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

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

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

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

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

Iroquois county is a big market and a rich one: 32,496 population, 88% rural. Gross farm income for 1946 was $3211/4 million dollars, retail sales over 18 million, with almost four million dollars in food sales. WLS is the leading radio station—has the highest BMB in the county (85% day, 90% night). In 1946 WLS received 8,767 letters from Iroquois' 8,410 radio homes—more than 100% response!

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

Intermountain Network Delivers 47.2% of the Audience

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

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

URBAN AUDIENCE MEASUREMENTS
Winter, 1947
Monday thru Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN NETWORK Rating</th>
<th>A Network Rating</th>
<th>B Network Rating</th>
<th>C Network Rating</th>
<th>All Others Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>0.5</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 White King Soap and Folger Coffee, Intermountain can do for you, too.
See Avery-Knodel!

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

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

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

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

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

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

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

FRANCIS CRAIG, WSM musical leader whose talents were hidden for more than two score (Continued on page 90-B)
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

Represented by RADIO ADVERTISING COMPANY

Chicago    San Francisco    New York    Los Angeles
Eventually,

WHY NOT NOW!*

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

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

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

WHHM

Independent . . .

But Not Aloof

Memphis, Tenn.

Forjoe & Co.,

Representatives

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

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNAC</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WFAU</td>
<td>Augusta, Me.</td>
</tr>
<tr>
<td>WJOR</td>
<td>Bangor, Me.</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport, Ct.</td>
</tr>
<tr>
<td>WIXL</td>
<td>Concord, N. H.</td>
</tr>
<tr>
<td>WSAR</td>
<td>Fall River, Mass.</td>
</tr>
<tr>
<td>WEIM</td>
<td>Fitchburg-Leominster, Mass.</td>
</tr>
<tr>
<td>WHAI</td>
<td>Greenfield, Mass.</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford, Ct.</td>
</tr>
<tr>
<td>WHYN</td>
<td>Holyoke, Mass.</td>
</tr>
<tr>
<td>WLNH</td>
<td>Laconia, N. H.</td>
</tr>
<tr>
<td>WCOU</td>
<td>Lewiston-Auburn, Me.</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence, Mass.</td>
</tr>
<tr>
<td>WKBR</td>
<td>Manchester, N. H.</td>
</tr>
<tr>
<td>WNLC</td>
<td>New London, Ct.</td>
</tr>
<tr>
<td>WBRK</td>
<td>Pittsfield, Mass.</td>
</tr>
<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
</tr>
<tr>
<td>WHEB</td>
<td>Portsmouth-Dover, N. H.</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence, R. I.</td>
</tr>
<tr>
<td>WSYB</td>
<td>Rutland, Vt.</td>
</tr>
<tr>
<td>WWCO</td>
<td>Waterbury, Ct.</td>
</tr>
<tr>
<td>WDEV</td>
<td>Waterbury, Vt.</td>
</tr>
</tbody>
</table>

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

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

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

"This is *The Yankee Network*"

Member Mutual Broadcasting System
FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

I Resolve to:

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

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

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

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

Action now is an absolute must.

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

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

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


This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.
Buffalo's first station now is celebrating its first birthday anniversary under the new ownership of Leo J. (Fitz) Fitzpatrick and I. R. (Ike) Lounsberry.

More tens of thousands of Western New York families than ever before are now included in WGR's day and night audiences.

*That's what Hooper says*
**Feature of the Week**

At WEN, the four-week-old Cleveland television station, gave its audience one of video's first big scoops last Tuesday and Wednesday by newsreel of the capture of the sex mania slayer of an eight-year-old girl.

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

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

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

"The newspapermen understood the visit to the crime scene was to be at 8 o'clock in the evening when actually it was 4 o'clock in the afternoon. WEWS had its crew hiding by for just such a contingency." The Wednesday home final edition of the Cleveland News carried a six-column double streamer headline on the front page criticizing the station and the police officials involved.

WEWS coverage was highlighted by a spot interview with the killer and one with the two detectives who made the arrest.

(Continued on page 84)

**On All Accounts**

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

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

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

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

The job folded with the end of the folding chair season, and it was then that Mr. Daniel first turned his eye to advertising and Lennan and Mitchell. The rest is Horatio Alger: it's his off-hours. Mr. Daniel indulges his love for the theater by attending as many plays as his other pursuits will allow. Said pursuits include swimming, bridge, chess and concerts.

Young, broad shouldered and clean-cut in appearance, Mr. Daniel lives alone and, from all appearances, he seems to like it.
RIGHT NOW, before we get any deeper into 1948, we're going to sit down, catch our breath and take a look at the 12 months just passed.

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

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

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

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

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

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

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

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

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

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

CHICAGO: 406 W. Seventh St. Palmer Bldg.
DETROIT: Hollywood Blvd.
FORT WORTH: 6331
ATLANTA: 58 Sutter Street
HOLLYWOOD: SAN FRANCISCO:
Need for Stiffer Petrillo Curb Shown

Hartley Criticizes Industry for Fear Of AFM Head

By J. FRANK BEATTY

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

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

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

Industry's Presentation

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

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

Testifying for stations will be George D. Coleman, WGBH Boston, and Harry Bannister, WWJ Detroit.

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

(Continued on page 19)

AFM Head Blasts Judge Miller After Winning Lea Act Test

By BILL THOMPSON

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

In an eight-page decision, Judge LaBuy ruled that U. S. District Attorney Otto C. Kerner Jr. "failed to prove the AFM not guilty of charges resulting from the strike of three music librarians at WAAF Chicago in May 1946. The government had contended that Mr. Petrillo attempted to coerce WAAF into hiring unneeded musicians by calling the librarians out when the station refused to comply with the union's demand that it double its library staff.

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

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

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

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Czar Sees Network Accord Accord, Others Doubtful

By IRVING MARDER

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

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

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

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

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

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

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Hartley Criticizes
(Continued from page 21)

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

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

AFM officials hinted Friday they were going to "shoot the works" when they get their chance Wednesday of taking their case against the Lea Act from their president, however, they would give no hints as to any other witnesses who may be called. They appeared little likely to make many appearances during hearings last week, apparently expecting more damaging charges than those developed in statements and questions.

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

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

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

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

Musicians some day "will answer for this abominable situation," said Jack Poppele of Channel D (WGN) in Chicago. "I'm in favor of demoting him (Petrillo) at least one step below the President of the United States."

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

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

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

Poppele Testifies

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

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

Few specific ideas for new legislation were offered by industry witnesses, most of whom testified as to their business operating problems and dealings with the music business. M. E. Miller, Rep. Clare E. Hoffman (R-Mich.) pounded at every witness for legislative suggestions, asking why they were testifying if they couldn't propose legal remedial measures. The chair agreed with witnesses that legislation is a job for legal and legislative experts.

Permits 'Dictator'

The case-in-chief for the industry was presented at the Tuesday meeting by Justin Miller, NAB president. He explained how the union's constitution permits Mr. Petrillo, who acts as an "absolute dictator." He stressed evils of the quota system imposed by the union, a subject likely to receive further attention when network and station witnesses appear this week.

Like subsequent witnesses, Judge Miller said broadcasters and AFM locals get along well "except for interference from the top."

This top-level meddling has been the greatest single factor retarding growth of FM, the committee was told. Similarly television has been held back, since it too suffers from the ban on live music.

Though the subject was emphasized in testimony, Rep. Thomas L. Owens (D-Ill.) told Broadcasting the Taft-Hartley Act has a specific clause dealing with discrimination by either labor or management in bargaining. The Act (Sec. 8) classifies many employee techniques as unfair labor practices, with provision for civil damages and an implied right of injunction, Rep. Owens said.

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

Several times committee members asked industry witnesses if broadcasters and AFM were working any plans to collude to retard the growth of FM, but no evidence was given to

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

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

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

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

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

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

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BROADCASTING • Telecasting
Holds Comparison
In WBAL Case Is Unjustifiable

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

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

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

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

The Commission was openly unhappy with the opinion, even though it won its point that the Blue Book is not reviewable. "Broad as is the judicial review provided by the Administrative Procedure Act," the Commission wrote in its 1927 Blue Book, "it covers only those activities included within the statutory definition of 'agency action.' That definition obviously does not cover such action as the publication of the Blue Book."

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

Request Denied

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

"We agree with [WBAL] that this commission's publication of misrepresentations, known to be false, which subject a person to public shame and ridicule and cause damage, was altogether indefensible. Whether the allegations in the complaint are true, or before we can consider whether an order of a motion to dismiss, they would, of course, did not come apart from the intrinsic accuracy of the comparison. It is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to [WBAL's] operation was unjustifiable..."

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

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

"The Commission says that the publication was not a legal wrong, because under the authorities the Commission is not liable for such an action. It pleads the line of cases upon Spalding vs. Vilas. But the theory of those cases is not that no wrong has been committed; the theory is that the public interest requires that public officials be at liberty to exercise their functions independently and without fear of consequence. To hold public officials liable for statements of fact might outweight any damage done an individual by a statement in a public official, and that, therefore, public officials acting upon matters germane to their official duties cannot be held liable for damage done by them to individuals."

Appeal Unlikely

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

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

Network Claims Exemption; Says It Has No Offices in State

NBC HAS FILED with the Franklin Circuit Court of Kentucky a motion for dismissal of a suit for $270,468 brought against it by Kentucky for back franchise, gross receipts and income taxes, the net- work disclosed last week. The three other major networks, 16 Kentucky stations and the Key- stone Broadcasting System were sued at the same time and on similar grounds. [BROADCASTING, Dec. 8.]

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

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

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

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

WMAR-TV Show

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

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

NET SALES of CBS for 1947 third quarter were $23,146,000 an increase of $4,467,000 over the $18,679,000 figure for the second quarter. The third quarter sales were far above the 1946 third quar- ter figure of $14,969,000.

The CBS figures were released as part of the SEC's quarterly sales report on the 139 different companies. The CBS showing was more favorable than that of most of the reporting companies. Altogether, 1,280 corporations in 183 different industry groups showed sales in the third quarter of 1947 of $23,- 469,388,000 compared with second quarter sales of $23,489,079,000—a decrease of $19,780,000.

Of those above, 1947, RCA, was listed with CBS under the "radio broadcasting" group. RCA also is listed under radio and television manufacturing. Sales net of those of most manufacturing com- panies in its field, were less for the third quarter than for the second quarter. The figures:

<table>
<thead>
<tr>
<th>Radio and Television</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>3rd Quarter 1947</th>
<th>1946</th>
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<tr>
<td>Admiral Corp.</td>
<td>$11,097,000</td>
<td>$11,110,000</td>
<td>$8,250,000</td>
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<td>Farnsworth Televisi-</td>
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<td>on &amp; Radio Corp.</td>
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<td>Philco Corp.</td>
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<td>Radio Corp. of Amer-</td>
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<td>Sentinel Radio Corp.</td>
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<td>The Sparkes-Wilkinson Co.</td>
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<td>Continental Electric Products Inc.</td>
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<tr>
<td>Zenith Radio Corp.</td>
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<td>totals</td>
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*Not included in industry total.

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

ANOTHER NEW "fifth network" project, apparently under the same auspices as the North American Broadcasting Service Inc., which was announced in June 1946, but hasn't been heard from since, was disclosed last week in solici- tations for independent station af- filiations mainly in secondary mar- kets.

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

The North American project, which was headquartered in San Francisco, envisioned an operation of 65 independent stations to be provided with full service live talent programming [BROADCAST- ING, Sept. 16, 1946].

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

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

The complete letter, which reads, "at the end of each year, you will be paid $17,440.00 daily in addition to your regular hourly rate, for being a member of this network."

Complete Details Offered

Details solicited were sent a return card which would indicate interest and bring a call from a representative with "complete de- tails."

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

Mundt Bill Voted By Senate Friday

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

Included in the final Senate ver- sion was an amendment introduced by Sen. Phillip (R-Minn.) which requires the Senate to, look into the matter of utilizing private industry in programming operations of the "Voice of Amer- ica." This was prompted by re- ports that the Senate Dept. inten- ded to do its own programming after passage of the bill.

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

The Senate bill authorizes the same amount of money as contained in the House bill. It authorizes $62,000,000-

Junior 'I. Q.' Quiz

MARS Inc., Chicago (candy), be- gins Dr. I. Q. Jr., March 6 on 40 NBC stations in basic, and 75 mountain, seven West Coast, Sat- urday, 4-4:30 p.m. CST. Originally heard on NBC in 1941, show is a juvenile edition of Monday eve- ning network program. Contract is for 8 weeks. Agency is Grant Advertising, Chicago.

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BROADCASTING Telecasting

BROADCASTING Telecasting
Retailers Laud Radio's Selling Power

NRDGA Radio Session Told of Success With Medium

By BRUCE ROBERTSON

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

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

Best Use of Radio

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

- Radio must be used continuously and consistently to produce the best results.
- Every program should be beamed to a specific audience, depending on the kind of merchandise to be sold. Commercials should be concentrated on a single item, or at most a single department.
- The whole store organization—top management, merchandisers and sellers—must be tied into the radio effort. As Mr. White put it, "they "must understand thoroughly the purpose of the program, the importance of planning the merchandise for it and the absolute necessity of preparation of announcements, displays and signs at the point of sale."

Three Important Factors

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

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

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

Show on WJZ

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

Sales of $14,000 worth of hose in September, $6,000 worth of men's jackets in October, $9,000 worth of coats in November and $4,600 worth of blouses in a four-day period in mid-December were cited by Myrtle Green, promotion manager of Wieboldt's, as evidence of the sales effectiveness of the company's "Melody Lane" broadcast on WBBM Chicago. Only one item of merchandise is advertised on each half-hour broadcast, she said, the program also being used to promote one of the four Wieboldt "points of distinction"—quality, competitive values, convenient store locations, friendly, neighborly service.

Walter L. Dennis, radio and television director, Allied Stores, described a technique used by Allied to measure the effectiveness of the radio advertising of its stores by checking sales results for the week of the radio promotion of an item against preceding and following weeks. "If you are going to advertise a different item each day you don't need a system and you don't belong on the air," he declared.

What radio is now doing and can continue to do for retail stores was summarized by Mr. White as follows:

"Radio helps to build a greater
(Continued on page 19)"

<table>
<thead>
<tr>
<th>NRDGÁ—Awards to Retailers—1947</th>
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<tr>
<td><strong>Winners</strong></td>
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<td><strong>GENERAL FAMILY PROGRAMS</strong></td>
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<td><strong>Store</strong></td>
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<tr>
<td>Wieboldts</td>
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<td>Cohen Bros.</td>
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<td>Chapelle's</td>
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<td><strong>WOMEN'S PROGRAMS</strong></td>
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<td>Sibley, Lindsay &amp; Curt</td>
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<td>Maas Bros.</td>
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<td>Bon Marche</td>
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<tr>
<td><strong>CHILDREN'S PROGRAMS</strong></td>
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<td>Zion Co-op</td>
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<td>Mercantile Inst.</td>
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<td>Black's</td>
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<td>Ohrbach's</td>
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<td>Bon Marche</td>
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<td>McCurdy &amp; Co.</td>
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<td>Brown-Dunkin Co.</td>
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<td>Heironymous</td>
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<td><strong>WOMEN'S PROGRAMS</strong></td>
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<td>Polsky's</td>
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<td>Pomeroy's</td>
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<td>Bon Marche</td>
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<td>Adams, Meldrum</td>
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<td>&amp; Anderson</td>
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<td>Polsky's</td>
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<td>Joske's</td>
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JUDGES: Arthur Stelzer, president, James McCrery & Co. & Chairman; Allen T. Preyer, chairman, Morse International, chairman, Advertising Federation of America; Isabel Wingate, professor, N. Y. U. School of Retailing; Thomas Connolly, director of program promotion, CBS; Bruce Robertson, Senior Associate Editor, Broadcasting.

January 19, 1948 • Page 15
THE CHIPS are down in FCC’s three-year-old clear-channel case, with oral argument starting this morning (Monday) before the Commission en banc.

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

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

FCC authorities would not speculate on the date a decision might be expected, but they pointed out that U. S. proposals for the revision of the North American Regional Broadcasting Agreement (NARBA) will depend upon the outcome of the clear-channel case and that the NARBA proposals must be submitted to other signatory nations by May 1.

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

Decisions To Be Final

The decisions in both cases will be final, not appealable.
The briefs submitted to the Commission with respect to daytime skywave were, for the most part, in agreement that specific standards should be adopted to cover such transmissions.

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

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

Proposing reassignment of daytime and limited-time stations on 1-A’s and 1-B’s located less than 1,200 miles from the dominant station, CCBS asked that further stipulations give these stations “power and operating hours ‘to insure the protection’ proposed by the clear channel group.

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

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

Possibilities of changing the frequencies of such (existing) stations . . . be explored to obtain a minimum separation of 1,200 miles between Class 1 and Class 2 stations on the same channel.” WCKY Cincinnati, KSTP St. Paul, and WLAC Nashville, all operating in the clear channel group, tolled FCC in a joint brief that it “should adopt specific standards, either a family of curves or separation tables, to measure and limit the interference which stations would cause to other stations operating on the same frequency, particularly for daytime application and more particularly for the two hours before and two hours after sunrise and the two hours before and two hours after sunset.”

But they insisted that any such standards “should be made applicable to stations of all classes.” They also recommended that rules covering such standards should provide “that the reduction in the potential interfering signal may be reduced either through operating at lower power or by using directive antenna systems . . . .”

Oklahoma A. & M.’s KOAG Stillwater, a 10-kw daytimer on WHAS Louisville 840-kc channel, claimed that its operation caused groundwave interference only at sunrise and sunset and only on 10% of the days of the year, with the interference questionable on 50% of these days, and consequently said it was not in a rule requiring protection to the 100 uv/m contour. KOAG said it was not sure that the WHAS signal is noticeable at the interfering point.

FOUR MORE ENTERING REQUESTS FOR VIDEO

FOUR NEW applications for commercial television in New England have been received for filing last week by FCC. Another was announced as forthcoming.

Variety Broadcasting Co., licensee of KIXL and KIXL-FM Dallas, Tex., has requested Channel 2, 54-60 mc, in that city, with power of 16.53 kw visual and 8.27 kw aural. Antenna height above average terrain would be 542 ft. Firm estimates an initial cost of $198,785 with monthly operating cost running about $5,000, according to the application.

Euclid Dickinson Rivers Jr., licensee of WEAS Decatur, Ga., which has filed for Channel 8, 180-186 mc, at Atlanta while Eastern Radio Corp., of WLIB Reading, Pa., has filed for Channel 5, 76-82 mc, at Reading. Mr. Rivers’ station, to cost $165,950, will operate with 27.25 kw visual and 14.35 kw aural.

Mr. Dickson TV, to cost $150,000, will use 0.63 kw visual and aural.

New England Request

New England Television Co., headed and chiefly owned by Alfred DeMaria, Providence bus firm operator, has requested Channel 4, 66-72 mc, in Kansas City. Firm has pending in hearing video requests for Channel 13 at Boston and Channel 8 in Fall River, Mass.

Mr. DeMaria is president and owner of 12% of total 192 shares of New England television. He owns and operates the R. I. Bus Co., Charter Bus Co., Quaker Stages Inc. and Bus Sales Corp., Providence. Harold C. Arcaro, 20% owner and vice president of WRIB Providence, is vice president and owner of 40 shares.

Licenses of WGBA and WBBA-FM Columbus, Ga., The Georgia-Alabama Broadcasting Corp., has announced it listed in file for a license application for television in that city. Facilities to be requested were not reported. At least $225,000 are to be expended on WGBA-TV, according to A. E. Nickel, general manager of the firm.
“LISTENABILITY” was the topic under discussion as representatives of the FCC and Mutual got together at an informal luncheon in Washington last Tuesday. Seated around table clockwise starting at left are E. F. H. James, MBS vice president in charge of advertising, promotion and research; FCC Comrs. Rosel H. Hyde and Clifford J. Durr; Robert D. Swesey, MBS vice president and general manager; FCC Chairman Wayne Coy, E. M. Johnson, MBS director of engineering; FCC Comr. George E. Sterling, and E. C. Page, Washington consulting engineer. “Listenability” is an engineering method of computing physical coverage of stations and networks which Mutual developed and first introduced at the NAB convention in Atlantic City last fall.

NBC and ABC told the Senate Interstate & Foreign Commerce Committee last week that the present law on radio censorship should be kept as it is rather than liberalised as proposed by the White Bill (S-1383) to amend the Communications Act.

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

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

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

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

NBC urged a five-man FCC “panel” to handle broadcasting matters, instead of the three-man panel proposed by the White Bill. “If a nine-man Commission is not considered feasible,” NBC added, “we would prefer the present set-up.” Sen. Wallace H. White Jr. (R-Me.), author of the proposed legislation and also of the existing radio law and chairman of the Senate Commerce Committee, the White Bill would divide the present seven-man Commission into two panels—one for broadcasting matters and the other for commissariat and the safety and special services.

ABC Contention

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

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

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

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

Parts Empowering FCC Opposed

Broadcasting • Telecasting

Comparative Breakdown of Budget Request

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<td>800,416</td>
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<td>$6,195,658</td>
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* Does not include $4,302 in requested appropriation which would be transferred to Employee Health Service Programs, Public Health Service. In addition, $40,000 is requested for FCC for printing and binding, and a similar amount was added to their 1947-48 estimate.

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

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

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

The entire 25th and 26th floors and part of the 24th floor of the News Bldg. will be (Sunday) occupied by the station.

NBC Includes Fairbanks Feature Films In Video Service Beyond Cable Reach

Mr. Schreiber explained.

of a type, essential first information of a sponsored message technique which the production of a TV show will be created for the building will carry the antenna to 427 feet above street level—the highest television antenna in Chicago.

The station's program structure will consist of a balanced schedule of studio features and remote broadcasts of sports and news events, both on the spot and through newscast film service, the manager said.

Set Alignment

Early transmission of the test patterns in February will be made to the 14,000 TV set owners in the Chicago area to have service men align their sets for best WGN-TV reception, C. J. Meyers, WGN director of engineering, explained.

Latest transmitter and studio equipment will be used, he added. On the 25th floor will be studios, one by 50 feet and one by 12 by 16 feet, master control, studio control, property and dressing rooms, a workshop, and office space. On the 26th floor will be the transmitter, a projection room for 16 and 35 millimeter motion pictures and for slides, music library, and extra studio space. All of the space to be used on the 24th floor will be for offices.

A mobile transmission unit for covering sports, special features, and news events is expected to be delivered Feb. 10.

The investment in WGN-TV, which will operate on Channel 9 at 180-192 mc, will be "about $5,000,000" by the time regular programming begins, according to Mr. Schreiber.

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

Kaiser-Frazer Corp., Willow Run, Mich., last night (Jan. 18) started sponsorship of Amateur Hour on a four-station DuMont video hook-up, Sun. 7-7 p.m. Original shows from WGN, Chicago's Channel 9, arches over WMAQ, Channel 5, for 16 weeks including events on City TV.

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

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

Television stories, on other pages, in this issue:

WMAR-TV Begins Pictorial News Show
Chevrolet Sponsors News on TV
Four More Enter Video Race
AT&T Ready to File FM Cable Rates
National Convention TV Plans Mapped
Television Coverage Set for AWS Meet
WBBZ-AM Sets Starting School
Canal Video Specifications Ready Soon
TV Said Getting Chicago Juvenile Revenues
Lock of Video Channels Discussed at NAB
6,600 Video Receivers Reported in D. C.
15 NBC Newscasters Sign TV Contracts

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

NBC Chicago Video Seen Ready in Sept.

Network Hopes to Build Around Four Midwest Outlets

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

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

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

Chicago's Status

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

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

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

(Continued on page 88)
Dumb Pigeon

Honest . . . this is a true story according to Wide World Photos. Here's what they say:

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

No soft string? No downy grass for the nest?

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

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

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

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

WITH
AM and FM
Baltimore 3, Md.

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

Discrimination Charges By FMA Occasions FCC Conference

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

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

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

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

The conference was held after FMA had filed a petition with FCC charging AT&T with discrimination in favor of video operations, with consequent delay in establishing plans for FM transmission. Commissioner Walker presided at the informal session Tuesday; Commissioner Sterling was also present.

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

In filing petition, FMA asked the Commission to investigate the fact that video is getting free transmission from AT&T under the "experimental" category, while FM intercity operation, which it holds is equally experimental, must pay for transmission. FMA asks that until such time as rates for TV and FM are filed, FM be granted like free service.

FMA Complaints

Among FMA's complaints were:

That the AT&T free video service is discriminatory.
That AT&T has made extensive plans for TV transmission, but not for FM.
That there are more FM stations on the air than TV and consequently FM should receive equal treatment.
That AT&T has delayed the development of regional and national FM networks by failing to announce rates for intercity transmission.

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

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

(Continued on page 86)

NAB Standards Group Begins 'Successful' Code Revamping

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

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

Those attending the session were

Harold E. Fellows, WEEI Boston; John F. Meagher, KYSM Mankato, Minn.; Willard Egolf, WBBCC Bethesda, Md.; and Harold Fair and Ben Miller, director and assistant director respectively, of NAB's Program Dept.

Letter of Protest

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

"Information has been given to us," said the committee, "that the NAB is in the process of formulating a 'Code of Ethics' that would possibly bar and eliminate those religious broadcasts judged by them to be of a 'universal' nature.

It is our earnest conviction that should such a condition come about, it would be detrimental to the best interest and welfare of all Americans regardless of their political, religious, or social views.

Terms 'Undemocratic'

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

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

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

Turnabout

ALTHOUGH Jimmy Petrillo is opposed to his musicians participating in transcription and records, Los Angeles AFM Local 47 is actually providing money for sponsorship of a weekly transcription hour on KFL, Los Angeles. As part of the city's Central Labor Council, the local AFM group is actually sharing in the pro-rated expense (by G. Guy Lombardo's orchestra).

