine. The tournament will be held Wednesday, May 19 of convention week at California Country Club.

Because of the shortage of facilities at the club, entries will be limited to the first 50 who send notices to Maury Leaming of BROADCASTING, business manager. Blind bogey handicap system will be used. Other prizes will be awarded besides the silver trophy. En- trants are advised to bring their own clubs. Play will start at 9:30 a.m., to be followed by a 19th hole party.

BROADCASTING • Telecasting

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SMITH ELECTED

VICTOR in a special District 16 runoff election, Calvin J. Smith, manager of KFAC Los Angeles, joins the new NAB Board of Directors at its opening meeting May 19 during convention proceedings in Los Angeles.

Mr. Smith was winner in a special Williams-KNX Los Angeles, a CBS-owned station, KFAC is an independent. As in the case of the other recent district elections, the exact vote was not announced.

Of 82 ballots mailed to District 16 members, representing the Southern half of California, Arizona and New Mexico, 56 were returned. One ballot was rejected by the Tuesday afternoon have not been announced. Five of the eight positions on the panel have been filled. Panel will cover the status and future of AM, FM, television and facsimile.

An important pre-convention document is slated Saturday, May 16, when three spokesmen for independent stations will face the NAB board with an appeal for two more seats around the 26-man table.

Two More Seats Asked

They will go to the industry convention in an effort to show the board why they should have two more directors. But they have no idea of starting a run move, judging by the present sentiment.

Instead they plan to get an industry vote on the idea, no mat- ter what the board does. If the board turns them down, they claim they can quickly round up 5% of NAB members to sign a petition forcing the board to submit the two-director idea to the membership in a mail referendum.

The pre-convention plea of independent stations may set off a board-sponsored inquiry into the matter. NAB will take a large role as the industry goes through swift technical and numerical growth.

Obvious to NAB headquarters officials and broadcasters is the postwar trend toward a functional type of association. This trend developed at the 1946 Chicago convention. It was effectuated last summer when members voted overwhelmingly in favor of rewritten by-laws.

Thus far there is no indication that any plan for a sweeping reorganization of NAB will be offered at Los Angeles.

Intercepted in an effort to force a referendum, the independents agreed to lay their case before the retiring board. Appearing before the board will be Ted Cott, vice president of WNEW New York; Ben Strouse, general manager of WWDC Washington, and Arthur F. Harre, general manager of WJJD Chicago.

Petition Withdrawn

Petition to get signatures of 5% of NAB members was sent out nearly a month ago by Mr. Cott [BROADCASTING, April 5]. He withdrew it when NAB President Justin Miller promised a board hearing within the month. He had received almost the necessary 5% in a few days, he said.

Mr. Strouse sent out a similar petition in NAB District 4 (Va., D. C., N. C., S. C., W. Va.), He, too, agreed to withdraw his petition. He had 50 favorable replies.

Messrs. Cott and Strouse were members of an independent committee named last month by Judge Mulligan, the changes in the NAB Standards of Practice. Many of the committee's proposals were adopted. As a result, they claim the document is now satisfactory, large share of independent stations, and they predict it will get membership sanction at Los Angeles.

Pointing to benefits an independent role in NAB affairs will provide, they cite changes in commercial time limits of the code which now recognize that independents do not have "chain breaks." The code changes were done in an orderly way, they remind, in noting that the independent member- ship is becoming so large as new stations take the air that any attempt to interfere with independent interests might start some sort of a stamp movement.

Election last week of Calvin J. Smith, KFAC Los Angeles, to the NAB board in a runoff vote adds an independent director. Other in- dependents on the new board are

(Continued on page 60)

April 26, 1948 • Page 29
LONE STAR CHAIN  
Network Expands To 16 Stations

‘FLYING SPOT’ TUBE  
RCA Development Simplifies 
Call Letter Presentation

TELECASTING of individual TV station call letters, test patterns or picture material from easily interchangeable film slides or opaque material is now possible, RCA announced April 7.

The improvement, which obviates the necessity of using studio equipment in presenting call letters or test patterns, was made possible through development of a new “Flying Spot” cathode-ray tube (RCA-SWP15), described by RCA Tube Dept. as “a source of intense, actinic energy for scanning slides or opaque material.”

The new tube, five inches in diameter, reproduces pictures with the half-tone fidelity of photographic film, according to RCA. A new phosphor of unusual characteristics is used in the tube.

A future important application may be the high-quality transmission of motion pictures.

NEW NET IS FORMED BY TEXAS STATIONS

KRLD, KTRH, KABC Members; Rembert Heads Group

A NEW NETWORK, composed of free 50 kW Texas stations, was formed April 22 in Dallas.

Attending the meeting at which organization plans for the Texas Broadcasting System were completed were representatives of the three stations, KRLD Dallas, KTRH Houston and KABC San Antonio, which now comprise the new network.

Clyde W. Rembert, managing director of KRLD, was named general manager of the new network which was formed, Mr. Rembert said, to provide better facilities in the Southwest for programs in the public interest and to better serve advertisers in the three major Texas markets it covers.

Station representatives attending the meeting were B. F. Orr and Ray Herndon, KTRH, Gene Cagle, Charles Jordan and Bill Michaels, KABC, W. A. Roberts and Mr. Rembert, KRLD.

RCA Would Exclude TV From Invalidation Suit

RCA last week asked the U. S. District Court, district of Delaware, to exclude television patents from the suit of Zenith Radio Corp. seeking to have RCA’s radio patents invalidated. RCA contended Zenith had not testified at FCC and Congressional hearings that the company does not and never will make black-and-white TV receivers for the present band.

In reply, Commissioner F. McDonald Jr., Zenith president, cited development of black-and-white receivers which will receive movie programs (Phonovision) as well as “free” television. He pointed out that he and other Zenith executives have frequently stated publicly and to RCA’s president that Zenith has been developing and making black-and-white sets for many years.

He said statements about Zenith’s policy applied to mass-production TV sets and pointed out the company’s sets are commercially acceptable.

RRA INDEPENDENT

No NAB Connection, 
Spokesman Says

RADIO RELEASE ASSOC., New York, a proposed firm to operate as a checking agency determining uses how news matter distributed to women commentators is used, last week corroborated statements that it was not connected with the NAB or the Assn. of Women Broadcasters.

Nell Daugherty, WSTC Stanford, Conn., secretary of the AWB and president of Radio Release Assoc., said that the proposed company was an independent firm.

“The officers of Radio Release Assoc. . . . wish to corroborate the recent statement of the president and second vice president of the Assn. of Women Broadcasters that this company is not an official part of those associations,” Mrs. Daugherty said.

Such connection would be impossible inasmuch as RRA is a business devoted to the establishment of a closer working relation-

U. S. SUGGESTS 1949 DATE FOR NARBA MEET

UNITED STATES has advanced Sept. 13, 1949 as next date of NARBA conference, contingent upon acceptance by other participating nations of proposed postponement, it was learned last week.

Another suggestion contained in official State Dept. notices dispatched to participating nations was that the temporary NARBA agreement reached March 28, 1947 be extended for 15 months.

The State Dept. agreed to the delay after conferences with the FCC and members of Congress who urged the action because of uncertain allocation conditions in United States at the present time [BROADCASTING, April 12]. It is felt in official quarters that no objections will be raised by other nations.

L. E. Swedlund, senior engineer in charge of projection tube development at RCA’s Lancaster, Pa., plant, adjusts new “Flying Spot” tube in a video signal generator.

Mr. Rembert

Mr. JONES  Mr. HOUGH  Mr. TAYLOR

THE LONE STAR Chain, a Texas network established in 1938 for seven stations, was enlarged to 16 stations April 15, it was announced by Harold Hough, radio director of Carter Publications Inc., operator of WBAP Fort Worth and Lone Star president. Mr. Hough stated that the enlargement was necessary in order to meet the growth and shift in population in the state.

Headquarters of the network are at the Taylor-Howe-Snowden offices in the Tower Bldg., Dallas, and Clyde Melville has been appointed managing director. Nationally, the 16 stations are now represented by Taylor-Howe-Snowden Sales and Free & Peters. Mr. Hough said that both these national organizations will take an active interest in servicing national accounts.

The new affiliates have all been signed to a two-year contract, Mr. Hough stated, and will be divided into five groups, of which one or more groups will be available as a package to advertisers. Advertisers will have the convenience of single billing for one group or any part of the chain facilities through a central clearinghouse, Mr. Hough continued, and the additional stations will enable wider coverage of the entire state.

The operating committee of the Lone Star Chain is composed of Mr. Hough; O. L. (Ted) Taylor, executive general manager, KGNC Amarillo, and Tilford Jones, president, KXYZ Houston.

The station and groupings:

Central Texas Group—WBAP Fort Worth-Dallas, KXYZ Houston, KTXA San Antonio, KTBX Austin, North Texas Group—KGNC Amarillo, KFWX Wichita Falls, KFYQ Lubbock, West Texas Group—KROD El Paso, KOSA Odessa, KWUE Abilene, KXTL San Angelo, South Coast Group—KDFM Beaumont, KRGV Weslaco, KYES Corpus Christi, East Texas Group—KTRE Lufkin, KTBX Tyler.

Elgin to Resume

The little ones do the work!

See those little tugs alongside that battleship? They may be small, but they're mighty powerful... powerful enough to shove that big ship around.

What are we trying to prove? That SIZE isn't everything.

Take radio stations, for example. Just because a station has big wattage doesn't make it the best buy. Not by a country mile! Here in Baltimore, WITH has proved it to some of the sharpest time buyers in America.

Sure there are larger stations in town! But WITH is the independent that delivers more listeners-per-dollar than any other station... bar none! That's right... more listeners-per-dollar!

If you buy time on results—not wattage—WITH is your best radio buy in Baltimore.

We say so. Advertisers say so. Time buyers say so. So how about getting the full story from your Headley-Reed man?
IN ANSWERS to questions posed by the Senate Interstate & Foreign Commerce Committee, FCC authorities last week indicated their views that duplication of some 1-A channels on a temporary basis has not limited U. S. rights to the frequencies, but that permanent duplication might raise a “different problem.”

This question was a major point of dispute between clear-channel proponents and the advocates of duplication during more than two weeks of Senate committee hearings on the Johnson Bill (S-2231) to break down the clears and keep the power limit at 50 kw [Broadcasting, April 12, 19; see story page 26]. Spokesmen for the clears insisted that both maintenance of 1-A’s and use of higher power are necessary to protect U. S. channel rights internationally. Their opponents argued that duplication would not imperil this country’s rights.

Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate committee, in a letter, put the question to FCC Chairman Wayne Coy with specific reference to KOB Albuquerque’s use of WJZ New York’s 1-A channel, and WNYC New York’s operation till 10 p.m. on WCCO Minneapolis’ 1-A frequency. Pertinent portions of Mr. Coy’s reply:

The U. S. has classified WBZ [Boston] as a 1-B station since KOB holds a license to operate nighttime on that frequency [1939 kc]. At the same time the classification of WJZ as a 1-A station has been retained despite the fact that KOB operates nighttime on the same frequency, because KOB’s operation on that frequency is not pursuant to a regular license but is in accordance with the provisions of a Special Service Authorization. The Commission is of the opinion that under these circumstances the 1-A status of WJZ is justified.

It should be noted in this connection, however, that the Mexican Government has reported a station to operate on 750 kc which does not afford proper 1-A protection on that channel. This station was reported Nov. 24, 1947, and was scheduled to begin operation April 1, 1948. The Commission objected to this assignment on the ground that it did not afford proper protection to a 1-A channel. This notification by the Mexican Government may indicate a disposition on the part of that Government to contest the continued reservation of the 750 channel as a 1-A channel.

The Commission is of the opinion that the U. S. has lost no rights to the use of the frequency 530 kc [1-A channel on which WCCO is dominant] by reason of the operation of WNYC on a temporary basis pursuant to a Special Service Authorization during evening hours. However, a different problem would be presented in the event of a permanent assignment on that frequency. (Mr. Coy then cited a section of the North American Regional Broadcasting Agreement which provides that when a nation fails to use one of its clear channels in the manner provided by the treaty, then the country shall be considered as having relinquished that portion of the rights which it foregoes.)

Sen. Tobey’s letter raised 24 questions on which he felt FCC could contribute to the committee’s study of the Johnson Bill without commissioning a member of the “with respect to a policy matter.” He recognized FCC’s position that the pendency of its own clear-channel decision—being held up on commission instruction—made it improper for the Commission to offer testimony on the bill. But, he said, committee men have “questioned the absence of testimony from the government’s own expert agency,” and some felt they should have “the benefit of the views of the Commission on controversial points.”

Mr. Coy’s reply noted that with respect to some questions “we have not found it possible to make a complete answer as we would have liked since they involve qualitative or policy decisions which are the subject matter of the clear-channel hearing.” He said Sen. Tobey’s request for the answers by last Monday made it impossible to submit them in advance to the other Commissioners.

Among the answers were the following (wherever stations, frequencies, powers, or other specific circumstances are mentioned, this specific information had been requested in Sen. Tobey’s letter):

1. “The operation of a station non-directionally employing very high power does make it more difficult to add other stations on that channel without causing interference than if low-power stations only operated on the channel. However, one or more additional stations could operate on such channel nighttime even if a very high-power station operated on the channel if such other stations or stations employed appropriate directional antennas. Of course, in such circumstances the additional stations would render no skywave service.”

2. “A station with 750 kw and an appropriate directional antenna on 700 kc, WEH at Cincinnati, need not seriously interfere with the present 50 kw operation of WOR on 710 kc at New York City. Non-directional operation of WEH with 750 kw would probably cause severe interference but it must be pointed out that the interference existing from adjacent-channel skywaves is in dispute by engineering experts... During daytime, there would be no interference” between...

(Continued on page 60)

Ready to Arrowhead

GEORGE E. REEDY, newsman sponsored by WOL Washington by Peter Paul Inc. (Mounds), has joined Arrowhead Network in charge of its Washington bureau. Arrowhead will have offices in the National Press Bldg. Mr. Reedy is a member of House and Senate Radio Galleries. Arrowhead key station will be WISC Madison, Wis., soon to take the air. Five other Minnesota and Wisconsin outlets are members of the network.

WSIX builds volume

Makers of bath and laundry soaps, like many great American businesses, depend on mass markets and high volume for continued success. And a number of soap manufacturers have used WSIX continuously for two, three and four years or more. Obviously, they have found WSIX builds volume in Nashville's 51-county retail trade area. Plan now to see how WSIX can help your sales picture. Ask your nearest Katz representative for further facts and figures about WSIX.

5000 WATTS - 980 KC
ABC AFFILIATE

Represented Nationally by
THE KATZ AGENCY, INC.

And WSIX-FM 65,000 W. 97.5 MC

WSIX gives you all three: Market, Coverage, Economy
If you want a 5 KW AM Transmitter right away...

...you can get immediate shipment from stock on the famous Western Electric 405B-2 utilizing the Doherty high-efficiency circuit.

If you plan to step up to 10 KW later on...

...you can order a complete conversion kit for change-over in the field. Kits are available also to present users of the 405B-1 and 405B-2.

When you buy a Western Electric 405B-2 5 kw AM Transmitter, you get these outstanding advantages:

- The Doherty high-efficiency circuit permits attainment of extremely low noise, harmonic distortion and intermodulation distortion. The negligible carrier shift assures full utilization of assigned carrier power.
- With low level modulation, no damage will result if the transmitter should be heavily overmodulated with either interrupted or continuous tone at any audio frequency, even for extended periods.
- Compact design permits installation in relatively small space. Modern styling harmonizes with any architectural treatment.
- You get these—and many other features—when you buy a 405B-2. And...you can get one without waiting—convert it later to 10 kw if you step up your power! For full information, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y.

Western Electric
— QUALITY COUNTS —

IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.
Radio threatens more and more to become little Hoagy's big job. Reason: for the first time a wide public has realized that Carmichael is not only a great songsmith but also an extraordinarily tasteful, idiomatic jazz singer." TIME
How pure can you get?

"Pretty close to pure radio" is what the Herald Tribune's John Crosby calls the Hoagy Carmichael show.

A "natural" in Radio doesn't have to holler to be heard...but speaks directly and intimately to "people in their parlors."

And that's what the Carmichael show does—easily, expertly. Hoagy's lazy, effortless singing and good-humored, off-the-cuff comment make the kind of Radio that keeps listeners coming back for more. And it gives those listeners a chance to meet, in their parlors, one of the great show-business figures of our time.

If you did your courting to the tune of "Stardust," you know there's hardly a piano in the land without a Carmichael-composed hit on the music-rack, nor a phonograph without its stack of Carmichael records.

If you're a movie-goer, you've probably helped applaud his show-stopping performances many times.

If you follow the best-seller book lists, you know he scored there, too...with "The Stardust Trail."

And most important...if you're a Radio listener, or an advertiser looking for a stand-out personality in a big-time show...you know that Hoagy Carmichael delivers one of the most entertaining fifteen minutes in all Radio...every Saturday night on CBS.

Here all the tremendous Carmichael following can gather...both movie-fans and music-lovers. And that's pretty close to a perfect set-up for an advertiser who wants to reach a lot of people, in their parlors.

A CBS PACKAGE PROGRAM

Hoagy's averaged 4 song hits a year for the past fifteen years, with record and sheet-music sales in the multi-millions.
Approaching endorsement of radio routes in the nation's capital and near-contract activities in a number of other cities where tests have been made.

Wiring of dozens of new busses in another major city, Portland, Ore., in anticipation of FM installation.

Consideration of FM installation by a large coast-to-coast bus line.

Richard C. Crisler, executive vice president of Transit Radio Inc., prime-mover in the new venture, told BROADCASTING that tri-cornered negotiations were successfully completed April 15 for immediate installation of FM transit radios in 100 vehicles in Wilkes-Barre, Pa. Installation will be completed within three weeks. The majority of transit vehicles in which FM equipment will be installed are motor busses. The remaining 50 public transportation vehicles of the Wilkes-Barre Transit Corp. may be equipped at a later date, Mr. Crisler said.

Wilkes-Barre Principals

Principals in the contract negotiations were Mr. Crisler, H. B. Schooley, president of the transit firm, and Richard G. Evans, president of Scranton-Wilkes-Barre-Pittston Broadcasting Co., licensee of FM station WIZZ.

WIZZ, operating on Channel 277 (108.3 mc) with 2.5 kw, will furnish passengers a balanced fare of music, news, weather reports and other entertainment under the agreement. A number of advertisers reported are seeking "air space" for the bus broadcasts.

Although Mr. Crisler declined to reveal specific provisions of the 5-year contract, it is said to contain provisions of previous contracts which call for purchase of receivers by the station through Transit Radio from Electronics Research Inc., Evansville, Ind. Transit Radio installs and maintains the sets. Sets are permanently tuned to the FM station's frequency.

The FM station sells "air space" to advertisers. Strong efforts are made to insure only 20-second spot commercials at reasonably spaced intervals. The transit firm for allowing installation receives from Transit Radio payments on a sliding scale for each installation.

Although flexible, the minimum for one bus for the first year is about $2, rising to about $5 or $10 for the fifth year. The contract also appoints Transit Radio exclusive national advertising representative for sale of radio time.

Two Precede Wilkes-Barre

Two cities, Cincinnati and Covington, preceded Wilkes-Barre in adoption of the radio innovation [BROADCASTING, April 5]. Installations are under way in 300 of the 400 busses and trolley cars of the Cincinnati Street Railway Co., following completion of negotiations March 20 with Transit Radio and WCTS Cincinnati (the FM affiliate of WKRC, Times-Star station). A total of 120 of the 150 vehicles owned by the Cincinnati, Newport and Covington Railway Co., known locally as the Green Line, will be equipped with FM transit receivers. The Green Line, which serves the Northern Kentucky-Cincinnati metropolitan area, will receive broadcasts from WCTS also.

Negotiations in the nation's capital between WWDC-FM, the Capital Transit Co. and Transit Radio, are now in "the contract-drawing..." (Continued on page 79)
The full schedule of home games of the Chicago White Sox exclusively on WGN-TV directly from Comiskey Park.

All the home games of the Chicago Cubs from Wrigley Field.

21 night games of the White Sox.

All brought to Chicago televiewers with the newest and finest television equipment including the new Zoomar lens.

And a play by play description by WGN's own Jack Brickhouse.

WGN-TV
CHICAGO, ILLINOIS
CHANNEL 9
186-192 MEGACYCLES

New home of WGN, WGN-TV and WGNB(FM)...now under construction
**TO GET ON TOP AND STAY THERE**

With the NBC Parade of Stars, and the top local shows, too, that's exactly where WIOD stands in this market. That's why WIOD is the station most people listen to most! (See the Miami Fall-Winter Hooper report.)

**MEDIUM LEADS**

The RADIO INDUSTRY is by far the leading promotion media. The Treasury Dept.'s savings bond campaign has been indicated by the Radio industry with an annual time opening an important Security Loan bond-selling drive.

This is the kind of team-work between magazines, newspapers, radio networks and stations and outdoor advertising companies and their publicists that will put this campaign over with little cost to the Government.

We believe upwards of $5,200,000 in measurable advertising will be sponsored and contributed during the drive, and this figure does not include the cost of the promotional work by the motion picture industry, television and other media.

Comparable in every respect to the extensive campaigning for bond sales during the war years, broadcasters have continued a consistent promotional barrage up to the present Security Drive, Treasury stated. Some 15 top flight network shows, several running a year or more, have been aired each week among the major networks. As of April 7 a total of 2,131 operating AM and FM stations were ordering Treasury's Special Guest Star Parade disc series. This is 98% of the stations on the air, Treasury stated. It was added some video outlets during the day have been using the transcriptions as aural accompaniment to their test pattern transmissions.

**ABCD AMPLEX PICKUP**

Network Uses Tape Recorder
For Delayed Broadcast

Network programs were picked up directly from a tape recorder when ABC put its daylight saving rebroadcast idea into operation Sunday morning. [See story page 94.]

The machine used was the Ampex magnetic tape recorder, which was demonstrated for newcomers in the ABC board room in New York last Wednesday. Manufactured by the Ampex Corp., San Carlos, Calif., the recorder was described by Carl West, ABC president, as "the greatest development in sound reproduction in the history of radio."

The Ampex has been used for more than a year in producing the Bing Crosby show, heard Wednesday nights on ABC.

One feature of the Ampex recorder is its instantaneous playback while the machine is recording—the lag between playback and playback was estimated at 1/25th second. The iron-oxide coated Scotch tape used can be spliced for editing purposes in a matter of seconds. The tape can be "erased," i.e., demagnetized for re-use by throwing a switch.

The Ampex machines cost about $4,000 each.

**Savings Bond Promotion Hits $20,000,000**

**Roundtable on TV At AAW June Meet**

ROUNDTABLE of six television stations from New York and Hollywood will discuss television as an advertising medium as a feature of the 45th annual convention of Advertising Assn. of the West to be held June 13-17 in Sacramento.

Two speakers chosen so far are Charles Barry, ABC (New York) vice president in charge of television and programming, and Klaus Landsberg, general manager of television station KTLA Los Angeles.


More than 1,500 advertisers and advertising agency representatives from 11 western states and western Canada are expected to attend the convention.

**NATIONAL Radio Week, 1948 model, got away to a flying start last Thursday when the joint NAB-Radio Manufacturers Assn. arrangements committee approved an operating setup for the Nov. 14-20 event. Two committees were named to operate under W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. and chairman of the overall joint arrangements committee.

Named chairman of a committee to plan the 1948 Voice of Democracy contest among high schools was Robert K. Richards, NAB Director of Public Relations. The 1947 contest, with the U. S. Junior Chamber of Commerce participating, drew thousands of entries in all parts of the nation and was successful beyond expectation. It will be repeated this year on a much larger scale.

Serving with Mr. Richards on the committee will be Robert H. Richards, of the Junior Chamber; James D. Secrest, RMA director of publications; and Smith, U. S. Office of Education; James Dawson, NAB information executive; Hugh M. Higgins, NAB assistant director of broadcast advertising.

A second committee, headed by Kenneth W. Sickinger, Stewart-Parmer Corp., will direct the Radio in Every Room—Radio for Everyone campaign. Serving on the committee will be E. P. J. Shurick, Free & Peters; Herbert L. Guerin Jr., RCA Victor; Joseph Creamer, promotion manager of WOR New York, and Mr. Higgins.

Louis Hausman, CBS associate director of promotion and advertising, will serve as promotion consultant to the joint Radio Week committee.

Every association connected in any way with the production, operation and sale of broadcasting receivers as well as broadcasting stations will be invited to take part in the November week. Included will be public utilities and other related groups.

The joint committee met Thursday noon at the Willard Hotel, Washington. Present were Simon O. Lesser, Office of Education, and Messrs. Guerin, Sickinger, Hausman, Higgins, Dawson, Robert K. Richards, Shurick, Secrest and McGill.**

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To replace tubes in this transmitter takes only seconds.

That's because all tubes are accessible from the front of the transmitter. Spare rectifier, driver and power amplifier tubes are stored in the upper right-hand compartment, directly behind the lift-type glass panel. In fact, a complete set of spares is furnished, one for each tube used. And all are standard design...no specials.

Furthermore, because of the “pulse-counting” center frequency control circuit, tube selection is unnecessary. With this exclusive Westinghouse feature, any tube will work that registers “good”.

Operation is simplified in other ways, too. All major tuning controls are centralized in the front panel. At eye level are six large-faced, 270° meters, making it easy to check all major circuits simultaneously.

These and other refinements—found only in Westinghouse FM transmitters—are the important little things that forestall obsolescence and protect your investment; that cut your installation costs, simplify maintenance and keep you on the air.

Your Westinghouse salesman can show you how these benefits add up to your own profit.

Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

Here are more of these advantages!
- easiest in the industry to inspect and service
- only one control to adjust output power
- entire unit in only 1 cubic feet cuts installation costs
- all key circuits in just two drawers

Mr. A. D. Foster can help you in the Eastern and Middle Atlantic Districts

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems—from planning to operation. Mr. A. D. Foster, one of several Westinghouse electronics sales engineers, assists him throughout the Eastern and Middle Atlantic areas. His years of experience with NBC, ABC, in wartime Naval Radar, and with Westinghouse, qualify him very well for this work.

And this service can help you anywhere! It’s the fastest service in the broadcast industry, with Westinghouse field service engineers backed by 35 repair plants and 17 parts warehouses. It’s on 24-hour call everywhere in the United States for emergency service.
YOU CAN'T SELL TO SCENERY!

