money?

why, money is

where people are

AND PEOPLE, Dear Reader—34,057,161 people, ¼ of the nation—can hear WOR!

There are more people in WOR's regular listening area than in the area of any other station in the land. People with $35,249,682,000 to spend every year.

If you want to barter your product or service in exchange for a lot of their money, you'd better call WOR pronto and say, "Look, I want some of that time of yours at the very low cost for which it sells. You see, I want action f-a-s-t in 430 counties in 18 states."

And does WOR get action? Listen: One man who makes a product that bucks some of the stiffest competition in the land bought WOR for one day a week; one day, mind you. One announcement sold 5,000 units of his product in 2 days—and WOR was the only advertising used! 21 announcements sent 5,000 people into this man's stores for a free picture offer and 90% of the people made c-a-s-h purchases.

That, sir, is a sample of what WOR can do for you.

WOR

... heard by the most people

where the most people are

MUTUAL
Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS.

Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harem Night Club, Ben Tucker Hudson Bay Fur Co., Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co., as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them.

No wonder we say it's a hit!

In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.
The Local Appeal has more sales impact

Local interests are best served by local enterprise. That applies equally to sources of supply, public utilities, public service, — and media for reaching the people.

The home-town radio station is an essential part of this picture — both for the resident and the advertiser trying to reach him. It is close, it is friendly, it is the direct radio-way to the local area it serves.

New England people listen to their local stations. They receive the big shows, the regional entertainment and their own local features — without dialing outside — all there on the Yankee home-town station.

Yankee's 23 home-town stations take you everywhere in New England — reach 89.4% of the radio homes — give you direct hard-hitting impact in the very markets you select.

Acceptance is THE YANKEE NETWORK'S Foundation

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

MARSCHALK & PRATT, New York, agency for Jesse Marketos, to cut audition record of Jinx Falkenburg and Tex McCravy for possible network sponsorship.

SULPHURIC baths and beverages at Homestead Hotel in Hot Springs, isolated Virginia mountain resort, may be augmented by sulphuric oratory when NAB board holds next code meeting. NAB expected any day to announce selection of Feb. 18-20 as date of meeting.

NEWEST NAB code idea is "codified" revision for membership. It would consist of matched new-and-old paragraphs so changes can be studied easily prior to final board action.

NAB has turned over to BMB its annual yearend task of determining set ownership figures for nation. Set data are based on U. S. Census Bureau calculations and predictions reached on scientific basis.

LINGERING DOUBTS about objective of left wingers who spawned FCC's Blue Book and assaults on American radio will be dispelled with upcoming publication in Ladies Home Journal of bylined piece by Jerome Spingarn, ex-FCC staffer now identified with Idaho's for Communist party. Sen. Glen H. Taylor. Article will urge that government acquire an existing network, or establish government system which would set standards by which American radio should be operated.

AGITATION over Durr-FBI incident (see page 15) is expected to bring to light disclosures that FBI reported to FCC several years ago applicant for new station in important midwest community was known to FBI as Communist card holder. (P.S.—Individual now has both AM and FM station, having procured them without hearing and is applicant for additional stations.)

THERE's revived speculation FCC may soon extend FM and/or TV license terms beyond present one-year limit. Without expressly ruling that possibility out, however, FCC authorities feel next development more likely to be staggering of FM license expiration dates (as in AM), so all won't fall due May 1, as now.

TRANSCRIPTION and program exhibitors will be able to audition as well as display wares at NAB Los Angeles convention. They will be assigned suites in Biltmore. "Silent" exhibition at Atlantic City still sore subject with them. Heavy equipment firms to share exhibition space on lower floor on cooperative basis.

INSIDE OBSERVERS wouldn't be surprised if threats of North American "other war" developed as result of unconscionable demands (Continued on page 84)

Upcoming

Dec. 8: General Mobile Hearing, FCC Hqtrs., Washington.


(Other Upcomings on page 85)

Business Briefly

MARS CHANGE. Stanley Vainbruck, former staff announcer, KIXL Dallas, replaces Lew Valentine Dec. 8 as Mars Candy's Dr. I.Q. (NBC, Mon. 8:30-9 p.m. CST). Mr. Valentine goes to radio production department, Grant Adv., Chicago, Mars agency.


BARBER REPLACEMENT. Red Barber's daily 6:30 p.m. CBS co-op sports show to leave air Jan. 2, replaced by Lum & Abner on WCBS New York, musical show on rest of CBS.


PETRILLO TACTICS BRING THREAT OF NEW LAW.

James C. Petrillo's AFM will be held up as outstanding example of bad union practice in report to be issued by Rep. Carroll D. Kearns, (R-Pa.), chairman of subcommittee of Labor Committee. Chairman Fred Hartley (R-N. J.) announced report would point out need for legislation imposing penalties on industry-wide strikes and union "make-work" practices. Hearings will be held in 30 days.

ESTIMATED 70% total dollar volume business done by broadcasters represented by 750 stations signing nine-year renewals with BMI, effective March 11, 1950. Carl Haverlin, BMI president, predicts 90% of dollar volume will be represented in "reasonably short time."

Welcomes Probe, Durr Tells Capehart

FCC Comr. Clifford J. Durr said Friday afternoon he "heartily" endorsed recommendation of Sen. Homer Capehart (R-Ind.) for Congressional investigation of Durr-FBI incident (story page 15). He expressed hope that if one developed it would be "thorough and complete and that not only its findings but its hearings will be public."

He asserted Sen. Capehart apparently "was not furnished full information either as to the 'sequence of events' or the efforts made to explore the 'tips' and 'leads' furnished by the FBI." He added:

"He was not, for example, informed of the memorandum from the FBI to the Commission which antedated and prompted Chairman Denny's letter of Nov. 27, 1946, and in which the FBI advised with respect to a group of broadcast applicants: 'We thought you would be interested in knowing that an examination of this list reflects that the major portion of the applicants are members of the Communist party or have affiliated themselves with the activities of the Communist movement.'"

Mr. Durr said Congress and public should have "fullest possible information, consistent with national security and safety, about the operations of both the FCC and the FBI" as well as other government bureaus and agencies. He continued:

"They should also be fully informed about the extent to which the information FBI is gathering and furnishing to other governmental agencies relates to national security and law enforcement, and the extent to which it relates to the activity of persons engaged in the peaceful advocacy of political, social, and economic philosophies. If the individuals and organizations named in such reports are guilty of illegal activities, they should be exposed and prosecuted. In any event, they should be informed of the accusations made against them in secret in order that they may answer them in public. Those accused as well as the public are entitled to know whether the accusers are responsible people who know what they are saying, or whether they are informers and busybodies, speaking things which they ought not."
A Rousing Welcome From Mid-America!

Iowa
- St. Joseph, Missouri
- Kansas City
- Topeka
- Jefferson City
- Joplin

Kansas

Okla. Ark.

Frankly, here at KCMO, we wondered how soon all our listeners would find us at the “8-Ten Spot”.

With our rise to 50,000 watts daytime non-directional, and 10,000 watts night, we wondered, too, how many NEW listeners we'd gain.

Our mail count from the date of the switch-over, September 9th, tells the story. From the first day it’s been going up—and it’s still rising.

All across the length and breadth of this expanding Mid-America market, folks are tuning in their favorite ABC and KCMO programs “at the 8-Ten Spot”. For coverage that’s economical and complete, it’s KCMO—Kansas City’s most powerful radio station for Mid-America.

KCMO

Kansas City, Missouri

Basic ABC for Mid-America

Represented by John E. Pearson Co.
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Betty Beckanstin.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 8-8855
EDITORIAL: Edwin H. James, New York Editor. Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm, Brace Rob, Senior Associate Editor.
ADVERTISING: S. J. Paul, Advertising Director; Martin Davidson.

CHICAGO BUREAU
500 N. Michigan Ave., Zone 1, CENtral 4114
Fred W. Sample, Manager; John Osborn.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, HElipport 8181
David Glickman, Manager; Ralph G. Tuchman, Ann August.

TORONTO BUREAU
417 Harbour Commission Bldg. EGlin 0776
James Montagnes, Manager.

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

EDWARD PETRY CO., INC.
NATIONAL REPRESENTATIVES
*ABC in Omaha and Council Bluffs
CHARLES T. STUART—EXEC. DIR. W. J. NEWENS, MGR.

Page 6 • December 8, 1947
Meet Jack Gregson, gentlemen. He's the hottest salesman in San Francisco and he's selling millions of dollars' worth of merchandise over KSFO.

Jack's more than a disc jockey; he's the leading radio personality to thousands of Bay Area people who enjoy hearing him ad-lib a commercial as much as they enjoy the records he plays. That's the secret to his amazing sales success... folks just like to hear him talk and they believe in him.

Right now Jack Gregson is selling everything from eggs to appliances. General Electric just signed him to a quarter hour across the board. Crystal Palace Market (largest food emporium in the West) swear he is responsible for some of their greatest sales successes. Regal Pale Beer tested Jack Gregson along with four other stations using a recipe book hook... Gregson outpulled every one by big margins.

Gregson's Disc Jockey Revue is on the air 3½ hours every day.

Wire, write or get in touch with KSFO's representatives, the Bolling Company. Put the hottest salesman in town on your sales staff!
The Lux Radio Theatre (now in its 18th year on CBS) averages more listeners to each broadcast than any other program in Radio.

The Philharmonic-Symphony broadcasts (in their 18th year on CBS) are heard by more people each season than have ever voted for any President of the United States!

And consistently, CBS presents more major new Radio programs, and more major new Radio personalities, to the American people than any other network.

Why 99,000,000 people gather every week...

AT CBS!
These are three of the 27,253 reasons why nearly a hundred million men, women and children (over 10 years old) in every corner of the nation listen each week to CBS.

For there are 27,253 individual CBS broadcasts a year: a consistent week-in, week-out pattern of top-network programming, spanning the entire range of the best in Radio.

And wholly independent data show that these programs are the most effective in all Radio; gathering audiences for CBS advertisers at less cost than any other network's programs.

Behind these programs stand the resources of the complete CBS network, including the largest Program Department in all Radio — and the resources of the great companies who so consistently sponsor CBS's most popular programs, including more of the largest users of Radio than appear on any other network.

But behind these are the American people themselves, who created Radio in this country in their own image; with all the vitality, richness, and criss-crossing patterns of culture, of America itself.

Nowhere else in the world does Radio approach the rich quality of American Radio, which broadcasts many more serious programs and many more popular programs in any week than are heard in other countries in months.

And nowhere else have the people themselves made of Radio such a tremendous social and selling force ... still growing!

Comprehensive studies show that the average U.S. Radio family is listening more in 1947 than in any previous year: 4.6 hours a day, for a total of 165,000,000 family-hours of daily family listening in America.

They listen ..., and in survey after survey the American people also vote Radio their first preference in entertainment, and their first source of news.

How they judge CBS programs is shown simply and conclusively.

For 99,000,000 people now gather every week at CBS — more people than ever before in CBS history — to get the latest news and laughter, music and drama, ideas and goods.

And whether you measure their listening to "average" programs, or to "top" programs alone, you find that CBS today delivers larger audiences to its advertisers, for each dollar invested, than any other network.

The detailed, factual data which support all the statistical summaries in this message are available on your request.

COLUMBIA BROADCASTING SYSTEM
— where 99,000,000 people gather every week
Feature of the Week

WMAR-TV's station wagon, mobile unit and auxiliary equipment tender. * * *

AFTER a little over a month of operation, WMAR-TV, Baltimore Sunpapers' television station, has chalked up an enviable record. Thanks to the ingenuity of its programming staff and the mobility of its remote crews, the station has been going full steam ahead on special programs—well sponsored—as well as on a full sports coverage that would tax the facilities of a station twice its size.

A major percentage of remote pickups by the mobile unit are sponsored. The Navy-Georgia Tech football game was sponsored by a Crosley radio and television distributor; the Navy-Penn State game by a distributor of Emerson radios. Baltimore City College Polytechnic Institute game on Thanksgiving was sponsored by Philco and Stewart's department store. The Hub department store sponsored the first day's racing telecast from Pimlico. Wrestling is sponsored each week by Gunther Brewing Co., and professional basketball by National Brewing Co.

During WMAR-TV's first 14 days of operation, the station televised two races daily from the Pimlico race track, including one fed to NBC. This was in addition to the wrestling, basketball and civic events telecast during the evenings.

Under sponsorship of Equitable Trust Co. of Baltimore, WMAR-TV televised the Freedom Train, its personnel, many of the documents exhibited, and several of those visiting the train.

WMAR-TV's mobile unit is in a bus body rebuilt according to designs by Chief Engineer Carlton G. Nopper. It has a tender to carry

(Continued on page 80)

Sellers of Sales

FOUR bells and 28 orchids conspired on Nov. 10 to make advertising news for Lenore Sanders, timebuyer for National Export Advertising Service, New York. The bells came from Jimmie Fidler of the Three Ddrops; the orchids had just placed on KULA Honolulu for her client, Carter Product's Arrid deodorant. The orchids were the token of appreciation sent by Frank V. Webb, general manager of the outlet on which the program had been spotted.

And bells and orchids probably could not have found a more worthy recipient. Young, attractive and intelligent Miss Sanders has attended more colleges than a losing football coach. She received her B.A. degree at Hunter College, majoring in Romance languages. Then she switched to the U. of Wisconsin where she achieved her M.A. in Latin American relations. After that it was Duke U., topped off by a finishing job at a business school for Spanish stenography.

At that point Lenore apparently had amassed enough distinction to answer a blind ad in the New York Times. The ad led to a job as a Spanish-speaking secretary for the Pan American Broadcasting Co., station WWAU, where she worked for many years later when the war broke out she took over the management of the firm while the owner, Gene Bernald, was in the army. Upon his return, she moved to Freemantle Overseas Radio, in charge of the Latin American division. It was in March 1947 that Lenore came to her present job as radio timebuyer for National Export Adv. Service. Here she has progressed to the point where she now buys all the export radio time for Lambert Pharmacal, Lever Bros., Quaker Oats Co., Carters Products, William R. Warner products and Heinz.

Notwithstanding the extent of her duties, Miss Sanders insists that she still has time for golf, piano, tennis, and most recently of course—collecting orchids.

LENORE

Remember the story about...  
One patch...  
Then another...  
That grew into a quilt?  
Nothing much to start with. But many a beautiful quilt started like that. Likewise with W-W-D-C. We spread a beautiful pattern over this enormously important D.C. market. To get sales at low cost you'd better make sure that your message goes out over the D. C. air at 1450 on A.M. . . 101.1 on W-W-D-C-FM. That's Washington's "listening station."

Only one other station in Washington has more loyal listeners.

WWDC
AM-FM - The D. C. Independent
Represented Nationally by FORJEE & COMPANY

Page 10 • December 8, 1947
One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.6% of the Audience

FOR RALSTON-PURINA
(12.6 Hooperating at 5:45 p.m.)

The Winter, 1947 Hooper reveals that "Tom Mix," aired for Ralston-Purina cereals at 5:45 p.m., had 40.6% of the audience and a rating of 12.6 in 14 intermountain cities including Salt Lake City. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS
Winter, 1947
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Use Sets In</th>
<th>A Rating</th>
<th>B Rating</th>
<th>C Rating</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:45 p.m.</td>
<td>31.0</td>
<td>12.6</td>
<td>3.4</td>
<td>4.7</td>
<td>9.6</td>
</tr>
</tbody>
</table>

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.

What the Intermountain Network has done for Ralston-Purina, Intermountain can do for you, too. See Avery-Knodel!

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives
LISTENING with a
Stations whose listeners tune “with a purpose” sell more goods.

The appeal of such stations varies from the superficial to the profound. Listeners’ emotions are that way.

As a part of this pattern, which compels attention, the commercial message is rational. It is in context.

We know that such circumstances—which give a station an “acceptance-plus”—exist in the case of WSAI.

CINCINNATI
WSAI - A.B.C.  A Marshall Field Station
Avery-Knodel
Far be it from us to play upon the local tastes, the sectionalism that characterizes every part of these otherwise United States. But you know that what sounds good in de Nawth will often get you murdered in de Souf—or even maybe in the East or West! And that's one of the big reasons for spot-broadcasting.

In Louisville, the top local show on the air is WAVE's Dixieland orchestra—the Georgia Wildcats—a 12:00 noon to 12:30 live talent jamboree that boasts a 9.1 Hooper*. No, it might not “go” in New York—but that's what we said in the first paragraph!

Here at F&P, we know a lot about what kind of shows will get you the most for your money in every section, with “Bull's-Eye Radio”. This knowledge is yours for the asking. How about drawing on it?

*Winter-Spring, 1947

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Capehart Requests Investigation of Durr

Charges The Attack
On FBI Reports
Is 'Sabotage'?

CONGRESSIONAL INVESTIGATION of FCC Commissioner Clifford J. Durr was called for Thursday by an angry member of the Senate Foreign and Interstate Commerce Committee, Senator Homer Capehart (R-Ind.). The Senator charged that Commissioner Durr's attack on the FBI's reports to the FCC was "a brazen effort to sabotage the FBI in its lawful duty and responsibility to uncover Communists and other disloyal persons."

"I charge that Mr. Durr was derelict in his duty in NOT making efforts to see that the 'tips' or 'leads' furnished by the FBI were thoroughly explored," the Senator said. "There are many angles to this smelly case that remain to be cleared up if the confidence of the people in the FCC is not to be seriously impaired."

Not only Mr. Durr, but all members of the FCC were included in Senator Capehart's call for an investigation of "the Durr affair." The Senator declared, "I believe that Congress should make a thorough investigation . . . . An appropriate committee of the Congress should question all members of the FCC, Director J. Edgar Hoover of the FBI, and any other persons who may be able to give pertinent testimony." (text of statement on page 82)

Furor Had Subsided
Before the Capehart statement, the incident had been closed as far as the FBI and the FCC were concerned. Relations between the two agencies, temporarily suspended after Mr. Durr's attack, had been resumed. But Commissioners Durr and Jones had engaged in a public dispute over the right of the FBI to furnish FCC with information on prospective applicants.

Acting Chairman Paul Walker of the FCC had sent Mr. Hoover what amounted to a public apology for Mr. Durr's attack; expressed the confidence of the FCC in the work of the FBI; and requested resumption of FBI reports to the FCC.

Mr. Hoover accepted the letter and declared that FBI reports again would be sent to the Commission.

Mr. Walker's letter follows:

Dear Mr. Hoover:

This is in reference to your letter of November 21, 1947, which we discussed last week. The letter referred to an article by Mr. Marquis Childs portraying to certain statements of Commissioner Durr concerning the furnishing to the Commission by the Federal Bureau of Investigation of information on individuals connected with radio work.

Any statement Commissioner Durr made was on his own personal respons-

Jimmy Petrillo Wins in a Walk—But He Ran Alone

JAMES CAESAR PETRILLO was winner in Tuesday's balloting for president of Local 10, American Federation of Musicians (Chicago) because he had no opposition.

Neither did Carl A. Baumann, Edward A. Benkert, James J. Petrillo (son of James C.), Henry Kaiser, and Baiso Miraglia, running for vice president, recording secretary, treasurer, and sergeant-at-arms, respectively.

When No. 10's board of directors prepared the slate shown in the adjoining reproduction, they did so without consulting the rank-and-file of Petrillo's home local.

Unlike the United Automobile Workers, who, at their last convention, threw out a majority report of their directors and adopted a minority report, and unlike the printing trades unions, whose official publications reserve space for anti-administration comments, the Chicago union conducts itself in this manner:

When election time approaches, the board invites candidates (real-
Rayve Shifting 75% Budget From Network to Local Shows

THE 1948 radio plans for Rayve Creme shampoo contemplate a switch in policy so that instead of expanding into new network time, 75% of the total budget will go into local radio, R. A. Porter, head of the New York office of Roche, Williams & Cleary, which handles the account, revealed last week.

Increased competition in the shampoo field has resulted in this radical switch to emphasize local programs, Mr. Porter explained.

The 1948 campaign will include one-minute musical commercials, and local quarter and half hour programs selected for popularity. Radio time will be backed by four-color, half-page and full-page ads in 15 top-circulation magazines, based on the claim that Rayve Creme Shampoo uncovers new color in the hair and was first Creme shampoo sold in tubes.

The company formerly sponsored two network programs, The Sammy Kaye Show and Grand Marques on NBC.

Four Post-Season Games To Be Aired by Gillette

GILLETTE Safety Razor Co., New York, will sponsor four football games on Dec. 27 and New Year's Day on three networks (MBS, ABC, CBS) it was announced last week by J. P. Spanng Jr., president of the firm.

Broadcast of the games will be carried on more than 1000 stations throughout the United States.

The first game, the annual Blue-Gray contest, will be carried on Dec. 27 from Montgomery, Ala., on MBS at 2:45 p.m. The other games will be played on New Year's Day. The Orange Bowl game between Georgia Tech and Kansas will be broadcast from Miami on CBS at 1:46 p.m. The Sugar Bowl game between Alabama and the U. of Texas will be on ABC at 2:30 p.m. from New Orleans. The annual East-West All-Star game from San Francisco, starting at 4:45 p.m., will be heard on MBS.

Maxon Inc., New York, is the agency for Gillette Co.

BOB BURNS DROPPING NETWORK FOR DISCS

BOB BURNS, radio and movie star confirmed in Chicago Dec. 2 reports that he was withdrawing from network radio in favor of transcription.

Mr. Burns said his decision was based on a desire to give radio back to the radio stations and to break away from agency and network domination.

He also said his programs would be produced by Star Transcription Co., New York, as weekly 30-minute open-end transcriptions available for local sponsorship.

EVERYBODY'S HAPPY, including Comedian Peter Donald (seated, center), as contract is closed for new 5-weekly transcribed program to be sponsored nationally by Stanback Headache Powders. Show will be aired over key regional stations in major markets. Seated (1 to r): Charles Stark, producer and director; Mr. Donald, star of program; John J. Larmer, president of Piedmont Advertising Agency Inc., Salisbury, N. C. Rear: Peggie M. Springstead (1), account executive, Charles Stark Inc., and Larry Surles, radio program advisor for agency.

BROWN IS NAMED HEAD OF ANA RADIO GROUP

THOMAS H. BROWN JR. has been named to fill the newly created position of executive head of The Radio Council of the Association of National Advertisers, ANA announced last week.

The position supplements the executive committee which has operated in the Radio Council the past two years to study technicalities in using radio as an advertising medium. The committee includes officials of leading firms using radio.

Mr. Brown now serves as the advisor and counselor on television, programming, time, listener and other problems concerning radio.

Before joining ANA, Mr. Brown was assistant to the president of Dancer-Fitzgerald-Sample Inc., New York, and prior to that time was secretary and general manager of American Home Products Corp., New York, and vice president and general manager of Whitehall Parmaets Co., New York.

P & G AGENCIES TOLD TO USE BMB SURVEY

PROCTOR & GAMBLE CO., largest user of radio time to advertise its various products, has recently instructed its advertising agencies to make full use of BMB audience data in the preparation of station schedules for P & G radio campaigns.

Commenting on BMB, W. W. Ittman, director of media for P & G, said: "We have found the Broadcast Measurement Bureau reports most useful in our station analysis and in planning our radio advertising. We are unequivocally in favor of the continuance of the BMB principle of tri-partite research. We, of course, hope that as time goes on BMB will develop more and more refined techniques for determining radio coverage, which will be correspondingly more valuable to the advertiser."

Mr. Ittman further stated, "... we want to point out that this statement represents the position of the Procter & Gamble Company on this matter, not simply my attitude or that of any other individual within the company."

Taylor Tests

TAYLOR-REED Corp., Glenbrook, Conn., through its agency, St. Georges & Keyes, New York, will begin a test campaign for its Vicky Pastilles, acid tablets, on Jan. 12 in New York. One-minute spot announcements and participation on an unauditioned show are scheduled to run for three months on seven metropolitan stations. Stanley Keyes is the account executive.

"That one is really pulling the beta from Washington."
Fight Looms on Issue
Formerly Scheduled
To Start Jan. 12

With a stormy flight already looming, FCC last week postponed the start of the radio
editorializing hearing from Jan. 12 to March 1.

The decision to postpone was an
ounced Wednesday without ex-
planation, after the Commission had taken the unusual
step of dispatching letters to 49 organizations and 36 private in-
dividuals asking them to testify in the hearing or at least submit their
views in writing. The invita-
tions reportedly were issued over the protests of E. K. Jett and
Robert F. Jones.

A score of others already have
indicated their views pro or con,
or, without stating their position,
have told FCC they wish to be
heard. The hearing involves the question of whether FCC should
relax its "Mayflower" doctrine ban-
ing editorializing by stations.

Extends Filing Date

In postponing the hearing, FCC extended it to Dec. 31 the time in
which other interested persons may signify their wish to participate.
Significant notices may be in the form of a letter to the Commission," FCC said.
They should name the writer of the witness, the organization represented, the
subject to be covered, and the time
will be presented, and the time
required.

Among those invited by FCC
to present their views on the sub-
ject was Charles Slepian, one of the authors of the much-con-
troverted FCC Blue Book. Others on the invitation list included mem-
bers of the Commission on Free-
dom of the Press; the Presi-
dent's Committee on Civil Rights;
former Senators Burton K. Wheel-
er (D-Mont.) and Robert La-
Follette Jr. (Progressive-Wis.);
Sidney Kaye, BMI executive vice
president and general counsel; col-
gee professors, attorneys, and
theologians.

NAB, which under President
f)ntin Miller has conducted an
active campaign to remove the
Mayflower restrictions, has not yet
filed its brief but indicated that one would be submitted shortly.
CBS, ABC, and Yankee Network
also have indicated they would participate in the hearing, along
with some station executives.

Most of the correspondence thus
far received by the Commission consists of cards and letters stat-
ing personal attitudes toward the
Mayflower edict, and notices of intent to appear which give no
indication of what stand will be
taken.

In a formal brief, however, Elias
I. Godofsky, president of WHIL and
WHNY (FM) Hempstead,
N. Y., protested that FCC is
abridging free speech so long as
the Mayflower ban remains in
force. He said the "scarcity of
frequencies" argument is no longer
valid, "if it ever was," and that
the "fear of monopoly in radio
communications" is now a myth.

Cornell U., licensee of WHCU
Ithaca, which has asked FCC for
an opinion on the station's right to
tele editorialize on a local matter,
noted that Congressman Edmund E. Day, Cornell presi-
dent, and Michael R. Hanna, sta-
tion manager, would testify for
modification of the ruling.

Other Opinions

J. A. Belrine, president of Com-
communications Workers of America,
opposed any change in the May-
flower policy on grounds that sta-
tions are "too closely dependent
upon advertising revenues" to give
"fair and reasonable" editorial
treatment. He said that station owners are not representa-
tive of the people of the nation,
and that broadcasters' past han-
ding of their responsibilities does
not justify FCC's giving them a
new one.

Norman Gelber of Berkeley,
Calif., wrote that "unless Mr.
Miller [NAB President] can prove
conclusively that he has a sound,
natural human interest for the better and
that broadcasters, by some special
immunity, can resist the economic
interests of the advertisers, I
would advise the Commission to
disallow his request for revising
the Mayflower decision."

Stella Holt, executive secretary of
the Voice of Freedom Commit-
tee, said a Committee representa-
tive would oppose revision.

Maude C. Keator of Alameda,
Calif., expressed "complete agree-
ment with President Justin Miller."

Ben Fink, Chicago contends
there is already too much opinion
on the air: "We want no more of
it, and indeed a diminishing of ly-
ing propaganda," he declared.

Robert D. Leigh, chairman and
director of the Public Library In-
quiry of the Social Science Re-
search Council, wrote: "In general,
I would represent the deliberations
of the general problem of editorial
adequacy on the part of the Com-
mision on the Freedom of the
Press during its two and a half
years of activity, but in its strict
legal sense I would state my own
opinion.

Mr. E. Straub of Alameda,
Calif., said "labor should have
equal opportunity to voice their
side."

Mrs. Helen Dunbar, also of Ala-
meda, asked the Commission to
give us at least a little of the
privilege granted Big Interests.

(Continued on page 84)

Freedom of Speech in Danger—Miller

Head of NAB Addresses
Radio and TV Groups

In New York

ADVERTISING and free speech
face threats to their very exist-
ence from emotional critics and power-
hungry government officials, NAB
President Justin Miller told a com-
bined luncheon held last Wednes-
day at the Hotel Roosevelt, New
York, by the Radio Executives Club
and the Advertising Club of New
York.

Facing leaders in the advertis-
ing, broadcasting and related in-
dustries, Judge Miller said they
must unite to convince the public
that advertising is a means of edu-
cation serving the public interest.
He then turned on newspapers
and trade journals "which are so
intense about the supposed need
for broadcasters to 'rare back' and
pass a day-after-tomorrow mira-
cle" for their criticism of NAB's
code-writing procedure. (See Open
Mike, page 46.)

Defending the series of events
that have marked code-adopti-
un procedure to date, he suggested
that newspapers and trade journals
devise standards of practice for
themselves.

"So far, they haven't made a
good start," he said, speaking of
the publication. He then inter-
parated this sentence which did not
appear in the advance text, "Per-
haps by reason of their contact
with the NAB and its members
they may be able to get some basis
upon which they can proceed."

Judge Miller added, "But we
appreciate their interest and their
assistance, nevertheless. Out of
the withering cross-fire of criticism
which is poured into any published
proposals will come fuller considera-
tion and deeper understanding.
But it means, also, that which is
invitable in legislation—compro-
mise. Surely, it is not necessary for
me to emphasize that point to a
group of hard-headed realists such
as this. And it means, also, delay."

Hedges President

William S. Hedges, NBC vice
president and president of Radio
Executives Club, introduced Judge
Miller, whose subject was "Advertising in the
Public Interest."

After referring to comments of
Niles Trammell, NBC president,
along this line at the NBC 1946
Convention, he reviewed the con-
fused language in the Communica-
tions Act and the ambiguity of the
phrase "public interest, conven-
ence or necessity," and said there is
instituting some legislation to
address the concept of the term "public service," which
has an entirely different meaning.
He proposed this definition:

The term "public interest, con-
venience or necessity" as ap-
plied to radio broadcasting
means that which concerns, af-
ects or pertains to the conven-
ience, need, benefit, advantage or
profit of the people as a whole;
by insuring to them that there
shall be, in the broadcast trans-
mission of ideas and information
of every lawful character, such
freedom of speech, freedom of
expression, and freedom from
unnecessary physical interference
as is intended by the Consti-
tution of the United States.

He declared flatly that "advertis-
ing serves the needs and the con-
venience of the people as a whole;
that it advances, or tends to, their
customs and pertains to their benefit,
advantage and profit—and personally and

(Continued on page 88)
$350,000 RCA and GE Units Bought for 'News' TV Outlet

TWO CONTRACTS totaling well over $350,000 were signed last week by F. M. Flynn, president and general manager of the New York News, for transmission and studio equipment for the new video station WLTW New York, which the paper hopes to have ready for operation early next year.

From RCA the News ordered a 5 kw transmitter with associated pickup and relay equipment, including a high-gain antenna and two complete field pickup units with four image orthicon remote cameras and their allied apparatus.

Studio Equipment

General Electric Co. will supply the News video station with its studio equipment, comprising three image orthicon studio cameras, monitoring and control consoles, camera dollies, microphone booms and other studio apparatus. GE is also furnishing movie projection facilities that will enable WLTW to telescast both 35 mm and 16 mm film. Projection apparatus also includes a baleopticon unit specially developed for use in television, plus conventional slide projectors. The master control room also will be equipped by GE throughout.

The GE contract is said to total more than $150,000. RCA contract approximates $225,000, Mr. Flynn, in commenting on the GE contract, said "The News is looking to the engineering accomplishments of WRGB, General Electric's station in Schenectady ... We hope to borrow a little of their know-how."

Plans Building Additions

WLTW will operate on Channel 11 (198-204 mc). Present plans call for three stories to be added to the News Building, in midtown Manhattan, to be used for studios for the station, whose transmitter will be based on the News Bldg. rooftop. Antenna will be 800 feet above street level.

Miami, Dayton and Atlanta TV Permits Asked by Cox Stations

THREE APPLICATIONS for television were filed Friday with FCC by James M. Cox Radio Stations in Dayton, Atlanta and Miami. With the announcement of filing, J. Leonard Reinsch, managing director of the Cox stations, said that contingent contracts with RCA totaling over $1,000,000 in television equipment and installation costs had been signed.

If all of Mr. Cox's video and FM applications go through, all three cities will have Cox-owned AM, RCA and TV sets. Mr. Reinsch said that the channels applied for were: in Dayton, Channel 12; in Atlanta, Channel 5 or 8, and in Miami, Channel 5.

Managers Named

Robert Moody has been named manager of the Dayton video operation, James Le Gate for the Miami outlet, and George Biggers for Atlanta. Mr. Reinsch, as managing director of the Cox stations, will supervise the overall video operations.

Transmission facilities in Atlanta will be located on a 20-acre tract on Peachtree St., near Rhodes Center. A 500-ft. tower will be erected. Another 500-ft. tower will be constructed on the Wilmington Pike outside Dayton for the WHIO affiliate outlet. In Miami, the antenna will be mounted on the Miami Daily News Tower, Biscayne Blvd. Each station will be equipped with complete facilities for remotes, with mobile cameras.

Current status of FM for the Cox stations is as follows: WIOD-FM in Miami is now in commercial operation; an FM grant has been approved for WSFB Atlanta, and an application is pending for WHIO Dayton.

The Cox stations are also among newspaper-owned outlets cooperating in the experimental use of facsimile broadcasting.

COE TO MANAGE VIDEO OUTLET OF N. Y. 'NEWS'

ROBERT L. COE, chief engineer of KSD St. Louis and manager of KSD-TV, last week was named manager of the New York Daily News television station, due to go on the air early in 1948 on channel 11.

Mr. Coe's appointment was announced by F. M. Flynn, president and general manager of the News, who named three members of the News staff to other key positions with the new video station. Clifford E. Denton was appointed operations manager, B. O. Sullivan, commercial manager, and Carl Warren, news and special events manager.

KSD-TV announced Friday that Thomas E. Howard, former assistant chief engineer, will succeed Mr. Coe.

Huge Boom Is Forecast in Sales for Television

THE VIDEO MARKET, including providing transmitting and studio equipment for television stations and receivers for the viewing public, should reach five billion dollars in the next few years, Larry E. Gubb, chairman of Philco Corp., told the Buffalo Rotary Club last week.

Estimating that the 1947 video set output and sale will total about 175,000, Mr. Gubb said he foresees a 1948 total of some three times that number, with a retail value of $200,000,000 or more. He stated that the "real advance" in the receiver field will be through projection receivers, where a large picture can be produced from a small tube.

On the broadcasting side, Mr. Gubb said it will not be long before there are television networks connecting most of the country's major cities; that these networks "will open a tremendous field."
EIGHTH annual convention of FM Assn. will be held Oct. 11-12 at the Hotel Sheraton, Chicago [CLOSED CIRCUIT, Nov. 24], FMA President Everett L. Dillard announced Thursday following a meeting of the organization's Executive Committee. FMA also took steps to speed development of FM networks through existing and coaxial cable links, approved membership of a liaison committee to work with Radio Manufacturers Assn. and authorized appointment of a special FMA Network Committee.

FMA's board, by mail ballot, authorized Bill Bailey, executive director, to arrange the October convention. An October date was selected instead of the original date in conflict with NAB's convention, which will be held at Los Angeles May 17-20.

Conflict with NAB's meeting last September held FMA's attendance, Mr. Bailey said. "Because of requests from manufacturers who want to display at both the NAB and FMA conventions, our board deemed it advisable to meet at a time not in conflict with the NAB."

Selection of the Chicago site is expected to draw maximum attendance to the FMA meeting and to attract a large number of manufacturers. Attendance is expected to be greatly in excess of the New York figure, which included 250 officially registered and about 200 unregistered.