Convention Video Coverage Mapped

Films Will Go to Cities Beyond Coaxial Cable

BY HERMAN BRANDSCHAIN

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

Briefly, they were:

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

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

Planned for the health and comfort of the radio and press personnel and has set for itself the aim of making all such personnel do their best under the most contented workers in the history of conventions.

Urged broadcasters to hurry and make their convention needs known before it is too late.

Plans to mobilize the greatest array of television equipment in all history for a single event were laid in the board room of The Philadelphia Evening Bulletin by the technical subcommittee for television coverage of the 1948 political conventions in Philadelphia.

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

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

Most Elaborate in History

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

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

Among other matters considered by this committee were the lengths of cables needed, construction of booths, location of control equipment, necessary additional and special lighting equipment. The subject of lighting was given especially thorough treatment. It was decided that leading manufacturers of this type of equipment will be assigned to the project and that facilities will be furnished by them.

"Our whole purpose," said Mr. singer, "was to lay plans to bring all the color and hilarity of the conventions to the television viewer. We believe that we will be able to give the television audience a better view of the proceedings than any other media can give them."

(Continued on page 84)
does this surprise anybody?

the Tommy Dorsey

DISC JOCKEY SHOW
ON TRANSCRIPTION

IS JUST PLAIN TERRIFIC!

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

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

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

**“Typical Ten” Stations Under 1,000 Watts**
- KTHT Houston, Texas
- WLEE Richmond, Va.
- KANS Wichita, Kansas
- WFRP Savannah, Ga.
- KXOA Sacramento, Calif.
- WTlx Baltimore, Md.
- KCKN Kansas City, Mo.
- WOLF Syracuse, N. Y.
- WW5W Pittsburgh, Pa.
- W18X Utica, N. Y.

**“Typical Ten” Stations 5,000 to 10,000 Watts**
- KLIF Dallas, Texas
- KALL Salt Lake City, Utah
- KKOR Stockton, Calif.
- WHIM Providence, R. I.
- KLAC Los Angeles, Calif.
- KxWM Des Moines, Iowa
- WEBB Buffalo, N. Y.
- WSCR Scranton, Pa.
- WMLO Milwaukee, Wisc.
- WKRG Mobile, Ala.

**“Typical Ten” Stations 50,000 to 50,000 Watts**
- WWJ Detroit, Mich.
- WAPI Birmingham, Ala.
- WMAL Washington, D. C.
- WMCFL Chicago, Ill.
- WDSU New Orleans, La.
- WHDH Boston, Mass.
- WMCN New York, N. Y.
- WTCN Minneapolis, Minn.
- WHAS Louisville, Ky.

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

**Three Out of Every Five Stations are Major Network Affiliates.**

**Two Out of Every Five Stations are Independents.**

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

**Up 500% at CJBC, Toronto!**

**Up 55% at WMCA, New York City!**

**Another way of putting it:**
- 62% are major network stations.
- 38% are independent stations.

**See? Nicely balanced, aren’t they?**

**Up 45% at WHDH, Boston!**

**Up 250% in Block at King, Seattle!**
MOST BROADCAST HOURS IN TRANSCRIPTION HISTORY!

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

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

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

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

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

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

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

"We are elated!"—Ted Hills, Manager, KTHT, Houston, Texas.

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

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

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

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS
LOUIS G. COWAN, INC.

NEW YORK: 485 Madison Avenue
New York 22, N. Y.
Plaza 9-3700

CHICAGO: 8 So. Michigan Avenue
Chicago 3, Illinois
Hollywood 20, Calif.
Randolph 2032
Erwin, Wasey & Co., L. A., Open Mar. 1

KEY personnel will be moved from the agency’s New York, Chicago and Seattle offices to Los Angeles, and additional personnel will be employed locally, the announcement said. H. D. Williams, president of the company, will assume active management of the new offices. Among those associated with him will be Glen Jocelyn, Bennett Bates and C. H. Cottington.

Carnation Co., Albers Milling Co., Texas Co. and Consolidated Cigar Corp. are among the clients to be served by the new Los Angeles office.

Henry Announces Deadline of Feb. 15

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

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

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

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

“M” MEANS THE MARKET

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

“C” MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMB Study No. 1 shows its 5000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMB audience information by counties available on request.

5,000 WATTS • 980 KC AMERICAN • MUTUAL

CBS Renewals

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

NRB Continuity Writing Contest Winners Listed

THE NATIONAL Research Bureau, Inc., Chicago, which services hundreds of stations with commercial radio copy, last week announced the winners of a contest for radio continuity writers. Launched last November, contest invited entries for the best commercial announcements dealing with local retail businesses, for which NRB itself prepares institutional copy.

First prize of $50 was awarded to Margaret M. Horner, WSIV Pekin, Ill. Second prize of $25 was won by Mary Wynn Torres, WIBA Madison, Wis. Other prize ($5) winners include:

THE Iowa Story

by WGN of Chicago

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

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

<table>
<thead>
<tr>
<th></th>
<th>Number of Counties</th>
<th>Radio Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN</td>
<td>17</td>
<td>103,760</td>
</tr>
<tr>
<td>Station A</td>
<td>8</td>
<td>54,650</td>
</tr>
<tr>
<td>Station B</td>
<td>1</td>
<td>7,820</td>
</tr>
<tr>
<td>Station C</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>WGN</td>
<td>16</td>
<td>85,930</td>
</tr>
<tr>
<td>Station A</td>
<td>6</td>
<td>51,440</td>
</tr>
<tr>
<td>Station B</td>
<td>1</td>
<td>6,930</td>
</tr>
<tr>
<td>Station C</td>
<td>2</td>
<td>3,990</td>
</tr>
</tbody>
</table>

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

*Data based on Broadcast Measurement Bureau figures.

A Clear Channel Station . . .
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 533 SW Oak St., Portland 4

BROADCASTING • TeLecasting
January 19, 1948 • Page 25
**OHIO'S BROADCASTERS HOLD DAYTON MEETING**

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

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

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

**TELEVISION COVERAGE SET FOR AWB MEETING**

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

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

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

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

**Capehart Not Pressing For Durr Investigation**

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

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

**IRE Selects Plan Group For Transmitter Meeting**

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


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

**IN WORCESTER**

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

**WTAG WORCESTER**

580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives
Affiliated with the Worcester Telegram & Gazette.
Right now, Old Sol has the only "wavelength" that covers all of Oregon.

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

A BIG country, this Portland trading area.. with tremendous gains in population since 1940. Soon you'll be able to reach it all through a single medium —KEX. See Free & Peters for details.
hug population day and night, both in signal strength and in choice of signals. At night . . . the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade.

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

CCBS argued that "the question of duplication of channels can be considered intelligently only after the question of power is settled." Even so, the brief reasoned, duplication of 1-A's would make them 1-B's under NARBA, "which automatically limits the power to 50 kw." With power kept at 50 kw, CCBS continued, duplication is "merely a means of giving groundwave service in two or more localities but preserving only a low grade of skywave service either at one station or, in non-circular and misshapen patterns, around two stations." CCBS denied that 750-kw operation would pose an economic threat to other stations, and denied claims that it would put "too much power in the hands of too few."

Referring to the envisioned reshuffling of network affiliations, the brief claimed the result could very well be neither gain nor loss in number of stations having affiliations. With respect to possible relocation of clear-channel stations, CCBS insisted it is economically unfeasible to operate such a station in small cities, and, regarding their program service, the stations said they were content to "rest on the record."

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

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

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

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

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

It charged that clear-channel stations have failed to provide adequate program service. They cannot serve the particular needs of their distant listeners, and 1-A's "largely have abdicated from any appreciable degree of responsibility for nighttime programs and have delegated the major part of their nighttime responsibility to national networks," Regionals, Class 2's and 1-B's can do a better job of serving their local areas, the brief maintained.

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

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

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**WSBT SOUTH BEND**

5000 WATTS
960 Kilocycles
Columbia Network

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.

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**TELEVISORS TELECAST** when cameras of KTAL Hollywood caught interviews of Hal Rorke (1), radio and video director of J. Walter Thompson Co., Chicago, and Norman Blackburn, agency's Hollywood vice president in charge of television (r). "Stu" Wilson (center) is m.c. of daily television program which originates from entrance to Hollywood's Brown Derby.
Cuticura's 1-Minute Announcements

add up to
THOUSANDS
OF HOURS
of profitable
SPOT RADIO
SELLING!

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

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

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

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

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

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

JOHN BLAIR & COMPANY

Representing Leading Radio Stations
for selecting WWVA a winner in 1947

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

Material submitted by WWVA in the over-all promotion class indicated an awareness of the part of the station to play upon every promotion-promoting situation. Illustrations with no note to show immediately are the station's promotion of its New Year "Janitor" program, the ballyhoo attendant upon WWVA's switch from NBC to CBS, handling of its 50th anniversary promotion, and various tie-ups with local merchants.

The aforementioned are examples of some of the procedure the station goes through to put this show across. While no other show gets quite the intensive treatment, the agency never ever drops calling stations to tweak its listeners. For instance, WWVA entered into a promotion campaign with Stone & Thomas, leading department stores, whereby the station's guest announcers were switched. For appearance on the sponsor's "Calling All Girls" program. Local dealers carried ads Friday night, showing pictures of winners scheduled to appear next morning.


Two other ballyhoo devices merit attention. One was the fanfare, designed and installed, attendant upon the station's 50th birthday. This included a booklet detailing "50 Years Before the Mike". The booklet detailed displays of the station's history and section of the original equipment. Displays of equipment related the first radio program. A special program featuring the first voice to be heard over WWVA's "Windy Acres" show...
PROVED LISTENER APPEAL

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

EDW. PETRY & CO.
National Representatives

WWVA
WHEELING, W. VA.
50,000 WATTS
Pike's Peak is a far cry from DENVER (IOWA)

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

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

Sell these twin-markets on WMT—Eastern Iowa's only CBS outlet. Reach your share of the 1,131,782 well-to-do people within WMT's 2.5 MY line. Ask the Katz man for details.

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

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Briefs
(Continued from page 28)

utilization" of the channels.

The regional group argued that 750-kw for Class 1 stations would definitely have adverse effects on the economic ability of other stations to operate in the public interest, and that it would involve a potential concentration of control the "very possibility" of which should not be allowed.

Interference would result from 750-kw and restrict coverage to a point below that anticipated by CBBS, the brief continued. It insisted that opposition to 1-A break downs based on claims of interference is not and cannot be supported "by any competent evidence in the record."  

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ABC
(Licensee of two 1-A stations: WJZ New York and WENR Chicago, which shares time with WLS; one 1-B: KGO San Francisco; two regionals: WXYZ Detroit and KORTA Los Angeles. Brief by Joseph A. McDonald, ABC vice president, secretary and general counsel; and Andrew G. Haler, James A. McMeans Jr. and Charles E. Thompson of Washington.)

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

Specifically, ABC said, the solution should be a combination of "industrious action" such as proposed by CBBS, and "specific Commission action in granting additional facilities to ABC and such other networks and program service organizations that need competitive facilities." For itself, ABC asked 750 kw for WJZ and WENR, a 750 kw 1-A channel for KGO, and a frequency permitting 50 kw fulltime for KECA.

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

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

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

Higher power should be permitted for 1-A and 1-B stations if a program service would be added or improved in underserved areas and if over-duplication would not result, ABC contended. The network felt that "the higher power stations should be appropriately located so that signals would not overlap to an important degree and so they would provide greatest overall service," and that additional power, perhaps to 50 kw, should be granted to regionals "which will serve an area and render an unduplicated program service, depending on the needs of the area."

** * * *  

CBS
(Licensee of four 1-A stations: WCBS New York, WHBM Chicago, WCCO Minneapolis, KMOX St. Louis; two 1-B's: KNX Los Angeles and WTOP Washington, and one 1-C: WEEI Boston. Brief by Julius F. Braun, CBS general attorney.)

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

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

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

Both the CBBS and the regional group's recommendations involve

(Continued on page 48)

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Scripts to Slips

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

AUDIENCE?

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

MERCHANDISING?

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

PRESTIGE?

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

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.
SWALLOW MANAGING NEW VENTURA OUTLET
KVVC, new independent Ventura, Calif., station operating with 1 kw fulltime on 1560 kc, went on air Jan. 7 after several engineering delays. Studios and executive offices are in the Ventura Hotel at Main and California Sts.

John W. Swallow is vice president and general manager of the licensees, KVVC Voice of Ventura County Inc. Mr. Swallow was formerly Hollywood manager of Kenyon & Eckhardt Inc., and prior to that for several years was program manager of NBC Western Division. Alan La Vine is station commercial manager and Aubrey Ison program director and chief announcer.

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

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

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

Speakers included D. N. McDougall, chief of the administrative division of the Wisconsin Dept. of Agriculture, and two station managers, Ben Laird of WUDU Green Bay and Earl H. Huth of WHA.

The association has announced that its purpose is to encourage ideas designed to stimulate good radio listening in the small radio field.

CAB Meeting
PLANS for forthcoming Parlia-
mentary Radio Committee meeting and the annual meeting of the Canadian Assn. of Broadcasters will be discussed at the CAB directors' meeting Jan. 19-20, at King Edward Hotel, Toronto. No date has been set for the Parliamentary Committee to sit, but CAB is lining up plans to continue request for independent licensing board along FCC lines. Plans for forthcoming meeting March 8-11 at Chateau Frontenac, Quebec, will be discussed.

WHOM New York has announced it will discontinue its Sunday-Saturday midnight shows, one in Italian and one in French. More than 700 foreign language stations throughout the nation's stations' contribution to March of Dimes campaign.

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

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

Pointing out that several "vicious anti-advertising" bills are either pending or being made ready for introduction, the publication says that drys are planning "to make the most forceful demonstration . . . of any that they have inaugurated since 1920."

R&R Announces Opening Of Mexico Branch Office
OPENING of a branch in Mexico City has been announced by Ruthrauff & Ryan Inc., advertising agency with principal offices in New York and Chicago and branch offices in eight other cities in the U. S. and Canada. In charge of the new office is Edgar M. Huy-

Cogan Installed as N. Y. Media Men's Assn. Head
THE 1948 OFFICERS of the Me-
dia Men's Assn. of New York, com-
piled of over 150 agency media di-
rectors, space and timebuyers were installed last Wednesday at a meeting held at the Hotel Duane. Eugene J. Cogan, media director of Geyer, Newell & Ganger Inc., was installed as president of the association.

Other officers are William H. Schink, G. M. Basford Co., first vice president; Benton L. Moyer Jr., Ruthrauff & Ryan second vice president; David J. Wasko, Donna-
hue & Co., secretary; Thomas F. Reilly, Foote, Cone & Belding, treasurer; George H. Schiesser, Erwin, Wasey & Co., sergeant-at-arms; Newman F. McEvoy, New-
Emmett Co., chairman of the exec-
utive board, and Robert Erath, Kenyon & Eckhardt, and Arthur F. Demody, Kelly, Mason Inc., members of the executive board.

BBM Now Has 82
CANADA's Bureau of Broadcast Measurement has announced receipt of 14 new station applications for membership bringing its total roster to 82, or two-thirds of Canada's commercial stations. New members include CJFX Antigonish, N. S.; CHEF Crand, Que.; CICH Harbour, N. S.; CKNR Norwich, Que.; CKK Trencher, Ont.; CPFL London, Ont.; CFCA Ottawa, Ont.; CFBC Saint John, N. B.; CKB Stanton, Man.; and CJLS Stratford, Ont.; CJFE Winnip, Man.; and CJLS Yarmouth, N. S.
A true story.
Names on request.

Got an advertiser who's a "little fellow"?

Like this one:

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

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

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

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

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

Radio Sales
Radio Stations Representative...CBS

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Radio Has Outgrown 'Per Inquiry' Era Of Advertising, Lasky Tells Timebuyer

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

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

Uncertain of Possibilities

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

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

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

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

ABC Changes Rates On Station Breaks

Owned and Operated Outlets Announce Increases

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

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

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

WFMM Is Deleted

AUTHORIZATION for FM station WFMM Indianapolis, owned by Universal Broadcasting Co., was cancelled last week by FCC in conformity with condition of FCC's consent to transfer of control of WISH and WISH-FM that city to Universal [BROADCASTING, Dec. 22]. Facilities of WFMM were Channel 242, 96.3 mc, 20 kw effective radiated power. Universal acquired WISH and WISH-FM for $554,000 from C. Bruce McConnell and associates. New WISH operator is identified in ownership with WTHI Terre Haute and WKJG Port Wayne, Ind. The call WFMW was deleted.
R. A. ELLIOT, supervisor of export sales of broadcast audio equipment, RCA International Div., has been appointed manager of broadcast audio sales. RCA Engineer Products Dept., Camden, N. J. He will direct national sales of RCA's complete line of broadcast audio equipment. Prior to joining RCA in 1940, Mr. Elliot had been with NBC, WOY Schenectady, and WRN New York, and was in charge of studio engineering for Radio Section of OWI, during the war.

ROBERT H. HOLLISTER, member of broadcast sales department of Collins Radio Co., Cedar Rapids, Iowa, has been appointed broadcast sales manager of firm. Mr. Hollister has extensive experience in radio field having previously served as sales engineer with several Chicago radio stations. He has worked with Collins since 1927 when he was named chief inspector for Office of Resident Inspector of Naval Material, located at Collins plant. After the war, he joined Collins' sales department. Mr. Hollister succeeds RUGG CHAPMAN, who has resigned. Mr. Rennaker has not announced future plans.

C. W. (Ted) GRANGE, former vice president and editorial director of Harry Coleman & Co., Chicago public relations firm and formerly advertising manager of Stewart-Warner Corp., has rejoined the firm as a public relations director. His new title will be vice president.

LESLIE M. GRAHAM and STANLEY ABRAMS have been appointed sales managers of Radio Equipment Sales division and sales manager, respectively of Emerson Radio and Phonograph Corp., New York. Mr. Graham succeeds CHARLES O. WEISSER, who has been named Emerson's new West Coast representative.


ROLAND D. PAYNE, of service test equipment sales section, Specialty Div., RCA Electricty Co., Sr., has been appointed sales manager of that section.

JOE AGNELLO and ANDRE PAUL, former writers of ABC western regional newsmagazine "Ladies Home Journal," have returned to New York and have formed Pride & Joy Productions, radio packaging firm. Offices will be at 125 W. 48th St.

HOLLISTER CORP., Chicago, has set aside a record-breaking advertising budget of $875,000 for 1946. ROSS D. SHARGOUS has announced last week of total budget, two-thirds will promote the new "matched ensemble" television line. Agency is Crundzender & Eater, Chicago.

GILBERT C. LARSON, former engineering executive with Hazeltine Electronics Corp., has been appointed chief engineer, Westinghouse Home Electronics Div., Saratoga, Pa. He will be in charge of all engineering for line recently acquired by Westinghouse in a manufacturing contract with Hazeltine including FM and TV receivers. James W. HITCHCOCK has been appointed assistant sales manager of the new Home Electronics Div., and H. EARLE WALKER has been named cabinet manager.

CLEERVUE TELEVISION CORP., Brooklyn, N. Y., has announced the appointment of a new management as the result of the sale of Ralco, Inc., to the company. The new officers are: CHARLES K. HAYES, president; GEORGE H. BORTHWICK, vice president; RALPH J. CRUTTENDEN, treasurer; and C. W. GRANGE, secretary. 

MAGNAVOX Co., Fort Wayne, Ind., said this week that it would double its present production and will be ten times greater than in a year ago. President and former executive vice president, reports in.

Company, which has been in operation for 1945 over last year, says firm plans also to add several new dealers in the production line, where company now has no representation. Company also plans to enter export market. New plants at Paducah, Ky., and Greenville, Tenn., are scheduled to go into full production during year to make production program possible.

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

RCA VICTOR last week announced its first 1946 television receiver. Model 87B is described as a "fully adaptable model television instrument commercially available today." The new set has 27-inch screen, and Ruban shadow tube, making it possible to produce a 55-square-inch Sable. Suggested list price, $375.

BARCLYS WILCOX, Hollywood freelance, has been named head of Rocket Pictures Inc. television department.

BROADCASTING officially announced that JOHN LOVELL, former public information officer for Dept. of Pacific, U. S. Navy, has joined Los Angeles office of BROADCASTING. Mr. Lovell was previously with the Department of Commerce.

RMA Formulates Plan for Improving Radio Service and Eliminating Abuses

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

Under the plan, details of which were not divulged, RMA would work through various radio servicemen's organizations, such as newly-formed Associated Radio Servicemen of New York, to provide better service for the public. Plans now under consideration are "to legitimate all radio servicemen rather than organizations."

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

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

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

Consent Is Given in WPTR Transfer

CONSENT was granted last week by FCC to transfer of control of Patroon Broadcasting Co., permittee of WPTR Albany, N. Y., from 10 of its present stockholders to Schine Chain Theatres Inc. Consideration is $101,500.


Schine Theatres, which operates 125 outlets in the east coast, now has additional facilities in Delaware, Ohio, Kentucky and Maryland, and which is a subsidiary of Schinebro Inc., acquires all of the preferred stock and 55% of the voting stock held by the 10 retiring stockholders. An additional 20% interest is recorded by Schinebro Inc. is owned by J. Myer Schine (65%) and Louis W. Schine (35%).

The selling stockholders pointed out in their application that they had not anticipated that any other new stations would be granted for the community. Sellers are: Richmond Merrill, George W. Foy, John R. Luce, H. H. Isaacs, John R. Luce, and George E. O'Connor, Edward M. Toole, Irving L. Simon, J. Glenn Prescott, Murray C. Smouse and Theodore Sonnenfield.

Schine has agreed if necessary to subscribe to 400 shares additional of preferred stock at $100 per share and loan up to $50,000 for operation.

Voting stock not involved in the transfer is held by the following, and was issued, according to the application, for services rendered: Mr. Walker 10%; Bertha Ryan Asch, for Leonard L. Asch, president of WBCA (FM) Schenectady, who is to be manager, 10%; William R. Davidson and M. L. Prescott, 2¼% each.

'Superman' Goes Co-op

SUPERMAN, heard Monday through Friday, 5:15-5:30 p.m. on MBS, will be offered for cooperative sponsoring starting Feb. 5, Mutual said last week. The program will be handled by the Kellogg Co., which gave up the show because of the grain shortage, according to MBS.
For Truly Fine Recording and Reproduction

Professional Recordists Use—Professional Recordists Recommend—

**Audiopoints**

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

**RECORDING AUDIOPOINTS**

- **Sapphire #14.** Long recognized by recording engineers as the best recording stylus obtainable. Manufactured to rigid specifications. Disc-verified on a recording machine just before packaging. List price $7.25.
- **Sapphire #202.** A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14. List price $5.25.
- **Stellite #34.** Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced. List price $1.75.
- **Diamond-Lapped Steel #30.** Most practical stylus for home recordists when "first cost" is important. Being diamond-lapped, it cuts a quiet, shiny groove. List price $1.00.

**PLAYBACK AUDIOPOINTS**

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

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

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

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

Audiopoints are a product of the manufacturers of Audiodiscs.  

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

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

Employer-Employer Relations—John F. Burns, Novo Broadcasting; Charles C. Crutchfield, WEDG Charlotte; Thad Holt, WAPX Birmingham; Leslie C. Johnson, WHRQ Rock Island; O. L. Taylor, KRON Amarillo, Tex.; C. L. Thomas, KEX St. Louis; Louis Travis, WBAJ Boston; William Patison, KFYR San Francisco; W. A. Wilson, WOFP Boston; Fred Johnson, AL; Leonard Kapp, WCIE Pittsburgh; Harry Stone, WXO Nashville; Leslie Joy, WDSX Philadelphia.

Man of His Word

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

SPEARHEADING THE PROGRESS OF FM

WASHINGTON, D.C.

Mr. Brady

H. W. Macshein, program manager of WRAL, Raleigh, N.C., has accepted a position with the staff of Dixie FM Network, replacing Frank Conrey, resigned recently. Mr. Machshein joined the network as program secretary.

GERVIS BRADY, sales manager of WABC Canton, Ohio, has been ap- pointed program director of that station.

RICHARD NEHER, recently a Navy veteran, joined WORC in November 1945 as sales manager.

DANNA PATTON, former musician in the script department, and Merle Louise Kendall were married Jan. 1, in Las Vegas. N.Y.

IRVIN K. HOTT, staff announcer at WRFD Worthington, Ohio, has been named music director of that station.

GEORGE PEDICINI, of CBS Hollywood script department, and Merle Louise Kendall were married Jan. 1, in Las Vegas, N.Y.

ED ALBRIGHT, former program manager of KPOJ Hollywood, has been appointed program director of KFAC Los Angeles.

BOB ATCHER, station manager of WJVB Miami, has joined the staff of WBBG Miami, and the program director finds that he has a number of his own programs on various networks, including KNX Hollywood.

Mr. Albright

ROBERT C. VINSON, former freelance writer, has been named program manager of KPOJ Tucson, Ariz.

JOHNNY DIELBORG, Army veteran, has joined WNNI, New Orleans, as program director on "Dawson's Luck." He was previously a program manager of KPOJ Hollywood.

GEORGE MILLER, m.c. of early morning show on WIBR Albany, N.Y., is the father of twin boys.

CHARLEY PARK, m.c. of several programs at WUGA, Athens, Ga., has told of the loss of a story in February issue of Radio Mirror.

ROBERT C. VINSON, former freelance writer, has been named program manager of WIBG Miami.

THEO HOPKINS, now with CBS, has been appointed program manager for CBS, replacing the late RICHARD RICHARDS, who died in Puerto Rico.

AMVETS Post 48, Long Beach, Calif., Mr. HOPKINS was honored for many shows put on by the group. Mr. HOPKINS received his citation in front of the American Legion, making it possible for a recent veteran to visit his family for Christmas.

WILLIAM SPERR, Hollywood producer of "On the Air," has been named film director, and member of the company, will be in June in Plymouth, N. Y.