Some of the world's most spectacular scenery is in Utah. See it, enjoy it, but don't try to sell it. Concentrate on that part of the state where the people are concentrated - the 9 rich counties surrounding Salt Lake City - the KDYL oval.

Percentages tell the story:

In KDYL In the Remainder of Utah
Population 79.14% 20.86%
Retail Sales 84.40% 15.60%
Buying Income 86.80% 13.20%

Throughout the populous and responsive 9-county oval KDYL is the popular station.

And Now - TELEVISION!

On April 19, KDYL's experimental television station, WQIX, began regularly scheduled telecasts. These will pave the way for commercial television which KDYL expects to inaugurate soon. In this newest medium of communication, KDYL is far ahead of the field in the Intermountain Region.

The decision involved the question of whether or not a station affiliated with a national broadcasting system is engaged in interstate commerce within the meaning of the National Labor Relations Act. WSNY had contended that it was not so engaged, but the NLRB ruling, signed by Paul M. Herzog, chairman of the agency, and Abe Murdock, a member, declared that it was.

NLRB pointed out that from time to time WSNY "broadcasts, by specific arrangement with a national broadcasting system or network, individual programs which are fed to it by direct transmission." Further, NLRB said, WSNY "rebroadcasts commercial programs...which have previously been broadcast over national networks,...The contract in some cases is directly with the manufacturer and in other cases with a radio advertising agency."

Ruling also pointed out that for the one-year period preceding, a hearing held in the case last Oct. 30 in Schenectady approximately 20% of WSNY's $150,000 revenue was "derived from advertising of nationally distributed products."

Open KMGM Offices

GENERAL OFFICES for Metro-Goldwyn-Mayer's new FM station, KMGM, have been opened in Rexall Bldg., Los Angeles. William F. MacCrystall, station's general manager, and Noel L. Keffer, chief engineer, are among executives who will occupy offices. Installation of transmitter is under way at station's site in Coldwater Canyon, Beverly Hills. KMGM is scheduled to go on air May 20 on Channel 284 (88.7 mc) with 49 kw.

FUTURE on-the-job training is being provided to all seniors at Ithaca College, New York, who are majoring in radio. Students will spend two weeks of observation and work at radio station during fall term and two more during spring term. Among stations are co-operating with college are: WBTN Courtyard; WZAL Binghamton; WSNP Lynn; WENJ Endicott; and WWHR Hornell, all in New York.

Chicago-Cleveland Coaxial Opened for Phone Use

TELEVISION transmission on the Chicago-Cleveland coaxial cable route moved a step closer April 19 when AT&T's Long Lines Dept. announced that the cable was available for immediate telephone use.

Designed to ease crowded long-distance circuits between the two cities, the 363-mile cable will become an integral part of the Bell System's midwestern inter-city TV network, which also will service Detroit, Milwaukee and St. Louis.

In addition, the cable will tie in with the Philadelphia-Cleveland cable which, when completed at year's end, will link the system's midwestern and eastern television networks. Cable along each route provides one television circuit in each direction.

NLRB RULES INCOME OF WSNY INTERSTATE

WESTERN GATEWAY Broadcasting Corp., operating WSNY, 250-w fulltime independent on 1240 ke at Schenectady, N. Y., was directed by the National Labor Relations Board April 14 to hold a secret ballots election within 30 days. Ballot is to determine whether WSNY transmitter engineers and operator-announcers wish to have the National Assn. of Broadcast Engineers and Technicians represent them in collective bargaining negotiations.

Rain or Shine

WEAW (FM) Evanston, Ill, devoted space in a recent informal news letter to its listeners welcoming new competitors in the Chicago area, WBNU Aurora, WLEY Elmhurst Park and WBBM Chicago. Said the letter: "It is now possible to get a complete selection of network and independent programs in Chicago, without ever having to tune to your AM dial. This, of course, becomes increasingly important as the spring and summer thunderstorms approach."

TV LINK

NBC has authorization for a video station (WNBR) in Cleveland, where ABC, CBS and MBS use has applications pending. A turning point is the major network in Cleveland, with Scripps-Howard Radio.

In Chicago one network affiliate, WGN-TV (MBS) is on the air. Two other stations, WBQ and WENR-TV (NBC and ABC), expect to begin operation by September, and application for another, WBBM (CBS), is pending.
Gov. Tuck Speaks At WTTR Inaugural

Richmond, Va., Television Outlet To Become NBC Video Affiliate

WTTR Richmond, Va., took the air April 22 on Channel 6 (82-88 mc). Inaugural program lasted five hours and included speeches by Willbur M. Havens, president and general manager; Gov. William M. Tuck of Virginia; Horace H. Edwards, mayor of Richmond; Easton C. Woolley, director of station relations for NBC, and prominent local officials. A number of local programs also were presented from WTTR’s two studios and by means of film.

Since March 25 WTTR has been on the air with a test pattern. Regular programming was started April 23 with a schedule of 27 hours a week, Tuesday through Sunday.

On June 1 WTTR will become an affiliate of the NBC television network, station officials have announced.

License is Havens and Martin Inc., Richmond, which also operates WMBG and WCOD-FM that city. Station has effective radiated power of 6 kw aural and 12 kw visual.

Prior to the opening, WTTR conducted dealer meetings in its studios to acquaint set dealers with what television is and how it will operate in Richmond.

KROX Crookston, Minn. Goes on the Air April 25

KROX Crookston, Minn., planned to begin operations yesterday, April 25, on 1056 kc, 1 kw daytime. The station is owned by the Crookston Broadcasting Co., and managed by James C. Cole, former executive of WEDC Duluth, Minn.

Situated in one of the richest agricultural regions in the world, KROX will aim its news and entertainment direct to the rural audience. Opening broadcast was to be preceded by a cocktail party from 5-8 p.m. April 24. Formal opening featured speeches by Gover nors Luther Youngdahl, Senator Ball, Kenneth M. Hance, of KSTP St. Paul, and other prominent personalities.

NEW ALASKA STATION, KENI, STARTS MAY 2

KENI Anchorage, Alaska (5 kw fulltime on 550 kc), will be launched next Sunday (May 2), Capt. A. L. Lathrop, Alaska industrialist and president of Midnight Sun Broadcasting Co., KENI permittee, announced last week. Midnight Sun also operates KFAR Fairbanks, Alaska.

The new Anchorage outlet, representing an investment of approximately $500,000, will go on the air from temporary studios on first floor of Anchorages Fourth Ave. Theater Bldg. By midsummer, Capt. Lathrop said, station hopes to have ready its permanent studios occupying third floor of the building.

Concrete and steel transmitter installation is at the mouth of Chester Creek, two miles southwest of Anchorage.

Alvin O. Bramstedt, Midnight Sun’s general manager, who has been organizing the program and commercial setup of KENI, announced appointment of Robert J. Wells as station’s commercial manager, Jack Borges as news editor and Joan Chisholm as a member of the staff. August G. Hiebert, Mid night Sun’s chief engineer, has supervised technical phases in preparation for KENI’s opening. Station’s chief engineer will be Jack M. Walden, with Ralph E. Walker as his assistant.

INDIANA DAILY’S AM, FM OUTLETS LAUNCHED

Opening of the AM and FM operations of WCNB Connersville, Ind., took place Sunday afternoon, April 4, in conjunction with a YMCA operating fund benefit show featuring Guy Lombardo and his orchestra, the Lone Ranger (Bruce Beemer), who attended school in Connersville, and a variety of other entertainment. The show, held in the high school auditorium, was broadcast by the new stations.

The News-Examiner Co., publisher of the Connersville News-Examiner, owns and operates WCNB and WCNB-FM. The AM station is a 250-w daytimer on 1550 kc. WCNB-FM operates on Channel 291 (101.3 mc) with 7.7 kw. The transmitters were made by General Electric.

The WCNB and WCNB-FM studios are on second floor of the News-Examiner Bldg., 406 Central Ave., Connersville, Transmitter building and the stations’ 150-ft. ideco triangular steel tower with a 44-ft. FM circular antenna on top are located atop Jenny’s Point on the southwest edge of Connersville.

Personnel of the new stations includes Emmett M. Jackson, station manager; James C. Wallman, chief engineer; Paul A. Alden, Robert L. Rowley and Robert Klay, engineers; Miss Evaree Walters, program director; Austin H. Ed mondson, chief announcer; Alan Thompson, Ralph Underwood and Richard J. Stern, announcers.

Officials of Fort Industry Co. and Masonic Temple Assn. complete contract negotiations. Seated, l to r: J. Havens, publisher; Ken nedy, vice president and treasurer, Fort Industry; Joseph Daniels, president of the association; C. W. VanLopik, association manager. Standing, l to r: Lee B. Watkins, vice president and general manager, Fort Industry; Milton Madsen, Masonic Temple Assn. counsel; Ralph G. Elvin, vice president and managing director, WJBK, WJBK-FM and WTVO.

Plans for WTVO’s Launching Readied

Fort Industry Leases Two Floors in Detroit for AM-FM-TV

TWO TOP FLOORS of the west tower of Detroit’s Masonic Temple have been leased by the Fort Industry Co. and the Detroit Broadcasting Co. (WJBK and WJBK-FM) for installation of studios for WTVO, Fort Industry’s Detroit video outlet, which will operate on Channel 2 (54-60 mc). The 20,000 square feet of space will also be utilized as offices of WJBK (236 kw fulltime on 1490 kc) and WJBK-FM (Channel 226-93.1 mc) and the headquarters offices of Fort Industry Co.

Announcement of the signing of the lease was made by George B. Storer, president of Fort Industry, and of Detroit Broadcasting. Details were handled, he said, by Lee B. Watkins, vice president of Fort Industry, and C. W. VanLopik, manager of the Masonic Temple Assn.

An unfinished theatre, room for 2,200 seats, in the west wing of the Masonic Temple, provides ideal facilities for large television studios, dressing rooms, scenery shops and projection booths, according to Mr. VanLopik. The president and managing director of WJBK, WJBK-FM and WTVO.

Negotiations for more than $250,000 worth of General Electric television equipment were completed last November, Mr. Elvin said, and most of the equipment has been delivered, with the rest expected in a few weeks. Installation of equipment is expected to be completed and the initial picture broadcast presented by early fall, he added. The transmitter and antenna tower will be located at Lyndon and Cleaveland Sts., Det rroit.

New Meridian, Miss. FM Outlet Starts (98.6 mc)

WMOX-FM Meridian, Miss., has taken the air on Channel 253 (98.6 mc).

Opening of the Class B station was attended by approximately 800 persons on March 30, WMOX-FM reports. Messages of congratulations were extended by state and local officials and civic leaders.

Jerry Kerns (l), manager of WMOX and WMOX-FM, Licensee is Mid-South Network, of which Bob McNary is general manager.

James C. Cole, KROX manager (seated), and E. R. Melbye (l) and Glenn D. Simpson, account executives, confer.
**ESTABLISHED IN 1938**

One Order! - One Contract! - One Statement!

Entire network, or any combination of stations, available for programs or announcements under one contract—one rate—one statement.

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<th>CENTRAL GROUP:</th>
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<td>Fort Worth</td>
<td>WBAP</td>
<td>820 K.C.</td>
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<td>Fort Worth</td>
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<td>KTXA</td>
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<td>Austin</td>
<td>KTBG</td>
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<td>5000 WATTS</td>
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<td>Houston</td>
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<td>1340 K.C.</td>
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<td>Amarillo</td>
<td>KGMC</td>
<td>710 K.C.</td>
<td>10000 WATTS</td>
<td>NBC</td>
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<td>Lubbock</td>
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<td>KOSA</td>
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<tr>
<td>El Paso</td>
<td>KPRO</td>
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<td>Corpus Christi</td>
<td>KEYS</td>
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<td>Tyler</td>
<td>KTBB</td>
<td>600 K.C.</td>
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**DISCOUNTS IN ADDITION TO FREQUENCY DISCOUNTS . . .**

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<td>Entire group</td>
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**DISCOUNTS ON PROGRAMS ONLY . . .**

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<td>52 weeks @ 3/wk continuous</td>
<td>1% discount</td>
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<td>52 weeks @ 5/wk continuous</td>
<td>3% discount</td>
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OFFICE: 407 Tower Petroleum Bldg. • DALLAS, TEXAS • Riverside-5663 • Clyde Melville, Mgr.

For Further Information call your nearest TAYLOR - HOWE - SNOWDEN Radio Sales OFFICE

OR

FREE & PETERS
The luncheon meeting drawing and public also...Hot and thir...discussions and...industry, and a pioneer...Frankenstein when...he spoke...on...Networks. The biggest...problem of television...by...high to support a national network," he said. Dr. DuMont declared that light relays eventually will be used in "remotes around the city."

Dr. Alfred N. Goldsmith, consultant television engineer, presided at the luncheon.

Two panels were held Monday morning and two that afternoon. In discussing "Operating Costs Vs. Income" at the morning session, G. Emerson Markham, station manager of WRGB Schenectady, N. Y., said that stations in other than the largest cities should have a network affiliation because of the concentration of talent in metropolitan centers.

Mr. Markham said that as a result of prospective video network competition, early contracts offered by organizations "with networking ambitions" have not been especially favorable to stations needing an affiliation, and that "big takes" now for a network work a hardship on other operators in making ends meet.

Discussing the cost of film rentals, he hinted at applying ratios figured from size-of-audience, the buying power of an area, or the number of sets in the area.

Bell System Plans

Plans for expansion of network facilities by the Bell System of American Telephone & Telegraph Co. were outlined by F. R. MacFarland, program service manager of the long lines department of AT&T.

Extension of the East Coast network from Washington to Richmond, Va., linking Boston, New York, Philadelphia, Baltimore, Washington and Richmond is expected in time for the national political conventions. Additional channels from Philadelphia to New York are to be in operation during the convention, he said, besides the two existing through channels (from New York to Philadelphia and vice versa).

Within a "reasonable period" after the conventions, Mr. MacFarland added, those additional facilities are to be re-arranged so that total facilities will be three channels from New York to Washington and one from Washington to New York, with the possibility of all four providing service to and from Philadelphia or Baltimore.

In the midwest, Mr. MacFarland said, a network should be operating in time for the football season next fall between Cleveland, Toledo, Detroit, Chicago and St. Louis, and in turn programs may be sent from Cleveland to Buffalo and from Chicago to Milwaukee.

Both coaxial cable and microwave relay facilitie are to be included.

By Christmas time, he said, a coaxial connecting link is to be (Continued on page 46)
One order! One contract! One statement!

The sixteen stations now comprising the Lone Star Chain (established in 1938) vary in size from 50,000 to 250 watts. Each station was selected with the view of prestige and coverage to its particular community and surrounding areas. The “Bigger and Better” Lone Star Chain offers the greatest and most effective coverage of any regional network in the Southwest.

The Lone Star Chain, Inc.

Harold Hough, Pres.
O. L. Taylor, Secy.

Tilford Jones, Vice Pres.
Clyde Melville, Mgn. Dir.

Free & Peters, Inc. National Representatives

Or

Taylor-Howe-Snowden Radio Sales Inc.
TV Institute

(Continued from page 44)

made available from Philadelphia to Cleveland, so that separate programs may be sent in each direction between the East Coast and midwestern regional networks.

If network extensions to cities adjacent to routes made available in 1948 are required, "it may be possible to provide them some time in 1949." As examples, Mr. MacFarland cited service throughout the New England states, Schenectady, and Wilmington, Del., extensions in the South to Norfolk, Va., Charlotte and Winston-Salem, N. C., throughout Pennsylvania, and in Michigan from Detroit to Grand Rapids.

Radio relay provision for facilities from New York to Chicago is underway for completion in 1949, to be followed by an extension to the West Coast, Mr. MacFarland disclosed.

Another Monday speaker, Rodney Duane Chipp, assistant chief engineer of the DuMont Television Network, said "it is possible for a television station or group of stations to set up their own means of establishing a connection." The two relays now existing, between Chicago and South Bend, and New York and Schenectady, both have the "advantages of lower cost and full time availability," he said.

Reports on accomplishments and future plans in television in various video centers were heard at the luncheon Tuesday in the grand ballroom of the New Yorker.

Halsey Barrett, station relations manager of DuMont Television Network, declared that the basic philosophy is thinking in terms of the national picture. "Local programming is being subbed.

At Wednesday's luncheon discussion, Richard de Rochemont, March of Time, stated "we will abandon most of the profit in films sponsored in some experimental development." The motion picture version of March of Time, he said, will not be transferred to video screens, but new documentaries will be prepared instead.

Prediction of moving newsreels instead of stills was made by Phil Newsom, United Press.

Robert H. Reid, International News Service, announced the expansion of the Telesnews-INS-INS weekly newsreel to four additional stations, WFIL-TV Philadelphia, KTLA Los Angeles, WTTG Washington and KSD-TV St. Louis. Chevrolet dealers sponsor the series in all four cities.

The institute was sponsored by Televiser magazine.

OIL COMPANY GIVEN BROADCASTING RIGHTS
TIDEWATER-ASSOCIATED Oil Co., San Francisco has been voted exclusive radio rights to all Pacific Coast Conference football games in 1948, it was announced April 17 by Al Masters, athletic director of Stanford U.

Television rights to Conference games were upheld until the general Pacific Coast Conference meeting to be held at Missoula, Mont. June 7.

The decision to once again award exclusive rights to Associated was made by radio and television committee of the Conference. Mr. Masters declared that the membership voted unanimously in favor of the oil company. No decision was reached as to the radio rights on Conference basketball. Negotiations are now under way, however.

All Candidates Invited To Appear On NBC Show
PRESIDENTIAL candidates last week were invited by NBC to speak on the Living—1948 Sunday afternoon series before the political conventions this summer.


Beaumont,
Texas,
One More Station Linked to the Lone Star Chain!
3 Key Cities Linked by This 1 Station!
LONE STAR CHAIN INC.

Not ONE, but THREE important key Gulf Coast markets are covered by KFDM . . . the metropolitan district of Beaumont, Port Arthur, and Orange . . . a market with a $700 million annual income from construction, oil refining, shipping, chemical plants, synthetic rubber, and many other industries. Schedule these THREE KEY MARKETS— WITH this ONE KEY STATION — KFDM!
With KGNC's recently increased power, you get thousands more listeners in the Great Panhandle Country and even into Eastern New Mexico, in southwestern Colorado, in Western Oklahoma, and Southern Kansas. Dominating and penetrating the entire area KGNC is the greatest selling force on the air in this rich, responsive market.

**NOW 10,000 WATTS—710 KC!**

**KGNC**

**AMARILLO, TEXAS**

**YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE**
April 16 Applications . . .

ACCEPTED FOR FILING

AM-1230 k
Conway Bstg. Co., Conway, Ark.—CP new station 1530 k 200 w unil.

AM-900 k
Robert F. Wolfe Co., Fremont, Ohio—CP new standard station 1350 k 1 kw. AMENDED to change frequency from 1620 to 900 kw, power from 3 kw to 500 w and makes changes in DA.

AM-1490 k
Knoxville Pub. Co., Knoxville, Tenn.—CP new standard station 1690 k 250 w unil. Contingent upon grant of WATE for change in frequency and for proposed facilities of WOND.

Modification of CP

WKNN-PM New Britain, Conn.—CP new FM station for extension of completion date.

WKST-PM New Castle, Pa.—Same.

WRSV Richmond, Va.—CP new FM station to change frequency from 106.9 mc to 92.0 mc, ERP from 153 kw to 9.8 kw, and antenna above average terrain from 540 ft. to 546 ft.

FM-104.9 mc
Earl W. Festler, Madison, Wis.—CP new FM station (Class A) on 104.9 mc, Channel 265 and ERP 336 w.

License Renewal

Applications for renewal of F M broadcast licenses filed by: KDZK-PM Pittsburgh; WBBM-PM Chicago; WBB—PM Boston; WBA-FM Springfield, Mass.; WCBS-PM New York; WDLM Chicago; WSFB South Bend, Ind.

The Connecticut Broadcasting Co., Meriden, Conn.—CP new commercial television station on Channel 19, 192-198 mc, ERP vis. 22.8 kw, aud. 11.4 kw and unil. AMENDED to change ERP to vis. 20 kw, aud. 11.1 kw.

TV-210-216 mc
Globe- Democrat Pub. Co., St. Louis—CP new commercial television station on Channel 19, 210-216 mc, ERP vis. 31.5 kw, aud. 15.7 kw unil.

actions of the FCC

APRIL 16 to APRIL 19

TENDERED FOR FILING

TV-49-66 mc

TV-216-216 mc
Warner Bros. Pictures Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 31.0 kw, aud. 15.5 kw.

TV-66-72 mc
Rock Island Bstg. Co., Rock Island, Ill.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 13.6 kw, aud. 7.6 kw.

TV-82-88 mc
Hildreth & Rogers Co., Lawrence, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 15.2 kw, aud. 7.8 kw.

TV-66-72 mc
WKY Radiophone Co., Oklahoma City—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 12.4 kw, aud. 6.2 kw.

TV-82-88 mc
R. L. Wheelock, W. L. Pickens and H. A. Cogdill Jr. as Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 19.2 kw, aud. 9.6 kw.

APRIL 19 Decisions . . .

ACTIONS ON MOTIONS

By Comm. Sterling

WTED Philadelphia—Granted petition to continue hearing scheduled for April 20 to May 20.

KEA Bakersfield, Calif.—Granted petition for continuation of hearing scheduled for April 20 to June 21.

Pal River Herald News Pub. Co., Fall River, Mass.—Granted petition for continuation of consolidated hearing on TV applications for April 21 to May 5, and same was continued to May 5-6 at Fall River and May 7 at New Bedford.

KORE Eugene, Ore.—Granted petition for continuation of hearing scheduled for April 20 to May 21.

Penn Lincoln Bstg. Co., Carlisle, Pa.—Granted petition to dismiss without prejudice its application and further ordered that application of Philip McNeese be removed from hearing docket.

Southern Puerto Rico Bstg. Corp., Ponce, P.R.—Granted petition for leave to amend its application to specify frequency 1470 kw 1 kw unil. in lieu of 1200 kw 1 kw unil., etc., and application was removed from hearing docket. Further ordered that application of WRCW be removed from docket.

Pellegin and Smiley, Detroit—Granted in part petition for leave to amend its application to specify 1440 kw 500 w D. In lieu of 1440 kw 1 kw D. Petitioner's request for removal from hearing docket was held in abeyance pending action on petition of Floral City Bstg. Co. for leave to amend its application.

Calif. Bstg. Co., Santa Monica—Granted petition for leave to amend its application so as to specify 1 kw power in lieu of 500 watt on frequency 1400 kw, daytime only.

The Acme Bstg. Co., Elizabethtown, Ky.—Granted petition for leave to amend its application to show changes in officers, directors and stockholders, and changes in stock ownership.

Radio South Inc., Jacksonville, Fla.—Granted in part petition for leave to amend its application to add engineering data, and application was removed from hearing docket and dismissed petition insofar as it requests grant of application pursuant to Sec. 1.373 (b) of rules.

Wyoming Valley Bstg. Co., Wilkes-Barre—Granted petition for continuation of consolidated hearing on TV applications scheduled for April 19, to May 3 and May 4 at Wilkes-Barre.

KWKC

ABILENE, TEXAS

1340 on the Dial

KWKC is proud for two big reasons—being a member of the bigger and better Lone Star Chain—and for being located in the rich Abilene market—headquarters for West Texas Utilities, driller, textiles, refineries, canning, dairy, machinery—and many diversified companies industries rolling up a $3,000,000 total monthly payroll. We serve this market . . . and serve it well!

MU TUA L B R O A D C A S T I N G S Y S T E M

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN Radio Sales

AUSTIN, TEXAS

590 Kc. . . . 5000 Watts

Look at our Texas market map—at Austin, the capital city—at its rich, populous trading area of over one million persons—the fifth greatest in the state! KTBC is the STRONGEST VOICE IN THE CAPITAL OF THE BIGGEST STATE. For coverage, cost, results . . . you can't beat KTBC!

COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN Radio Sales

TWO MORE IMPORTANT LINKS IN THE BIGGER AND BETTER
Local Authority

THE AUTHORITY on practically any subject is usually the local barber. So Tomorial Artist Merle Loop, of Elmira, N. Y., was a recent guest on Preston Taplin's program on WELM, Time for Taplin. Mr. Loop aired his views while actually cutting Mr. Taplin's hair. The two engaged in the usual barber-chair conversation on topics of the day, completely unheared ad-lib. The program created more than a minor sensation, and complimentary comments poured into the station.

License for CP

WOR-FM Fort Madison, N. Y.—License to cover CP new FM station.

Modification of CP

WSKY-FM Asheville, N. C.—Mod. CP new FM station for extension of completion date.

Another Important Link in the Great

KFDX
WICHITA FALLS, TEXAS
1000 WATTS NIGHT
5000 WATTS DAY
990 KC.

Over two million dollars is paid out on each monthly payroll in the Wichita Falls area—an area of people with cosmopolitan tastes and practices—people who spend well and know what they get for their money. A wealthy manufacturing and oil producing center, Wichita Falls is a prime market—pinned by KFDX, its dominant station, with its ear to the ground and its voice far-fung.

CHARLES B. CLOUGH • GENERAL MANAGER

AFFILIATED WITH

AMERICAN BROADCASTING CO., INC.

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales

Proud to Be a Member of the BIGGER and BETTER Lone Star Chain

BROADCASTING • Telecasting

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IER SESSION

CONTROVERSY question, "Should the FCC Have Any Control Over Programs?", will be close scrutiny at special session on radio government relationship at Ohio State U.'s 19th annual Institute for Education by Radio which opens in Columbus April 30.

More than 1,200 representatives of the networks, regional and local stations, foreign radio and the FCC, as well as leading educational and allied national organizations, are expected to attend the four-day conference. Plans call for 36 sessions covering almost every phase of educational and public service broadcasting.

Feature of the "Radio and Government" session May 2 will be the origination of the Columbus Town Meeting aired on WBNS Columbus. Participants will be speakers representing radio, the Congress and the public.

Charles Thayer, acting chief of the State Dept.'s international broadcasting activities, is scheduled to speak at a general session on radio's international aspects. He will review "Voice of America" objectives.