Sheraton Hotel Selected
The Sheraton, located at 505 N. Michigan Ave., Chicago, next to Tribune Tower and across the street from the Wrigley Bldg., has adequate sample rooms, lunch, banquet and meeting facilities, according to Mr. Bailey.

Tentative convention program calls for morning and afternoon meetings Monday and Tuesday, with luncheon sessions and a Monday night banquet.

Announcement of the convention followed the first meeting of the Executive Committee since September. Meeting Wednesday at FMA's new offices on the mezzanine floor of the Munsey Bldg., in the 1300 block of E St., Washington, the committee handled a heavy agenda of association problems.

The committee authorized Leonard H. Marks, FMA general counsel, to take "immediate steps" to obtain "common carrier network facilities" capable of handling frequencies up to 15,000 cycles at rates commensurate and equitable with those available for wide-band transmissions to other broadcast services.

Although the FMA announcement made no mention of television, it was recalled that during hearings on the use of TV Channel No. 1 (44-50 mc) a fortnight ago, Mr. Dillard, who also is president of Continental Network, testified that the AT&T had turned down Continental's application for use of the audio portion of the New York-Washington coaxial cable.

Comm. E. K. Jett had commented that the FCC might "look into" the possibilities of network line facilities for FM.

Whether FMA will ask the Commission for an investigation of the long-line structure could not be determined, although members of the Executive Committee were understood to favor such a move.

According to some of the FMA committee members who attended Wednesday's meeting, FM broadcasters feel that if the AT&T provided a coaxial cable without charge to television, which broadcasts commercial programs, FM stations should be permitted use of the cable for sustaining experimental purposes.

In taking up the campaign for additional FM network facilities, FMA explained that it is not fighting the battle for Continental or any other FM hookup. Rather, it is handling the problem from an FM industrywide standpoint. The new FMA Network Committee will consist of representatives from each of the regional networks. The committee will name its own chairman.

FMA released a statement on growth of FM. It said: Within a year investment in FM facilities will amount to $100,000,000 with FM set manufacturing gross reaching $400,000. FM broadcasting is beginning to show a profit; 340 FM stations are on the air, with 1,000 operating by the end of 1948; at least eight regional FM networks are functioning, with others planned.

Members appointed to the RMA liaison committee are: Thomas F. McNulty, WMCP Baltimore, chairman; Soo C. Ellefson, WTAD-FM Quincy, III.; Ben Strouse, WWDF-FM Washington; Elias Godofsky, WHNY Hempstead, N. Y.; Charles W. C. Brown, WMFT Chicago; WMYR Oklahoma City; C. M. Janisky Jr., Janisky & Bailey, Washington; Mr. Dillard, Mr. Marks and Mr. Bailey.

Mr. McNulty was authorized to seek an immediate meeting with the RMA to discuss mutual problems, chief of which is the growing market for FM sets being created through FMA member promotion, the committee stated.

Dual Marking Hit
Many complaints have been received from broadcasters and listeners, as well as from the National Better Business Bureau, about dual marking of dial FM stations. Some sets are marked by megacycles, others by band and still others by both. Furthermore, complaint has been made that the dial markings, whether megacycle or channel or both, are so close that listeners find

(Continued on page 82)
Denial of WGKV Renewal Proposed

Decision Reported Based On Local’s Hidden Ownership

IN ITS THIRD recent decision based on grounds of concealment of ownership, FCC last week proposed to deny the 85-year-old highly complex lease renewal application of WGKV Charleston, W. Va.

What had been a related case the Commission ruled, meanwhile, that John A. Kennedy was not guilty of willful concealment in failing to report an option contract and executory agreement to acquire stock in WGKV, and accordingly granted renewal to his WCHS Charleston.

Comr. Clifford J. Durr and Robert F. Jones voted for denial of the WCHS renewal request. Comr. Durr said in a dissenting opinion that “I do not think the record supports the conclusion that applicant’s failure to report the 49% interest of Mr. Kennedy in Station WGKV was the result of misunderstanding and carelessness to the intent to conceal,” Comr. Jones is sued no dissenting opinion. Comr. Rosel H. Hyde did not participate.

The owner of WGKV, the 1490 kc with 250 w. WCHS, affiliated with CBS, is on 880 kc with 5 kw.

In the WGKV case, having decided that renewal should not be granted, FCC proposed to dismiss two long-pending applications for transfer of control of the station. One involved an application looking to Worth Kramer, now WJR Detroit program director, reducing his interest from 51 to 40% by selling 10% for each of his partners, Richard Venable and Eugene E. Custer, for a total of $12,500.

Remainder of Stock Sold

Subsequently, FCC said, Mr. Kramer sold his remaining interest for $20,000 to Messrs. Custer and Venable and Floyd E. Price, and filed a long-pending application with the Commission for the first time that Price was an equal owner of the stock then listed in Custer’s name and all stock interest that Custer has held in the station since the time in 1942 when Custer first became associated with the station.

The second application for transfer was for FCC consent to Messrs. Custer and Price’s of their combined 51% interest (25% each) to Mr. Venable, owner of the remaining 50%, for $100,000. FCC said that, since it proposed to deny renewal to the station, “we have found it unnecessary to consider the so-called ‘family affairs’ in the application for renewal.”

Given the heavy contentions of the 1490 kc station, its net worth is $100,000, FCC decided that it would not go into the many detailed findings upon the transfer applications.

As in the WOKX-WOKI company and WQRL-WQRL decision, the FCC’s decision emphasized the need for “truthfulness and candor” in reports from licensees. The Commission said that in

1942, when they first became interested in buying WGKV, Messrs. Custer and Venable were told by Mr. Kramer and William V. Vodero, attorney, that FCC would not approve a transfer unless someone with broadcast experience controlled the station. “Accordingly, in order to induce favorable action by the Commission, they agreed to furnish the Commission with the false information that . . . Worth Kramer . . . would own the stock of the applicant. This course of action was agreed to even though it was clearly understood among Custer, Venable, and Kramer that in Kramer would have no real interest in the stock until Custer and Venable had been repaid for their investment, and that there- after Kramer would be given only a 40% stock interest.”

The FFC’s decision continued: “The reason for the conduct of the parties is that it was felt that the Commission’s investigation early in 1943 would not reveal the actual fact that the laws and regulations applicable to the control of a radio broadcasting station and therefore acted upon the advice of Worth Kramer, Reese (Edward D. Reese, president of Park National Bank in Newark, Ohio), and their counsel . . . Such a failure on the part of Custer and Venable would enable them to avoid the obligations of a station licenseee until the time they acquired control of Station WGKV or subsequently transfer the station. The Commission instituted its investigation in itself suggests serious consequences for misrepresenting their qualifications as licensees.

In any event, and even though it may be the result of the practice of submitting false information was instigated and pursued by Worth Kramer, the excuse offered by Custer and Venable for their part in that practice can scarcely be regarded as an excruciating and light furticular facts in this case. For in agreement to furnish the Commission with false information, despite their full knowledge of its falsity and for the purpose of inducing action favorable to them, they deliberately disregarded even the ordinary standards of honesty men may be expected to follow in everyday life. . .

Moreover, in view of their earlier conduct, we are not persuaded that the interested interest of Custer and Venable in the management of the station, taken after they became aware of our investigation, and in their effort to have their interests in the station, furnishes an adequate reason for concluding renewal of the license of Station WGKV would be in the public interest.”

Mr. Kramer, Custer and Venable and (Continued on page 88)

Hooper’s Dilemma

C. E. HOOPER, recently the subject of a biographical sketch in the Saturday Evening Post, “The Biggest Man in Radio,” is again saluted by Esquire, whose January issue announced the appointment of Mr. Hooper (now at Keating) as the station chairman of the WBNX radio. The announcement was made by the publisher, Mr. Keating, who avoided the words “redoubtable man in radio.” When he was shown the advance proofs last week, Mr. Hooper said “There is at least one man in the offices of each of our 700 subscribers who is trying to make up his mind whether or not he is the ‘best man in radio.’ When Esquire nominates me as the most powerful voice in radio, can’t you see the problem you’ve created for me? I work for these guys.”

C. E. Rogers Given GOP Post; Will Assist Ingle

C. E. ROGERS Jr., formerly with the radio division of AP, has been appointed by E. T. Ingle, director of radio, Republican National Committee.

Mr. Rogers comes to the committee direct from five years service to Navy, where he attained the rank of commander. He served in the Pacific and European theatres. For two years he entered service, Mr. Rogers was with AP’s radio division and for three years preceding that, served as general manager of KALB Alexandria, La.

Networks, 16 Stations Sued

By Kentucky for Back Taxes

By Kentucky for Back Taxes

Networks, 16 Stations Sued

By Kentucky for Back Taxes

ON the ground that radio stations and networks are public utilities because they render public service, the Commonwealth of Kentucky has sued the four national networks, Keystone Broadcasting System, Inc., and 16 Kentucky stations for $1,150,090 in back franchise, gross receipts and income taxes, excluding interest and penalties.

The suits were filed in Franklin Circuit Court by Arroy Hadley, commissioner of revenue, William H. Walden, special attorney, covering taxes from 1942 to 1946. Mr. Walden charged that the networks are public service corporations operating in Kentucky; that a large and substantial portion of their net income is derived from business done, property bought and sold in Kentucky; and they are liable for 4% tax on net income of the business allocable to Kentucky; for 3% on all gross receipts from “furtheining the ways and means for the transmission of the voice or of messages” as provided by statute, and for advertising franchise taxes on their overall value less other ad valorem assessments.

Amounts sought from the networks follow (franchise, gross receipts, income and total taxes): 

Keystone—$8,423; $3,947; $9,862; total, $24,232.

WOMI Ashland—$9,995; $10,372; total, $21,167.

Bowling Green—$3,023; $5,682; total, $8,705.

WZVI Frankfort—$600; total, $600.

Wrex Glasgow—$935; total, $935.

WQXI Henderson—$906; $4,473; total, $5,389.

WOPJ Hopkinsville—$8,088; $3,737; total, $11,825.

WAVQ Lexington—$3,255; total, $3,255.

WFUV Elizabethtown—$1,735; $7,202; total, $8,937.

WAVE Louisville—$4,690; $36,367; total, $41,057.

WAVK Louisville—$19,946; $59,891; total, $79,838.

WAVE Louisville—$3,894; $905; total, $4,799.

WHUS Louisville—$4,654; $111,157; total, $147,408.

WINN Louisville—$6,370; $26,310; total, $32,681.

WOMI Owensboro—$2,910; $7,561; total, $10,472.

WPAD Paducah—$7,378; $15,085; total, $22,463.

KYTV Paducah—$414; $106; total, $520.

The state’s attorney charged that the companies have been as profitable as the networks: “These networks have multiplied many times over their original investment, with one having increased its stock from 1 share of $25 stock to 17 shares at around $10; that value comes from the privileges these networks enjoy in broadcasting through the states and that proper allocation of a few cents more increases with the states can get their proper proportion of taxes. These arguments apply in lesser degree to stations, he said.

The attorney referred to selling practices of stations, nine and more times the value or cost of the tangible property and investment in the station. He contended that inasmuch as radio is rendering a public service, the states should pay taxes similar to other public service corporations such as telephone, telegraph, bus lines and railroads.

In the network suits, the state listed the four networks and 16 stations, naming the taxes under a formula which purports to represent the share of national income on which Kentucky claims the right to impose taxes.

In the case of NBC, for example, the state bases its levies for each of five years on the following gross sales in the period: 1942, gross sales in 1942 (actually 1941) are listed as $53,343,956; 1943, $67,803,540; 1944, $78,145,848; 1945, $78,986,376; 1946 (1945) $70,274,685.

NBC’s net profits on sales for the previous year are listed as follows: 1942 (actually 1941), $4,822,284; 1943, $5,204,176; 1944, $4,570,209; 1945, $4,787,768; 1946 (1945), $6,746,376.

Network stations are definitely identified with the state, it is charged, with the following identifying announcement cited: “This is WAVE, National Broadcasting Co.”

BROADCASTING • Telecasting
That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. It seems they had to make the launching come off.

Sideways!

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network that delivers more listeners-per-dollar-spent than any other station in town.

They proved it. And today many companies in the list of smart advertisers sign off their commercials with "This is W-I-T-H!"
The Katz

Calling All Smiths

SWITCHBOARD operators at WBBM Chicago were loaded recently with calls from the Smiths of Chicago—and all because of a series of announcements made by John McCormick on his Matines at Midnight record show. During Chicago visit of CBS' singing star, Jack Smith, Mr. McCormick announced nightly for a week that first 20 Smiths calling station after 1 a.m. would receive free tickets to the star's stage appearance at Oriental Theatre. Result: WBBM's switchboard began lighting up like a theatre marquee. Chicago telephone directory lists over 11 pages of Smiths.

FOR HER OUTSTANDING service to radio in Philadelphia through educational programming Miss Gertrude A. Golden, radio chairman of the Philadelphia Board of Education, receives first annual KYW certificate of achievement. Making presentation is the Philadelphia station's general manager, Robert E. White (second from left). At far left is "Colonel Bill" Galleher, KYW education director, and at right Dr. Alexander J. Stoddard, superintendent of Philadelphia schools.

Luckman Lauds Ad Council and Radio

Lever Bros. Head Urges Industry To Continue Food Saving Aid

CHARLES LUCKMAN, former chairman of the Citizens Food Committee and president of Lever Bros., last cited the Advertising Council and the radio industry for "what is being done...to aid a great humanitarian effort."

In a letter to T. S. Repplier, president of the Advertising Council, Mr. Luckman said: "At this time, with the government assuming administrative work of the Citizens Food Committee, I want to be sure everyone understands how immeasurably valuable the Advertising Council has been during the entire effort."

Citing radio support as typical of that given by advertisers to the food conservation campaign through the council's operation, Mr. Luckman pointed out: "The radio allocations of the Council placed behind the food emergency program represented one of the most powerful and organized means of quickly bringing the food emergency appeal to the public. Yet even before the allocations were placed behind the food effort, countless advertisers had answered...the call for cooperation by carrying the appeal on their programs using other than Council-allocated time."

He concluded his letter by urging all groups cooperating with the council to maintain "if possible increase their efforts for food conservation during the coming months."

GIANI-VIEW LENS

Size of 7" TV Picture Tube
Doubled by Device

CHICAGO TELEVISION audiences were getting their first glimpse this week of a postwar adaptation of the familiar "bomblister" used to protect aerial gunners during wartime.

Known as the "Walco Giant-View Lens," the device will double the size of the standard 7" tube picture, and increase by 1 1/2 times the size of a 10" tube picture. Lens is manufactured by E. L. Courand & Co., New York, which produced "bomblisters" during the war. It retails at $59.96.

The lens is made of plexiglass, with a convex front and a flat base, into which is poured approximately 1 1/4 quarts of mineral oil. Lens is then hermetically sealed. Net effect is to duplicate the refraction of glass, without the necessity of grinding the surface.

ADVERTISING CLUB of New York is receiving prophesy of the world in 2004, the 100th anniversary year of the club from national business and professional leaders. Prophecy will be microfilmed and placed in cornerstone of the Club's new annex.

WSIX gives you all three: Market, Coverage, Economy
Cavalier Broadcasting Corp.
ANNOUNCES THE OPENING OF

NORFOLK'S Newest Radio Station Covers TIDEWATER, VIRGINIA

Estimated population 1,342,000— from 32 surrounding counties— NORFOLK'S TRADING AREA.

1000 WATTS - 860 KILOCYCLES

IRVING M. KIPNES, General Manager
OFFICES—HELENA BUILDING, NORFOLK, VA.
Daytime Serials Found Beneficial

Housewives Want Them Just as They Are, Study Reveals

AMERICAN housewives, at least those belonging to the lower middle class (65% of the nation's population), like daytime serials just as they are.

Furthermore, they consider such programs "educational," and of value to society for their contribution in depicting the "strength, stability and sanctity of American family life."

These conclusions were reached following a year's study of listeners to CBS' Big Sister (12:12:15 p.m. CST) conducted by Social Research Inc., Chicago, an organization of university social and economic specialists.

Results of the study, directed by Prof. W. Lloyd Warner, anthropologist, and Dr. William E. Henry, psychologist, both on the faculty of the U. of Chicago and commissioned by Social Research Inc. to analyze mental reactions of "typical American housewives" to daytime serials, are expected to play an important role in future plot themes of CBS daytime serials.

Entitled "Radio Daytime Serials: A Symbolic Analysis," the study says, "From time to time, soap opera becomes a subject of public controversy, yet these radio programs are rarely examined factually. Few studies give any reliable evidence to demonstrate what the actual psychological interaction of the audience and daytime serial is, or show what effect a program has on the lives of the women who listen, or how these programs function for good or ill in American life."

The researchers look upon the daytime serial as a symbol system which stimulates its audience (1) as individuals and (2) as members of society.

Program's Theme

Basic themes of Big Sister, they found, cast light on the day-to-day anxieties and hopes of the lower middle class wives. They found further that these story themes are capable of projecting the listener into the emotional concerns and situations of charac-

Million Dollar Baby

WITH SIGNED contracts for Your Favorite Story exceeding $1,000,000, Frederic W. Ziv Co. believes that it has hit a new high in the open end transcription field. This series, starring Ronald Colman, is sponsored by some 200 advertisers on about 270 stations.

Cut a BETTER SALES FIGURE in the GREATER KANSAS CITY MARKET with KCKN

Leaving the thinly-spread farm and small town market to others, KCFN concentrates on Greater Kansas City, where the effective buying income is nine hundred million dollars, after taxes. Because KCKN, and only KCKN, programs exclusively and specifically for this in-the-money audience, Kansas Citians know they can set their dials at KCKN for the kind of radio entertainment they like. And so, without the rate penalty of out-state coverage, you can reach the market that counts most . . . the mass market buying power of Greater Kansas City.

KCKN

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW & WIBW-FM, TOPEKA

ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

Capper Publications, Inc.

NEW YORK 17: 430 Lexington Avenue MOHAWK 4-5320
SAN FRANCISCO 4: 1107 Russ Building DOUGLAS 8220
CHICAGO 1: 150 North Michigan Avenue CENTRAL 5977
KANSAS CITY 6: 300 Walton Building VICTOR 3664

Page 24 • December 8, 1947
DRAWING POWER is SELLING POWER!

They say Christmas comes but once a year. True, but the year 'round programs on Cleveland's Chief Station deliver profit packages for you. Constantly alert to changing trends in broadcasting, WJW's skillful programming and merchandise promotion assures responsive audiences, attract respected advertisers.

*For listeners and advertisers alike, for entertainment and sell-ability, WJW stands for complete coverage.*
The profitable operation of your FM station is the first interest of Westinghouse. Because a Westinghouse station was the world's first . . . because Westinghouse operates its own FM stations . . . because Westinghouse builds both FM transmitters and home receivers . . . because we believe in the future of FM and, more important, in its immediate possibilities . . . because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

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

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

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

47 ways

TO PROMOTE YOUR NEW FM STATION

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

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

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

Here's what this new FM plan offers:

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

WJR

G. A. RICHARDS, President
HARRY WISMER, Asst. to the Pres.
Daytime Serials
(Continued from page 24)

(3) directed interviews during the program and (4) free association interviews.

A fifth instrument was used to select subjects from among the audience who could qualify by economic, marital and occupational levels.

It was found that daytime serial listeners were predominately from the lower-middle and upper-lower classes, comprising approximately 65% of the population. It is this group, the investigators claim, which makes up the bulk of movie audiences, buys most popular magazines, and constitutes the great mass audience at which national advertising is aimed.

Techniques used in analyzing Big Sister can also predict popularity or dislike of various mass communication devices—individual radio serials, motion pictures, greeting cards, advertising art and copy.

As a result of the study, Prof. Warner and Dr. Henry have concluded that future plot themes Big Sister should continue to use the same symbols (characters reflecting good vs. evil); that themes should be concerned with family problems (such as having a baby, as opposed to joining a bridge club); should refrain from using plots or characters which tend to minimize family importance, and keep subjects of social significance, or improvement (political or international issues) in the background.

The 150-page study which was submitted this week to Elmo Wilson, CBS director of research, will be published within the next two months by Genetic Psychology Monographs, a scientific publication.

KSFH (FM) Owners Tell Plans for an FM Network

EXPANSION PLANS of the Pacific Broadcasting Co., owners of FM station KSFH San Francisco, look forward toward an eventual FM network, C. A. Gibson, Pacific's president, said last week. The company has a conditional permit to construct another FM station in Fresno and has applied for licenses to operate in other areas. Mr. Gibson revealed.

Between 31,000 and 32,000 shares of stock have been sold to finance KSFH and the proposed Fresno station, the Pacific president announced. The stock sells at $5.00 a share, and company has permission to sell 50,000 shares.

KSFH has been on the air since Oct. 22 [Broadcasting, Nov. 3]. Its transmitter is located in Oakland Hills and studios and offices in the Fairmont Hotel, San Francisco.

A VETERAN greets a recruit—and presents him with a gift for "coming of age." Carleton E. Dickerman (1), WEEI Boston announcer, with 20 years of service, welcomes new General Manager Harold E. Fellows as the latest addition to WEEI's Fifteen-Year Club. The club represents 20% of WEEI's personnel.

BRAND NAMES STICK

In Chewing Gum Advertising
Jingles Did the Trick

BRAND NAMES of chewing gum advertised via the singing radio commercial tend to stick in the minds of listeners with the tenacity of the product itself, a survey made public by The Pulse Inc. indicated last week.

In April 1947, and again in November, 500 men and women in metropolitan New York were asked by Pulse interviewers: "Have you heard any chewing gum advertising on the radio lately—either spot announcements, or programs, or jingles or songs? Which brands of gum?"

In the April survey, the list of chewing gum brand identifications was led by Adams Chiclets, with 33.0%, and Dentyne, with 21.0%, both of which had been plugged strenuously in radio jingles. Two other Adams brands, Beefman's Pepsin and Adams Clove, didn't make the April list at all.

In November, however, all four Adams brands were extolled in radio verse, and both Pepsin and Clove broke into the money—with 2.2% and 2.0% Pulse brand identification ratings, respectively. Dentyne and Chiclets again topped the chewing gum list with 29.9% and 23.4%.

28 Fewer FCC Employees
In October Than in June

FCC in October had a total of 1,301 employees, a drop of 28 from the June figure of 1,329, according to the findings of the Joint Committee on Reduction of Nonsential Federal Expenditures which were inserted in the Congressional Record last week by Sen. Harry F. Byrd (D-Va.).

For FTC, the employment figure of 568 in October was 33 less than the 591 on the rolls in June. FCC's figure included 36 personnel stationed outside the continental United States.

DELIVERIES are being made by General Electric on a new table model AM and FM radio, first of its kind made by the company since the war.
COLUMBIA-PACIFIC BRINGS
Some bylines are worth more than headlines. Charles Collingwood's is one of these ... radio listeners have good reason to remember it.

Collingwood was first to report the assassination of Admiral Darlan. First to describe the fall of Tunis. First to wire-record the D-Day landing off Normandy.

His coverage of the German surrender at Rheims, his reports from war-torn Paris, his recent broadcasts covering the U. N. Security Council have made his name a hallmark of brilliant news reporting.

Now, Charles Collingwood is on the Coast. Each Monday through Saturday at 5:15 to 5:30 P.M., the Columbia Pacific Network presents News Analysis by Charles Collingwood.

Once again Columbia Pacific has underlined its insistence on top talent for a top market.

News Analysis by Charles Collingwood is sponsored by Bekins Van & Storage Company and Household Finance Company. But other Columbia Pacific programs of equally impressive caliber are still available.

Backed by the finer facilities and more complete services of CPN your sales story can cover the Coast with assured effectiveness.

For details, call Columbia Pacific or Radio Sales.
WTRF, WTRF-FM START AT WHEELING, W. VA.
WTRF, new 1-kw MBS outlet on 1290 kc at Wheeling, W. Va., and its sister station, WTRF-FM, began operation Nov. 29. The FM outlet operates on Channel 236 with 20 kw.

Stations are owned by the Tri-City Broadcasting Co. headed by President Jesse A. Bloch of Wheeling. Other officials include Albert Dix, vice president, and Gordon Dix, secretary-treasurer. Studios, transmitter and tower are located on Route 12 out of Belaire, Ohio.

Staff is headed by Station Manager R. W. Ferguson, a former newspaper man. Others are: K. J. Campbell, formerly with WWVA Wheeling, sales manager; George Cowen, chief engineer; Frank Curtis, formerly with WSTV Stubenville, Ohio, WPJA Washington, Pa., and WAJR Morgantown, W. Va., program director and chief announcer; Dick French, Paul Howard and Bud Sheneck, announcers; Albert T. Fisher, sales representative; Marion M. Goss, full time writer, and Albert Dimmack and Howard Daubenmeyer, engineers.

New 43-Tube Transmitter
For FM Developed by GE
DEVELOPMENT of a new 10-kw FM transmitter using the Phasitron modulator has been announced by the General Electric Co.'s Transmitter Division at Electronetics Park, Syracuse, N. Y. Known as Type BT-4-A, the new transmitter, completely self-contained, utilizes the standard 3-kw FM transmitter as the center part of the unit assembly.

The new transmitter's 43 air-cooled tubes include 17 radio-frequency tetrodes and other tubes and 24 rectifier tubes. The modulator unit proper employs only 14 tubes.

The engineers said the protective features, sequence interlocks, supervisory-control lights and safety features of the new transmitter are "unique." Transmitter is built with full-length front and rear doors in a vertical chassis construction. It demounts into separate units.

KVNJ (FM) in Fargo, N. D, Is on 3-9 p.m. Schedule
KVNJ (FM) Fargo, N. D., is now on the air, broadcasting on 102.5 mc, (channel 222) with 10 kw power, soon to be increased to 50 kw. Station, licensed to Northwest Broadcasting Co., is now operating 3 p.m. to 9 p.m., until the erection of a new transmitter building, at which time KVNJ will go full-time. John Nyistul is president and general manager; Floyd Wynne program director; Harry Vose chief engineer.

In honor of KVNJ's going on the air, the Fargo Forum devoted ninetenths of the first section of the paper Nov. 15 to stories and tie-in radio ads for the new station. It began broadcasting Nov. 17.

PHILLY TV SETS
Will Number 20,000 by End Of '47, Says McLean
TELEVISION sets in Philadelphia will number 20,000 by the end of the year, according to James D. McLean, commercial manager of WPTZ. Philco video set in Philadelphia.

Mr. McLean made the statement in a talk Dec. 1 before the Fifty Club, a group of Philadelphia public relations executives. He said that as of Oct. 1 the number of sets in Philadelphia was 16,000 but that sales of receivers in the area have now mounted to between 2,000 and 3,000 a month.

In his talk, he discounted the predictions of what he called "star-eyed visionaries" who predict television will mean the end of AM radio and the motion picture theatres.

At the same time he indicated that television is in for tremendous expansion. He cited the growth of sponsorship at WPTZ as an indication, stating that at the beginning of the year it had but nine sponsors but that now it has 31.

He said, however, that television has not yet reached the stage where operations are profitable. He called video broadcasting a "10c for a $1 business", with station operators getting back ten cents for every dollar expended.

Occasion for birthday cake was 100th broadcast of Rutgers U. Forum. Cutting the cake, as members of speakers' panel (standing, rear) for the broadcast look on, is Mrs. Irving R. Rosenhaus, wife of the president of WAAT Newark, N. J. Seated at table are: Mr. Rosenhaus (r) and Marshall G. Rothen, director of broadcasting at Rutgers and moderator of the forum. Topic for the broadcast, aired Nov. 25, was "What Is Radio's Challenge to Education?" Participating (rear, 1 to r) were: Robert B. Hudson, director of education for CBS; William D. Boutwell, former chief of radio for U. S. Office of Education; William Pfeiffer, director of WBGO, Newark Board of Education's FM station, and William A. Coleman, chairman of Fordham U. Dept. of Communication Arts Radio Division. Forum, originally broadcast on WAAT, now is heard via transcription on four other New Jersey stations, WCTC New Brunswick, WMID Atlantic City, WJLB and WSNJ Bridgeton.

KSET, 250 w on 1340 kc, Starts at El Paso, Tex.
KSET, 250-w fulltime Mutual affiliate on 1340 kc at El Paso, Tex., presented its initial broadcast last Wednesday. Studios are in downtown El Paso at 977 Mills St.

The trio of El Paso residents who own and operate KSET under the firm name, Sunland Broadcasting Co., includes Edward D. Hodge, president, Vincent W. McConnell, general manager, and Carlos Carter.

Chief engineer is Lloyd Hilburn, formerly with WLAW Laurel, Miss. David E. Bigley, who came from WJOI Florence, Ala., is program director, and Dan Lincoln is news editor. Wilma Bigley (Jean Wilson) is continuity editor. The sales department is headed by William H. Gerlach as commercial manager. Mr. Gerlach formerly was in the sales department of KRIC Beaumont, Tex.

New York Jobs
EIGHT positions in the Radio Bureau Division of State Publicity, New York State Dept. of Commerce, will be available in January. Director Publications and Public Relations post is also to be vacant. Applications must be filed with the State Civil Service Department, Albany, by Dec. 22. Salaries range from $3,720 to $6,400.

Around The Nation
LUNCHEON in Los Angeles, breakfast in Detroit and Baltimore, and dinner in New York and Washington were the menu for Ted Hueing and Bill Brundage Dec. 6, 7 and 8. They (1) aired the football struggle in Los Angeles, Dec. 6 between Notre Dame and U. of Southern California, sponsored by the U. S. Army & Air Force Recruiting Service, placed through N. W. Ayer; (2) Hueing then was to fly to Baltimore to handle the Colts professional game yesterday, sponsored by Gunther Beer through McCall; (3) Brundage was to Detroit to handle the Lions game, sponsored by Goebel Beer. Today will find Hueing back in New York on WHN and Brundage in Washington at WOL. Moral: be a top-flight sports announcer and see the country.

GOV. JESTER IS SLATED TO HELP LAUNCH KTRE
GOV. BEAUFORD JESTER of Texas is scheduled to give the welcoming address when KTRE Lufkin, Tex., takes over the air Dec. 10 as a fulltime outlet on 1420 kc, the station management announces.

Facilities of the new station, which is licensed to Forest Capital Broadcasting Co., include a large auditorium studio with polyclindrical wall design, several smaller studios, World and Capitol transcription libraries and AP news service.

Staff is headed by Richman Lewin, general manager, a veteran of 12 years in radio and formerly with KBRA Lufkin. Ed Henry, previously with KRIC Beaumont, Tex., is assistant manager and program director. Ray Gordon, also formerly with KRIC, is promotion manager and chief announcer.

WSJS-FM Winston-Salem Is Launched on 104.1 Mc
WSJS-FM Winston-Salem, N. C., which went on the air last Monday, is operating a new daily schedule—10:30 a.m.-10:30 p.m.—on 104.1 mc (channel 281).

The new FM outlet, licensed to Piedmont Publishing Co., is using a 10-kw General Electric transmitter and a 6-bay GE antenna. Full effective radiated power is 48 kw.

Gordon Gray is president of licensee.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

NO. 4 OF A SERIES—SEE BACK OF INSERT
<table>
<thead>
<tr>
<th>DAYTIME</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>Coast to Coast on a Bus</td>
<td>Y.P. Church</td>
<td>Co-op News</td>
<td>Honeycomb in New York: Tommy Bartlett</td>
</tr>
<tr>
<td>9:15</td>
<td>Ballad &amp; Ballad Roots Funks</td>
<td>Call to Order</td>
<td>Co-op News</td>
<td>Co-op News</td>
</tr>
<tr>
<td>9:30</td>
<td>Jukebox</td>
<td>Words &amp; Music</td>
<td>Co-op News</td>
<td>Smoky Valley Sings</td>
</tr>
<tr>
<td>9:45</td>
<td>Trinity Choir</td>
<td>Praise Song</td>
<td>Faith Our Tune</td>
<td>U.S. Navy Band</td>
</tr>
<tr>
<td>10:00</td>
<td>Message of Israel</td>
<td>Classic Notes</td>
<td>My True Story</td>
<td>Garden Gate</td>
</tr>
<tr>
<td>10:15</td>
<td>Southwesterns</td>
<td>Let's Sing</td>
<td>M &amp; H. Miller</td>
<td>Frank Martinson</td>
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<tr>
<td>10:30</td>
<td>Voices of Spring</td>
<td>Let's Remember</td>
<td>P. G. &amp; D. Regan</td>
<td>National Vendors</td>
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<tr>
<td>10:45</td>
<td>Fin Art's Quartet</td>
<td>Down the Wind S</td>
<td>Arthur Gabriel</td>
<td>Swan &amp; Co.</td>
</tr>
<tr>
<td>11:00</td>
<td>College Choir</td>
<td>News</td>
<td>Whip It</td>
<td>Saturday Night Steak Night</td>
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<tr>
<td>11:15</td>
<td>Dixie Four Quartet</td>
<td>Le Quot</td>
<td>Johnson's</td>
<td>Dinner Dance</td>
</tr>
<tr>
<td>11:30</td>
<td>Hour of Faith</td>
<td>Sing a Story</td>
<td>Pick Up</td>
<td>America's Stars and Stripes</td>
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<tr>
<td>11:45</td>
<td>Fin Art's Quartet</td>
<td>Handbell Quartet</td>
<td>Hands of Honor</td>
<td>Bruce Smith &amp; Partners</td>
</tr>
<tr>
<td>12:00</td>
<td>News</td>
<td>Invitation to Learning</td>
<td>Soundtrack for Your Life</td>
<td>The Best of the West</td>
</tr>
<tr>
<td>12:15 PM</td>
<td>Jesus Jim</td>
<td>Magic Hour</td>
<td>Heineken</td>
<td>Today's Show</td>
</tr>
<tr>
<td>12:30</td>
<td>World Security Workshop</td>
<td>World's Finest</td>
<td>America's Fans</td>
<td>Sunny Side of the Street</td>
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<tr>
<td>12:45</td>
<td>World Security Workshop</td>
<td>Learn to Be</td>
<td>Sandra L. S▼</td>
<td>Tee Time: Tony Brown's House of Rhythm</td>
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<tr>
<td>1:00</td>
<td>Aner. Future Sum Pecking</td>
<td>Wings</td>
<td>Music &amp; News</td>
<td>Bobby's Showtime</td>
</tr>
<tr>
<td>1:15</td>
<td>Raymond Swing</td>
<td>Co-op News</td>
<td>Subway Dinner</td>
<td>Strawberry &amp; Cake Night</td>
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<tr>
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<th>MONDAY</th>
<th>TUESDAY</th>
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<tr>
<td>6:00 P.M.</td>
<td>ABC</td>
<td>CRS</td>
<td>MRS</td>
<td>NBC</td>
</tr>
<tr>
<td>6:15</td>
<td>Downtown Dixie</td>
<td>Main Street</td>
<td>Frontier in Someone's</td>
<td>Back at the</td>
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<tr>
<td>6:30</td>
<td>Watermelon</td>
<td>Greatest Story</td>
<td>Sports</td>
<td>Sunset View</td>
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<tr>
<td>6:45</td>
<td>Levee</td>
<td>Greatest Love</td>
<td>Sin City</td>
<td>Co-op News</td>
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<tr>
<td>7:00</td>
<td>Chet's World</td>
<td>Singing</td>
<td>Goldfinger</td>
<td>Co-op News</td>
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<tr>
<td>7:15</td>
<td></td>
<td>Shoestring</td>
<td>Jones</td>
<td>Best of the</td>
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<tr>
<td>7:30</td>
<td>Exploring the Unknown</td>
<td>Sing</td>
<td>fuzz</td>
<td>Co-op News</td>
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<tr>
<td>8:00</td>
<td>Musical Digest</td>
<td>e.g.,</td>
<td>News</td>
<td>ETC</td>
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<td>Co-op</td>
<td>Carol</td>
<td>Caryl</td>
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<td>Man Called</td>
<td>J.D.</td>
<td>Carol</td>
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<td>Marty</td>
<td>Jones</td>
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## NESDAY

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<thead>
<tr>
<th>Time</th>
<th>MBS</th>
<th>NBC</th>
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<tr>
<td>6:00</td>
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## THURSDAY

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<th>Time</th>
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<th>ABC</th>
<th>CBS</th>
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<td>6:00</td>
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## FRIDAY

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<th>Time</th>
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## SATURDAY

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<tr>
<th>Time</th>
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<th>ABC</th>
<th>CBS</th>
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<tr>
<td>6:00</td>
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### EXPLANATORY NOTES

**LISTINGS IN FOLLOWING ORDER**

1. **SPONSOR NAME OF PROGRAM**
2. **NUMBER OF STATIONS AND IN GOM ILLUSTRATIONS, BROADCASTING SIE, S INDICATES SUSPENDING, R-B BROADCAST ON WEST COAST**

### ABC

- **10:00 - 1:00 AM** Monday-Friday, Univ-Auditorium/Theater, TV Station 47, studio and TV and radio news on 6 AM.