TULSA HART, woman commentator for WKBW Buffalo, has accepted an offer of a 13-week show on "Step Fetch It," to be broadcast from 5:30 to 6 p.m., Eastern Standard Time, starting Jan. 10.

ROBERT SANDERS, former staff announcer at WORC Cleveland, has been appointed chief announcer of that station.

JIMMIE DURANTE, who underwent surgery operation several weeks ago, plans to return to regular NBC broadcasts.

GLEEFUL smile of Joseph B. Bartino, general manager of KDKA Pittsburgh, is the result of the bags of silver dollars to be delivered to the Children's Hospital. Money represents the amount collected to date by KDKA in its series of benefit broadcasts. Altogether there were 46 bags, each containing 474.80. Empty money bags have been distributed to the trade by KDKA with note reading, "Yes, that's what this bag actually contained a few days ago. Wish we could return it in turn for a worthy cause.

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

IRVING HOPKINS, assistant program manager for orchestra of the CBS shows, is the father of a boy, Don, born Jan. 12.

LARRY HARDING, with CBS production department for 13 years and director of "Strike It Rich," CBS quiz show, has resigned to return to work on network to join WJXT, Rochester, N. Y., as program director.

JIM SLACK, announcer at WOKK Silver Spring, Md., and Iris Smith were married Jan. 9.

MICHAEL ROY, former announcer of CBS "Screen Guild Players," last August, has been appointed announcer in the national announcing service of the radio department.

JACK TREGILLIS, former announcer of CKMD and CKWS Vancouver, B. C., has joined the writing staff of KFRC Seattle.

JIM STARR, former announcer of WAFM, has been appointed special assistant to that station.

DESMOND MCDERMOTT, former announcer of WWDA Buffalo, has been appointed head of the production department, and is to be succeeded by ROBERT S. SCHULTZ, former radio announcer at WORC Buffalo, and who has been appointed program manager of the station.

JULIAN LEWIS, new announcer of WOR, New York, has been appointed head of the production department.

DOROTHY CARLSON, former announcer of WOR, is now associated with CBS in New York.

CHARLES PATTERSON, former station manager of WSB, has been appointed head of the Western division of CBS.

LEWIS DEAN, former station manager of WSB, has been appointed head of the Western division of CBS.

BROADCASTING • Telecasting
The WBAP Newsroom Story

Reporters Harry Flowers and Tom Whalen cover the news in Fort Worth and vicinity. Their efforts often enable WBAP to score news beats of from two to four hours.

Ted Gouldy's on-the-spot coverage of market fluctuations on the Fort Worth Stockyards has often meant hard cash to out-of-town farmers and ranchers.

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

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

News Editor James A. Byron had twenty years experience with top newspapers before coming to the newsroom. His WBAP policy of individually styled newscasts has paid off.

Lillard Hill's pleasant voice and smooth presentation of the news earns him a top spot among Southwest newscasters. He also writes part of his newscasts.

Newscaster Thaine Engle is a Kansas University graduate, and has been in radio eight years. He writes as well as 'casts the news in early morning spots.

Newscaster Larry Du Pont has a popular style all his own, writing a part of his newscasts. He is a graduate of Fordham Law School and an author in his own right.

In short, every story is a WBAP newsroom story, rewritten and individually styled for broadcast, if not covered on-the-spot. Progressiveness, coupled with sound policies and a competent, full-time staff of 12 persons, ably generated by James A. Byron, explain why the WBAP newsroom is a leader.

You'll want the finest when you buy news in the Southwest. That's why you'll want WBAP. Contact the station or Free and Peters today!

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

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

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

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

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

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

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

AUGUST A. NELSON, who was in charge of creating services and promotion for Hodes-Daniel Co., New York, has joined executive staff of American Assn. of Adv. Agencies, New York headquarters. He will assist RICHARD B. SCHEIDKER, assistant executive secretary, in field of public relations and creative services.

JOHN M. HANDLEY, former executive vice president for Gompers Ad-Adv., Los Angeles, is in New York as president in charge of international division for Trans-World Adv., both New York, where he has joined London & New York Inc., New York, as director of copy.

RICHARD H. BOLTON, formerly with Kenyon Research Corp., New York, has joined Irwin Vladimer & Co., New York, as a billing clerk.

MARSHALL L. SIMPSON, account executive with Lewis Adv., Newark, N. J., since 1941, has been elected vice president.

C. G. MQUAID, veteran newspaperman and former marketing editor of Industrial Relations Magazine, Chicago, has been appointed director of public relations for Wolfe-Jickling-Dow & Conkley Adv., Detroit.

LOYD W. CARDONE, formerly in advertising department of Long Island Press, has joined Flint Adv. Assn., New York, as account executive. He will handle some radio accounts.

BYRON V. KANALEY Jr., account executive with Frank C. Hahner Inc., Chicago, has been elected executive vice president of that agency.

GEORGE GALIE, former account executive of Grant Adv., Hollywood, has joined Los Angeles office of Dorland Inc. as manager. Mr. Gale plans organization of complete radio division serving agency's clients.

IAN A. NIEH, president of Broadcast Adv., Los Angeles, is on three-week station-relations trip for United Pacific Network through key western cities culminating in Seattle.

ED HELWICK, writer of J. Walter Thompson Co., Hollywood, is the father of a boy, Robert Olton.

CHESTER HESS, account executive at Foote, Cone & Belding, Los Angeles, is the father of a girl.

WALTER CRAIG, vice president in charge of sales at Robert Bowles, New York, arrives in Hollywood Feb. 9 for two weeks of conferences.

NED CLEMENTS has joined McKinnon Adv., Montreal, as timebuyer, replacing JAMES TAPP, who has joined National Broadcasting Co., Los Angeles.

ROY E. KYLE, former advertising manager of W. A. Green, Dallas department store, has been named executive with Dorland Adv., Dallas, as account executive.

COLMAN, FRENITS & VARLEY Ltd., London, has appointed Charles C. Tapp, Old Burlington St. to 34 Grosvenor St., tel. telephones.

TRUETMAN F. CAMPBELL and JOSEPH S. HOWELL, Zoological & Zoological, D. F. Broth. & Co., Detroit, have been appointed vice presidents of that agency.

LINDSAY Adv., New Haven, Conn., has opened New York Office at 9 E. 46th St. ANNE ALBEE, former fashion director and director of publicity at Arnold Constable, New York, is head of new office. MEREDITH & LINDLEY, vice president of agency, will divide his time between New York office and New Haven headquarters.

G. M. BASFORD Co., New York, has moved public relations division from Lincoln Bldg. to larger space at 5705 Empire State Bldg.


MARTIN MICHAEL, account executive of Coler Adv., Los Angeles, and Marilyn Weinberg were married Jan. 24.

JAY HELLER, former sales promotion manager for Hastings Clothing Stores, New York, has joined Ramsey & Oppenheim Adv., same city.

KINGLER AGENCY has moved to new San Francisco office, at 11 Sutter St., San Francisco.

ROBERT L. PHILIPPI, account executive of J. Walter Thompson Co., San Francisco, has resigned to operate dealership for National-Mercury cars in Oakland, Calif.

ARNOLD COHAN Co., New York advertising agency, has moved its offices to 601 Madison Ave., New York, where its office will be in charge of media research activities.

EDGAR B. HANSON, executive vice president of Radio, Inc., and chairman of board, has formed new corporation, Radio, Inc., New York, to control all interests in present radio business.

CHARLES SWEENEY, formerly with Monsanto Chemical Co., St. Louis, has been named vice president of industrial and public relations, has joined New York copy staff of Gimbels Adv. assigned to Monsanto Chemical Co. account.

JOHN S. SHONK, former vice president in charge merchandising of M & M Mfg. Co., Newark, N. J., has joined with National Advertiser, New York, where he will be in charge of media research activities.

ADVERTISING COUNCIL and the voluntary agency, EEO BATES Inc., New York, have accepted American Overseas Aid campaign which approved by UN, in cooperation with UN appeal for children's raise money to alleviate suffering of children in Europe. Campaign will run through February.

JOINS AGENCY

HOWARD M. PAUL, formerly continuity director at WLS Chicago, has been appointed radio director of the W. D. Lyon Co., advertising agency, Cedar Rapids, Iowa. Mr. Paul was assistant radio director at the Chicago office of BBDO before his association with WLS, and served in the Navy for four years. He is the author of two articles in BROADCASTING, the most recent, "Irritating the 'Minority' Doesn't Pay" (Sept. 8, 1947).

French Radio Plans To Go Commercial

\textbf{RADIODIFFUSION} Francaise, French government-owned broadcasting system, will begin accepting applications from advertisers for sponsorship of broadcast programs. The applications will be accepted from the end of the month, it was reported last night.

The report reached New York from American sources in Paris and it was immediately confirmed. Robert Lange, North American director of Radio diffusion, said in New York that he would have to consult his home office before commenting on the situation.

According to the report, the French radio at first will accept advertising only of French sponsors and products, but intends later to solicit foreign accounts as well. It was said that Radio Diffusion had chosen to establish foreign advertising agencies in order to strengthen its facilities to domestic advertisers as a means of circumventing possible criticism that the French broadcasting system had sold its sovereignty.

The reported intention of Radio diffusion to turn commercial confirmed predictions of several months ago that the French stations, which have been operating by the government since the liberation of France, would return to pre-war commercial policies. M. Lange himself said that a prediction during a trip to the U.S. more than six months ago.

It was understood that Radiodiffusion executives were anxious to begin dealing with foreign advertisers, especially American, as soon as possible.

J. Allen Brown stresses economy in small station

MORE ECONOMY in the operation of small market stations was termed a necessity by J. Allen Brown, NAB assistant director of Broadcast Advertising in charge of the NAB's committee on small market stations, in a talk last week before radio students at American U. in Washington, D. C.

Pointing out that radio is an extremely competitive business, Mr. Brown said that the success attained by a station "depends primarily on the all-over productivity of the entire staff and the entire personnel of the entire station." In view of this, Mr. Brown stated, a few "weak sisters" on a small station's staff can make for an "in the red operation."

"Lone star to be more creative, more versatile, and more efficient," the NAB official advised his student audience. "Many golden opportunities in broadcasting await the well-versed and efficient staff member in the small market station."

\textbf{AMERICAN Assn. of University Women}\% "Children's Advertising" program as "step in the right direction in presenting a wholesome, intelligent children's program."
HERE'S THE

New Look

AT NORTHEASTERN OHIO

Styles change with the years. And so does radio coverage of your markets. Here, in Northeastern Ohio, with new power... 50,000 watts... beamed to blanket three important marketing areas, Radio Station WGAR now reaches an audience of more than two and one-quarter million listeners, representing 40% of Ohio's buying income.

Here, with more than three billion dollars to spend, is a market you want to reach with stepped-up, pepped-up selling... the kind of selling for which you'll pick WGAR as you take a new look at Northeastern Ohio.

WGAR 50,000 WATS
CLEVELAND

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

Represented Nationally by EDWARD PETRY & COMPANY
WESTINGHOUSE RADIO STATIONS

Richard L. Kathe, former farm announcer at WMRN Marion, Ohio, has joined WAVB Cleveland, in similar capacity. Mr. Kathe formerly served with U. S. Soil Conservation Service, Forest Service and National Park Service.

Fred Brophy, chief announcer at WHIO Dayton, Ohio, has been appointed news editor of that station. Mr. Brophy, who has had ten years of radio experience, has been on announcing staff of WHIO since February 1924, except for three years' service with Trooper Carrier Command.

After college, he worked with WOBU Columbus, Ohio State U. station.

Answers S-O-S

S-O-S from WPLH Huntington, W. Va., announced Sunday, was received early this week. WPLH left Portsmouth, Ohio, WPLH had hired Fred W. Albertson of Dow, Lohnes & Albertson, Washington.

Though a member of CCBS through KDKA, Westinghouse told FCC that it felt the CCBS 20-station plan "will not adequately or economically solve the issues announced in this proceeding. Continuing study of current developments and of the economic problems which that plan raises convinces Westinghouse that the technical and economic questions involved in higher power for clear-channel stations can only be answered by separate studies of each station conducted from time to time on precisely stated issues and giving full consideration to its location, the needs of its audience, the availability of FM and television service, and the resulting economic conditions," WRS declared. [BROADCASTING, Jan. 12].

Now on the Air!

KWH, LUFKIN, TEXAS

MARKET FACTS
PRIMARY COVERAGE

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

1420 K.C.

1000 WATTS

22,400 Radio Families...

21,030,000.00...

1946 income...

$2,929,000.00...

1946 bank deposits...

$52,609,000.00...

1946 retail sales...

33,501 1946 auto registrations...

A TAKING ROOT IN THE FOREST
CAPITAL OF TEXAS

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales Inc.

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Now on the Air!

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22,400 Radio Families...

21,030,000.00...

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A TAKING ROOT IN THE FOREST
CAPITAL OF TEXAS

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales Inc.
OUR TOP RATING

means YOUR TOP SALES

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

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

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

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

*Hooper, for November

By any check you use—it's WOAI

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

**Here Lies the Blue Book**

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

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

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

The court said that "it is obvious upon the face of the Blue Book itself that the comparison which the Commission drew an unfavorable conclusion as to appellant's operation was unjustifiable." Then this juridical one-two: "No sound conclusion can be drawn from a comparison between a promotional forecast by one person and the actual operation by another person and the cited period of a period of a period of years." That's what the FCC in its original citation of seven stations for "overcommercialism" a la the Blue Book—six of which have now received renewal—was justification.

The court searched for definitions in the Administrative Procedure Act that might be applicable to the Blue Book regulatory technique. It found none. The Blue Book, then, was a press release, with nothing to back it up. It has no legal status under the very act that took a dozen years in the making, and was designed to root out abuses by administrative agencies.

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

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

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

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**Editorial (Sic)**

ON OCCASION we have yielded to the temptation which faces all editors; we have published editorials with the suggestion that readers paste them in their hats for reference. This is in a different vein: an editorial that we want you to read in the least-used drawer of your desk, so you won't come across it again for two or three years.

The topic is the hearing to begin March 1 before the FCC on the question of whether or not stations may have an editorial policy.

For background, we must remind you that the FCC takes a rather firm position that it may properly consider, both on applications for new stations and on applications for renewal of licenses, the prospective program content and program balance of all applicants, despite existing law and judicial interpretations.

That background being established, our editorial takes the form of simple questions:

If the FCC decides that stations may have editorial policies, will it not be the rule or the custom that applicants will testify that they intend to have editorial policies?

And, won't they drift into testifying what those editorial policies will be?

And then, "all other considerations being equal," will the Commission award the facility to that one of competing applicants which has the best editorial policy?

Can you visualize the question on some future Form 301:

"Will you have an editorial policy and, if so, what will it be?"

Take your time—you have two or three years within which to answer the question.

---

**Border Blasphemy**

TIME WAS when outlawed American broadcasters, denied licenses here, traipsed across the border for sweat- and power stations through phonoy Mexican corporations to bombard our listeners with direct selling of goat-grind rejuvenation, fake cancer cures, and other nostrums. Virtually all of them, during the last decade, have gone out of business via international agreement and through the good offices of our State Department and the Mexican foreign office. There are perhaps a half-dozen that are still on the list. They are still booking time on high-powered Mexican outlets.

A new tack now has been taken by the rabble-rousers and proselyters denied access to the airwaves. They are hearing in the name of "freedom of the press" to broadcast for the Voice of America stations.

Recent reports relate that a number of disciples of the "isms" and others who were in constant hot water while on American stations, have been broadcasting from relatively high-power stations in Mexico, nominally owned by Mexican companies.

Solicitation of funds to support these programs is which has caused consternation. Some broadcasters claim "free speech" is denied them in the United States. Pure bunk.

We hope the State Dept. will look into such activities. Standard broadcast facilities are assigned under ARRA to North American nations for the purpose of serving the nationals of the particular countries to which the facilities are allotted. Our stations along the border make no effort to serve Mexican nationals across the border. We should speak English language sermons and solicitations and preachments, beammed to Americans, be permitted to monopolize schedules of Mexican stations?

If Mexico has no use for the facilities in serving Mexicans, we suggest they be turned over to the United States or to other nations on the continent at the next NARBAA meeting, scheduled for Canada in August.

---

**Our Respects To**

CHARLES JOSEPH LANPHIER

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

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

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

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

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

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

He made his first appearance on a commercial station as a Disc Jockey between the 3rd and 4th quarter hour of a 5-minute program.

He got into radio soon after he left college. A limbo of lost call letters lies among the stations for which he has worked: WCDA New York, WGBS New York (call letters now used in Miami), WLAG Louisville (WLAG now used in Lexington, Ky.), WJKS Gary (now WIND), WEHS Evanston, and WKBV Chicago. Before going to WEMP Milwaukee in 1936 as general manager, he held jobs in the above stations as announcer, program director, sales manager and sales manager.

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

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

**BROADCASTING • Telegcsting**
NAME...

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

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

Let’s give this business a name.

*Inc. Radio Advertising*

CHICAGO • LOS ANGELES • SAN FRANCISCO
Let's Give It A

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

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

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

Paul H. Raymer Company
New York • Boston • Detroit • Atlanta •
YOU MIGHT FALL A MILE, AND STILL LIVE*—

BUT . . .
"LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!

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

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

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

*On January 6, 1918, Capt. J. H. Hesley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it.

WKZO
first in KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF
first in GRAND RAPIDS and KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knode, inc., exclusive national representatives
WSLV Cincinnati
(Class 1-A station, licensed to Crosley Broadcasting Corp. Brief by D. M. Pat- 
rick and Earl A. Smith, Washington.)

Only U. S. station ever to oper- 
ate with 500 kw, WSLV declared that "a compelling case for the 
removal of clear-channel sta- 
tions with power in excess of 50 
kw has been made," and said its 
own experience "is such as to de- 
onstrate that WSLV should be 
licensed and should operate as 
such a station."

WLS was authorized to operate 
with 500 kw experimentally dur- 
ing the regular broadcast day for 
about five years, from April 17, 
1934, to March 1, 1939. Its brief 
outlined its experiences in this 
operation, and related particularly 
to the issue of the clear-channel 
concerning "what extent" power 
above 50 kw for clear-channel stations "would unfavorably affect the 
economic ability of other stations to 
operate in the public interest."

The answer, the Cincinnati 1-A 
station contended, is in the nega- 
tive. Higher power had "in- 
stantaneous audience effects," increasing WLS power by 10% to 15% 
was not necessary for network 
affiliation or network policy 
changes in the area and had no 
adverse economic effects on 
competing stations, the brief reported. 
WLS's own profit gains during 
this period reflected "a record of 
performance comparable to that of 
the industry as a whole." .

KSL Salt Lake City
(Class 1-A station, licensed to Radio 
Service Corp. of Utah. Brief by Ernest 
J. Wilkinson and Glenn A. Wilkinson, 
of Salt Lake City.)

KSL limited its brief primarily to 
the radio needs of the West and 
the operation of KSL in particular, 
but urged a minimum of 500 kw 
for all 1-A stations.

The station recommended that 
the effect of KSL be placed on 
the hours of operation of clear- 
channel daytime and limited-time 
stations, or that their powers be 
limited, "or both."

The city said the West needs 
two or more clear-channel opera- 
tions with higher power, that Salt 
Lake City is "ideally located" from 
both a service and an economic 
standpoint, and that, at least in-

situ, as KSL is concerned, reloca- 
tion is neither necessary nor feas-
able.

WQXR New York
(Licensed to Interstate Broadcasting Co. of New York, a subsidiary of 
Loucks & Scharfeid, Washington.)

WQXR concerned itself with its 
year-old effort to secure 1-B classi- 
fication for 1560 kc, which it 
would use along with KPMC Bakers-
field, Calif.

The brief asked FCC to recom- 
mend "immediately" to the State 
Dept. that "all appropriate steps 
be taken to classify WQXR as a 1-B 
channel for use within the U. S."

Though Cuba originally was 
given priority on the frequency 
it has never used it as prescribed 
by NARBA, the station declared, 
asserting that the interests of the 
U. S., as well as WQXR, "are di-
rectly involved in the protection 
of 1560 kc as a 1-B channel avail-
able for 1-B classification in this 
country."

Actually, the station noted, the 
channel is now available for that 
classification.

NATIONAL ASSN. OF EDUCA- 
TIONAL BROADCASTERS

(Members in 24 states and Hawaii, 
operating 22 AM and 19 FM stations. 
Brief by Marcus Cohn of Cohn & Marks, 
Washington.)

NAEB, noting that 18 of its 
22 AM members operate daytime 
only, or limited time, said "the 
unique public service rendered by 
educational and nonprofit stations" 
should be considered in deciding the 
clear-channel case and that "qual- 
ity of program service should be 
determined either by the technical 
and arbitrary yardstick of 
protecting the coverage of 
clear-channel stations to unreason-
able limits."

Not opposing the clear-channel 
assignments as such, NAEB asked that 
the question of breakdowns be 
declined in each instance on a 
consideration of the following:

(Continued on page 50)

COMMERCIAL

HOWARD GRAY, former account 
executive of W. J. Jeffries Co. Los 
Angeles, and president of the Trans- 
continental Network of KPFT, has joined KOIL 
San Francisco as a "business manager" 
jamming L. W. SMITH, who mo- 
ted to the same station. ALLEN MCKEE, 
former account executive of WRFK 
Pasadena and previously production manager of Smith, Bell & McHeyver, 
Hollywood, has joined KOIL as account 
manager.

CLAUD SULLIVAN, head of sales de- 
partment of WZL, Covington, Ky., 
has been appointed commercial 
manager of that station. He 
will work out of Cincinnati to Chi-
cago and New York.

Mr. Sullivan

JACK A. BURNETT, who recently re-
signed as commercial manager of 
KUSA Salt Lake City (BROADCASTING, Jan. 
121, has joined KULO Honolulu, as vice 
president and general sales manager. Mr. Burnett was former sales man- 
ger of Rocky Mountain Broadcasting 
Systems.

PHIL. WATERS, former manager of 
KTRU Corvallis, has joined KSON San 
Diego, sales manager.

LAMBERT B. BEERKES, for past six 
years with WXYZ New York, has 
returned to Philadelphia as sales director of 
WDAS. Mr. Beerkes spent number of years in merchandising and promotion with 
XYW.

LOUIS A. SMITH, for past three years 
salesman with Chicago office of 
Edward Petry & Co., has joined 
national station representative. His 
resigns effective Feb. 1 to open his 
own advertising agency. He will be represented by 
L. A. MARVIN HABER, former 
salesman with Chicago, ? Hol-
berry Co., Chicago, also be 
representative. Mr. Smith's agency 
which will be based at 737 N. W. 
Am. Smith, will be located in 
Triune Tower, Chicago, and 
will specialize in spot accounts.

CBS Radio Sales is transferring 
southern representative service to 
Memphis, closer to center of its southern 
territory. J. L. BAXTER is new 
representative for KWRB, new inde- 
dependent outlet under construc-
tion in Houston, Texas.

HOLDERGREN & CO., has been 
appointed exclusive national representa-
tive for KUBA Yuba City, Calif.

CHARLES S. FLEET, former vice 
president and general manager of 
WOGA Gaines- 

town, Ga., has been ap-
pointed national 
c representative 
for WAGA Atlanta. Mr. 
Hoig sold in 
1934 as signal 
with CBS New 
York, going to 
WHL Bluefield, W. Va. in 
1952 as sales and 
sports an-

nouncer. He served as 
commercial man-
ger and sports an-

nouncer for WQXR 
Charleston, W. Va., and 
manager of WOGL Florence, S. C. before joining WGOA in 1944.

JACQUELINE BLACK, traffic 
manager at WUSA Washington, and 
ROB EVANS, KULA announcer-produce, have an-
nounced their engagement.

BILL KELLEY, formerly with 
KPDF Amarillo, Tex., and WHOT South 
Bend, Ind., has been 
appointed commercial department 
of KTXA San Antonio, Tex.

MARY MYERS has been appointed 
traffic manager for new FM station 
WHUZ Bradbury Heights, Md. Station is completing installation of new 
equipment.

FREDENBERG AGENCY, New 
York, has been appointed national representa-
tive for KARR Mesa, Ariz. Appointment 
was effective Jan. 1.

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

JOHN N. HUNT & Assoc., Vancouver, 
B. C., is opening a new radio station, 
with WBUZ built near 
503 Dunsmuir St. Tele- 
phone: Pacific 3688.

RICHARD E. GREEN, manager of 
national sales service at KOMO Seattle 
has been named as a manufacturer's repre- 

tative, processors, jobbers and food brokers.
BUILDING . . . .

“TEXAS’ TALLEST TOWER”—on a high plateau overlooking South Texas.

BUILDING . . . .

San Antonio’s finest transmitting plants—5,000 watts for KMAC on 630 KC—50,000 watts for KISS on 99.5 mc.

BUILDING . . . .

for greater service in the public interest to 1,250,000 Texans in San Antonio, Austin, Corpus Christi, Temple, Victoria and surrounding trade territories.

BUILDING . . .

greater sales volume for more and more regular advertisers—sales—merchandising—and audience promotion. See Pearson!

KMAC 1240 A.M. ON YOUR DIAL

KISS 99.5 F.M. CHANNEL 258

Represented Nationally By

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

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

** NBC


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

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

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

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

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

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

1. "Excessive loss" of daytime and groundwave service to stations which would have to install directional antennas; and (2) "effective service" to stations which would be seriously weakened.

2. "The CBBS plan was considered objectionable on three points:"

(1) It would lead to "substitution of unreliable daytime signals for dependable groundwave signals by which NBC network service is brought to millions," and (2) the subdivision of needed stations would be a low order of reliability; (3) it would disrupt the present arrangement of clear-channel stations against other stations which did not participate in the plan, and (3) it "does not contemplate participation of stations based first upon conspicuousness provided by the stations; public benefit is subordinated to the self interest of the member stations."