UNESCO will be discussed by Luther Evans, Librarian of Congress and committee chairman of the National Commission for UNESCO. There will also be a re-

Radio vs. Government Is One of Topics

PORTSMOUTH conference on freedom of information.

Network point of view on the subject, "A Critical Look at Radio Criticism," will be given by Robert Saudek, ABC vice president in charge of public affairs. Also scheduled to discuss the subject are Erik Barnouw, president of Radio Writers Guild; Earle McGill, president of Radio Directors Guild, and others.

Radio's current status will be appraised by nationally known radio critics during the dinner program, traditional highlight of the conference.

WTIC-FM Ups Power

A SEVEN-FOLD increase over its present output was effected by WTIC-FM Hartford, Conn., when it boosted its output to 20 kw, the limit authorized by FCC, according to Herman Taylor, WTIC plant manager. Station is on 96.5 mc Channel 243.

JUST BECAUSE Ted Malone of ABC gave Omaha's Mayor Leemon 3,000 neckties, Wallace Kelly (r), Salt Lake City hondsy, decided to give Salt Lake City's Mayor Earl J. Glade (l) a tie that matched the other gift in quality if not in quantity. KUTA broadcast the short ceremonies. Mayor Glade is the former general manager of KSL Salt Lake City.

KRNT Transmitter

INSTALLATION of a new BTA-5-P RCA 5-kw transmitter has been completed by KRNT Des Moines. Overall efficiency of new transmitter is increased almost 50% over former equipment, according to Phil Hoffman, KRNT manager. KRNT, an ABC outlet owned by Cowles Broadcasting Co., operates on 1590 kc with 5 kw.

ADVANCES IN TESTING, FM INCLUDED IN BOOK


COMPREHENSIVE study of the principles of operation of vacuum tubes, their basic circuits, and the application of these circuits to low frequency radio receivers is contained in Essentials of Radio, which treats the subject at an intermediate level as distinguished from the advanced level or the elementary level with little mathematics involved.

All recent advances of major importance are presented, including those dealing with frequency modulation and modern testing equipment. All electronic circuit actions are analyzed mathematically and physically on the comprehension level of the man having a basic understanding of radio. Mr. Sturberg, instructor of radio and electronics at John City Vocational High School, and Mr. Osterheld, radio and electricity instructor at William L. Dickinson High School in Jersey City, are also co-authors of a book, Electrical Essentials of Radio.

DON MONEILL, program director of ABC's "Breakfast Club," will appear as guest star on Fred Allen's NBC program May 9.

KTRF LUFKIN, TEXAS

KTRF was born to serve 317,563
East Texas people with a $287-
064,000 annual income — and
bored in the traditions of these
fols who understand high quality
programming and the value of an
advertising dollar. KTRF - the
BUY-WORD of East Texas - is
shuffled and equipped to reach this
rich, lath market. A Mutual sta-
tion, beginning July 26, 1948.

TAKING ROOT IN THE FOREST CAPITAL OF TEXAS

1290 ON THE DIAL
1000 WATTS

$174 MILLION FROM AGRICULTURE AND OIL
ALONE IN 1947 . . .

KRGV is the voice of one of the
richest, permanent agricultural
markets in America, serving the
Truly Magic Empire of the Lower
Rio Grande Valley. Due to the
unique isolation and unification
of this area, KRGV DOMINATES
the multi-million dollar Magic
Valley Market.

WE ARE HAPPY TO BE MEMBERS
OF THE BIGGER AND BETTER

SERVING THE CITY WITH A MAIN STREET 65 MILES LONG

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AMOUNT of sustaining time on program to noncommercial sustaining programs compared to 34% the previous November, the survey shows.

Most sold-out segment of time in the broadcast week is Sunday afternoon on medium network affiliates, when only 15% is sustaining, the survey reveals.

Data for a third log study, based on November 1947 programs, has been collected by NAB. It will be processed when the Research Dept. is able to obtain personnel.

Arrival on the air of new stations is believed responsible for much of the increase in the amount of sustaining time during the three-month period. The first log study was based on 1,025 stations, the second on 1,101. The figures are based on a representative cross-section of the industry.

In the February 1947 study, 41% of evening time, 38% of afternoon time and 37% of morning time was sustaining. This compared to 37% evening, 30% afternoon and 36% morning sustaining time in the November 1946 study.

Among network affiliates, large stations (75-50 kw) devoted 35% of time to sustaining programs; medium stations (600 w-5 kw), also

U. S. broadcast stations started to increase in 1946, according to the Kenneth H. Baker, NAB research director.

Among non-affiliates or independents, the large station average was 41%; medium stations, 48%; small stations, 45%; all-station total, 48%.

Averages for affiliates and non-affiliates combined were 34% for large stations, 35% for medium stations, 43% for small stations. These compared with 36% for large, 30% for medium and 37% for small stations in the first study.

The study breaks down sustaining time by weekdays, Saturdays and Sundays.

Negotiations Begin For Video Contract

VIDEO representatives of the four major networks are scheduled to meet in New York today (April 26) with the television committee of the Associated Actors and Artists of America to begin negotiations for a contract covering all video talent except musicians. The musicians' pact is being drawn up by the American Federation of Musicians and the broadcasters.

Associated Actors TV committee, headed by George Heller, executive secretary of AFRA, last week completed a list of proposals including fees, working conditions, and subsidiary rights for radio and stage actors, singers, variety artists, and other entertainers.

The goal, according to Mr. Heller, is a single contract which will cover television performances by any or all members of the 11 AFL talent unions, of which Associated Actors is the parent. Aside from the basic considerations of wages and hours, one of the major problems to be negotiated is the regulation of and payment for the use of motion picture films and actors in television, he said.

Meetings with other New York television broadcasters—DuMont, Paramount Pictures, and WPIX New York, the Daily News station—will be held after the network talks get underway, Mr. Heller added. Today's meeting is to be held at CBS.

Carolyn Caro

CAROLYN CARO, 82, traffic manager of KXLA Pasadena, died April 11 at her home in Los Angeles. A veteran of Los Angeles area radio, she had been with KGJF Hollywood prior to joining KXLA in 1945. Burial took place in San Francisco. She is survived by four children.
ELECTION of radio clients of the Associated Press to associate membership in the news agency in 1947 was hailed as "another major pioneering step" by AP, in a board of directors report made public April 19 in connection with AP's 100th anniversary.

When the report was issued 688 stations had been elected to AP membership, as of Jan. 9. At the end of last week another 102 AP radio clients had become AP members, according to the news agency. Since AP serves a total of 966 U.S. stations, this leaves 176 stations which take AP news under Press Assn. contracts but have not yet been invited to become AP members. Most of these are comparatively new stations, the AP said.

AP's radio members, the annual report added "are affording the association quick access to news in localities in which we had no dependable coverage in the past."

UP Radio Div. Signs 400 Station Clients in 1947

THE RADIO division of United Press had a record year in 1947, signing up about 400 new station clients, according to a report by UP's radio sales manager, Alfred F. Harrison, at the annual meeting of the American Newspaper Publishers Assn. in New York last week.

UP is supplying news and features to more than 500 stations in the U.S. and 150 stations outside the country, Mr. Harrison said. Phil Newsom, radio news manager for UP, said the news agency "is now pushing investigation of the motion picture field as it applies to spot news coverage" for television, and indicated that UP plans to expand its services in the video field.

MEDICS GROUP ADOPTS NEWS RELEASE CODE

A CODE of cooperation between radio and the press, and hospitals and the medical profession has been adopted by the Colorado State Medical Society. The code provides for 24-hour service by the Society's executive office in assisting reporters; for designation of publicity chairmen by the 20 component societies; and for the selection of hospital spokesmen who will obtain prompt medical news for reporters.

Prominent in developing the code were the following representatives of Denver radio: Clarence Moore, KOA program director; News Chiefs Dick Leonard, KMYR; Sheldon Peterson, KLZ; Don Bestie, KVOD; Jack Fitzpatrick, KFEL; Mack Switzer, KLZ special events director; Allen Miller, Rocky Mountain Radio Council director.

According to the code, medical information, quotes from doctors, and news of any scientific discovery may be obtained promptly.

Mr. Fielding commended WOR and Mr. Van for "outstanding public service in bringing to my attention. . . this disgraceful condition."
U. S. Could Do Better, Spingarn Implies

JEROME H. SPINGARN, author of "Is Your Radio on Now?" which is abstracted here, concludes in the article that the government should keep "some of the frequencies." These conclusions come as no surprise to those who have followed Mr. Spingarn's career. Before the war he was in the FCC Law Dept. and later a member of the FCC War Problem's Division. He left the FCC to accept a commission in the Navy. As Lieut. Commdr. Spingarn he was loaned to the Senate Small Business Committee as consultant on radio. While there he collaborated with Sen. Glen H. Taylor (D-Idaho) in the report "Small Business Opportunities in FM Broadcasting." Mr. Taylor's leftist leanings are currently demonstrated in his campaign for the vice-presidency on Henry Wallace's third party ticket. The Taylor-Springarn report urged the FCC to reserve some FM channels for newcomers and ex-GI's. [BROADCASTING, April 15, 1946]. Mr. Spingarn has written a number of articles on radio among which are "Radio Is Yours," a booklet published by the Public Affairs Committee Inc. of New York, which undertook to prove that radio isn't free and profits are enormous [BROADCASTING, Sept. 30, 1946].

The article adds that "it could not only satisfy the great demand for better programs, but might raise the general level of radio productions by serving as a yardstick by which the achievements of commercial stations could be measured."

The new NAB code was cited as an indication that broadcasters were taking heed of the complaints about the industry. "Indeed," the article states, "some of the most pointed and ablest criticism has come from within the studios and agencies themselves, and it is not surprising that a move for improvement has come from a forward-looking group of broadcasters."

Soviets Continue to Jam U. S. 'Voice' Broadcasts

JAMMING of U. S. "Voice of America" broadcasts to Siberia is still going on, State Dept. has reported, despite American protests to Russia several weeks ago.

The interference is said to begin each day just as the U. S. starts transmitting and ceases when our program is completed. The noises occur from 6:30 to 6:30 a.m. (EST) on the 6-15 mc frequencies, which is the range used by this country to bring world news and features to eastern Russia. The programs originate in San Francisco with a Honolulu relay, but as far west as Manila reception is hampered by the "jamming."
HERE ARE THE LATEST WCKY JAMBOREE STORIES...

Southern Farmer Magazine, one of the outstanding Southern publications, has built a circulation of over 1 million in two years, using radio as the major media. And ONE station, WCKY, has accounted for almost half of this circulation.

Southern Farmer started using the famous WCKY Jamboree in August of 1946. In 22 weeks of 1946-47, WCKY secured 227,807 subscriptions at $1.00 each for Southern Farmer. In 1947-1948 to date, Southern Farmer has been on WCKY for 20 weeks and has secured 186,789 subscriptions at $1 each.

A TOTAL OF 414,596—ALMOST HALF ITS CIRCULATION.

INVEST YOUR AD DOLLAR WCKY'S-LY
LET'S LOOK AT THE RECORD —

SOUTH CAROLINA MILLS bought three 1-minute announcements a week in WCKY's Jamboree, to distribute its winter catalogue.

This schedule ran from January 7 to February 12th, 1948. These 17 announcements resulted in 45,264 requests for catalogues—

AT A PER INQUIRY COST
OF LESS THAN TWO CENTS

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

Last Week

LAST WEEK was momentous on the freedom front. Not because of what was achieved, but rather because it spotlights what the proponents of the basic freedoms seek to attain. And what the dictators want to prevent.

The American Newspaper Publishers Assn. formed a committee to complete its work with the Soviet Union and its regimented satellites opposing every move envisaging the free flow of news under our Democratic concepts.

In Berlin, Robert Magidoff, NBC correspondent, was expelled to Poland, on obviously trumped up "spy" charges, told his story. It was not surprising. It showed up the Communist pattern of distortion and invention to suit its ends.

In this country was aseriesious jarring of our Voice of America broadcasts. Now comes the Soviet counterrpart of the Tokyo Rose broadcasts of World War II. "Moscow Mary" is wooing the Far East, advising Philippine and other listeners that "even in radio," from the Soviet-subsidized Czechoslovakian English voice inveighs against "Anglo-American reactionaries."

Awaiting sentence in Boston after conviction for treason is L. B. Best, last of eight Americans indicted in 1943 on charges of giving aid and comfort to our enemies via broadcasts from Berlin.

There was another development on the freedom front last week too. Final testimony was heard by the FCC on the Mayflower Decision which since its emergence in 1941, has denied the broadcaster the right to become "an advocate," doing violence to our Bill of Rights.

What bearing do these events on the domestic and international scene have upon the radio editorializing issue? They are not as remote an issue as we would like to believe. Yet, it may be half-free speech or quasi-censorship. The history of the last war shows that the dictators first seized control of radio, through one device or another. Then came the press, the motion pictures and even the pulpit.

At this advanced stage of radio's development, wherein there are twice as many stations as there are daily newspapers, the only material difference between the media is the manner of publication. Newspapers use the press; radio the microphone. Radio is entitled to access to news on equal footing with the press, say the UN resolutions. The Associated Press, at its annual meeting last week, reported that station managers around the country are demanding it "quick access to news" in localities where there was no dependable coverage before. All news associations are serving radio. The "press" conference of other years has become the "news" conference.

To be doubt as to radio's right to editorialize, to express itself if it so desires? To place any restriction whatever upon the right of stations to broadcast as they please, within the bounds of our general statutes, is to interfere with freedom of the news — of the press and the radio. Any revision of our nomenclature should take cognizance of radio as within the scope of the "press." Just as the news associations, which print no newspapers but are purveyors of the intelligence, are part and parcel of the press, so is radio. The Commission on Freedom of the Press in its studies at the U. of Chicago has recognized radio as a major segment of "the press."

In the coming editorializing proceedings, there is talk of "fairness" of station licensees, of presenting all sides as a matter of regulation. There appears to be some unwillingness to accept the mandate of the framers of the Constitution that Congress shall make no law to abridge freedom of speech and of the press.

The Mayflower proceedings really deal with but one facet of the problem. The right to editorialize is a Constitutional right. It shouldn't be in free fall. The real issue is the right of the FCC camel to get its nose under the radio programming tent. Editorializing, after all, is but a single component of the station programming structure.

The Whistlers

PUBLISHERS in New York last week found radio figuring more and more prominently on their agenda. Among many radio reports were:

- Publishers of 18 newspapers with circulation under 50,000 have acquired an interest in AM stations since last year.
- 5% of the smaller papers charge for program logs.
- 15 additional papers are considering such a charge.

The last two items were hailed with glee by one speaker who concluded that the increasing number of stations could be looked upon as an additional source of advertising revenue. Another felt that the more stations the thinner "radio advertising" will be spread while unenthusiastic. Another always represent the "stable" advertising audience.

Isn't it amazing? How intelligent business leaders can accept seriously an argument that station logs are not news and should be published only as an advertisement challenges credulity. But for this same group to romp along with the reasoning that radio can only command a limited appeal for a few odd firms who use "radio advertising" while newspapers continue as the real true medium for "stable" advertisers is fantastic.

Poll after poll shows logs are nip and tuck the best-read features of any paper. Where there are competing newspapers we know of no successful attempt to charge for logs. Readers demand them. In one newpaper towns there have been some who have rammed the charge down broadcaster's throats. Rather than argue they have paid.

What the APNA was afraid of was that there are some broadcasters with a hundred stations which print their own local program tabloids; that shopping news-type publications avidly seek the privilege of running station logs, and that local display newspaper advertisers have found that spot-lighting logs in their ads improves readership.

Radio has been the most undersold of all the media, largely because it has won phenomenal acceptance on sheer momentum. The argument is now that radio is "still in the entrance" playing that radio isn't, simply is not borne out by the records. The trend in newspaper population has been downward for the last generation. Most of the alert newspapers are in radio up to their eyeballs.

From where we sit it appears as if those who missed the radio boat among the newspaper publishers are now whistling through their dentures.

Our Regards To—

SYDNEY HIRSCH EIGES

ONE DAY last October the Daily Dispatch of New Kensington, Pa. (pop. 25,000) found two issues worthy of comment in its editorial columns. One was the absence, which the Dispatch regretfully observed, of inspiring leaders among the United Nations. The other, which the Dispatch regarded as a brightening incident in the otherwise gloomy scene, was the elevation of a former editor of the New Kensington High School Kentonian to a vice presidency of NBC.

"His New Kensington kinship and friends are proud of Sydney Eiges," said the editorial.

The former Ken-Hi Kentonian editor . . . received the inspiration to enter his chosen field right here in this community . . . Nor do we believe he has yet reached the zenith of his career.

The unqualified accolade from his home town paper, culled by a watchful functionary from the bales of clippings that are regularly examined with desperate eagerness by the NBC press department, came as a mild surprise to Sydney Hirsch Eiges, the new vice president in charge of press. It had been only 17 years before, he remembered, that the New Kensington Dispatch had spurned his solicitation of a job.

Mr. Eiges and the Daily Dispatch failed to come to terms in 1930, when the boy journalist who was born in New Kensington May 15, 1909, was fresh out of the U. of Pittsburgh with a liberal arts degree. The coolness of the Dispatch to his advances was the second hazard he had to overcome in pursuing the newspaper career for which his service as editor of the Kentonian had incurably prepared him. The first was his father.

The elder Eiges, a sober merchant in New Kensington, urged his son to become a lawyer, and was unenthusiastic that young Sydney was firmly bent on taking up a questionable profession like journalism.

Rejected by his home town paper, and with his father's reluctant blessings ringing in his ears, young Sydney set out for the big city. He was soon able to report, with recovered pride, that he was working in the Pittsburgh bureau of INS as an office boy, messenger, and reader on the pony wire. When pressed, he mentioned his salary of $15 a week.

By the next summer he had become a reporter. He progressed rapidly in the INS system from then on. He managed the Philadelphia, Harrisburg and Pittsburgh bureaus (Continued on page 78)
"Captured the Imagination of the Industry"

Variety—March 17, 1948

Again—for the third time in fact—Variety honors WOV with its coveted Showmanagement Award, this time for imagination in promotion.

WOV accepts with pride not only this Variety Award, but the challenge it imposes.

We renew our determination to an ever-increasing effort in the belief that radio is best served when we serve listeners and sponsors alike.

Ralph N. Weil, General Manager
Arnold B. Hartley, Program Director
The Bolling Company, Nat'l Representatives
Exploding the myth that "Collins is higher priced"

It is human to suppose that an article of outstanding merit costs more to buy than others in its field.

But in the broadcasting equipment field, that simply is not true.

In the opinion of broadcast consultants and station engineers, Collins engineering and manufacture have won an unassailable position of leadership.

Yet Collins transmitters, speech equipment and accessories are priced no higher and in some cases are priced lower than their best known competition.

A typical example of Collins superiority at low comparative cost is the Collins 20T one-kilowatt AM transmitter shown above. The excellence of its design and construction has been quickly and freely acknowledged by all qualified men who have examined it. Its purchase price and performance are a source of entire satisfaction to the many who have bought and operated it.

The Collins 212A-1 speech input console for AM, FM, Television and high fidelity recording applications, also shown, is another example of extraordinary quality, competitively priced.

For a successful station, high in performance, low in first cost and low in operating and maintenance cost, by all means see us or call us in. Don't let the "high priced" myth stand in your way.

FOR BROADCAST QUALITY AND ECONOMY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.
Mayflower Hearing (Continued from page 23)

considerations as editorializing, it would have given you specific instructions to do so.

Answering arguments of the advocates of the Mayflower ban, Judge Miller cited former FCC Chairman James Lawrence Fly's reference to radio's influence on public opinion. But, Mr. Miller said:

Is there anything in the First Amendment, or anywhere else in the Constitution, which says that because one medium of communication is more effective in its impact than another, it shall be banned? Does Mr. Fly mean to suggest that because of the powerful influence of radio, broadcasting as a means of communication, it does not come, properly, within the meaning of the First Amendment? One would hardly expect such an argument from a Harvard Law School man. In fact, the very potential power of modern newspapers, as well as radio broadcasting, makes it all the more important that they be preserved as free media of communication.

In answer to opposition claims that FCC should require that all people may have access to radio time, Judge Miller reiterated that the free-speech amendment forbids government, not individuals, to abridge free speech.

There is nothing in editorializing, he continued, which involves "clear and present danger to peace, security, health or welfare." For that reason, he emphasized, editorializing clearly falls within the meaning of freedom of speech in the First Amendment. He continued:

The danger implicit in the argument for control of editorializing goes much farther. Where will you stop? . . . Will you control the manner in which your applicants, to be sure that each is sufficiently represented in each community? What of race, color, and previous condition of servitude? Is it not much more reasonable and sensible to regard your task as a limited one, closely connected with the regulation of commerce, and confine your inquiries accordingly? That is, certainly a fair and reasonable interpretation of the Communications Act. Congress has entrusted to you, for administration, and one which will avoid the necessity of arguing the rights and governmental interference into which the other interpretation is leading you.

Claims FCC Duty

He insisted that FCC has the duty "to decide such questions as this in such cases, and in such manner, as will make possible appeals to the Supreme Court, where decisions can be rendered which will settle them beyond all peril ad

The NAB head elaborated on his views under extensive questioning from the Commission.

He doubted that FCC could properly consider whether an applicant is likely to "deal fairly"; he did not think Congress or the Commission can require fairness.

A qualification of opponents proposed to spend all its time advertising one product could not rightfully be denied for that reason, he said, though he questioned whether such a station could hold an audience.

If the rules governing the taxicab radio service forbid transmission of personal messages, he said in answer to another question, then the rules are unreasonable, impossible of administration, and unconstitutional. He told Comr. Durr, on another question, that free speech would definitely be abridged if Congress should stipulate that Government handle all broadcasting.

Judge Miller said he thought FCC should give no consideration to the number of licenses an applicant holds, until the point of monopoly is approached. Even then, he said, additional legislation is needed.

He maintained that stations have a right, under the Constitution, to "suppress" as well as to present, and that he thought Sec. 306 of the Communications Act, requiring equal opportunity in political broadcasts, is unconstitutional.

MONDAY AFTERNOON

William J. Scripps, director of radio for the Detroit News, which owns and operates WWJ-AM, FM, and WWJ-TV, told the Commission he agreed in principle with Judge Miller but would be satisfied at this time with removal of that portion of the Mayflower dictum which says a license must not be an advocate. Upon questioning he indicated he would not object to requiring equal time for opposition views.

Mr. Scripps said WWJ held as its "public service obligation" that as a licensee "we have no moral right to impose on our listeners any line of thinking . . . just because it happens to represent the feeling of the management or ownership of WWJ." He continued, "By the same token I feel that we should not be bound to remain quiet whenever the occasion arises for us to speak out."

A. D. (Jess) Willard Jr., executive vice president, NAB, contended the removal of the editorial ban will encourage more discussion of public issues on the air, make it possible for licensees to present a greater diversity of opinion and put the opinion responsibility where it belongs—"upon the shoulders of the broadcaster himself."

He said:

Perhaps the most absurd effect of the Mayflower decision is the practical effect of the word "would". To phone of any broadcasting station is available for editorializing, under the law, to any person in America except the individual or group to whom, after thorough investigation, this Commission grants a license and holds responsible for the programming of the station. Thus, anyone may own a station and no citizen owning one may speak his mind upon it. But a foreign Communist agitator may demand time to express his views without hindrance—and, indeed, he may be aided and abetted in this effort by parts of this very decision.

Quoting from Broadcasting Trends (Broadcasting, Dec. 22, Jan. 12), Mr. Willard pointed out that 88% of U. S. broadcasters "unequivocally believe" they should have the editorial decision of the Communications Act and the First Amendment. He added that 55% would undertake editorial activities if the Mayflower ban were removed. Noting that the diversity of sponsors would safeguard against editorial control from that source, he said he "cannot subscribe to the insinuations . . . that American businessmen would stroy the very freedoms upon which their existence and their success have been founded and maintained."

A lengthy exchange with the Commission on hypothetical cases of opinion monopoly and misuse followed Mr. Willard's prepared brief. He said no requirement for equal time would work and that the voluntary system was the only answer. He had earlier commented on the industry's fair-play tradition and public confidence in controversial matters.

Rex Howell, manager and co-owner of KFXJ Grand Junction, Colo., identified himself as author of the original resolution calling upon NAB to seek clarification of the Mayflower decision. He took sharp issue with James Lawrence Fly, "to whom goes the dubious distinction of having sired the Mayflower doctrine," on retention of the ban while allowing non-commercial campaigns.

Howell vs. Fly

Charging that Mr. Fly's own position was inconsistent, Mr. Howell quoted at length from the former FCC chairman's testimony before the Senate Committee on Interstate and Foreign Commerce of the 78th Congress relative to the necessity of amending the Communications Act. He held Mr. Fly's statements to the committee were "diametrically opposite" to the facts of FCC's actions in the Mayflower case.

Mr. Howell testified he was not asking reconsideration of the Mayflower case: "I mean merely throw out the language of the decision that was evidently passed as a result—or expressed in passing." Upon questioning he said not the Commission but the broadcaster should judge fairness in controversial cases, since each locality and each case is unique.

At this point Chairman Coy stated, "You have put an idea in my mind that I think would be a good one—that all renewal hearings should be held in the community in which the station is located."

Asked by Comr. Sterling why he had never taken the 1941 editorial ban to court, Mr. Howell replied he had continued KFXJ (Continued on page 68)
NAB's Convention
(Continued from page 26)


Independents are glad to have this much voice on the board, they say, but that the membership changes every year and they want permanent places around the directors' table.

When they make their pleas before the retiring board, new directors will be present as guests and will hear the independent state their case. Best guess is that the old board will turn the matter over to the new board, which meets May 19 between the Management and Engineering Conferences, main events of convention week.

NAB's evolution has taken the form of a gradual adjustment to industry progress, association officials point out, rather than any sort of a sweeping overhaul. Practically all of the independents who desire board participation, for example, say they want done in an orderly way with only occasional suggestion that the headquarters regime be thrown out or the administrative pattern upset, NAB executives point out.

Administrative Setup
This administrative setup, with departments covering advertising, labor, research, engineering, programs, and FM and legal, has been expanded since the war but not radically changed. These departments serve various facets of industry activities but only one—FM—represents an operating segment of the industry. Other segments such as large, medium or small stations, or television, do not have departments.