### CBS

- **10:00 - 1:00 AM** Monday-Friday, Univ-Auditorium/Theater, TV Station 47, studio and TV and radio news on 6 AM.

### MBS

- **10:00 - 1:00 AM** Monday-Friday, Univ-Auditorium/Theater, TV Station 47, studio and TV and radio news on 6 AM.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

CBS leads all other networks in delivering adequate audiences at lowest cost to advertisers.

CBS achieves this direction by means of accurately balanced facilities and comprehensiveness of coverage coupled with CBS' ability to provide advertisers with programs that simultaneously win large audiences and deliver outstanding radio values.

CBS does this with a "Package Program" operation organized in network radio.

For example: "My Friend Irma" and Arthur Godfrey's "Talent Scouts"... both CBS-built, CBS-produced... in their first sponsored season... are ranked by NRI among the top audience shows in all network radio.

Along with this... "My Friend Irma" ranks third... "Talent Scouts" fifth, in number of homes interested per dollar.

The case for a CBS network supplying such performances for its advertisers are factually summarized in a case study...

To see the study...

And to get the figures in radio values...

SEE CBS...

THE COMPLETE NETWORK
TV Authorized, Sought in 54 Cities

SEVENTEEN commercial television stations are on the air, 54 others have been authorized, and 43 applications are pending before the FCC, according to a roundup released by the Commission last week.

The list, prepared as of Dec. 1, shown commercial video authorizations or applications for 54 cities in 29 states. The number of licenses outstanding remains at the wartime total of six, but 11 other stations have gone on the air under special temporary authorization preliminary to licensing.

Of the 43 applications pending, 25 have been set for hearing; most of these are in competitive proceeding for communities where the number of applications exceeds the number of channels that are available.

Television authorities estimated that the operating or authorized stations represent initial installation costs totaling from $10,700,000 to $14,250,000, while the comparable figures for the 43 pending applications was placed between $6,450,000 and $8,600,000.

The list is shown below, with grouping by state and city. An asterisk (*) denotes a licensed station; "CP" represents a construction permit; "CP-O" indicates those operating under special temporary authorization. "A" indicates application pending, while "A-H" represents application in hearing. "TBD" means "to be determined." The list:

<table>
<thead>
<tr>
<th>City, State and Applicant</th>
<th>Call Letters</th>
<th>Channel No. Frequency (mc.)</th>
<th>Effective Peak Power Radiated Visual (kw.)</th>
<th>Antenna Ht. Above Average Terrain (ft.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollywood, California</td>
<td>KTLA</td>
<td>(5) 76-82</td>
<td>30 15 291</td>
<td></td>
</tr>
<tr>
<td>Los Angeles, California</td>
<td>KABC</td>
<td>(7) 174-180</td>
<td>4.5 3.7 831</td>
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<td>Washington, D.C.</td>
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<td>WWBH</td>
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<td>14.44 7.6 391</td>
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<td>WBSZ</td>
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(Continued on page 16)
Sale of WCAU to 'Bulletin' Approved; WPEN to Sun Ray

PHILADELPHIA Bulletin's acquisition of 50-kw WCAU Philadelphia and sale of its own 5-kw WPEN, involving stripped prices totaling about $3,700,000, were approved by FCC last week on a 4-to-2 vote.

The transactions will become effective between Dec. 16 and 21.

WCAU and its associated WCAU-FM were part of a radio-newsaper transaction in which J. David Stern, forced by a three-month strike by the Newspaper Guild, sold the Philadelphia Record and the Camden Post and Courier, as well as WCAU and WCAU-FM, to the Bulletin late last January (Broadcasting, Feb. 9). Stripped price for the clear-channel station and its FM affiliate was about $2,900,000.

The accompanying radio transaction involved the Bulletin's sale of WPEN to Sun Ray Drug Co. for $800,000 (Broadcasting, June 16). Auxiliary transfers, designed to keep all Bulletin radio properties at the same location, involved the exchange of WCAU-FM for WPEN-FM and WPEN-TV, and corresponding exchanges in call letters so that the Bulletin outlets will all use the WCAU basic call.

Comrs. Clifford J. Durr and Robert P. Jones voted for hearing on the transactions but were overruled by Acting Chairman Paul A. Walker and Comrs. E. K. Jett, Rosel H. Hyde and E. M. Webster.

Purchase of WCAU was at virtually the same price Mr. Stern paid Dr. Leon Levy and his brother, Isaac D., and their associates when he acquired the station about a year ago.

Management of WCAU is expected to continue under the direction of Dr. Levy, co-founder of the station. G. Bennett Larson, WPEN manager, is expected to remain with the Bulletin organization but in the immediate future probably will devote himself primarily to development of the television properties.

Drug Co. Operations

Sun Ray Drug, new owner of WPEN and WPEN-FM (presently WCAU-FM), operates some 150 stores throughout the Eastern Seaboard. The company is headed by Harry Sylk, with William H. and Albert J. Sylk as executive vice presidents.

WCAU, a CBS affiliate, operates on 1210 kc with 50 kw. WPEN, an independent, is on 950 kc with 5 kw.

Meanwhile, FCC also approved the sale of KSMA Santa Maria, Calif. (1450 kc, 250 w) for $32,500 and a 25% interest in KHON Honolulu (1380 kc, 6 kw) for $5,500. Assignment of license of WQQW and WQQW-FM Washington by Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a Delaware corporation, with no change in ownership, also was approved.

In the KSMA transfer, Hugh G. Charles A. and Mareby Cardella Shurtleff and Cleo Agnes Center sold the station to Santa Maria Broadcasting Co. The new firm is owned by R. H. Hardenbergh, former FCC radio inspector and more recently a design engineer with Eitel-McCollough, San Bruno, Calif., and W. J. Davidson, formerly with KSTP St. Paul and a large number of California stations as actor, announcer, and program executive. Mr. Hardenbergh will have at least 41.5%, and Mr. Davidson at least 24.6%, with the remainder held by one or both of them and/or a third stockholder.

In the KHON transaction, Ralph M. Fitkin, president, who with his wife owns 50% of the voting stock, gave up negative control through the sale of 25% interest to Louis Roy Turner, vice president. J. C. Hardy retains the remaining 50% of voting stock.

KHON is an MBS and Don Lee affiliate. KSMA is an independent.

No Flies on Lester

NBC, with straight face, last week issued a correction to a press release of Oct. 23:

"In an NBC television press release of Oct. 23, 1947, it was incorrectly stated that the high-speed pictures of drone flies in flight shown over WMBT, Oct. 26, were taken by Dr. C. H. Curran, curator of the department of insects and spiders of the American Museum of Natural History. The pictures were taken by Henry M. Lester, with his own equipment and in his own laboratory, with Dr. Curran supervising handling of the flies."

Pro Playoff Sponsors

FULL ABC network will broadcast National Professional Football League championship game Dec. 21 for fifth consecutive year under joint sponsorship of General Mills Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago. Originating from Chicago, broadcast will be announced by Harry Wismer and Red Grange. In the event of a tie in either division of league, which would necessitate a playoff, broadcast will be postponed until Dec. 28. Agencies are Knox Reeves, Minneapolis; and Ewell and Thruber Associates, Chicago, respectively.

S-T-R-E-T-C-H your advertising results with DOUBLE COVERAGE. That twin Farm and City Market served by KFH will "rise and shine" for you on "That Selling Station for the Southwest. Ask any Petry office.
Smart timebuyers can’t afford to “play dead” to these facts: WCON, The Atlanta Constitution station, on the air soon—with a ready-made audience—thousands of ears waiting for ABC’s network programs, and WCON’s star-bright staff of talent. Good shows backed by outstanding WCON “7-Way Promotion” will make us first on Georgia radios in preference as well as position.

**WCON — ATLANTA**

**THE ATLANTA CONSTITUTION STATION**

550 KC 5000 WATTS
Avery-Knodel Inc.
John Blair & Company
The Bolling Company Inc.
The Branham Company
Burke Kuipers & Mahoney Inc.
Burn Smith Company Inc.
Capper Publications Inc.
Thomas F. Clark Company Inc.
Forjoe & Company
Free & Peters Inc.
The Friedenberg Agency Inc.
Gilman Nicoll & Ruthman
W. S. Grant Company Inc.
Homer Griffith Company
Headley-Reed Company
George P. Hollingbery Company
The Katz Agency Inc.
Lorenzen & Thompson Inc.
McGeehan & O'Mara Inc.
Joseph Hershey McGillvra Inc.
J. E. McKinney & Son
John E. Pearson Company
John H. Perry Associates
Edward Petry & Company Inc.
Radio Advertising Company
Paul H. Raymer Company Inc.
Sears & Ayer Inc.
Taylor-Howe-Snowden Radio Sales Inc.
Walker Company Inc.
Weed & Company
Adam J. Young Jr. Inc.

NATIONAL ASSOCIATION
With the clear realization

... that there is a tremendous undeveloped potential for National Spot Radio

... that National Spot Radio offers special economy and effectiveness for advertisers

... that this business is both desirable and highly profitable to radio stations

... that development of this business to any substantial degree can best be accomplished by means of collective effort...

... we, the radio representative companies listed here, have joined together with common understanding and common purpose to form a national association. Our major objective is:

>>> to develop the use and increase the sale of national spot radio

OF RADIO STATION REPRESENTATIVES
"SUBSCRIPTION" RADIO REBUFFED IN CHICAGO

IF THERE IS a station in the Chicago area interested in experimenting with Dr. Rolf Kaltenborn's "subscription radio project," it isn't on the air as yet. A check of every AM and FM station within 60 miles of Chicago revealed absolutely no interest in Dr. Kaltenborn's dream of rented radio.

However, it was learned from authoritative sources that Dr. Kaltenborn, son of the news commentator, H. V. Kaltenborn, had contacted Marshall Field, Chicago publisher and station owner, by wire. Mr. Field is reported to have turned the wire over to Howard Lane, head of Field Enterprises Inc., Chicago.

Mr. Lane said there was "absolutely no possibility" that Mr. Field might consider Dr. Kaltenborn's plan to transmit a scrambled signal which could be received only on sets subscribing to the service.

Further, radio engineers said the plan was "fantastic" and in violation of the Federal Communications Act which provides for "free" radio. Only possibility open to Dr. Kaltenborn would be for him to offer the service by direct telephone wire, the engineers said.

PRESIDENTIAL ADVISOR John R. Steelman (1) and Charles Luckman, (center), president of Lever Bros., who until recently headed the Citizens Food Committee, spoke on a closed circuit to 169 CBS stations Nov. 25. Their listeners included members of governors' and mayors' food committees across the nation. At right is James A. Colliflower, Washington, D. C., committee head, who witnessed the talks at WTOP, where they originated.

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Something has happened in Utica, N. Y.

IN JUST 7 MONTHS

WGAT

WINS THE AUDIENCE AND HAS ATTAINED
MUSICAL LEADERSHIP . . . with a score of 60.2%

WGAT, the voice from the heart of the Empire State, will carry your message to Central New York's high-profit market through the precision control of WGAT

THE SCORE AS TABULATED IN A RECENT SURVEY*

<table>
<thead>
<tr>
<th>INDEX</th>
<th>SHARE OF AUDIENCE</th>
<th>SHARE OF MUSIC</th>
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<tr>
<td>WGAT</td>
<td>*45.9%</td>
<td>*60.2%</td>
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*45.9% of Utica's radio listeners *60.2% of Utica's radio listeners stated they tuned in WGAT who stated a preference for music most frequently during the day. sic chose WGAT over any other station.

* Conducted and Audited by T. L. Curtis Advertising Utica, N. Y.

Represented Nationally by: RADIO ADVERTISING CO. New York, Chicago, Los Angeles San Francisco

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WISMER IS HONORED BY 'SPORTING NEWS'

HARRY WISMER, ABC sports director, and assistant to G. A. Richards, owner WJR Detroit, will receive the First Annual Sporting News award for the nation's top football announcer. Presentation ceremonies will take place between the halves of the Sugar Bowl contest, which he will broadcast. The 34-year-old announcer has averaged 30 games a season at the mike for the last five years, including professional and inter-collegiate football. The Sugar Bowl struggle will be his fifth consecutive broadcast of that event.

Named as one of the "Ten Outstanding Young Men of the Year" by the Junior Chamber of Commerce last winter, Mr. Wismer is also the recipient of a Washington Touchdown Club Award in 1945 and 1946; the Esquire magazine award for outstanding sports announcing in 1944; and a certificate of appreciation from the War Department for his work on Army broadcasts in 1946.

Mr. Wismer received the 'Sports News' award as the outstanding general sports commentator four successive years for his broadcasts of golf and tennis matches, track meets and other top sports events. He began his announcing career at the university station at Michigan State College, broadcasting the college sports events. Mr. Richards heard him and brought him to WJR to handle sports activities.
There is a tendency to think of America as one great, homogeneous land. It is not, really. It varies in subtle ways, though all tingle to the same red, white, and blue flag.

In terms of programming, we recognized a generation ago that we must build a healthy share of our time into material for the people of our area—thousands of them isolated by distance with rugged hills between. They needed something not being given them, and only we could reach them with our 50,000 watt, clear channel station. We built a production staff comparable to those at key network points, and geared to the spirit on which WSM was founded.

The caliber of our performance, the basic rightness of what has been found at 650 on the dial through these 22 years, may best be judged by WSM's present-day position as the number one station to listeners in an area of five million people.

HARRY STONE, GENERAL MANAGER  EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES
300 Delegates to Convene at TBA Clinic in New York

MORE than 12 states will be represented when about 300 delegates from organizations affiliated with the Television Broadcasters Assn., Inc. and members of TBA attend the Television Clinic Wednesday (Dec. 10) in the Waldorf-Astoria Hotel, New York, according to J. R. Poppele, president of TBA.

A demonstration of the Bell System's recently-opened experimental microwave relay system between New York City and Boston will highlight the day's events, which also will include talks by three engineers from Eastman Kodak Co., Rochester, N. Y.; presentation of the annual TBA awards; election of directors and officers of TBA; and discussion periods.

Attendance at all sessions, except the awards luncheon, will be limited to members of TBA. The association now numbers 53 members, with five applications awaiting approval of the board of directors.

Registration will open at 9:30 a.m. in the Silver Corridor of the Hotel with the annual meeting of official TBA representatives scheduled in the Basildon Room 10 to 11 a.m.

The Television Clinic will follow

ABC Hollywood Move

TWELVE departments of ABC Hollywood move into new quarters at 6303 Sunset Blvd., effective Dec. 15. Those moving include Don Searle, western vice president; Norman Ostby, assistant to vice president; Frank Samuels, sales manager; Fran Conrad, station relations head; Robert Z. Hall, publicity director; Jack O'Mara, sales promotion director; as well as auditing personnel, audience promotion, cashiers, purchasing and mail room.

WHHM has planned programming that gives listeners what they want when they want it

...24 hours daily.

The folks who can see the cash register, select the station that pays off—right now!

Independent—But not Aloof

Forjoe & Co., representatives

*With Our Hats off to the Alphabet and Chesterfield

HIGHLIGHT in launching of KITO San Bernardino, Calif., last month was the participation of Edward Arnold (1), star of the movies and ABC's Mr. President program, who is shown with Maury A. Vroman, KITO's general manager. Mr. Arnold owns citrus ranch on edge of San Bernardino. KITO, licensed to San Bernardino Broadcasting Co., is an ABC affiliate operating with 1-kw fulltime on 1290 kc.

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WHHM has planned programming that gives listeners what they want when they want it

...24 hours daily.

The folks who can see the cash register, select the station that pays off—right now!
EVERY AD-MAN KNOWS...

Santa Claus misses the mark in Managua

But

DID YOU KNOW...

Here in the $1,000,000,000 Ark-La-Tex KWKH occupies the Number 1 spot of all stations in this great 49-county area. Just as the Latin American advertiser makes sure his ads have the “local touch” (for instance, he knows that Saint Nick seldom crosses the Rio Grande) so do we keep ourselves in tune with the likes of our loyal listeners. Constant programming to these preferences has brought us the acceptance we enjoy today. We know our audience and put that knowledge to work for our advertisers. Your schedule will receive this same protection on 50,000-watt KWKH... the station heard by most—preferred by most in a big tri-state market.

... that people in the South (United States, that is) celebrate Christmas with firecrackers?

... that 2½ million Southern farm families made $6,500,000,000 in 1946?

... that KWKH is the only station that covers all the rich South Arkansas, North Louisiana, East Texas market?
THE LONG-AWAITED answer to the Upton Close suit against Albert Warner and Cowles Broadcasting Co. was made public last week. It was filed Nov. 28 in U. S. District Court by Attorneys John F. Lynch, New York, and Hugh Lynch Jr., Washington.

The brief is a response to the libel suit brought against Cowles, owners of WOL-MBS Washington; and Mr. Warner, chief of the Mutual Washington news bureau [BROADCASTING, March 3]. In the notice served, the then-Mutual Commentator Close (whose real name is Josef Washington Hall) asked $200,000 damages for "libelous publication" of a broadcast concerning the plaintiff given by Mr. Warner March 6, 1946 over WOL. Mr. Warner's script, exposing much of the alleged misinformation Mr. Close had broadcast, was reprinted in full or in part in the Congressional Record and several newspapers, magazines and pamphlets.

Mr. Warner said, in part: "There is a kind of unwritten law in most newspaper shops and radio stations that one columnist or commentator does not find basic fault with another in the neighboring column or program. It is a kind of professional immunity. You may criticize ignorance and malevolent confusion at a distance but not in the critical at your elbow.

"I propose to break that rule." Mr. Warner then proceeded to review Upton Close's record—his minimizing of Japanese aggression even after Pearl Harbor; his championing of "Fascist Franco" and the Nazi henchmen who are on top in Argentina; his misinterpretation of facts concerning the State Dept., the housing situation, foreign relations; and his presentation of Tyler Kent as a guest on the Close program. Tyler Kent was the clerk in the American Embassy in London who took confidential messages to his London residence, and who allegedly turned over the documents to pro-Germans.

The answer to Mr. Close's suit is a further review of the Close record, and a "defense of fair comment" of Mr. Warner's script. The brief goes back to May 1940, when Mr. Close is quoted as saying that Great Britain had financed and supported Japan's invasion of Manchuria, that nine-tenths of Germany's armaments were either manufactured by or financed by the British, and other anti-British statements with supposedly no factual basis.

The history of his minimizing of the Japanese war threat before Pearl Harbor, then his attack on the way in which the war was being fought is traced. "Japan is licked to a stalemate in China," he is quoted as saying, followed at various periods with "...if there is one thing Japan hopes to do, it is to avoid a clash with the American fleet." "I see less reason for having a war with Japan who is already half way to Manchuria, ...than another." Numerous examples of the charges are quoted.

Proof Positive

Included in and filed with the brief are copies of several of Mr. Close's scripts used over Mutual and NBC, Mr. Warner's script on Mr. Close, numerous references to Mr. Close and his talks in commerce in the Congressional Record, a Saturday Evening Post editorial giving factual proof of the falsity of Mr. Close's statements regarding an article in the New York Herald Tribune, and reprints of various articles by and about Mr. Close in other magazines and newspapers.

In cases cited, the brief points out Mr. Close's allegations and attempts to refute them with factual evidence.

Mr. Close's sponsor at one time on Mutual was the National Economic Council and its president, Merwin K. Hart, who is well known for his pro-fascist leanings," according to U. S. Supreme Court Justice Robert H. Jackson, quoted in the brief. Lumberman's Mutual Casualty was another Mutual sponsor.

While on NBC, in 1942-43, he was sponsored by Sheaffer Pen Co. The brief points out that each time Mr. Close's commentaries were discontinued by these sponsors, he gave several varying reasons for the ending of the contract.

According to Mr. Lynch, an attorney for Cowles and Mr. Warner's law firm last Tuesday was served with notice to strike the answer to the suit. Action is now pending.

PEACETIME use of a wartime Naval secret weapon was made by Larry Wolters, Chicago Tribune radio editor, Dec. 2 to transmit a story to his city editor.

Known as the "talking lamp" device transmits invisible infra-red radiations and was developed for the Navy to make secret two-way conversation between ships at sea or from ship-to-shore during periods of radio silence. The lamp is a laboratory development of Westinghouse Electric Corp.

Mr. Wolters used the "invisible searchlight beam" to phone his story of the results of the National 4-H Club contest from the Civic Opera Bldg. to Tribune Tower approximately one mile distant.

The device could be used in areas where telephone lines are cut and climatic interference makes radio broadcasting impossible.
EXTRA REACH GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE “MORNING • NOON • NIGHT” IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

Bless that clear signal at 630 on the dial...it packs a punch that puts profits in your pocket!...a coverage wallop that BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of these prosperous counties...the lush area within a hundred miles of St. Louis...and found 22.1% of the listeners tuned to 630 on the dial. Bless that clear signal. These counties are all in the heavy-weight class and add a million additional spenders to the million and a quarter St. Louisans in KXOK’s "home market." Compare KXOK’s long reach and low rates...and you’ll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Bless that clear signal at 630 on the dial.

* Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Co. Ask your John Blair Man about this revealing survey...offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.
SELLING IS AS SIMPLE AS

TOP LEVEL figures in the advertising profession were on hand for luncheon given by the Operations Committee of the American Assn. of Advertising Agencies board of directors at New York's Union League Club last week. Invitations to attend as guests of the committee went to the 13 former presidents and board members AAAA who make up the Advisory Council, and all but three were able to accept. Those present were:

(Seated, l to r)—Gilbert Kinney, senior vice president of J. Walter Thompson Co., chairman 1938-39; H. S. Gardner, chairman of the board of Gardner Advertising Co., president 1924-25; Atherton W. Hobler, chairman of the board of Benton & Bowles Inc., chairman 1940-41; Sigurd S. Laron, president of Young & Rubicam Inc., chairman 1946-47; J. C. Cornelius, executive vice president for West of Batten, Barton, Durstine & Osborn Inc., chairman of the AAAA board.

(Standing, l to r)—Clarence B. Goshorn, president of Benton & Bowles Inc., AAAA secretary-treasurer; James H. S. Ellis, president of Kudner Agency Inc., director-at-large; Guy C. Smith, secretary-treasurer of Brooke, Smith, French & Dorraine Inc., chairman 1941-42; Allen L. Billingsley, president of Fuller & Smith & Ross Inc., chairman 1939-40 and 1943-45; Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, director-at-large; Clarence D. Newell, partner, Newell-Emmett Co., chairman 1930-32; H. K. McCann, president of McCann-Erickson Inc., chairman 1925-27; Frederic B. Gamble, president of AAAA since 1944; George Link Jr., association counsel; Thomas D'A. Brophy, president of Kenyon & Eckhardt Inc., AAAA vice chairman; William Reydel, partner, Newell-Emmett Co., chairman 1942-45; James W. Smith, president, Whitman, junior, J. Walter Thompson Co., president 1926-27.

IN EASTERN NORTH CAROLINA

BMB Appoints Special Counsel in Fight For Recognition as Tax-Exempt Outfit

APPOINTMENT of the legal firm of Root, Ballantine, Harlan, Bushby & Palmer, and of Ernst & Ernst, accountants, as special counsel to BMB in its fight for official recognition as a non-profit, tax-exempt corporation, was announced last week by the tripartite research organization, following a Tuesday evening meeting of BMB's Executive Committee.

BMB also reported that it has received a two-week extension for filing the income tax return which the Internal Revenue Bureau contends it must file. Original deadline was Nov. 28. BMB officials emphatically declared that the act of filing a return does not imply any admission of tax liability, however.

The committee, whose membership includes the presidents of the three groups sponsoring BMB—ANA, AAAA and NAB—stated that the organization's tax status has not been determined as yet and that the Internal Revenue Bureau has neither rendered a bill nor found BMB tax delinquent.

Ryan Statement

Speaking for the committee, J. Harold Ryan, chairman of the committee as well as of the BMB board, said: "We have no fear whatever of the outcome. BMB's cooperative, non-profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need of advertisers, agencies and broadcasters for a tripartite, cooperative, non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

The committee also issued the following statement, designed to clarify the tax situation for the benefit of its more than 500 station subscribers:

"The Internal Revenue Bureau is not the agency of final resort in the determination of tax liability. Final tax liability can be determined only by the Tax Court of the United States, whose decisions may be appealed through the U. S. Circuit Courts to the Supreme Court."

Not Bound

"In performing its function the Revenue Bureau is determined that returns be filed by many organizations which are in all probability not subject to tax. In no case does the Revenue Bureau determine, in advance of filing, the amount of taxes allegedly due, as erroneously reported in the press with respect to BMB."

"No Commissioner of Internal Revenue is bound by the rulings of predecessor commissioners, and it is not without precedent for one commissioner to reverse the ruling of a predecessor. To cite an instance, the Revenue Bureau reversed the earlier ruling by asserting that this organization is subject to taxes and demanding that it file returns."

"BMB finds itself in the same untenable situation as many similar heretofore exempted non-profit organizations. Although this present situation calls for alert and positive action, there is no cause for alarm as to the ultimate outcome."

"On advice of counsel BMB filed a statement of its tax exemption on Dec. 31, 1945. This is customary practice among non-profit organizations. That statement was supplemented in August 1946 by another brief which provided further information bearing on BMB's tax exemption."

"In October 1947, more than a year later, the Commissioner of Internal Revenue issued an opinion and demanded that BMB file tax returns. At its Nov. 17 meeting the BMB board of directors authorized retention of special legal and accounting counsel. The firms of Root, Ballantine, Harlan, Bushby & Palmer, attorneys, and Ernst & Ernst, accountants, were retained.

Dec. 2 Approval

"On advice of counsel, the BMB Executive Committee, meeting Dec. 2, approved the filing of tax returns, but in filing these returns does not admit tax liability."

"The Executive Committee is taking the proper steps to safeguard the interests of the subscribers and is confident of the ultimate outcome of the matter."

Reviewing BMB's progress, the Executive Committee reported an increasing interest in the interim audience measurement study to be made next March and the feeling that this interest would mount as the Jan. 5 deadline for ordering these studies comes nearer. Committee also said it expects numerous new and renewal subscriptions in BMB to come in during December as a result of the extension of subscription discounts to Jan. 1.
PROMOTES YOUR SHOW*

"Always giving something extra!"

*Just ask your Raymer representative
FCC Said Undermining Smaller Stations

EDITOR, BROADCASTING:

One of these mornings, the industry of small radio stations will awake to find themselves in much the same position of the small, starved weekly newspaper; insufficient income to maintain adequate quality material to operate on more than a shoe string. Many of these stations, new and established, are destined to failure.

The weak-kneed attitude of the small station industry in allowing the FCC the power to destroy small-station economy is dangerously alarming. If the FCC is sponsoring this influx of new stations without pressure from equipment makers, then an immediate investigation should be made to determine if the FCC is a genuinely American body; if its theories are guided by some un-American objective.

On the other hand, if the FCC is a pure and holy American body but has allowed itself to become the toy of the big equipment manufacturers, the demand for investigation is just as urgent.

It is possible that many of the large stations sense the disaster that is ahead for the small stations and are only mildly interested in the dangers that beset the small stations. This is a dangerous attitude, since the division of listeners, until the time of collapse, will eventually place the large station in the position of being unable to deliver a profitable audience.

The NAB and the industry it represents had either better get busy... or spend seven out of every eight hours in prayer.

J. Carson Brantley
The J. Carson Brantley Adv.
Agency
Salt Lake City, N. C.

Editor's Note: Among the national accounts which J. Carson Brantley Advertising Agency has handled are: Wilt T. Cobb, Wonder Products (insecticides), Owen Drug Co. (coid preparations).

Miller Compliments

EDITORIAL STAND

Congratulations on a bang-up editorial page in the current (Nov. 24) number of Broadcasting. In your first editorial, you say just what should be said concerning the present situation with respect to the Standards of Practice. In your second editorial, you point the finger at some hogs who have been getting away with murder, practically unchallenged...

Your editorial on "Reverse Land-Listen" is one of the best ideas which I have yet heard for getting our message over to the people of the European countries, and, at the same time, getting some sort of an equivalent for the money which we are pouring into these countries...

Justin Miller
NAB President
Washington, D. C.

Horn Not Official NARBA Delegate

EDITOR, BROADCASTING:

The Dec. 1 issue of Broadcasting carried picture on page 20 titled U. S. Delegation to Havana conference of engineers on NARBA revision in which was shown Charles Horn, observer. Mr. Horn was not an official member of the U. S. delegation but came to the conference from Mexico City.

G. E. Sterling
FCC Chief Engineer
Washington, D. C.

Sees Musicans

Sacrificing for Future

EDITOR, BROADCASTING:

Mr. Forrest Wallace, manager of KWBK, suggested in Open Mike this week (Nov. 24) that musicians should abandon AFM because of Pettrillo's anti-recording edict.

A recent conversation I had with two musicians, one with San Francisco Symphony and the other with RKO, may disclose the improbability of this. Both men do recording work, yet:

Both agreed that only a handful of musicians get most of the recording fees. That handful of superior musicians are the ones who also get the choice performing jobs, and those are not dependent on the recording fees. The rank and file of AFM are not affected by Pettrillo's ban, so are behind Pettrillo.

The recording musicians are willing to sacrifice the immediate fees for possible larger income if Pettrillo is successful, so they too are behind Pettrillo.

Both friends could see no possibility of successfully starting another union, and referred to the Boston Symphony when I suggested non-union recording. Boston Symphony went non-union many years ago, but when radio and records required unionization, all performers with the orchestra were assessed a large fine which was paid by the orchestral association.

Harvey Twyman
Twyman Productions
Los Angeles

Liberty's Spirit Ebbs,

Broadcaster Fears

EDITOR, BROADCASTING:

In the land where liberty was conceived, where democracy was born, and where free enterprise has made the land one to be en-

(Continued on page 61)
Front view shows arrangement of controls for tuning driver and amplifier. Center lift-off panel has been removed to show accessibility of power supply.

**It's a RAYTHEON Responsibility**

Backed by Raytheon's complete manufacturing and service facilities... when you specify Raytheon not only for FM or AM transmitters but for speech input and station equipment — you are teaming up with Raytheon's huge organization devoted to research and manufacture for the Broadcast Industry.

**Look ahead with RAYTHEON**

Raytheon's Integrated Design Policy lets your station grow with the industry. Start as low as 250 watts... step it up with the new 3KW-FM Amplifier and Transmitter... use it later as a driver for a 10 KW unit. You're set for the future with no fear of obsolescence.

Write today for complete information and technical details.

---

Ask WLAW-FM about RAYTHEON SERVICE

Marked "OK for shipment" at Raytheon, Waltham, on Thursday, equipment for WLAW's new FM transmitter began feeding programs into their antenna at Burlington, Mass., on Saturday. That's evidence of Raytheon super service made possible by dependable, easy-to-install Raytheon quality equipment.

You'll like its LOOKS

It's clean as a whistle, modern, streamlined — a handsome addition to any up-to-the-minute station. It's true, but hard to believe, that the new Raytheon 3KW-FM Transmitter is the lowest cost reliably made equipment of its class that you can buy.

You'll like its PERFORMANCE

It's easy and quick to tune — requires a minimum of special testing equipment... delivers a high quality, stable, hi-fidelity signal... operates at an inherently lower noise level.

Features Raytheon direct crystal control and simplified Cascade Phase Shift Modulation.

You'll like its EASE OF MAINTENANCE

Simple, conservatively rated circuits... easy accessibility... the use of standard, readily obtained, easily replaced parts — make this Raytheon 3KW-FM Transmitter the easiest, most economical equipment to service and operate.

---

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
COMMERICAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

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December 8, 1947 • Page 47
Dear Time Buyer:

When buying radio time for the Cincinnati market, let WCKY show you the record — the Hooper record, the mail record.

It will prove that WCKY is the lowest cost per thousand listeners, and has the greatest plus coverage.

We will appreciate the opportunity to give you all the figures which are most revealing and of vital interest.

Call our New York office collect — Mr. Ralph E. McKinnie
Eldorado 5-1127

or Cincinnati — Mr. Charles H. Topmiller
Cherry 6565

WCKY is doing the real selling job for the advertiser.

INVEST YOUR AD DOLLAR WCKY'S-LY
HERE IS THE LATEST HOOPER REPORT:

AUGUST THRU OCTOBER
1947
Cincinnati

MONDAY THRU FRIDAY

<table>
<thead>
<tr>
<th>LOCAL TIME</th>
<th>SETS-IN-USE</th>
<th>WCKY</th>
<th>STA A</th>
<th>STA B</th>
<th>STA C</th>
<th>STA D</th>
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<td>3.7</td>
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<td>23.0 Ratings*</td>
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* Base: Total Homes Called
** Base: Sets-In-Use

NOTE: The above measurements are based on a sample exceeding 600 homes called and, therefore, are submitted as conclusive.

NOTE: Sta A has two months of baseball included in this Hooper Survey.

S. B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

FBI-Durr Pinch

COMR. CLIFFORD J. DURR has plunged the FCC into another mess, this time with the FBI. The FCC majority has attempted to kiss it off with a somewhat overdue apology which may placate FBI Director J. Edgar Hoover temporarily, but which won't satisfy Congress.

Any day now the House Independent Offices Subcommittee begins hearings on the FCC's 1949 fiscal year appropriation. That committee is headed by Inger Jones (R-Mass.), who for years has had a sharp axe out for the FCC. Even on the minority side of the House there are formidable members who are unfriendly to the Commission and its way of doing business, not least among them Democratic Leader and ex-speaker Sam Rayburn of Texas, and Rep. Gene Cox of Georgia, who headed the last Select Committee investigation of the FCC four years ago.

Since last September, a highly respected former member of the House—Robert F. Jones of Ohio—has been sitting on the Commission. He has the confidence of the Republican majority. He is liked on the Democratic side too. Mr. Jones has observed FCC operations carefully. His full-scale disagreement with left-winger Durr on the issue of whether to go along with the FCC's majority's current puff compromise to assuage both Mr. Hoover and Comr. Durr will arouse interest on the Hill.

For years the FBI has been supplying to the FCC and some other agencies information which it has received during its investigatory work without suggestion or recommendation. Mr. Durr saw fit to describe them as "unclientele reports on individuals connected with radio" which he regarded as "baseless gossip." Mr. Hoover didn't relish that, and since the FCC hadn't seen fit to repudiate then statement, the latter agencies decided that he was continuing the transmittal of such data. The FCC found itself over another barrel, as it had on several other occasions, agitated largely through Durr but with the help of FBI fellow-staffers who go down the line for the so-called "liberals" but invariably have an anchor to the broadcaster who has been in preponderant disfavor.

The Durr-FBI incident brings into the open what has been more than a suspicion about inner-workings at the FCC. Several Commissioners, incumbent and past, have never seen the FBI reports to which Mr. Durr referred. Were these reports routed to the Legal Dept., perhaps to the Chairman's office on occasions, and possibly to other selected Commissioners at the will of the Legal Dept.? Certainly Commissioner Durr wasn't passed up, because he said he knew about them and didn't like them. But Acting Chairman Walker hadn't seen them; nor had Comrs. Jett, Comr. Jones until the incident led them to call for them.