** DAYTIME STATIONS ON CLEAR CHANNELS

(Joint brief of Frederick Pierson, vice president and general manager of KNBC, Los Angeles, and Pierson's staff, and representatives of NBC and other networks.)

This group of daytime stations felt that "reduction of the number of clear-channel stations to possibly 12 would tend toward the best use" of all AM frequencies, of which JOE E. LEVITT, local business manager of KNBC, was asked to begin operation April 1.

JAMES M. IEGATE, CBS vice president and commercial manager of new FM station, WABC, New York Heights, N.J., has been named assistant general manager in charge of installing new equipment.

FRANK STANTON, CBS president, is named for the "artificial life insurance" to begin in the fall and "the truth belongs to those who prepare for it."

EDGAR KOBAK, MBS president is on a two-weeks business trip to Los Angeles, New York, San Francisco, and Hollywood, to discuss terms of a new agreement.

HORACE FITZPATRICK, business and sales manager of WLSA Roanoke, Va., has been appointed to WLSA as manager and the Washington representative. Mr. Fitzpatrick has been with the station since its beginning in 1939. He started as commercial representative.

JOHN W. ELWOOD, general manager of Southern California's KDKA, has been elected to board of governors of San Francisco Bay Area Council.

W. A. DEALEY, assistant secretary-treasurer of WPFW Dallas, has been elected treasurer of Dallas Junior Chamber of Commerce.

SUTRIST, vice president of NBC western network, arrives in New York today (Jan. 9) for conferences relative to final television plans for Los Angeles and ABC, ABC's network operational matters.

RALPH M. LINDSLEY, general manager of KVOB Billings, W. H., has been appointed chair- man of board of directors of KVOB.

EDWARD D. CLEARY, station manager of WBOJ Philadelphia, has been appointed chairman of board of directors of Philadelphia branch of National Association of Broadcasters.

ROBERT SAUER, ABC vice president in charge of public affairs, is the father of a child, born Jan. 10.

JIM MAHONEY, MBS midwest station relations manager, has left Chicago for two-weeks business trip to Duluth, Denver, Salt Lake City and New York.

HARRY H. BATES, NBC New York general manager, has been elected to board of directors of Catholic Youth Organization of New York.

EDGAR PARSONS, station manager of WRFW Fort Worth, Dallas, is the father of a girl, born Jan. 10.

making room for additional local and other unpaired stations.

The brief declared: "Let the metropolitan areas be covered by metropolitan stations and smaller areas covered by local small stations and let strategically placed transmitters of clear-channel stations be used to fill the side sweeps, and let the clear-channel

(Continued on page 44)
Transcribed programs of network caliber that pay their way with SALES

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

* (BUILT-IN SELLING POWER)

MONOGRAM program releases are selected for showmanship that builds and holds audiences plus salesmanship that causes repeated sponsor renewals.

MONOGRAM program releases are built for high ratings on the only practical rating basis: the sponsors' charts on sales volume and sales costs.

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

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

---

*In complete agreement with the NARSR drive to create and stimulate greater preference for “spot” radio, MONOGRAM is doing something about it! MONOGRAM brings you soundly planned programs that create new opportunities for time sales. MONOGRAM salesmen—experienced in working with and for the station’s own selling force—cooperate for the aggressive promotion of sales without conflicting with established schedules or advertiser relationships. MONOGRAM advertising will reach your prospective sponsors in important national business magazines and the following specialized trade publications:*

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

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

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

---

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

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

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

In his new position Mr. Graham will be concerned primarily at least for the present, with international allocations problems and preparation for and participation in the treaty conference to be held in Canada in August to revise the North American Regional Broadcasting Agreement (to FBA) as among his prior assignments at FCC and its predecessor Federal Radio Commission, which he joined in 1931, was assistance in working out the 1941 NARBA shifts of broadcast assignments. From November 1945 until he left the Commission last February he was on special assignment as FCC engineer on the clear-channel proceedings, the outcome of which is slated to guide the U. S. in formulating its proposals for changes in NARBA. He also wrote the exhibit which formed the basis for the 1947 revision of AM engineering standards, which to a great extent are expected to be incorporated in the new NARBA.

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

FCC Comr. Webster Off
To Conference in London

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

 Commodore Webster, one of the country's foremost experts on communications aids to navigation, is scheduled to sit as a delegate at the formal proceeding in London which begins in April and will run about six weeks. Whether he will attend that conference depends upon domestic developments in communications.

Want More Customers?

What progressive business doesn't?
You'll find a rich and receptive market in Memphis and the Mid-South.
Let WMC make your job easier in this fast-growing TWO BILLION DOLLAR MARKET CENTER!

FIRST IN MEMPHIS YEAR
after year ACCORDING TO HOOPER

WMC "the station most people listen to most"

MEMPHIS • 790 KC •
5000 WATTS DAY & NIGHT

WMC-FM
the first FM broadcasting station in Memphis and the Mid-South

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

National Representatives:
THE BRANHAM CO.

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Uridge Named WQAM Head; Veteran Fred Borton Retires

Mr. Uridge and Mr. Borton

APPOINTMENT of Owen F. Uridge as general manager of WQAM Miami was announced last Wednesday by John S. Knight, publisher of the Miami Herald. Coincident with the appointment, Mr. Knight announced the retirement of Fred W. Borton as president and general manager to devote his time to his Miami investment business and his North Carolina stock farm.

In addition to managing WQAM, Mr. Uridge will assist in direction of other Knight newspaper radio interests, which include substantial holdings in WIND Chicago and WAKR Akron, as well as a construction permit for a new FM station in Detroit.

Mr. Knight also reaffirmed previously announced plans for expanding WQAM's physical properties to house under one roof all station operations, including AM, FM, television and facsimile newspaper publishing. Mr. Knight, who is editor and publisher of the Akron Beacon Journal, Detroit Free Press and Chicago Daily News, as well as of the Miami Herald, acquired WQAM for $500,000 in April 1945 from W. W. Luce and Mr. Borton. WQAM, a regional on 560 kc, is Miami's ABC outlet.

Mr. Luce was paid on sale but Mr. Borton retained certain options which permitted payment to him on or before five years on demand and under which he remained as president and general manager. Transfer to the Miami Herald of full ownership is expected soon.

Mr. Uridge was vice president and general manager of WJR, Detroit CBS outlet, for nearly 20 years. A native Detroiter, he started his radio career in that city 22 years ago with WFAD. Later he became sales manager of WJR but resigned to become Detroit manager for Radio Sales of CBS in 1936, returning to WJR the following year as vice president and general manager. Mr. Uridge assumes active management of WQAM today (Jan. 19).

Mr. Knight explained that when the Herald purchased WQAM, Mr. Borton was asked to continue active management in order to "maintain its sound public service policy and business operation." "Now that he has completed improvements which he initiated, including erection of a new 400-ft. tower, he has relinquished his duties and responsibilities."

"Radio City of South"

Mr. Knight said that the Herald has in mind "a sort of Radio City of the South." "The Biscayne Bay site," he said, "is centrally located and close in to the downtown Miami business area, lying between two of the causeways linking Miami and Miami Beach."

Mr. Borton's retirement takes from Florida's radio industry the man who pioneered commercial broadcasting in the state. He started in 1920, operating a 50-w station on 360 meters in conjunction with the Electrical Equipment Co., of which he was co-owner. The original call letters were changed in 1922 to WQAM.

Under Mr. Borton's 27 years' direction, WQAM compiled a notable list of firsts in Florida broadcasting. Prominent in industry affairs he has served several terms as an NAB director and as chairman of its finance committee. He also was instrumental in the formation of the Florida Assn. of Broadcasters.

Mr. Knight said plans for a new building overlooking Biscayne Bay to house WQAM's growing operations are held up only by unsettled conditions in the Greater Miami building industry. He added that construction would begin when the present building boom subsides enough to insure uninterrupted progress on the project.
Add FM to the long list of reasons why Lee Stations are the dominant stations in their rich urban and rural markets. WTAD-FM Quincy, Illinois, begins operations in January, 1948... and KGLO-FM Mason City, Iowa, will be on the air soon. The completed WTAD-FM station is a permanent installation with all new equipment... 804 foot tower, new transmitter, latest type studios, completely separate program schedule... highly effective promotional campaigns are being conducted in the Quincy and Mason City areas. Listeners are already getting the FM habit.

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

**WTAD-FM 99.5 MC**  
**CHANNEL 258 — ERP 53,000 WATTS**

**MASON CITY, IOWA**  
1300 K.C.  
5000 WATTS  
CBS AFFILIATE  
**COVERAGE** — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minn. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry and cash farm income than any other area of equal dimension in United States.

**QUINCY, ILLINOIS**  
930 K.C.  
1000 WATTS  
CBS AFFILIATE  
**COVERAGE** — 34 Mississippi valley counties in Illinois, Missouri and Iowa... almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri, and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.
Higgins WISH Manager As Outlet Changes Hands

Mr. Higgins  Mr. McConnell

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

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

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

Helping Hands

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

the "MAGNETONE" offers
3 hours of high quality recording

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

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

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

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

Specifications Include:

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

THE Brush DEVELOPMENT COMPANY

3405 Perkins Avenue • Cleveland 16, Ohio, U.S.A.
MAGNETIC RECORDING DIV. • ACOUSTIC PRODUCTS DIV.
INDUSTRIAL INSTRUMENTS DIV. • CRYSTAL DIVISION

BROADCASTING • Telecasting
January 9 Decisions...

BY COMMISSION EN BANC

Extended Renewal

Granted renewal of license for following stations for period ending Feb. 1, 1947: to La Grande, Ore., KROB; to Heart, Mo., KGBZ; to Cimarron, KWM, N.M.; to Tucumcari, N.M., KWM; to Cibola, N.M., KAC; to Marfa, Tex., KERF; to Mineral Wells, Tex., KNTD; to Tye, Tex., KOLP; to Edna, Tex., KOK; to Friendswood, Tex., KFZ; to Bryan, Tex., KISZ; to Willow Park, Tex., KDFP; to San Antonio, Tex., KJFK; to Laredo, Tex., KPLJ; to McAllen, Tex., KTXT; to Alice, Tex., KTwitter.

Petition Denied

KECO Los Angeles—Adopted memorandum opinion and order denying request to consider action of Commission against applicant for renewal of license for station KXOL at Rancho Cucamonga, Calif., and reconsider action of board of Commis- sioners in declining application of KTHT, Houston, Tex., for renewal of license for station KTHT at 750 kw.

Petition Granted

WTEL Philadelphia—Adopted order granting request for oral argument filed on behalf of WTEL, and that Independence Bstg. Co. (WHAT) be permitted to be heard in said oral argument; and that all of other petitions be dismissed for failing to present exceptions.

Hearing Designated

KOOG Sterling, Colo.—Designated for hearing application for extension of license to change operating hours of KEOG from 6 a.m. to 12 midnight.

Petition Granted

WWEU Columbus, Ohio—Designated for hearing in consolidated proceeding application of WWOV, Columbus, Ohio, for renewal of license for station WWOV at 2100 kw.

Petition Denied

WMTL Jamestown, N.Y.—Denied petition for rehearing of order of Oct. 3, 1945, in consolidated proceeding application of WMTL, to change location of station from Jamestown to Buffalo, N.Y., and to change call letters to WMTL.

Petition Denied

WYJ New York, N.Y.—Denied petition for rehearing of order of Dec. 2, 1945, in consolidated proceeding application of WYJ, to increase power of station from 1,000 kw to 2,000 kw.

Petition Granted

WSUM Madison, Wis.—Adopted memorandum opinion and order granting request for change of location of station from Madison to Milwaukee, Wis., and of call letters to WSUM, with power of station remaining at 1,000 kw.

Petition Denied

WLM Rome, N.Y.—Denied petition for rehearing of order of Dec. 12, 1945, in consolidated proceeding application of WLM, to change location of station from Rome to Utica, N.Y., and to change call letters to WLM.

Petition Denied

WJZ Baltimore, Md.—Denied petition for rehearing of order of Jan. 2, 1946, in consolidated proceeding application of WJZ, to change power of station from 2,500 kw to 5,000 kw, and to change call letters to WJZ.

Petition Denied

WJARD Chicago, Ill.—Denied petition for rehearing of order of Jan. 2, 1946, in consolidated proceeding application of WJARD, to change power of station from 500 kw to 1000 kw, and to change call letters to WJARD.

Petition Granted

WETM South Bend, Ind.—Adopted memorandum opinion and order granting request for rehearing of order of Jan. 2, 1946, in consolidated proceeding application of WETM, to change power of station from 1,000 kw to 1,500 kw, and to change call letters to WETM.

Petition Denied

WJW Brookline, Mass.—Denied petition for rehearing of order of Dec. 12, 1945, in consolidated proceeding application of WJW, to change power of station from 500 kw to 1,000 kw, and to change call letters to WJW, with power of station remaining at 500 kw.

Petition Denied

WJBL Lansing, Mich.—Denied petition for rehearing of order of Jan. 15, 1946, in consolidated proceeding application of WJBL, to change power of station from 1,000 kw to 1,500 kw, and to change call letters to WJBL.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address and Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building, 1329 Wisconsin Ave., N.W., Washington, D.C. Adams 2414</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Laff. Great Noych, N.J., Little Falls 4-1008</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-314 Munsey Bldg. — District 8486 Washington, D.C.</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE PAUL A. deMARS ASSOCIATE</td>
<td>1469 Church St., N.W., Washington, D.C. 1234 Washington, D.C.</td>
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<tr>
<td>LOHNES &amp; CULVER</td>
<td>Munsey Building, District 8218 Washington, D.C.</td>
</tr>
<tr>
<td>RAY H. McINTOSHDIXIE B. McKee &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W., Washington, D.C. 3711</td>
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<tr>
<td>SHERRY P. MAY</td>
<td>1422 F St., N.W. Kellely Bldg., Washington, D.C. Republic 2994</td>
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<tr>
<td>HERBERT L. WILSON</td>
<td>1025 Connecticut Ave., N.W., Washington, D.C. 7486</td>
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<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga. Atwood 3328</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers 303 E. 72nd St. Triangle 4400 Chicago 19, Illinois</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue Washington 6, D.C. Michigan 3041</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1700 K St., N.W. Republic 9031 Washington, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>1605 Connecticut Ave., Ml. 4151 Washington, D.C. 1210 District 4157</td>
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<tr>
<td>A. Earl Cullum, Jr. Highland Park Village Dallas, Texas 1235 Wood St. Riverside 6411</td>
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<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 312 18th St., N.W. Republic 3883 Washington, D.C.</td>
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<tr>
<td>WILLIAM E. BENNS, Jr.</td>
<td>Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Bessemer 3650</td>
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<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans 88 W. 42nd St., American Bldg. Losangeles 5-6020 Lake Charles, La. 8-1980</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. Abram St. Phone 1012 Arlington, Texas</td>
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<tr>
<td>PREISMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3208 14th St., N.W. Washington 10, D.C. Adams 7299</td>
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<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS 622 Madison Avenue Toledo 4, Ohio</td>
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<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson Telephone 4-5440 Fort Worth, Texas</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Warner Building, Washington 4, D.C. Telephone National 7757</td>
</tr>
<tr>
<td>FRANK B. McINTOSHDIXIE B. McKee &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W., Washington, D.C. 3711</td>
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<tr>
<td>DIXIE B. McKee &amp; ASSOC.</td>
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<tr>
<td>WORLINGTON C. LENT CONSULTING ENGINEERS</td>
<td>WASHINGTON, D.C. 1200 18th St. N.W. Room 1210 DISTRICT 4127</td>
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<tr>
<td>GILLE BROS.</td>
<td>1108 Lillian Way Gladstone 1778 Hollywood, California</td>
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<td>ANDREW CORPORATION</td>
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Decisions Cont.:

Curt-Nam Co., Brockton, Mass. - Adopted order denying petition of Curt-Nam Co. for reconsideration of an order of Dec. 9, 1947, suspending and vacating decisions of Sept. 5, 1947, in Brockton AM cases (Dockerr et al.) to deny petitions for re飛びing filed by City State Bneo Inc. and Plymouth County Bsto Co. to re-fly station III-A. SC-0.

Dismissed

Decisions Cont.:

for waiver

-Granted

Ohio-Francisco Rental

536

not from

10-206

long -need

order

its application for

-Granted petition

California, Fla. - Granted petition for rehearing ex parte in proceeding on its application.

Tullock, Calif. - Granted petition for leave to take appeal from order of denial of petition.

Miss. - Granted petition requesting continuance of hearing on proposed findings and conclusions in proceeding on order to show cause.

THE

for

day extension

-Granted petition for extension of time to Jan. 15, 1948, to continue time to Jan. 15, 1948, and conclusions in proceeding on application for

for leave to amend for CP to substitute California corporation, KOWL Inc., in stead.

-Granted petition for 20-day extension of time within which to file proposed findings and conclusions in proceeding on its application for

-Granted request of petitioner, dismissing petition that application of Robert G. Stromberg Jr., St. Louis, be severed from consolidated proceeding on petition.

California Bstg. Co., Inc., East St. Louis, Ill. - Granted continuing permit for waiver of Sec. 1484 of Commission rules and regulations, and findings and conclusions filed simultaneously with proposed findings and conclusions in proceeding on application of Bee Stbg. Co., Beeville, Tex.

WRLJ Joliet, Ill. - Granted petition for 20-day extension of time within which to file proposed findings and conclusions in proceeding on its application for

-Dismissed as moot petition requesting Commission to make final its proposed decision in Dockets 7483 and 7597.

January 9 Applications

ACCEPTED FOR FILING

WJRD Tuscaloosa, Ala. - Mod. CP, as modified, requested approval of new vertical ant. and change in power and antenna location, to change type trans. and studio locations. 

AM-1480 kc

KIEM Eureka, Calif. - CP reinstatement CP w/authorized installation of new vertical ant. with FM ant. mounted on tower. Modification of CP

KMYC Corpus Christi, Texas - Mod. CP, as modified, authorized to make changes in logged call sign, call for call sign, vertical ant. and mount FM ant. on top of tower. AMENDED to change call sign, vertical ant., and mount FM ant.

WMRC Springfield, Mass. - Granted petition to make changes in tenant's call sign and change hours from 6 AM to 6 PM. AMENDED to change tenant and change hours.

AM-1040 kc

WEAT Lake Worth, Fla. - CP, as modified, authorized new standard station, to change type trans. and to approve new tower and studio location. AMENDED to change type trans. and to approve new tower and studio location

AM-1480 kc

Sarasota Broadcasting Co., Sarasota, Fla.- New standard station 1540 kc 1 kw D.

AM-1330 kc

Dr. Arza H. El-Khansy, Ind. - CP new standard station 1390 kc 250 w to 500 w and change type trans. AMENDED to change station location.

WAFB Baton Rouge, La. - Mod. CP which authorized new standard station for elevation of antenna and tower and change in power. AMENDED to change station location.

Harvey Radio Labs. Inc., Cambridge, Mass. - Mod. CP, as modified, authorized new standard station, to change type trans. and new tower and studio location. AMENDED to change tower and studio location.

Harlan Agganis Bstg Co., Fall River, Mass. - Mod. CP, as modified, authorized new standard station, to change type trans. and new tower and studio location. AMENDED to change tower and studio location.

AM-1300 kc

Radio St. Clair Inc., Algonac, Mich. - Mod. CP new standard station, to change tower and to change in power. AMENDED to change type trans.

WMJS Ironwood, Mich. - Mod. CP, as modified, authorized new change in frequency, increase power, install new tower and to change in power. AMENDED to change station location.

AM-680 kc

Central Michigan Radio Corp., Lansing, Mich. - CP new standard station 1320 kc 1 kw WN, AM-1890 kc

WMIU Muncie, Ind. - CP change 1050 kc to 1490 kc, decrease power from 1 kw to 500 w, begin operation of tower and studio location. AMENDED to change station location.

AM-1490 kc

WHEK Evansville, Ind. - CP change 6912.5 kc to 186 kc, install DA, make changes in power, type trans., and change hours. AMENDED to change station location.

AM-1510 kc

KINO Independence, Mo. - CP make changes in ERP vis. and mount FM ant. on AM tower, and to change trans. and studio location.

AM-730 kc

Ketl Alex, Texas - CP change power and hours from 1 kw D to 5 kw unti., AM-1290 kc

KFWN Bonham, Tex. - CP which authorized new standard station for elevation of antenna and tower and change in hours. AMENDED to change tower location.

AM-970 kc

KKI Hill City Bstg. Corp., Lynchburg, Va. - CP which authorized new standard station for extension of completion date.

AM-1345 kc

KBBK Alice, Texas - CP change frequency and hours from 1 kw D to 5 kw unti., AM-1570 kc

KFYN Bonham, Tex. - Mod. CP which authorized new standard station for elevation of antenna and tower and change in hours. AMENDED to change tower location.

AM-970 kc

KTRK Houston, Tex. - CP which authorized new standard station for elevation of antenna and tower and change in hours. AMENDED to change tower location.

AM-1250 kc

KTW Seattle, Wash. - CP make changes in power and hours.

AM-1410 kc

KRXI-FM Newport, Idaho - Mod. CP for new station 1390 kc 250 w, ERP 10 kw, also CP new tower and studio location.

AM-1040 kc

WTVX West Palm Beach, Fla. - Mod. CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1515 kc

WKBW Buffalo, N.Y. - CP which authorized new standard station and authority to determine operating power by direct measurement. AMENDED to change tower location.

AM-970 kc

KLWX Kansas City, Mo. - CP which authorized new standard station for direct measurement of ERP on tower and studio location.

AM-1250 kc

KVVN Las Vegas, Nev. - CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1490 kc

WLAW Mass. - CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1490 kc

KRMN Alton, Ill. - CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1515 kc

KQCO Fort Collins, Colo. - CP new tower and studio location.

AM-970 kc

WJCL Savannah, Ga. - CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1290 kc

WPLJ Mod. CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1490 kc

WAQI Hialeah, Fla. - CP which authorized new standard station and authority to determine operating power by direct measurement.

AM-1490 kc

W Available in print.
You can't beat these famous AM 250 Watters!

...for high quality and low operating cost!

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

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

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

Western Electric
-Quality Counts-
RICHARD H. HOOPER, who as manager of shows and promotion of NBC's relations department, has served this four-year term, has been named publicity manager of those stations.

MILDRED PARISSETTE, formerly of promotion department of KXK Post and the broadcasting manager of KDKA Broadcasting Corp. of America, Riverside, Calif., is sales promotion manager.

Fisherman's Calendar

LISTENERS in Greenboro, N. C. area will know when the fish bite this year by consulting their copy of Cobbe's Fisherman's Calendar distributed by WBG Greenboro. Calendar is presented in pocket-size book with introduction by author Grady C. Cobbe explaining how to use calendar effectively. Tips on fishing methods and best equipment also are included. Each day on calendar gives time when fish bite best. Opposite each month is page for recording monthly catch. Final page of book is labeled "This Issue for Fishy Fish Tales." Back cover presents message from WBG stating that "line" used by station is a throwback broadcasting of what the people want to hear. We're as long-time anglers, and we're angling to serve you.

'Advertising Review'

SIMULATED antique-effect publication entitled "Gelatizer's Advertising Review." Among features presented are different from previously printed in "Advertising Review" of WFIL advertising, "Favorite Story" program heard on WMBA, Chicago, that has been prepared by the station's art director. Cover of folder displays photos of studio audience during recent broadcast of program.

Of course, we are pleased to state that our "most popular, most listened-to," and "most effective" arguments, in our opinion, those of John Doe.

DR. H. B. Johnson
"Howdy" Folder

PICTORIAL folder featuring broadcast scenes of "Howdy, Mr. Lincoln," program heard on WHBC, Chicago. Program, which has been prepared by that station, of course, is a throwback broadcasting of what the people want to hear. We're as long-time anglers, and we're angling to serve you.

On the Button

BRIGHTLY colored buttons attached to promotion cards are latest gimmick of WFIL Advertising. Button, which program is "Howdy, Mr. Lincoln," was launched at a recent broadcast of that program.

In their New Year's style, urges advertisers to "Full of the whiskey, Full of the wine, Full of the faith, Full of the hope," call our representative for opportunities.

Varoah Brochure

FOUR-PAGE illustrated brochure, titled "Lighting the Way," has been sent to advertisers. Promotion material on the CBS show, sponsored by the Westinghouse Co., has been prepared by the station's art director. Brochure calls attention to recent time change of program. Program's time, as printed in Friday's program, is now written Wed. same time.

'Slick Tricks' Contest

HOME-MAKING hints are sought as entries to contest being conducted by Women's Club of the Air, owned and operated over WTAM Cleveland. Titled "Slick Tricks Contest," this annual event is sponsored by cooperation with the local firm of Home-Fixtures. Contest entries will be judged, and dinner guests of WTAM will be entertained. You know where to look for "sick tricks" in all phases of home improvements between the dates entered in letters of 100 words. Winners will be announced on program Jan. 21.

WCSC Letters

CONFIDENTIAL promotion letter sent by Paul Wagner, manager of WCSC (FM) Columbus, Ind., and "how to" of the art of writing promotion letters has gone out. Million-dollar list of prospects for WCSC has been compiled.

In a year, you can get out of most of a program. Therefore, I've cut out my copy and prepared some 100 copies of letter for distribution.

WRK Calendar

CALENDAR of special events and expiration dates on advertising contracts are being distributed to WRK's representatives and agencies with this announcement. Dates of contracts for 13, 26 and 52 weeks, as applicable, are listed under each day of the month.

Trip to England

INTERNATIONAL AMITY, an annual event of WRK, will be held at the English Hotel on London, England, in May. Trip will be to London, Paris, Rome, and Athens. Details will be available for English Hotel.

Trip will be given to writer of best essay on "British-American amity." WRK has arranged passage via British Overseas Air Company and will send ticket to London for one week. Trip is sponsored by WRK, Rome, and Athens. Details will be available for English Hotel.