Small stations have a division in the Dept. of Broadcast Advertising and the NAB board has endorsed the idea of adding a television assistant in the Program Dept. Otherwise the setup is nonfunctional. Departments service all types of stations in their specialized roles.

Charles A. Batson, NAB information director, is conducting a long- range study of television progress.

Members of the board represent districts; large, medium and small stations; FM (A and B) stations. The TV membership reaches the TV director will be elected to the board. However, there are only three or four TV directors at present. A TV membership drive has been approved but no effort has been made to carry it out.

When the NAB by-laws were amended to limit voting for directors-at-large to the separate classes of membership, it is contended that the change was made toward a functional association. So, too, were the provisions for FM, television and facsimile directors. NAB and Television Broadcasters Assn., however, have used merger but nothing definitive has been done.

Thus NAB now finds itself somewhat of an independent mongrel operation. It is now part industrial in character.

On behalf of functional operation, such as independent board members or an independents' department, it is contended that each industry facet should have its own voice in conduct of NAB affairs.

Against that the contention that many associations are venerated when they are driven into functional divisions, the reason for the widely divergent interests. Moreover, such groups as affiliates, clear-channel outlets, and others with special interests probably would demand directors, it is suggested.

Independents contend nobody speaks for them in board meetings. Nearly all directors represent network affiliates, they add. On the other hand, directors who represent affiliate stations claim they don't speak for any way in the networks. If anything, they vote against network interests. The networks, now associated members of NAB, are no longer represented by directors.

TREND TO PAID LOGS EMPHASIZED BY ANPA

A "GROWING TREND" among U. S. broadcast publishers, as charge regular space rates for radio listing was noted last week by Cranton Williams, general manager of the American Newspaper Publishers Assn. whose 62nd annual meeting was held in New York April 20-22.

Summarizing some of the views expressed during the meeting by individuals and groups, Mr. Williams said many felt that log space should be charged because of the great increase in recent years in the number of stations, particularly FM and television. ANPA said it had no figures on the number of papers which have begun to charge for radio listings, but it was understood that only a small fraction of U. S. dailies have taken such a stand.

Earlier in the ANPA meeting several publishers went on record as being unenjoyed over advertising competition from radio.

1-A Duplication
(Continued from page 38)

WLN with 750 kw and WOR with 50 kw.

3. If present L-A's were converted to 1-A channels, "then presumably five unlimited-time stations could be put on the air. This would double the number of radio stations, but it would not increase the number of broadcast stations. The number of stations would remain the same, but the number of broadcast stations would increase by one.

4. "... there would be no adjacent-channel interference between any of the stations operating on 1100 kHz or to any of the stations operating on 1200 kHz. WGN Chicago was authorized to operate with 750 kw the 1200 kHz nighttime situation is more difficult to predict..."

WOR (710 kHz) would be either no interference or at the most a small amount of interference to its group signal. However, in the case of its daytime service, the adjacent-channel interference would be objectionable, ranging from moderate to very severe, depending on the method utilized for computing interference.

"In the case of the remaining eight stations, the situation is complicated. On 710 kHz, there would be no interference at all. In the case of two stations (WVGC Kansas City and KXLY-BO -Seattle), the interference might be a little more. An adjacent-channel interference between it would be theoretic, in the sense of one station alternatively received from other stations already operating on the channel."

5. "If power of Class A-I stations is increased to 1 kw by adjacent-channel and interference will not be a consideration. The power of some stations is increased and others are authorized adjacent channels remain the same. The power of adjacent-channel interference would be the same, if the factor would be decreased to be taken into account in determining interference from any station authorized to use 750 kw on 750 kHz. There would still be objectionable adjacent-channel interference."

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THEY KNEW WHAT THEY WANTED

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 300 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation’s Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of “wireless” is at your disposal when you enlist the services of Blaw-Knox engineers.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2036 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
Mayflower Hearing  
(Continued from page 59)

editorials after 1941 and had never been questioned in renewal proceedings.

Comr. Durr inquired: "You were perfectly willing to take that chance?" The witness replied, "Yes sir, I have recordings in Washington of some of my editorials which I would be glad to play for the Commission at any time." In his brief Mr. Howell related the community betterment record achieved by KXXFJ editorials over the years.

TUESDAY MORNING

Ralph W. Hardy, executive assistant of KSL Salt Lake City in charge of public affairs, and chairman of the NAB Educational Standards Committee, felt that broadcasters generally would adopt a policy of fairness in exercising the right to editorialize, but that they should be allowed to do so voluntarily, "and not by government decree."

He said advocacy already is "an integral part of the majority of the decisions a broadcaster makes affecting the choice, placement, and content of program material," and that "individuality of viewpoint" will increase as competition for audiences grows keen.

Commission members questioned Mr. Hardy at length. At one point Comr. Walker said he was "quite shocked" to hear a "responsible broadcaster" take the position that, "because newspapers have a right to present one-sided pictures, stations have a similar right and that the matter is no concern of FCCs.

Dr. Fred Siebert, director of the School of Journalism of the U. of Illinois and member of the Council on Radio Journalism and the American Council on Education for Journalism, maintained that radio "cannot fulfill its public service responsibilities to the fullest extent without the right to editorialize."

Appearing as an educator and communications student and not in his official capacity, he asserted that the Mayflower ban "comes closer to violating the First Amendment and Sec. 328 of the Federal Communications Act than any of the other controversial positions taken by Congress or this Commission, including the political candidate clause (Sec. 315), and the so-called power of program review."

Dr. Siebert told the Commission that "complete objectivity" is found "only in diplomacy," and that "I would rather see controversial issues discussed with occasional and active instances of unfairness, than see a system where all discussion is banned because some one station or broadcaster does not meet the 100% standard of fairness."

Suggests Trial Period

"If after a period of experimentation with full freedom to editorialize it developed that broadcasters in significant numbers were presenting grossly unfair and extremely biased viewpoints to the exclusion of opposing opinions," he said, "limitations might be put upon this function in a broad and general way, but extreme care should be taken to see that the limitations are both broad and general."

He said "no newspaper and no radio station could long survive under a legal compulsion to present all . . . points of view."

A station's moral responsibility to present opposing sides, he said, is lessened when a diversity of views is available from other media.

William B. Quarton, general manager of WMT Cedar Rapids, felt that "you can take it as a rule of thumb that the danger of losing ... public confidence [in radio] is the most potent force for the use of discretion in editorializing."

He maintained that "there is far less concentration of ownership in broadcasting than in any other news medium," and that "the legend of radio's bigness vanishes when it is reduced to its true local level."

He said:

"These people [broadcasters] cannot live in their communities without taking part in the lives of their communities. That is why they have a right of free speech. A broadcaster's contribution to his community's culture and welfare lies in his broadcasting, first of all. In practicing that profession, he needs to be able to practice it fully and freely, governed by his own moral sense and by self-imposed standards of decency, not by government-dictated rules."

Under cross-examination he said WMT is under "abstention ownership," which prompted FCC counsel to question his plan for having WMT editorial policy set by a group of station executives who, he convinced, are not licensees.

Mr. Quarton reiterated that the owners leave the operation of the station, on the local and regional level, in the hands of the local management.

TUESDAY AFTERNOON

Commdr. T. A. M. Craven, director-at-large for medium power stations on the NAB board, vice president of Cowles Broadcasting Co. and general manager of WOL, Cowles Washington outlet, stated, "I feel that the Commission . . . or the government . . . has no place . . . through decision dicta or by findings to enter the field of programming, or the manner of reporting, or the manner of expressing an opinion, or what is said or what is not said in any form whatsoever."

Asked by Comr. Sterling whether he failed to participate in the Mayflower decision because he was "confused" upon the issue, the former FCC member said he was absent at the time. He stated he did not realize the import of the case: "Asleep at the switch, in other words."

Chairman Coy inquired if Commdr. Craven objected, when he was with FCC, to overall review of program structure. The witness replied he had told the Congressional Select Committee investigating FCC about that time that there was "no specific answer to public interest, convenience and necessity that any layman can give."

Commdr. Craven asserted that the "restriction in the number of channels is a creature of the government's own making" and that this is "all the more reason why the government should not use this excuse for abridging anyone's right to express opinions or to utilize one's own method of reporting news."

The former commissioner said there "is actually no dearth of radio facilities. Even a severe shortage of paper in other media of mass communication would not justify the government's interference with free expression, he stated.

Questioned by Durr

Asked by Comr. Durr what sanctions he would invoke if broadcasters were unfair, Commdr. Craven stated the one sanction that cannot be invoked is government. He added that broadcasters "have the right to be unfair."

To Comr. Durr's concern about freedom from private enterprise control, Commdr. Craven said, "The very Constitution of the United States lets the public determine that the public is much better able than the government to discern these matters."

"How does the public operate, if it doesn't use government machinery?" Comr. Durr questioned.

The former commissioner replied, "In the field of radio we know very quickly how the public operates. They [broadcasters] don't get any listeners."

Appearing for a second time and in his own behalf, ex-FCC Chairman Craven stated he took the stand in defense of the Mayflower decision, issued during his Commission tenure. Replying to earlier charges by Rex Howell, Mr. Fly opened his statement with the comment, "I do think in passing it is of some importance that the Commission's own administrative record in the Mayflower case be not befogged by the duststorm that howled in here yesterday from Grand Junction."

Mr. Fly continued: "It must be
NEW VOICE of a NEW ALASKA

KENI
Anchorage Alaska
5000 Watts - 550 K.C.

Now on the Air!

KENI's new transmitter on the outskirts of Anchorage is a fitting symbol of America's NEW economic frontier—a land of bustling and booming activity...new cars, fluorescent-lighted stores, modern theatres and sleek airliners. It stands for the NEW Alaska as surely as the totem pole symbolized the geographic frontier of the Alaska of yesteryear...a territory of trading posts, the wireless, sourdoughs and dogsleds. KENI now joins her sister station—Alaska's famed KFAR at Fairbanks—as the NEW voice of the NEW Alaska...studios modern as an agency reception room...stations as virile as the vast area they serve.

Fairbanks - KFAR - Anchorage - KENI

10,000 Watts 660 K.C.
5000 Watts 550 K.C.

Sold separately—or in combination at 20% reduction.
TWICE as many important features...no penalty in price

It's surprising that all other
guessed vertical radiators
don't have half of these
features. But, even stranger,
some do not have one of
them. Discriminating TRY-LOM owners, though, now enjoy the "extra-bonus" of all these important construction advantages:

1. Prefabricated "Press-lite"
guy wire connections.
2. Three Steatite insulators with "Eqvi-Temp" base section.
3. Lowresistance, no bonding or brazing necessary as the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

WIND TURBINE COMPANY West Chester, Pennsylvania TRY LON MILL TOWERS

FCC Actions
(Continued from page 49)

Decisions Cont.: WTTW Thomson, Ga.—Granted license for AM new station 1250 kW D, 510 ft.
WATK Belling, Va.—Granted license for new station 900 kW 250 w D.
KRCW Hamilton, Tex.—Mod. CP change type of trans. and change trans. location.
KCLW Hamilton, Tex.—Mod. CP change type of trans. and for approval of ant. and studio locations.
RTXJ Jasper, Tex.—Mod. CP change type of trans. and for approval of ant. and studio locations.
KSWI-TV San Francisco—Mod. CP new TV station, to change studio and trans. location, change equipment ERPs to 28.9 kW.aur., 14.5 kW, and make ant. changes.
WEOA Evanston, Ill.—CP install new trans.
WBAP Washington, D.C.—Authorized cancellation of CP to make changes in vertical.ant. and mounting FM ant. on AM tower.
The following were authorized extension and completion dates shown:

WSOC Gastonia, N.C. to 6-30-48; KJAY Tupelo to 6-15-48; KELO Sioux Falls to 6-16-48; KSL Yuma, Ariz. to 6-16-48, KVEN Van Buren, Ark. to 6-1-48; WBIR Staten Island to 6-26-48; WREN Topeka to 6-26-48.

ISP Evansville, Ind.—Granted license for new station 1500 kW 1 kW D and change studio location.
WPD Paducah, Ky.—Granted license covering installation of new vertical and change in trans. location and stailation of a new trans.
WBAB Bridgeport—Granted license covering installation of new trans.
WJJJ Montgomery, Ala.—Granted voluntary assignment of CP to Southern Bell, Co Inc.

2. Three Steatite insulators with "Eqvi-Temp" base section.
3. Lowresistance, no bonding or brazing necessary as the splices.
4. "Easy-to-climb" ladder on each tower.
5. Hot dip galvanizing to rigid Army and Navy specifications.
6. "Palnuts" for every bolt.

And, not shown, concrete on metal anchors — a safety "must."

Ask for your copy of Catalog B now!

WIND TURBINE COMPANY
West Chester, Pennsylvania

TRY LON MILL TOWERS

Page 64 • April 26, 1948

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,645 licensed, 345 construction permits, 291 applications in pending file, 220 applications in hearing; FM—120 licensed, 149 conditional grants, 767 CP's (of which 380 are on air under special temporary authority) 56 applications pending, 39 applications in hearing; television—seven licensed, 86 CP's (of which 29 are pending, 212 CP's applications pending of which 120 are in hearing.

AM and Permittee of FM station to Joe L. Smith Jr. Inc.

April 22 Applications

ACCEP TED FOR FILING Modification of CP
KYSO Yuma, Ariz.—Mod. CP new standard station for extension of completion date.

AM—90 kw

Stamants County Bosts, Inc., Modesto, Calif.—New CP on standard station on 970 kw 1 kw DA un.

Modification of CP
WIRK West Palm Beach, Fla.—Mod. CP completion of operation, install DA (DA-2) for DN to make change in DA and ant. height on change type.

WBBW Buffalo—Mod. CP new non-commercial television station for extension of completion date.

TENDERED FOR FILING

TV—74-82 mc

The Daniels and Fisher Stores, Denver, Colo.—New CP new commercial television station to be operated on Channel 3, 65 kw, ERP of 17.7 kw, aur. 1.5 kw.

TV—180-186 mc

Guy Gannett Bosts, Services, Portland, Maine.—CP new commercial television station to be operated on Channel 18, 180-186 mc, ERP of 27.46 kw, aur. 19.75 kw.

TV—180-186 mc

WAGE Inc., Syracuse—CP new commercial television station to be operated on Channel 19, 180-186 mc, ERP of 27.46 kw, aur. 19.75 kw.

AM—1450 mc

Bethesda Commercial Station Inc., Anahiem, Calif.—CP new standard station to be operated on 1450 mc 100 w un.

Assignment of License
WILS WILS-FM Bexley, Va.—Consent to assignment of license of CP for FM station to Joe L. Smith Jr. Inc.

WKNK WKNK-FM Charlotte, N.C.—Consent to assignment of license of CP for FM station to Warren C. Smith, Inc.

Transfer of Control
WKKW WKKW-FM Burlington, Vt.—Consent to transfer of control of

A RADIO HEAD— LINER

Montana-born, educated

Chet (10:00 Wire) Hunley

MONTANA HEADLINERS

The Art Mosby Stations

KGV KANA KGF

KANON DEUTSCHLAND KF

5 KW DAY 1 KW NITE

MISSOULA GREAT FALLS

IN PROGRESS

MONTANA

BROADCASTING • Telecast

Page 65 • April 26, 1948
Three years later, we broke our promise

It was March, 1945.

Raymond Swing had just won the George Foster Peabody Commentator Award. And George Hicks had just been given a special Variety citation for his D-Day broadcast.

This, we decided, was the moment to blow our own horn. So we got it out, polished it up... and then didn't blow it. Instead, we thought it over and promised ourselves right then and there that ABC wasn't going to be a horn-blowing network.

For three years and one month, we kept our promise. Then, last week, along came the same Peabody Award fellows with another Commentator Award, this time for Elmer Davis.

Plus an award for The Theatre Guild on the Air.
Plus an award for The Boston Symphony Orchestra.

With three of the most coveted awards in radio confronting us, there was no resisting temptation. So with our pride showing from fifty feet away, we picked up our horn and blew three loud tootles for Elmer, and the Theatre Guild, and the Boston Symphony. And while we were at it, we threw in a short Hip-Hip for other ABC prizewinners of recent months: Henry Morgan, Bing Crosby, Walter Winchell, Candid Microphone, The Greatest Story Ever Told, Mr. President, Milton Cross, David Harding—CounterSpy, Drew Pearson, America's Town Meeting, The Metropolitan Opera, Land of the Lost, Baukhage, and The American Farmer.

Now that we've sounded off, we're putting our horn quietly away. We're going back to being our modest selves, and we'll never, never toot again. What, never? Well... hardly ever.

ABC
American Broadcasting Company
A network of 265 radio stations serving America
KFMB sells SAN DIEGO
...better than ever!

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

KFMB FM
BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Page 66 • April 26, 1948

Key Shannahan
New York City

Dear Kay:

Harold Stassen was in town the other day registrafer the Ted Virginia presiden-
tial primary. Mort Cole, WCHS special correspon-
dent man, was there at the airport. Good thing too, for
Stassen only stayed for an hour . . . . No oth-
er radio station was around as WCHS was alone in getting
him on the air . . . . Go to prøve what a lot of people realy need to hear from the
air . . . . To get the best from your radio, keep per
sonal at all cost on 550 kc.

WCHS Charleston, W. Va.

FCC Actions

(Finished page 64)

Applications Cont.

FM station for extension of completion date
WBBM-AM Atlanta—New York
KSO-AM Des Moines—Saint

Assignment of License
WQAF New York—Assignment of FM license to William O. H. Finch to WQAF Inc.
License for CP
WSL-AM FM Roanoke, Va.—License to cover CP new FM station.

TV—69-72 mc
KTAR Bstg. Co., Phoenix—CP new commercial television station on Channel 6, 50-60 kc, ERIP of 1.5 kw.
California Inland Bstg. Co., Fresno
CP new commercial television station on Channel 7, 17-60 mc, ERIP of 17 kw.
Sacramento Bstg. Co., Sacramento
CP—commercial television station on Channel 14, 500-1500 mc, ERIP of 10 kw.

Modification of CP
WINT Columbus, Ohio—Modification of CP new commercial television station, Channel 6, 50-60 mc, to operate at 15 kw.
Radio Wisconsin Inc., Madison
New commercial television station on Channel 6, 50-60 mc, ERIP of 1.1 kw.

Tendered For Viling FM—97.9 mc
Bethesda Camp Meeting Group Inc., Alexandria, Va.—New FM station on Channel 250 and ERIP of 3 kw.

TV—186-192 mc
Aladdin Television Inc., Denver—New commercial television station on Channel 10, 50-500 mc, ERIP of 1.5 kw.


KRFQ Inc., St. Joseph, Mo.—New commercial television station on Channel 13, 210-215 mc, ERIP of 2.3 kw.

Transfer of Peremitee
WTMI Miami—Consent to transfer of permittee corp. to Wulfson-Meyers Theater Enterprises Inc.—Mitchell Wolfson, Sidney Meyers, Frances Wolfson, Zenia Meyers.

AM—1150 kc
Home Bstrs., Inc., Logansport, Ind.—CP new standard station on 1570 kc, 1 kw.

AM—1410 kc
WGRT Grand Rapids—CP to change hours of D to 12 to 900 am.

Assignment of CP
WMGN Mergentown, N. J.—Consent to assignment of CP for FM station to John Rahb.

KOBW Laramie, Wy.—Consent to assignment of CP to Snowy Range Bstg. Co., Inc.

April 22 Decisions

ACTIONS ON MOTIONS
By The Commission
WNRN Utica, N. Y.—Granted request for waiver of Sec. 14.3 of rules in order to permit damages only in proper tests.


By Commissioner Sterling
WCAZ Cartiegh, Ill.—Denied petition for leave to intervene in the proceeding on application of WCPL.

Mt. Pleasant Bstg. Co., Mt. Pleasant, Tex.—Ordered that the hearing sched-

uled for April 21 be continued to May 21.

WJNR New Orleans—Granted petition to dismiss without prejudice application.

Weatherston, Martinsville, Calif.—Ordered that the hearing scheduled for April 20 be continued to May 21, in re his re application for CP.

Hearings Before FCC

APRIL 26

AM—Further Hearing

Oral J. Wilkinson, Murray, Utah—CP 1200 kc 250 w.

Weber County Service Co., Ogden, Utah—CP 1200 kc 250 w.

Party respondent: K-N-U Logan.

TV—19— subtitles
KWSL San Francisco—For television facilities.

Show Cause
KTSW Emporla, Kan.—Order to show cause.

AM—Further Hearing

Norman Bstg. Co., Norman, Okla.—CP 1400 kc 250 w.

University City Bstg. Co., Norman, Okla.—CP 1500 kc 250 w.

Capital Bstg. Co., Trenton, N. J.—CP 1500 kc 250 w.

WSWZ Inc., Trenton, N. J.—CP 1500 kc 250 w.

KSTO Oklahoma City—CP 1600 kc 250 w.

KTTV Los Angeles—AM 1470 kc 250 w.

WONK Springfield, Ill.—CP 1200 kc 250 w.

WBBB Columbus, Ohio—CP 1400 kc 100 w.

Wyatt Springfield, Ill.—CP 1200 kc 250 w.

FINDINGS

Western Wisconsin Bstg. Co., Po-
yupin, Wis.—CP 630 kc 250 w.

WIBG New York—CP 1000 kc 1 kw.

KSTO Oklahoma City—CP 1400 kc 250 w.

Fordham Bstg. Co., Sterling, Ill.—CP 1200 kc 100 w.

KTTV Los Angeles—CP 1470 kc 250 w.

KRSI Springfield, Ill.—CP 1200 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KTOO Oklahoma City—CP 1400 kc 250 w.

KWWG Springfield, Ill.—CP 1200 kc 100 w.

KSDY Springfield, Ill.—CP 1200 kc 250 w.

KTTV Los Angeles—AM 1470 kc 250 w.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.

CFMS Madison, Wis.—CP 1200 kc 1 kw.

WBBB Columbus, Ohio—CP 1400 kc 250 w.

KDYJ Springfield, Ill.—CP 1200 kc 100 w.

KSTO Oklahoma City—CP 1400 kc 250 w.

KTRW Stillwater, Okla.—CP 1000 kc 1 kw.

KSDY Springfield, Ill.—CP 1200 kc 100 w.
With the announcement of its Basic System Plan for television stations, Raytheon extends its policy of offering a complete equipment service to include television as well as AM and FM stations.

Raytheon's forward-looking Basic System Plan permits television stations of low or high power to begin commercial operations without delay, with a minimum investment and with provision for increasing power and facilities as conditions permit.

Raytheon equipment for television stations includes: aural and visual transmitters, camera chains, film projectors, antenna equipment, speech equipment, studio equipment and microwave relays.
Mayflower Hearing
(Continued from page 62)

conceded that neither Congress nor the Commission may take any action abridging freedom of speech. Judge Miller, for whom I hold the greatest respect, and all of us here are devoted to that principle.

"Pathetic" Ground

Holding that the NAB president "has yet to meet the issue as to how to achieve the greatest degree of freedom over the public airways," Mr. Fly said that Mr. Miller "almost explicitly assumes that the one man endowed with this public trust serves the First Amendment by restraint itself, that is by excluding the many speakers and diverse points of view from the air." Such, he said, "is a pathetic ground upon which to stand."

Mr. Fly said "the long recognized practice in administration, the legislative history and the judicial decisions, have declared repeatedly the Commission's right to review program conduct over the long stretch."

Mr. Fly pointed out that the real threat of government control would come "as it always has come, from the abuse of power in the hands of monopolistic groups." He added, "With a thousand tongues free to criticize government, democracy is secure."

Scarcity Not Basis

The former FCC chairman emphasized that his views were not based upon the scarcity of frequencies argument. He said that even with the great expansion of FM and video as well as of AM outlets diversity still is unexpanded. Mr. Fly noted FM duplication of AM programs and that there yet are only four networks.

Referring to Mr. Howell he said:

Even the barefoot boy from the Mississippi Delta braved the wild Indians and the stampeding buffalo and made the trek back here to New York to tell that his responsibility to serve the public interest, and I, as a former FCC man, makes it incumbent upon him to see that all shamners of many issues of public interest be accorded equal opportunity to be heard. Yet he dares to demand at the same time that he be permitted to be the sole judge of that very public interest and that the Commission abdicate its statutory duty to see that stations operate in the public interest; and the Commission has no right to issue any license which, in its judgment, does not serve that admitted public interest.

Mr. Fly said he could agree with Mr. Miller and other witnesses that "clarity is essential" and that "it would be well to set up the rule in such a clear manner and with such legal effect as to invite adjudication and final clarification by the Supreme Court."

Mr. Fly pointed out that the broadcaster already speaks out in various ways and under present rules has "plenty of latitude" to campaign for public causes. He said "I believe editorialization on the broad sweep is wholly consistent with the public interest. I think radio is weakened if it doesn't have that."

Comr. Jones wanted to know where to draw the line, if public drives are permissible and controversial stands are not. Mr. Fly replied that the extremes were very broad with a middle "twilight zone" where, in a broadcaster did get into "hot controversy, the worst thing he could do is give equal time to respond."

Later the ex-FCC chairman, indicating he was not so greatly worried about licensees expressing their views, said, "The thing I have tried to emphasize is the suggestion of turning the right of exclusion over to the licensee so that he can suppress the voices of many and cut the public off from hearing them."

WEDNESDAY MORNING

FCC counsel opened the Wednesday session by putting into the record statements by E. R. Videoncourt, president of WSYR and of NAB, C. M. Binghamton, N. Y., and Sidney Schreiber, general attorney of the Motion Picture Assn. of America, both of whom argued for radio's right to editorialize without restrictions; and of the American Jewish Committee, which endorsed the Mayflower dictum.

Don Petty, NAB general counsel, cross-examined Mr. Smythe at length on the tables he had presented for FCC breaking down the total of radio communities according to the number of stations in each. Mr. Petty claimed the tables were incomplete and did not reflect population changes since 1940. Acting Chairman Paul A. Walker overruled his motion to strike the tables but said NAB might prepare information which it considered pertinent.

Jerome Spingarn, former FCC attorney, contended on behalf of the American Veterans Committee that the Mayflower rule is a "logical and necessary extension of the Constitutional guarantees of free speech." He suggested that stations be required to make announcements twice daily stating their power, frequency, and licensee expiration date, and telling their audiences that they seek to handle controversial issues fairly and that their actions in this respect are subject to review by FCC.