These reports dealt with alleged subversives seeking broadcast licenses. Why hasn't Commission counsel sought to ferret out such information on behalf of the public?

The five-page Durr statement justifying his stance on the FBI "unnecessary reports" is another slick attempt at rhetorical curve-throwing which may make Daily Worker and FM变压器 better than ever, as being dead nuts or Congress.

Comr. Durr, from time to time, has been reported ready to leave the FCC. His term expires next June 30. Senator Capehart (R-Ind.) has asked for a congressional investigation of the "smelly" Durr incident. Developments will be awaited with interest.

Mayflower

INVITATIONS to appear at the Mayflower case rehearing March 1 and give "us the benefit of your opinions" have been sent out by the FCC to 49 organizations and 38 individuals. Sending such letters of invitation is unorthodox procedure. It was voted in this instance over the vigorous protests of both Commissioners Jett and Jones.

The letter states, quite frankly, that the problem is "editorializing by broadcast licensees" and summarizes at some length the original Mayflower decision by the Commission.

Everything looks very fair and square and above board until one glances at the list of names to which the invitations were sent. Then even the most gullible must wonder if someone hasn't slipped a colleague into the game.

The organizations to which invitations were sent did not offer such opportunities for the manipulator as did the list which went to individuals. Such standbys as the U. S. Chamber of Commerce and the NAACP were automatically included. So was the NAB, which instigated the hearing. But of the 49 groups asked to testify ten are easily identified as distinctly left-wingers, and perhaps 20% in this category seems a large number. But wait.

Look at the names of the 36 individuals. One observer, going down the list, checked 26, or half, as the recommendation of certain left-wingers in their thinking. Of the 36 at least 22 are college professors and 14 are members of the U. of Chicago's Commission on Freedom of the Press. Not that we have anything against left-winging, or that a college professor is necessarily more highly intelligent just as they are more often than not extremely "liberal" in their viewpoints. But 22 out of 36 seems an inordinately high percentage of people from one single classification.

The fourteen invitations which went to members of the Commission on Freedom of the Press form the basis for some interesting cogitation. This group, set up for the express purpose of studying freedom of expression, has so far issued eight reports which might be summed up as nearly unanimous in urging more government control over radio, the press and on other means of mass communications.

Of course none of the U. of Chicago group's reports went quite so far as the recommendations Charles A. Siepman made in the Blue Book for the FCC and in his own popular version of that masterpiece under the title Radio's Second Chance. Well, you guessed it, one of the names appearing on the invitation list was that of Chicago's Radio's Second Chance.

With such a group urged to be on hand with their testimony which may be expected to support the FCC's original Mayflower decision banning editorializing and perhaps urge even more government control of radio, one wonders if the FCC majority isn't already congratulating itself over the outcome. They must feel like the culprit who is tried before a jury without the benefit of his father, his mother and ten of his best friends.

HARRY AUSTIN PETERSON

LIFE is a lot simpler today for the gentleman who was writing and producing 27 shows a week for KFRC San Francisco in 1933. Today Austin Peterson is vice president and radio director of Ted Bates Inc. with headquarters in Hollywood.

In this capacity he oversees Hollywood originations of NBC Kay Kyser's College of Musical Knowledge and The Dennis Day Show.

Looking back on his 14 years in radio, "Pete" Peterson believes he started out in the industry at a time when "anything that could possibly happen in radio happened not once but 15 times." As an example, he recalls a time while employed at KFRC when union clearance had not been accomplished for an Army band. As result he was faced with the choice of picking out the remaining 25 minutes of a half hour program following a speech by a ranking Army officer. And he found the solution in this officer who was able to speak for 27 minutes instead of the planned five.

His mentor at start of this career was the late Harrison Holloway, who sired many a radio man's beginning. Contemporaries at KFRC included Ralph Edwards, Tom Breneman, Jack Van Nostrand, John Nesbitt, John B. Hughes, Hal Peary and Arnold McGuire.

In fact it was Pat Weaver, now Young & Rubicam radio vice president, and Jack Van Nostrand who advised him to give radio writing a whirl. Bu. Holloway met the man who first saw his sample scripts.

Starting out as writer for the well-known West Coast Blue Monday Jamboree, he wrote comedy acts at rate of $10 per. In addition he says he always worked sound effects into acts thereby insuring himself an additional five dollars as sound man.

Looking back on his time in the industry, he finds the most amusing things that happened to him came as a sound man. Two sketches that he once wrote called for 110 sound effects. Since this called for a wide assortment, he carefully arranged them for access and sequence. But the show was running over and they cut a number without telling him. Caught with his sound effects down, he performed the majority of them vocally.

Mr. Peterson remained with the station from March 1933 until summer of 1936 when he went down to Hollywood as a writer on the Packard Show which featured Fred Astaire and Charlie Butterworth. After the first 19 weeks, he was named program editor and re-

BROADCASTING • Telectasing

(Continued on page 58)
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way... effective way... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.

KPRC
HOUSTON
950 Kilocycles – 5,000 Watts

DAYTIME MAP OF KPRC
Based on BMB Study No. 1
- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

National Representatives: Edward Petry and Company... Affiliated with NBC and TQN... Jack Harris, General Manager
Respects

(Continued from page 50) mained as such for the next two years.

In 1938 he joined the production staff of Young & Rubicam as producer of Passing Parade with John Nesbitt. His boss at that time was Tom Harrington, now with Ted Bates Inc. as account executive and vice president.

His next assignment was editor of CBS Screen Guild Theatre in 1938. He remained as such until September 1942 when he left the agency to join OWI. After a few months he entered the Army as a captain serving with AFPS, first in charge of all writers and later as program director. Separation came in December 1945, as a major. In January 1946 he joined Ted Bates Inc., in his present capacity. Having spent so much of his radio career as a writer, he is still very concerned with the adequacy of budgets in this direction. Recognizing the full weight of name casts, he is nonetheless certain that no cast can carry its own weight without ample script heft.

His presence in radio was not his starting aim. Following graduation from San Mateo Junior College in 1927, he started out as a freelance artist. Early in the summer of 1928 he joined the Oakland Post Enquirer as a cartoonist at $15 per week.

Actually he had hoped to be a reporter but found it easier to get a job as an artist. So sports cartoon was the closest he came to being represented in the news columns of the paper. After six months in Oakland he was transferred to the Los Angeles Herald where he stayed until the market took care of his job as well as others' in November 1932.

Shifting operations to Carmel, he next undertook a year of what is now recalled as "freelance-starring-to-death" as an artist. During this time he began to think about writing. This led to radio.

A native of California, he was born Harry Austin Peterson at Palo Alto, July 10, 1906. He was reared there, graduating from Palo Alto High School in June 1925.


His presence in radio was not his starting aim. Following graduation from San Mateo Junior College in 1927, he started out as a freelance artist. Early in the summer of 1928 he joined the Oakland Post Enquirer as a cartoonist at $15 per week.

NOW WSGN is on the air with FM. Another extra service backed by full promotion and publicity that sponsors have learned is a WSGN by-word. That's why WSGN is always Alabama's leading station!
ORIGINATORS OF THE FAMOUS 920 CLUB

**WORL**

*does it AGAIN!*

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS

... ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for you in America's richest market!

INQUIRE NOW ABOUT OUR GUARANTEED 13-26-52 WEEK CONTRACT PLAN

**WORL**

BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES
ABC ANNOUNCES TWO MORE SHOW RENEWALS

ABC’s Paul Whiteman Club, Monday through Friday, 3:30-4:30 p.m., and Vox Pop, Wednesdays, 8:30-9:00 p.m., have both been renewed according to the network. The National Biscuit Co., New York; Nestle’s Milk-Products Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem and Westons Oil & Snowdrift Sales Co., Inc., New Orleans each sponsor a quarter of the Whiteman Show, and Vox Pop is sponsored by the American Express Travelers Cheques, New York.


Kaye by National Biscuit, Nestle’s Milk and Reynolds Tobacco, are effective Dec. 29, running through March 26, and Westons Oil’s renewal is effective Dec. 8, running through March 26. The American Express renewal covers Dec. 31 through March 24.

Agency Unit Formed

THE FORMATION of the Council of Advertising Agency Librarians in New York, was announced last week. Librarians representing some of the leading agencies have been meeting informally once a month for the past year to discuss mutual problems. The council has appointed Delphine V. Humphrey, librarian of McCann-Erickson, as first chairman, and Rita Allen, librarian of Newell-Emmett, as its first secretary. Other members are: Natalie Frank, Geyer, Newell & Company; Katharine Myer, Houghton Mifflin; Verda Halorin, J. M. Mathes; Margaret Lynch, Kodak Advertising; Rosalind Mor- rison, Doherty, Clifford & Shenando; John O’Leary, W. F. O’Brien & Company; Jeanette Sidge, Compton Adv.; Doris Richardson, Fuller, Smith & Rose; Anne West, Campbell-Ewald.

KWRN Reno, Nev., ABC Outlet (1490 kc), Starts

KWRN Reno, Nev., owned by Reno Newspapers Inc., and affiliated with ABC, is on the air on 1490 kc with 250 w. Executive staff includes Merrill Inch, general manager; John Lang, sales manager; Gene Shumate, program director, and Wilbur Reed, chief engineer.

The new station’s modern studios, utilizing a Hollywell design, are on the fourth floor of the Gazette Bldg. in downtown Reno. Transmitter is a mile east of the city. A 14-page newspaper

E. G. (Al) EISENMENGER, formerly with Donner-Plagued-Sample, Chicago, as financial times editor, has been named radio director of Swanye-Drake & Dickson, Chicago. Mr. Eisenmenger will be directly responsible for all radio production and timebuying.

HORACE HAGEDORN, former vice president of Craven, Squidrick Inc., New York, has joined Kiewiewer, Witternau & Baker Adv., New York, as vice president and member of executive board. Mr. Hagedorn previously was with NBC.

RALPH ALLUM, formerly a vice president of Lord & Thomas, Bickett & Sample, Hummert & Bression, Chicago, has joined Express Travelers Co., New York, as vice president in charge of package travel advertising.

TRAVIS WELLS, formerly of Lennun & Mitchell, Hollywood, and prior to that on staff of Foote, Cone & Belding and J. Walter Thompson Co. New York, has joined Kiewiewer, Van Norden & Staff, Los Angeles, as account executive.

SAMUEL K. HEYMAN, vice president of Ruthrauff & Ryan, Chicago, has resigned effective Jan. 1. He will join an Alligator account executive.

J. FOLON and H. C. BLAKE, longtime employees of Braham Co., New York, have been elected vice presidents.

WALTER CONWAY, former copywriter with Leon Livingston Adv., San Francisco, has joined Smith, Bull & McCreery, that city.

DELBERT J. COOK, former account executive with Young & Rubicam and McCann-Erickson, Chicago, has been appointed head of public relations division of Kingpin Advertising Inc. He succeeds A. N. VOORIS, resigned. Mr. Cook previously was advertising manager for middle western division of Great Atlantic and Pacific Tea Co.

THOMAS H. ECKHARDT, formerly active in advertising field for ten years, has joined B. C. Baer Adv., Cincinnati, as account executive. He formerly was advertising manager of the Cincinnati Enquirer.

ROBERT E. EDWARDS has joined copy staff of Brooks, Smith, French & Dorrance, Detroit.

HENRY RICH, former plans board manager of The Mavens Co., Los An- geles, has joined Marketers Inc., that city, as executive assistant to WILLIAM MALONE, president. Mr. Rich formerly was with Kenyon & Eckhardt, New York, and N. W. Ayer & Son, Philadelphia.

HARRY L. MAEGE, public relations counsel, has joined Kai, Ehrlich & Merritt Adv., Washington, consulting basis in publicity and public relations for its clients. Mr. Magee was staff member of Truman Senate War Investigating Committee prior to entering public relations, specializing in government and business agencies.

Mr. Magee has joined the Washington press corps as a private practice as public relations counsel in Washington.


CARROLL H. HUNNERS, Jr., formerly with J. Walter Thompson Co.’s New York research and public relations departments, has joined agency’s office in Sea Point, Brazil, where he will engage in market research.

MITCHELL GRAYSON, radio producer, has been appointed to television department of Kenyon & Eckhardt, New York. His duties will be expanded. In this capacity, he will be responsible for preparation of new television series for the agency.

KAYE SULLIVAN, formerly with O’Brien & Dorrance and CBS, has joined Blais & Maury Adv., New York, as copy chief and sales promotion manager.

FLORENC E WARNER has resigned from publicity department of Bloo Co., New York, to return to Des Moines because of ill health.

KEN MAIN, former advertising manager of Aviation Corp., Van Nuys, Calif., has joined Kiemmerrer Inc., Hollywood agency, as account executive.

RALPH J. ROSENTHAL, former account executive of Arthur Meyerhoff & Co., Chicago, has joined Kiewiewer, Van Norden & Staff, Chicago, in similar capacity.

W. DOUGLAS HUMPHRIES, formerly with Kenyon & Eckhardt, New York, has joined copy department of Maxson Inc., New York, Public Relations Association, with R. L. Warden, Mr. Humphries will travel to London, as vice president, to establish the agency’s European office.

J. M. Mathes, and McCann-Erickson.

ROBERT W. WINTER, advertising manager of the “American Roofer,” and copy writer for National Screen Service, has joined David W. Alber Assoc., New York.

VICTOR STETT, formerly with MacFarland & Co., Chicago, has joined Gourgin-Cobb Adv. Chicago, as producer-director.

VICTOR G. STEWART, president of Whittehall Broadcasting Ltd., Montreal, wrote six books, and is a member of the Hunter’s Club. He is a keen horseman. What the Agency wants to do in 1948 is to continue its work, and to open new territory.

KAI JORGENSEN, for ten years art director of the National Commercial Adv., Los Angeles, has been appointed chairman of the advertising department of agency, and will be contact on art of the agency’s Richard & CO. account. He replaces G. K. (Kim) BRENNSTEIN, who, in addition, has been named executive vice president and member of the board of directors.

W. G. STEPHENS, former manager of Macfarlane Adv. Co., Vancouver, has joined Harrod F. Smithfield Ltd., Montreal, as account executive. He is veteran of IOC and joined Macfarlane Adv. at Montreal on release from air force.

ROLAND BLAIR, former vice president and account executive of Rogers & Smith, Chicago, has joined Swaney, Drake & Bement, Chicago, as account executive.

PUBLICATIONS

PAUL OLAFSON, space buyer in Chicago office of Danzer-Plagued-Sample, resigns effective Dec. 15 to join John W. Shaw Inc., Chicago, as media director.

GERALD F. FERRY, formerly with Bat- chiffe Adv., Dallas, has opened Ferry Adv. 145 South Houston, Dallas. He previously was with Mithoff & White Adv., El Paso.

R. A. BREWER, vice president and secretary of MacManus, John & Adams Inc., Detroit, has been promoted general manager in charge of internal operations.

Page 54 • December 8, 1947

A Trio of Good Wishes

• A Merry Christmas
• A Happy New Year
• A Successful and Prosperous 1948

from

A Trio dedicated to help make these wishes come true.

OWNED AND OPERATED BY
THE EVENING STAR BROADCASTING CO.
724 14th Street, N.W.
Washington, D. C.

Represented Nationally by
ABC SPOT SALES

NEW YORK CHICAGO

SAN FRANCISCO

Page 54 • December 8, 1947

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Represented Nationally by
ABC SPOT SALES

NEW YORK CHICAGO

SAN FRANCISCO
KGO at 50,000 Watts
Most Powerful Station On Pacific Coast!

The new KGO transmitter, on the air December 1, emits a signal of well over 100,000 watts in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of new radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in your city—today.

ABC SPOT SALES DIVISION
American Broadcasting Company
New York Chicago San Francisco
33 West 42nd St. Civic Opera Bldg. 155 Montgomery St.
Los Angeles... 1440 Highland Ave. * Detroit... Stroh Bldg.
WHAM!!

Our New Laundry Spots

"THE LAUNDRY DOES IT BEST"

Already

A Sensational Seller!

STATIONS REPORTING IMMEDIATE SALES.

How Can You Miss?

First: Laundries need these Spots and they know it. They face terrific competition with 25 Machines and Home Appliances. They need these spots and time on Your Station to tell their story.

Second: These 8-20 sec Singing Jingles, by the Tom, Dick and Harry Trio, are the Sellmost Job ever recorded.

Third: The price is right!

Under 25,000 $20.00

To 50,000 22.50

To 150,000 25.00

To 250,000 35.00

Over 250,000 50.00

Price Complete for 26 Weeks from Date of 1st Broadcast - Renewal at Same Rate.

(Extra Dues $3 Each)

HERE'S YOUR DEAL

1. Send Just $2.00 Deposit.

2. We Ship Record.


4. If You Sell — Deduct Your $2.00 — Send Balance of Your Price.

5. If No Sale—Send Record Back — And We'll Refund Your $2.00 Deposit in Full

Exclusive-one station

Each City

"THE LAUNDRY DOES IT BEST"

Wire - Phone - Write

TODAY

RADIO'S FINEST SPOT SERVICE

Creative Recorded Spots

P. O. Box 73, Chicago, Ill. - Telephone Palmer 3590 - Chicago 9, Illinois

Page 56 - December 8, 1947

LATEST in "mystery" give-aways has been introduced by WJBE-FM, Detroit, on new program titled "A Good Look." Every Fri, show is sponsored by Ford Rice Food Products, Inc. "Mystery cars" which appropriate signs roam slowly through cities, towns and villages during program periods to recognize car, read service message sign on cars, communicate with WJBE and repeat message word-for-word, each night on an evening of entertainment for four persons in Detroit. Evening consists of transportation, dinner, concerts, and four reserved seats at theatre.

...Way We Wash... "THE LAUNDRY"

AMATEUR POETS are given opportunity to write original poems and have them televised in new competition to be conducted by WUTW, Lake City. Four-line limerick is read on air, and then 24 lines are inserted in the last line, the composer being credited with all lines except the first.

Rhyme Contest

PURSUING the policy of encouraging local talent, WEAM, Atlanta, has opened its doors to broadcast poetry readings by WUTW, Lake City, and WEAM are expected to set up a permanent Pro- gramm. The for- mation of such a body was agreed upon by 50 inter-denominational Protestant leaders who met at Brockville, N. Y., on Sept. 18.

Dr. Dawber Heads Church

Radio Commission Group

DR. MARK A. DAWBER, executive secretary of the Home Missions Council of North America, has been named chairman of the ad interim committee which will seek to set up a permanent Pro- gramm. The for- mation of such a body was agreed upon by 50 inter-denominational Protestant leaders who met at Brockville, N. Y., on Sept. 18.

Dr. Dawber has been authorized to appoint the nine members of the interim committee, which has been empowered to organize a subcom- mittee to survey the "total religious radio situation in this country."

Action to have the proposed Protestant radio commission an- nounced to the Public Advisory Board of the Federal Council of Church was withheld pending formal organization of the commission, which is expected to take a few months.

Harry W. Bettinghaus

HARRY W. BETTINGHAUS, 55, administrative assistant to Sen. C. Wayland Brooks (R-III.), and former AP newsmen, died last week at his home in Washington. Be- cause of his senator Brooks' capacity as chairman of the Rules Committee, Mr. Bettinghaus had much to do with facilities for radio cor- respondents and was exceptionally helpful to broadcasters in the facts which brought about the present inter-communication system between the gallery and studios of correspondents. D. Harold Mc- Grath, superintendent of the Senate Radio Gallery, paid tribute to Mr. Bettinghaus, saying, "The Radio Correspondents Asan, has lost a good friend."
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Make Each Record a "Personal Appearance!"

—with precision control of recording quality

Listen critically: Your station is on the air. There's your announcer's voice... the opening music... the song... the chatter. Is it a 'live' or a 'recorded' program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled 'live' performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is 'WOW'-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead—which is standard equipment on the Unit 523 Studio Recorder—has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address: 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION
Time On Chicago Outlets at Premium As Strike of Typographers Continues

WHILE Chicago newspapers were struggling to meet daily editions during the second week of the International Typographers' Union strike, the city's radio stations, almost without exception, reported an SRO sign for new commercial business.

Major stations continued their policy instituted Nov. 24, the day the strike began, of offering additional news programs to supplement their regular news service but indicated that only a few additional advertisers could be accommodated should the typographers strike actually force the six metropolitan dailies to suspend operations.

This was a strong possibility after Jan. 1, as the Chicago Newspaper Publishers Assn., representing the dailies (Sun-Times, Tribune, Daily News, Chicago Chronicle and Chicago City Journal of Commerce) issued a protest against "slow-down" tactics on the part of mailers. The mailers union, an ITU affiliate, has a contract due to expire Jan. 2, at which time the mailers could refuse to renew without violation of the Taft-Hartley Law.

Two-Way Effect

TWO-WAY radio is ideal in some communication situations. But standard one-way broadcasts can have a two-way effect. Consider the method of KFVD Los Angeles. Cooperating with Optimists Club in toy drive on behalf of Salvation Army, station broadcast repeated announcements seeking donors. As they came in, names and addresses were put on air and Optimist driver members spread through city and proceeded to point of pickup.

Radar Warning

CAUTION regarding improper use of radar equipment for training purposes was expressed last week by FCC. Issued because of numerous inquiries from colleges and other educational institutions, the Commission notice warned against possibility of interference to recognized services, particularly air navigation, and the necessity for obtaining both station and operator licenses before starting operation of such equipment.

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HARD TO BELIEVE...

He's not the imaginary "whiffenpool"... although he is almost as fantastic! He's a real live animal, a hard-shelled mammal known as the "armadillo", a timid little fellow that burrows by day and waddles across the South Texas prairie at night. Hard to believe... but it's true!

THE MUTUAL STATION
SERVING 2 NATIONS

BUT IT'S TRUE!!

And, here's another for the book! KPAB is Laredo's listening habit because it's Laredo's ONLY radio station! We're on the air 18 hours daily, bringing the programs of the nation's largest network to this rich, isolated market of over 100,000 potential buyers!

It's hard to believe... but it's true! You can't cover Laredo without KPAB! Another FIRST! We'll soon be on the air with KAIR, on 160,000 watts, Laredo's first and only frequency modulation station! Why not ask us more about it?

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And, here's another for the book! KPAB is Laredo's listening habit because it's Laredo's ONLY radio station! We're on the air 18 hours daily, bringing the programs of the nation's largest network to this rich, isolated market of over 100,000 potential buyers!

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Seek Package Show

BIOW CO., New York, is investigating a number of radio shows in an effort to come up with a package program for possible sponsorship by Schenley Distillers Corp. Although it is not certain that the company will return to network radio on behalf of its wines, it is understood that the agency will recommend it. The company recently dropped sponsorship of Suspense on CBS.

(Boston-New York cable dedication)

Following are buying spots: Stoumen Rug Co.; BVD Corp., Girard Chevrolet Co., Everetta, Lord and Lord, Raymond Rosen, Hallahan Real Estate and Mort Farr.

One-Time Basis

Following were bought on a one-time basis: Gimbel Bros. (sound film review of Thanksgiving Day parade); Chevrolet Motor Co. (ABC royal wedding program); Raymond Rosen, Bendix distributor (Bendix Home Laundry Show); Trailer Coach Mfgs. Assn. (Trailer Coach Show), and American Telephone and Telegraph Co.

Eugene T. Dyer Jr.

EUGENE T. DYER JR., 24, son of Gene T. Dyer, owner and executive director of WATF Chicago, was killed Dec. 1 when his car struck a concrete abutment near Mundelein. The deceased was a partner in WATF with his father and had served 4½ years in the U. S. Navy.

JOE FISCHLER, WNYC New York's longtime executive editor of the laboratory, has resigned as special events director to join WHRU and WHRU-FM, Cornell U. stations in Ithaca, N. Y. Fischler, who was with WNYC for 10 years, will specialize in news and musical programs for the FM station.

ALEX DREYER, WBC news commentator, has been appointed an honorary sponsor of next year's Easter Seal campaign by National Society for Crippled Children and Adults.

WELLS CHURCH, CBS director of news broadcast, is the father of a girl.

DR. FRANK KINGDON, news analyst at WOR New York, has taken voluntary leave of absence from his group to seek Democratic nomination for U. S. Senator from New York.

HUGH MUNCY, farm director at KXEL, Waterloo, lowa, has resigned to establish his own firm, The Midwest Farm Radio Service, to build farm broadcast and present consultant for advertiser and local stations. Muncy joined KXEL in 1947 and has been in complete charge of station's farm bureau.

JIM MUZZY, sportswriter at WBBM, Decatur, Ill., is the father of a boy, Richard Thomas.

BOB CONGER, staff announcer at WJAR, Detroit, has been appointed assistant special events and news director of that station.

JOHN W. SCOTT, news editor-analyst at KABC, San Antonio, Tex., is recovering from major operation.

ALBERT A. ALLEN and CLARENCE F. HORTON have joined engineering staff of WAW Lawrence, Mass., and MILTON PYLE, WJAW engineer, has resigned.

ARCHER S. TAYLOR, former senior engineer with Paul Godley Co., Montclair, N. J., consulting radio engineer firm, has announced opening of his own consulting radio engineer office at Wasilla, Mont., Box 1479.

He will serve broadcasters throughout the West. Mr. Taylor previously was research radio engineer at National Bureau of Standards, Washington. In 1941 he spent five months in Arctic as member of Louis A. Boyd Expedition. After short period as transmitter operator with WMAL Washington, he joined Godley Co.

NEW RCA "A9" battery pack for farm radios is now being marketed by RCA Tube Department. New 40-volt "A" and 90-volt "B" battery, RCA VS-099 features widely heralded "Sealed Steel" construction which is said virtually to eliminate damage from battery leakage to floors, rugs, and radios, and preserves battery climate-proof even in areas of extreme humidity. List price is $9.50 on Eastern Coast and $9.50 on Pacific Coast.

ERNEST GIBBONS, formerly with stations in Buffalo has joined WCSI FM, Columbus, Ohio, as technical director.

HUGHIEY and PHILLIPS, Los Angeles, has introduced new "Guardian" tower light, said to reduce maintenance costs through elimination of moisture and excessive heat. New light has patented ventilator dome with specially designed rows providing means of escape for heat generated by lamps in beacon, concealed hinge with recessed antiglare gasket in beacon's center eliminates entrance of dirt or moisture. Also featured is reduction of color screen breakage by spun glass shielding.
KEN LOWELL SIBSON, former m.c. of "The Early Birds" breakfast program on WFAA Dallas, has been named program supervisor of that station. ELLIOTT ROBERTSON, formerly with KVO San Francisco and NBC Chicago, has been appointed production manager of WFAA.

SAM ELPERT, publicity director of WLIB New York, has been appointed program director of that station, succeeding DON MARTIN, who is resigning to do full-time freelance writing and production work.

Van Beuren Devries, producer with WAMU Washington, has transferred to production staff of WMAL-TV, where he will assist BURKE CHASE, director of television operations. Mr. Devries, veteran of Marine Radio, has been with WAMU for two years and previously was studio engineer with NBC.

DICK JEWELL, new to radio, has joined announcing staff of WCBS-FM, Los Angeles, as GEORGE FELDMAN, staff include:

WLIB New York, SAM MCBRIDE, director; WCEC Pittsburgh, EMILY LOU BARKER, program director; WFRP Chicago, ELLIOTT ROBERTSON, operations manager; WCEC Cleveland, CARL LAMM, director; WCEC Washington, BEUREN DEVRIES, program director.

Dr. washburn, of NAB's "Voice of Radio" program, has been named program supervisor of WTAG Worcester, Mass., and has announced their engagement with spring nights.

ELIZABETH TROUTMAN, has returned to the continuity department of KJOB Sioux Falls, after a two-month vacation.

ELIZABETH TROUTMAN, has announced the cancellation of her spring puppet show.

JAMES MEYER, former staff announcer of WBC New York, has joined WTOP Washington, as LIAM TEMPLETON, former production assistant at WTOP.

ANNIE BRENTON, head of CBS Hollywood music clearance department, and Gary Bronner have announced their marriage.

PAUL FRANKLIN has resigned as HOLLY McFARLAND, newscaster.

MARIAN CARR has replaced ROSEMARY DEAN as assistant program director of WLS, Chicago.

MARTIN HILL, formerly of WPAY. Portland, has been named announce staff of WPFD Boston.

ROBERT TUCKER, formerly of WFBQ Washington, has been announced producer of "Dr. Kilroy" show.

ROBERT CARMAN, assistant manager of WMCA New York, has joined announce staff of WFBQ Boston.

DINAH ADAMS, announcer at WPFO Longview, Tex., is the father of a boy, Gregory.


CARICATURES of Dr. Frank Stanton (r.), CBS president, and Hugh B. Terry, manager of KLZ Denver, provided background while the two executives discussed station and network problems in Mr. Terry's office during Dr. Stanton's recent visit to the Colorado capital.

Standard Video Set Ads Are Asked by BB Bureau

THE National Better Business Bureau disclosed in New York last week that it is preparing a code of recommended advertising standards for television manufacturers and dealers to eliminate "misleading" or "confusing" video advertising.

The Bureau has already recommended, according to Kenneth Willson, a BBF official, that the actual image size be given when the dimensions of the picture tube appear in an advertisement. The Bureau further cited as an isolated instance a television set manufacturer who advertised a video receiver for sale at an annual saving of $100" when actually the price had been permanently reduced by $10.00. The Bureau advised revision of the copy to make this fact apparent.

WQAM Miami received special recognition from the city of Hialeah, Fla., for services rendered during the flood. WQAM relayed messages, warnings and advice to the people endangered by the flood waters.
viwed by all nations, we today are witnessing the deteriorating and cracking up of the very foundations on which the democracy and free enterprise were built.

We find a great many men who were elected to our Congress and Senate as servants of the public failing miserably in their duties to the free and intelligent voters who elected them. During my term of three years as general manager of WLOS Florence, S. C., I received several letters from some of our outstanding Congressmen and Senators. One letter in particular, and I quote, "We, here in Washington know that Petriello, John L. Lewis, Harry Bridges, and Earl Browder, do not represent our democratic form of government, but rather are influenced by some foreign government."

We have seen Mr. Petriello take over the taxing powers authorized and vested only to our Congress, and have also seen him use that power to force an extra tax levy on the public which purchases records.

We have seen Mr. Petriello issue edicts that eliminated and destroyed the God-given rights of high school bands to play in parades that are a part of every community and school in that community. We have seen Mr. Petriello issue orders that have possibly held back FM five years, and force local stations who are trying to educate the public to FM, to offer mostly recorded and below-standard programs to their listeners. And now, this same high and mighty Mr. Petriello has issued orders that ban all of his musicians from making recordings on and after Dec. 31.

Are a great portion of our law-makers asleep on their job, or in sympathy with these union leaders who would not only destroy free American enterprise, but bring communism or socialism into the ranks of legitimate labor to the point where they will eventually live in bondage?

A great many of our Senators and Congressmen have shown that they are either afraid of Russia, and her communistic teachings, or else they are in deep sympathy with them.

Where is the spirit of Washington, Thomas Jefferson, Abraham Lincoln, Woodrow Wilson, and others who have helped our country great? Where is the spirit of our law-makers who set up the Bill of Rights, and our great Constitution to guide us? Where is the backbone and fighting spirit of our Army and citizens, yes, our own American broadcasters?

Are we going to sit still and take it, or will we absorb some of the Americanism that guarantees free speech, free American enter-

Gamblers End:
LAST laugh wasn't for Jon Farmer of WAGA Atlanta, who made two separate bets with Atlanta Councilman Roy Bell on the outcome of the Nov. 27 Georgia Tech-Ga. Tech football game and the Nov. 29 battle of the school's vanities. Bulldog supporter Farmer won the first wager but saw the bet evened when Tech capped the big game. Result: Mr. Farmer joined Council Bell in a baby carriage ride to the city hall, attired in the usual diaper, bib and cap drinking a full bottle of milk through a nipple.

Announcing COMMERCIAL TELEVISION in the CAPITAL DISTRICT AREA of the Empire State

WRGB SCHENECTADY 5, NEW YORK GENERAL ELECTRIC

December 8, 1947 • Page 61

Open Mike (Continued from page 46)

Harry A. Hullis, president of General Mills Inc., Minneapolis, has been elected chairman of the board, and James F. Bell, resigned. Leslie N. Poe, executive vice president, has been elected president succeeding Mr. Hullis. Mr. Bell continues with company as chairman of newly authorized committees on finance and technological problems. A new group of directors effective Jan. 1.

Theodore T. Toole has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Ma- tix, the stereo product, and other V. Vainesl products, and the Delettes line of chemicals.


Delco Appliance Div. of General Motors Corp., Rochester, N. Y., has appointed Poite, Coney & Haladay to handle its advertising effective Jan. 1. 1946. Agency's Chicago office will handle account.

LYON & HEALY, Chicago (music stores), Sept. 27, started "The House That's Music Built" on WENN Chicago, Tuesdays, 9-10 p.m. (CTV). It is the city's largest radio expenditure to date. Contract for 14 weeks was placed direct with MUNSON MIRROR Co., Detroit, Nov. 30 started series of spot announcements on five Yankee Network stations. Agency: Brooke, Smith, French & Dor- nage, Detroit.


HOLZ-THAN INC., New York, used car dealer, purchased three-five-minute programs at $150 each, for 50-run, WNYE New York. Wed. 7:30-8:30 p.m., preceding Kraft Thrifty Shopper telecasts on Nov. 28. Dec. 3 and 10. Five-minute seg- ments will cover billboardings of "Kraft's Market" show. Also, five-minute segments during "Kraft's BKJ" program for commentary. Agency: Miller, Adv., New York.


BROWN AND WILLIAMSON TOBACCO Co., Raleigh, N. C. (cigarettes), has contracted with thru RUSSELL M. Seeds Co., for sponsorship of college basketball telecasts on WRAH Chicago, will use film com-
terprise, anywhere, anytime and any place?

Nat. L. Royster, Fayetteville Broadcasters WFLB Fayetteville, N. C.

‘Dead Cat’ Wanted: Have You Any Extras?

EDITOR, BROADCASTING:
At a recent NCAB meeting Doug Sparnon of Broadcast Music Inc. was bragging that he could get any record for any broadcaster that he might ask for immediately after the meeting he was requested to dig up "There Is a Dead Cat on the Line," which used to be played by Joe Henderson at New York's 30th Street. I. Today I received the following wire:

"Sorry cannot locate recording of 'Dead Cat on the Line' by Henderson," signed, Staney Bjoestad, Broadcast Music Inc.

Fred Fletcher
Manager
WRAL Raleigh, N. C.

P.S.: Can you help me, Mr. Anthony?
Editor's Note: Can any reader help reader Fletcher? Reward.

DIRECTORS of the Stewart-Warner Corp. have declared a cash dividend of twenty-five cents per share on the five dollar par value common stock payable Jan. 10, 1948 to stockholders of record Dec. 11, 1947.

PRESENTATION of the national award for farm safety promotion during the year 1946-47 was made recently to WHO Hartford, Conn., on the "Connec-ticut Farm Forum" program.
Help Wanted

21 year old CBS affiliate has engineering position with situation developing after January first all employees, who desire, may apply. Will offer acquiring common stock. We need 2 men immediately. Must have ability to operate controls and transmission equipment. We will start inexperienced men at $52.00 for 48 hours. Mr. J. H. Quinn, Chief Engineer, WLBC, Muscle, Indiana.

Announcers, experienced, who can write continuity, for WANE, P. O. Box 926, Fort Wayne, Ind.

Help Wanted (Cont'd)

Wanted—Combination producer-announcer for station in west Texas State area. Good salary expected. Box 90, BROADCASTING.

Experienced copywriter. Handle about 50 accounts a week in expanding business. Submit sample or letter. New England network affiliate. $45. Box 91, BROADCASTING.

Real opportunity for outstanding commercial manager in 1 kw network affiliated station in the southwest. Give complete details as to background and expected starting salary. Box 98, BROADCASTING.

Announcer to start December 30th. Must be qualified and at least two years experience. Will consider only man with good references. Send resume, photo and all details first letter. Good, right stuff, work ideals are imperative. Apply to studio. KBTM, Jonesboro, Ark.