Awards will be made at a luncheon in Washington's Hotel Statler on Jan. 29, 22, bringing to a climax the contest which started as a feature of National Radio Week last month.

Judging the ruins were: Gen. Norman C. Bradley, newly designated Army Chief of Staff, Gen. C. O. Clark; Father Edward J. Piazzanag, founded the Charles Village Parish Mission of the Upper Church. Mrs. Ovetta Culp, executive vice president of the Korean (Tes.) Post, which operates KPR in Korea, and wartime director of the WAVC, Gen. Warren G. Magnuson (D-Wash). Fleet Admiral Chester W. Nimitz, until recently Chief of Naval Operations; and James Stewart, motion picture star.

BETTER BASKETBALL

Marquette Coach, WMJ-TV

TO IMPROVE the televising of basketball games, Coach Bill Chandler of Marquette U. is pioneering in ways of aiding the camera man to get a better picture.

When WMJ-TV carries the Marquette games this season the viewers will see much better product than any year before. With new cameras and outstanding picture, the audience will be able to see every move of the players.

Within two weeks after observing a specially televised practice game, Coach Chandler had installed a complete new lighting system in the gym at considerable expense to the school. It gave marked improvement to the television broadcasts. Then he gave a rush order for a special set of basketball suits, white with black stripes running down the sides and clearly defining the edges of the suit. Large black numbers and letters are printed on the front. The equipment also installed a new scoreboard, and this season promises to be a real letter one for Marquette television, as well as for schools and gyms that may benefit from the Marquette-WMJ-TV experiments.
"A new BMI ballad, Passing Fancy, recorded for Victor by Vaughn will quickly be headed for top honors"—BROADCASTING

"Easy to remember... might develop into something hit-wise"—BILLBOARD • "Top notch tunes that add up to coin play galore"—CASH BOX

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

"Vaughn Monroe in top form with Passing Fancy"—TED LAWRENCE, WHN New York

"Pick it as one of the outstanding hits of the new year"—ED MURPHY, WSYR Syracuse

"Passing Fancy sounds to me like the makings of another Monroe hit"—DICK GILBERT, KJRX Phoenix

"Monroe and Ray Dorey are going to parlay Fancy into a winner"—SHERM FEUILLE, WFLI Boston • "Denver loves it. So do I!"—DICK SCHMIDT, KMYR Denver

"It's spin-sational!"—WALT KAY, WJW Cleveland • "Passing Fancy has caught the fancy of my Varieties audience"—MARVIN ELLEN, WCAO Baltimore

"Passing Fancy deserves fancy praise"—CLIFF OLIVER, WHBC Canton, O. • "The listeners love it out here"—DICK CRESWELL, KELO Sioux Falls, S. D.

"A beautiful song"—FRED ROBBINS, WOW New York • "Passing Fancy sounds like a possibility for top ratings"—RAY PERKINS, KFEL Denver

"A direct hit"—RICHARD LIVIGNO, WHTN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—BOB KENNEDY, WHB Kansas City

"This one should hit the top"—TOM DAVIES, WJZ, Detroit • "Passing Fancy is on more lips here than a Southern accent"—ERNEST HARVELL, WGEZ Atlanta

"A sure-fire hit is Passing Fancy by Vaughn Monroe"—HILARY BOGDEN, WJAS Pittsburgh • "It's great. I recommend it"—BOB KEARNS, WIBW Topeka

"An appealing tune. Powerful song material"—DAVID NILES, WEVD New York • "A leading candidate for hit honors"—LARRY CARL, WASH Washington


"Passing Fancy a coming hit. Dynamite in the disc department"—BILL NICKOL, WCON Atlanta • "Another great disc"—RANNY WEEKS, WCPS Boston

"Above the top of the heap"—BILL DEAN, KBBX Muskogee, Okla. • "Monroe at his best. Definitely a pleasing platter"—HEN KREIDER, WGal Lancaster, Pa.

"Look for it to go far"—JUD WINDLE, WHK Cleveland • "Will in my opinion be one of the top ten tunes before February"—RAY MOTTETT, WCAO Detroit

"More than just a Passing Fancy"—ROSEMARY WAYNE, WJJD Chicago • "Established on my Sunrise Serenade"—CLAUDE TAYLOR, WJHP Jacksonville, Fla.

"Passing Fancy is a must"—BERNIE ENTERLINE, WMJY Peoria, I1l. • "Definitely big time"—AL CANTWELL, WDNC Durham, N. C.

"The real thing in Detroit... batting a thousand in my league"—ROSS MULHOLLAND, WJR Detroit

"Passing Fancy going strong on my three daily disc shows"—JIM CLEARY, WSON Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—RAY COLONARY, WNAB Bridgeport, Conn.

"Music that should take well with practically everyone"—WILSON SHELLEY, KXDL Dallas

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

"A sure-fire hit"—BILLY GRIFFITHS, KOL Seattle • "A must on any show"—TOM LEAHY, KANS Wichita

"Tune that lingers"—ALONZO SQUIRES, WAYS, Charlotte, N. C. • "Passing Fancy has what it takes to be a smash hit"—SHERM BOGDEN, WDGD Minneapolis

By BOB HILLIARD and DAVE MANN

Recorded by

VAUGHN MONROE—Victor
RAY DOREY—Majestic
JOHNNY JOHNSTON—MGM
FRANCES LANGFORD—Mercury
RAY ANTHONY—Tune-Disk

"PASSING FANCY"

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

JULIE STERN, Gen. Prof. Mgr.
NEW YORK

JIMMIE CAIRNS
CHICAGO

IRVING WEISS
HOLLYWOOD

BROADCASTING • Telecasting

January 19, 1948 • Page 63
DROWNED OUT!

DULUTH, MINN.—“I shall yell my lungs out,” says Otto Mattick, “trying to tell the boys at KDAL about my survey of their 5000 watt coverage, when everyone’s talking about the latest Hooper.”

“Nuts, I’ll take a ride on my sinusoidal cyclometer.”

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

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

SPORTS NEWS of the year at WKKL Concord, N. H., was the completion of arrangements for the sponsorship of all home basketball game broadcasts of the two local high schools. Working out his plans for the fall season, Mr. Fenno, WKKL sportscaster; Clarence Hoggins of Concord, Buick dealer and owner of Concord Theatre, and William A. Dawson, WKKL manager, arranged everything.

LESLIE P. RANDALL, who has been with Kaiser-Frazer Sales Corp. in various capacities for some ten years, has organized two years ago, has been named general manager of New York office of the corporation. Division took over Munz Car Co., New York Distributor of Kaiser-Frazer, in December and Munz will now operate Kaiser-Frazer Sales Corp. factory branch.

QUAKER OATS Co., Peterborough, Ont. (feeds division), Feb. 8 starts weekly radio campaign with ten new spots to be used.

I. M. LEPTON Ltd., Toronto (tes), Feb. 18 starts four spot announcements daily for 10 days on large list of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

THOMAS J. LIPTON Ltd., Toronto (tes), starts five spot announcements daily for 10 days on large list of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

International Associated Products Ltd., Toronto (mascon’s 40 cold remedies), plans large campaign and mailings throughout Canada, with major emphasis in the prize-giving of one-week campaign each month, and smaller centers getting daily spot announcements. Agency: Mason’s United Adv., Toronto.

Remember: If your newsmagazine is not arriving weekly, don’t blame the mail services. Write to Broadcasting. Check with local station managers and find out if you’re not getting it. Make your requests clear to these managers—and keep them clear.

With Norman Nesbit’s “On Hollywood.”

Brodcasting • Telecasting
**John Nesbitt's**

**Passing Parade**

JOHN NESBITT

master storyteller of radio and screen

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

PASSING PARADE Pictures

in 9,000 Theatres

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

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

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

**TIP TO ADVERTISING AGENCIES AND REGIONAL ADVERTISERS**

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

Phone or wire your nearest Mutual Co-op office.

**Mutual Broadcasting System**

Co-operative Program Department
1908 Victor O. Waters 1948

VICTOR O. WATERS, 39, for the past decade special assistant to the Attorney General specializing in communications and copyright matters, and who was largely responsible for the 1939 consent decree affecting ASCAP, died unexpectedly Jan. 11 at his home in Washington.

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

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

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

Mr. Waters supervised a number of recent anti-trust cases. These are understood to have included the actions involving AT&T and Westinghouse.

ALBERT JOHNSON, NBC ENGINEER, DIES AT 47

ALBERT E. JOHNSON, 47, chief engineer of NBC Washington, was found dead in his auto Jan. 11, after inhaling fumes from the car's exhaust. A certificate of suicide was issued by the medical examiner. Mr. Johnson had been in ill health.

Mr. Johnson was a member of the original staff which founded WRC, the Washington NBC station, 25 years ago. A native of Manatee, Fla., he had been a Merchant Marine radio operator before joining NBC in 1925 during World War II he was a Navy radio specialist with rank of lieutenant commander. He was an expert on television and FM as well as AM radio.

He is survived by his wife, Mrs. Helen M. Johnson; his parents, Mr. and Mrs. Rollo H. Johnson; and a brother, Harold. Funeral services were held last Thursday. Burial was in Arlington National Cemetery.

Mr. WATERS

Mr. Waters

For a...
In newer AM broadcast equipment Type GL-893A-R plays an important part, since forced-air cooling adapts the tube for transmitters using that increasingly popular method. (With water-cooled anode, as Type GL-893-A, the same proved power tube is obtainable for services such as industrial h-f heating and international 50- and 100-kw broadcasting.)

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

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

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

### GL-893A-R 5-watt power output, Class C telegraphy

<table>
<thead>
<tr>
<th>Ratings</th>
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<th>(Voltage given is per strand of special filament which permits operation from d-c or from 1-, 3-, or 6-phase a-c power supply. Current is per terminal.)</th>
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<td>Filament voltage</td>
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<td>Typical power dissipation</td>
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<td>Maximum frequency ratings</td>
<td>5 mc at full ratings, 25 mc at reduced frequency ratings.</td>
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Help Wanted

Salesman—Fort thousand wasit regional Virginia station. We want an experienced man will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don’t answer unless you are qualified and capable of handling a well paid position. Box 330, BROADCASTING.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for a good commercial man. Salary and commission. Write Box 262, BROADCASTING.

Salesman—$4000 annual opportunity for livewire to sell fifty dollars per day in 40,000 southern market. Box 285, BROADCASTING.

Combination engineer—announcer, No. 1 station in metropolitan area, opening now at $50.00 with box number 237, BROADCASTING.

Broadcast technician. Must have first license. Apply to personal interview. Box 268, BROADCASTING.

WANTED

PROGRAM DIRECTOR WANTED

Opportunity knocks but once! One, of radio’s outstanding opportunities is knocking at somebody’s door. It may be at your doorstep. You see your qualifications: Successful past record as program director in a competitive market; ability to produce and promote audio and visual programs; and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to tailor-fit a program when necessary instead of being a swivel chair admiral; character and habits that will stand investigation; the desire to settle down and become part of the community.

A bright future with a five figure salary is available to the right party.

For personal interview, give complete details, including past personnel salaries, date available, etc. in first letter. Confidential. Box 360, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-engineer wanted by 1000 watt NBC station in Los Angeles. Must have first license. Will remain as engineer and continue to do announcing. Send full details of experience, ability, and salary qualifications. Box 339, BROADCASTING.

Salesman—wanted by station in Texas city, $2000 per month, to sign 300 watt FM station. Must be experienced in sales. Box 339, BROADCASTING.

Salesman—wanted by station in small city, $2000 per month, to sign 250 watt FM station. Must be experienced in sales. Box 339, BROADCASTING.

Help Wanted (Cont'd)

Combination announcer-engineer—wanted by station in New York. Must have first license and have experience in announcing. Send full details of experience, ability, and salary qualifications. Box 339, BROADCASTING.

Salesman—wanted by station in small city, $2000 per month, to sign 250 watt FM station. Must be experienced in sales. Box 339, BROADCASTING.

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Help Wanted (Cont'd)

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DO YOU NEED A
SALES ENGINEER?
25 years in radio. Well established nation-wide contacts. Qualifies for executive position in SALES DIRECTION.

ENGINEERING BACKGROUND. Fine record of sales achievement. Available immediately.

BOX 396
BROADCASTING

WANTED (Cont'd)

EXPERIENCED ANNOUNCER - DIRE"CTOR—ANNOUNCER—WRITER

First phone, ham, former shipboard operator; available immediately. Status and financial data by First phone, 317, BROADCASTING.

Time salesmen—Young, experienced, one week of experience or more, will have an interview. Send full details and salary. Box 374, BROADCASTING.

Program director—2 years, commercial experience. Desires opportunity to take greater responsibility. Box 315, BROADCASTING.

continuity writer—College trained. Short on experience, long on talent. Assistant in station and studio management when available. Box 378, BROADCASTING.

Chief engineer—Young, experienced, veteran, languages, selling. Formerly station manager. Radio technician, experienced. Box 343, BROADCASTING.

Sports announcer, baseball, live and recorded. Experienced major league. Now employed. Box 380, BROADCASTING.

Five years experience in straight announcing and sports announcing. Easy to locate with station. Desires part-time work. Box 356, BROADCASTING.

Topflight station or sales manager. Four years experience in promotion and sales. Will develop your station or agency. Box 360, BROADCASTING.

Announcer, experienced, veteran, 26, married. Can operate control. Permanent employment desired. Box 365, BROADCASTING.

Veissie man, 21, years announcing and or disc jockey. Gentlemen’s club, commercial. Excellent recommendations. Age 28. Box 349, BROADCASTING.

Technician, 1st phone, Grad RCA Institute. Prefer radius 500 miles New York City. Box 367, BROADCASTING.

Your own single, now employed as announcer of women’s programs desired. Permanent. Available immediately. Box 372, BROADCASTING.

Seven years experience in commercial broadcasting. Desires change. Available immediately. Box 368, BROADCASTING.

ANYWHERE WEST STATION OR AGENCY PROGRAM MANAGER—DIRECTOR—ANNOUNCER—WRITER

10 years experience including agency work. Excellent radio background in delivery, outstanding writing ability, temerity and integrity. Specialists in built and maintained Hoppeis. Present position in studio. Desires change. Age 38, single. Box 421, BROADCASTING.

ANNOUNCER, EXPERIENCED, FREELANCE—DIRE"CTOR—ANNOUNCER

10 years experience including agency work. Outstanding original sales. Capable of building and maintaining reputation of stufis and location. Desires change. Age 38, single. Box 421, BROADCASTING.

For qualified technician, write of professional standing, radio, TV, 10-50 kw, New- ville Radio Institute, 15 West 48th St., N. Y. C. 19. WAKR, Akron, Ohio.

Has many years experience in service and sales. Desires change to corresponding position. Box 398, BROADCASTING.

FOR SALE—PARTNERSHIP

Commercial executive, 10 years experience. Will locate in New England and operate station. Box 399, BROADCASTING.

WANTED—AMandi, 800 W. Main St. Desires change to corresponding position. Box 375, BROADCASTING.

HELP WANTED—ANNOUNCER PROGRAM DIRECTOR

Topflight sales staff. Telephone manufacturer. Desires change to corresponding position. Box 375, BROADCASTING.

FOR SALE—PARTNERSHIP

Commercial executive, 10 years experience. Will locate in New England and operate station. Box 399, BROADCASTING.

WANTED—AMandi, 800 W. Main St. Desires change to corresponding position. Box 375, BROADCASTING.
Specifications for Launching of Video Stations in Canada to Be Ready Soon

SPECIFICATIONS will be available shortly forth the requirements for starting television stations in Canada. This was announced last week following a meeting in Ottawa of officials of the Canadian Broadcast, Transport and broadcast stations.

It was a consensus of meeting that Canadian television requirements should largely follow those of the Radio Manufacturers Assn. in the United States for all channels up to 216 mc.

Decision to accept television applications follows last year's Parliamentary Radio Committee recommendations that permission to operate video stations in Canada not be limited to CBC. CBC subsequently decided to hear applicants for such stations at its public board meetings. A number of Canadian AM stations, as well as many television set manufacturers, have shown an interest in acquiring television licenses in Canada.

Specifics were lacking for unbinned operation of stations up to 215 mc. It was agreed that more qualified operators would be needed, that logs should be simplified and that reports should include readings on power, frequency stability, modulation, distortion and antenna pattern.

Unbinned operation could be done by recording instruments available to a qualified operator, but it was felt that the turntable circuits at studio and by use of limiting alarm relays at the studio, it was pointed out.

Meeting also dealt with specifications for proof of performance for non-directional stations, and for proof of performance of FM stations. No definite method of testing latter has as yet been worked out.

Atting sending from Dept. of Transport were: G. C. Brown, controller of radio, Ottawa; W. R. Scarp, radio branch, Ottawa; W. H. Smith, engineer, radio branch. Ottawa, and

M. Mather, radio branch, Ottawa. Others in attendance were: Harry Foster, of Broadcasters Assn. of Ontario; Toronto; Ernie Swan, chief engineer, WCI, Hamilton; Eric For- marcher and R. Deslauriers, Canadian Broadcasting Assn. of Quebec; S. H. For- man, General Electric, Toronto; Ralph MacPherson, Canadian Broadcasting Assn., Toronto; representing Canadian Radio Manufacturers Assn., N. Keesing, Toronto. North- West Electric, Montreal; Bud Seabrook. RCA-Victor; Montreal; B. Balling, Montreal; J. Davie, Kalamazoo, consulting engineer, WNS, representing Canadian Broadcasting Corp., Montreal.

FINLEY INC. Transcribes Record Week's Business

FINLEY TRANSCRIPTS, Hollywood, made 31 sales on transcribed shows to stations throughout country in the last week of 1947, according to Larry Finley, president.

Leading sales were Diary of Fate to RFSD San Diego, KSHL Chico, Calif., KVDF Fort Dodge, Iowa, KWAS Ashland, Ore., WBW Albany WCFL Chicago, and WSAW Rochester; Flight With Music to KELA Centralia, Wash., KJL Seattle, KSLM Salem, Ore., KXRO Santa Rosa, Calif., WNOX and WNTU Tuscaloosa, Ill, WKRT Cortlandt, N. Y., and WKO Oklahoma City; and Myrt and Marge to KOB Al-buquerque; KPEI El Paso, KWSN Grand Forks, KXRN Redwood, and KSWI Council Bluffs, Iowa.

Other sales included Captain Stubby and the Buccaneers to WKRT, WMJ Youngstown, Ohio, KVOE Santa Ana, Calif., and KODL The Dales, Ore.; The Sunday Players to KPDR Alexandria, La., and WMAP Monroe, N. C.; The Anderson Family to KPRO Riverside, Calif., and KRRN Roseburg, Ore.; The Cathed- ral Hour to WRON Ronceverte, W. Va.; The Boyman to KOOL Phoenix.

Excise Tax Stays CANADIAN RADIO manufactur- ers failed in an attempt on Jan. 8 to obtain relief at Ottawa from the recently re-imposed 25% excise tax on Canadian-made receivers. S. L. Capelli, president of Canadian Radio Manufacturers Assn., had pointed out that Canadian receivers were higher than Canadian-made parts content, and are being exported to 57 foreign countries. The manufacturers also pointed out that the recent embargo on im- ports of wood veneers and plastic cabinets was making manufactur- ing costs go up.

No Change in Dates RUMORS in New York that an- nual meeting dates of the Canadian Assn. of Broadcasters have been changed was reported. CAB office at Toronto announces. An- nual meeting will take place March 8-11 at Chateau Frontenac, Quebec. Big equipment display is planned.
This is "G" YEAR
the Swing's to GATES
in '48

North, east, south and west—broadcasters everywhere are on the swing—swinging to Gates.—The reason?—plea—
Top flight engineering, deliveries when you want it, service in action rather than slogans, a 100% source for everything the broadcaster needs, quality control in manufacturing methods, a shipping department that packs for quality arrival, employees that like Gates as a place to work reflecting in a likeable product new ways of doing things to make a better product cost less—
With all this resulting in equipment that is superb in design and performance—Gates modest selling prices remain—because Gates specializes in radio broadcasting equipment.
This is "G" year—Gates year—your year for better equip—ment. You too can join in the swing—"The swing's to Gates in '48."

Gates Radio Company
Quincy—Illinois
Programs

INVEST YOUR AD DOLLAR

WCK

s-ly

L.B. Wilson

WCKY

50,000 WATTS OF SALES POWER

ROCKET-BY-ROCKET account of the New Year's Eve fireworks display atop Philadelphia's Liberty Bell was churned out by NBC's Norbert Shubert in cooperation with NBC's "First Snow" program. Shubert's account was transmitted on NBC's 11 networks.

"Shuttlebug" Feature

DESIGNED for the benefit of photographs, new weekly series titled "The Shuttlebug Program" has started on WTMJ, Bloomington, Ind. Airer Sun. 4:15 p.m. program is sponsored by a Bloomington, Ill., photography school and is called the "Shuttlebug Program." A Radio Camera Club has been organized, weekly newspaper columns are written by show producer Robert L. Carroll, and a class in amateur photography will be taught soon in local high school. Program is available as open-ended transcription for use as sustaining or commercial feature.

"Vocational Guidance" Feature

TO ASSIST young people in choosing their vocation titles, two weekly programs may be added to WYSP's schedule. "Vocational Guidance" has been scheduled for the next three weeks. Under auspices of local Kiwanis Club, attractive young people from local high school have been chosen to appear on the program, and local representatives of industrial and professional fields will be on hand to point out advantages and difficulties of their respective vocations. The program is open to faculty members to act as moderators of question and answer period, but questions are presented by students at other institutions who may ask as time permits. Kiwanis Club provides research in various fields of interest both from local and neighboring communities.

IN THE FAMILY

WHEN WGN Chicago checked up on Mrs. Ovville Knoll, who won $500 for winning the "Miss America of 1948" contest, she found the daughter of a Chicago detective. Mrs. Knoll is currently going through the weekly program's $250 gold trophy. Over the next five weeks, Mrs. Knoll is the daughter of a Chicago detective. Finn of Chicago's Jefferson Park police station.

KFP-Sign-On and Off

OPENING and close of broadcast scheduled on KFPW with feature special religious programs, providing a "prayer for the day" led by religious leaders of the city. Programs are presented in cooperation with WPCF, Council on Churches. Ministers of the Council take turns in opening and closing the 18 hours of broadcasting of KFPW daily.

Skiva Train Show

WHEN FIRST Skiva Train started pre-war plans left Rochester, N. Y., last year's train will be covered by WCBS-TV New York this fall. This segment was tape-recorded on Skiva Train, with tape dropped off and returned to Rochester on first-class mail. The segment featured a special interview with one expert in the field of world affairs, new problems, what is happening in the world. The train's next segment was recorded from a plane, with the highest points observed on the stage. Final broadcast was composed of interviews on homeward-bound trains with group singing and description of arrival in Rochester.

Industry of N. Y.

DRAMATIZATIONS of stories of great Industries and services of New York City are presented in a new "Student Treasures" program, scheduled for the evening. The show features the voices of such well-known actors as Paul Robeson, Walter Pidgeon, and Maureen O'Sullivan. The program is presented in cooperation with the Department of Commerce of New York, and is aired Wed. 7:30 p.m. Each week's episode will be devoted to a different industry, and will be broadcast throughout the country. Program is a part of the "N.Y.C. in the City" series, which is being distributed to all parts of the country.

TV Traffic Demonstration

TRAFFIC problems of District of Columbia are subject of recent seminar by WBNJ of NBC's Washington television station. John Mitten, District traffic director, appearing on "Capital Citizens" program, presented a traffic problems and illustrated to his viewing audience with enlarged map of Washington. "Traffic problems with model automobiles and stoplights will be demonstrated."

Employment Data

DESIGNED to furnish information on how to find employment, "Philadelphia at Work" is a new service program of Philadelphia Public Broadcasting, Inc., heard Sun. 12:00-12:30 p.m. Program is conducted in cooperation with National Office Management Association, American Federation of Labor, and other organizations.

Olympics on TV

WINTER OLYMPICS will be held Jan. 27-Feb. 8 at St. Moritz, Switzerland, with ABC Network's "New York in Style" through series of film to be produced by John Jay, photographer-producer. Mr. Jay's exclusive contract with CBS calls for him to film each day's highlights, to be shown the day after to the armchair audience at home. A similar program will be presented on NBC's "Olympic Report," which will be televised at 8:30-9:30 p.m. EST daily.

Students on World Affairs

TO GIVE students free hand in expressing ideas and opinions on important matters of world affairs, new college program, "The World Affairs Student Radio Program," will start Jan. 11 on WQED, Pittsburgh. Program is in cooperation with Foreign Policy Assoc. of Pittsburg and Pittsburgh's five colleges and universities.

Fishbowl of Money

PISHOW, full of money is featured in program of the week on WCBS-FM (Columbus, Ind.) Aired from local theater, Friday night at 7:30 p.m. "Quixote" presents the theater audience with $100 to be picked out by the audience. Two announcers roam up and down the aisles, trying to pick out contestants. When question is asked, the audience is given two names to choose from. Person picking the name is invited to the stage where fishbowl of money is presented. Winner is allowed to take home all the money he can get out of fishbowl, which contains nickels and pennies. Contestant must not pick another name, or he will be barred from the stage. Money is dropped on stage cannot be picked up.

Thanks From Chest

TWENTY-One of Seattle's broadcasters were awarded "The Order of the Red Feather" at annual meeting of King County Community Chest Jan. 8 for their assistance in promoting greater public understanding of the objectives of the Community Chest. During the campaign the Seattle station devoted 60 hours and 22 minutes to appeals on behalf of the Chest, exclusive of uncounted items on newcasts.
NANCY CRAIG, ABC's women's commentator, broadcast her Jan. 13 noon co-op show from the Hotel Pennsylvania with a number of retail celebrities as guests. Seated (1 to r): Miss Craig; Phyllis Webb Soehl of Moss Brothers, Tampa, Fla.; Beatrice Fox Auerbach, president of G. Fox & Co., Hartford, Conn. Standing: Jack I. Straus, president of R. H. Macy & Co. Inc.; and W. Earl McCormick, vice president of Allied Stores Corp.