Comr. Jones asked Mr. Spingarn whether, as former secretary to a Senator [Sen. Glenn H. Taylor (D-Mo.), now Third Party vice presidential candidate], he thought elective public officials should be required to announce, similarly, the date of the expiration of their terms when ever they made speeches. Mr. Spingarn said he did not think so. Asked whether a high public official would carry more weight than a licensee in discussing public issues, he said he could not answer.

John Carson, director of the Washington office of Cooperative League of U. S. A. and of National Cooperatives, opposed modification of the Mayflower principle. He cited uses to which he said radio had been put to harm cooperatives, mentioning an alleged attack by Fulton Lewis Jr., CBS commentator.

Mr. Carson said it would be desirable to set up a "court" in which redress might be sought against "irresponsible" uses of radio, with the judgment in each case to be read over the air by the offending station. Unless precautions are taken, he said, the "licensee system of broadcasting" may "have to be abandoned some day."

Deleted Code

When he mentioned that a former NAB Code banned sale of time to cooperatives and labor unions for discussion of controversial issues, FCC counsel noted that this provision had been deleted and NAB spokesmen brought out that the ban did not single out cooperatives or labor unions.

Robert J. Silberstein, executive secretary of the National Lawyers Guild, maintained that "the Mayflower decision . . . is in no sense the censorship enjoined by the Communications Act," and that...
it should be "adhered to and strengthened."

He said "we can hardly expect the open advocate to be impartial in assuring the fair presentation of opposing points of view when the prestige of the station would depend in part upon successfully maintaining its own point of view."

Mr. Silberstein presented an NLG resolution which recommended, he noted, that FCC should "adopt rules and regulations making it a condition of the grant, renewal or tenure of a license, that the licensee assume the burden of proving that he will comply with, or has in the past complied with, the Mayflower decision, subject to denial or forfeiture on the failure of such proof." The resolution also asked the Guild on record endorsing FCC's Blue Book.

WEDNESDAY AFTERNOON

Norman Matthews, UAW-CIO regional director and chairman of the UAW-CIO International Radio Committee, urged that no modification be made in the Mayflower dictum. Claiming to represent the views of 900,000 union members, Mr. Matthews cited, at length, instances of alleged bias by broadcasters.

He said the problem before the Commission is "not whether the Mayflower decision should be altered to permit the advocacy of private interest opinions over the air, but whether radio should be utilized within the spirit of the Mayflower decision." He acknowledged FCC's official Jackson also commended the Commission's Blue Book.

Frank C. Waldrop, Washington Times-Herald columnist, appearing in his own behalf, went on record in favor of editorialization by broadcasters. In his statement, much of which was reprinted in his column the next day, Mr. Waldrop pointed out that licensees presently may advocate positively or negatively through program selection and control. He held that the listener is sufficient sanction against unfair acts by the broadcaster.

Don Petty, NAB general counsel, presented a summary of the NAB position. He outlined his argument as follows:

The FCC has no legal authority to regulate the expression of opinion or the discussion of public controversial issues over broadcast stations because: (1) The policies in issue regulate speech; (2) Such regulation is not permitted under the statutory standard of "public interest, convenience or necessity"; (3) Such regulation is an interference with the right of free speech by means of radio communication prohibited by Sec. 309 of the Communications Act of 1934; (4) Such regulation is unconstitutional because (a) speech by radio is protected by the First Amendment, (b) the First Amendment is a limitation upon the power of Congress to regulate broadcasting, (c) it is an unlawful abstractation of free speech within the meaning of the First Amendment, and (d) the Mayflower decision is a restriction which can be conditioned in an unconstitutional manner.

The NAB general counsel in summary declared that "it is clear that even though it be said that Congress merely extend a privilege which it is free to withhold—access to a microphone in the public domain—it nevertheless may not be exact for that privilege the surrender of the right to freedom of speech."

Louis G. Caldwell, Washington radio attorney and first general counsel of the Federal Radio Commission, FCC's predecessor, entered a detailed presentation in behalf of WGN Chicago and himself opposing the Mayflower ban. He read only portions of his brief because of the time factor and presented as exhibits a brief on the history and aspects of the Mayflower case and a reprint of his article on "Freedom of Speech and Radio Broadcasting," published in 1935 in The Annals of the American Academy of Political and Social Science. The article earlier had been printed in Radio: The Fifth Estate.

Mr. Caldwell said the Mayflower case is held incorrectly as an "innovation in the way of a rule of law." He said the editorial ban goes back to cases in 1930-31 and the "fair-play" doctrine even earlier to "some pronouncements of the Federal Radio Commission" in 1928-29. He said this may be found in FCC's second and third annual reports in which "I must confess, I had a part."

When Comr. Hyde recalled a particular case of that time, Mr. Caldwell commented he had written both the majority and dissenting opinions in that proceeding.

Mr. Caldwell told the Commission he couldn't understand the overall-performance review concept. He said FCC can't make a decision without making specific findings of fact on specific programs and that this is where regulation enters.

Brief by Gordon P. Brown, own-

(Continued on page 70)
Write today on an exclusive basis. And participating sponsors! The aggressive new home tonic for one 24 Baltimore independent....

Here’s AL PRODUCTION Part The Largest HOME QUIZ ALUFFINGTON Baltimore is a 18, ever the usual legislation to combat the situation.

WNAE-FM Is Launched; Schedule—3-10:30 p.m. WNNE-FM Warren, Pa., began operations April 22, less than four months after receiving its conditional grant. Station is on Channel 221 (92.1 mc). Present operation is from 3 p.m. to 10:30 p.m. daily with extra operation whenever necessary.

The Northern Allegheny Broadcasting Co. owns WNNE-FM and WNAE. Both are managed by David Potter and are affiliated with MBS.

KGLO-FM MASON CITY HAS FORMAL OPENING

FORMAL OPENING of KGLO-FM Mason City, Iowa, was held yesterday (April 25) during an hour-long program. Speakers included Mayor Howard Bruce; Dr. P. Loomis, president of the Lee Stations; R. H. Ohrt, manager of the station; Doug Sherwin, program director, and H. B. Hook, public relations director.

Station is on Channel 266 (101.1 mc) with an interim ERP of 16 kw. Transmitter is a 3-kw RCA. KGLO-FM plans to be on the air 30 a.m. to 10 p.m. Programming is almost entirely separate from KGLO and will feature play-by-play of the Chicago Cub games as originated by WIND Chicago.

Advance promotion included a series of luncheons for all radio set dealers in the area. Surveys indicate there are nearly 3,000 FM receivers in the KGLO-FM listening area, station reports.

Army Denies Allegation By Pearson Against RCA

THE ARMY April 21 denied published reports by Columnist Drew Pearson that RCA had "leaked" radar secrets. Mr. Pearson had charged that RCA "deliberately flouted the Signal Corps' secrecy order by filing for patents in Germany, Japan and the rest of the world on radar-connected inventions before the war."

The Army stated that as early as December 1937, RCA voluntarily proposed to the War Dept. that the company submit to the Department inventions which were considered to have importance from a viewpoint of national defense in order that necessary steps could be taken to keep the information secret. The Army said that request for assignment in trust of certain patterns was made in January 1948; that RCA had filed abroad for patents in December 1947.

To get the new KDAL story contact Avery-Knodel Inc.

Bus FM Grows (Continued from page 38)

stage,” according to Ben Strouse, general manager of WWDC and WWDC-FM Washington. It is reliably reported that negotiations initially to equip 200 of Capital Transit’s 2,000 vehicles will be concluded within 30 days. Provision will be made, it is understood, to install receivers on a large number of the remaining vehicles at a later date.

In anticipation of FM receiver installations, the Portland Traction Co., Portland, Ore., is having 50 new busses wired for radio reception. The transit firm was so intrigued by reports on radio-equipped busses and trolley cars, that one of its engineers constructed his own equipment for FM reception. In trial spins on a radio-equipped trolley car, passengers again expressed overwhelming approval of the service. Further tests over KFPM Portland are contemplated using receiving sets which have been shipped by Transit Radio.

Other Trial Cities

Equipment also has been sent by Transit Radio and PLFH-FM Huntington, W. Va., and other cities for trials. Other cities where tests have been made include Baltimore (WMAR-FM); Houston, Tex. (KPRC-FM); Evansville, Ind., and Worcester, Mass. Approximately 95% of the straphangers in those cities have indicated in polls that they would enjoy a permanent arrangement whereby they could swing and sway the FM way. Several of these cities are said to be nearing the contract stage.

In a little more than one year of operation Transit Radio has received commitments to equip 520 of the 3,950 vehicles in eight cities where experiments have been conducted. The firm has a national potential of approximately 56,500 trolley coaches and motor busses.

A prize plum would be the Greyhound Lines. West Coast offices of the bus line reputedly are studying prospects of installing FM equipment in Greyhound’s fleet.

Upcoming

May 3: Informal Conference NAB District (N.T., N.J.), Hotel Roosevelt, New York City, N.Y.

May 3-4: CAB Directors Meeting, Royal York Hotel, Toronto.

May 5-6: FMA Region 4, Statler Hotel, Washington.


May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.


June 13-15: AFRA Annual Convention, Netherland Plaza, Cincinnati, Ohio.

June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.
Uniform Time
(continued from page 85)
when the majority wants daylight time.

Even Sen. Overton, who has long been the champion of standard time as "God's time," admitted at one point that uniform time was the main consideration, whether standard or daylight.

ICC's Position
Interstate Commerce Commissioner Clyde B. Aitchison told the committee that ICC was interested "only in uniform time" and not in daylight time or standard.

Comr. Aitchison said that previous recommendations of his agency have been to the effect that Congress act forcibly in the matter or that it be left entirely to the states.

"Increasing evidence of confusion in interstate commerce," he said, "caused by varying and conflicting locally-adopted time standards now leads us to recommend that Congress amend the Standard Time Act so that it will completely effectuate the purpose announced by its terms; namely, 'to establish the standard time of the United States.'"

Sen. Owen Brewster (R-Me.), who sat through a portion of the hearing, prefaced his questioning with the remark that some 20 years ago he found it was "political dynamite" to discuss the matter of time, so he hasn't done it since.

Sen. Brewster wondered whether Section 5 of Sen. Reed's bill, which is a mandatory provision for daylight time, couldn't be replaced by a section giving ICC some discretion in particular cases.

Comr. Aitchison replied that it would be possible but not advisable. The Maine legislator added that he personally was in favor of daylight time, but he didn't want to debate with Sen. Overton at this time.

E. L. Bartlett, delegate to Congress from Alaska, urged the committee to enact an amendment establishing the correct number of time zones in Alaska. At present, he said, there is only one time zone for a land as wide as the continental U. S.

W. R. Triem, general superintendent of telegraph for the Pennsylvania Railroad, appearing for the Assn. of American Railroads, said his group felt that enactment of either of the pending bills would bring about an "confusion and inconvenience."

How Would Public React?
Sen. Brewster wondered about the "practical effect" of the government's imposing a time against the people's will.

The witness replied that it would bring satisfaction to the country after it was in effect for a while. The dissatisfaction, he said, stemmed from the lack of uniformity.

J. M. Hood, president of the American Short Line Railroad Assn., said he didn't think a community had any more right to change time than to change the measure of a pound to 15 ounces.

Mr. Hood said his group favored Sen. Reed's S-2226, but with the daylight time section stricken. However, if Congress decides to authorize daylight time, his group would back S-2226 as drafted, Mr. Hood said.

E. B. Craney, appearing for the "XL" stations of the Pacific Northwest, described the problems of changing program schedules and the resultant confusion to listeners. He thought S-2226 was the better bill because the large Eastern cities want daylight time and that has to be recognized.

A recent man-on-the-street program conducted by KXLF Butte, he said, showed the people were for Congress to take some action in the matter.

Jack G. Scott, general counsel for the National Assn. of Motor Bus Operators, preferred the Reed Bill as first choice because of the provision for daylight time, which he thought would be more readily acceptable to the general public. However, he said, his group also supports the principles of the Overton Bill since the main concern is for uniformity.

If neither of the bills should be enacted, Mr. Scott suggested as a minimum accomplishment the elimination of the present statute requiring common carriers to adhere to standard time.

Theatre Owners' Views
A. Julian Brylawski, chairman of the National Legislative Committee, Theatre Owners of America, voiced opposition to daylight time and endorsed the Overton Bill.

J. T. Sanders, legislative counsel for the National Grange, reiterated his group's long-standing opposition to daylight time. His reasons favoring passage of a federal law making standard time mandatory in all seasons were:

1. Matter is a federal function under interstate commerce clause and weights and measures clause of constitution.
2. Time "tampering" has never been carried out democratically. Changes by local centers have disrupted relations of a far wider area than is legalized for the time change.
3. Time is determined by nature and interference with this natural basis is especially hard on farmers in their marketing operations.
4. Local deviation from standard time "seriously handicaps" business lives of "all people" as even the legal functions of localities.

Mr. Sanders explained that H. R. 2746, pending before the House Interstate Commerce Committee, was preferable to the Overton Bill.

(Continued on page 78)

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HOOPER STATION LISTENING INDEX
December, 1947 - January, 1948

WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period—among all Hooper-rated Columbia stations—WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.
Open Mike
(Continued from page 16)
news from so many sources, will occasionally get misinformation which you innocently print. We are not implying any criticism of your very excellent publication, but we do feel it too bad that someone conveyed to you a misleading impression with a false statement of the facts and thus caused you to unwittingly misinform your clients.

Let us take this opportunity to compliment you on the very good job you do with BROADCASTING.

D. K. Broadcast
President
Allied Record Mfg. Co.

Old Dominion Broadcasting
Lynchburg, Virginia

SERVING 2 NATIONS

SERVING THE RICH CENTRAL SECTION OF Virginia

The heart of the prosperous Central Section of Virginia is Lynchburg, noted educational and industrial center, and Campbell County. Total population in Wルド’s primary and secondary coverage areas: More than 216,000 radio homes, more than 35,000. Write us or ask The Walker Company.

Affiliated with M U T U A L

1000-WATTS • 1390 KPAB

Laredo’s Only Radio Station

LAREDO, TEXAS

KEY TO SYMBOLS—(NR) Not ranked in “Top Programs” is preceding report. © 1948, A. C. Nielsen Co.

RMA ENGINEER GROUP
IRE OPEN 3-DAY MEET
THREE-DAY spring meeting of the Radio Manufacturers Assn. engineering department and the Institute of Radio Engineers opens today (April 26) at the Hotel Syracuse, Syracuse, N. Y. New developments in FM transmitters and stations and progress in microwave relays and communications equipment will be reviewed.

Group will be taken on a tour of General Electric’s Electronics Park tomorrow afternoon.

Papers to be delivered include:


Uniform Time
(Continued from page 71)
in that it contained an enforcement section which would penalize offenders. S-2256 would be acceptable, he said, if the daylight time provision were dropped.

At the conclusion of Mr. Sanders’ testimony, Reed remarked that he had been trying for years to find out why the farmers opposed daylight time and he still didn’t understand their violent opposition.

Since there is no principle of any kind involved, declared Sen. Reed, it is difficult to understand the farmers’ objections to daylight time which benefits many city workers. Many members of Congress want daylight time for their constituents, he added, and I “seriously doubt” that you can get a bill through Congress against their wishes.

Results of the hearing will be reported to the full committee by Sen. Reed, probably at its next executive session on April 29.

Liquor Ad Bans

(Continued from page 26)

sel, Advertising Federation of America, also maintained that the standards established in S-2326 would be "impossible of interpretation" except in accordance with particular and individual judg-
ments of the FTC commissioners. They would have to consider not alone how the advertising might affect them, he said, but also how they believed it might appeal to the listener and reader.

Enforcement would also be impossible, he said, except by imposing arbitrary standards. Existing regulations, Mr. Sulli-
van maintained, are "ample" to protect the public from misrepresen-
tation.

Arthur D. Jenkins, representing the National Editorial Assn., said his group was "seriously concerned with the new field of censorship that is being opened up and which will inevitably be extended to other forms of advertising."

The American Newspaper Pub-
lishers Assn., Mr. Reider, Mr. David H. Howe, notified the com-
mittee of its opposition to the measures.

"It does not lie within the pur-
view of Congress to forbid the ad-
vertising of any product which may be legally bought or sold," Mr. Howe maintained.

Sen. Reed, himself a newspaper publisher, criticized ANPA for its stand, saying it "ought to be ashamed."

In later questioning of a witness, Sen. Reed declared that he had "given up all hope that the liquor industry will ever learn the rules of decency in advertising."

He added that he had spoken to many Senators not on the commit-
tee for his support "for his measure. Later he remarked that if it reached the floor it would "certainly pass."

Sen. Reed, chairman of the sub-
committee which held hearings on the matter last year, opened the session earlier with an explanation of why S-2326 and S-2365 had been introduced. The committee felt, he said, that Sen. Capper's S-265 was "not practicable" to enact in its present form so it called on Sen. Johnson and himself to introduce one which would.

Sen. Capper, in a brief state-
ment to the committee, called S-2326 and S-2365 "good bills as far as they go," but added that he couldn't support either of them in preference to his own S-265.

Sen. Capper introduced a tele-
gram from Publisher Frank Gan-
ette, who heartily endorsed the Capper Bill as the "least Con-
gress can do."

Rep. Fred L. Crawford (R-Mich.) urged legislation to clean up the "deceptive, fraudulent and misleading" advertising used by the liquor industry.

PGad Morehouse, director of FTC's Bureau of Stipulations, re-
alted that his agency hadn't re-
ceived many complaints about liquor advertising.

Mr. Morehouse, in answer to a question about FTC's opinion of S-2326 and S-2365, referred to a letter sent the committee by FTC Chairman R. E. Freer.

The letter expressed the opinion that "both bills are adequate to carry out their purport," adding that FTC had no suggestions for additions to or deletions from the bills.

Chairman Freer pointed out, however, that "the wisdom or pro-
priety of such legislation is for-
dermination by Congress."

Donald B. Galling, chief of FTC's Radio & Periodical Div., disagreed with his colleague, Mr. Morehouse, on choice of bills. Mr. Galling felt that S-2326 was more in line with current FTC policy and would not be difficult to enforce in court.

Arthur Lacy, enforcement su-
pervisor of the Alcoholic Tax Unit, said that his unit read and reviewed much of the liquor advertising be-
fore it was printed.

He said that many of the ad-
vertisements which Rep. Crawford had termed "misleading" really contained "puffery" which the courts have consistently approved as admissible. He agreed with Sen. Francis J. Myers (D-Pa.) that S-2365 would largely eliminate "puffery" or exaggerated claims.

E. H. Foley Jr., acting Secretary of the Treasury, in a letter to the committee, expressed his department's opposition to the bills, in-
sisting that the same purpose could be accomplished by amending the Federal Alcohol Administration Act instead of the Federal Trade Commission Act.

Although the FTC would be given the power to regulate and control advertising of liquor, he pointed out, Treasury would still remain charged with other provi-
sions of the Federal Alcohol Ad-
mnistration Act dealing with un-
fair competition and unlawful practices, including labeling pro-
visions. The division of responsi-
bility, he said, would "tend to con-
tinue."

Mr. Foley reminded the com-
mittee that Treasury possessed "a very effective instrument" for se-
curing "speedy compliance" with advertising requirements. This, he said, was the provision for revoca-
tion or suspension of a basic permit in cases of violation.

Highlight of the Wednesday afternoon session was a charge by Henry M. Johnson, vice president and counsel for the National Coun-
cil of Temperance and Prohibition Organizations, that radio stations had used "unfair discrimination" against the dry forces.

Mr. Johnson charged that CBS, at the time it was selling four half-hour periods weekly to adver-

tise beer and wine, refused to sell time to the dry forces which of-

tered to pay regular commercial rates.

At that time, said Mr. Johnson, Herbert B. Swope was a member

540 KC

(Continued from page 25)

It's very easy for us...we who write and you who read these ads...
to think that everyone works from 9 to 5. Yet, all across the great Cleveland market are thousands of execu-
tives and workers who start their work...and their radio listening...early!

Enough of these families listen to WJW's Top Of The Morning...a 55-minute "wake up" program that starts at 6 A.M. to make it a very good buy for the advertiser who wants Pop to approve Mom's purchases for the day. Ask Headley-Read!

Judging Panel Selected

In IER Program Contest

(See IER story page 50)

SELECTION of the final judging panel for Ohio State U's 19th an-
ual Exhibition of Educational Radio Programs was announced last week. The international round-
up of the best public interest pro-
grams aired during 1947 will be presented in Columbus April 30-
May 3 in conjunction with the university's annual Institute for Education by Radio.

The three judges—Harriet H. Hester, writer-producer, American Medical Assn.; Armand L. Hunter, radio department, Temple U., and Seymour N. Siegel, manager, WNYC New York—will handle final screening of all programs sub-
mitted in the contest's 14 classifi-
cations, excluding network shows, I. Keith Tyler, director of the insti-
tute, announced.

of the CBS board and also employed by Schenley Distillers Corp. as a public relations counsel for $36,000 per year.

Further charge was made against NBC, which it was said, sold two half-hour broadcasts to beer companies but refused to sell time to the other side.

Other stations accused of refusing to sell time were WGN WMAM.

(Continued on page 75)

BROADCASTING • Telecasting

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Johnson Bill Finale
(Continued from page 26)

"Through members of his family," charged Mr. Caldwell, "Sen. Wheeler is interested in the most profitable of Mr. Craney's six stations, KXLY Spokane."

One of his (Sen. Wheeler) sons, he charged further, is manager of KXLY, and another son along with the Senator constitute a law partnership with Mr. Craney as one of their clients.

Summarizing the makeup and arguments of the bill's proponents, Mr. Caldwell maintained that they represent "several inconsistent and contradictory schools of thought" and that they want objectives which are "mutually exclusive of each other."

Mr. Sholis told the committee that the record left behind by the opponents of high power "is generously larded with the same, venereal, generalized warnings that higher power will drive everyone else out of business and we are still without a bill of particulars."

Mr. Sholis stated that Mr. Craney had "echoed" the familiar statement that higher power would drive affiliates off the network but when asked to name specific victims he "slipped away with the answer that he didn't know which stations would go to higher power."

Since the CCBS plan has been "public property" for 18 months, he added, it would have been an "excellent start" for Mr. Craney to build his case—if any."

The CCBS director said he did not recollect a simple witness who gave the call letters of a station which would become a network casualty. "This is rather strange," he observed, in the light of the predictions of "widespread disruption."

Answering charges of Stephen Cisler of WKYW Louisville that he couldn't buy advertising in the Louisville Courier-Journal and Times, owners of WHAS, because he was a competitor, Mr. Sholis explained that the papers had been "seriously strapped" by a newspaper shortage and were forced to ration space to advertisers on a priority basis.

Under the priority plan, he continued, radio programs, publication and mail order accounts were last.

The "greatest injustice" done by Mr. Cisler, he said, was in not telling of the "fairness" with which the newspapers handle news and program listings of his and all stations in its editorial columns.

Mr. Caldwell also introduced a rebuttal statement from KPI in its controversy over getting first use of weather reports [BROADCASTING, April 19]. In its statement, KPI maintains that the Weather Bureau "should be credited with some sense in the selection of methods by which it will reach the people that need its service."

Earlier on Monday Col. John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, led off the rebuttal testimony for the bill's opponents.

Col. DeWitt differed with the idea raised several times that no two engineers ever agree. They do agree, he said, when they have all the facts.

Directional Antenna Argument

The WSM president took issue with the contention that breaking down clear channels would not take anything away from the stations now on those channels. This argument was based on the use of directional antennas, he said, maintaining that there had been no fundamental developments on directional antennas since 1930.

They are designed strictly on theory, he said, and their proof of performance is confined to suppression of ground wave and will not show interference to skywave.

Sen. Tobey interrupted to remind the witness that Comdr. T. A. M. Craven, vice president of Cowles Broadcasting Co. and former FCC Commissioner, had testified the previous week praising the value of directional antennas. Following Col. DeWitt's theory about agreement among engineers, Sen. Tobey wanted to know who then was minus the facts.

In this case, answered the CCBS executive, Comdr. Craven does not have all the facts.

Comdr. Craven's plan for putting four outlets on each of the 1-A channels is "too close to the limit," said Col. DeWitt. The 1-B type of service given by WTOP Washington and KSTP Minneapolis, he argued, is not the type of service which is needed.

Touching on the international aspect, Col. DeWitt said that duplication is exactly what Mexico and Cuba want and they will then be authorized to use our channels.

The BBM maps used by Mr. Caldwell, he said, are engineering maps and only tell how many people listen once a week to a program but do not tell anything about the quality of service or whether the listeners are satisfied.

Taking WSM as an example, the witness produced a map which purported to show that another outlet on WSM's frequency located at Tusla, WSM would lose about 40% of its audience. He admitted that another station on WSM's frequency should be situated in the Northwest with no ill effects to WSM but that it would only give groundwave service to a small area.

Taking issue with the testimony of former Sen. Burton K. Wheeler of Montana to the effect that 20 high power stations could cover the country, Col. DeWitt termed Sen. Wheeler "a politician, not an engineer," and maintained that high power stations can only give "a type of service" and that network coverage would still be needed for millions.

Sen. Tobey came to the defense of Sen. Wheeler saying that he had come to testify as a public service after reading about some of the clear channel contentions in the papers. Sen. Wheeler, he said, was "thoroughly familiar" with radio regulation not as a politician but as former chairman of the Senate committee dealing with those matters.

'Aidi-Climal' Reminder

He reminded Col. DeWitt that one of his own group had complimented Sen. Wheeler by remarking after the Senator's testimony that "anything after that is anti-climal."

Sen. White joined in to say that Sen. Wheeler was motivated by "high purposes" and he was glad to hear Sen. Tobey say what he did. "I wish we had a few more with his candor and guts," added Sen. Tobey.

Col. DeWitt said he didn't use the word in a derogatory manner, but merely wanted to show that Sen. Wheeler didn't know the en-
Liquor Ad Ban
(Continued from page 72)

WENR and WBBM Chicago, WJR Detroit, WCAU Philadelphia, WBAL Baltimore, WWVA Wheeling, WLW and WCKY Cincinnati, WSB Atlanta, WHTN New Orleans, WOAI San Antonio, KRLD Dallas, WBAP Fort Worth, KVOO Tulsa, KMOX St. Louis and KPAB Lincoln.