Newman, WANE, P. O. Box 926, Fort Wayne, Ind.

Combination man — Network affiliate wants first class operator with announcer ability. Salary expected, KOWB, Laramie, Wyoming.

Two eager-beaver announcers with first class ticket to start at $35 weekly. New station, facing future as a major market. Airmail qualifications, disc, salary expected, KOWB, Laramie, Wyoming.

Announcer diversified capabilities, special event, disc jockey, no time devoted to single platform. Start salary.

Announcer, vet. Small station, old established station. Salary dependent ability. Experience preferred. Send resume, including picture, salary desired and recording to KDFM, Casper, Wyoming.

The SCHOOL OF RADIO TECHNIQUE

NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcastings

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet.

Approved (in G. T. T. Course. 


WANTED

Experienced commercial continuity writer for station in Chicago area. Must be 28 years age. Married man preferred. Starting salary $100 weekly. Must have good references.

Box 1, BROADCASTING 360 N. Michigan Ave. Chicago 1

WANTED

Program Director wanted—Busy, woman for newspaper owned AM. FM Florida independent station. Must have experience, dynamic personality. Starting salary $70.00 per week to start. A snapshot would be helpful. Reply to Box 111, BROADCASTING.

Situations Wanted

Topflight announcer available, with background of almost 10 years as regional district manager, working on several major networks. In prime of life. Has new accounts, plus additional revenue on existing ones. Would consider taking suitable position on commercial staff. Box 94, NEW YORK 21, BROADCASTING.

Television operator. Experienced RCA TV transmitter, sixteen years extensive in radio background. Practical knowledge of photography and film processing. Excellent record in television employment. Northeast only. Box 945, BROADCASTING.

Oh, for a chance. No job, no experience. No experience, no job. What a vicious circle! Please leading radio schools wants to be heard. Knowledge of this is wanted by this famous sports announcer. Box 982, BROADCASTING.


Technician with first phone desires broadcast job. RCA graduate plus Army experience plus considerable ambition. Prefer 300 mile radius N. Y. C. Box 47, BROADCASTING.

General manager available. Aggressive young man with eight years experience all phases of radio; desires to head progressive small market area. Box 51, BROADCASTING.

Engineer—First phone, 8 years experience, 250 to 50,000 watts. Installation bills in Charleston, S. C. 21, 31, and 3 tower arrays. Prefer west, available immediately. Box 58, BROAD- CASTING.

Commercial Young man, single, university grad, now employed by top regional Desert. Has a bright future. Box 67, BROADCASTING.

Engineer—Cheap rates, 8 years experience, 250 to 50,000 watts. Installation bills in Charleston, S. C. 21, 31, and 3 tower arrays. Prefer west, available immediately. Box 58, BROADCASTING.

Salesman—21 year old circuit organizer, good living conditions. For further information, Box 83, BROADCASTING.

Situations Wanted

21 year old CBS affiliate has engineering position with situation developing after January first all employees, who desire, may apply. Will offer acquiring common stock. We need 2 men immediately. Must have ability to operate controls and transmission equipment. We will start inexperienced men at $52.00 for 48 hours. Mr. J. H. Quinn, Chief Engineer, WLBC, Muscle, Indiana.

Announcers, experienced, who can write continuity, for WANE, P. O. Box 926, Fort Wayne, Ind.

Help Wanted (Cont'd)
Situation Wanted (Cont'd)


Gentlemen-if you're looking for a bright young man with several years of successfull announcing and programming, voice back- ground in radio, music, go for it! I can be had, especially at night station. Prefer- ably eastern metropolitan market. Box 79, BROADCASTING.

Do you need a manager or assistant manager? Have degree and 11 years experience. Prefer midnight. Box 77, BROADCASTING.

Station manager-Both net, independent management. 4 years experience, Sales, Production, Programming, public relations. Write for details. Box 81, BROADCASTING.

Announcer-dicj, full round experience with news, ad-lib music special events. Have had entire experience, but prefer straight announcing. Steady, reliable. Single. Transcrip- tion, photo, references. Box 100, BROADCASTING.


Announcer, 26, dependable, ambitious 4 years experience. Desire position with good station, or desire work for further experience. Box 81, BROADCASTING.

Television director-writer. Five years experience, Television experience. Complete capable technical experience. Reference- Box 97, BROADCASTING.

It's no disgrace to be unemployed, but it's a... expensive. Experienced, all round announcing specialties in news, ad-lib disc shows. Licensed, but not very much announcing experience. Prefer metropolitan area, east. Disc or personal interview. Box 88, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, vet- eran or non-veteran, who has been looking for the right job, for 8 or more months by radio professionals in an- nouncing, newsreading, contin- uation and continuity writing. Write or wire Hal Styles, J. B. Ray's School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Young lady desires position with radio station, or advertising. Graduated radio broadcasting, St. Louis University. Desires work. Box 102, BROADCASTING.

Chief engineer. AM-FM-TV installation, operation, college graduate degree. Consulting engineering experience. Ex- Bureau Standards technician. Supply station. Box 98, BROADCASTING.


Top announcer seeks position with station, offering security and advancement. Presently employed as program direc- tor,loyalty, experience and ability in exchange for chances. Desires one 24, married, no children. Box 104, BROADCASTING.

Versatile young woman, experienced in announcing, writing, office routine, with musical background de- sires position with radio station, one year agency radio writing. Also desires office positions. Excellent experience. Organist. Box 103, BROADCASTING.


Announcer-Veteran, 28, single. Trained Ann. Bachelor's degree short com- mercial experience. Photo, disc available. Box 82, BROADCASTING.

Announcer-writer - pleasing, sincere voice; can also write good, clear sales copy. Experience in promotions, advertising, public relations, and retail. Recently established, can be molded to any picture, station or agency. Location no objection. Send typewritten copy on request. Box 102, BROADCASTING.

Gals and boys! Stations are now looking for operators for night work. Program-production director looking for permanent, dependable individual. Price of position is commensurate with experience and abilities. Location of station dependent on experience and abilities. Good prospects. No certain. Morse code and broadcast type experience desirable. Good typewriter a must. Box 96, BROADCASTING.

Available January 1st. Topflight radio personality presently employed as sta- tion manager, with experience and re- sponsibilities: ad-list, show records, special events. Excellent, well known, with station in major market. 22. Previous and present employers best references. Wife, 1 year of college, grand- children. Box 106, BROADCASTING.

Los Angeles or Washington? Program director-producer-20 "know-how" CBS- men and fillers for years. Box 119, BROADCASTING.

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FOR S
TELEVISION LICENSEES, PERMITTEES & APPLICANTS

<table>
<thead>
<tr>
<th>City, State and Applicant</th>
<th>Call Letters</th>
<th>Channel No. Frequency (m.c.)</th>
<th>Effective Peak Power Radiated (kw.)</th>
<th>Antenna Ht. Above Average Terrain (ft.)</th>
</tr>
</thead>
</table>

(Cont'd from page 33)

Rules Amendment

MODIFICATION was ordered last week by FCC of its rules Sec. 1.401 concerning notification of violations to require that parties advised of violations reply only to the originating Commission office. Herefore those notified were required to reply to FCC headquarters with a copy sent to the originating office. The second sentence of the section as amended now reads:

Within 3 days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice.

OUTSTANDING service plaque for making "Operations Safety" in Los Angeles, has been sent to Southern California Broadcasters Assn. by Adv. Club of Los Angeles, under Los Angeles Chapter National Safety Council, and Los Angeles Police Dept.

For Sale (Cont'd)

1280 feet new 1/4 inch coaxial line. This is surplus from our FM installation. Immediate delivery. Make us offer. Radio Station WBCO, Salisbury, Md.

Turntables—1 Robinson model A, used one year; 1 Robinson model B, used six months. Both $50 C.O.D. Box 115, BROADCASTING.

Gates studioette for sale, used only few months. Ideal for small station use or studio control. First check for $500.00. Chief Engineer, Station WYBS, Paducah, Kentucky.

For sale—Two Presto recorders, type B-9B, as new, complete including 4-A cabinets, four feeders, three cutters, type I-D, one cutter type 1-D, but not including playback pickups. Price reasonable. Fritz Bauer, KF2TO, Springfield, Missouri.

Two WE reproducers, consisting 5-A arm, 9-A head, equalizer and 171 repeater coil. One-B-A head new, used short time, 1 spare 9-A head, just factory overhauled, excellent condition. For everything $250.00. Wire WLNH, Laconia, N. H.


250 watt transmitter. WR 310-B, adjusted for 250-1300 watt operation. In excellent condition. Available immediately due to power decrease. Includes tube and spare parts. Make offer. WKEQ, Miami Beach, Florida.

1900 watt Western Electric Type 354HI transmitter, in excellent condition. Available immediately. Radio Station KDKA, Duluth, Minnesota.

Wanted to Buy

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Radio executive with 17 years experience wants to buy internet in local AM station and in management. Network affiliation preferred. Box 156, BROADCASTING.

Probable metropolitan station. Regardless of power or location. Box 120, BROADCASTING.

Miscellaneous

Announcing for Radio-Klimer. Newest publication in field. Used by nine universities. 300 stations. $3.50. University Radio Publications, Box 1138 University Station, Des Moines, Iowa.

Have you per your inquiry time available on your station for part of the deal. Get our proposition. Abbey Studios 51, 11th St., St. Louis, Missouri.

Engineer partner wanted, degree, consulting-survey. Box 1268, Hollywood, California.
"THE BEST DOLLAR BUY
in Canada’s richest market!"

That’s what our advertisers say—and it makes us at CFRB pretty proud! There are 44 firms who have been advertising on CFRB since 1936—satisfied sponsors for over ten years. And there’s only one thing that makes them satisfied, keeps them advertising over CFRB—results!

Yes, every advertising dollar spent on CFRB gives results. Here are facts:
CFRB covers the heart of industrial Ontario, the area that represents over 40% of Canada’s total retail sales. And, in this area, every advertising dollar on CFRB buys:
- 2,795 potential radio homes after 7.00 p.m.
- 3,475 potential radio homes between 6 and 7 p.m.
- 5,195 potential radio homes at other times.

No wonder our advertisers are satisfied! They’re getting results—a buying audience in a buying market!

Looking forward to the next twenty years!
Grants for Charleston, S. C., Bluefield, W. Va., Stations

NEW LOCAL outlets were authorized for Charleston, S. C., and Bluefield, W. Va., and four other applications were denied as FCC handed down final decisions in four cases last Monday.

The decisions put into effect earlier Commission proposals to:
1. Grant the application of Southern Broadcasting Co. for a 150,000 ft automatic station on 1440 kc at Charleston, and deny Fort Sumter Broadcasting Co.'s application for the same facilities [BROADCASTING, Oct. 20].
2. Grant Radio Bluefield Co.'s bid for 120 kc with 250 ft w fulltime at Bluefield and deny Peakehurst Broadcasting Corp.'s application for the same facilities [BROADCASTING, Oct. 6].
3. Deny the application of Illinois Broadcasting Co. for a 250-w fulltime station on 1400 kc at Centralia, Ill., on grounds of excessive interference [BROADCASTING, Oct. 6].
4. Deny the application of Enterprise Publishing Co. for a 250-w fulltime station on 1400 kc at Douglas, Ga., also on grounds of excessive interference [BROADCASTING, Oct. 20].

None of the losing applicants had filed exceptions to the proposed decisions.

In the competitive proceedings—the Charleston and Bluefield cases—the Commission based its selection of grantees largely on comparisons of broadcast experience and of extent of ownership participation in day-to-day operations of the proposed stations.

The grants give Charleston its fifth AM station and Bluefield its second.

Ownership of the grantee companies:
Southern Broadcasting Co., Charleston—The company is headed by C. Norwood Hastie, owner of Magnolia Gardens (exhibition and floral nursery) and of an insurance business, who has 50.3% interest. B. M. Middleton, assistant to the president of Wilder Radio Stations (WYTH Syracuse and WTRY Troy, N. Y. and WELI New Haven, Conn.), owns 18.1% and will manage the station. J. Drayton Hastie, son of the firm's president and associated with a New York investment brokerage concern, also owns 18.1% and will be commercial manager. Other stockholders, all local business and professional men, are J. Ross Hanahan and George L. Buell, 6.06% each; Andrew Shaw, Louis D. Simonds Jr., and Theodore D. Maybank, 3.06% each; J. M. Rappold, 7.58%, and Mr. Hastie's son, Walter, 4.43%. Network affiliation is planned.

Radio Bluefield Co., Bluefield—The company is an equal partnership of J. Landon Alley, former general manager of WHIS Bluefield; George E. Shumate, owner of Shumate Radio Service of Bluefield, and E. Bernard Jarrett, manager and controlling stockholder of Southern Office Supply Co., Bluefield. Mr. Alley will be general manager; Mr. Shumate will be in charge of engineering and technical operations, and Mr. Jarrett will organize and supervise the accounting and sales departments. Network affiliation is contemplated.

U. S. RECEIVERS

Figures Show There are 425 Sets Per Thousand People

RADIO costs the average American worker one week of work while the average Russian worker must pay 15 weeks of work for what he gets, according to a comparison of Americanism, Communism and Fascism compiled by the Coordinator of Information for the U. S. House of Representatives.

The report points out that Americanism is founded upon freedom of speech and radio, while Communism and Fascism employ ruthless suppression of free speech and use of radio.

In the number of radio sets, the report shows that the U. S. far exceeds other countries with 425 sets per 1,000 population in 1946. While under the totalitarian governments, the report says that possession of radio by private citizens without permission of some petty bureaucrat means arrest and punishment.

Figure s on the cost of radio are attributed to the U. S. Bureau of Labor Statistics, while those on the number of sets are furnished by the Department of Commerce.

A clear cut PICTURE OF THE

BEST BALANCED MARKET IN THE UNITED STATES

$100 million rural buying income

50,540 FARMERS

$100 million rural buying income

1791 MFG. FIRMS

8 OF WORLD'S LARGEST INDUSTRIES

318,440 RADIO FAMILIES

5000 WATTS DAY AND NIGHT

A B C

REPRESENTED by Rambeau

1791 MFG. FIRMS

CANTON, OHIO

The Best Balanced Market in the United States

PRODUCTION of a new Capeshart and new Panauran by Capeshart Instrument has been announced by the Farnsworth Television & Radio Corp., Fort Wayne, Ind.

Let WLAP

... place your advertising message in thousands of homes in the rich Bluegrass market now. Get a share of this bonanza via your farm station—WLAP.

—ABC Affiliate—
Represented by—
THE JOHN E. PEARSON CO.

J. E. WILLIS, Mgr.
Lexington, Ky.
November 28 Decisions . . .

BY COMMISSION EN BANC

License Extension

WABW-FM Indianapolis—Present li-
cense extended upon temporary basis
for period ending March 1, 1948, pend-
ing acceptance and final action on
application for transfer of control.

WMIT Winston-Salem, N. C.—Present license extended upon temporary basis
for period ending March 1, 1948, pend-
ing acceptance and final action on
application for transfer of control.

BY THE COMMISSION

(Corrs. Hyde and Jones Dissenting)

New England Theatres Inc., Boston; Empire Coli Co., Inc., Sharon, Mass.;
Embassy Theatres Inc., New York City; New England Tele. Co., Inc., Boston and

Ordered that these five applications for
new television stations be granted on the
basis of consolidated hearing, on issues to
determine the following things (a) stock
ownership and management interest of
Paramount Pictures, Inc.; (b) for Allen B.
DuMont Labs., Inc., New England Tele-
theatres Inc., United Detroit Theatres
Corp., Balaban & Katz Corp., Interstate
Circuit Inc. and Television Productions
Inc. in any of their applications; (c) for
applications of Allen B. DuMont Labs.,
New England Theatres Inc., United Detroit
Theatres Corp., Independent Circuit Inc.
and Allen B. DuMont Labs., Inc.

ALLEIN.

Allen B. DuMont Labs., Inc. W&GR
Bcstg. Co. and United Bcstg. Co., Cleve-
land—Ordered that these applications
be granted for the following reasons: (a)
were consolidated for hearing on issues
to determine the following things (a) stock
ownership and management interest of
Paramount Pictures, Inc.; (b) for Allen B.
DuMont Labs., Inc. applications of Allen B.
DuMont Labs., Inc. and applications of the
company who would be consistent with Sec.
3946 of rules. Further ordered that con-
solidated hearing be extended to any
issues (c) and (d) of issues (a) before
consolidated hearing on issues to grant
applications of Allen B. DuMont Labs.,
New England Theatres Inc., United Detroit
Theatres Corp. and Independent Circuit Inc.

WRB Washington, D. C.—Granted
renewal of license for period ending
Nov. 1, 1950; WLCB Meriden, Conn., and
WVFR Washington, D. C.

Licenses Renewal

Authorized conditional grants for two
Class B FM's to KQW and WIBS, Class C
FM's to KFWO and WIBS.

Louisiana—KJQW, New Orleans.

Licensed to David J. Landis.

Hearing Designated

Radio Bcstg. Co., La-Isle-Pere, Ill.; the Lake County Bcstg. Co., La-Isle, III.; Designated for consolidated
hearing on an application for Class C
Bcstg. Co., and the LaIsle County Bcstg.
Co. each requesting Class B FM station.

CF Vaud

Wilmingon-Star-New Co., Wilmington,
Del. —Designated hearing on an appli-
cation for Class B station to WAVX and
its CP for Class B FM station and dis-
miss application.

NY 49-72 mc

Memphis Publishing Co., Memphis, Tenn.,
Designated for hearing extended for period ending
Channel 4, 68-72 mc via power 12.6 kw.
sur 7.12 kw. ant. 650 ft.

FM Grant Sec. 3946 of rules.

Authorized conditional grants for two
Class B FM's and CP's for three Class B FM's and CP's in lieu of present
assignments, for four Class C FM stations.
(See story BROADCASTING, Dec. 1).

License Renewal

Following stations were granted
renewal of licenses for period ending
Nov. 1, 1950; WBCB Anderson, Ind.; WMWM Meriden, Conn., and
WVFR Washington, D. C.

License Extension

WRC Washington, D. C.—Granted
renewal of license for period ending
Aug. 1, 1950; WEFM Winston-Salem, N. C.

License Extension

KLIZ Brainerd, Minn.—Present license
extension to October 1, 1950; WLCB
Meriden, Conn., and WUKW Hartford,
Conn.

License Renewal

WJZT New York City—Granted
renewal of license for period ending
March 1, 1948, pending further
consideration of building plans.

AMC-1220 kc

Community Broadcast Co., Baton Rouge,
La.—Granted CF new station 1220 kc
250 w d; engineering condition.

WM. Howard Cole, Philadelphia, Miss.
Granted CF new station 1400 kc 250 w
unallocated.

A.1410 kc

The Anderson County Bcstg. Co., Athens,
Tenn.—Designated new CP station
1410 kc 250 w D.

AM-1010 kc

—Granted New station 1010 kc 1 kw
D; engineering condition.

AM-1570 kc

Pottery Bcstg. Co., E. Liverpool, Ohio

BY COMMISSION EN BANC

AM 1340 kc

Arthur D. Smith, Jr., Winchester,
(Continued on page 70)

FROM MICROPHONE TO LINE

November 28 to December 4

ACTIONS OF THE FCC

November 28 to December 4

CP-construction permit

DA-directional antenna

ERS-Effective radiated power

HF-studio-transmitter

vswr. amp. Sync-unknown

antenna cond. conditional

local-unknown

transmitter

aural-unlimited hours

antenna

variable

transmitter

aural

unlimited hours

The complete story of "PLUG-IN
Amplifiers by Langenbein" is
ready for you now in booklet
form... write for it today.

The Langenbein Company

SOUND REINFORCEMENT AND
REPRODUCTION ENGINEERING

WINCO; 139 S. D-1, SO-SANFL, 111, 2900, W. 59th St., Los Angeles 15, Cal.

Page 68 • December 8, 1947

BROADCASTING • Telecasting
52 Times A Year
**WHAT IS YOUR R-I-O?**

(Radio Intelligence Quotient)

YOU'LL FIND THE ANSWER IN

**RADIO and the LAW**

By J. G. Moser and Richard A. Lavine

*AN ENCYCLOPEDIA OF RADIO LAW*

---

**A MUST for EVERYONE in radio, advertising, station management and law.**

* The FIRST book of its kind. Written in simple, concise form and language.

**RADIO and the LAW** is as up-to-date as the Supreme Court decision in the Petillo case—as new as Television—as interesting as a best seller.

The authors, J. G. Moser and Richard A. Lavine, have considered two of the country's outstanding legal authorities in the field of radio.
Here are front and rear open views of the 1000/500 watt Collins 20T standard broadcast transmitter, a superbly engineered nucleus around which to build your new station or modernize your present one.

Note the symmetrical vertical design and clean, straightforward construction. Note particularly the ready accessibility. Individual covers, shown in the front view, are quickly and easily removable, baring components and wiring.

Two complete and independent temperature-controlled plug-in oscillators are included. Either may be selected by means of a switch and either will remain in operation after the other is removed. Oversize, conservatively rated components are used throughout. The cabinets are spacious and well ventilated. There is no overheating problem. Count on the 20T for continuous high fidelity service with low operating and maintenance cost.

This dependable, thoroughly engineered AM transmitter is well worth looking into further—now. Write us for illustrated descriptive bulletin.
ELECTRONIC BARGAINS

120 foot, 4 conductor, rubber covered, shielded all copper wire only $25 a reel F.O.B. Louisville.

On steel rolls, used, excellent condition. Quantity Discounts.

SPECIALS!

We 2' patch cords $5 each in lots of 12. List $11.00.

We 6' patch cords $5 each with test clips on each end.

Brand new TP-3 sound powered field telephones, complete with manual. $17.50 each.

RCA 709B VHF and television sweep generators, complete, brand new, only $400 each. Factory list is $675 each.

WE 218A jacks, new, 25c each, in lots of 50. Quantity discounts.

We single and double jack mounts, less jacks, $8 and $15. With jacks, $15 and $30.

Send for our new bargain list of new, used, surplus broadcast gear. Only a few of these coaxial line dehydrators left at $200.00 each.

WIN WILLIAMS, announcer at WMT Cedar Rapids, Iowa, has been appointed publicity director, replacing BERNIE KOZBERG, who resigned to join local firm.

GUY CUNNINGHAM, promotion manager of WEZI Boston, has received DI Award, presented by the N. A. R. A. for outstanding achievement in that field.

MITCHELL BEDROG, of advertising and promotion department of ABC, will teach a new course, "Publicizing and Public Relations in Radio," at New York University, beginning Dec. 19 and running for five weeks.

VIRGINIA FOSTER, formerly with WEZI Boston, and MARIETTE MUDGE, have been named booking publicity for Admiral Byrd's motion picture, "Dis- coveries." Promotion department of WCOF Boston. Miss Foster will supervise all merchandising and Miss Mudgett will handle publicity. VIRGINIA FOSTER has also joined WCOF to assist in promotion and accounting departments.

WILLIAM E. ROCHE, announcer at WFFR Baltimore, Md., has been appointed assistant public relations director.

FAN CORBURN, who for two years has been assistant publicity director at WHN New York, resigned Nov. 29 because of illness. Her replacement has not yet been announced.

Bud Hooper, director of radio publicity and promotion division at WRFD Worthington, Ohio, is the father of a girl, Karen Susan.

Modern Santa

SANTA CLAUS arrived in Charleston, W. Va., in a special promotion stunt of WPAF that is expected to be the prelude to its Christmas program, "Visit With Santa Claus," sta- tion's biggest parade and large reception for Santa who was flown to Charleston by Geo Howard, stunt flyer, at controls of new Goodrich am- phibian, Santa rode in front cockpit of plane in full view of awaiting crowds. He landed at Battery Pier and was welcomed by a group of prominent local and state citizens. Af- ter being entertained before concert by Marine Band, Santa climbed into new Cadil- lac, a convertible for three-mile ride down Charleston's main street, where Christmas lights were turned on early in his honor.

WIP Coverage

OVERALL STUDY of BMB coverage for Philadelphia stations has been pre- pared in booklet form containing color coverage maps by WIP Philadelphia. The twelve booklet copies show a high frequency of other local stations with that of test pages comparing daytime coverage of WIP with stations A, B, and C, and other competitive stations. Color coverage map of WIP, printed on heavy stock, is compared with transparent pages on which coverage of other stations being com- pared is shown, also in colors. Stata- tistics are shown on two pages each showing day-by-day coverage by counties of both daytime and nighttime, with nighttime coverage also included.

"Name This Program"

LISTENERS were invited to submit entries for the "Name This Program" contest recently conducted on WRPD Worthington. Chi-Chi, a brand new sponsorship of Ohio Farm Bureau Cooperative Assn. Station a Public Relations Station. A contest interview program on WRPD and con- ducted for the purpose of finding suit- able name for show. Station reports that nearly 1000 entries were received in 15 days, with winner receiving $100 mer- chandise and other gifts. Win-ners were awarded $4 prizes ranging from $50 to $100. Winning name was "Over The Line Fence." Symboling conventional meeting place for farmers rest- ing from their chores.

WCSI Promotion

MUSIC MAKER new shirts are being distributed to teen-agers in southern Indiana by WCSI (FM) Columbus, Ind., promotion for its "Music Maker." Shirts show picture of wearer, future band leader. Twelve club members are selected each week to receive shirt without charge. Further promo- tion of WCSI programs has been ar- ranged through station dream drawings with local firm, Noblitt-Sparks Industries. All winners' names are now being turned over to Noblitt-Sparks public address system for presentation at meeting of employees. Guests in WCSI area now are intro- duced by name of station by means of ad- ditional material handed to them as they register. Station has arranged with all Columbus hotels to distribute material to out of town visitors.

CHRISTMAS PARTY for 4,500 children of less fortunate families will be staged Dec. 20 at Newport News (Va.) Municip- al Arena, under joint sponsorship of Salvation Army, retail merchants, and civic community, arena official and WOY Newport News. Arena will be decorated with all traditional Yuletide trim- mings, including big Christmas tree. Santa Claus will be on hand to pass out gifts and Joe Brown's orchestra will present broadcast from stage. Local merchants are contributing surplus toys for occasion and all entertainers will contribute talent without charge. Tickets for party will be distributed to needy children by Salvation Army.

Sponsor Sports Show

CONSOLIDATION of three separate an- nual sports, travel and boat shows, will be presented Feb. 7 to March 7 at Chicago's Navy Pier with opening of International Sports, Travel and Boat Show, co-sponsored by Chicago Tri- bune Charities Inc. and Outboard Boat- ing Club of America. WGN, Chicago Tribune station, will go all out in pro- moting the event which will be one of most elaborate ever presented. Show will cover all phases of nation's i7- bulbion-dollar recreation, travel, and sports industries. Over three miles of recreational equipment and service exhibits will form background for sports entertainment program.

Dream Contest

NAMES OF SONGS that contain the word "dream" are requested as entries in latest contest for "1941 Dream Contest," sponsored by Chicago's Marine Band, and "Wetty Dream Contest," in conjunction with Watty Foster, station to announce its Christmas Party. Contestants must identify stars, either groups, or individuals, who will perform the song, if they are not identified in the music, and will win $300 on the air. The contest which features Denny Kaye.

Concert Scrapbooks

TO INCREASE interests of Youth Con- cert being broadcast by WDSU New Orleans, station is distributing at least to each concert and urging students to keep scrapbooks of series. Concerts are without door, are taped in school auditoriums and are picked into class rooms of schools and are being distributed actual performance. To encourage students in scrapbooking, WDSU will also distribute passes to concerts being awarded as prizes.

WBKN File Folder

BRIGHTLY COLORED die folders con- taining analysis of station programs and BMB reports have been distributed to the trade by WBKN Youngstown, Ohio. Cover of folder is headed "On a Silver Platter," and presents picture of butter, holding silver platter. On platter is drawing of numerous counties in Ohio with WBKN tower rising from middle. Daytime and nighttime cov- erage maps are included in folder along with WBMB audience report. In folder contains analysis of Youngstown Fall-Winter report of C. E. Hooper Inc.

NVC Caricature Contest

COLLECTION of caricatures of NBC stars, drawn by Sam Berman, are being used by Bill Herson, top rating man on WRC Washington, in contest offering $75 in prizes. Panel of 40 caricatures are on display in radio de- partment of The Hecht Co., local de- partment store, and Mr. Herson di- rectly listens to store for entry blanks. Contestants must identify stars or pro- grams, and write brief statement on what they mean to the individual. First prize for most identifications and best statement is $400 RCA Victor com- bination console radio, with smaller radio going to next four winners.

WDNC Lapel Buttons

BRIGHT RED lapel buttons bearing call letters of WDNC Durham, N. C., have been distributed by that station to announce its increase in power from 250 wto 5000 w. Buttons were pinned to a red heath, "Right on the [button] . . . 5000 watts for WDNC. . . ."

Letterhead Retires

LETTERS on old letterheads have been sent out by Franklin P. Jones, director of publicity, former station at Rogers, Philadel- phia, announcing retirement after 20 years of firm's publicity letterhead and giving letterheads for the future. New letterheads were used in the mes- sage in order to say goodbye to the old and introduce the new.

WBOK 'in The Air'

GREETINGS to North Adana, Mass., on Thanksgiving Eve were ex- pressed to listeners by means of four airplanes from local air field which were flying 200,000 large balloons. On each balloon was a mes- sage reading: "The Air is Filled With Thanksgiving Wishes From the WBOK Family." Prior to stunt, station aired series of station breaks explaining that "at 5:30 this afternoon . . . WBOK is 'in the air' on Thanksgiving Day . . . 'in the air' as well . . . keep your eye on the sky.

WEAK Awards

THREE RADIOS have been contributed to "Fruit of the Month" program by as prizes in essay contest being con- ducted in the Washington, D. C., region. Entertainers, Anne Adams, Cincinnati, Edna Foster, Newport, Ky., and Margaret Adams, Mass., can present their essays on "What World Recovery Means to This Country and to Me." Essays will present radio to first prize winners in elementary, junior, and high schools.

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BROADCASTING • Telecasting
These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high power sensitivity, high cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam power tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA.

For additional information, write RCA, Sales D.v., Section P-36-L, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA BEAM POWER TUBES FOR BROADCASTING

<table>
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<th>Type No.</th>
<th>Max. Plate Direct. volts</th>
<th>Max. Plate DC watts</th>
<th>Max. Freq. ratings (Mc)</th>
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*Class C telephony (CCS)
FCC Actions
(Continued from page 70)

Decisions Cont:

Hearing Designated
Nashville Radio Corp., Nashville, Tenn.
—Designated for hearing application for new station 1410 kc 2 kw in consolidated proceeding with application of Frank Mitchell Harris and WCCO Inc.

Petition Granted
WMRC Greenwood, S. C., and Brunswick Bstg., Corp., Brunswick, Ga.—Granted petition of Textile Broadcast Service, Inc. (WMRC) to designate its application for hearing in consolidated proceeding with Piedmont Bstg., Co., and Harold L. Kaufman in which application of WMRC to change facilities to 140 kc 1 kw w and application of Brunswick for new station 140 kc 1 kw DA-N unm be designated in consolidated proceeding with applications of Piedmont Bstg., Co. and Harold L. Kaufman

Petition Denied
WMUS Muskegon and Grand Haven Bstg., Co., Grand Haven, Mich.—Granted petition of WMUS to designate application for hearing in consolidated proceeding with applications of N-K Bstg. Co. and Western Michigan Television Co., and ordered that application of WMUS to change operating facilities from 1400 kc 1 kw D to 1400 kc 250 w un and application of Greater Muskegon for new station 1200 kc 1 kw unm be designated in consolidated proceeding with application of WMUS in Dockets 808 and 8083.

Petition Dismissed
In the Matter of Daytime Petitioners Assn.—Dismissed without prejudice petition requesting Commission’s intervention and hearing on revision of Sec. 3,52(6) of rules and request from ant. station to defer action thereon or dismiss without prejudice.

December 1 Applications

ACCEPTED FOR FILING

License for CP

WHRF Rock Island, 11-License to cover CP as mod., which authorized changes in DA and mount FM ant. on top of tower, increase power by direct measurement of ant. power, and change commencement date.

Modification of CP

WIBC Indianapolis—Mod. CP which authorized increase power, install new trans. and make changes in DA-DN and change location, for extension of completion date.

WWJ Detroit, Mich.—Mod. CP which authorized increase power, install new trans. and make changes in DA-DN and change location, for extension of completion date.

AM—1190

KMOX St. Louis—Authority to change operating power by direct measurement of ant. power.

Modification of CP

WIBX Utica, N. Y.—Mod. CP which authorized increase in power, install new trans. and make changes in DA-DN and change location, for extension of completion date.

AM—870

WGYL Kannapolis, N. C.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WSAN Allentown, Pa.—License to cover CP, as mod., which authorized increase power, install trans. and change location, for extension of completion date.

Modification of CP

WTWS Cleveland, Ohio—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

WVPX Charleston, W. Va.—License to cover CP, as mod., which authorized increase power, install trans. and change location, for extension of completion date.

Modification of CP

WKEV Anderson, S. C.—Mod. CP, as mod., which authorized changes in FM ant. height above average terrain to 10 ft., ERP to 114 kw, make changes in ant. system and change commencement and completion dates.

FM—89.7 mc

DBS Memorial Radio Fund Inc, New York—CP new FM station (Class B) on Channel 25 at 88.3 mc ERP 15 kw and ant. height average terrain 105 ft.

License for CP

WBHH—FM Chicago—License to cover CP, as mod., which authorized changes in FM station.

TV—82.8 mc

Westinghouse Radio Stations Inc., Pittsburgh—CP new commercial television station Channel 5, 92-98 mc ERP 15.9 kw un.

Modification of CP

WHDO Des Moines, 11.—CP which authorized new standard station for approval of ant., trans. and studio locations.

License for CP

WYMC Ocala Fl. —License to cover CP, as mod., which authorized new standard station for approval of ant., trans. and studio locations.

Modification of CP

WGEN Des Moines, 11.—CP which authorized change in FM ant. frequency, increase power, install new trans. and DA-N and change in trans. location and authority to determine operating power by direct measurement of ant. power.

AM—890 mc

WMUS Muskegon, Mich.—CP change frequency from 1090 to 1990 kc, decrease power from 1 kw to 250 w, change hours from D to unl., install new trans. and ant., change location, for extension of completion date.

AM—1400 mc

WMUS Muskegon—Modification of CP which authorized new standard station for approval of ant. and trans. location, and new studio location.

WFB—FM Chicago—License to cover CP as mod., which authorized new standard station for approval of ant. and trans. location, and new studio location.

License for CP

WPTQ Jacksonville, Fla.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

WXXI Rochester, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WUSX Cleveland, Ohio—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WORX Hartford, Conn.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-AM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-FM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-AM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-FM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-AM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.

License for CP

WYBC-FM Brooklyn, N. Y.—License to cover CP, as mod., which authorized increase power, install new trans. and change location.
From this package come the finest recordings in the world

Presto
GREEN LABEL DISCS

You have heard about Presto Brown Label discs. They’re one-side perfect... with a flaw on the other side you probably couldn’t find. Perfect for one-side recordings, reference recordings and tests, and at greatly reduced cost.

FREE! Presto will send you free of charge a complete bibliography of all technical and engineering articles on disc recording published since 1921. Send us a post card.

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New York, N.Y., U.S.A.
WHAM TOPS THEM ALL IN WESTERN NEW YORK

IN LISTENERS...In Western New York they have the WHAM listening habit.

WHAM programs are tops in audience preference.

•

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but all of the rich Western New York market...43 county coverage.

•

IN AUDIENCE BUYING POWER...WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

Write for your copy of

WHAM MARKET DATA

WHAM
ROCHESTER, N. Y.
90,000 Watts • Clear Channel
NBC AFFILIATE

GEORGE D. HOLINGHESS CO.

“THE STRANBERG CARSON STATION”

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FCC Actions
(Continued from page 74)

Applications Cont.: increase power, install new trans. and changes in DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHMA-FM Annioston, Ala.—Mod. CP as authorized new FM station for extension of completion date.