PEACE CENSORSHIP PLAN CONSIDERED

VOLUNTARY peace time radio and press censorship similar to that used during the war is under consideration by James Forrestal, Secretary of Defense. Consideration of the censorship plan was revealed after Jack H. Lockhart, former assistant to Byron Price, war-time censorship head, was asked to come to Washington and look over the situation. Mr. Lockhart is assistant to the executive editor of the Scripps-Howard newspapers.

A recommendation in much stronger form has been made by the President's Air Policy Commission, which has asked for a "rigid" enforcement of war-time security measures with regard to advanced aeronautical developments. The recommendation was made after the publication of information on construction features and speed attained by a new type of Navy plane.

U. S. Programs Continue

As Favorites in Canada

DECEMBER NATIONAL program ratings continue to place U. S. networks first in popularity in Canada, according to the Elliott-Haynes ratings issued at Toronto on Jan. 12. Charlie McCarthy leads evening programs with rating of 39.1, followed by Fred Allen 37.4, Gillette Fights 35.3 (newcomer to the top programs in Canada), Radio Theatre 34, Fibber McGee & Molly 33.3, Ozzie & Harriet 29.8, Amos 'n' Andy 25.9, Music Hall 23.5, NHL Hockey (Canadian program) 21.7, Bing Crosby 21.1, Meet Corliss Archer 20.2, Wayne & Shuster (Canadian program) 20, Twenty Questions 19.8, Album of Familiar Music 19.4 and Share The Wealth 19.3 (Canadian program).

December daytime programs were led by The Happy Gang (Canadian program) with rating of 18.1, followed by Big Sister 17, Ma Perkins 17, Claire Wallace (Canadian program) 16 and Pepper Young's Family 15.9.

Leading French evening programs in December were Un Homme et Son Peche 39.9, Le Raliment du Rire 39, Metrople 34.9, Enchantant dans le Viseur 34.9, and Radio Carabins 33.4. Leading French daytime programs in December were Rue Principale 26.5, Jeunesse Doree 24.9, Tante Lucie 20.5, Quelles Nouvelles 19, and Les Joyeux Troubadours 17.3.

For the Retailers

TO GIVE the 103 department and clothing stores that sponsor ABC cooperative programs the chance to meet the commentators, comedians and other network stars whose programs carry these merchants' local sales messages and to give the ABC co-op sales staff a chance to tell their story to other retailers, the network maintained an exhibition at the NRDA convention and a suite in the hotel where ABC kept open house.

RETAILERS LAID

(Retained from page 15)

overall umbrella of acceptance—and especially a fashion acceptance—for the store. It is a powerful public relations medium.

"Radio helps to make direct selling messages in printed media more believable—helps to get a quick 'yes-yes' response."

"Through voice, radio lends more authority to selling messages—it gains more emphasis conversationally than the printed word."

"Radio furnishes the opportunity to make store buyers important in the eyes of the customers—occasional personal appearances on the programs."

"Radio sells the store as a friendly, neighborly place in which to shop."

"Radio can produce direct results on items or ideas of merchandise—when the items or ideas are timely, priced right and supported with sufficient depth of stock."

Fire Underwriters Radio Award Entries Invited

THE NATIONAL BOARD of Fire Underwriters announced last week that entries are now being received for its annual Gold Medal awards for distinguished public service in fire prevention by radio stations, and daily and weekly newspapers.

The board has mailed entry blanks to all U. S. radio stations and newspapers. Nominations for the awards also may be made by local chambers of commerce, safety councils, fire chiefs and insurance boards.

Last year's radio award went to WTIC Hartford, Conn. Entries must be in by Feb. 29, 1948.

in ATLANTA

WBGE — FM
ATLANTA'S LEADING INDEPENDENT STATION

FIRST
Locally owned station

ONLY
Locally operated station

24 hour station

Full Time FM Station

BROADCASTING • Telecasting

January 19, 1948 • Page 73
Mr. Ray H. Reynolds
Roger's and Smith
49 North Washer Drive
Chicago, III.

Dear Ray:

At last our talents have been recognized ... WCHS has been selected to do serials of programs for radio stations throughout the American Broadcasting Company.

Our program director is a man named Yassin A. Faisal, with whom we have been in communication. We are told that this is the first time that a station in the United States has been selected to do serials for a national broadcaster.

Yassin A. Faisal
11,000 WXYZ Street
Chicago, Ill.

Just when it comes to public service ... yea, old WCHS.
un. AMENDED to change power from 100 w to 250 w and change trans. location.

AM—1230 kc
WBOW Terre Haute, Ind.—Authority to determine operating standard by direct measurement of ant. power.

Assignment of License
WAOY Winnebago, Ill.—Voluntary assignment of license from Vinncennes Newspapers Inc. to Vinncennes Sun Co.

AM—940 kc
Rogers City Bestg. Co., Rogers City, Mich.—CP new standard station 1260 kc 1 kw DA-N. AMENDED to change frequency from 1290 to 960 kc, hours of operation in accordance with Sec. 4.403.

AM—970 kc
Rochester Bestg Co., Rochester, Minn.—CP new standard station 970 kc 1 kw DA. AMENDED to change power from 1 kw to 1 kw DA-N 500 w-D, change make in DA (Da-N) and change trans. location.

Assignment of License
WKRC Cincinnati, Ohio.—Voluntary assignment of license from The Cin cinna Times Co. to Radio Cincinnati Inc.

AM—1290 kc
Radio Lakewood Inc., Lakewood, Ohio.—CP new standard station 1380 kc 500 w DA. AMENDED to change DA.

Modification of CP
WIKK Erie, Pa.—Mod. CP which authorized new standard station for extension of completion date.

WNAX Yankton, S. D.—Mod. CP as mod. which authorized new standard station for extension of completion date.

KSWA Graham, Tex.— CP which authorized new standard station for change in trans. equipment, and change in vertical ant. trans. and studio locations.

Assignment of License

Transfer of Control

Assignment of License
KTFS Texarkana, Tex.—Voluntary assignment of license from David M. Segal and Henry N. Fobes d/b a Texas Bestg. Co. to Danag M. Segal d/b a Texarkana Bestg. Co.

FM—101.1 mc
Pacific Foundation, Berkeley, Calif.— CP new FM station (Class A) on Channel 361, 101.1 m. Broadcasting.

FM—101.7 mc
Whittier Broadcasting of Whittier, Calif.—CP new FM station (Class A) on Channel 368, 101.7 kc 500 w.

FM—103.1 mc
WFMO Jersey City, N. J.—CP change type trans. from 150 kc to 1 kw DA.

Modification of CP
WHBF-FM Canton, Ohio.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WCAU-FM Philadelphia.—Same.
KTRY Wichita Falls, Tex.—Same.
Remote Pickup
KALE Inc., Portland, Ore.—CP two new remote pickup CPs as shown on 12/3/47, 155.7 mc power of 4 w and emission spec. not revealed, hours of operation in accordance with Sec. 4.403.

Modification of CP
KWSW Seattle, Wash.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

WMAR-TV Baltimore.—Same.
WAVY Newark, N. J.—Mod. CP which authorized new commercial television station for extension of completion date.

KOB-TV Albuquerque, N. M.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

WZZ-TV Youngstown, Ohio.—Mod. CP which authorized new commercial television station for extension of completion date.

KWOS Tulsa, Okla.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

License Renewal
WCYS Springfield, Ill.—License renewal AM station.

AUTHORIZATION CANCELLED
FM—88.3 mc
Universal Radio Co., Inc., WFMF Indianapolis—88.3 mc 20 kw.

January 13 Decisions

BY THE SECRETARY
KGO San Francisco.—Granted license for new station 1066 kc 1 kw D. Broadcasting.

KWBN Reno, Nev.—Granted license for new station 1460 kc 250 w unil. and change in trans. location.

KOAC Corvallis, Ore.—Granted license covering increase in power to 5 kw and changes in DA.

KOYV Vallejo, Calif.—Granted license for new station 1190 kc 250 w D.

KREI Farmington, Mo.—Granted license for new station 1360 kc 1 kw D and to change studio location.

WKOA North Adams, Mass.—Granted license for new station 860 kc 250 w D.

WHO Orlando, Fla.—Granted license for new station 900 kc 3 kw DA-N, 10 kw LS unil. and to specify studio location.

KWL Albany, Ga.—Granted license for changes in vertical ant. and mounting FM ant. on top of AM tower.

The Evening News Ann., area of Detroit.—Granted license for new television relay station WXLKE.


WTWA Thomson, Ga.—Granted. CP to change type trans.

WFMX-FM Baltimore.—Granted CP to make changes in ant. system of FM station and change height 488 ft. above average terrain.

The following were granted mod. CPs for extension of completion dates as shown: WMAZ Macon, Ga., to 3-10-48; WBAU Eau Claire, Wis., to 8-12-48; KWDW Des Moines, to 3-28-48; WTAM Cleveland, to 8-4-48.

WPGB Pittsburgh.—Granted license for new station 1080 kc 1 kw D.

KWIK Burbank, Calif.—Granted license for new station 1400 kc 250 w unil. and change studio location.

WDSO Oneonta, N. Y.—Granted license for new station 1460 kc 250 w unil. and change studio location.

WGRD Grand Rapids, Mich.—Granted license for new station 1410 kc 1 kw D and to change studio location.

WOAY Oak Hill, W. Va.—Granted license covering increase in power to 1 kw and install new trans.

WBH Atlanta, Ga.—Granted license covering installation new trans. and change studio location.

WKZQ Columbus, Ohio.—Granted license for new FM station.

WGBP Newark, Va.—Granted CP to make changes in vertical ant.

Following were granted mod. CPs for extension of completion dates as shown: WBLD Columbus, Ohio, to 8-1-48; KONG Honolulu, Calif., to 3-27-48; Wigators, to 7-27-47; WGAU-FM Athens, Ga., to 2-1-48; WBJR-FM Waterbury, Conn., to 1-25-48; WTMH-FM Chicago, Ill., to 1-21-48; KXOE-Oft St. Louis, to 7-18-48; WSFA-FM Montgomery, Ala., to 1-25-48; WBCF-FM Pittsburg, Pa., to 4-1-48; WLPL-FM Huntington, W. Va., to 7-1-48; WFOJ-FM Columbus, Ohio, to 1-25-48; KTHE-FM Bakersfield, Calif., to 1-25-48; WCLC Clarksville, Tenn., to 1-25-48.

January 13 Applications

ACCEPTED FOR FILING
AM—903 kc
WHBS Huntsville, Ala.—CP change frequency from 1680 to 903 kc, increase (Continued on page 76)
Ever see a Spartan
sell tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 farm tractors and automobiles was $1500. Total sales: $85,500.

### FCC Actions

(Continued on page 75)

### Application Cont.

250 w to 500 w, 1 kw-d, install new trans. and DA-S, change trans. location. AMENDED to change DA.

License for CP

WLAK Lakeland, Fla.—License to cover CP, as mod, which authorized to change frequency, increase power and install new trans. and authority to determine operating power by direct measurement of amp. power.

AM—1400 kc

York County Bestg. Co., Biddeford, Me.—CP new standard station 1200 kc 250 w un. AMENDED to change frequency from 1250 to 1400 kc.

WELL Battle Creek, Mich.—Authority to determine operating power by direct measurement of amp. power.

AM—1400 kc

KFUO Clayton, Mo.—Increase 5 kw to 10 kw D, install new trans. and to change trans. location.

AM—1370 kc


AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 730 to 600 kc, increase 1 kw D to 1 kw LN, change hours from D to un., install DA-1D and change trans. location.

AM—1490 kc

Center Bestg. Co., Center, Tex.—CP new standard station 1400 kc 250 w un.

 Modification of CP

KCON Castleton, Ind.—CP, as mod, which authorized new standard trans. and to change trans. location.

AM—1180 kc

Passadena Bestg. Co., Pasadena, Tex.—CP new standard station 1400 kc 250 w D.

AM—1230 kc


### Modification of CP

KROQ San Jose, Calif.—Mod. CP which authorized new FM station for extension of completion date.

KROD-AM San Diego, Calif.—Mod. CP, as mod, which authorized new FM station for extension of completion date.

KROC-FM Rochester, Minn.—Same.

WHDH-FM Boston, Mass.—Mod. CP which authorized new FM station for extension of completion date.

KWW-FM St. Louis, Mo.—CP, as mod, which authorized new FM station to change power type.

Assignment of License

WCTS Cincinnati, Ohio.—Voluntary assignment of license to Republic Radio Cincinnati Inc.

Modification of CP

WOKK-FM Sunbury, Pa.—Mod. CP, as mod, which authorized new FM station for extension of completion date.

WIBA-FM Madison, Wis.—Same.

WSVA-FM Harrisonburg, Va.—Same.

License for CP

WHA-FM Madison, Wis.—License to cover CP, as mod, which authorized new noncommercial educational station.

Modification of CP

WTTY Roebling, Ind.—Mod. CP, as mod, which authorized new commercial educational station for extension of completion date.

WBAL-TV Baltimore—Mod. CP, as mod, which authorized new commercial educational station for extension of completion date.

WSBY Inc., Sarasota, Fla.—License to cover CP which authorized new remote pickup station.

License for CP

KOTE, KTB Bestg. Corp., Omaha, Neb.—License to cover CP which authorized new remote pickup station KOTE.

### Modification of CP

WILM American Colonial Bestg. Corp., Wilmington, Del.—CP, as mod, which authorized new remote pickup station WILN for extension of completion date.

WKVW Bestg. Corp., Larkspur, Calif.—Mod. CP, as mod, which authorized new remote pickup station WQK, as mod, for extension of completion date.

WPSB Inc., Lafayette, Ind.—License to cover CP which authorized new remote pickup station WQK.

### License Renewal

WFMF Inc., Lafayette, Ind.—License for CP as mod, which authorized new FM station for extension of completion date.

WCBS Inc., state of Illinois—Same.

WCKR Morrisstown, Tenn.—License renewal AM station.

### APPLICATION DISMISSED

Assignment of CP

WWPN Middlebury, Ky.—Voluntary assignment of license to W.K. Smith and Tom Cruft, partnership.


APPLICATION RETURNED

1300 kc


TENDERED FOR FILING

AM—1410 kc

John H. Poole, Santa Ana, Calif.—CP new standard station 1410 kc 1 kw D.

AM—1560 kc

KSWI Council Bluffs, Iowa—CP increase power from 500 w to 1 kw D.

AM—1490 kc


Transfer of Control


Modification of CP

Cavalier Bestg. Corp., Norfolk, Va.—Mod. CP to change hours from D to un., install new trans. from 800 to 150 kc, new station to change power of 1 kw and install DA-DN.

January 14 Decisions

BY THE COMMISSION

Transfer of Control

WPTR Albany, N. Y.—Granted consent to transfer of control from Patroon

Boon to the Deaf

JUST AS aerial broadcast was born from the blinding glare, the broadcast industry has become a blessing to the deaf, according to Harold C. Burke, general manager of WBAL and its new TV affiliate. The deaf, by watching movement, can follow television even to the point of lip reading on close-up scenes, he pointed out.

Bestg. Co. Inc. from H. E. Biddgett, senior vice president of Shubert-Chain Theatres Inc. for $101,500.

DOCKET CASE ACTIONS

(By the Commission)

AMENDED CP

Announced decision granting applications for Class C-14 of B station, WJLAB, in Brooklyn, Mass., on 1450 kc 250 w un. and denial of applications of Bay County Bestg. Co., (Comrrs. Jones and Davis) and also denied joint petition of Man- sey Bestg. Corp. for Class B AM station.

Modification of CP

Announced proposed decision looking toward speedy and efficient application for Class B FM station.

AMENDED CP

Announced decision granting applications for Class C-14 of B station, WJLAB, in Brooklyn, Mass., on 1450 kc 250 w un. and denial of applications of Bay County Bestg. Co., (Comrrs. Jones and Davis) and also denied joint petition of Man- sey Bestg. Corp. for Class B AM station.

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January 15 Applications...

ACCEPTED FOR FILING

AM-1400 kHz
Arvo Haapanen, Arcata, Calif.—CP new standard station 1400 kHz 250 w.

AM-1550 kHz
Radio Delano, Delano, Calif.—CP new standard station 1550 kHz 1 kw D.

AM-1580 kHz
Riverside Bestg. Co., Riverside, Calif.—CP new standard station 1580 kHz 250 w.

AM-1250 kHz
KMTS Santa Barbara, Calif.—CP increase 1 kw DA to 5 kw D 1 kw N and install new standard DA 1500 kHz.

AM-1450 kHz
WNAB Bridgeport, Conn.—CP change

AM-1230 kHz
Huntington Bestg. Inc., Huntington, Ind.—CP new standard station 1230 kHz 250 w.

AM-1400 kHz
Radio New Orleans Inc., New Orleans—CP new standard station 1400 kHz 250 w. AMENDED to change trans. location.

AM-990 kHz
Brown County Journal Inc., New Ulm, Minn.—CP new standard station 990 kHz 250 w.

AM-740 kHz
Mississippi Projects Co., Greenwood, Miss.—CP new standard station 740 kHz 1 kw.

AM-1480 kHz
KCGX Sidney, Mont.—CP increase power 1 kw DA to 2 kw DN, install new standard DA-DN.

License for CP

KVOO-AM, Enid, Okla.—CP to cover CP, as modified, which authorized new standard station to change power and trans. location.

Modification of CP

KWOK-AM, Kansas City, Mo.—CP to cover CP, as modified, which authorized new standard station to change power and trans. location, for extension of completion date.

Modification of License

LPR-AM, Reading, Pa.—License for CP shall be amended to change power and trans. location from 1800 to 2500 kw.

License for CP

KUW-AM, Oshkosh, Wis.—License for CP shall be amended to change power and trans. location from 5 kw to 50 kw.

Modification of License

WFLY-AM, Pierre, S. Dak.—License for CP shall be amended to change power and trans. location from 3 kw to 2 kw.

License for CP

WGTK-AM, Fitchburg, Mass.—License for CP shall be amended to change power and trans. location from 1 kw to 2 kw.

Modification of License

KCENT-AM, Collinwood, Ill.—License for CP shall be amended to change power and trans. location from 3 kw to 2 kw.

License for CP

WXXL-AM, Nashville, Tenn.—License for CP shall be amended to change power and trans. location from 2 kw to 1 kw.

Modification of License

WDCB-AM, Washington, D.C.—License for CP shall be amended to change power and trans. location from 1 kw to 2 kw.

License for CP

KWHK-AM, Decatur, Ill.—License for CP shall be amended to change power and trans. location from 1 kw to 2 kw.

Modification of License

KVOO-AM, Enid, Okla.—License for CP shall be amended to change power and trans. location from 2 kw to 1 kw.

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BROADCASTING  •  Telecasting

TULSA

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BROADCASTING  •  Telecasting
Four Grants Proposed in FM Case for Dayton-Springfield

P H A R T I A L D I S P O S I T I O N o f the Dayton-Springfield, Ohio, Class B FM case was made by FCC last Wednesday through the following actions:

Announced proposed decision to deny requests of both WING Dayton and WIZE Springfield on duopoly grounds, but suggesting grant of either should the alternate be withdrawn.

Continued in hearing, separate from above requests, application of Unity Corp. Inc., Springfield. (See separate story)

Adopted order to sever from

Surety Best Co., Charlotte, N.C.-CP 300 kc 1 kw-5 kw D DA un.

J A N U A R Y 19

AM-Hearing


WOCU Best Co., Grand Haven, Mich.-Same.

WFUS Muskegon, Mich.-Same.

WIZE: Harry Detzer, Hermosa Beach; Crescent Bcstg Corp., Newark, Ohio

J A N U A R Y 21

AM-Further Hearing

The St. Andrew Bay Bcstg Co., Panama City, Fla.-CP 1400 kw 250 w un.

Bay County Best Co., Panama City, Fla.-Same.

J A N U A R Y 21-23, 26-30

A N D F E B. 2-4

F M - H e a r i n g

To be held at 354, Federal Bldg., Los Angeles, following Calif. applications for FM facilities: School of Radio Arts, Beverly Hills; Robert Burdette, San Fernando; William H. Hoph, Inglewood; Airtime Co., Long Beach; California Broadcasting Co., Santa Monica; Rodgers & McDonald Newspapers, Inglewood; Nichols & Warinner Inc., Long Beach; San Fernando Valley Bcstg Co., San Fernando; Continental Valley Bcstg Co., Ingolstadt; Angell Best Co., Covina; Santa Monica; WING: Cordrey, Lewis and general sales manager, both WING and WIZE: Mr. Sawyer, president and treasurer; his son-in-law, J. P. Williams, executive vice president; Elizabeth Sawyer (Mrs. Charles Sawyer), secretary and Viola Cordrey, assistant secretary.

WING Manager

Mr. Williams is general manager of both WING and WIZE and F. G. Dykstra is assistant general manager of both outlets and station manager of WING. There are certain other joint associations, FCC stated.

Because of the considerable service overlap predicted between the two proposed stations, which would duplicate their AM affiliates 100%, FCC concluded that Sec. 3.240 (a) of its rules would be violated. The section precludes common ownership of more than one FM station in the same general service area.

We're Mighty Proud!

to be in the position to offer the advertiser this rich Crawford County market. Crawford County is the leading producer of soybeans, producing county in the state of Pennsylvania and Meadville, our headquarters, is the county seat of Crawford. You might be interested to know that retail sales in Meadville alone were over $26,000,000 in 1946. A 20% increase for 1947 places the total sales at $32,000,000. . . . You just can't go wrong in a market like this.

‘Hush’ Money

MRS. RALPH EDWARDS, wife of NBC Truth or Consequences m.c., will present a check for $67,000 to Mrs. Harry S. Truman at a White House luncheon Saturday, Jan. 31, in behalf of the March of Dimes campaign. Mrs. Truman was revealed recent “Miss Hush” contest on Truth or Consequences.

However the Commission indicated it would be “dispensed” to grant one of the requests if the other were withdrawn. FCC said a grant of the Springfield request would be contingent upon filing of an application for modification of permit to comply with the minimum technical requirements for a Class B station. As standing the request does not include sufficient operating power or antenna height.

The grants to WHIO and Moraine Broadcasters Inc. were made subject to approval by the Civil Aeronautics Board for the transmission site and antenna structures.

The condition of the Skyland Broadcasting Corp. grant was that Mr. Sawyer would within 90 days terminate all his interest in and connection with WIZE.

Ownership of the grantees:

Skyland Broadcasting Corp.-Robert B. Woodyard, vice president and 44.8% owner of WIZE Springfield, Ohio, president; I. M. Swermer, publisher, telephone advertising, director, vice president; J. F. Galster, retail drugs and real estate, secretary-treasurer, and George Hirch, consulting electrical engineer. Each holds 25% interest.

Moraine Broadcasters Inc.-Journal Herald Pub. Co., publisher daily Journal and Herald, holds 40.71% of the 1,500 shares. Officers of Moraine Broadcasters: Lewis J. Crile, president and 15% owner; J-H Pub. Co., president; John W. Swermer, business manager, and general sales manager of papers, 15.5% owner; Frank B. Mason, executive vice president of WHIO, chairman of the board; Robert J. Dunham, manager of sales; William S. Ploeme, director, treasurer, and comptroller, and 15% owner of papers, treasurer and 15% owner; Robert J. Duckson, head accountant of papers, secretary, W. M. McLean, treasurer of Fremont Press. Other Journal-Herald owners include: Agnes F. Rock, vice president and 56%; W. H. Kernan, treasurer; Lewis D. Rock Jr., 10%; and Fairfield Rock, 10%.

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FCC Actions

(Collected from a page 77)

Applications Cont.: TENDERED FOR FILING

Assignments of license to ThSMMwick Bcstg Co.

AM-1300 kc

Snowden Radio Enterprises, Jennings, La.-CP new standard station 1300 kc 1 kw D.

Assignments of license

WEU Reading, Pa.—Voluntary assignment of license to Hawley Bcstg Co.

KYAL Brownsville, Tex.—Voluntary assignment of license to T. Frank Smith.

AM-1420 kc

Snowden Radio Enterprises, New Braunfels, Tex.—CP new standard station 1420 kc 1 kw D.

Transfer of Control

WHOQ Homestead, Pa.—Convey title of control of permitted corp. to C. E. Ferree.

AM-1340 kc

Dear County Bcstg Co., Inc., Sturgeon Bay, Wis.—CP new standard station 1340 kc 250 w un.

Hearings Before FCC...

J A N U A R Y 19

AM-Hearing


WLS Lansing, Mich.-CP 1320 kc 1 kw D.

Charlotte Bcstg Co., Charlotte, Mich.-Same.

Parties respondent: WOOD Detroit, WIDE Jacksonvile, Fla., DETROIT and WRKAN Kankakee, Ill.

AM-Hearing


William J. Brennan, Winston-Salem, N.C.-CP 940 kc 5 kw D.

Walter Ohio Nihkat Jr., Charlotte, N.C.-CP 930 kc 1 kw D.

KMB

sells SAN DIEGO

...better than ever!

Soon 1000 watts on 550 kc

Remember! More power means more sales to more people...

KFMB

A B A C I S A M E R I C A N N E T W O R K

(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS Represented by BRANHAM COO

Page 78 • January 19, 1948

KMB

BROADCASTING • Telecong
The proposed decision states position on news, ad monopolies.

IN A PROPOSED DECISION anticipating denials of all applications involved, FCC last week served new notice that it will not approve applicants who (1) seek "to suppress competition in the dissemination of news and information and to achieve an advertising monopoly" by exclusive-advertising practices, or (2) ban the discussion of controversial issues.

Subordinately, the Commission also showed its disapproval of (a) preferential treatment of a particular church, and (b) increased rates for political broadcasts.