In fact, said Mr. Johnson, “we have been unable to find a single 50,000-watt station in all of America which will sell the dry forces so much as one broadcast of choice evening time to counter the pro-drinking appeals that blanket the nation day and night.”

NAB Criticized

NAB was also taken to task by Mr. Johnson, who said his organization had “repeatedly” appealed to NAB to correct the situation but that NAB had “intensified the abuse” by putting out a “Brown Book” entitled “Here’s How” which set out the “techniques and copy” to be used in promoting drinking of alcohol.

He said the matter had been called to FCC’s attention and that agency agreed it was “wrong, but never did anything.” Sen. Reed remarked that the matter should be looked into and added that the “principle of this committee is that all points of view shall be fairly represented on the air.”

In his oral testimony Mr. Johnson had asserted that CBS sold $2,000,000 time for liquor, but this was not mentioned in his written affidavit. It was pointed out that CBS advertised only beer and wine which could not be classed as hard liquor.

Bishop Wilbur E. Hammaker, Methodist Board of Temperance, led the fight for passage of the Capper Bill, putting 23 organizatons on record as favoring the bill.

Bishop Hammaker asserted that 80-90% of the American people, including drinkers, would favor abolishing liquor advertising. Mrs. D. Leigh Colvin, president of the National Women’s Christian Temperance Union, claimed the backing of over 50,000,000.

Clayton M. Wallace, general superintendent of the Temperance League of America, made special objections to baseball broadcasts sponsored by brewers and to a television series advertising wines.

Frank Braucher, president, Magazine Advertising Bureau, opposed the measure.

R. E. Joyce Jr. and E. F. O’Brien of the Distilled Spirits Institute led the fight for the liquor forces. Mr. Joyce said the legislation “would amount to discrimination against a single industry.”

If it is proper to restrict advertising of liquor, Mr. Joyce warned, “it will only be a short time when you will be requested to enact legislation which will permit the censorship of editorial and news articles in a like manner.”

Mr. O’Brien predicted that under S-3956 competition would become a battle of label design instead of quality of product.

Calls Bills Illegal

E. V. Lahey, chairman of the U. S. Brewers Foundation, charged that all three bills were “illega and unconstitutional” because they violate the 21st and 5th amendments and the doctrine of separation of powers of the legislative, judicial and executive branches of the government.

A score of labor witnesses for both AFL and CIO unions testified in rapid-fire order as Chairman Reed speeded things up by instructing the witnesses to file their statements if they were merely repetition.

The labor spokesmen were agreed, in general, that passage of the bills would mean loss of job opportunities for their members.

Other Witnesses

Randolph W. Childs, executive director of the Pennsylvania Alcoholic Beverage Study Inc., said the fundamental trouble with all the bills was that they treated alcohol as “a disreputable product.”

Dr. Kenneth Dameron, professor of advertising at Ohio State U., opposed the restriction of advertising as “a way to return prohibition.”

To his statement that the industry should take steps to correct its own abuses, Sen. Reed remarked that he had heard that statement for years. Hard liquor people, he charged, are the “worst offenders.”

Fate of the bills may be decided at an executive session of the full Senate committee this Thursday.

Don Lee Plans Microwave Relay, San Diego to L. A.

DON LEE Broadcasting System plans to construct a microwave television relay between San Diego and Los Angeles once a grant has been authorized for the former city.

In explaining the plan, which will represent an investment of approximately $15,000, Harry Lubcke, television director, said that several sites are under consideration, including Mt. Soledad, which would be in line of sight with Don Lee’s Los Angeles antenna atop Mt. Lee.

Hearings for San Diego are scheduled for June and once grants have been authorized, it is understood that DLBS hopes to have its relay operative within six months from start of erection.

KGW

PORTLAND, OREGON

Represented nationally by Edward Petry & Co.

Broadcasting • Telecasting

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C A A - F C C
(Continued from page 21)

C A A ' s attitude of "the-whole-sky-is-ours-right-down-to-the-ground."

Broadcasters have found little satisfaction in explanations of pro-
cedure and actions offered by C A A representatives attending N A B
district meetings.

After drafts of the proposed re-
visions of both agencies have been
drawn up, it is expected that joint
meetings of the agencies will be
held to work out final details. Net
result may be that the separate
revisions will be amalgamated in-
to a document known as C A A - F C C
Rules and Standards.

It is understood that standards
under preparation by the F C C may
be ready for consideration by the
Commission en bane within one
month. Representatives of the in-
dustry are hoping that they will be
allowed to present their views on the
subject.

Delos Wilson Rentzel of Virginia
was nominated April 8 by Presi-
dent Truman to succeed Theodore P.
Wright as C A A Administrator
[CLOSED CIRCUIT, April 12]. Mr.
Rentzel has been chairman of the
board and president of Aeronauti-
cal Radio Inc. and president and
chairman of the Radio Technical
Commission for Aeronautics.

His appointment will be con-
sidered by the Senate Interstate
Commerce Committee in executive
session April 29.

K F S A delivers a market that can't
be covered from OUTSIDE F T . S M I T H !

222 MILES FROM OKLAHOMA CITY
144 MILES FROM TULSA
160 MILES FROM JOPLIN
295 MILES FROM MEMPHIS
FORT SMITH, the number 2
market in Arkansas . . . the
center of a rich agricultural and
industrial market.
Sales from manufacturing
average over 33 millions of dol-
ars per year . . . retail sales,
over 35 millions. Effective buy-
ing power is set at 58 millions
per year. Bank deposits are over
$1100 PER CAPITA! A great
market . . . it's all yours through
K F S A . . . Fort Smith.

D A R & R A D I O
Medium Warmly Received
At Annual Conclave

AN INSIDE VIEW of radio was given at the DAR at its 57th Continental
Congress in Washington last week—and the message was warmly
received.

Ruth Crane, president of the Assn.
WMA L - T V Washington women's
commentator, addressing the DAR
radio committee Tuesday, said: "I
think it is high time that women of
America . . . pursued an even
higher and nobler purpose than
might be traditionally ours." She
referred to action that might be
taken on such matters as the May-
flower editorializing question.

Hils Mayflower Decision

"Is it not an anomaly that here
in this great nation where all of
us can assemble as we do today to
express our opinions on diverse
subjects we should have an actual
denial of the freedom of speech
which so importantly concerned
the deliberations of those who
drafted our Constitution."

Mrs. Crane stressed the tremen-
dous influence of radio. "The aver-
age American family spends more
time listening to the radio than do-
ing anything else other than work-
ing and sleeping," she said. "Look
at the impact of radio on the ballot
box. In 1920 only 26,000,000 bal-
lots were cast in the national elec-
tion. In 1944, with many of voting
age overseas, 48,000,000 ballots
were cast. As the number of radio
sets increased, so too did the num-
ber of votes."

PERKINS BUYS LAREDO
STATION FOR $80,000

K P A B Laredo, T x., M B S outlet on
1490 kc with 250 w, has been sold
do to Mark Perkins. Formerly
with KENT Shreveport, La.,
it was announced last week by
Dallas office of Blackburn-Hamil-
ton Co., station broker.

Sellers are J. K. Beretta and
Howard W. Davis, operating as
Laredo Broadcasting Co., K P A B
licensee. Mr. Perkins for several
years was radio fundraiser in Chi-
cago and San Francisco and one-
time was with W T O D Toledo.
During the war he served with both
RC A F and A A F, flying combat
missions in Europe.

Application for FCC consent to
the sale is in preparation and is to
be filed through Dow, Lohnes &
Albertson, Washington.

Lever Bros. Account
LEVER BROS. Ltd. has appointed
Day, Duke & Tarleton, New York,
to handle Canadian advertising for
a new but unannounced product.
No plans have been released.

K F S A delivers a market that can't
be covered from OUTSIDE F T . S M I T H !

222 MILES FROM OKLAHOMA CITY
144 MILES FROM TULSA
160 MILES FROM JOPLIN
295 MILES FROM MEMPHIS
FORT SMITH, the number 2
market in Arkansas . . . the
center of a rich agricultural and
industrial market.
Sales from manufacturing
average over 33 millions of dol-
ars per year . . . retail sales,
over 35 millions. Effective buy-
ing power is set at 58 millions
per year. Bank deposits are over
$1100 PER CAPITA! A great
market . . . it's all yours through
K F S A . . . Fort Smith.

K F S A delivers a market that can't
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per year. Bank deposits are over
$1100 PER CAPITA! A great
market . . . it's all yours through
K F S A . . . Fort Smith.

M I D W E S T T V U N I T
Chicago Council
Organized

FORMAL organization of the new midwestern television society, the
Chicago Television Council, was announced Thursday by James L.
Stirton, its newly-elected president.

Officers elected in addition to Mr.
Stirton, general manager of ABC
Central Division, were:

Ardien B. Rodner, Television Ad-
vertising Productions, vice presi-
dent; Fran Harris, Ruthrauff &
Ryan, secretary, and Russell Tolg,
BBDO, treasurer.

Meetings began last month when
TV representatives from networks,
stations, agencies and allied fields
held the first in a series of con-
ferences designed to lay the ground-
work for an all-wide to New York's
American Television Society. [B R D C A S T I N G , F e b . 2 3 ,
March 22]. With two Chicago TV
stations on the air and two more
scheduled to start in September,
formation of such an organization
was deemed a growing necessity
by charter members of the group.

Aims to which the C T C has
pledged itself are: (1) To encour-
ge a high standard of TV per-
formance, (2) to focus national
attention on Chicago television facil-
ities, (3) to develop program and
production techniques, and (4) to
serve as a clearing house for the
release of accurate information
about television and its related
problems.

Anyone engaged in the opera-
tional, production or business
branches of television at the execu-
tive level is eligible for member-
ship, Mr. Stirton announced.

In addition to the officers, a
seven-man board of directors was
selected: Don Meier, W R B; Don
Cook, WGN-TV; Ken Carpenter,
Bolling Co.; Nort Jonathan, WJJU;
Fred Killian, ABC; Ralph Liddie,

N B C T V S P A C E
NEGOTIATIONS by NBC to ac-
quiere space for television broad-
casting in the RKO-Pathe studios at
106th St. and Park Ave, New
York, were reported near conclu-
sion last week. It was believed that
NBC would use the added studio
space, if the deal were consum-
mated, both for film and live tele-
vision operations.

Recording?

on top of the: OPERA BUILDING
in chicago

TRANSCRIPTION MASTERS • SHEET MUSIC RECORDER
FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
NBC MERGER

NBC's plan of consolidating television and sound broadcasting operations proceeded last week as its television sales department, which heretofore has functioned independently, was integrated into the sales organization of the network.

Reynold R. Kraft, television sales manager, became assistant to George H. Frey, director of network sales.

Two other television departments—news and special events, and stations—which also were independently operated, have also been absorbed by similar departments in NBC.

Video news and special events will be under William F. Brooks, vice president in charge of news and special events and international operations. The integration of television sales with the network organization placed responsibility for that phase under Easton C. Woolley, NBC director of the stations department. Charles Bevis, formerly in charge of station relations and traffic in the television department, was transferred to the station relations department and reports to Sheldon B. Hickox Jr., department manager.

In the integration of television sales with the network, Harry T. Floyd, H. V. Anderson and Robert Sarnoff, formerly of the television department, were assigned to the network sales department; Joseph M. Milroy was assigned to network sales service, reporting to F. M. Greene.

Television national spot sales were consolidated with the network's National Spot Sales department under one of which H. M. Mccormick, director of National Spot Sales, is president; John M. Greene was assigned to liaison between network and National Spot Sales.

Respects

(Continued from page 56)

and became Pennsylvania state manager in 1937.

In 1939 he was brought to New York as night editor of INS and supervisor of the night Hearst service which carried, among other matters of great moment, the editorials struck off by the Old Man himself and was therefore a Spanish war trainer and that would inure his supervisor to almost any future master.

In the fall of 1940, with war news multiplying, Mr. Eiges was made cable editor of INS. When he heard of a job opening at the NBC press department the next summer, he took it.

Mr. Eiges was hired as a writer assigned to Blue Network shows. Within a year he became assistant manager of the press department. On Jan. 16, 1945, he became manager, and last Oct. 3 a vice president.

Meanwhile, Mr. Eiges married the former Beatrice Wechsler, of Pittsburgh. They have a daughter, Marilyn Sue, 5%.

He has little time for hobbies; the one on which he owns is reading. He is a member of Pi Lambda Phi, Omicron Delta Kappa, Sigma Delta Chi, the American Council on Public Relations and the National Assn. of Public Relations Counsel.

As vice president in charge of press, Mr. Eiges has supervision of a department of 38 employes in the New York headquarters of the network and is in on policy setting sessions of the network executives.

His skill is behind the public announcements of NBC's biggest brass. The finely-phrased words of any important NBC figure whose speech usually have come from Mr. Eiges' typewriter.

A giddier man than Mr. Eiges might have been carried away by such a sudden rise from writer to vice president in less than seven years. His associates insist, however, that Mr. Eiges, a sturdy worker, has not let himself get lost in the upper reaches of the NBC hierarchy.
CHANGES IN CANADIAN RATE TITLES PROPOSED

Changes in advertising rate titles are being recommended by the Radio Executives Club of Toronto to the Canadian Assn. of Broadcasters, following a forum luncheon discussion April 14.

Proposed changes involve changing the titles of local rates to reflect general rates and local to retail rates. The major difference between the two rates used by most Canadian stations was pointed out during the discussion by Ralph McKeown, radio director of A. J. Denne & Co., Toronto agency, Waldo Holden, commercial manager of CFRB, Toronto, told of his experience with the two rates while commercial manager of CKRC Winnipeg and described the system in use by KSTP St. Paul, Bob Day, president of Bulova Watch Co. of Canada, expressed the views of the national advertiser on rates.

Feature

(Continued from page 18) A distribution of the gift packages? The WLS management answered this by handing out gifts totaling over $24 dozen eggs and five pound hams and arranging for delivery of the cargo, which reached the orphanage in plenty of time for Easter.

The orphanage was in Maryland, the orphanages converged on the bar which rushed the ham and eggs from the airport, and helped carry the precious cargo into the kitchen themselves. Then, with the help of “Father” O. R. Y. Viveen, superintendent of the institution, and his wife, “Mother” Viveen, they were allowed to help prepare Easter breakfast. Even the American Airlines pilot who flew the ‘ood over to them pitched in with the preparation.

The grace at the meal was a simple prayer said in Dutch by “Father” Viveen: “Lord, bless our good friends in America.” And the children echoed a solemn “Amen.”

COMMERCIAL

Mr. Frazier

SALES, radio station representative, as supervisor of CBS program service. He formerly was chief of audience description division of research department.

clAUDE H. FAZIER, former business manager of WBOI, Knoxville, Tenn., has been appointed sales director of WAGA Atlanta. Mr. Frazier has been in radio since 1930 and has had 13 years of sales and business experience with WBOI.

KETTLEL & CAR- TER, Boston, has been appointed New England sales representative for WOR New York.

MISS SHIRLEY SCHWARTZ has joined accounting department of WGN Chicago, N. T.

Mr. Frazier is the new sales manager, KSTL, formerly of WLS, Chicago.

Mr. Frazier expects to begin operations in May.

George wood, formerly with WIL, St. Louis for over 10 years and more recently general manager of KHER Fort Smith, Ark., has rejoined sales staff of WIL.

WILLIAM H. HYLAND, formerly with Radio Sales, radio representative, CBS, and recently with Columbia-owned station joined CBS television sales staff.

J ohn E. PEARSON Co. has been appointed national sales representative of KC9O and KC9K (FM) Cedar Rapids, lowa.

Illuminated Signs Added To ABC Promotion Drive

ABC has announced plans for erection of large, illuminated signs in New York, Los Angeles and Hol- lywood to promote a program heard over WJZ New York and KECA Los Angeles, two of the network’s key stations.

Ivor Kenway, ABC vice president in charge of advertising and promotion, disclosed that network’s 260 affiliates are tying in with the program promotion campaign by using standardized outdoor painted bulletins, billboard-size, made available by ABC. The stations will spend between $500,000 and $750,000 on this project, Mr. Kenway said.

Dixie Engineering

DIXIE Engineering Co., Columbia, S. C., has become affiliated with Broadcast Engineering, Oakhosh, Wisc., and will handle the firm’s engineering business in Kansas, Oklahoma, parts of Missouri, Arkansas, Mississippi, Louisiana, Kentucky, Tennessee, Alabama, West Virginia, Virginia, the Carolinas, Georgia, Florida, Texas, New Jersey, New York, Maryland, Rhode Island and Massachusetts.

Announcement was made by Nathan Williams of Broadcast Engineering, Dixie Engineering is headed by R. E. Miller, R. L. Easley and J. H. Willis.
A new 35mm precision-built Brenkert

As Used with the RCA TK-20A Film Camera—film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.
A PERFECT FILM PROGRAM every time... high-definition, flickerless pictures... continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant... home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate or the film... enables you to project single frames as stills.

Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain... even oils itself!

Auxiliary equipment for the projector includes: (1) a control rack—with its pulsed light power supply, remote panels, and 10-inch picture monitor; (2) a film camera multiplexer employing two mirrors to reflect projected images from two film projectors into a single television film camera.

To get the most from your newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19-DC.

A television projector by RCA mechanism assures smooth, quiet operation

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
Technical

SAMUEL STEEN, of Franklin Institute in Philadelphia, has joined the technical staff of KYW, Philadelphia, as summer relief engineer.

FISHER-PIERCE Co., Boston, has announced development of a new special-models projector for film projection, designed for200 inch slides and large projection screens. The projector can be used with any type of slide projector, and is designed to project slides with perfect clarity and contrast. It is available in two sizes: 16x20 and 20x24 inches. The price is $95 per unit.

AMERICA'S foremost singers of Western music, known as The Texas Rangers, are ready to take their large audience into your sales room. They rope 'em in with their wide selection of favorite tunes, beautifully transcribed. These transcriptions, numbering in the hundreds, are virtually as flexible as live talent. They allow you to store your messages wherever you want them. In other words, you add 'em as you go, with our wide range of music available. You'll find perfect harmony in songs and sales.

WIRE, WIRE, or PHONE for Complete Details.

THE Texas Rangers
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY, Mo.

NEW RATES OF KSD-TV ARE EFFECTIVE MAY 1

RATE CARD No. 2 has been published by KSD-TV St. Louis and will become effective May 1 according to George M. Burghart, general manager of the St. Louis Post-Dispatch station.

For one hour of live talent programming and announcements the NBC television network affiliate operating on Channel 5 (76-92 mc) plans to charge $25, exclusive of any musical, dramatic and other talent charges. Other rates, exclusive of musical, dramatic or other talent charges and cost of installations for remote programs are as follows: for live talent programs and announcements: 40 minutes, $20; 30 minutes, $15; 20 minutes, $10; 15 minutes, $7.50; 10 minutes, $5; 5 minutes, $2.50; 2 minutes, $1; 1 minute, 50 cents. In addition, $150 per hour for studio time.

WORK ON TRANSMITTER OF WNH - TV STARTED

CONSTRUCTION work has started on transmitter for WNH - TV, television station of Elm City Broadcasting Corp., New Haven, Conn., and should be completed by June 1, officials of the corporation state. The new station, which will be the first affiliate of DuMont Television Network, will operate on Channel 6 (92-98 mc).

Elm City also is planning to launch its FM station, WNH-FM, soon. The FM outlet will be on Channel 256 (89.1 mc).

The corporation, headed by Patrick J. Goode, also operates WNH, 250-watt full time on 1340 kc. Its new transmitter house adjoins new 465-ft. tower.

W6IS On Regularly; To Be Commercial Soon

INTERNATIONAL Broadcasting Corp. (KDYL) Salt Lake City, Utah, officially inaugurated regular service for its video station W6IS in a special telecast April 19. Commercial operation is expected to begin in the near future.

Speakers on the program included S. B. Fox, president and general manager of International Broadcasting Corp.; Governor Herbert B. Maw of Utah; Denver Pierce, West Coast station relations manager of NBC; Dr. A. Ray Olpin, president of the U. of Utah, and Frank Streator, president of the Salt Lake Chamber of Commerce.

The station is on Channel 2 (54-60 mc) and will televise programs on Monday, Wednesday and Friday evenings with tests 3 to 4 p.m. daily.

WTMJ-TV Rate Card

IN LISTING the new rates for WTMJ-TV Milwaukee [Broadcasting, March 22], it was erroneously stated that "transmitter charges will range from $25 for a 20-second slide film or card to $200 for a live program including facilities." Actually, transmitter charges, as listed on the WTMJ-TV card, do not include facilities for five-minute programs up to one-hour programs.

WENR Chicago has been presented with a Certificate of Award by John Balaban, general chairman of 1947 Jewish Welfare Fund campaign.
When It's Easy When You Know How

Transcriptions: Lang-Worth—Lenny Herman; World—Jose Morando.

On Records: Joan Edwards—Vitacoustic 932; Buddy Clark—Col. 381; Leo Monahan—RCA 26-9027; Blue Barron—"GM;" Eddie Ballantine—"Tower.

* Soon to be released.
MAN, production chief; active CROSS HOPWOOD, LAUFMAN, FOMUND
Weekly Green Assoc., consulting radio engineer for Belvidere. Also will be
contract with ARCHER in Springfield, Missouri.

CROSS HOPWOOD, LAUFMAN, FOMUND & CROS
have announced openings of offices at 256 N. Clark St., Chicago, to produce
packaged television shows, live and on film, for advertisers. MILT HOPWOOD,
active in television, producer and actor since 1945, will be producing shows.
HERBERT S. LAUFMAN, formerly with Chicago Sun-Times, head of Creative
Department; W. C. CROSS and BERNARD FOMUND, president and vice
president, respectively, of Timely Events Inc. are also active in organization.
Mr. Cross will be in charge of sales, while Mr. Fomund will direct promotion.

RUSSELL FRIECE, former manager of San Francisco office of J. Walter Thompson
Co.; PEN JONHSON, formerly with the same agency, and MELVILLE C.
THRELKELD Jr., have formed new pub-
lic relations firm known as Pierce, Johnson & Threlkeld, with offices at
405 Montgomery St., San Francisco.

ARCHER RUSSELL PIERCE, has been appointed sales director of Television
Adv. Productions Chicago. Also joining the firm are WALTER BERTON
ZIMMERMAN of Atlanta, Georgia, now director of talent and licensed
services, and JIMMY DEXTER, in production department, NORM
LINDEQUIST, TAP vice president for sales and general manager.

Lynne C. Smepy
Consulting Radio Engineers
130 12th St. N. W., Ex. 8073
Washington 5, D. C.

Loyd R. Amoo
Consulting Engineer
1318 Eighth St. S.E., Phone 845-W
Jamestown, North Dakota

George P. Adair
Radio Engineering Consultant
1925 M Street, N. W.
Washington 6, D. C.

Lee E. Baker
Consulting Radio Engineer
Fritz Bauer, Associate
825-28 Linden Blvd.—Ph. 3621
Springfield, Missouri

Archer S. Taylor
Consulting Radio Engineer
Box 1479
Missoula, Montana
Phone 8512

Commonwealth Equipment
130 12th St. N. W., Ex. 8073
Washington 5, D. C.

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9D 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 Arcade Bldg., St. Louis 1, Mo.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apos Tower Phone 7-2822
Oklahoma City, Oklahoma

Radio Towers
Group Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

DeadLine
May 17 - NAB Issue
May 3 If proof desired
May 8 Final Deadline

RCA Television Service
For the Field Expanded
RCA has expanded its force of trained television sales personnel from 1,200 to 1,400 in the last seven weeks and is sending them to 18 areas where television can be seen to build circulation for the medium by prompt installation of receivers.

Fastest growing area, on a percentage basis, it was learned, is Baltimore, where the service force is to be augmented from 45 to 60. In the next two months these men will make 3,000 new installations in Baltimore in addition to rendering service on existing sets.

Before the end of the year it is expected that more than 600,000 RCA receivers will have been installed throughout the country, with New York and Philadelphia the largest TV markets.

Chicago Agency Men Talk
Rural Radio Co.'s Plans
FRED A. PALMER, president of Rural Radio Co., Cincinnati, newly formed station representative firm, told Chicago agency men April 14 that the company is interested only in rural radio stations.

At a luncheon in Chicago's Hotel Sherman, Mr. Palmer introduced nine station managers from midwestern, eastern, and southern states, all represented by Rural Radio, who are programming exclusively for farm markets.

The farm station men told of successful operations with programs limited to weather and market reports, "personals," and information on how to farm better. Each stressed the fact his station completely ignores city markets.

RADIO OWNERSHIP KEY TO INSTRUMENT SALES
ONLY 18% of non-radio homes own a musical instrument while 80% of families owning five or more radios own a musical instrument, according to Dr. Albert Haring, radio consultant to the American Music Conference. Dr. Haring conducted a sales analysis to be released shortly, concurrent with the AMC nationwide survey.

"Whereas only 18.5% of the non-radio homes and 33% of the one-radio homes own a musical instrument, 80% of the families owning five or more radios own musical instruments," Dr. Haring disclosed.

Analysis Findings

<table>
<thead>
<tr>
<th>Number of radios</th>
<th>Have in home</th>
<th>Instrument in home</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>18.5%</td>
<td>61.5%</td>
</tr>
<tr>
<td>1</td>
<td>33.0%</td>
<td>67.0%</td>
</tr>
<tr>
<td>2</td>
<td>45.5%</td>
<td>54.5%</td>
</tr>
<tr>
<td>3</td>
<td>55.6%</td>
<td>44.4%</td>
</tr>
<tr>
<td>4</td>
<td>58.4%</td>
<td>41.6%</td>
</tr>
<tr>
<td>5 &amp; over</td>
<td>99.7%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

"It is apparent," he concluded, "that a prospect for a radio, a record player or records is also a prospect for a musical instrument."
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Broadcast Building, 1529 Wisconsin Ave., N.W.</td>
<td>765-2914</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>220 Wood St., N. W.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHNSON</td>
<td>1700 Wood St., N. W.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>F. A. ROBERTS</td>
<td>1705 Connecticut Ave., N. W.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMars ASSOCIATE 1469 Church St., N.W.</td>
<td>765-2914</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>HAROLD B. ROTHSCH</td>
<td>George B. BAIREY ASSOCIATE 1500 Eye St., N.W.</td>
<td>765-2914</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>LOHNE &amp; CULVER</td>
<td>Munsey Bldg. Districl 2215</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Highland Park Village Dallas, Texas</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, INC.</td>
<td>formerly colton &amp; Foss, Inc.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>Consulting Radio Engineers</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg., N. W.</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
<td>Phone 2-9222</td>
<td>Consulting Radio Engineers</td>
</tr>
</tbody>
</table>
New Business
(Continued from page 16)

S. O. S. MFG. Co., San Francisco, has purchased Soil-Off Mfg. Co., Glendale, Calif. Advertising for latter company, formerly handled by Los Angeles office of McCann-Erickson has moved to agency's San Francisco office, currently handling S. O. S. account.
E. L. Cournard Co., New York (Walco Tele-Vue Lens), which has appointed Dorland Inc., New York, to handle its advertising, is planning a television campaign, however, no schedule has been set.