WHJ-FM Hagerstown, Md.—Same.

WWFD Paterson, N. J.—Same.

KWN-FM Reno, Nev.—Same.

WNXC Lima, Ohio—Same.

KWHL-FM Albany, Ore.—Same.

License for CP

KWIL-FM Albany, Ore. — License to cover CP, as mod.. which authorized new FM station for extension of completion date.

WLOG-FM Logan, W. Va.—Same.

TV-18-192 mc

Liberty Bestg. Corp. Atlanta, Ga.—CP new commercial television station on Channel 5, 76-82 mc, and BHP vs 17768 and ari. 8.7 kV.

TV-18-192 mc

Massachusetts Bestg. Corp., Boston—CP new commercial television station on Channel 6, 76-82 mc, and BHP vs 20 kw (peak) and ari. 10 kw.

Modification of CP

KCVN Steckton, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

APPLICATION RETURNED

AM-170 kc


TENDERED FOR FILING

Transfer of Control

WWXL WWX-1 FM Peoria, Ill.—Consent to transfer of control of AM and FM on Channel 100 to new owners.

AM-190 kc

Whittier Bestg. Co., Whittier, Calif.—CP new standard station 1300 kc 250 w. D.

Transfer of Control

KFBI Wichita, Kan.—Consent to transfer of control of station in license corporation to Martin Mill and John S. Grifith and various employees of KFBI.

AM-1400 kc

David Harold Wooldridge, Memphis, Tenn.—CP new standard station 1400 kc 250 w. D. (request facilities to be released by WRGB).

Transfer of Control

KHON Honolulu, T. H.—Divestiture of ownership and control of consent to transfer from James C. Hardy of 2500 sh. common stock to Webley Edwards.

Assignment of License

WROX Clarksville, Miss.—Consent to assignment of license of estate of Birney Tires Sr. (deceased) to Birney Tires Jr. administrator.

Transfer of Control

KFOX KFOX-FM Fargo, N. D.—Consent to transfer of control of license and CP of KFOX-FM to David C. Shepard, Howard B. Johnson and Richard B. Pelcher to E. J. McKefer and 56 associates.

December 2 Decisions... DOCKET CASE ACTIONS

Announced proposed decision looking toward denial of application Kanswah Valley Bestg. Co. for renewal of license for new station 1510 kc 1 kw-N 5 kw-DA un. and change studio location.

KGAF Galveston, Tex.—Granted license for new station 1560 kc 250 w.

KJTR Elkins, W. Va.—Same 1560 kc 250 w.

KRTM Atlantic, Fla.—Same 1450 kc 250 w.

KWDD Fajardo, P. R.—Same.

KORA Bryant, Tex.—Same 1240 kc 250 w.

KUBC Montrose, Col.—Same.

KWOA Marquette, P. R.—Granted license for new station 1150 kc 1 kw un.

KMLB Monroe, La.—Licensed covering changes in DA.

KXMY KXMY-AM — Granted license covering changes in vertical.

WRRF Ft. Worth, Tex.—Granted license to new trans.

WBGO Newark, N. J.—Granted license for new noncommercial educational station, Channel 217, 91.1 mc. 2.5 kw.

WPAB Pence, P. R.—Granted license for increase in power to 5 kw and in range.

KVEC Arkadelphia, Ark.—Granted license for new station 1340 kc 250 w. un.

KFFW Ft. Smith, Ark.—Granted license to change CP to install new vertical antenna and mount FM antenna on top.

WJPA Washington, Pa.—Granted CP to install new vertical antenna and mount FM antenna on AM tower.

How to ride with Santa

You don't have to be wealthy to be a philanthropist.

When you give even a dollar or two for Christmas Seals, you give the greatest gift of all — health, even life itself.

Christmas Seal funds make possible year-round help against tuberculosis — the dread TB that threatens more people between 15 and 44 than any other disease.

Add Christmas Seals to your Christmas giving. Let Santa's every letter, every package carry the Seal that saves lives. Send in your contribution today.

BUY

CHRISTMAS SEALS

Because of the importance of the above Alhany, Space has been contributed by

BROADCASTING • Telecasting

MERRY CHRISTMAS
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Channel No.</th>
<th>Frequency (Mc.)</th>
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**WLAW**
- **Ann Arbor, Mich.**-Granted license for new station 1000 kc 1 kW DA UN.
- **KEXO Grand Junction, Col.**-Granted CP to change type trans. and approval of ant. and trans. location.
- **WLBG Laurens, S. C.**-Granted mod. CP to make changes in trans. equipment and approval of ant. trans. and studio locations.
- **WARC Rochester, N. Y.**-Granted mod. CP to change type trans. and trans. equipment.
- **WWPG Palm Beach, Fla.**-Granted CP to install new vertical ant. and mouth FM ant. on tower.
- **WEBW Detroit, Mich.**-To change type trans. and trans. equipment.
- **KTRN**-Granted extension of completion dates for CP to period shown:
- **WEBF Johnson City, Tenn.**-Granted license for new station 780 kc 1 kW DA and to change studio location.
- **KRFK Wichita, Kan.**-Granted mod. CP to extend completion date to 4-1-48.
- **WENF Endicott, N. Y.**-Granted license for new station 1450 kc 250 w DA and for change in studio location.
- **WHIL Virginia, Minn.**-Granted license for new station 1450 kc 250 w DA.
- **WKGK Knoxville, Tenn.**-Granted license for new station 970 kc 250 w DA.
- **WHPTS Benton Harbor, Mich.**-Granted license for new station and for change in studio location 1000 kc 1 kW D.
- **WLBK Muscle Shoals, Ala.**-Granted license for change in trans. tower and change studio location.
- **WBJB Forest City, N. C.**-Granted license for new station 780 kc 1 kW D.
- **WJWV Newport News, Va.**-Granted license for new station and for change in studio location 1570 kc 1 kW D.
- **WNNR New York, N. Y.**-Granted license for new station and for change in studio location 1450 kc 250 w DA.
- **WCRQ Johnstown, Pa.**-Granted license for new station 1250 kc 250 w DA.
- **WGCL Atlanta, Ga.**-Granted license for new station 1250 kc 250 w DA.
- **KDHZ Springfield, Ohio**-Granted license for new station 1200 kc 250 w D.
- **WWMTM Miami, Fla.**-Granted license for new station 1400 kc 250 w UN.

**WASH**
- **KDFL**-Granted license for new station 1000 kc 1 kW DA.
- **WLBG**-Granted mod. CP to change type trans. and approval of ant. and trans. location.
- **WARC Rochester, N. Y.**-Granted mod. CP to change type trans. and trans. equipment.
- **WWPG**-Granted CP to install new vertical ant. and mouth FM ant. on tower.
- **WEBW**-To change type trans. and trans. equipment.
- **KTRN**-Granted extension of completion dates for CP to period shown:
- **WEBF**-Granted license for new station 780 kc 1 kW DA and to change studio location.
- **KRFK**-Granted mod. CP to extend completion date to 4-1-48.
- **WENF**-Granted license for new station 1450 kc 250 w DA and for change in studio location.
- **WHIL**-Granted license for new station 1450 kc 250 w DA.
- **WKGK**-Granted license for new station 970 kc 250 w DA.
- **WHPTS**-Granted license for new station and for change in studio location 1000 kc 1 kW D.
- **WLBK**-Granted license for change in trans. tower and change studio location.
- **WBBJ**-Granted license for new station 780 kc 1 kW D.
- **WJWV**-Granted license for new station and for change in studio location 1570 kc 1 kW D.
- **WNNR**-Granted license for new station and for change in studio location 1450 kc 250 w DA.
- **WCRQ**-Granted license for new station 1250 kc 250 w DA.
- **WGCL**-Granted license for new station 1250 kc 250 w DA.
- **KDHZ**-Granted license for new station 1200 kc 250 w D.
- **WWMTM**-Granted license for new station 1400 kc 250 w UN.
FCC Actions
(Continued from page 77)

Applications Cont.: AM and CP of FM to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased, WMAS WMAS-FM Springfield, Mass., to transfer of control of license of AM and CP for FM to Ethel A. Moffat, executor of estate of Albert S. Moffat, deceased.

-AM-1320 Charlotte Berg Co., Charlotte, Mich.--CP new standard station 1320 kc 1 kw uni. DA.
-AM-1490 Gulf Coast Com., Galveston, Tex.--AM new standard station 1490 kc 250 w and uni.

Modification of CP
KLIF CHM, Tex.--Modification of CP to change frequency from 1180 to 1460 kc.

AM-490 Northern Neck and Tidewater Bstg. Co., Warrenton, Va.--CP new standard station 690 kc 250 w D.

December 3 Decisions . . .

BY THE COMMISSION

In Matter of Editorializing by Broadcast Licensee on Commission's own motion that hearing previously scheduled for Dec. 20, should be continued until Jan. 10, 1948. Interests parties should file by Dec. 31.

BY COMMISSION ON EN BANC

Set for Argument Paris Bstg. Co., Paris, Tex.--Set for oral argument the question whether record should be reopened in proceeding on its application for CP and authorization of Murray Bstg. Co., Inc., Waco, Ky., to permit introduction of evidence on February 14, 1948, and any additional issues which petitioner also requests to be added to issues previously designated for hearing. To determine availability of frequencies (viz., 260 kc, 1370 kc and 1470 kc to serve Murfreesboro, Ky., as close to March 1, 1948. Interested parties should file by Dec. 31.

December 3 Applications . . .

ACCEPTED FOR FILING

AM-500 kc WEXW Belle Glade, Fla.--Mod. CP, as mod. authorized power (60 kw) to be increased to 90 kw, and also for change to change station to change type trans., and delete 10 kw transmitting operating power. Change to change direction of antenna.

CP-1360 kc WTSF St. Petersburg, Fla.--New CP, as new standard station operated on 1360 kc to change station to change type trans. and to delete 10 kw transmitting operating power. Delete direction of antenna.

AM-1480 kc WTHI Terre Haute, Ind.--Mod. CP, as mod. authorized power (75 kw) to be increased to 100 kw, and also for change station to change type trans. and delete 10 kw transmitting operating power. Delete direction of antenna.

AM-1600 kc KCRG Cedar Rapids, Iowa.--New CP, as new standard station operated on 1500 kc to change station to change type trans., and delete 10 kw transmitting operating power. Delete direction of antenna.

Transfer of Control


-AM-470 kc WKNN Saginaw, Mich.--CP to change frequency from 1210 to 970 kc, change limits of to be increased from 1 km to 1.5 km D to 1 kw DN, install DA and change station to change direction of antenna.

AM-1290 kc KYLE Alamosopa, N. Mex.--CP new standard station 1290 kc 1 kw D.

AM-1420 kc Maple City Bstg. Corp., Hornell, N. Y.--CP new standard station to be operated on 1420 kc, power of 500 w 1 kw D.

AM-1540 kc KDKR Winton, Okla.--Mod. CP, as mod. authorized power (75 kw) to be increased to 150 kw, and also for change station to change type trans. and delete 10 kw transmitting operating power.

AM-900 kc WKAL San Juan, P. R.--Mod. CP, as mod. authorized installation of new antenna and change station to change type trans. and delete 10 kw transmitting operating power.

AM-1180 kc WKLX Longview, Wash.--CP to change type trans.

FM-925 kc Marmat Radio Co., Bakersfield, Calif. --CP for new FM station (Class B) to be operated on channel 250, 92.5 kc, ERP of 4 kw.

Modification of CP

WFWM Malverne, Ga.--Mod. CP which authorized new FM station to specify type trans., change trans. site, change ERP to 15 kw, ant. heights above average terrain to 500.25 feet and change in ant. system.

License for CP

KFXD-FM Nampa, Idaho--License to cover CP, as mod., which authorized new FM station.

Modification of CP

KWEB Cedar Rapids, Iowa.--Mod. CP, as mod. which authorized new FM station, to specify type trans., change ERP to 716 kw, make changes in ant. system and change commencement and completion date.

WGYN New York, N. Y.--CP, as mod. which authorized new FM station, to extend station for completion of extension date.

FM-927 kc Wauk Beast, Wausau, Wisconsin. --CP for new FM station (Class A) to be operated on channel 225, 92.7 kc, ERP of 103 w and ant. height above average terrain to 300 ft. AMENDED to change ERP from 103 w to 185 w, make changes in ant. system.

License for CP

WJUW Urbana, Ill.--License to cover CP which authorized changes in commercial educational station.

License Renewal

WASK Lafayette, Ind.--License renewal.

KXNE Berwind, Minn.--Same.

KWAL Wallace, Idaho--Same.

WVCJ Columbia, Mass.--Same.

WCVB Springfield, Mass.--Same.

WIBM Jackson, Mich.--Same.

TENDERED FOR FILING

Assignment of License

WNAH Bridgeport, Conn.--Consent to assignment of license to WATH Inc.

WARQ Waterbury, Conn.--Consent to assignment of license to WATH Inc.

KWBW KWWB-WMRF Hutchison, Kan.--Consent to assignment of license of AM and CP of KWWB to WAM and Rees Wyse D/D as Radio Station KWWB, due to death of Stanley Marsh.

December 4 Decisions . . .

BY COMMISSION ON EN BANC

1. Dismiss for Hearing. WHAS Inc. and WAVE Inc., Louisville, Ky.--Designated for hearing application of WHAS Inc. for mod. CP of FM station to change from Channel 9 to Channel 3, in consolidated proceeding for application of WAVE Inc. for new station on Channel 3.


4. CPs Authorized

- Authorized CPs for one Class A and six Class B FM stations. Also issued for one Class B station in lieu of previous cond. (See this story).

FM CPs Vacated

Knight Radio Co., Milltown, N. J.--Vacated request for a new Class B FM station and dismissed application.

License Renewal

WRBP Ponce, P. R.--Renewed for license for period ending Nov. 1, 1950.

KWTO Lawton, Okla.--Same.

License Granted


New Press Pub Co., Santa Barbara, Calif.--Same for Class A.

Philco Weiss Music Co., Rutland, Vt.

License Renewal

WRPR Ponce, P. R.--Renewed for license for period ending Nov. 1, 1950.
Records Deleted

WBIX Rome, Ga.—Granted request to delete all records relating to authorizations granted for CP and license.

Hearing Designated
WDAF, Kansas City, Mo.—Copied order designating for hearing application of WDAF to change frequency from 1260 to 1360 kHz, D, and change trans. site, and application of W. A. Smith for new station which W. A. Smith, 343 E. 40th St., Kansas City, Mo. 64111, in D consolidation with proceeding on applications of KGO, Denver Bcstg. Co.; KCMI, WRAT, and WCY.

Benjie Bostg. Co. and Mid-Island Radio Inc., Patchogue, N. Y.—Designated for consolidated hearing applications for new stations, each requesting 1500 kHz D.

Proceedings Consolidated
Adopted order consolidating further proceedings in matter of promulgation of rules and regulations and standards in engineering practice of D skywave trans. of standard sta- tion, (Docket 1321), and in matter of clear channel broadcasting in standard band (Docket 6411), ordered that all petitions involving Docket 1330 may be filed Jan. 5, 1948, and those parties who so may participate in oral argument, or be granted leave to file briefs, were scheduled Jan. 19, 1948, in Docket 6411. Inclusion which was to same extent as previously provided for in case of parties in Docket 6411.

December 4 Applications

ACCEPTED FOR FILING

Modification of CP
KMYO, Marysville, Calif.—Mod. CP which authorized changes in trans., install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WMAW, Salinas, Calif.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP
KGO San Francisco—License to cover CP, as mod., which authorized increase in power, install new trans. and DA-DN and change trans. location and authority to determine operation by direct measuring licensee of ant. power.

KZAN San Francisco—CP to make changes in vertical ant. and mount FM ant. on AM tower. Contin- guent upon application for TV station being granted.

Modification of CP
KSTN Stockton, Calif.—Mod. CP which authorized new standard station, for extension of commencement and completion dates.

WRGA Rome, Ga.—Mod. CP, as mod., which authorized change from trans. to increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

WKBZ Muskegon, Mich.—Mod. CP, as mod., which authorized change freqency, increase power, install DA-DN, install new trans., change trans. and mount FM ant. on AM tower, for extension of completion date.

WLYK Versailles, Ky.—Mod. CP which authorized new standard station to change type trans.

WKBZ Muskegon, Mich.—Mod. CP, as mod., which authorized change frequency, increase power, install DA-DN, install new trans., change trans. and mount FM ant. on AM tower, for extension of completion date.

WVVE St. Louis, Mo.—Mod. CP as mod., which authorized new standard station, for change type vertical and change type trans.

WBFF, Morgan Hill, Calif.—Mod. CP, as mod., which authorized change frequency, install new trans. and DA-DN, for extension of completion date.

WABA Chattanooga, Tenn.—Mod. CP as mod., which authorized new standard station, for extension of completion date.

WBIS Burton, Ohio—Mod. CP which authorized increase in power, install new trans. and DA-DN, for extension of completion date.

WMBF High Point, N. C.—Mod. CP which authorized changes power, install new trans. and DA-DN, for extension of completion date.

WICA Ashtabula, Ohio—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN, for extension of completion date.

WBCB Canton, Ohio—CP install old main trans. for new auxiliary with 1 kw DA-N.

Modification of CP
WKHC Columbus, Ohio—Mod. CP which authorized increase in power, install new trans. and DA-DN, for extension of completion date.

KWIC Ashland, Ohio—CP which authorized new standard station, for extension of completion date.

KWVR, Albany, Ore.—Mod. CP which authorized changes in vertical ant., and install FM ant. on top of AM tower, for extension of completion date.

KWIT, New Castle, Pa.—Mod. CP, as mod., which authorized changes in vertical ant., and install FM ant. on AM tower, for extension of completion date.

WEMB San Juan, P. R.—Mod. CP, as mod., which authorized changes in vertical ant., and install FM ant. on AM tower, for extension of completion date.

KYAN Sherman, Texas—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1240 kHz

WCHV Charlottesville, Va.—CP makes changes in vertical ant., and change trans. and studio locations.

(Continued on page 80)
FCC Actions
(Continued from page 79)

Applications Cont.:
License for CP
WOAY Oak Hill, W. Va.—License to
cover CP which authorized increase
of 1,000 w. to 5,000 w. and new trans.,
and authority to determine operating
power by direct measurement of ant. power.

License Renewals
Applications for renewal of standard
station license filed by: KFIZ KGW
WAGO WPUP WHEX WHIT WILK
WMAS WMIQ WWDC.

TENDERED FOR FILING
Modification of CP
KWAK Stuttgart, Ark.—Mod. CP to
to change frequency from 1240 to 1230 kc,
using 250 w. untl.
Assignment of CP
WMIE Miami, Fla.—Consent to as-
signed by James H. Knauff, Inc., to
Co. Corp.
AM—1060 kc
WIBY Belle ville, Ill.—CP increase 250
w to 1 kw D and install new trans.
Modification of CP
KJAY Toledo, Ohio—CP to
change power from 1 kw to 1 kw-B and
change from DA to DA-D.
AM—1060 kc
WADC Tallmadge, Ohio—CP install
FM ant. on east tower of DA.
AM—1060 kc
Julian Lewis Lieberman, Kittanning,
Pa.—CP new standard station 1600 kc
using 1 kw.
AM—1060 kc
Voice of Little Rhody, Newport, R. I.—
CP new standard station 1600 kc 1 kw
D.
AM—1060 kc
Easley Broadcast Co., Easley, S. C.—
new station channel 1700 kc 1 kw
D.
Modification of CP
KURV Edinburg, Tex.—Mod. CP to
change hours from D to unlimited power,
from 1 kw-B to 1 kw-D and install new
trans. and DA-N and FM ant. on north
tower.

Feature of Week
(Continued from page 10)
additional equipment, WMAR-TV
also has a station wagon rigged to
meet specific needs of the three
film crews.
The station fed WCBS-TV New
York and WFIL-TV Philadelphia
the American International newsreel of
Princess Elizabeth’s wedding pro-
cession. WMAR-TV also presented it
to its viewers the entire Navy-
Notre Dame football game, con-
densed to 30 minutes of continuous
action, by eliminating time-outs
and intermissions.
The same sort of presentation
was given the Army-Navy game,
using official Navy films.
WMAR-TV, which now handles
two and sometimes three remote
pickups a day, has included in its
special programs the Marine Corps’
birthday party at Fort McHenry
(where the “Star Spangled Ban-
er” was written), induction of
the new president of Loyola Col-
lege, beginning of Rededication
Week in Baltimore. Scheduled are
pickups from Baltimore’s Sesqui-
centennial exhibition beginning
Dec. 8, sessions of Baltimore’s City
Council, Mummers’ Parade in Phil-
adelphia Jan. 1 (in cooperation with
WFIL-TV), several special events in Washington (in cooperation
with WMAL-TV), and community Christmas celebrations.

FCC Correction
IN REPORT of broadcast actions
Fig. 1 item referring to
WILLS Lansing Bostg. Co., should
have shown application of WILLS
is for change in facilities from
1430 kc 500 w D to 1320 kc 1 kw
un.

Hearings Before FCC . . .
DECEMBER 8
Further Hearing
In Matter of Allocation of Frequen-
ties to Various Classes of Non-Govern-
mental Services (General Mobile) in
Radio Spectrum from 10 kc to 30,000 mc.
Further hearing at Dept. of Commerce
Auditorium.

DECEMBER 9
AM—Hearing
Ashbacker Radio Corp., Manistee,
Mich.—CP 1300 kc 250 w untl.
Manistee Radio Corp., Manistee, Mich.—
Same.
To be held in County Court House,
Manistee, 10 a.m.

AM—Hearing
Coastal Bostg. Co., Lakeland, Fla.—
CP 1230 kc 250 w untl.
WIBI Winter Haven, Fla.—Same.
To be held in City Hall, Lakeland,
Dec. 8; Court Room, City Hall, Winter
Haven, Dec. 10 a.m.

AM—Hearing
Further Hearing
United Bostg. Corp., Chicago—CP
1470 kc 5 kw-D 1 kw-D A-D unl.
Intervener: WHBC Canton, Ohio;
parties respondent: WABN Allen town,
Pa., KFIL Lake Charles, La., KRIC
Beaumont, Tex.

DECEMBER 10
AM—Hearing
Woodward Bostg. Co., Detroit—CP 860
kc 5 kw D DA.
Intervener: WHAS Louisville, Ky.

AM—Hearing
Charles Wilbur Lamar Jr., Morgan
City, La.—CP 880 kc 250 w untl.
Further Hearing
Logansport Bostg. Co., Logansport,
Ind.—CP 1280 kc 250 w untl.
Party respondent: WJOB Hammond.

AM—Hearing
Grande Haven Bostg. Co., Grande
Haven, Mich.—CP 1400 kc 250 w untl.
Same.
Western Michigan Radio Corp., Muske-
gon, Mich.—Same.
To be held at Grand Haven, Dec. 10;
Muskegon, City Hall, Dec. 11-12.

AM—Hearing
Home News Pub. Co., New Brunswick,
W. J.—CP 1180 kc 250 w untl.
Capitol Bostg. Co., Trenton, N. J.—
CP 1290 kc 1 kw untl.
WSWZ Inc., Trenton, N. J.—CP 1290
kc 5 kw untl. DA-1.
Morristown Bostg. Co., Morristown,
N. J.—CP 1250 kc 500 w D.
Interveners: WCBS Philadelphia,
WDIV Syracuse, N. Y., WNBC Boston;
parties respondent: WONG New York,
WOYI Newark, N. J.

DECEMBER 11-12
AM—Hearing
Fort Bend County Bostg. Co., Rose-
berg, Tex.—CP 980 kc 250 w D.
To be held in Chamber of Commerce
Room, City Hall, Rosenberg, 10 a.m.

DECEMBER 12-13
AM—Hearing
Mrs. Agnes Jane Reeves Greer, Dover,
Ohio—CP 1450 kc 250 w untl.
The Massillon Bostg. Co., Massillon,
Ohio—Same.
Intervener: Lake Erie Bostg. Co.;
parties respondent: WFMJ Youngstown,
Ohio, WJFK Washington, Pa., WHBC
Canton, Ohio.
To be held in City Hall, Dover, Dec.
1; assembly room, Public Library;
Massillon, Dec. 12, 10 a.m.

DECEMBER 13-14
AM—Hearing
The St. Andrew Bostg. Co., Panama
City, Fla.—CP 1400 kc 250 w untl.
Intervener: Panama Broadcasting
Corp., Panama City, Fla.—Same.
To be held in court room, City Hall,
Panama City, 10 a.m.
Copehart Requests  
(Continued from page 15)

speech of Oct. 27, Commissioner Jones strongly supported the work of the FBI and said most of the reports Mr. Durr referred to were turned in by the FBI at the request of FCC Chairman Denny in 1946; and that Mr. Durr's statements were "misleading," and "taken out of context."

For the first time, Commissioner Durr in his statement gave examples of the kind of information he objected to receiving from the FBI. He again stated his belief that the FBI should not pass on to the Commission information which does not carry the weight of evidence, but which may serve to influence the decision on specific cases before the Commission.

The feud, reminiscent of interagency squabbles in the New Deal days, was brought to the surface when Columnist Marquis Childs, in his syndicated column Nov. 15, commented upon the Oct. 26 speech by Commissioner Durr attacking the FBI for the kind of reports it was furnishing the FCC upon individuals connected with radio.

Letter to Walker

This public comment prompted the FBI director to send a letter to Commissioner Walker, dated Nov. 21, in which he stated "the FBI, in transmitting these reports, ... has at any time attempted in any manner or degree to influence FCC decisions on matters upon which material has been transmitted to the Commission was sent solely for the purpose of informing the Commission..."

At the same time, Mr. Hoover informed Commissioner Walker that the FBI would stop sending reports to the FCC stating that, "... the FBI has been furnishing the Commission inevitably bad material which the FBI has been furnishing the Commission is not desired by the Commission."

It was then that the FCC met to draft the above reply, dated Dec. 1, a reply which evidently was satisfactory assurance to Mr. Hoover that FCC as a whole was not critical of the FBI reports, and, in fact, wished to receive regular reports concerning persons connected with radio.

The underlying legal issues were treated by Comr. Durr and Comr. Jones in their statements of position on the issue. Mr. Durr contended it is "wholly improper for the Commission to base its decisions on 'information' not contained in the record, and it is wholly improper for anyone to attempt to influence it to make its decisions other than on the basis of the record." Mr. Durr also contends that the Supreme Court of the United States has said that "the social, economic, or political views of an individual are not relevant to his qualifications as a broadcast licensee.

Jones Questions Stand

Commissioner Jones, in his statement of position, attacked his colleague's contention that these reports are not relevant to the judgment of the FCC in granting broadcast licenses, and declared that in a letter dated November 27, 1946, the then-Chairman, Mr. Denny, had requested information from the FBI on a designated group of persons who were applying for a license. That letter asked for "the affiliation of the officers, stockholders and directors of this group. Most of the information cited by Comr. Durr concerned this group, Mr. Jones said.

He agreed with Mr. Durr only in that any such information on applicants should be a part of the official record, but contended it is not the responsibility of the Commission whenever it receives information relevant to a matter pending before the Commission "to request the applicant's assistance in furnishing additional data so that the Commission can arrange to have the material produced at a Commission hearing by a qualified witness under oath." In his statement of December 1, Mr. Durr made public specific examples of the kind of information he objected to receiving from the FBI. A part of his statement follows:

"... it is of little help to the Commission to be informed that an applicant was, in 1944, at the height of the war, reported by an unidentified source as being in contact with a certain unidentified individual who was suspected of possible pro-Russian activities; or that the applicant was reported by an unidentified source to have been identified by still another unidentified source with Communist activities; or that it has been reported by an unidentified source that the applicant was a member of the board of directors of an organization with which an applicant has been reported by another unidentified source as being associated with the Communist movement; or that according to an unknown source, the name of the applicant appears as a member of a committee of the organization of artists and professional people who was active in the Democratic presidential nominee in the past presidential elections; or that another unidentified source has described such organization as a 'Communist infiltrated and/or influenced organization'; or that one of several national associations of lawyers and judges have been referred to by another unidentified source as being under Communist influence; or that an unidentified 'reliable source' has provided a report of an article written by the applicant and originally carried in The New York Post, which article 'is reported to be an important anti-Nazi article'..."

In this Major Market

FM STATION W... CAPITAL OF DOMINION
NOW OPERATING
18 1/2 HOURS DAILY
47,000 WATTS AUTHORIZED POWER
REPRESENTED BY JOHNSON AND CO.
5000 WATTS SWING TO WBMB IN KANSAS CITY

Each of these examples was discussed in Commissioner Jones' statement:

"I have personally reviewed some of the so-called unverified information which the Federal Bureau of Investigation has been requested to furnish to the Commission... most certainly such information seems relative to the official responsibilities of the Commission. From some of the material that has been examined, I am not entirely satisfied that the commission was not negligent in failing to request the FBI to furnish supporting or supplemental case and appropriate information as to possible sources from which the information might be obtained through competent witnesses and incorporated into the official records of the hearings in the cases to which the information may be relevant.

"Ko one at any time has brought to my attention any situation in which the FBI in submitting such material to the Commission endeavored in any manner to influence the Commission's decision. The FBI has only transmitted this information to the Commission for the Commission's consideration, evaluation, and such action as the Commission itself deems wise or not to take upon each item of information. If the Bureau had requested to evaluate this information it would be subject to deserved criticism.

"As to the detailed charges contained in Mr. Durr's statement, Commissioner Jones maintained that his fellow Commissioner's statement was compounded of 'selected phrases and words taken out of context of the material and
Capenheit Requests

(Continued from page 81)

the form in which it was submitted," and was in some instances "misleading."

Comr. Jones said the material submitted by the FBI was in one
case "of such a grave nature" that the Commission should make ef-
forts to determine, "at this time," whether some of the materials
could be put into competent evidentiary
form. "If so the Commission might con-
sider reopening the record for the produc-
tion of such evidence."

Summing up his general opin-
ions on a specific case, Mr. Jones declared: "In my view, the FBI's
entrance into this matter was solely cooperative, secondary, and,
and at the Commission's request. Further,
ith the responsibility of competing
applicants to establish that their
opponents are disqualified
by reason of subversion and other
factors, despite the fact that one
party is often eliminated from a
license by such evidence intro-
duced by an opposing applicant."

He stated further: "I do not feel that the Commission
was livid at the existence or
existence apart from and above the level of
operation of other Government agen-
cies as Commissioner Durr suggests. To
me, the Commission is an administra-
tive arm of the Federal govern-
ment, and, like all other agencies of the
government, is charged with the respon-
sibility of investigating and particip-
ating in a program of preserving our Constitutional
republic. I think it
inescapable that we, initially, that the Commission should not only
make it known that it is taking such steps, but also foster that the
administration departments which may pertain to the
operation of the services and also welcome and even solicit such mate-
rials."

Commissioner Durr's views on the same subject are as follows:

"I have no basis for questioning in any
event the efficiency or dependability of FBI
investigations of kidnapping,
Mass Communications
Law, and any other Federal laws. Nor do I question the
second and the FBI in the
protection of our national
interests and communicaciones centers against sabotage during the war. The reports to which I have re-
dered and which have been a
suggestion that the individuals therein
described have violated any federal laws,
and that there is any indication that the
information submitted is the
bepart of an investigation of illegal
activities."

Although the exchange between the two Commissioners, and be-
tween the FBI and the FCC, has ended, Senator Capenheit's state-
ments, underscored the need for
warning that Commissioner Durr's
views on the FBI might be an uneasy one,
and that the possibility of an
large scale investigation of the FCC
was in the offing.

UNESCO Votes $360,000
For Radio and Press Unit

A $7,682,637 "program for peace" in 1948 was approved last week by
UNESCO before the organization,
in a special session, ended its
month-long second general confer-
ence in Mexico City.

The largest single allocation, $944,787, was earmarked for the
UNESCO mass communications
section. Of this amount, $360,000
will be used to establish a press,
radio and film "production unit" which will try to "sell" UNESCO
to the public.

Radio Stations in OKLAHOMA

We thought you'd be with us "sooner" than this

Radio stations in forty-two states now subscribe to the
broadcast service on all post, present, and
future FCC RULES & AMENDMENTS. We'd love to make Oklahoma, the
great "Sooner" state, number 43. How about it, Oklahoma? Annual service, including two heavy binders, $60.

FMA Convention
(Continued from page 19)

difficulty in knowing what station they are tuning unless they hear a
matter changer announcement.

F.M.A. members are asked to suggest to RMA's committee members that
present demand justifies greatly en-
larged FM set production in 1948.

Production this year by RMA
members may exceed 1,200,000 FM
sets, about half the output predicted
a year ago. With most set makers
having overcome high-frequency en-
gineering problems, vastly in-
creased production is now believed
possible.

FMA contends that RMA's fig-
ures reflect the output of FM tuners for present AM
sets, with some manufactur-
ers loath to divulge figures for fear of
revelation to competitors.

Applications of 123 new FMA
members were approved by the
Executive Committee, bringing the
association's total to 236 members.

But matters for 1947 and 1948
were discussed, with expansion in
the FM operation planned early
next year. The current budget is
$95,000.

The committee decided not to
accept an invitation from Irvin G.
McCann, general counsel of the
House Education and Labor Com-
mittee, to testify regarding pro-
posed labor legislation. McCann
was to be represented at the hearings
by NAB. The committee felt that
NAB as the overall industry or-
ganization must be able to handle
legislative matters.

Attending the committee meet-
ings were Messrs. Dillard, Strouse,
Jansky, McNulty, Marks and Bal-
ker, J. A. Jones, WBBB, Muncie,
Brirtington, N. C.; David G. Taft,
WCTS Cincinnati.

STATEMENT BY SENATOR HOMER E. CAPENHART

"The country must be shocked, as I am, by the news of the
death of Comr. Durr, a member of the Federal Commu-
nications Commission, and the
attempt to have the Federal Bureau of Investigation in its
capacity as an investigative body
assist and cover Communists and other disloyal persons.

"The sequence of events so far de-
eveloped points toward a very serious situation."

"The F.C.C. on November 27, 1946, through a release
issued by Charles R. Denny (he resigned on Oc-
tober 8, 1946), stated that it had received
information it might regard as indica-
tion of certain applicants for a radio
broadcasting license."

In compliance with that request, the F.B.I. over the signature of
Agent H. E. Marks and J. Edgar Hoover, transmitted to the
F.C.C. by special messenger, a
report that had been gathered.

These requests for the accuracy or truthfulness of its informa-
"tion led the Commission to the leads of
such importance to pass along to the
F.C.C., for its evaluation and inquiry
as a guide in considering the qualifica-
tions of the applicants."

I have written to the FCC asking that the
information raised questions on the
responsibility of the applicants."

"First public disclosure of the
matter came in a letter by Mr. Durr
in Chicago, on October 30, in which he
stated the information received from
the F.C.C. from the F.B.I. as "baseless
gossip."

"Then Mr. Hoover asserted the
right and responsibility of the F.B.I. to pass
along the information received and when no action was taken by the
F.C.C. for regulation, Mr. Hoover appealed to
Mr. Hoover that he would stop for-
warding such material unless he had
the F.C.C. in carrying out its duties.

"Whereupon the F.C.C. majority by resolution asserted its con-
trol over requests in F.B.I. and requested that there be no discontinue of the action of the
F.C.C."

"In the meantime, however, Mr. Durr issued a statement reiterat-
ing his attack upon the F.B.I. report, and stating that the F.C.C. should not pass upon applications on the basis of
goop or hearsay evidence. Of course, we
F.B.I. had been the very basis of the
F.C.C. at the time."

"I do charge that Mr. Durr was derelict in his duty in NOT making
effort to see that the investigations
furnished by the F.B.I., were thoroughly
examined and cross checked.

"There are many angles to this smelly case that remain to be cleared up.
confidence of the people in the Federal
Communications Commission is not to be
seriously impaired.