The decision, adopted on a 5-to-2 vote, proposed to:

1. Deny the application of Laurence W. Harry, trading as Postoria Broadcasting Co., for 1510 kc with 250 w (daytime only) at Postoria, Ohio.
2. Deny the application of Mansfield Journal Co., in the same facilities at Mansfield, Ohio.
3. Deny the application of Lorain Journal Co., under common ownership with the Mansfield Journal, for 1510 kc with 250 w (daytime only) at Lorain, Ohio.
4. Deny the application of Mansfield Journal Co. for a Class B FM station at Mansfield.

In a separate proceeding in which the FM application was involved, the Commission granted WMAN Mansfield's Class B FM request, while continuing in hearing status, but for independent consideration, the Mansfield Journal application and that of Unity Corp., also seeking a Class B FM station at Mansfield. Unity's application for Springfield, Ohio, also was continued in hearing.

"Fought" Station

The decision held that the Mansfield News-Journal "has consistently fought" WMAN, and "has harassed some local merchants to prevent their using WMAN as an advertising medium."

"This conclusion," the majority continued, "also finds support in light of the other practices and activities of the owners of the Mansfield Journal Co. which indicate that they have operated their newspaper with a consistent objective of suppressing competition and establishing monopolies in the field of local advertising."

FCC found no reason to believe "that under the same ownership and management these practices would not also exist were the Lorain Journal Co. to become a broadcast licensee." The decision continues:

"This, in our view, would be inconsistent with the public interest. We conclude, therefore, that these applicants are not qualified to be licensees of either AM or FM stations in either Mansfield or Lorain, and we therefore propone to deny their respective applications."

With respect to the Postoria application of Mr. Harry, the Commission noted that "this applicant would not permit the use of the proposed facility for the discussion of controversial issues, at least during the first year of operation, and thereafter would limit its use for this purpose." Re-ferring to its policy-stating decision in the WHKC Columbus case, FCC said:

"We have repeatedly pointed out that, under the Communications Act of 1934, the duty of a licensee to operate in the public interest includes the obligation to provide time for the discussion of public controversial issues. Mr. Harry's proposed policy of barring discussions of controversial issues, and indicated a lack of understanding of his statutory obligations to operate in the public interest."

"This failure to understand the responsibility of a broadcast licensee to use the facility it possesses for the common interest and service and education is also apparent in Mr. Harry's proposed preferential treatment of one church in Postoria [Presbyterian, which has received exclusive rights to broadcast its service over the FM station at a particular time each Sunday, and which would have the same arrangement with the proposed AM station]. and his decision to exclude "local merchants whose newspaper advertising contracts were either cancelled or not renewed when they began advertising on Station WMAN."" The testimony which the Horvitz brothers gave in reply, FCC said, "was undoubtedly influenced by partisan considerations which affect its reliability."

Opinion Basis

FCC said "the Horvitz brothers correctly concede their hope for WMAN, "which they characterize as an "illegitimate" station." They based this opinion, FCC reported, on evidence adduced at a hearing on WMAN's licence renewal application in 1942 when the Commission found that false statements had been made by the station's original officers. The license was renewed, however, FCC continued:

"Although the Commission found that a renewal of the license of WMAN would be in the public interest, the Horvitz brothers and their newspaper have not attempted to oppose the station and this policy will continue."

While it appears that this application to WMAN antedates the Commission's investigation and hearing by three or four years, S. A. Horvitz explains this apparent inconsistency by claiming to have been in possession of the facts involved for some time prior to the Commission's action.

The Commission rejected the company's denials or explanations of the charges, made by nine Mansfield residents of whom some were "local merchants whose newspaper advertising contracts were either cancelled or not renewed when they began advertising on Station WMAN." The testimony which the Horvitz brothers gave in reply, FCC said, "was undoubtedly influenced by partisan considerations which affect its reliability.

Josephus Daniels

JOSEPHUS DANIELS, 85, former Secretary of the Navy and publisher of the Raleigh (N.C.) News and Observer, licensee of WNAO, died of pneumonia last Thursday in the North Carolina city. Mr. Daniels retired as Ambassador to Mexico in 1941, but continued to be active in Washington during the war years. One son, Dr. Worth B. Daniels, is a practicing physician in Washington, and another three are associated with the News and Observer, Daniel as executive editor, Frank as general manager and Josephus Jr. as business manager.

New, Larger Radio News Manual Issued by INS

THE INS RADIO News Manual, intended as a "guide to fundamentals for the newcomer to radio news and as a source of ideas for the experienced editor," has been published by International News Service. It was announced last week. Included is a section demonstrating step-by-step the preparation of newscasts, beginning with the receipt of wire copy.

The manual, which is being distributed to INS radio clients, is a new and enlarged edition of a booklet published several years ago. John M. Cooper, director of the INS radio department, wrote and edited the new manual.

Ring-Mayo Nuptials

ANDREW D. RING, Washington consulting engineer, heading A. D. Ring & Co., and the former Miss Margaret C. Mayo of Washington, were married last Wednesday at Trinity Episcopal Church. Mrs. Ring, 35, a native Washingtonian, is the daughter of Mr. and Mrs. Robert Mayo Jr., and for several years has taught at public junior high schools. She is a graduate of George Washington U. Mr. Ring is 48. It is Mr. Ring's second marriage. His first wife died in 1946.
Mutual's '47 Gross Tops $22 Million

Ralston Purina, Gardner Lead Sponsor, Agency Classification

THE RALSTON PURINA Co. was the top sponsor doing business with MBS during 1947, in point of time billings, and the Gardner Advertising Co. was the top agency, the network's research department disclosed last week. Ralston's 1947 expenditure with Mutual was $1,572,140; Gardner's business with the network amounted to $1,596,693.

Mutual's gross billings in 1947 aggregated $22,972,711, as compared with $22,907,202 in 1946. Number two sponsor on Mutual last year was Bayuk Cigars Inc., with $1,262,966. Ruthrauff & Ryan was runner-up among the agencies with billings of $1,537,853.

Billings follow:

**Gross Billings by Months**

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Cumulative</th>
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<tr>
<td>January</td>
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**By Agency**

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<tr>
<th>Agency</th>
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<td>D'Arcy Advertising</td>
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<td>Sterling Advertising</td>
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**Total Gross Billings**

$22,972,711

**LYNN A. BRANDT, former NBC and Blue Network announcer in Chicago, was killed Jan. 13 in the Eastern Air Lines plane crash near Washington, D. C. National Airport. He was presently associated with Cappell-McDonald Co., New York and Dayton, 0., advertising agency. Mr. Brandt joined NBC Chicago in 1936, handling sports and special events broadcasts, and later the Blue Network, in February of 1942. He remained there until August of that year when he tendered his resignation. A native of Rockford, Ill., Mr. Brandt made his home in Willow, Conn.**

**IBEW Designated**

AN ORDER designating Local 1294 of the International Brotherhood of Electrical Workers (AFL) as the collective bargaining unit for engineers employed by the Thames Broadcasting Corp., operating WNLC, 250-w New London, Conn. MBS affiliate on 1480 kc, was issued by the National Labor Relations Board Jan 15. NLRB took the action following an election in which IBEW was voted.
Budget
(Continued from page 17)

mate of $5,566,480 and the 1946-47 actual expenditure of $5,401,095.

The FCC group attending the hearing included four Commissioners: Chairman Cox and Clifford J. Durr, Rosel H. Hyde, and George E. Sterling. Vice Chairman Paul A. Walker had intended to be on hand but was ill.

Staff members present were:

John A. Willoughby, acting chief engineer; William J. Verheet, chief accountant; Benedict P. Cotton, general counsel; Walter M. Hail, acting executive officer; Marion Woodward and George S. Turner, assistant chief engineers in charge of common carriers and field and monitoring, respectively; Vernon L. Wilkinson, Lester W. Spillane, and Harold J. Cohen, assistants general counsel in charge of broadcast, safety and special services; "the FCC's most diligent efforts." Robert Hendricks, chief of the frequency allocation and treaty division; Edwin W. White, chief of the Engineering Dept.'s aviation division.

Members of the House subcommittee are: Chairman Wigglesworth; and Representatives John Phillips (R-Calif.;) Charles R. Robertson (R-N.D.); Frederick R. Couder, Jr. (D-Va.); Joe Hendricks (D-Fla.); George W. Andrews (D-Ala.), and Albert Thomas (D-Tex.).

The President's budget message noted "continuing expansion" in the broadcast services and said it has three effects on FCC's workload: (a) through the processing of increased numbers of applications for new facilities, (b) increasing numbers of existing stations result in an increasing volume of applications for modifications of facilities, transfer of control, and license renewals, and (c) the increase in operating stations requires greater continuing regulation activity.

Common carrier regulation, it was pointed out, "poses formidable problems" and will require FCC's "most diligent efforts." The overall expansion of facilities was regarded as "most pronounced in safety and special services," where it was estimated that 70,000 new commercial operator licenses will be issued in fiscal year 1948, as compared with the 330,000 operator licenses outstanding on June 30, 1947, while issue of 75,000 new licenses is estimated for fiscal year 1949."

38 Million Asked For 'Voice' in '49

President Truman asks for Record Sum To Combat Propaganda

A WHOPPING TOTAL of $44,-

000 has been requested of Con-

gress to run the State Dept.'s for-

eign information program from

now until June 1949.

The financial estimate, contained in President Truman's annual budget message last week, was said to be necessary to cope with Russi-

a's "misleading propaganda" against U. S. foreign policy and the Marshall Plan.

The figure of $44,000,000 actually breaks down into two parts. A deficiency appropriation of $6,-

000 is requested to carry on current operations for the balance of this fiscal year. Another $38,-

000 is asked for the 1949 fiscal year in order to carry out "an effective foreign information program." Of the latter figure, $18,-

000 was to operate the program on its present basis and the remaining $20,000,000 had been asked if and when Congress expands the program by approving the Mundt Bill (HR 3342). (See separate story on Senate approval, page 14.)

Congressional slashes during the past year forced the "Voice" to operate on a shoestring budget of about $12,000,000. But the sentiment of Congressmen returning from abroad appears to be almost unanimously in favor of expanding the program. This, added to the President's strong plea, seems to indicate easier sledding as far as appropriations are concerned.

House appropriations subcommittees had closed hearings all last week and may introduce appropriate legislation this week or next.

PUBLIC SPANKING' was administered to college public relations di-

rectors, meeting in New York City, for their lack of understanding of radio technique. The verbal spanking, given by several top executives of networks, took place at panel session at New York's Hotel Biltmore Jan. 9 on "How to Get It on the Air." Joining in an informal discussion preceding panel session were (i to r): Jack Paige, director of special events, MBS; Sydney Eiges, vice president in charge of press, NBC; Dr. Lyman Bryson, counselor on public affairs, CBS, and Joseph Carleton Beal, public relations director, Evening and Extension Division, City College School of Business.

College Publicitors Told, 'Jump on TV Bandwagon'

SYDNEY EIGES, NBC vice president in charge of press, told 150 college public relations directors at Eastern Region Conference of American College Public Relations Assn. in New York Friday to "jump on the television band-

wagon, as it's nearly too late for A.M. and sound radio."

Dr. Lyman Bryson, CBS counselor on public affairs, said "net-

works can't go on a basis of every program appealing to every listener, but instead they want the most listeners possible for a particular type of program, such as forums, musicals, etc."

Jack Paige, director of special events at MBS, also spoke. Joseph C. Beal, director of public relations in the Evening and Extension Division of the City College School of Business, New York — host school for the conference — introduced the speakers. He said that City College will sponsor a radio and business conference April 4, open to the public.

Truman Asks $7,120,000 Appropiation to Census

AN INCREASED appropriation of $7,120,000 for the 1949 fiscal year was asked last week for the Census Bureau by President Tru-

man in his annual budget message to Congress. This compares with $5,700,000 voted for the bureau during the 1948 fiscal year.

An additional $2,821,000 was asked by the President in order to cover the upcoming 19th decen-

nial census. This would bring the bureau's grand total to almost $10,000,000.

The permanent staff would be increased from 1227 to 1396, plus 988 tempo-

raries to prepare for the 1950 census. The census of manufact-

ures, however, would be cut from 1157 to 935.

NEW MEASURING PLAN READY, HOOPER SAYS

C. E. HOOPER INC. will announce the details of its long-planned na-

tional projectable ratings before the end of January, its president revealed last week. Answering the statement of Edgar Kobak, MBS president, in a Mutual trade paper advertisement calling for a merg-

er of Hooper and Nielsen to give the industry a single rating ser-

vice, C. E. Hooper retorted: "Why doesn't Ed merge MBS with some other network, combining the best features of both? But to get back to broadcast audience measurement, Mr. Kobak and all other network people and users of network time will, within two weeks, see a presenta-

tion of ours which conclusively demonstrates why network radio can depend upon us exclusively as a source of every significant piece of broadcast audience information currently claimed by both the mentioned organizations and at the low rate."
NARBA, Video Channel Lack Discussed at NAB Sessions

IMPORTANCE of the upcoming NARBA conference in August to the future of each individual broadcaster was explained by K. Neal McNaughton, assistant director, NAB Engineering Dept. and former chief of FCC Standard Allocation Section, in a report to the NAB Engineering Executive Committee which met last week in Washington.

Mr. McNaughton explained the difficulties encountered in negotiations with foreign countries and asked the broadcasters to think about the problems and offer guidance for the American delegation in their coming treaty work.

The engineering department of NAB was asked by the committee to urge FCC to expedite its decisions on clear channels. The group felt that a decision is necessary soon in view of the coming NARBA conference.

Insufficient Channels

The group agreed that there are insufficient television channels at present, with the situation more acute in certain areas. No specific recommendations were forthcoming, but it was said that the subject would be pursued further at the next meeting, probably in May in Los Angeles.

The agenda was discussed for the second annual Broadcast Engineering Conference to be held May 20-21 at the Biltmore Hotel in Los Angeles. Speakers for the event have not yet been named, but the committee reported that papers would be presented by some of the nation's outstanding specialists.

Royal V. Howard, director of the NAB Engineering Dept., reported to the committee on the activities of the NAB Recording and Reproducing Standards Committee. This being the first meeting of this executive committee, Mr. Howard introduced his newly appointed assistant, Mr. McNaughton, who will represent the NAB on the American Standards Association subcommittee on dimensional standards for magnetic recording.

Employment Resolution

The committee passed a resolution with respect to utilization of physically-handicapped persons in radio stations. Under the resolution, the NAB board is requested to urge broadcasters to hire capable, handicapped people in their technical departments.

Before adjourning, the committee gave a vote of confidence to the NAB Engineering Dept.

Those in attendance at the two-day conference were:


ON HAND for the NAB Engineering Executive Committee meeting at NAB headquarters in Washington last week was this group of broadcasters and government officials. Seated 1 to r: Royal V. Howard, director, NAB Engineering Department; FCC Comm. George E. Sterling; NAB President Justin Miller; Orrin W. Towner, committee chairman, WHAS Louisville; John Willoughby, FCC acting chief engineer; T. A. M. Craven, board liaison member, WOL Washington; Cyril Braun, chief, FCC's FM Broadcast Div.; Neal McNaughton, assistant director, NAB engineering department. Standing, 1 to r: K. W. Pyle, KFHJ Wichita, Kan.; James V. Cosman, WPAT Paterson, N. J.; James E. Barr, chief, FCC's Standard Broadcast Div.; R. J. Rockwell, WLV Cincinnati; Frank Marx, ABC; A. James Ebel, WMHD Peoria, Ill.; E. M. Johnson, MBS; Oasar C. Hirsh, KFVS Cape Girardeau, Mo.; Paul deMars, Raymond M. Wilmutte Inc., Washington; and C. E. Arney Jr., NAB secretary-treasurer.

NBC Chicago

(Continued from page 18)

outlet, on an exchange basis. In return, some Central Division personnel might be sent to New York for training, he said.

Months ago NBC engineers selected the Chicago Civic Opera Building for location of the company's transmitter and antenna. Towing 630 feet above street level, the antenna has been designed to utilize a new engineering development whereby television, its associated sound and FM will be broadcast through one unit. RCA transmitter, which will be installed in the building's tower, will operate on Channel 5.

Studio programming for the new station will be handled in conjunction with regular NBC broadcasting operations in the Merchandise Mart. Within recent weeks, network executives have conferred with Joseph P. Kennedy, building owner, and Wallace Ollman, general manager, on expansion plans which include possibility of construction west of NBC's present quarters on the Mart roof. Such plans however, still are in the blue- print stage.

Robert Close

ROBERT CLOSE, who joined NBC in 1928 and was chief air conditioning engineer, died in Englewood, N. J., Jan. 11 at the age of 59. Born in Belfast, Ireland, Mr. Close was employed by the United Fruit Co., New York, for 15 years before joining NBC.

KFXJ

Passes Another Milestone

22 Years

1926—1948

Western Colorado's PIONEER Radio Voice

GRAND JUNCTION

BROADCASTING • Televi
FCC Adheres to Previous Decision
In Upholding Brockton Case Action

ADHERING to its previous final decision, which it later set aside, the FCC last Wednesday granted the application of Cur-Nan Co. for 250 w unlimited on 1450 kc at Brockton, Mass, and denied application of Bay State Beacon Inc. and Plymouth County Broadcasting Co. for the same facilities.

Although a relatively "new" Commission reconsidered the case, Cur-Nan again was favored because of greater ownership integration, better program planning and more comprehensive program balance. But two new Commissioners, Robert F. Jones and George E. Sterling, dissented, voting to grant Bay State Beacon, an applicant which proposed maximum 80.3% commercial sponsorship plus 15% "institutional" sponsorship.

It was considered likely that Bay State would appeal, largely on Blue Book program issues. FCC's reconsideration, after oral argument early last week, was ordered by FCC in December.

Nielsen Radio Index Top Programs

For the report week of Dec. 7-13, 1947

In the Hot Seat

FCC CHAIRMAN Wayne Coy's views on the subject of a station's commercial-vs.-sustaining ratio were brought briefly into the Brockton (Mass.) AM cases.

Philip J. Hennessey, counsel for Bay State Beacon, which proposed to make 80.3% of its time available for commercial and 15% available for institutional sponsorship, said he didn't want to embarrass the new chairman but that in the Washington FM proceeding Mr. Coy, representing the Washington Post-WINX, had indicated an 85.6% commercial limit for WINX and had justified it.

Mr. Coy smiled. "Do you think that was too high?"

Note: Bay State lost the decision, but picked up two votes it hadn't had before: Those of Comrs. Robert F. Jones and George E. Sterling.

WHO

is "Listened-to-Most"

in 71

of

Iowa's 99 Counties

during daytime

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.
Representatives

WHO

is "Listened-to-Most"

in 71

of

Iowa's 99 Counties

during daytime

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.
Representatives
Republicans and Democrats Plan Heavy Use of Airplanes

Pleased with the effectiveness of its Jan. 2 nationwide radio rally [Broadcasting, Dec. 22], the Democratic National Committee last week committed for a second radio rally on Jan. 25, this time over NBC from 4:40 to 5 p.m.

Speakers will include Sen. J. Howard McGrath of Rhode Island, chairman of the Democratic National Committee, Secretary of Agriculture Clinton Anderson, Secretary of Labor Lewis Schwellenbach, and Federal Security Administrator Oscar Ewing. As in the last rally, the party will ask its members to form listening groups in the various cities.

The committee reports receipt of hundreds of letters in regard to the Jan. 2 rally and is said to have encouraged listeners by radio of coverage. The party estimates that the program was carried on approximately 400 of the nation's 472 Mutual outlets.

Arrangements also have been made for the broadcast of many Jefferson-Jackson Day dinners around the country next month. The main dinner featuring President Truman and honoring the Democratic Committee's centennial will be carried by ABC, NBC and MBS from 10:10 to 11 p.m. Feb. 5.

In addition it will be televised on stations in Washington, Baltimore, Philadelphia and New York.

Convention TV

Plan to integrate NBC's sound and video news coverage by putting the full resources of its news-gathering organization behind its video division, and the signing of supplemental contracts for television with 15 NBC commentators and newsmen were announced last week by William F. Brooks, vice president in charge of news and international relations, and Noran E. Kersta, director of television operations.

Mack Leaves NBC

LATHROP MACK resigned Jan. 14 as NBC western manager of national spot sales, no replacement yet announced for the Los Angeles-based executive. The sale of the Los Angeles Times to the Times-Mirror Co. may have prompted the change. Mack's duties will be handled temporarily by LA office assistant.

NBC newscasters sign TV contracts

MAGNAVOX Co., Fort Wayne, Ind., has issued new catalogue covering all Magnavox loud speaker models from 496 to 18 1/2 inches, as well as new communication equipment for the home. The catalogue also presents compilation of pertinent engineering data for the consumer, and, like Messers. Hanrahan and Hartley, had seen combat war service.

Court

(Continued from page 12)

it felt to be on the "other end" of a Mayflower Decision where they were reprimanded but had no grounds for review.

Commission authorities contended the opinion would have no effect on their conduct in the case involving WBAL's license-renewal application and the Pearson-Allen bid for WBAL's 1090-ke, 50-kw clear-channel facilities. They pointed out that FCC has consistently ruled that the case would be decided on the basis of evidence presented at the hearing rather than on the Book Information.

Similarly, spokesmen for Messers. Pearson and Allen said the decision would not affect their own presentation. They said they had no intention of offering evidence with respect to WBAL's operation under its former ownership. The hearing has been held way intermittently since early November and is now scheduled to resume Jan. 26.

ADDRESS of David E. Lilienthal, chairman of the U. S. Atomic Energy Commission, scheduled for Jan. 8 before the Radio Receivers Manufacturers of New York was postponed due to other commitments. Chairman Lilienthal, Commission chief will speak before the club at a Feb. 5 luncheon meeting at New York's hotel Roosevelt. 

1 - 2 - 4 WIRI Peoria, Ill.
Hartley Criticizes

(Continued from page 12)

support the point other than sug-
gestion by Dr. Edwin H. Arm-
strong, FM inventor, that FM had been delayed by "mistakes of judge-
ment."

Among committee members who took part in proceedings, besides those mentioned above, were Reps. Edward O. McCown (R-Ohi0); Max Schmeidler (D-Mo.); Ellsworth B. Buck (R-N. Y.); Walter E. Brehm (R-Ohi0); Wint Smith (R-Kan.); Charles J. Kersten (R-Wisc.); George MacKinnon (R-Minn.); Richard M. Nixon (R-
Calif.); John Lesinski (D-Mich.); O. C. Fisher (D-TeX.); John S. Wood (D-Ga.); Ray J. Maddren (D-Ind.); Lloyd P. Ford (D-Mass.); Wingate H. Lucas (D-
TeX.).

Running account of the week's testimony follows:

TUESDAY

PURPOSE of the House commit-
teer's hearings, said Chairman Hartley, is to determine to what extent monopolistic controls are exercised by AFM, how FM and TV have been affected, and whether network and recording companies have been subjected to threats.

Main case for the combined broadcasting industries was given by NAB President Justin Miller, who said later witnesses would tell details of the impact of Mr. Petrillo's rulings.

Judge Miller recalled his efforts to hold meetings with the AFM head, who has refused to answer his letters. Main problem of the union chief, he said, is not to solve unemployment, which actually doesn't exist, "but to carry some-
thing back to the members." He quoted Petrillo statements to this effect.

With absolute and dictatorial power over his union and their work opportunities, Mr. Petrillo provides "a startling example of a labor monopoly abusing its pow-
er and harming the interests, not only of its own members, but of the general public," said Judge

Miller. He cited the AFM constitu-
tion to show the extent of this power, and quoted the late Frank A. Padway's testimony before a Senate subcommittee describing the provisions as "undemocratic."

Claims 'Stranglehold'

Non-professional musicians have a stranglehold on union control, he charged, with three large loc-
tal unions, New York, Chicago and Los An-
geles—having only 30 of 1,445 votes though comprising a fourth of the total membership. He re-
called a War Labor Board finding that only one of three AFM mem-
ers depend on music for a live-
lhood and a recent report by the Kearns subcommittee showing only 16% of AFM members exclusively

engaged in the field of music.

Actually, AFM is a coalition of employers (band leaders), profes-
sionals and nonprofessionals, he declared. He charged Mr. Petrillo is trying to take advantage of technical progress, noting that no economic system can create an abundance of jobs from a scarcity of work opportuni-
ties. Actually, work opportunities for qualified musicians have grown steadily with progress of radio, he explained, with the public's music appreciation constantly developing. As a result, he said, Mr. Petrillo "has not only bitten the hand which feeds musicians, but actually has tried to bite off the whole arm."

Cites Role of Music

Judge Miller cited Mr. Petrillo's own statements that there is no unemployment problem among musicians, aside from the idleness created by the Petrillo ban on rec-

cordings.

Calling the union leader an "economic pirate," he said the rec-

ord ban is designed to build up a case for the unskilled on the theory that thousands of jobs will be opened to them. He claimed Mr. Petrillo has become the "symbol of the public's symbol for bad union lead-

ership.

Radio, recording and other in-

ventions have made the United States the music center of the world, said Judge Miller. He in-

ferred the AFM president objects primarily to the amount of em-

ployment at small and medium-sized stations, with over half of all radiobers being small units em-

ploying fewer than 20 persons and often located in towns where there are no employable musicians.

Musicians are extremely well paid for their radio work, he testi-
fied—$86.95 average for a 25-hour work week, $139.43 in the case of networks with a 20-hour week and $41.25 to $57.75 for a three-hour "fly in" of copying session in which only a few minutes consist of actual record-

ing.

Judge Miller quoted the letter to recording and transcription com-

panies announcing the recording ban, stating Mr. Petrillo "has abandoned jurisdiction in this field."

The public, he predicted,

will "find some substitute if the original product is withdrawn."

The television and FM bans have had a crippling effect on these industries, with no advantage to AFM membership, he contended.