Lincold Products Co., Brooklyn (Nu-Kote auto paint), which has appointed Furman Co., New York, is anticipating spot radio in several key markets throughout the country. No definite plans have been made.

Network Accounts • • •

U. S. Tobacco (Model, Tweed, Old Briar, Dill's Best) is to sponsor Take a Number, audience participation show, on MBS Saturdays, 5:30 p.m. (local time) starting June 5. Formerly a sustainer, it replaces Lone Wolf. Agency is Kudner Agency, New York.

Procter & Gamble, Cincinnati (Driftex), April 26 shifts Reulak on western stations from Don Lee to eight CBS stations. With non-availability of western CBS stations at program's start sponsor had been utilizing 70 Columbia stations in East and Midwest and Don Lee in West. Agency is Dancer-Fitzgerald-Sample, Chicago.

Union Oil Co. of California, Los Angeles, starts today (April 26) 52-week sponsorship of Fleetwood Lawton news commentary on full Don Lee Pacific Network. Agency: Foote, Cone & Belding, Los Angeles.

Summer replacement for the Charlie McCarthy Show, Sundays, 8:30 p.m. on NBC effective June 6 for 13 weeks will be Robert Shaw Chorale of 30 selected professional voices. Series will continue to be sponsored by Standard Brands through the summer. J. Walter Thompson Co., New York, is the agency.

Effective June 30, Rexall Theatre, Wednesdays, 10:30-11 p.m. on NBC will feature Pat O'Brien in the part of Dan Carson the druggist, as the summer replacement for Jimmy Durante. Same show was featured last year as Rexall summer fare. N. W. Ayer & Son, New York, is the agency.

Adpeople • • •

Frank W. Dixon, former account executive of KXOA Sacramento, Calif., has joined advertising department of Tidewater Associated Oil Co., San Francisco.

Leo B. Pambrun, assistant advertising manager of Croxley Div., Avco Mfg. Corp., Cincinnati, from 1940 to 1942, has returned to Croxley as sales promotion manager for radio and television.

J. B. Scarliff has been appointed advertising manager of Firestone Tire & Rubber Co. of Canada Ltd., Hamilton. He joined company in 1938 and has been responsible for opening of Firestone dealers' stores across Canada.

Richard W. Newell, former advertising and sales promotion manager of Kaemper-Barrett, San Francisco (Admiral distributor), has been appointed West Coast advertising manager of Admiral Corp.

Dudley Holland, former head of Dudley Holland Adv., now dissolved, has been named advertising manager of General Electric Supply Corp., New York branch.

Agencies
(Continued from page 8)

Has been appointed assistant radio director of F. H. Hayhurst Co. Ltd., Toronto.

Walter K. Neill, former vice president and director of public relations for Forest Lawn Memorial Park, Los Angeles, has joined Ruthrauff & Ryan, Hollywood, as account executive on Dodge Motors account.

Warren Fales, recently with National Biscuit Co., New York, has joined research department at Doherty, Clifford & Shenfield, New York. Frank Satterthwaite has been promoted to assistant director of research.

Lucile Shields, formerly in copy department of Hugo Scheibner Inc., Los Angeles, has joined Ernest N. George Co., that city, as assistant general manager. She replaces Jud Graham, resigned to freelance.

Mayers Co., Los Angeles, a partnership for the 33 years since its inception, has become a corporation. Officers of new corporation, formerly partners, are Henry Mayers, president; Forrest Dolan, vice president, and James Shelley, secretary and treasurer.

Marg Slaney, timebuyer of Stewart-Lovick & Macpherson, Toronto, has joined James Lovick Ltd., Toronto.

Garfield & Guild Adv., San Francisco, has moved to new offices at 46 Second St.


Joseph Jacobs Adv. has moved from 6 E. 46th St. to 1 E. 42nd St., New York, in the same building.

Robert Hussey, program development manager of Young & Rubicam, Hollywood, is the father of a girl, Janice Lynn, born April 19.

Raymond O. Perry Adv., Los Angeles, has moved to new offices at 1906 W. 6th St.

Thomas D. Luckenbill, vice president and radio director of William Eaty & Co., New York, arrived in Hollywood April 20 for 10 days conferences regarding summer replacement for CBS Screen Guild.

Ad Fried Adv. on May 1 will move to new and larger quarters at 318 16th St., Oakland, Calif.

Marvin L. Mann, executive vice president and radio director of Weiss & Gelber, Chicago, is to be in Hollywood conferring with John Gudec, relative to fall renewal of Your Bet Your Life program.

Banning Co. Adv., Los Angeles, has moved to 3142 Wilshire Blvd.

Arthur Pryor, vice president in charge of radio for BBDO, New York, and Wick Crider, agency's assistant radio director, are in Hollywood for week's sessions on agency's radio activities.
Publicity Backfire

Currency-Selling Stunt Lands—KAYX's Jorgenst in Jail

KAYX Waterloo’s Erling Jorgensten still is doing his Man on the Street broadcasts these days, but with a wary eye—because of a publicity stunt that backfired. Here's how KAYX reported the incident:

Mr. Jorgensten was doing a special show in conjunction with a movie opening at Waterloo's Paramount theatre. By arrangement with the theatre, he was selling dollar bills to all comers—some refusing, others buying at half price. Lesson being taught was never to accept money without seeing it (the picture was "T-Man").

Suddenly a police car rolled up, and Mr. Jorgensten was arrested for peddling without a license, according to KAYX. Later Al Triggs, KAYX station manager, and Kermit Carr, theatre manager, had to bail him out.

Mr. Jorgensten at the 'click.'

Gaines at WDOW

NEWS RELEASE from MBS regarding winners in its Ralston-Purina Co. Tom Mitz contest [BROADCASTING, April 12], listed Walter Gaines as station promotion manager of WMOC Covington, Ky. Mr. Gaines is now general manager of WDOW Midland, Mich. Also, WMOC is located in Covington, Ga.

Ed Skotch, producer at ABC Central Division, has been named production manager of WBBM(FM) and AM and FM operation, replacing Fred Kilham, who has been appointed director of television programming for WBBM-Chicago.[BROADCASTING, April 12]. Mr. Skotch's appointment is effective May 1.

Victor E. Forker Jr., formerly with National Adv. Art Center, has joined WPIX(TV) New York as program manager. Station is to begin operations June 15.

Richard cutting, former program manager of KFAC Los Angeles and previously CBS Hollywood assistant director of public affairs, has joined KROM Hollywood, as program manager. KROM is FM outlet owned by Metro Goldwyn Mayer studios and is scheduled to go on air May 20.

George H. Moomey, formerly with WBIJ Chillicothe, Ohio, has joined announcing staff of WEPD Worthington, Ohio.

Larry Frommer, writer-producer at WOL, Washington, has received certificate of commendation from National Conference of Christians and Jews, for serving as co-chairman for radio of National Brotherhood Week.

Sherling Oliver, radio and television producer and Richard Rose, television art director, have joined program department of WPX/TV; New York. Mr. Rose is a former art director for W. N. Ayer & Son, New York.

Chuck Trainum has been named chief announcer of WAND New York, replacing Paul Simon, who is joining WTTG Washington, as announcer-director. Both have been with WAND more than two years. WAND and WTTG are DuMont outlets.

Dave Kaplan, New York freelance writer, has been named chief continuity and commercial writer of WDIJ(FM) New Brunswick, and Stan Cutler, Bob Mayo, and Leo Maller, have joined announcing staff.

Edward C. Stoppele, former program director of WNYE, New York City Board of Education FM station, has been appointed director of educational programs of WPX New York. Daily News television service which is to begin operation June 15.

Fred A. Allan, former announcer with WRL, New Orleans, KMOX St. Louis, and KDKA, Pittsburgh, has joined KECK Odessa, Tex.

Keith Beecher, former orchestra leader and theatrical producer, has been named a production director at ABC Central Division.

Robert Farrell, has joined announcing staff of WLBX Lebanon, Pa., succeeding Paul Mitchell, who has joined WRAW Reading, Pa. Sidney Phillips and Richard Halpert, have joined WLBX as announcers.

Harry Trousdale, graduate of Academy of Radio Arts, Toronto, has joined program department of CHWO Toronto. Don Martin and Walter Levan have joined announcing staff of CHBO St. Thomas new 1-kw station. Both are 1948 graduates of Academy of Radio Arts, Toronto.

Teresa McDermott has been added to staff of general service department of M. J. Mathes Inc. New York, has joined production staff of WJR Detroit.

Gene F. Russell, supervisor of art and production for advertising and promotion department of ABC since 1940, has been named chief announcer of WDIJ New Brunswick.

Greg Stevens, former director of broadcasting for 20th Century Sporting Club, has been named chief announcer of WDHG New Brunswick.

Paul Simpkins, former chief announcer of WJZ Jackson, Miss., has joined WAPP McComb, Miss., as program director. WAPP was incorrectly identified as located in McComb, Miss., in BROADCASTING, April 12.

Don Gordon, former announcer on CBS' "Hint Hunt," has left Chicago for an extended tour of tasks.

Willard Barrett, former supervisor of NBC Chicago's mail and messenger department, has joined production staff of NBC Central Div.

Charles Thorne, former associate producer and manager of WBIM Chicago and previously associated in several capacities with KALI Salt Lake City, has joined announcing staff of WOB Chicago. Norman Kraepe, former announcer at WJJD and WENR Chicago, has joined WOB in similar capacity.

Gene McGann, formerly in traffic department, and George E. Funke, previously affiliated with Bay Area stations, have been added to announcing staff of KNBC San Francisco. Russell Snow, KNBC announcer, has resigned to join Armed Forces Radio Service in Hawaii.

Tom Bird has joined CPCO Chatham, Ont., as announcer.

Bill Shipley, announcer at WBAM Chicago, CBS owned and operated station, will join the network's announcing staff in New York effective May 1.

F. Chase Taylor Jr. has been appointed commercial continuity chief of WVTW Rochester, N. Y.

John Marion, announcer on WOAT Utica, N. Y., has been promoted to chief announcer.

Bernie Barris, graduate of Academy of Radio Arts, Toronto, has joined announcing staff of CKDO Oshawa.

Andy Steven and Andy Anthony have joined CFEA Ottawa.

Merritt Hadley has joined KRLN Canon City, Colo., as announcer.

Robert B. Child, former supervisor of Farm broadcasting at WOY Schenectady, and previously with WROB (TV) Schenectady, has been named director of service programs for Rural Radio Network Inc., Ithaca, N. Y.

Lloyd Dafoe, H. McEwen, Don LeBlanc and Allan Shaver, all graduates of Academy of Radio Arts, Toronto, have joined production staff of CIOY Chicago, new 250-w station at 1450 kc opening about July 1.

Aneta Frances Cleyre, manager of NBC promotion, has joined James Lawrence Caddigan, director of programming for DuMont Television Network, has announced their engagement. No wedding date has been set.

Ask Your Petry Man

About Availabilities in the YANKKE NETWORK

News Service Editions at
8 A.M. 1 P.M. 6 P.M. 11 P.M.

The YANKKE NETWORK, Inc.
Member: Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

The Nation's Most Merchandise-able Station

WLW 700 ON YOUR Dial

April 26, 1949 • Page 87
HELP WANTED

Commercial manager — In excellent southwest town of 20,900, Fulltime CBS affiliate; exclusive field. Man must be good clerk, enter and build with proven radio sales experience. $300 income plus bonus. Salary and opportunity for the right man. Reply confidential. Box 235, BROADCASTING.

WANTED—Announcer, New Orleans, excellent opening, op level, steady, 15% commission, including account. Box 274, BROADCASTING.

SALESMEN

Salem—Springs, Virginia station in market of 400,000 needs two aggressive advertising men. Pay starts $450 and up. Send full details, letter. Box 287, BROADCASTING.

Salem—Aggressive, experienced time salesman wanted, near N.Y. area. Reply with references and picture to Box 286, BROADCASTING.

ANNOUNCERS

Announcer—All-round experience, clean background with ability to assume executive position. Complete details first letter. Box 266, BROADCASTING.

WANTED—Good disc jockey, Bell and ad-lib voice talent. Send full details, letter. Box 276, BROADCASTING.

WASHINGTON, D.C.

WANTED—Announcer capable of handling early morning program. Also combination engineer for first class ticket. Include first letter edition, picture and expected salary. Address Reply Station WRWP, Washington, D. C.

NEW ENGLAND

Wanted Immediately—Announcers, combination men, engineers. Send transcript, resume and photo to the Artistic Bureau, anv. Co. Box 1278, Atlanta, Georgia.

SITUATIONS WANTED

MANAGERIAL

Wanted—Three turntable operating announcers with good voices who can do ad-lib intelligently. Excellent station with high rating. $4,000 plus bonus. Full details to Box 293, BROADCASTING.

Wanted—Top announcer, ad-lib ability of prime importance, salary, plus tal- lied-in. Send full details and letter to Station WBMS, 35 Court Street, New York City.

Wanted—An experienced announcer for classical music station. Working knowledge of 3 languages essential. Understanding of classical music required. There is an immediate opening for such a man. Send audition disc and letter to Station WMNS, 35 Court Street, New York City.

WANTED—Announcer for Rocky Mountain pet affliate. Must be versatile, able to handle both morning and afternoon. $500 plus bonus. Disc, photo and background first letter. Box 291, BROADCASTING.

EXPERIENCED—Announcer, 50,000 watt station in major eastern metropolitan area seeking applications from successful announ- cers with at least 2 years commercial station experience, 4 years college edu- cation, and experience in radio broadcasting. Will be compensated by recording showing ability reading different types of commercial, dramatic narration, news. Demonstrated ad-lib ability would improve our situation. Also send photographs and references. Box 232, BROADCASTING.

WANTED—Versatile, hard-working, experienced announcer in sales. 15 years experience in all phases of radio. Proven record. Route manager. BROAD- CASTING.

WANTED—Commercial copywriter. Experience, ability, education. Please send references, sample copy and photo to Ed Yestram, General Manager. Box 328, BROADCASTING.

TECHNICAL


WANTED—Disc first-class operator with car. No experience necessary. Wire or phone: Charles Townsend, KICD, Burlington, Iowa.

WANTED—Chief engineer with plenty of experience and background. Prefer a man who knows how to assume complete charge of technical operations of station now operating AM and FM. At least 5 years experience. Send photo and complete details with references in triplicate and expected salary. Box 236, BROADCASTING.

WANTED—First class transmitter engineer with car for 250 watt daytime station, Marion, Ohio. Send resume and photo. $45 for a six day forty hour week. Per- manent job. Send full details to Box 234, BROADCASTING.

WANTED—Program producer for new North Carolina station. Send complete curriculum vitae and credentials. Letters of reference. Box 301, BROADCASTING.

WANTED—First program producer—Job. No experience necessary. Wire or phone: C. D. Torrance, KICD, Burlington, Iowa.

WANTED—Young, aggressive, well educated. Can put your station well in black. Now em- ployed as commercial manager, ABC affiliate. $7,500 minimum considered. Does permanent position in major market. Will work on salary plus bonus basis. Reply Box 306, BROADCASTING.

WANTED—Commercial manager, experienced, young, aggressive, well educated. Can put your station well in black. Now employed as commercial manager, ABC affiliate. $7,500 minimum considered. Does permanent position in major market. Will work on salary plus bonus basis. Reply Box 306, BROADCASTING.

WANTED—Commercial manager, Young, aggressive, well educated. Can put your station well in black. Now employed as commercial manager, ABC affiliate. $7,500 minimum considered. Does permanent position in major market. Will work on salary plus bonus basis. Reply Box 306, BROADCASTING.

SITUATIONS WANTED (Cont'd)

PROGRAM PRODUCER

Large midwestern network affiliate seeking experienced program pro- ducer for musical, variety, dramatic, entertainment. Good opportunity for a man skillful in handling all phases of programming. Must have at least one year's experience, plus bonus. Write Station WHTQ, Des Moines, Iowa.

WANTED

New 250 watt daytime station in progressive southeastern Virginia market has openings for program director, commercial director, combination engineer-announcer. Both positions require minimum of six months experience. Salary to be negotiated. Please send full details, references, photo to Box 217, BROADCASTING.

ANNOUNCERS

Announcer, experienced, console, opera- tion, excellent newcomer, time salary, 200 watt station, over five years experience. Box 279, BROADCASTING.

WANTED

Top salesmen, full commission, plus bonus. Wonderful opportunity to work in this fast-growing field. Small town, no competition. You work, we take care of the rest. No job too large or too small. Send references and a resume of your previous work or sharing arrangements are made. Seeking a man of unassailable character and habits with a proven record of ownership and policy. Prefer South or New England. Reply to Box 277, BROADCASTING.

Situations WANTED

Manager—One inch ads, plus bonus. Wonderful opportunity. Small city. Salary, plus bonus. Write Station WHIT, Orangeburg, N. Y.

Manager—An announcer with plenty of time and radio experience.Must have at least two years experience, plus bonus. Write Station WPEG, New York, N. Y.

Manager—Has opening for such an announcer. Salary plus bonus. Send photo to Box 217, BROADCASTING.

Manager—Top sales position, full commis- sion, plus bonus. Wonderful opportunity to work in this fast-growing field. Small town, no competition. You work, we take care of the rest. No job too large or too small. Send references and a resume of your previous work or sharing arrangements are made. Seeking a man of unassailable character and habits with a proven record of ownership and policy. Prefer South or New England. Reply to Box 277, BROADCASTING.

Manager—Immediate opening for such a man. Send photo to Box 217, BROADCASTING.

Manager—Top sales position, full commis- sion, plus bonus. Wonderful opportunity to work in this fast-growing field. Small town, no competition. You work, we take care of the rest. No job too large or too small. Send references and a resume of your previous work or sharing arrangements are made. Seeking a man of unassailable character and habits with a proven record of ownership and policy. Prefer South or New England. Reply to Box 277, BROADCASTING.
Situations Wanted (Cont'd)

Experienced announcer, versatile, specialist in disc jockeying, newscasting, on-air play by-play experiences, mannerly, air personality proven. Send for photo, disc. You won't be sorry. Box 267, BROADCASTING.


Anouncer—Columbia College graduate. Vet. 24, thoroughly trained. Will travel. Photo and transmission request. Box 273, BROADCASTING.


WIDELY EXPERIENCED ANNOUNCER

Seven solid years. Commercial, news, M. C. record shows, sports including play by play. San Francisco, Miami, Chicago, Los Angeles. Knowledge of programming and continuity. Know radio picture. Used to earning top money. Married. College. 56, Box 200, BROADCASTING.


Anouncer—Experienced. Single. 24, college operation. Want good midwest opportunity, 258, Box 281, BROADCASTING.

Anouncer. The versatile personality you're looking for, with Northwestern University education: majored in advertising with public speaking and sales running a close second. Willing to work hard. Experiencing behind the mike: will supply recommendations from well known people to back my claim. Will sell, approach, will work hard, will pay for a capable man. Box 283, BROADCASTING.

Anouncer—Disc Jockey available for summer relief or permanent. 3 years experience independently. Ad-lib available. Excellent ad-lib man, specialty live shows. Complete knowledge of disc jockey photo available. Box 307, BROADCASTING.

Anouncer. The versatile personality you're looking for, with Northwestern University education: majored in advertising with public speaking and sales running a close second. Willing to work hard. Experiencing behind the mike: will supply recommendations from well known people to back my claim. Will sell, approach, will work hard, will pay for a capable man. Box 283, BROADCASTING.

OCCUPANCY WANTED

Young man 21—Novice veteran, graduated University of Michigan, Columbia M.A. (Dromos), Have radio and stage experience, announce, produce, write copy. Nice appearance, excellent voice quality, Previous employment: D. A. Mer- ritt, 4801 N. Hermitage, Chicago, Illinois.

Employment Services

Chief television construction engineer, TV engineers, program directors, good announcers—Jock, and disc jockeys, writers. Radio Employment Bureau, Box 413, Philadelphia.

For Sale

45% Interest in midwestern network station. Will consider trading the interest for another station. Box 85, BROADCASTING.

1008 west Western Electric Type 30281, D.C. power amplifier. Available immediately. Radio Station 202, Box 375, BROADCASTING.


Nonroyalty Audio Antique Music Box Music. Six separate artists, 5,000 radio and custom recordings. Box 1097, Hartford, Conn.

BONDING COPPER

In Stock. Immediate Shipment. Send for our Price List Today. J. L. CLARK METALS CO. 1108 S. Ashland Ave., Chicago 8, Ill.

Situations Wanted (Cont'd)

Staff announcer, versatile, thoroughly experienced. Newsman, drama, music, plays, good voice personality, disc available. Previous employment in college and radio stations.

Anouncer, experienced in all types of announcing. Two years experience, I. E. Nine years service. Special duties include ad-lib, only. i.e., June-September. Student at Columbia College. Will work small, 5442 8th Ave., Los Angeles 43, Calif.

Anouncer—Summer replacement. Col- lation experience news, sports, disc jockey on college station. Box 313, BROADCASTING.

Anouncer—Experienced news, sports, disc jockey—25 years on college station. Disc available. Box 313, BROADCASTING.

Experienced announcer desires position with small station. Strong ad-lib. Box 320, BROADCASTING.

Newscaster—5 years full time professional experience. Flexible to specialize in news or sports. Salaries to commensurate with top notch background and ability. Will prove both on request. Box 292, BROADCASTING.

Technical

Engineer—Nine years assistant chief, air and water cooled equipment. Direct or indirect adjustment, operation. Chief loc- als. Box 65, BROADCASTING.

Engineer, single, currently employed in production work. Has experience in installation, operation and maintenance. Has experience in operating transmitters and transmitters, and electronics experience. Also some experience in sound, nemo, control room. Excellent reference. Present employer. Box 213, BROADCASTING.

Station engineer, twenty years in broadcasting. 30 years chief engineer, five to fifty kilowatts. Directional antennae, FM, television. Latter includes complete supervision of installation and operation. FM license to 50 kilowatts RCA TTS-5 television transmission. Control and associate and other equipment. Can furnish best references. Box 214, BROADCASTING.

Employment Services

Anoouncer—Experienced, versatile, experienced in mike work, plus continuity. 20, married, 5 years college, Desires larger market. Will work any station. Many years experience. Box 351, BROADCASTING.

Additional salaries needed? Will program announce, sell, write copy and wash windows. Will work hard and grow with small stations. Experience. Box 311, BROADCASTING.

Program director—announcer-disc jockey. Can handle new ideas. Moderate salary requirements. Single, pregnant, college graduate. Box 358, BROADCASTING.

Program director—announcer-disc jockey. Can handle new ideas. Moderate salary requirements. Single, pregnant, college graduate. Box 358, BROADCASTING.

Vacation. Will work small station. Box 219, BROADCASTING.

A.B. English, 35 years experience. Experience: Television, studio, management, copywriting, disc jockey. Will travel. Box 266, BROADCASTING.

Program director. Experienced, Real Idea Newscaster. Box 211, BROADCASTING.

Production—programming, others

Continuity writer or director—Young man 25 years old. Will work for free. Seek place on staff of up-and-coming network. Experience in ideas, novelty, talent, setup, continuity, salesmanship, sportscasting, etc. and that im- proved. "How 'bout them right job?" Box 312, BROADCASTING.

Have I reached the limit of my ability? Will do anything, no matter what, if effort is rewarded. Six years experience. Radio. Box 210, BROADCASTING.

Program director—12 years broadcasting experience over a few free an- nouncing, programming, programming-pro- gramming, program consultant, commentator, copywriting, disc jockey, etc. Currently program man- ager of major network outlet. Desire permanent affiliation with pro- gramming company capable of giving long range notice. Box 247, BROADCASTING.

Continuity writer—program director, 5 years experience and agency experience, plus graduate radio experience. Prefer New York or Philadelphia area. Box 266, BROADCASTING.

Desire to make television my career, mainly writing, seeking any position to give me start, age 20, 3 years college. Associate editor college daily. News- paper, ad-lib, pro. Box 248, BROADCASTING. Will travel. Available June Ist. Box 229, BROADCASTING.


Program director, experienced. Real idea Newscaster. Box 211, BROADCASTING.

Too many ads alike—But if you are interested in a guy who has a well- rounded background, write your problems to Box 512, Costa Mesa, Calif.

News editor-announcer. Fully experienced, sober, mature, versatile. Solid experience, strong knowledge of permanency. Box 12, BROADCASTING.

Program director at successful indie station. Has personnel of college type. Box 284, BROAD- CASTING.

Available soon—Progressive program di- rector, announcer, producer—5 years experience (presumably employed in all 3 capacities), 29, single, college grad- uate. Learned program direction-produc- tion the hard way at an inde- pendently owned station. Bachelors degree in play-by-play sports, but prefer news at this time. Experience is in continuity, traffic, sales. Desire change to larger market. Box 783, BROADCASTING.

Program director-announcer-salesman. Be with WSB, with WSB affiliated station. Many years experience. Box 359, BROADCASTING.

For Sale

45% Interest in midwestern network station. Will consider trading the interest for another station. Box 85, BROADCASTING.

1008 west Western Electric Type 30281, D.C. power amplifier. Available immediately. Radio Station 202, Box 375, BROADCASTING.


Nonroyalty Audio Antique Music Box Music. Six separate artists, 5,000 radio and custom recordings. Box 1097, Hartford, Conn.

BONDING COPPER

In Stock. Immediate Shipment. Send for our Price List Today. J. L. CLARK METALS CO. 1108 S. Ashland Ave., Chicago 8, Ill.
ATS Election Candidates Listed for April 29 Vote

GEORGE SHUPERT, chairman of the nominating committee of the American Television Society, last week announced the following slate of candidates for the society’s annual election of April 29:


Candidates for the board of directors are: Robert M. McKenzie, chairman; Edward Sobel, NBC; Paul Mowrey, ABC; Bob💩, Mutual; George L. Osborne, CBS; B. O. Sullivan, WPIX New York; chief engineer and mixer, Tom Alcoate, Film Daily; Warren Caro, Theatro Guild; Russell Woodward, Free & Peters.