"We are told that the reports made by the F.B.I. were not shown to all of the
F.C.C. members at the time of the
submission and that only recently did some members learn that these reports
had been made.

"Who suppressed them?"

"Why were they channelled through one person?"

"At great expense to our people in
taxed and through high private and public
interests of life, our Government is advancing
against Communism in other countries, whole-some against the ag-

"And yet the evidence unfolds daily of our own Government household
Communist and their New Deal fellow
low-travellers are being harbored in key
positions where they can sabotage our
peace and way of life."

"To fight communism abroad while allowing underground to flourish at home is
sheer nonsense. When one sees Com-
munists and other disloyal persons, it is not surprising that they would like to
"Do anything to them."

"The right to operate a radio station can be obtained only by permit granted by the Federal Com-
missions. In its report, it is stated that
the Commission's Communications Commission is vigilantly guarding and
Communist to capture radio stations, has been shaken by the so-called Durr
affair.

Therefore, I believe that Congress having the responsibility to see that its
laws are enforced and not surrounded
should make a thorough investigation of the Defense Committee of the
Congress should question all members of the Federal Com-
Communications Commission, Director J. Edgar Hoover, the Federal Bureau of
Inquiry, and any other persons who are able to give pertinent testi-
mony,"

CBC recommends CFRB
Power Boost to 50 kw

CFRB TORONTO is being recom-
nended for a general increase of power from 10 kw to 50 kw by the board of
that CBC will consider the application for a 50 kw power boost to
CFRB as the first independently-owned Canadian station, which can go to 50 kw.
Increase was recommended by CBC board to the Department of Trans-

ductor Minister C. D. Howe "to maintain the extent of coverage of CFRB as near as possible to its present coverage
power of 10 kw on 860 kc. The total coverage at 50 kw on 1010 kc
would be greater than at present." CFRB is moving from its 1947-48 10 kw clear channel to make way for
CFBC station CJBC which will move from 5 kw on 1010 kc to 50 kw next year.

Increase follows recommendation of this past summer's Parliament-
ary Radio Committee that Canadian stations be allowed power in-
creases up to limits of Havana and holding, independently-owned stations were limited to 5 kw, except for the few stations
which had more than that before
CFBC came into being 11 years ago.

NEW 250-watt station on 1450 kc has been granted to WDCB, Cleveland, Ohio, with Wally Sitterly, CRAP veteran, and son
of Jack Sitterly, Radio Representatives Ltd., as licensee.

When Its BMI Is Yours

Another BMI "Pin Up" Hit—Published by Campbell-Porgie

LET'S BE SWEETHEARTS AGAIN

On Transcriptions: ASSOCIATED—Mindy Carson
HEARST—Misty
NBC THESAURUS—Novatime Trio.

On Records: Margaret Whiting—Cap. 15010; Victor
Lombardo—Maj. 7269; Bill Johnson—Vic. 20.
1591; Guy Lombardo—Monica Lewis—Dec.*; Blue
Barron—MGM*; Shep Fields—Mastered 553;
Billy "Mush" Masterson—2.

*Soon to be released
Freedom of Speech
(Continued from page 17)
generally; hence, that advertising comes within the meaning of the legislative language in just as full and real a sense as anything else which can be broadcast by a radio transmitter. Let me be perfectly clear. I make this statement without the slightest reservation or purpose of equivocation."

He regretted that some persons with low emotional boiling points, incapable of objective reason, would abolish all advertising if irritated, and reminded that the personal likes, dislikes, preferences and prejudices of a few "may be very decisive in countries which enjoy totalitarian forms of government.

Advertising's Role
"Advertising serves the needs, the convenience, the advantage, the profit of a larger majority of the whole people than does any other single thing which is broadcast," Judge Miller said. He then proceeded to warn of what is happening through governmental action and of the need for voluntary setting of standards.

Turning to the FCC Blue Book, he said it assumes "no advertising is in the public interest, but is tolerated merely because it provides the money upon which broadcasting exists; all sponsored programs are 100% advertising, hence not in the public interest and should be minimized as much as possible; all sustaining programs are 100% in the public interest, hence should be substituted as far as possible for sponsored programs; too many programs are commercially sponsored —hence broadcasters are making too much money; hence the government must limit the amount of advertising, by threatening to deny renewal of licenses."

FCC's recent Lemon Book now warns that broadcasting is a business to keep out of, he said, though previously FCC had urged "all and sundry, including veterans" to apply for licenses. He then referred to FCC's abuse of discretion in telling the public that broadcasters generally "were making inordinately large profits."

At this point he pointed to the Blue Book's technique in depicting the commercial side of broadcasting (see separate story).

Code Picture to Date

In reviewing events to date in NAB's code-adopting procedure, Judge Miller said it is consistent with by-law authorization, unburdened, fully democratic and reflects "a sincere and honest desire to prepare and adopt a just, fair and equitable set of standards which will command the respect, and secure the observance, of the broadcasters."

He recalled the Atlass-Breen questionnaire sent to stations last month in advance of the NAB board meeting, inferring the survey was biased and leading because it asked, in substance, "whether they wished to have NAB enforce standards of practice upon them."

"Naturally, a considerable proportion of non-NAB members would not wish to have NAB force anything upon them," he said. "As a matter of fact NAB has not yet suggested enforcement in any form. So far, no more has been considered than voluntary acquiescence. Obviously there will not be even acquiescence if there is not, at understanding and approval of the standards. What methods of securing observance may be possible, within the law, is something yet to be determined. What methods of securing observance may be acceptable to the broadcasters and to their representatives on the board of directors has not even been considered."

He indicated that the "heat and hysteria" of the last few months have produced more interest among broadcasters concerning their powers and duties than they have ever known before.

Going into specific standards, he said none are in final, approved form. All are subject to suggestions from broadcasters, he said. Based on these suggestions, including those from the field and board members, he said:

"There probably will be little change in those sections which deal with religion, race, creed, color, profanity and obscenity, marriage and the home, insobriety, narcotic addiction, physical and mental afflictions, crime and mystery programs, children's programs. There probably will be some changes in those sections dealing with simulation of news, litigation, professional advice, sports events, news broadcasts, political broadcasts, public controversial issues and religious programs.

"There may be substantial changes in Section 3 on commercial policies, particularly with regard to 'Business Not Acceptable, 'Time Limitations on Commercials' and 'Contests.' It is probable that there will be considerable elimination of overlapping provisions, with resulting condensation and shortening of the whole. There will probably be a preamble or creed which will precede and introduce the present proposals. There probably will be some substitution of affirmative language for negative, prohibitory language which now appears in the present draft."

Programming Phases

Most generally accepted, Judge Miller said; are sections dealing with qualitative factors of programming. Most discussion has concerned time limitations, he explained, a point at which interests of advertisers and broadcasters are most apt to clash. He promised a "great deal of discussion" will take place before final agreement.

Though broadcasters realize that advertisers will not use the medium if standards are too severe, he said they insist the code clearly state that they alone are responsible for character and content of programs and will not give up that power or delegate it to NAB or anybody else.

Active members of NAB are the authors, the promulgators and will be the observers of the code, Judge Miller said. All segments of the membership are being

(Continued on page 84)
WAGE PROBE TO HEAR BROADCAST PROBLEMS

NAB will appear before the Wage & Hour Administration Jan. 7 in connection with hearings designed to decide what exemptions should be made from overtime provisions of the Fair Labor Standards Act.

Richard P. Doherty, NAB Director of Employer-Employee Relations, requested the hearing on the ground that operation of the law fails to take into consideration practical operating problems of the broadcasting industry.

Mr. Doherty will review special needs of the industry in connection with overtime and describe inequities.

Freedom of Speech
(Continued from page 88)

heard, he reminded, and they will have to live under the code, "not the newspaper columnists, or the trade journalists."

He suggested NAB may join with ANA and AAAA in a study of commercials from a qualitative standpoint, to avoid irritating techniques. He hoped associate members, including equipment manufacturers, transmission companies, station representatives and others will be "reasonably well satisfied" with the final code though they could not join in its preparation and adoption "as they might have wished."

After all, labor does the creating. Why, in the name of justice shouldn't they have a voice?"

A. R. Whitford of Santa Barbara, Calif., "... people's side over the air, not reactionary talk only. We oppose the NAB."

W. G. Wyss, general manager of Southern California Broadcasters Association, submitted copies of correspondence with Mutual relating to alleged "attacks" by Fulton Lewis Jr., and the New Republic sent in copies of their columns discussing the Mayflower policy.

From an unsolicited source came a copy of In Fact, edited by George Seelos, which contained an article headed: "Radio Nets Sell Out to Hucksters; Survey Lists 7 Reactionaries on 1,724 Outlets, 31 Million Victims."

Saul Carson, New Republic radio editor, said he would oppose any weakening of the Mayflower policy and urged that it be strengthened if possible.

Reg Fullen, Field of Labor's WCFL Chicago said it would have witnesses to discuss: "Promoting the cause of organized labor (AFL) through radio editorializing."

Not to Participate

Those who have notified FCC that they would participate, but did not indicate what position they would take, include NAB, ABC, CBS, Yankee Network, and Straus of WMCA New York, Robert T. Mason of WMRN Marion (Ohio), Morris Novik, public service radio consultant, and American Civil Liberties Union.

Individuals to whom FCC meanwhile sent letters outlining the issues of the editorializing hearing and asking them to participate, who wrote as follows in FCC records:

Charles A. Beard; Robert Carr, executive secretary, President's Committee on Civil Liberties; Zachary Chute, Harvard U. law professor and vice chairman, General Commission on Freedom of the Press (CFP); John M. Clark, Columbia U. economics professor; Ed- win L. Corwin, Princeton U. professor of political science; John Croby, New York Herald Tribune radio writer; Hender C. Cushin, Bethel U. professor of government; George B. Denny Jr., president, Town Hall, John A. Do- son, U. of Pennsylvania law professor and member of CFP; Morris Ernst and Lloyd Garrison, attor- ney; tvt Doris Good, New York radio writer; Frank Graham, president, University of Chicago; Archibald Hayes, attorney; William E. Hocking, Harvard U. professor of philosophy (emeritus) and member of CFP; Robert M. Hutchins, president of U. of Chi- cago; U. of Chicago; Eric Johnston, presi- dent, Motion Picture Assn. of America; John Kettell; Robert Lapham, Harold D. Laussell, Yale U. law pro- fessor and member of CFP; Paul Lazarfeld, author of "The People Look at Radio"; Robert D. Lipe, executive director of CFP; Archibald MacLeish, member of CFP; Charles E. Merriam, U. of Chicago professor of political science (emeritus) and member of CFP.

FCC Authorizes Secretary to Act on Applications

TO EASE the workload of FCC members and speed action, the Commission last week delegated to its secretary authority to act upon applications for approval of voluntary transfers of control of radio stations and certain pro forma voluntary license transfers [CLOSED CIRCUIT, Nov. 24].

FCC and April proposal of the Accounting and Law Depts., therefore, the FCC secretary henceforth may act upon (1) "broadcast service applications which fall within the provisions of Sec. 1.328 of the Rules (applications for involuntary assignment or transfer of control, such as a transfer from a deceased licensee to the administrator of his estate), and (2) "broadcast service applications for consent to assignments of licenses from individuals to corporations owned and controlled by such individuals, or from corporations to the individuals controlling such corporations, provided there are no substantial changes in the interests of the respective assignors."

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WEB

WORCESTER, MASSACHUSETTS

Represented By

Adam J. Young Jr. Inc. and Kettell-Carter

CHARLES GAINES, 55, DIES AT HOME IN N. Y.

CHARLES GAINES, 55, executive producer of the Frederie W. Ziv Co. and veteran radioman, died last Wednesday night at his Park Ave. apartment, New York. Mr. Gaines suffered a heart attack. He joined the Ziv Co. early in 1944 after serving for several years as head of programs and production of World Broadcasting System. Mr. Gaines had produced, in his career, such programs as Manhattan Merry-Go-Round, The Album of Famiul Music, and Singing Sam. He was one-time supervisor of production for Blackett, Sample & Hummert, having left in 1931 to join World Broadcasting. He was a representative of transcription companies on the Industry Music Committee. He is survived by his wife, Mrs. Blanche Friedman Gaines, and a daughter, Doris, an employee of Benton & Bowles, New York.

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WORCESTER, MASSACHUSETTS

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Adam J. Young Jr. Inc. and Kettell-Carter
Gala Opening Last Wednesday Marks WMJ-TV Start

WEF ALT ELY, Dec. 3, was "T-Day" in Milwaukee as the Journal Co.'s long-awaited $8,000,000 station, WMJ-TV, made its debut with a three-hour telecast featuring local talent and addresses by city and state dignitaries.

Eight programs were offered on the initial day to substantiate Executive Vice President and General Manager Walter J. Damm's statement: "Every preparation has been made in advance to insure the best possible television operation."

Production of the entire evening's entertainment, estimated to have cost close to $2,000, was directed by Jim Robertson, who demonstrated the months of study and preparation that went into the station's premiere.

At a dinner given by The Journal Co. and its official family, Frank E. Mullen, executive vice president of NBC, congratulated Mr. Damm for the pioneering spirit of WMJ and said every effort was being taken to add Milwaukee to NBC's projected nation-wide television network. By means of specially-prepared 16 mm film Niles Trammell, NBC president, also congratulated the Milwaukee Journal station for its foresight in planning many years ago for WMJ-TV's initial broadcast.

300 TV Sets Arrived

Mr. Damm said that more than 300 television sets had arrived in Milwaukee in time for the broadcast and he estimated WMJ-TM's first audience was in excess of 10,000 since many sets were placed in show-windows of local sponsors.

Milwaukee advertisers who won the distinction of being first to sponsor television in the city were Secony-Vacuum Oil Co. Inc., Schuster Dept. Store, A. Gettelman Brewing Co., Gimbel's, The Boston Store, Taylor Electric Co. and Constant Hosierly.

Russ Winnie, assistant to Mr. Damm, said all local sporting events had been sold and that WMJ-TV's daily schedule already has a heavy listing of local and national sponsors.

SERIES OF TELEVISION shorts called Life of the Party to be produced for Yankee Doodle Root Beer is discussed by (1 to r) Klaus Landsberg, director of KTTLA Hollywood; LeRoy Prinz, director, Warner Brothers studio, who will produce and direct series, and George Gale, account executive of Grant Advertising Inc., which is handling Yankee Doodle account. Mr. Prinz is one of first big-name movie directors to become identified with television. Distribution of the video shorts will be expanded nationally as the distribution of Yankee Doodle's product expands, agency reports.

WBT Charlotte Files with FCC For License to Operate Video

APPLICATION for television was filed last week with FCC by the Jefferson Standard Broadcasting Co., owner and operator of WBT and WBT-FM Charlotte, N. C. J. M. Bryan, president of company, declares present plans call for an estimated coverage of 2,000,000 persons in North and South Carolina.

No definite date has been set for opening of TV in Charlotte, but station officials are hopeful for a late 1948 debut. AT&T engineers, however, have estimated 1950 as the date for operation of the coaxial cable from Washington, D. C., to Charlotte. The cable has been installed, but difficulties in obtaining certain equipment are slowing work necessary to put cable in operation.

Charles Crucfield, general manager of WBT and WBT-FM, declared last week that if other broadcasters in the South and in the Carolinas will apply for TV licenses at the earliest possible date, ways and means of speeding the debut could be found.

WBT plans to locate its TV transmitter equipment on Spencer Mountain, the present site of WBT-FM interim broadcast operations. Plans for the completed FM transmitter house include facilities for both FM and video, with the tower supporting television sight and sound turnstiles as well as FM antenna.

In filing, Channel 3 in the 66-66 megacycle band was applied for, to be used for both sight and audio transmission. The power for visual transmission will be 5000 w, and for sound 3000 w.

Jefferson Standard Broadcasting Co.'s executives include: Ralph C. Price, chairman of the board, president of Jefferson Standard Life Insurance Co.; J. M. Bryan, president, first vice president of the insurance firm; Charles H. Crucfield, vice president; and E. J. DeGroat, secretary and treasurer. The Board approved an overall installation cost of $500,000 for television. This estimate includes costs of new studios, lights, monitoring equipment, cameras, a mobile unit with telescopic lens cameras, transmission and sound equipment which will be linked to transmitter facilities through high frequency radio beam.

Mrs. Grace Carr Geddes

MRS. GRACE CARR GEDDES, 34, died Wednesday in Emergency Hospital, Washington, after an illness of several months. She was the widow of Gall G. Geddes, fatally injured last June in an automobile accident at Doylestown, Pa. Mr. Geddes was a son of Bond Geddes, executive vice president of Radio Manufacturers Assn., and had been an executive of National Assn. of Manufacturers. Two children survive.

SITE FOR KGO VIDEO AND FM IS PURCHASED

PURCHASE of a six-acre tract on top of Mt. Sutro, San Francisco, for KGO television and FM was announced in that city Dec. 2 by Edward J. Noble, chairman of the board of ABC. Cost was in excess of $100,000. Mr. Noble, in San Francisco for KGO's switch-over to 50 kw, said work on project would begin immediately and that ABC will be on the air with television in that area within a year.

Site was selected by Kear & Kennedy, consulting engineers of Washington, D. C. Tract is 903 feet above sea level and a 300-foot tower will be erected so that KGO's FM and television antenna, to be placed on the same tower, will be 1,253 feet high. KGO-FM is operating temporarily from an East Oakland site.

The purchase includes the 15-room palatial home of Adolph Sutro of San Francisco. Both transmitters will be housed in the mansion.

Upcoming

Dec. 3-5: Advertising and Wireless Meeting, DePaul U. and Sherton Hotel, Chicago.

SPEARHEADING THE PROGRESS OF FM

WASHINGTON DC.
WASHINGTV DC.
WASHINGTON
WASHINGTV DC.
WASHINGTON
WASHINGTV DC.
WASHINGTON
WASHINGTV DC.
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WASHINGTON
WASHINGTV DC.
WASHINGTON
WASHINGTV DC.
WASHINGTON
Havana Agreement
(Continued from page 19)
DELEGATES representing many nations were guests at luncheon given by Goar Mestre, president of CMQ Havana, during NARBA Engineering Conference at Havana. Guests included (1 to r): J. W. Bain, chairman, Canadian delegation; Dr. Nicolas G. Mendoza, chairman of Cuban delegation; Lazaro Barajas, chairman, Mexican delegation; F. C-Buchannon, XEB Mexico City, adviser; Mr. Mestre; Royal V. Hayward, NAB; Angel Camo, CMQ; George E. Sterling, FCC chief engineer, chairman of American delegation.

pating nations agreed on topics listed on the agenda, long hours and days of debate and juggling at the Canadian NARBA were avoided. Thus many matters of an engineering nature were decided, in effect, by engineering experts without the compromises and jockeying entailed in treaty negotiations.

Brought out into the open were the demands that each country will make at the NARBA meeting, with the engineering reasons behind these proposals. Engineering representatives of the countries tossed these proposals back and forth. Where agreement could not be reached, progress was made in understanding each others' desires.

The A and B committees submitted reports to the main conference, most of which were adopted with minor changes. Committee B made no recommendations, merely re- porting the views of each country. Committee A chairman was Donald R. MacQuivey, vice chairman, Telecommunication Division, U. S. Dept. of State. Committee B chairman was Guillermo Morales, of the Cuban Ministry of Communications.

New definitions were adopted for standard broadcast stations and channels. They follow:

The term "Standard Broadcast Station" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies.

The new definition covering assignment of carrier frequencies serves to prevent interchannel assignments, such as 605 kc midway between 600 and 610 kc, for example. The definition follows:

The carrier frequencies assigned to standard broadcast stations shall begin at 540 kc and be in successive steps of 10 kc per second to and including 1050 kc. An intermediate frequency shall be assigned as the carrier frequency or any broadcast station.

In working out procedure to reduce interference among North American nations, the conference revised definitions covering bandwidth of emissions and spurious radiation. No specific definition was adopted for "objectionable interference" since it depends on the degree of protection to be accorded each class of station.

Factors to Be Considered

Factors to be considered include protection to which classes of stations get from emissions on the same or other channels, as well as from spurious, harmonic or parasitic emissions.

This general definition of "power" was recommended for adoption:

The power of a standard broadcast station is the equivalent of its carrier power specified as a function of distance and time, as measured at the antenna system and the total resistance at that point.

In determining objective interference, the conference agreed to retain a provision including use of a c t u a l measurements. It was agreed to adopt Canada's proposal for use of propagation curves with out decision at this time as to what specific curves would be used. Later, under Committee B, it was agreed to use the 20 U. S. curves which range from 840 to 1000 kc. Present NARBA mileage separation tables were opposed for the new NARBA. The U. S. submitted its initial 100 U. S. curves taking into account varying heights of E-Layer. Further study of the problem of objective interference was favored.

Submission of more detailed engineering data in notifications of station assignments was also approved. The conference agreed to continue the 20:1 co-channel ratio on signal intensity at borders. Submission of calculations of ground wave conductivity throughout the North American region was recommended. All countries but Mexico are currently working on this project.

Committee B approved an increase in the number of channels from 106 to 107, as a result of the decision by the Atlantic City conference to add 540 kc to the broadcast band. Use of 540 kc was left up to the Canadian NARBA meeting. Canada now uses it as IA. Both Mexico and Canada favored use of 540 kc as a Clear 1A channel.

Cuba's suggestion that the term "national" channel be substituted for "clear channel" was not adopted.

'National' Channel Defined

A "national" channel, under this proposal, would be one on which the dominant station or stations give satisfactory service in areas, with groundwave as well as part of the skywave service interference-free within borders or coasts of country in which station is located. Minimum power of Class I station would be 10 kw and when maximum exceeds 50 kw, it could not radiate toward any other country using the same channel with any kind of station. The signal could not exceed the equivalent of a 50 kw station with an antenna efficiency of 225 mva per kw radiated. They proposed to drop the IA and IB categories, making all Class I. It was felt the idea was to break down all clear channels internationally, with Cuba getting many 1B stations.

Mexico asked that it have 590, 630, 950 and 980 kc as clear channels, offering to give up 1220 and 1780 kc in exchange for 630 and 980 kc. This proposal led to heated debate, U. S. and Canada describing complex engineering problems involved since some 1800 U. S. stations would be affected, especially 254 regions of which 200 have costly directional antenna problems. The proposal was viewed as an extremely drastic, with extensive reallocations and expenditure of millions of dollars involved. Cuba

WE'RE Rarin' TO GO!!

... Soon after Dec. 15 our new modern WMGW will be on the air ... and believe me you can hardly wait to offer the advertiser this rich Crawford County market. Crawford County is the leading dairy producing county in the State of Pennsylvania, and Meadville, our headquarters, is the county seat of Crawford. You might be interested to know that we in Meadville alone were well over $26,000,000 in 1946. Another 20% increase for 1947 would not shock me. A lot can be done in the current year at 32,000,000. You can't go wrong in a market like this.

WMGW
Studio & Offices
FIRST NAT'L BANK BLDG.
MEADVILLE, PENNA.

Western Colorados' Pioneer Station
KFXJ
Serving the Market at
GRAND JUNCTION
21 years of "Know How"

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too pointed out that she was using these channels and would not con-
sider giving them up.

When the Mexican point of view was ruled outside the scope of the
conference agenda by Committee B Chairman Morales, of Cuba as an
allocation matter for the NARBA ac-
tion, Mexico withdrew them in a 
huff but was persuaded to remain
to hear the rest of the U. S. tech-
nical data on the signal's propagation
and vertical angles of radiation,
latitude effects and U. S. proposal
to eliminate the 1,800-mile and
2,000-mile rule in the present treaty.

Mexico also wanted to clear all
clear channels to the Canadian bor-
der so it could broadcast to Mexi-
can residents and subjects in the
U. S. It asked elimination of the
650-mile border rule for location of
Class II stations on 1A channels,
with suggestion made that a sep-
ate agreement might be reached by
the U. S. and Mexico.

U. S. Contention

The U. S. contends the 650-mile rule
has sound technical basis be-
cause of the failure of skywaves and
directional antennas to con-
form precisely to predictions. Cuba
was quite definite in stating it will
never accept the 650-mile rule in
the new NARBA treaty.

All countries favored substitu-
tion of the Class III type of re-
gional for IIIA and IIIE.

Inking of a U. S. desire to re-
tain the right of increasing max-
imum power to 1,000 kw or even
higher was given by James E. Barr,
chief of the FCC Standard Broad-
cast Division, in the discussion of
interfering signals under the 650-
mile rule.

Mr. Barr said the U. S. feels that
once a priority of use has been es-
established, the country should have
the opportunity to make the best
use of that facility. This may in-
volve the use of power as high as
750-1,000 kw or perhaps higher,
he added, the U. S. feeling there should
be some cushion or leeway in the
calculation of skywave signals. He
reminded that the FCC is still col-
collecting evidence on high power.

Mexico deduced that in view of
the U. S. explanation that the sky-
wave calculations are not accurate
and therefore the 650-mile rule on
interference is more political than
technical. Cuba said the 650-mile
rule discriminates against that
country, all countries but Mexico
agreed on the 50% root-sum-square
rule on interfering signals. Mex-
ico agreed to give the problem fur-
ther study.

Mexico asked skywave protection
for Class IV stations at or near
borders. It wants maximum signal
for each country at the border to
be 15 kw.

The U. S. submitted regulations
on adjacent channel interference
but others did not accept the 20 and
30 kw separation as used here pend-
ing further study. Canada, Cuba
and Mexico agreed in principle
with U. S. proposals on the 1:1
ratio of desired to undesired sig-
nal proposed by the U. S. for sta-
tions 300 miles apart.

They felt, however, that Canada's ratio
of 1:20 for desired to undesired
signal for stations with 20 km sep-
paration was more realistic than the
U. S. 1:30 in view of the age of
the receiving sets generally in use
in those countries.

Delegation Members

Members of the U. S. delegation,
chairman by George E. Ster-
ing, FCC chief engineer, were:

Government delegates—Mr. Ster-
ing, Donald R. MacQuivey, vice chairman,
Telecommunications Division, Dept. of
State; James E. Barr, chief, Standard
Broadcast Division; and George E. L (
FCC; Raymond L. Harrell, telecommu-
nications attaché, American Embassy,
Havana; Joseph M. Zittner, Legal In-
formation, FCC; Neil N. McNaughton, chief,
Standard Allocation Section, FCC; Ed-
ward Geither, director, Technical Informa-
tion Division, FCC.

Industry Advisers—Raymond R. Guy,
NBC; Richard E. Howard, FCC staff;
Robert T. Stoddard, consultant; W. H. Leydorf, Clear
Channel Broadcasting Service; James D.
Parker, CBS; John C. Pettiford, WBBM
Andrew D. Ring, consultant; George E.
Larson, consultant; J. W. Wright, CABS.

Canadian Delegation—J. W. Bain,
Dept. of Transport, chairman; W. G.
Richardson, CBC; Harry Dawson, CAB.

Nicolás Urbina, Chief, Cases and
Usuados, Director of Radio, chairman;
Miguel Torres Menéndez; José J. Serrano,
Alfonso Hernandez Cede, Guillermo Mo-
ñez, Secretary; and E. Villarino, Julio Be-
nito de la Rosa, Mariano Durand Nieto,
all from Ministry of Communications;
Raul Karman; Venture Montes; Ramon
Gonzalez; and Carlos Estrada,0 Antonio
de los Santos, industry observer.

Dominican Delegation—Miguel Lub-
segel, charge d'affaires, Dominican Leg-
ation, Havana; and Objec Timmer, charge d'affaires,
Haitian Legislation, Havana, Observer.

Mexico—Lazaro Barajas, Minister
of Communications and Public Works.

Conferences, 104-J. Clark, assistant
secretary, Posts & Telegraphs; W. F.
Oalia, Newfoundland Broadcasting
Corp.

WSYR

750 KC
1,000 (D)
Alexandria, Virginia
announces with pleasure the appointment of
THE FRIEDENBERG AGENCY, Inc.
as Exclusive National Representatives

HENRY Z. UNGAR
Commercial Manager

BROADCASTING • Telecasting

Use

KGLD gives dominant coverage of a prosperous rural-urban market — ideal for testing!

3280 K.C. 5000 Watts CBS Affiliate

WEED COMPANY, INC.

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HUE DEPENDS ON VIEW

Judge Miller Illustrates How Blue Book
 Defines Commercial Blocks—
See story Miller Address, page 17

"THOSE black pages" in the FCC
Blue Book really aren't so black
if they are broken down in a fact-
tual manner, NAB President Justin
Miller told the joint luncheon Dec.
3 of the Radio Executives Club

Approval of WSYR

Sale is Requested

Publisher S. I. Newhouse, New
Owner, Announces Plans
APPLICATION for FCC approval
of the purchase of WSYR Syracuse,
one of the Wilder stations, by Pub-
lisher S. I. Newhouse for $1,200,000
[ BROADCASTING, Nov. 10] was
filed with the Commission last week.

The station, a 5-kw basic NBC outlet
on 570 kc is owned by Central
New York Broadcasting Co. Col.
Harry C. Wilder is president and
owner. His family, which sold S.
owns 32.5%. Mr. Harry Wilder
owns 12.5% and the remaining in-
terests are held by some 12 other
stockholders, largely employees of
the station.

Mr. Newhouse is purchasing the
station in the name of Radio Proj-
acts Inc., which is wholly owned by
himself and members of his imme-
diate family. He is controlling
owner and active manager of the
station, Heraldo O. Smith, and
Post-Standard, all in Syracuse, and
also of the Long Island Daily
Press, Jamaica, N. Y.; Long Island
State Journal, Long Island City,
N. Y.; Staten Island Advocate, Staten
Island, N. Y., and the Newark
Star-Ledger, Newark, N. J.

Staff to Be Retained

WSYR-FM, as well as the standard
station, is involved in the transfer,
but the other two stations, WTRY Troy and WELI New
Haven, are not affected. The New-
house interests have an FM con-
sent for WTRY, but will relinquish it upon approval of
the purchase of WSYR and WSYR-
FM. Colonel Wilder will continue as general manager of WSYR, a
post he has held since 1932, and the
station's present staff will continue
unchanged, Mr. Newhouse reported.

Radio Projects Inc. filed plans to expand WSYR-FM pro-
grams, particularly in the field of
school programming, and to put into effect an increase in FM
broadcast hours immediately upon
actual acquisition of the station.

The new company also plans to en-
ter the television field in the near
future, to develop facilities for broad-
casting, and to work closely with
General Electric Co.'s Electronics
Park in Syracuse and with Syra-
cafe.

The Washington law firm of Dow,
Lohnes & Albertson represented
Central New York Broadcast-
ing Corp., while Segal, Smith & Hennessey, also of New York,
represented Radio Projects Inc.

and New York Advertising Club.
Judge Miller showed an enlarged
reproduction of the Sunday even-
ning network and non-network com-
mercial and sustaining programs of
CBS basic affiliates (April 28,
1944, 6-11 p.m.) as portrayed on
page 25 of the Blue Book. The chart
is almost solid black, domi-
nated by network commercial time.

Using blank network and station
symbols, Judge Miller showed the
same chart with only one-sixth of
each commercial block in black
representing the actual time con-
sumed by commercial messages.

"During the time represented by
that white space, the listener is
being entertained, informed, or di-
verted, in some way, to his liking," Judge Miller said. "Why, then,
should we allow the Commission—
or anyone else—to go unchallenged
when they seek to leave the im-
pression that radio is 'too commer-
cial' or that the great mass of
sponsored programs are any less
desirable than those which are
called 'sustaining.'"

"Obviously, there is need for ag-
gressive, affirmative action upon
the part of broadcasters, and their
friends, to give real facts to the
people concerning advertising in
general, and broadcast advertising
in particular."
FCC said, an nedy purchase filing of exceptions, followed by necessary. would interest sel. ports and counsel, Price stressed that the filing of exceptions would be necessary to reinforce the building. In view of the costs involved, the company said it decided to give up the FM grant, which was for Class B Channel 238 (95.5 mc).

**Construction Permits for New FM Stations**

CONSTRUCTION PERMITS for seven new FM stations were issued by the FCC, while three permits, including Knight Newspaper's Knight Radio Corp. of Detroit (Detroit Free Press), turned in their FM authorizations. The construction permits were primarily issued by the Commission in lieu of previous conditions.

Knight Radio, which previously had filed and later withdrawn FM applications for Akron and Chicago, told FCC that it had planned to erect its Detroit FM tower at the Free Press building but found that it would be necessary to reinforce the building. In view of the costs involved, the company said it decided to give up the FM grant, which was for Class B Channel 252 (95.3 mc).

**Winners of Broadcasting Awards**

Winners of the Broadcasting Awards for 1938 were announced yesterday in New York. The winners were as follows:

- **Most Improved Station:** KNX, Los Angeles
- **Most Valuable Station:** WOR, New York
- **Most Popular Station:** KDKA, Pittsburgh
- **Most Valuable Program:** "Quiz; religious, Eternal Light and Greatest Story Ever Told"

**Construction Permits for New FM Stations**

CONSTRUCTION PERMITS for seven new FM stations were issued by the FCC, while three permits, including Knight Newspaper’s Knight Radio Corp. of Detroit (Detroit Free Press), turned in their FM authorizations. The construction permits were primarily issued by the Commission in lieu of previous conditions.

Knight Radio, which previously had filed and later withdrawn FM applications for Akron and Chicago, told FCC that it had planned to erect its Detroit FM tower at the Free Press building but found that it would be necessary to reinforce the building. In view of the costs involved, the company said it decided to give up the FM grant, which was for Class B Channel 238 (95.5 mc).

**Winners of Broadcasting Awards**

Winners of the Broadcasting Awards for 1938 were announced yesterday in New York. The winners were as follows:

- **Most Improved Station:** KNX, Los Angeles
- **Most Valuable Station:** WOR, New York
- **Most Popular Station:** KDKA, Pittsburgh
- **Most Valuable Program:** "Quiz; religious, Eternal Light and Greatest Story Ever Told"

Kenneth J. Beebe, association president, declared the awards were based on consistent performance “in the interest of the advancement of public enlightenment and/or public service.” He also supported that theory by saying radio is regaining the high standards of public service and quick public approval is established during the war.

More than 150 nationally known educators and civic leaders were polled in the survey of winners of the awards, which were established to encourage radio to strive for public service and public enlightenment through intelligent programming.

**World’s Best Tobacco Market**

**WB TM-FM**

**25,000 Watts**

**97.9 Megacycles**

**George P. Hollingbery Co. National Representatives**

**World’s Biggest Textile Mills**

**BROADCASTING • Teletacing**

**Away Awards Announced By Schools, Colleges**

LEADING NETWORK shows won recognition today when the American Schools and Colleges Assn. announced recipients of its second annual radio awards.

This year’s winners included: Audience participation, Truth or Consequences, The Beaver; People’s Jury and Land of the Lost; dramatic shows, Theatre Guild of the Air and Quiet Please; educational shows, There, There and Exploring the Unknown; educational service, Invitation to Learning and Author Meets the Critics; forum, Meet the Press and American Forum of the Air; music, NBC Symphony and Metropolitan Opera; mystery drama, David Harding, Counterpoy; quiz shows, Professor Quiz; religious, Eternal Light and Greatest Story Ever Told.

Kenneth J. Beebe, association president, declared the awards were based on consistent performance “in the interest of the advancement of public enlightenment and/or public service.” He also supported that theory by saying radio is regaining the high standards of public service and quick public approval is established during the war.

More than 150 nationally known educators and civic leaders were polled in the survey of winners of the awards, which were established to encourage radio to strive for public service and public enlightenment through intelligent programming.
Request Is Denied For DPA Hearing

DAYTIME Petitioners Asan's 16-month-old request for an FCC hearing looking to fulltime use of Mexican clear channels on which DPA members now operate daytime only [BROADCASTING, Aug. 19, 1946] was dismisse by the Commission last week, without prejudice.