WSAT Salisbury Starts As 1-kw Daytime Outlet

WSAT Salisbury, N. C., was to take the air this week as a 1-kw daytime outlet on 1280 kc. The station, owned by Mid- Carolina Broadcasting Co., is located on Wilkesboro Road, Salisbury.

Mid-Carolina executives include Chas. W. Wills, president; Cassie Graige Ramsay, vice president; T. W. Boland, treasurer, and John Smith, WSAT manager. Key members of the staff, in addition to Mr. Smith, are: Elbert L. Sherman, chief engineer; W. F. Fleming, program director; Ruth Hubbard Groce, continuity chief.

Station is using Gates equipment, and its tower is a three-guyed Wincharger. WSAT has subscribed to UP news service and WRAP trans- lation service.

WGN-TV IN CHICAGO ADDS 30 TO ITS STAFF

WGN-TV Chicago, through its di- rector of operations, Vernon R. Brooks, has announced extensive additions to its staff.

They include the following: Bar- bara Corning and Bruno VeSoto, formerly with WKBW Chicago, pro- cessor-directors; William B. Anderson, formerly with Chicago Tribune, artist; Jerry Kaufer, formerly with WGN-MBS, an- nouncer; Charles A. Braun, Charles George, and James J. Den- den, newsware department; Robert (Bud) Quinlan and Charles Renal- lo, stage crew, and LeRoy Olliger, formerly with WGN, sound man. Additional in the engineering de- partment include Art Avery, Woody Crane, Robert A. Currier, Dale F. Fackenthal, Robert H. Gill, Paul Kubik, Floyd. Mr. Nichols, Karl Michaels, Robert S. Splithoff and James V. Starbuck.

New cameralmen are George E. Hooks, Jack J. Tedder, Carl (Jack) Meyers, and Clyde White.

Other additions include Mary T. Chiester, Hildreth Mueller, Charles Hourevitch, Jane Euwer, Horace Risser and Joseph G. Zenkus.

KMOX To Sponsor Radio Workshop For Teachers

A RADIO WORKSHOP will be sponsored by KMOX St. Louis, in co-operation with the U. of Mis- souri, Lincoln U. and St. Louis public schools. Classes will be held in the KMOX studios June 14 to 25.

The faculty will include Dr. I. Keith Tyler, director of radio edu- cation, Ohio State U., Mrs. Kath- leen Lardie, radio director, Detroit Public Schools; Miss Marguerite Fleming, radio consultant, St. Louis; Tom May, former WGN announcer, May Boyer, radio director, Linden- wood College, and Ben Wilson, KMOX continuity director. Miss Alice Anderson, KMOX education director, is handling registrations.

Chicago AFRA Agrees To Take Revised Scale

MEMBERS of AFRA’s Chicago local have agreed to the revised scale covering the union’s stations, networks, stations, transcription firms and other allied interests, announced by Ray Jones, secretary of the Chicago unit. Scale awaits ratification by AFRA national board.

Calling for a two-year extension of contracts which terminate Oct. 31, 1948, the new agreement author- izes 14% per year for staff an- nouncers and sound effects men and retention of the present scale for production personnel (actors, etc.) employed on either network or local programs, commercial or sustaining, live or transcribed. Revised code also contains a “cost of living” increase clause.

WPIX (TV) Complements News and Special Events

APPOINTMENTS of personnel in the news and special events de- partment of WPIX New York, tele- vision station slated to start June 15, have been announced by Carl Warren, director of personnel.

Ruby Brest, formerly with CBS television network, is assistant department manager and three former writer- editors from the broadcast desk of The News are in charge of de- partment activities. Allen Martin has been named news director, Allen Lawrence, special events de- rector, and George Russell, director of announcers department.

Henry Ross, formerly of the CBS video news department, is Mr. Martin’s assistant, and Don Figolozi, an artist, has also been assigned to the unit. Assistants to Mr. Lawrence are Jack Murphy, who is former assistant manager with WABD New York, and Ray Bar- rett, remote director specializing in sports, formerly with The News. Guy LeBow, sportscaster, has been signed as an announcer.

FOR SALE

For Sale—Lehigh self-supporting tower 19’ high, complete with lighting equipment included. Delivery last of June. Contact Karl S. Steinberger, 10 W. 58th Street, Room 18, WOR-BR, New York City.

For sale—practically new Gates model 306B, complete with power supply. $150.00. Box 352, BROAD- CASTING.

For sale—Small block of stock in ten television stations located on west coast. Box 328, BROADCASTING.

For sale—One Western Electric kw 6508 transmitter, complete with power supplies. Reason- able if taken at once. Contact Robert Rehm, 1525 W. 129th St., KOTA, Rapid City, South Dakota.

For sale—one RCA 10CB transmitter, excellent condition. Available 30 days W. C. Shuler, 5050 Howard Ave., Chicago.

For sale—Raytheon RC-11 console, practical new in use less than six months on part-time fm schedule, with power supply and two sets of tubes—$60.00. WARTY-TEC, Georgia.

For sale—Complete recording setup less than one year old, consisting of four 8”-F Presto recorders with automatic equalizers, two 8-F. Presto recording amplifiers; two Collins 6-X line amplifiers, modulator and mixer; RCA Universal head; RCA BANG ampli- fier. Additional equip includes one complete control panel for above equip- ment; 3 channel mixer for studio; one voice amplifier with combiner and speaker; 8 watt amplifier to drive speaker. Will be shipped complete by Western Recording Company, Farm Credit Bldg., Oklahoma City.

For sale—10 newly Western Elec- tronics Nebraskas, reduced to $460.00 for lot. Box 81, BROADCASTING.

Interest in going recording studio. Interested in acquiring opera- tions and over 4000 original studio and have had experience in this field. Willing to go one year on three month or six month rental of studio and buy after this time for either in Atlantic City or any other location. Any further particulars will be given to interested parties. Box 318, BROADCASTING.

Western Electric type D-79737 1000 watt tube-amplifier transmitter. Used for 2 months only, in good condition. Selling used, being sold on a 3 months’ basis of delivery. $350.00. Box 814, Stajan Island, N. Y.

RCA portable turntable, type MI-2500- B, like new, $50.00. Carl W. Seig, Dresden, New Jersey.

250 watt station located in small mar- ket. Operated by Cincinnati resident owner-manager. Terms. Box 188, BROADCASTING.

FOR SALE

Ground wire #28 & 5 solid, soft, bare copper. New in mostly wrapped lengths. 2500 feet $75.00. 5000, $131.00 per CWT. Chief Engi- neer, WAGE, Inc., Syracuse, N. Y.

RCA console, type TESI complete with power supply. Excellent condition. Numa Fabre, Jr., WAJE, Morgantown, West Virginia.

Wanted to Buy

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Colorado, Missouri, Louisiana, Alabama, Kansas, or Florida. Can pay cash. Box 262, BROADCASTING.

Wanted to buy small station or CP in any local in U. S. West prefer west or southwest. Must be small CP. Box 263, BROADCASTING.
TEATRE TV

HOW television may profitably be introduced in theatres and the effect upon box office were the key questions raised by the television committee of the Southern California Theatre Owners Assn. in a formal report to the parent Theatre Owners of America.

The report says the novelty of television has a definite effect upon theatre box office. It comments that television will "find its place in the entertainment scope of the American way of life—the same way as did radio." It recommends "an effort to separate the two forms of entertainment [TV and movies] in the public mind."

Regarding video's advertising impact, the report cites use of TV as "a very positive means of offsetting its competitive nature."

Howver, it advises against the use of new or current feature films by television to prevent the public impression "that all feature films will be available free in the homes."

Taking note of set sales in Los Angeles amounting to more than 20,000 a month, with increases looked for, SCTOA estimates that television "will be available to over one-third the population of Los Angeles in 1949."

Recommendations

Accordingly, the committee offered four general recommendations:

1. Medium "cannot and should not be retarded in any way by this industry" (motion picture).
2. Use of feature films in video should be considered much as "indiscriminate use of 16 mm" in theatres.
3. See that films for television are made exclusively for it and feature films exclusively for theatres. Organization of permanent paid national committee to "purchase motion picture entertainment as sold through the box office."
4. Studios and theatre interests should study video advertising "to the extent that every feature film will eventually be sold in every living room."

Finally, a six-point code is recommended:

1. "Every theatre will present each program intact, insofar as commercials go. If only a portion of any given program is presented, that portion will contain the commercial, or at least one of several which might be scheduled."
2. Theatres will not increase their admissions over normal schedule at any time.
3. Theatres will not present a televised event as the sole program offering. Nothing regularly offered as a standard part of any theatre's normal film presentation will be eliminated.
4. Television broadcasts reproduced in a motion picture theatre will include the following, either verbally or on the screen: "This television presentation is offered as an added service to our patrons. Television is a free public service and is presented here as such."
5. All advertising in newspapers, billboards, etc., which refer to a specific program will include the call letters of the station and the name of the sponsor.
6. Theatres will present television to the best of their ability.

Recommendations Made By SCTOA Group

Forestr Service Campaign Opens; Radio Is Praised

"THE RADIO industry is due a lion's share of the credit for the encouraging reduction in man-caused fires in our forest and woodlands during the past few years," said Clint Davis, director, Forest Fire Prevention, U. S. Dept. of Agriculture, in announcing the opening of the 1948 Cooperative Forest Fire Prevention Campaign, April 11. The sixth annual nationwide campaign is sponsored by the Advertising Council and conducted by State Foresters and the U. S. Forest Service.

Lyle F. Watts, the U. S. Dept. of Agriculture Forest Service Chief, also praised broadcasters for their cooperation in forest fire prevention, in a letter to NAB President Justin Miller:

"In sponsoring distribution of special kits of fire-prevention material to stations throughout the country your organization is helping, immeasurably, to support Advertising Council activity on the national level," Mr. Watts wrote during the opening days of 1948 forest fire prevention campaign.

"In effect," he continued, "your cooperation has heightened the cooperation between local stations and local State and Federal forestry officials in pushing the program when and where it is needed most, during periods of local forest fire danger..."
FM REPORT TAMPERING?  

PROF. Edwin H. Armstrong, FM inventor, contends FCC Chairman Wm. J. Coy was a victim of "bad advice" when he found nothing to support Prof. Armstrong's charge that the FCC's 1945 FM allocations report was tampered with.

This claim is contained in a lengthy letter and memorandum filed with Sen. Charles W. Tobey (R.-N.), acting chairman of the Senate Post Office and Post Office Commerce Committee, in reply to Mr. Coy's answer to the charge [BROADCASTING, April 5]. Mr. Coy had investigated the charge at Senator Edgar A. Robinson's request last year, shortly after assuming office, found "differences of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

Center of the controversy is a sentence contained in a secret report...
Taylor for Durr?

(Continued from page 21)

and run the risk of failure of Senate confirmation and possibly the uncertainties of service under a resultant appointment in a Presidential election year.

Although there is no iron-clad rule, a Republican Policy Committee spokesman told Broadcasting that Presidential appointments which are essentially legislative in nature will be held up until after the November elections. He said a "strictly political" FCC appointment almost certainly would not re-surface at the direction of the White House.

When the question was put to President Truman following his announcement that Mr. Durr had rejected reappointment, he said he would continue to give appointments to the best men he could secure for the jobs, and that it was "Congress' responsibility if it wanted to jeopardize the operation of Government by withholding action.

A Democrat almost certainly will get the FCC post. Politically, his Commission is divided 3-3-1 (Cox, Walker, and Durr are Demoerats; Hyde, Jones (a Southern Republican), and Webster, Independent). Mr. Durr's retirement will put the Democrats in the minority for the first time since the FCC was created in 1934, unless a democratic successor is named and confirmed by July 1.

Native of Schenectady

Gen. Taylor, a native of Schenectady, N. Y., was named general counsel of FCC in 1940 during the hairmanship of James Lawrence 'L. and took leave of absence in 1942 to become a major in the judge Advocate General's Dept. He rose rapidly, and in November 1946 was appointed to succeed Supreme Court Justice Robert Jackson as the chief counsel for war crimes and chief prosecutor.

Now 40, Gen. Taylor formerly was a special assistant to the Attorney General, and before that served variously as law secretary to Judge Augustus N. Hand of the Circuit Court of Appeals in New York; assistant solicitor of the Interior Dept.; senior attorney of the Agriculture Adjustment administration, and, for four years, worked under former Sen. Burton K. Wheeler (D-Mont.) as associate counsel of the Senate Inland Waterway Commerce Committee investigating railroads and railroad finances. He is a graduate of Williams College, where he taught history and political science, and of Harvard Law school (1932).

Mr. Cottone, like Gen. Taylor, a New Yorker. He will be 39 tomorrow (April 27). He has been with FCC continuously since 1939, when he became chief of the Liti- nation Section. Until he succeeded Durr, Rosei H. Hyde as general counsel in the spring of 1946, most of his Commission experience had been related to common carriers, though he also handled some broadcast issues. He is at present assistant general counsel in charge of the Common Carrier Division from 1946 until his promotion to general counsel.

Earlier, in 1936, he had served with FCC in a special telephone inquiry, but spent the next two years with the Federal Power Commission and the Justice Dept. He is a graduate of Cornell U. and the Yale Law School (1938), and served first as an assistant to William O. Douglas, now a Supreme Court Justice.

Mr. Willoughby, former chief of the Broadcast Division, Engineering Dept., and now acting chief engineer, is a native of Florence, S. C. He is 54, and has been associated with FCC and its predecessor Federal Radio Commission since joining the agency as senior radio engineer in August 1930. He became assistant chief of the Broadcast Division in December 1941 and acting chief of the division in August 1944. Last July he was appointed senior assistant chief engineer responsible for engineering contacts relating to broadcast stations and, particularly, engineering liaison with the Civil Aeronautics Administration. He became acting chief engineer when George E. Storer, who had held the chief's spot for a Commission in January this year.

Mr. Norfleet, 62, a Virginian, joined FCC as acting chief accountant in 1939 and became chief accountant the following year. He entered the service of the U. S. Railroad Administration in 1918 as accountant in charge of the settlements between the government and the Norfolk & Western Railroad and the Midland Central Railroad Co. Subsequently he served as examiner of accounts, and later as chief accountant, of the Interstate Commerce Commission.

Mr. Durr's departure from FCC is expected to break the main link between the Commission and the left-wing elements of the Commission's law department.

The Alabaman, an outspoken liberal and one of the guiding spirits behind the Commission's Blue Book principles with respect to station programming, has been a frequent dissenter from Commission majority policies and at times blantly critical of his colleague's views.

He has consistently questioned what he considered excessive prices in station sales. His notable dissent in this connection was from FCC's approval of the transfer of Crosley Broadcasting Co. (WLW Cincinnati) to the Aviation Corp. in 1948.

One of the Commission's strongest advocates of FM, he has regularly voted for hearings on applications for improvement of AM services. The most striking example was the view, exceeded the investment in an FM station which would cover greater areas than the improved AM operation. He has been the Commission's most prolific speech-maker in recent years. In one address, last fall in Chicago, he criticized FBI reports to the Commission and touched off a lesser resounding which finally ended with his colleagues repudiating his views.

More recently, he has made stinging criticisms of President Truman's loyalty program.

In Hot Water in Congress

He has been in frequent hot water in Congress. Aside from his attack on the FBI, which stirred Sen. Homer Capehart (R-Ind.) to demand an investigation—which he said would welcome—he aroused criticism with his statement to a House appropriations subcommittee that he doubted FCC could turn down an applicant on grounds of politics, unless it could be shown the applicant advocated overthrow of the Government by force.

On the day his refusal of reappointment was announced by President Truman, Mr. Durr's name was invited on the floor of the House. Rep. John McDowell (R-Pa.) noted that Mr. Durr had called on the President and that Mrs. Durr had expressed concern that he should carry the same active status for Wallace. "I think I am expressing the hope of 95% of the American people and of this House, that Comr. Durr has left his signature on the White House," Rep. McDowell declared.

Earlier in his tenure on FCC, Comr. Durr took an active part in defending two former Commission employees whom Congress sought to fire. Congress later was overruled by the Supreme Court. In 1943 he clashed with Rep. Eugene E. Cox (D-Ga.), claiming the Georgians had a personal interest in his investigation of FCC. Rep. Cox subsequently withdrew from the investigation.

Throughout his frequent appearance as a crusader, he has been apparently impervious to criticism. It is his contention that public officials should put their views before the public. He has succeeded in creating a climate of non-responder, following. Chief among his supporters have been those to whom his liberal police appeals.

There has been frequent speculation as to his personal plans after leaving the Commission. Most prevalent belief is that he will re-enter law practice, but with the possibility that he may accept a law professorship, perhaps in Alabama.

Meanwhile, speculation continued over the appointment of an FCC chief engineer, and of a successor to Vernon L. Wilkinson as assistant general counsel in charge of broadcasting. It was known the Commission was considering the advisability of going outside the agency to fill the head of the engineering department.

For the assistant general counselship, it was understood that plans for an extensive reshuffling at the FCC had been abandoned for budgetary reasons. Most prominently mentioned for the vacant post were Edward F. Kenene, chief of the AM section; Bernard E. Garnett, chief of the FM review section; and John E. McCoy, chief of the FM section.

End Negotiations

For Sale of WBay

NEGOTIATIONS for the sale of WBay Coral Gables, Fla. to a group of Atlantic City businessmen for $125,000 were completed last week, subject to FCC approval.

Chief engineer, who was given a 250-w. fulltime outlet on 1490 kc, is David Freedman, vice president, treasurer and 25% owner of WMD Atlantic City, and Richard Endicott, Jack Slotoroff, and Simon Zisman, Messrs. Endicott, Slotoroff, and Zisman are principals in Atlantic City Broadcasting Corp., applicant for 1280 kc with 250 w at Atlantic City. The purchasers, who will have approximately equal interests in the Coral Gables outlet, are in the process of forming a corporation and may add another stockholder.

WBay, which was authorized by the Commission in November 1946, is owned by Atlantic Shores Broadcasting Ltd., a partnership composed of four general and seven limited partners. General partners are Ronald C. Johnson, pastor of the Central Alliance Church in Miami, and James A. Brown, a Church of the Nazarene pastor in Miami; Bert Graulich, former announcer with WQAM Miami and WKAT Miami Beach, and Elbert B. Griffis, Ft. Lauderdale attorney.

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TBA ASKS FCC TO SUSPEND AT&T, WU TELEVISION RATES

SUSPENSION of intercity TV rates filed by AT&T and Western Union [BROADCASTING, April 5] requested of FCC Friday by Televisi-
on Broadcasters Assn., which held rates are "unreasonably burdensome upon commercial TV transmission."

TBA claimed further FCC study of ability of TV networks to exist under proposed rates is "imperative." Rates "should not become effective until the aforesaid common carriers can supply full facilities for all television network broadcasts between said points," TBA claimed.

AT&T rates, covering video use of coaxial cable and radio relay, effective May 1 unless suspended by FCC. Western Union charges, also effective May 1, apply to two reversible radio beams between New York and Philadelphia to be ready for political conventions.

TBA petition asking FCC hearing filed by Thad H. Brown, TBA Washington attorney, unanimously voted by TBA board after poll of membership. Petition claimed AT&T and WU "have filed only informal and partial cost data" and called rates discriminatory.

RECORDING GROUP PROGRESS

WORK of five more project groups of NAB Recording & Reproducing Standards Committee near completion, according to Robert M. Morris, NBC, chairman of executive committee, Groups covering disc tone record and translation loss, glossary, pre-emphasis and post-emphasis curves and stylas angle report progress. Attending meeting of executive committee were: Mr. Morris; Rowland Lynn, NBC; Royal V. Howard, NAB, chairman of overall committee; C. J. LeBel, Audio Devices Inc.; John Colvin, ABC; Price Fish, CBS; W. S. Bachman, Columbia Records; H. I. Reiskind, RCA-Victor; C. R. Sawyer, Western Electric Co.

RESUMES AVCO DUTIES

VICTOR EMANUEL, chief executive officer and board chairman of Avco Manufacturing Corp., has resumed former duties as president replacing Irving B. Babcock, retiring because of ill health. Mr. Babcock will serve as director and consultant to corporation.

TOBEY PROBE (Continued from page 4)

Tobeys "hitTLV-'loans'

LIST of all public officials to whom RCA has "loaned" TV sets and "terms of the loan"—demanded by Sen. Charles Tobey (R-N.H.), acting chairman, Senate Interstate Commerce Committee, during hearings Friday afternoon (see story page 4). Earlier, Sen. Tobey charged RCA gave six of seven FCC Commissioners free sets, with only Comr. Robert Jones refusing. When witness admitted other FCC staffers also were "loaned" sets, Sen. Tobey quipped, "How far down does it go—to the wash-women?"

TBA DISTRICT 2 MEETING SLATED IN N. Y. MAY 3

PRE-NAB convention meeting of NAB District 2 (N. Y.) called for May 3 by Michael R. Hanna, WHCU Ithaca, N. Y., district director. Some 50 station executives expected to confer at Roosevelt Hotel, New York, on matters slated for Mid-May industry convention at Los Angeles.

Mr. Hanna said plan will give members unable to go to Los Angeles chance to present ideas and suggestions on NAB code and other association affairs. Meeting will take up proposal to broaden New York immunity law.

DURR ATTACKS LOYALTY PROBE

INFILTRATION of "disloyal" elements into radio-press fields would be greater threat to national security than in government, Comr. Cliford D. Durr indicated Friday night in new attack on loyalty probe. Addressing Accountants Society of America at Hotel Statler, Washington, Comr. Durr said:

"If security requires the suppression of dangerous ideas as fields and news agencies and networks, with their continuous access to the ears and minds of the American people? What about the newspapers, with their tremendous power of moulding public opinion?"

3 VIDEO APPLICATIONS

THREE VIDEO applications filed at FCC were:


TOBEY PROBE (Continued from page 4)

policies and relations with manufacturers was posed by Sen. Tobey. Mr. Guy said he was in no position to answer them.


Comdr. Craven, discussing NARBA and Florida interference, said Cuba was not living up to spirit of treaty. Mr. Craney charged that clear who wanted 750-kw think of it as "only the beginning," Mr. Fletcher rebutted Mr. Shoilis' testimony on network casualties, calling attention to four casualties mentioned by Fred Fletcher [BROADCASTING, April 12].

Earlier in day Ralph Hardy, executive assistant in charge of public affairs, KSL Salt Lake City, reviewed station's bid for higher power and won Sen. Johnson's observation that "if any station in the country could make a case for increased power, it's KSL." But Sen. Johnson questioned KSL's financial ability to operate with "super-power.

Glen A. Wilkinson, KSL's Washington attorney, asked Committee to permit FCC to go ahead with issuance of its own clear-channel decision, saying Congress could still act if it found decision unsatisfactory.

DUNDID TV SPREE

TAKE IT from Joe Dunne, ex-pugilist and Baltimore tavern-owner, he'll never kid television again. The sordid story: When tuned in this week to the TV wrestling matches telecast by WMAR-TV, he called his bar-keep by name and generously ordered: 'Give the boys a round on me." He had forgotten that other taverns had television too. It took a police escort to get him through thirsty mob.

Closed Circuit

(Continued from page 4)

presented to J. H. Carmine, vice president in charge of distribution of Philco, who has been moving spirit of that company's TV operation.

OPPORTUNITY to learn at first hand radio regulatory philosophy of Sen. Chas. W. Tobey (R-N. H.) will be afforded delegates to FM Assn. regional meeting in Washington May 5-6. FCC members being invited too. Sen. Tobey will conduct symposium interview at White Jr. (R-Me.) as chairman of Interstate Commerce Committee, becomes No. 1 legislator on communications.

REPORTS from Geneva where Provisional Frequency Board is wrestling with world allocation list as decree by recent international telecommunications conferences is that Russians are throwing road blocks everywhere except in connection with high-frequency allocation for international broadcast service. That's surprising, since Russians are using that band as primary propaganda medium.

PROSPECT of getting White Bill out of committee improved last week with report Sen. White may make personal plea to full committee at executive session this Thursday. Leading Democrat, Sen. Edwin Johnson (Col.), expected to fight bill if it reaches floor.

RMA GROUP APPOINTED TO STUDY DEFENSE PROGRAM

STUDY of defense situation in Washington, with eye on course manufacturers should take, launched Friday by Radio Manufacturers Assn. RMA President Max Balcom, Sylvania Electric Products Co., named special committee to analyze mobilization facts and report to RMA board.

Committee members are Fred R. Lack, Western Electric Co., chairman; Frank M. Folsom, RCA-Victor; W. A. MacDonald, Hazelite Electronics Corp. All are RCA directors. Study designed to show whether permanent committee should be set up to direct manufacturers' role in defense program.

DAR LAUDS BROADCASTERS

PERMANENT radio record library documenting American history approved by Daughters of American Revolution at final Washington meeting. Other DAR resolutions thanked broadcasters for generous donation of facilities and praised their public service; called for freedom in world channels of communication and termed broadcasting "most valuable medium of communication of ideas in the world."

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BROADCASTING • Telecasting
For the third consecutive year, the promotion efforts of KMBC have been adjudged by The City College of New York as the best among regional radio stations throughout the nation. And... speaking frankly... we're pretty pleased about it.

We're pleased because our last year's effort, for the most part, was based on promotion of KFRM, KMBC's new 5,000 watt daytime associate for rural Kansas with an effective radiated power to the southwest of 12,500 watts. Qualified, impartial judges rated our promotional efforts as finest among regional radio stations in the country.

This third award, together with the 1947 Billboard award, gives advertisers and sponsors a renewed guarantee that, year in and year out, they get the best in promotion when they buy The KMBC-KFRM Team.

Free & Peters, Inc.
National Representatives

KMBC of KANSAS CITY

KFRM for KANSAS FARM COVERAGE
NEW PROGRAMS
NEW PACKAGES
NEW PRODUCTS
Brain Children

Why fly a hark man.

Before launching a new product, a

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>early establishment for watching your health
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>problems or sales plans. Children are
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>market in which to rear newborn products.

>OKLAHOMA CITY is an ideal