Spokesmen for the group, which had asked FCC either to dismiss without prejudice or to defer action on the petition, said they hoped the U.S.-Mexico "gentlemen's agreement" with respect to use of the channels will be continued when the North American Regional Broadcasting Agreement (NARBA) treaty conference is held in Canada in August. If satisfactory agreements are reached at that time regarding fulltime use of such channels, it was pointed out, FCC then presumably would conduct a hearing to determine how the frequencies should be used.

FCC officials already have indicated that the subject is a proper one for study at the NARBA treaty conference but beyond the scope of the pre-NARBA meeting.

Daytime-Skywave Hearings, Clear Channel Combined

FCC's LONG-PENDING daytime-skywave case, on which rests the fate of scores of AM applicants and stations operating daytime on clear channels, was consolidated by the Commission last week with the clear-channel case itself, foreclosing any chance of its being decided until next year.

All participants in the daytime-skywave hearing, held last June [BROADCASTING, June 9], may file briefs by Jan. 5 and those who do may then participate in oral argument starting Jan. 19. The dates are the same as those set for briefs and argument, respectively, in the clear-channel case [BROADCASTING, Nov. 9]. No decision in either proceeding is expected before March or April. Though the announcement of the consolidation of further proceedings did not mention it, FCC's present policy of holding up action on applications for daytime and limited-time use of U. S. 1-A, and 1-B channels presumably will be kept in effect until after the January argument and subsequent decision. When it originally called the daytime-skywave hearing, the Commission specified that no action would be taken on such applications "until the hearing is concluded and a decision is announced" [BROADCASTING, May 12].

YANKEE NETWORK TV CLINIC NEXT MONTH

COINCIDENTAL with announcement that the Yankee Network had begun construction of its television transmitter in Boston, Linus Travers, Yankee's executive vice president and general manager, last week announced the opening of a television clinic for Boston advertising agency men in January.

Television technicians from other parts of the country will be called in, Mr. Travers said, with the idea of presenting a "practical, down-to-earth" clinic whose main purpose will be to acquaint the agency men with the fundamentals of video and the application of TV techniques.

Demonstrations of actual programs are planned, and there will be ample opportunity for those attending the clinic to ask questions, Mr. Travers indicated.

Letters of invitation to attend the clinic were forwarded to all advertising agencies in the Boston area.

Democrats Name Roach 1948 Convention Chief

WILLIAM N. ROACH, until recently assistant to the treasurer of the Democratic National Committee, has been named managing director of the Democratic National Convention in 1948, it was announced last week by Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee.

Mr. Roach has been with the committee since 1929 and was assistant director of the 1944 convention at Chicago.
Petrillo

(Continued from page 18)

ally elected) a slate and sends sample
ballots to the membership with in-
troductions to vote for one and all.

"We have no knowledge or say
as to who is to run for office," said
the union member who furnished this year's sample ballot.

No. 10's board is to be com-
manded for its consistency, how-
ever. There is no choice for any
way from president to members of the trial and exam-
ining boards, delegates to the Chi-
cago Federation of Labor, and dele-
gates to conventions of the AFM.

First steps were taken last week
by segments of the Industry Music
Committee, representing broadcast-
ing and related industries, to draw
up a cooperative program to meet
Petrillo's onslaughts against radio
stations, networks, recording com-
panies and other groups.

Membership of the Industry
Music Committee's Executive Com-
mittee and two subcommittees was
announced. The Public Relations
Subcommittee met briefly in New
York Tuesday, discussing proposals
of the full committee that a public
relations program be published.

The subcommittee is expected to
meet again this week to continue
discussion and elect a chairman.

The Legal Subcommittee met in
New York Wednesday.

Membership of the Executive
Committee and subcommittees fol-
lows:

Executive Committee: Frank
Mullen, NBC, for networks; Ed-
ward Wallerstein, Columbia Re-
cord Corp., for record manufac-
turers; Richard S. Testut, Asso-
ciated Program Service, for trans-
cription manufacturers; Raymond
C. Congrove, Columbia Division,
for the Radio Manufacturers Assn.;

Pulver; Roener, George, KTRH,
Houston; Romine, Jim, WSB, Atlanta; Round,
George, Univ. of Nebraska, Lincoln; Schiess, Kansas City; WBCA,
Lafayette; Schneider, Sam, KYOU, Tulsa; Seaman,
Jerry, Gittins Ad, Milwaukee; Shom-
mette, Bill, WOAI, San Antonio;
Skooler, Charlie, KKOK, St. Louis;
Totten, Hal, WGN, Chicago; Vanderlind,
Ed, WBCN, Bay City; Viser Paul, NBC,
Chicago; Watts, Lowell, KLZ, Denver;
Weather lax, L. F., KBPI, Wichita; Wells,
Marshall, WJR, Detroit; Rie-
gard, Gary, KSTP, St. Paul; Woress-
cher, Chuck, WMJ, Cedar Rapids; Ziep,
Bill, WBNR, Columbus.

Everett Dillard, PM Assn.; G. Em-
erson Markham, General Electric Co., WRGB, for Television Broad-
casters Assn.; D. Willard Jr., for NAB; Richard F. Doherty, of
NAB, is executive secretary of this
group as well as the full commit-
tee.

Legal Subcommittee: John W.
Van Allen, for RMA; Sidney Har-
ria, Majestic Records, for record
manufacturers; Walter Socolow,
Lang-Worth Feature Programs, for
transcription manufacturers; Leon-
ard Marks, FMA; Joseph McDon-
ald, ABC, for networks; Thad
Brown Jr., TBA; Don Petty, NAB.
Public Relations Subcommittee:
Million Backman, Decca Records, for
record manufacturers; Joseph W.
Bailey, Louis G. Cowan Inc., for
transcription manufacturers; Stan-
ley Manson, WHAM Rochester and
Stromberg-Carlson Co. for FMA;
Bond Geddes, RMA; Robert D.
Sweezy, MBS, for networks; Paul
Raihoun, Paramount Pictures, for
TBA; Robert K. Richards, NAB.

Little Reaction

The four major networks ap-
peared last week to be in no great
hurry to take advantage of Mr.
Petrillo's temporary reversal of the
AFM edict forbidding the em-
ployment of musicians on coopera-
tive programs (BROADCASTING, Dec. 1).

The union boss made the an-
nouncement on Nov. 26; late last
week only seven co-op shows on
two networks, out of a total of
more than 35 on all four, had
added instrumental music to their
formats or were planning such
action soon. Neither NBC nor CBS,
according to spokesmen for those
networks, had any such immedi-
ate action in the works.

ABC confirmed that it plans to
add a 25-piece orchestra to the Abbot & Costello show begin-
ning with the program of Dec.
17. The network also plans to add
instrumental music to Dick Tracy,
and Ethel & Albert radio and musical bridges to Headline Edi-
tion.

MBS, in addition to restoring
Pianist Joseph Kahn to the cast of
Information Please, planned to
augment Meet Me at Party's with an
orchestra, starting with yester-
day's broadcast. It was expected to
be Harry Zimmerman's west coast
MBS house band. Mutual also
planned to institute organ bridgesetween "cases" on Al-
Alexander's Mediation Board.

Pulse Inc. Report for November

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<tr>
<td>WJZG</td>
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</tr>
<tr>
<td>WJZC</td>
<td>22.5</td>
<td>22.5</td>
</tr>
</tbody>
</table>

The Tottenham Women and the Chambery

Jane Dalton, Women's Director, is
on the air Monday through Saturday.
The other woman she advertised
some cutout cards that were sent
precisely at the end of her first
broadcast at 10:00 a.m. At the end
of her second broadcast at 10:30,
Jane scurried off to buy some of
the chambery she had just described.

There wasn't enough left to make
doll's dresses.

Mr. Worcester

Charles (Chuck) Worcester, WMT Cedar Rapids, was elected president
for the coming year, succeeding Layne
Wyatt, WPAT Fort Worth. Wallace
Kadderly, KGW Portland, Ore, was
elected vice president, succeeding
Mr. Worcester; and Hal Totten,
WGN Chicago, was named secre-
tary-treasurer.

Farm programs come closer to
realizing broadcasting ideals be-
cause they achieve a wedding of
entertainment and public service
rarely realized in other program
structures. A. D. Willard Jr., NAB
executive vice president, told the
annual banquet Nov. 30.

In an earlier session, Herb Plam-
beck, WHO Des Moines, delivered
an NAB code action report which
pointed out that NARFD was pri-
marily interested in two things:
(1) Treatment by the NAB and the
industry as a whole on the same
plan of importance as other radio
programs, and (2) placing of
farm programs on same basis com-
ercially as other daytime pro-
grams.

NARFD sessions began Sunday,
Nov. 30, with the morning agenda
calling for various committee re-
ports and a talk by Ken Gagen of
the USDA.

New farm sessions were devoted
to talks by John Douglass of Aus-
tralian Broadcasting Co.; Fergus
Murie, CBC agricultural farm
superintendent; Farm Directors Larry
Hansen, KBCO Minneapolis; Jesse
Buffum, WEEL Boston and Mears.
Kadderly and Beaty.

Other Topics

Other topics on the agenda: "Farm Audience Research," Roy
Park of Ithaca, N. Y.; "The Small Market Station Farm Broad-
casters," by Jack Combs, KFYO Lub-
bock; "Latest Developments in
Weather Information for Farm
Broadcasters," by Gordon Dunn,
U. S. Weather Bureau; "Using an
Airplane for Western Broadcasting,"
by Gene Shipley, WIBW Topeka;
and "Writing Your Own Farm
Bulletin," by Tom Page, WNBC
New York.

NARFD attendance included:
Adams, W. (Amos), Texas A & M;
Alampi, Phil, WJZ, New York; Arnold,
Burton, Oke A & M, Stillwater; aspelfa,
Harry, WNXA, Shreve City; Atwood,
Frank, WTC, Hartford; Battles, Roy
WLY, Cincinnati; Beaty, Layne, WPAT,
Pittsburgh; Bischof, Jerry, KFYO,
Lubbock; Blodgett, Elmer, WSMY
Trinity, Iowa; Blodgett,端正, WNLW,
El Paso; Brofere, Jake, WCH, Chicago;
Fukuda, Jesse, WEEL Boston; Bur-
Senate Tempers Are Stirred By Recent NAB 'Grey Book'

STRAINED RELATIONS between the NAB and members of the Senate Interstate Commerce Committee were reported aggravated last week by the NAB's recent publication and distribution of Broadcasting and the Bill of Rights, the three-hundredodd page volume containing testimony on the White Bill (S. 333) to amend the Communications Act, 10,000 copies of which were sent to selected persons and organizations.

Members of the committee said last week that the volume, promptly labeled the "Grey Book," and the accompanying press release, were viewed as "propaganda." The matter was discussed informally at a meeting of the full committee, with more than a quorum present, on the preceding Friday (Nov. 28). One Senator, who asked not to be quoted, said that NAB President Justin Miller had reached "an alltime low with the committee."

As a member of the Committee on Interstate & Foreign Commerce the compilation of statements on the White Bill will be of particular interest to me, and I am looking forward to the opportunity to read the book with the care which the subject warrants."

On the House side Rep. Clarence F. Lea (D-Calif.) and Rep. Frederick A. Muhlenberg (R-Pa.), along with a number of other Congressmen, thanked NAB for sending the book.

Representative Muhlenberg enclosed a copy of recent remarks on the dangers of federal encroachment of free speech and need of protecting freedom of the air.

Senators took umbrage against the book and press release, it was said, because the volume carried the affirmative statements of 25 representatives of the radio industry and did not contain the cross-examination and observations of the legislators. Moreover, it was said by one Senator that Judge Miller had attacked the integrity of members of the Committee in at least one particular.

The Senator referred to the statement in Judge Miller's testimony, reiterated in the press release, reading:

"If Congress has now come to a time when it wishes to abandon the established American concept of freedom of speech and the press and to go back to the system existing in England at the time of the colonies, then it should do so by initiating a constitutional amendment, which will reveal, clearly, the change in fundamental law which it proposes."

Committee members expressed doubt that anything would be done on the White Bill at the special session but revealed that the full committee had heard from Chairman Wallace H. White Jr. (R-Me.), the majority leader, to continue his revision of the original bill with a standard action at the next session.

In one authoritative quarter it was said that the Committee, and perhaps the Senate, would be disposed to follow Senator White's lead on proposed new legislation at the next session, particularly since the Senator proposes to retire from public life upon completion of his term next year. But it was pointed out that it was "relatively easy" to kill legislation of this character.

There was the attitude that radio had not cooperated in full measure with Chairman White or with the committee and that more acceptable legislation could be evolved if radio would change its attitude. The Committee does not like to be told by an industry spokesman that "I am the law and the Gospel," one Senator said.

Dannenbaum to Become WPEN's Sales Manager

ALEXANDER W. DANNENBAUM Jr., presently commercial manager and secretary-treasurer of WDAS Philadelphia, will become sales manager of WPEN Philadelphia. Mr. Dannenbaum is expected to rejoin his old station Oct. 1.

Mr. Dannenbaum had been with WDAS since 1935. During the war he served with the Army Signal Corps in the CBI Theatre and subsequently was discharged with rank of major.

Lorillard Renews

P. LORILLARD CO., New York (Old Gold cigarettes), through its agency, Lennen & Mitchell, New York, is currently arranging its 1948 schedule for sponsoring baseball games in New York, Chicago and Atlanta. The company will again sponsor the Dodgers' games on WHN New York with Red Barber and Connie Desmond doing the sportscasts.

New York-Chicago TV Network By Mid-1949, Mullen Predicts

TELEVISION network linking Chicago and New York by "the most practical means" was predicted for the middle of 1949 last week by Frank E. Mullen, NBC executive vice president. Mr. Mullen was in Chicago for the International Livestock Exposition and to receive a citation from the Agricultural Editors Assn. at a dinner in the Morrison Hotel.

Outlining the proposed video network, Mr. Mullen allowed "a few months leeway on either side" and disclosed that NBC Chicago was planning to televise the 1949 International Livestock Exposition on the network.

He indicated that AT&T would contribute to the final decision as to whether coaxial cable or microwave towers may be used in the network.

In an interview on WNBC New York Nov. 30, Mr. Mullen stated his belief that television would stimulate all other entertainment and educational media. He pointed out that although the rise of aural radio was feared by other media, actually newspapers, motion pictures and the recording industry have shown a steady increase in revenue in past years.

A further step in NBC's goal for a television link between New York and Chicago was taken Dec. 5 following conferences between O. B. Hanson, NBC vice president in charge of engineering and Joseph P. Kennedy, owner of the Merchandise Mart.

Both agreed that NBC's television plans call for construction of an additional floor to be built on the present 19th floor of the east wing of the famous Chicago landmark. These will house television studios and business offices only, with additional construction of FM and TV antenna towers to be made atop the Chicago Civic Opera building, a few blocks distant.
WBAL Letter on Blue Book, Financial Data Are Disclosed

FIGHT BETWEEN WBAL Baltimore and Pearson-Allen for the station's 1940-46, 50-kw clear channel assignment grew heated last week with developments which included the introduction of:

the Letter to WBAL from its program consultant regarding "limited analysis" of one week in 1944 which said that, with certain exceptions, "There is essential agreement with the FCC statements on their analyses which appear in [the Blue Book];" but Data from the WBAL annual financial reports for 1943-46.

The letter and financial data were produced at the insistence of Leonard Marks, counsel for Pearson-Allen, over the equally persistent objections of Mr. WBAL counsel, William J. Dempsey. Mr. Marks maintained the material was "fundamental" to his cross-examination of Harold C. Burton, WBAL manager. Mr. Dempsey decried the "fishing expedition" tactics of his opponent, the divergence from the Blue Book presentation, and the "dissertationary" nature of certain rulings by Comr. Rosel H. Hyde, presiding officer—which Mr. Hyde explicitly denied.

The letter written to Mr. Burke by Paul F. Peter, partner of the radio management consulting firm of Frazier & Peter, concerned compilation of the Blue Book week of April 23, 1944. The analysis was introduced by WBAL the previous week in reply to a similar study made by Pearson-Allen for the same period from data in the WBAL program logs [Broadcasting, Dec. 1].

Most of last week's sessions, constituting the fourth week of proceedings since start of the hearing Nov. 3, were devoted to examination of Mr. Burke by the Pearson-Allen counsel. This inquiry was expected to be concluded on Friday. No session was held Thursday. The hearing has been recessed for this week because of the general mobile service proceeding beginning today (Dec. 8).

Columnists Dr. Pearson and Robert S. Allen head Public Service Radio Corp., the new applicant for WBAL's facilities. The station is being employed by Great Britain. There is pending with the U. S. Court of Appeals for the District of Columbia an appeal by WBAL of the District Court dismissal of its complaint against the FCC and FCC [Broadcasting, Nov. 24]. The station has contended from the first that the Blue Book charges against it should first be cleared before a comparative hearing is held and that Pearson-Allen would never have filed for the Blue Book had not been issued.

Mr. Marks cross-examined Mr. Peter on Monday regarding his report for WBAL on the Blue Book week. Questioning if Mr. Peter's "interpretation" of the Blue Book was not defined as "commercial" under the rules of the Commission, Mr. Marks was informed by the consultant, "It is under the rule, but, I feel with you the Pearson-Allen counsel then proceeded to solicit data from Mr. Peter and his report on commercial and sustaining percentages for the Blue Book week with information from the FCC document serving as guide. Mr. Marks asked for the "commercial" and "interpreted" percentages for 8 a.m.-6 p.m. The answer was 83.6%. The same query for 8-11 p.m. brought the reply of 86.7%.

File Excluded

Mr. Marks then turned to inquire into Mr. Peter's preparation of the WBAL exhibit on the Blue Book week and asked for the file. Mr. Peter was employing for reference to reply. Upon objection and challenge by Mr. Hyde, Mr. Marks was attempting a "fishing expedition to conduct cross examination," Comr. Hyde excluded the file. He did permit admission of the following letter from Mr. Peter to Mr. Burke, dated Nov. 12, 1947, reporting completion of the exhibit:

There is attached a copy of our program analysis report for the week of April 12-18, 1947. The percent of the FCC Blue Book week was performed to request of Mr. Dempsey to show possible use at the hearing if the subject FCC analysis is introduced.

There is essential agreement with the FCC statements on their analyses which appear on pages 7 and 8 of the NAB reprint of the Blue Book, except for the nature of "597" announcements and 9 sustaining public service announcements made the afternoon of Dec. 11 p.m. We found 427 commercial spot announcements, 13 sustaining station promotion announcements and 9 public service announcements charged that were in the Blue Book. In public service announcements is account for by special station services and a separately-logged weather report.

These total 645 as opposed to their 597.

No effort has been made to perform further analyses to disclose the amount of commercial services. This was the week since Mr. Dempsey feels that it is essential that the Blue Book be brought.

Mr. Dempsey asked if the FCC's Blue Book definition of participation programs did not reverse the Commission's instructions as set forth in the financial data appendix of 1938. Mr. Peter replied that participating programs, making up WBAL's "interpreted" classification of programs as paid for or not paid for since there is no "overpaid." Of a class which may fall to both commercial and sustaining, he commented, "It is statistically unsound. Classification must be mutually exclusive." Mr. Dempsey earlier explained advertisers were not responsible for program content of participating shows.

Overall Policy

Mr. Burke, WBAL manager, taking the stand for cross-examination by Mr. Marks, first was questioned by Mr. Dempsey on overall policy of "fishing expeditions." The latter has "always sought continuing improvements in the past" and the experience built up "will enable future improvements to come about."

Mr. Dempsey queried future program plans involved a radical change, Mr. Burke replied negatively and said steady improvements would be made in light of "never a secure information in any sense of the word."

Mr. Dempsey concluded the ruling was "highly discriminatory to Hearst Radio.

FCC Counsel McCoy then identified the data. The exhibit showed gross revenue and program expenditures to be: 1943—gross income $1,036,896, program expense $125,845 (30.83% of total broadcast expense); 1944—gross $1,275,200, program $133,920 (31.11%); 1945—gross $1,249,379, program $160,309 (32.84%); and 1946—gross $1,183,506, program $188,967 (33.06%). Net income before taxes was shown to be: 1943, $620,781; 1944, $644,785; 1945, $601,457, and 1946, $612,451.

Mr. Marks concluded the Wednesday session with a request for the minutes of the meeting of the board of Hearst Radio at which Mr. Burke was elected a vice president and board member, and also for the firm's minute book. Mr. Dempsey stated he did not intend to supply such material since that could be obtained from the record of the meeting or resolution would do. Comr. Hyde reserved ruling on the matter.
12 New Standard Stations Authorized; Facility Changes Granted to 8 Others

IN MULTIPLE actions last week in standard-branded FCC authorized construction permits for a dozen new stations and improvements of facilities for eight existing A.M. stations.

The following new stations were authorized:
Cambridge, Mass.—Harvey Radio Labs, 740, 220 kc, 240 watt daytime; Principals: Frank Franck Jr., president, and his wife, Jeannine S. Franck, vice president, co-owners; and Ronald W. Martin, clerk.

Mercedes, Minn.—Interstate Broadcasting Co., 1450 kc, 200 watt, unlicensed. Principals: Dean L. Wallace, executive vice president; and Charles Thomas R. Baer, real estate broker, vice president, 82-year-old X. Robert Jackson, station manager.

Wilmington, Del.—Delaware Association, 1250 kc, 500 watt, 220 volt, daytime. Principals: Jarrod P. R. Foster, publisher, and Joseph M. Sullivan, editor and one-third owner. Lampasas, Tex.—Kallie A. G. Green, president, and C. W. Streeter, treasurer.


Dalhart, Tex.—Daird Assoc., 410 kc, 500 watt, daytime. Co-partnership: Baird Broadcasting, 150 watt, 200 volt, 24-hour station; and Ward Assoc., 500 watt, 200 volt, 24-hour station.

Denver, Col.—Landon Broadcasting Co., 800 kc, 1 kw, daytime. Sole owner is P. A. Landon, former governor of Kansas and Presidential candidate.

Cambridge, Mass.—R.C. L. Co., 1450 kc, 200 watt, unlicensed. Principals: John A. Clark, restaurant operator and hotel manager; and Eduard Light, 73-year-old owner; and his wife, Ruth H. Clark.

A. C. NIELSEN Co. last week made public the first of what are expected to become semi-monthly reports of the "top 20" network programs, rated 4 ways by the audience research firm.

The four types of Nielsen ratings are:

(1) Total audience—the audience during all or any part of a program in percent of Nielsen Research Index homes.

(2) Average audience—the audience during the average minute of one program in percent of all NRI homes.

(3) Cumulative audience—the percent of the total market that is reached (one or more times) in four weeks.

(4) Home per dollar—a measurement, on a total audience basis, of the number of homes reached per dollar spent for time and talent.

The "top 20" Nielsen programs were confined to evening programs, half-hour, once-a-week, and to daytime programs, 15 minutes, five-a-week.

Nielsen Radio Index—"Top 20"—EVENING

Week of Oct. 19-25, 1947

(Ranking Limited to 30-Minute Programs Broadcast Once a Week)

**TOTAL AUDIENCE**

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<th>Program</th>
<th>Current</th>
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<td>Fibber McGee &amp; Molly</td>
<td>92.8</td>
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<td>2</td>
<td>Amos 'n Andy</td>
<td>91.3</td>
<td>+1.9</td>
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<td>3</td>
<td>Casey &amp; 'Sooner Program</td>
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<td>4</td>
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<td>5</td>
<td>Bob Hope</td>
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<td>6</td>
<td>Fibber McGee &amp; Molly</td>
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<td>7</td>
<td>Life of Riley</td>
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**RATING**

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<td>2</td>
<td>Amos 'n Andy</td>
<td>90.5</td>
<td>+1.9</td>
</tr>
<tr>
<td>3</td>
<td>Casey &amp; 'Sooner Program</td>
<td>81.3</td>
<td>+2.5</td>
</tr>
<tr>
<td>4</td>
<td>Life of Riley</td>
<td>80.9</td>
<td>+3.4</td>
</tr>
<tr>
<td>5</td>
<td>Bob Hope</td>
<td>80.7</td>
<td>+3.8</td>
</tr>
<tr>
<td>6</td>
<td>Jack Benny</td>
<td>80.1</td>
<td>+3.8</td>
</tr>
<tr>
<td>7</td>
<td>Life of Riley</td>
<td>79.8</td>
<td>+3.0</td>
</tr>
<tr>
<td>8</td>
<td>Fibber McGee &amp; Molly</td>
<td>79.4</td>
<td>+2.0</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny</td>
<td>79.0</td>
<td>+2.0</td>
</tr>
<tr>
<td>10</td>
<td>Dolly's Tavern</td>
<td>78.8</td>
<td>+1.0</td>
</tr>
</tbody>
</table>

SEE FOOTNOTE

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**Nielsen Radio Index—"Top 20"—DAYTIME**

Week of Oct. 16-22, 1947

(Ranking Limited to 15-Minute Programs Broadcast Five Times a Week)

**TOTAL AUDIENCE**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Right to Happiness</td>
<td>102.8</td>
<td>-0.6</td>
</tr>
<tr>
<td>2</td>
<td>With Peter Young &amp; Friends</td>
<td>99.5</td>
<td>-1.4</td>
</tr>
<tr>
<td>3</td>
<td>With Gay Sunday</td>
<td>93.5</td>
<td>+0.5</td>
</tr>
<tr>
<td>4</td>
<td>Our Girl, Sunday</td>
<td>90.3</td>
<td>+0.3</td>
</tr>
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<td>5</td>
<td>Our Girl, Sunday</td>
<td>89.5</td>
<td>-0.1</td>
</tr>
<tr>
<td>6</td>
<td>Girl Marines, W. A.</td>
<td>91.1</td>
<td>+0.3</td>
</tr>
<tr>
<td>7</td>
<td>Rose Mary</td>
<td>90.0</td>
<td>+1.2</td>
</tr>
<tr>
<td>8</td>
<td>Wedgwood's <em>Family</em></td>
<td>89.1</td>
<td>-0.2</td>
</tr>
<tr>
<td>9</td>
<td>Helen Trent</td>
<td>89.8</td>
<td>-0.3</td>
</tr>
<tr>
<td>10</td>
<td>Big Sister</td>
<td>89.3</td>
<td>-0.7</td>
</tr>
<tr>
<td>11</td>
<td>Stella Dallas</td>
<td>86.3</td>
<td>+1.0</td>
</tr>
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</table>

**RATING**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Right to Happiness</td>
<td>93.0</td>
<td>+0.7</td>
</tr>
<tr>
<td>2</td>
<td>With Peter Young &amp; Friends</td>
<td>93.3</td>
<td>+0.7</td>
</tr>
<tr>
<td>3</td>
<td>With Gay Sunday</td>
<td>88.4</td>
<td>+0.3</td>
</tr>
<tr>
<td>4</td>
<td>Our Girl, Sunday</td>
<td>87.9</td>
<td>+0.3</td>
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<td>Our Girl, Sunday</td>
<td>87.6</td>
<td>+0.3</td>
</tr>
<tr>
<td>6</td>
<td>Girl Marines, W. A.</td>
<td>85.0</td>
<td>-0.3</td>
</tr>
<tr>
<td>7</td>
<td>Rose Mary</td>
<td>77.0</td>
<td>+0.7</td>
</tr>
<tr>
<td>8</td>
<td>Wedgwood's <em>Family</em></td>
<td>77.0</td>
<td>+0.3</td>
</tr>
<tr>
<td>9</td>
<td>Helen Trent</td>
<td>77.0</td>
<td>+0.3</td>
</tr>
<tr>
<td>10</td>
<td>Big Sister</td>
<td>76.0</td>
<td>+0.6</td>
</tr>
<tr>
<td>11</td>
<td>Stella Dallas</td>
<td>76.0</td>
<td>+0.6</td>
</tr>
</tbody>
</table>

**COMMENTS**

The CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) in four weeks. These ratings range from 1.0 to 7.0 times the TOTAL AUDIENCE reached by each broadcast, and the average number of commercials received per home in (4 in 2 weeks) ranges from 2.5 to 15.5. For the CUMULATIVE AUDIENCE of individual programs, see NRI HOMES PER DOLLAR.

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December 8, 1947 — Page 93

BROADCASTING • Teledicting
FCC ADOPTS SIMPLIFIED FINANCIAL REPORT FORMS

ADOPTION of shortened and simplified annual financial report forms—Form 324, Schedules I through IV—was announced by FCC Friday, effective Jan. 1.

New forms, henceforth to be filed not only by all networks and licensees but also FM permittees whose stations are on air under temporary FCC permission, also revealed dates which will form 1947 "composite week" for use in preparing program logs for financial report.

Composite week will be following 1947 dates: Monday, Jan. 13; Tuesday, March 4; Wednesday, April 23; Thursday, May 8; Friday, Aug. 1; Saturday, Sept. 20; Sunday, Nov. 23.

Schedule 12 of Form 324 are cut to 9 by elimination of No. 5 (intangible property owned and devoted exclusively to broadcast service by respondent); No. 6 (property intended for use in broadcast service and leased to others); No. 8 (analysis of time devoted to other stations); and No. 12 (total compensation of proprietor, partners, stockholders, officers, and broadcast staff employees, musicians and other talent).

Besides general rearrangements for clarity, revision substantially shortens balance-sheet schedule with reference to liabilities and non-broadcast investment; cuts out several details previously required in schedule on broadcast revenue; deletes several items under "broadcast expenses," permitting them to be lumped into miscellaneous expenses. No material changes in income statement, program log analysis, and analysis of time devoted to networks. Definitions cut from 18 to 4 pages.

50 kw ATLANTA OUTLET PROPOSED BY FCC

PROPOSED GRANT of new 50 kw day, 10 kw (directional) on 1550 kc to Fulton County Broadcasting Corp., Atlanta, Ga., announced by FCC Friday. Decision would deny request of WSOG Charlotte, N. C., to switch from 250 w to 125 w to 60 kw fulltime (directional) on 1550 kc on grounds proposed WSOG operation is contrary to NARBA in not protecting Canadian rights. Commission also adopted memo opinion and order denying petition of WSOG to reopen record and amend its request to protect Canada as it held matter was issue in hearing and should have been considered then. Grant is Atlanta's seventh AM outlet.

Fulton County Broadcasting is owned 100% by Samuel Rothberg, real estate dealer, who is secretary-treasurer. Following hearing he purchased half interest held by firm's president Edward Berlant, proposed general manager, who withdrew. Now associated with Mr. Rothberg are his son, Robert L. Rothberg, employed by H. M. Wocher & Sons Co., Philadelphia, and Deveraux F. McClatchy, attorney.

FCC filing states nighttime operation of WSOG would not afford adequate protection to secondary service area of any station in Ontario, as provided by NARBA. Report showed Fulton operation would protect Ontario. WSOG petition offered protection to existing CKTB St. Catharines and to proposed operation at Windsor, Ont.

NARBA NATIONS URGED TO DRAFT STANDARDS

NARBA Engineering Conference formally closed in Havana Friday (story on page 19) as George E. Sterling, FCC Chief Engineer and U. S. chairman, urged nations to consider drafting of certain engineering standards for Canada conference in August. He said NARBA should continue to lead world in regional agreements.

Regarding standards, Mr. Sterling said, should include uniform methods of field intensity measurements and their evaluation; coordinated use of data in propagation studies; use of directional antennas; steps to eliminate interference due to spurious emissions and cross modulation effects; equipment specifications; setting up of monitoring stations. U. S. delegation was to leave Havana late Friday.

RMA GROUP VOTES INTENSIFIED SALES DRIVE

INTENSIFICATION of radio-in-every-room campaign voted by RMA Advertising Committee at monthly meeting in New York Friday. At least twice as much as last year to be spent in pushing campaign, according to Stanley Maxon, Stromberg-Carlson advertising director, meeting chairman. Kick-off to be two-week "test saturation" campaign in early February in Hartford, Conn., with pattern repeated, if successful, in 50 leading cities. Committee recommendations subject to approval of RMA Set Committee and directors, to meet Jan. 21-22 at Hotel Stevens, Chicago.

DON LEE, STADIUM UPHOLD IN TELEVISION SUIT

DON LEE Broadcasting System and Hollywood Legion Stadium won first round Friday in suit filed against them by Alejandro Chavez for restrain telecast of bout scheduled for Dec. 12. [BROADCASTING, Dec. 1, Nov. 24]. Judge Frank G. Swain ruled in Los Angeles Superior Court that unless performer specifically withholds television performance rights, network is otherwise free to deal in sale of television performance.

Counsel for Don Lee and stadium contended privacy not involved and insisted that telecast is extension of newspaper account or broadcast and consequently could not be held invasion of privacy. Chavez' counsel said it constituted "reproduction for profit and not news," and indicated he would appeal.

MAIZLISH HEADS CONVENTION ENTERTAINMENT COMMITTEE


William Donn, SCBA president and general manager of KWKW Pasadena, told BROADCASTING SCBA has asked NAB for complete responsibility for entertainment. Spectacular events planned, in Hollywood style. SCBA members meet Dec. 11 to set up other committees for convention.

ABC DEFENDS PARTICIPATION BY DENNY IN 'NEWS' CASE

CHARLES R. DENNY's participation in FCC decision on New York FM case after accepting post with NBC, attacked by New York Daily News as invalidating entire decision [BROADCASTING, Dec. 1], was defended by ABC, one of successful applicants, in brief filed with FCC and circulated Friday.

ABC argued Mr. Denny, former FCC chairman, did not join NBC until more than three weeks after FM decision was adopted; that even if his participation were prohibited by statute, News still would not have had enough votes to carry a grant, and in any event NBC was not applicable in proceeding.


ROBERT C. COLESON, assistant to NAB president in charge of 11 western States, in Hollywood Presbyterian Hospital recovering from operation.

of Latin American nations expected at upcoming NARBA conference in Canada in August. Preliminary engineering sessions just closed at Havana indicated such portsents with Mexicans and Cubans suggesting that since U. S. has FM so well developed, it might as well turn over most of best of AM to them.

THERE'S been such demand for its Lemon Book on radio's economic outlook that FCC, its supply low after answering more than 2,000 requests for copies, is having Government Printing Office reprint it for public sale. Significantly, several hundred banks and similar loan organizations have asked for copies. Elatedly, officials add they've received no complaints if against report. GPO copies should be available first of year, at price to be set by GPO. FCC foots printing bill.

AMONG OTHER repercussions FCC authorities fear from l'affaire Davey is sizeable cut in 1948-49 appropriations. They think last inter-agency squabble, with Army and Navy over RID, may have cost them $2,000,000.

REPORTS PERSIST that FCC Commissioner E. K. Jett, who is now rounding out 37 years of continuous government service in both Navy and in radio regulation, will leave FCC soon to enter private industry. He advised Broadcasting Friday he has made no concrete commitments but did not deny that he has at least one proposal under consideration.

NEGOTIATIONS continued in both Los Angeles and New York last week on possible million dollar transaction sale of KLAC Los Angeles and KYA San Francisco. M-G-M and Jack Warner, independent motion picture producer and oil man, emerged as serious bidders, along with others who are present west coast station owner. Howard Stark, radio director of Smith Davis Corp., newspaper and radio investment concern, has been on Coast for fortnight. Mrs. Dorothy S. Thackery, publisher of New York Post, owns KLAC and KYA as well as WLIB New York.

BROADCASTING • Telecasting
McHenry County, Illinois, held a Pasture Improvement Day. 1,500 farm families were there...and so were we. Thousands of other Midwest farm families, unable to attend, benefited from the demonstration explanation broadcast by Art Page, farm program director, on the WLS Dinner Bell program.

WLS travels thousands of miles each year to be where local folks get together. During the first six months of 1947, the WLS Dinner Bell program alone originated 27 remote broadcasts in 20 Midwest counties. We were there with the local folks cover-ing their events, talking with them about their problems.

This is the kind of service that counts—going direct to city or town or county, participating with our folks in their events. We get pretty well acquainted with folks when we’re out visiting them all the time—and they get to know and believe in us.

A Clear Channel Station WLS CHICAGO 7

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
With Unique, New Mobile Studio, OKLAHOMA CITY OPENS NEW HORIZONS OF SERVICE