Lifting of the Petrillo ban on cooperatives is a rare instance of refusal, he claimed, reviewing growth of this type of network program. He criticized efforts to require use of AFM members as platter turners, though the Na-

tional Labor Relations Board has placed jurisdiction in other unions.

Bans on school bands and ex-

change of broadcasts with other countries drew further criticism, Judge Miller reminding (as a member of the U. S. Commission of UNESCO) that the Petrillo ban is contrary to the UNESCO policy of utilizing musical broad-

casts in the interest of world un-

derstanding and peace.

Evils of the quota system, by which stations and networks are forced to hire minimum numbers of musicians, were mentioned.

Net-Work Problem

Going into the network problem, as the Jan. 31 contract deadline approaches, he said Mr. Petrillo wants to retain the principle of
forced quotas; wants networks to employ fewer than 20 persons and often located in towns where there are no employable musicians.

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Judge Miller quoted the letter to recording and transcription com-

panies announcing the recording ban, stating Mr. Petrillo "has abandoned jurisdiction in this field."

The public, he predicted,

up a welfare fund, with the wit-

ness suggesting it was the latter. "What right has he to close down an industry?" Rep. Landis asked.

"None," said Judge Miller, sug-

gesting it was an effort to hang a contingent fee on broadcasting.

Answering Rep. Hoffman, he said "subtle pressures" are exer-
cised by the union head. In reply-

ing to Rep. McConnell, who asked if broadcasters ever made "a real effort" to oppose the union ruler, Judge Miller told how industry segments are working together during the crisis and said the indus-

ty now has a "stiffer backbone."

He described the intense in-

tra-industry competition for busi-

ness.

When Rep. Gwinn asked if the Petrillo monopoly was total, Judge Miller said, "Mr. Petrillo would be proud to tell you that." Rep. Gwinn asked if there were no free bargaining, or willing buyer-seller negotations. Judge Miller said it was a "take it or leave it" situa-

tion. Asked as to legislative steps, he said the law should forbid any coercive demands preventing free action by either bargaining party.

Local unions and broadcasters usually "get along fine except for interference from the top," Judge Miller explained.

Bringing up the subject of em-

ployment of non-union musicians for recordings, Rep. Buck was told

(Continued on page 89)

THE
LONG ISLAND
STORY

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage In-
dex" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEX AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD

LONG ISLAND

WHLI 1100 KC
BETWEEN WHN AND WNEX AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD

LONG ISLAND
AT&T Ready
(Continued from page 20)

made them available where possible.

AT&T Engineer Frank A. Cowan, of the operating engineering department, declared that AT&T had no desire to put FM out of business as had been suggested by FMA, and that on the contrary, would be able to provide FM service on coaxial cable any time FM groups desired it, provided enough advance notice was given AT&T officials.

Cowan produced a map, showing existing AT&T lines which could carry FM at 15,000 cycles, and declared that by midsummer, 14 additional terminal installations to make this type transmission available would have been completed. At present, he said, only the N.Y.-Washington line is available to FM.

The AT&T engineer said that FM could be serviced with greater ease than TV installation, and that something less than a year's advance knowledge of FM plans would be required to install such equipment. With television, he said, a little more notice is required.

While Mr. Marks sought to prove that FM intercity hook-ups were equally as experimental as video operations of the TV kind, AT&T insisted that this is not the case, and that FM, in its opinion, is not now experimental and therefore does not qualify for free service.

No Estimate on Time

AT&T Engineer Cowan would give no estimate as to how long TV coaxial cable transmission would be considered experimental. However, J. T. Quisenberry, of AT&T's legal staff, said that it is not a matter of years, and that much of the experimentation had been completed.

Throughout the hearing, FMA representatives took the position that 15,000 cycle fidelity may not be the complete answer to FM's problems. Prof. Edwin H. Armstrong, FM inventor, indicated that FM operators were prepared to pay for this service only if it is quiet, and does not contain noises. Both Mr. Armstrong and Everett Dillard, president of the FMA and of Continental (FM) Network, indicated that they had had trouble with high fidelity transmission on that score.

Attempting to establish the loss incurred by AT&T in providing free TV transmission facilities, the FMA counsel declared that AT&T lost an estimate of $3,840 an hour that would otherwise be collected in revenue from telephone calls. In answer, AT&T representatives said they had "plenty of other facilities" being used for telephone service.

At this point, Mr. Marks asked why, if telephone facilities were adequate, AT&T saw fit to announce plan changes in the coaxial cables from New York to Washington. The announcement of these plans was


N.Y. FM Argued Before Revised FCC

Three New Commissioner Votes Can Affect
All But Two

THE QUESTION of FCC's power to consider a newspaper's content in passing upon its application for a radio station was raised several times by the Commission itself last week, and was met with differing answers.

The forum was oral argument, held Monday before the Commission en banc, on the controversial New York FM cases in which FCC had set aside its final decision on the strength of complaints that not all of the participating Commissioners had heard the original argument. [BROADCASTING, Dec. 22.]

FCC's proposed decision in the case anticipated grants to WMCA, ABC, Unity Broadcasting Corp., and the Daily News, all of New York, and to WPAT Paterson, N. J. The final decision, subsequently set aside, gave grants to the same group except that the Radio Corp., of the Board of Missions and Church Extensions of the Methodist Church was substituted for the News, which was rejected because it is a newspaper.

The new decision will be made with three of the seven Commissioners voting on the case for the first time. Gone are then-Chairman Charles R. Denny, who voted for WMCA, ABC, Unity, WPAT, and WNJR Newark, and Comr. E. K. Jett, who cast his votes for WMCA, ABC, the Methodist group, WPAT, and the News. In their places are Chairman Wayne Coy and Comrs. George E. Sterling, Cosmopolitan, and Robert F. Jones also will be participating for the first time.

having abstained in the final decision because he did not join the Commission until after the original oral argument.

Could Affect New Vote

The three new votes could tip the balance in several instances. In the final decision only WMCA and ABC received all six votes. WPAT received five and Unity and the Methodists received four each, while WNJR received three and the News two. Of the five winners in the final decision, all but WMCA and ABC would need the support of at least one of these "new" Commissioners even if the other members vote as they did before.

The subject of FCC's announced preference for non-newspaper over newspaper applicants was first raised in the case by the News in a petition for reconsideration which alleged that the policy was discriminatory and violated Constitutional guarantees [BROADCASTING, Dec. 1]. It was News counsel who bore the brunt of Commission questioning last Monday about FCC's right to take a newspaper applicant's handling of news into consideration.

Chairman Coy, himself a former newspaperman, posed several questions as to how FCC could determine the character of applicants without considering what they had said and done.

Perry H. Russell Jr. of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, counsel for the News, insisted that in passing upon an applicant newspaper's news and editorial content the Commission would violate the First Amendment of the Constitution and the censorship section of the Communications Act.

asked by Comr. Clifford J. Durr whether FCC could properly consider the misbranding of goods by an applicant merchant, he didn't answer directly. When Comr. Durr asked whether a newspaper should be allowed to offer its news stories as evidence in support of its application, he replied that there should be no distinction between adverse and supporting evidence and that newspaper content was involved.

Will Maslow, counsel for the American Jewish Congress, which has fought a grant to the News on grounds that the paper exhibited racial bias, but whose evidence was stricken by FCC on the ground that it lacked probative value, argued that newspaper content was a proper subject for Commission consideration.

Relaxation of Ruling

With the possibility that the Mayflower Decision's ban on station editorializing may be relaxed, he said, FCC must "scrutinize newspaper applicants with the greatest care."

He accused FCC of being "the first agency to strike out relevant evidence merely because it hasn't convinced you." The News, he reiterated, "lacks the character" to be a licensee.

News counsel countered that the paper is not guilty of racial prejudice and charged that the AGC gave "distorted explanations" of News stories.

To further questioning by Chair-

Macy Consolidates

ASSES of L. Bamberger & Co., Newark, which include 100% of the stock of Bamberger Broadcasting System, licensee of WOR-WR-TV WBAM (FM) New York and WOIC (TV) Washington, have been transferred to R. H. Macy Co., parent firm. Applications for FCC consent were filed last week and request action by Jan. 31, end of Macy tax year. L. Bamberger & Co. is liquidated.
PETRILLO SUDDENLY becomes available to the press following Judge LaBuy's decision exonerating him. As the photo was taken, the AFM car was casting the NAB head, Judge Miller, who, in his testimony before the House Committee referred to him as an "economic pirate." Behind Petrillo's right shoulder is his lawyer, Dan D. Carmell, who previously called Judge Miller a "human scavenger."

AFM HEAD

(Continued from page 11)

When Mr. Carmell added that "those who have the radio industry at heart have never opposed Mr. Petrillo," the AFM leader, nodding his head vigorously, shouted, "That's for sure!"

"If guys like Miller and others who don't know what radio is all about will keep out of this, the confident the chains and the AFM will come to an agreement before Jan. 31," he said. "I know the network fellows want to be fair."

Mr. Petrillo admitted, however, that Judge LaBuy's decision "puts a different light on the network situation."

"The chains have been saying I can't force them to hire more musicians than are needed," he declared. "Now I can ask for more musicians—as long as they perform actual services."

Promises Statement

Asked about the record ban, the union head promised a statement in about 10 days on "why we won't make records—ever again."

Judge LaBuy devoted one-and-a-half pages of his decision to a review of the defense testimony of Richard V. Gilbert, consulting economist and former assistant to the late Secretary of Commerce Harry Hopkins and his successor, Jesse Jones.

"Mr. Gilbert's studies showed that the standards and principles established by the rules of the FCC in relation to radio stations indicate that the monopolistic licenses granted stations, protecting them against competition which is normal in other fields, is granted in return for their responsibility to serve the public interest," the judge said. "Among those responsibilities is the duty to provide the listening public with an opportu-

nity to hear live musicians as distinguished from what is known as 'canned' music, and the duty to provide an opportunity for gainful employment of musicians."

The jurist quoted FCC Rule 176, considered by the Senate subcommittee during hearings on the Lea Bill, as follows: "There is no doubt that the listeners' interest is enhanced by the knowledge that the artist is performing simultaneously with the reception in the home. Likewise, it is most important to obtaining the confidence of the public that the appearances both from the stand point of the public and from the standpoint of continuing the gainful employment of the artists who have contributed so much to the art of broadcasting. Indeed, radio broadcasting would lose much of its appeal to the public if the rend- doing of talent programs is in any way curbed."

Reads From Blue Book

After recalling Mr. Gilbert's testi- mony that in 1945 the average station employed less than a third of a full-time musician, Judge LaBuy read this paragraph from the Blue Book:

"Such figures suggest, particularly at the local station level, that few stations are staffed adequately to meet their responsibilities in serving the community. A positive responsibility rests upon local stations to make articulate the voice of the community. Unless time is earmarked for such a purpose, unless talent is positively sought and given at least some degree of experience, local stations have

(Continued on page 88)

Conclusions in Judge LaBuy's Opinion

Issued in the WAAF Case

(Judge Walter J. LaBuy, in the District Court of the U. S. for the Northern District of Illinois, Eastern Division, in the case of United States of America vs. James C. Petrillo, issued an eight-page opinion. Opinion was devoted mostly to the case history with conclusions as follows:

Do the facts and circumstances of this case constitute an attempt in good faith on the part of the bargaining representative of the union to force employment of additional musicians? Or, are the actions of the defendant, "unfair labor practices"? Does the AFM have a right to force the defendant to employ additional musicians? Does the AFM have a right to demand the employment of additional musicians? Does the AFM have a right to demand that the defendant shall abide by the rules of the FCC?

The defendant's letter which precipi- tated the controversy directed attention to the expired contract and requested that the new agreement provide for "three extra musicians who shall be employed as staff musicians." In the absence of any evidence to the contrary, this request can only be interpreted to mean that it was the intention of the defendant that these additional musicians were to perform actual services. During all subsequent negotiations the defendant consistently demanded employment for three additional musicians and the record is completely devoid of any evidence indicative of any intention or intention on the part of the defendant that these three additional musicians were not to perform actual services. The employment of additional employees was unaccompanied by threats of the use of force, violence, intimidation or duress. This fact is further emphasized in the light of the testimony of the representatives of the station and the defendant's relationship was cordial and co-

operative.

The amended information charges that defendant "knowing that the li-
censure had no need for the services of additional employees" did commit the acts complained of. This allegation is an essential element of the offense and has been sustained by the evidence beyond reasonable doubt.

But the defendant was not re- ported to have said he was purposely Violating the Act to test its constitutionality. The law was unconstitutional and was so held by the Supreme Court. The defendant's only conclusion that his actions in this case constitute an attempt to violate the law, or that the law was unconstitutional, is not evidence of an attempt to violate the law or to cause it to be violated. The defendant's acts are both from the record and the law itself, are of a nature unconsti-
tional or unreasonably prejudicial to the public and from the record and the law itself are of a nature unconstitutional or unreasonably prejudicial to the public and from the testimony heard by the defendant.

The defendant's acts and his testimony make it clear that if the judgment of the Supreme Court these three additional musicians were not to perform actual services. The employment of additional employees was unaccompanied by threats of the use of force, violence, intimidation or duress. This fact is further emphasized in the light of the testimony of the representatives of the station and the defendant's relationship was cordial and co-

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operative.
Czar Sees
(Continued from page 11)

pect, but he added that no specific amount had been named. There was also agreement on the issue of putting more emphasis on music in network radio, Mr. Petriello said, again adding that how many more was still undecided.

The subject of radio disc jockeys will be taken up at a meeting to be held at an unspecified location in Washington tomorrow (Jan. 20) at which the AFM's international executive board will be present as well as Mr. Petriello and the network representatives, the AFM chief said.

Broadcasters present at last Thursday's meeting were Mark Woods, ABC president; Charles Denny and Frank Mullen, NBC vice presidents; Joseph Ream, CBS vice president; Robert D. Sweezey, MBS vice president and general manager, and Theodore Streibert, WOR New York president.

Decision to Affect Negotiations

Negotiations between the AFM and the major networks had been in recess pending the conclusion of Mr. Petriello's trial in Chicago. Whether the union chief's acquittal would significantly influence the future negotiations with the broadcasters was not immediately discernible.

Network sources believed, however, that Mr. Petriello's victory in the court of public opinion had firm support if not precise agreement on one point which he repeatedly had mentioned in earlier stages of the negotiations—his demand for exports, employment opportunities in broadcasting.

It was pointed out that until the resumption of the conferences Thursday, discussion of contract provisions had proceeded only in general terms. It was felt that now that Mr. Petriello had won his court fight he would settle down to the serious business of detailed negotiation.

Before negotiations were suspended last December, Mr. Petriello had stated only that he wanted more money for musicians, without stating how much, and more jobs for musicians without stating how many.

Network representatives were understood to have replied that they were in a position to guarantee more jobs and that they would resist general wage rises.

Present Contract Objections

They were said to have proposed a renewal of the present contract the provisions authorizing the duplication of live music programs on AM and FM affiliates and the performance of live music on television stations.

A renewal of the present contract would assure a continuation of some practices to which Mr. Petriello has voiced objection.

These include recorded repeat broadcasts.

The networks were also said to have insisted on authorization for live on other network programs at prevailing network program wages.

The present top scale for AFM musicians is $191.45 per week for musicians on commercial broadcasts.

As negotiations were resumed in New York, one network executive predicted that they would probably continue at least to the eleventh hour of expiration of the present contracts. He said he expected no settlement in advance of the Jan. 31 deadline.

The negotiations with networks were resumed as the AFM ban against recording entered its third week, without indication of immediate solution.

Behind Petriello

Most qualified musicians in the New York area were understood to be solidly behind Mr. Petriello in his stand on recording position. Some, however, reported that there was evidence of discontent among members of 802, the New York AFM locals, who said the depriva-
tion of their incomes from recording was unjustified as a measure of increasing work for rank and file musicians who live distant from recording centers.

There was no indication, however, that the reported discontent had reached proportions that por-
tended action. As one important recording union AFM member would be likely to jeopardize his future earnings by bolting the union, particularly at this stage of the recording ban.

In some circles it was believed that "underground" recording had begun. One musician reported he had been approached with an offer of $250 a week to record, with no job for a record date. He refused it.

RMA Suggests Changing Tax Law for Receivers

AMENDMENT of the Federal ex-

 cess tax law to exempt commercial-
type radio receivers was suggested to Treasury Dept. last week by Radio Manufacturers Assn. Out-

right repeal of the tax was asked in a report by Joseph Gert, Sonora Radio & Television Corp., chair-

man of the RMA's Excise Tax Committee.

The original tax, RMA contended, was meant to apply to radio sets designed and sold for reception of standard broadcasts of an entertain-

ainment or educational nature. RMA contends radio was a luxury in production, and that the tax discri-

mination didn't own a radio and the tax was enacted. Today radio is no longer a luxury but a necessity, RMA argues. The tax discrimina-

tion in favor of private-brand manufacturers, according to the report, since they do not incur as high distribution and advertising expense.

AN EXPERIMENT in small-sta-

tion operation which may indicate whether local stations can survive in county seats of about 5,000 population is under way in Thomson, Ga.

Two well-known figures in U. S. radio form the team of experimenters. The station, WTW, is owned by Walter J. Brown, presi-

dent, of WOR New York and WTNT Augusta, and a charter has been filed in Georgia under which, subject to FCC approval, Mu-

tual President Edgar Kobak would join him as a 48% stockholder.

Mr. Kobak would hold no office in the company.

Both Mr. Brown who is presi-

dent, and Mr. Kobak regard the operation as a "pilot" exploration in small radio. If the station, installed at a cost of about $25,000, can make an economic go of it, both believe that there's nothing to deter individuals in small communities from installing locals that can break even or better.

WTWA, operating on 1240 ke with 250 w fulltime, went on the air Jan. 10 as a Mutual outlet.

Mr. Brown said that he and Mr. Kobak, upon FCC approval of his acquisition of an interest, would direct general policies and assist the station manager as time will permit. Harold Teasley, nephew of Mr. Brown and a World War II veteran, is general manager and a qualifying stockholder.

White Bill
(Continued from page 17)

(Continued from page 87)

ead

(Continued from page 17)

ship (Sec. 326) because "we fear that if the [present] amendment is carried, anything the Commission may, at some future date, argue that this gives it even greater powers with respect to programs than it now has." NBC's slogan was: "When you're dis-

satisfied with the program you're watching, ask "in any way whatsoever." The redrafted bill's provisions relating to the identification of news broadcasts and commentary, ABC said, would be "revised to require broadcasters merely to identify the person making the broadcast by name and to state the nature of the broadcast, whether news or commentary or both." NBC said that the revised provision in this respect is "a great improvement" over the original bill but that NBC would pre-

fer to have "any such section as this omitted from the law."

Both NBC and ABC recom-

mended deletion of the language "a broadcast intentionally or knowingly make or publish any false accusa-

tion or charge against any person" from the proposed section entitled "Inept Language; False Statement."

AP Adds 235
ASSOCIATED PRESS last week announced the election of 235 add-

tional radio stations to AP mem-

bership, which with the 456 that joined last October gives AP a total of 691 station members.
that signs of recording outside union circles and in other countries are already apparent.

Rep. Owens recalled that two decades ago Mr. Petrillo fought competing unions by putting his men on radio stations. He asked if AFM is within the law in present negotiations but Judge Miller referred the query to later witnesses.

Judge Miller, replying to Rep. Smith's question about bargaining on a local basis, said a healthy situation prevailed in such cases. Rep. Kersten suggested the Taft-Hartley law may give locals a chance to decide their own fate. He added that the day when television will be enjoyed by almost the entire listening and seeing audience, but feared danger of a broadcast monopoly. Judge Miller asserted that networks are in fierce competition, and stations control their own programming, with antitrust laws in effect. He conceded much good music is old music, but said permanence develops through centuries and predicted much contemporary music some day will be regarded as classic.

After the noon recess Rep. Kears, who conducted subcommittee investigation of Petrillo last summer, asked if broadcasters ever hire beyond quotas, and was assured they do. He was told also that broadcasters hire many musicians they don't need. He asked if there was a verbal agreement among networks on FM, but Judge Miller said the question should be directed at the networks since he didn't know the answer. Rep. Kears asked for network financial statements, and again was referred to the networks.

Pawl's Request

Rep. Nixon asked about broadcaster efforts to meet with Mr. Petrillo. Judge Miller recalled that the late Joseph A. Pawl, AFM counsel, had asked him by telephone to use his influence to obtain a presidential veto of the Laa Act. After refusing, NAB's relations with AFM deteriorated, he said. Rep. Nixon then asked about AFM coercion of affiliates through networks, which Judge Miller called a "favorite device." Rep. Lesinski attempted to show collusion between AFM and "big broadcasting companies" but drew a flat denial from Judge Miller.

After hearing Judge Miller's record as dean of Duke U. Law School, Rep. Barden asked if he ever had been accused of being anti-labor. The witness said no and recalled even Mr. Petrillo had said he understood he was a "fair man." Judge Miller agreed antitrust laws should apply to labor and employers alike, which Rep. Barden termed a "fundamental principle that greatly affects our American way of life."

Rep. Fisher asked what percentage of stations are small, since they are most affected by Petrillo ban. Dr. Kenneth H. Baker, NAB director of research, estimated the figure at 54%. When Rep. Fisher asked about royalties, Judge Miller said broadcasters wish to pay royalties only to those who do the work, opposing welfare funds and similar fees whereby Mr. Petrillo can get hold of the money.

Rep. Klein endeavored to show that broadcasters always had reached agreements with AFM before, but the witness said the "disturbing thing is the sudden, impact method of negotiations."

Chairman Hartley recalled the Kears subcommittee had brought about an AFM-Earl Carroll settlement in Hollywood. He recalled an incident whereby AFM counsel restored a booking agent's license just before the agent testified before the subcommittee, and called attention to Mr. Petrillo's interference with FM and video. He snapped at AFM's ban against student broadcasts and recording for service bands, lifted at subcommittee behest. Closing the day's hearing he rebuked Rep. Madden for lack of familiarity with the subcommittee report and called some of Rep. Klein's questions out of order.

**WEDNESDAY**

Already radio-electronic manufacturers and their suppliers, along with wholesalers, dealers and servicemen, have been injured by the AFM "monopolistic restrictions on music," Bond Geddes, executive vice president of Radio Manufacturers Assn. testified.

AFM restrictions have retarded development of FM and television, he charged, and impaired the $1,200,000,000 public investment in radio-phonographs and record players. "The arbitrary AFM order ending all production 'forever' of records and transcriptions would be of tremendous disastrous damage to our industry in the future," he warned.

"Over 40% of our industry volume is in combinations and record players," he said, "and such a loss would cause wide unemployment, bankruptcies, and would put many manufacturing companies out of business."

Says 'FM Retarded'

FM has been "greatly retarded," he asserted, with output of 1,150,000 sets last year less than half of forecasts. "FM will continue hobbled and retarded until music is available," he said.

The result in his industry, Mr. Geddes declared, has been reduced FM sales, along with transmitters, with factory employment and distribution outlets suffering. Similarly public interest in television has been reduced, he said, retarding "what many in the industry believe will be an even greater new American service and industry than radio."

The public is entitled to the benefit of technological progress, he maintained. "Our entire industry is geared, and public acceptance also, to the assumption that phonograph records would always be available in adequate supply, he continued. Complete future suspension of record production would dwarf the industry, he said, cut employment and dollar volume by 40% to 50%, and cause many failures among manufacturers and supply concerns as well as distributors and dealers.

Concluding, he recalled that when radio appeared in the '20s, phonograph and piano sales suffered severely, but revived in a few years and greatly expanded over pre-radio years.

On questioning, Mr. Geddes said the solution to the AFM problem is local bargaining. In his industry, he said, each member bargains for himself. The public benefits from a tough competitive situation, he added. He said the manufacturing industry rests on public satisfaction with broadcasting and called AFM the principal obstacle to FM development.

He said his industry has a three-year backlog of orders, as suggested by Representative Lesinski, saying the backlog seldom runs over 60 or 90 days.

Mr. Bailey, AFM Assn. executive director, said lack of live music from network sources is a major barrier to FM development. He reviewed progress of AFM negotiations and submitted telegrams and letters from Mr. Petrillo.

No FM station is making anywhere near $200,000 a year, he said, referring to testimony last summer by Mr. Petrillo that such stations can't afford an orchestra and should have some relief from AFM. Under this yardstick, not a single AFM station can afford to hire an orchestra, he said.

Effect of the ban on FM network music, he said, is to deprive scores of musicians of work and thousands of FM set owners of live music.

He claimed 130 individual FM stations in a dozen regional networks could pool resources and employ exclusive brokers or programs. The programs would be saleable and stations would begin to realize on their investments.

A ripple of excitement ran through the hearing room during Mr. Bailey's testimony as word spread that Mr. Petrillo had been acquitted by Judge Lea Buy in U. S. Dist. Court. AFM representatives retired to the corridors where they discussed the verdict with Representative Klein.

Gwinn Questions

Representative Gwinn asked Mr. Bailey if he regarded the musicians union as an absolute monopoly. The witness said, "I do." He conceded there was no place for FM broadcasters could turn for musicians. Representative Gwinn referred to broadcasters' "abject bending of the knee." Mr. Bailey charged FM is getting kicked around by both sides in music negotiations and is used as a bargaining tool.

Representative Kears said he had no brief for Mr. Petrillo's FM policy. He said he was satisfied neither is bargaining to control FM but want to develop it. "I feel Petrillo has been unfair," he said, and praised FMA executives for their efforts to build the new medium.

Representative Klein brought out that 78% of FM stations are owned by AM outlets and that the AM ban only affects networks.

After the noon recess Leonard (Continued on page 90)

January 19, 1948
Hortley Criticizes
(Continued from page 88)
L. Asch, president and general
manager of WBCA Schenectady,
who has operated an FM commercial
station since July 17, 1941, said the station is “hamstrung by the
vagaries of AFM” and is unable to obtain musical
programs from Mutual network.
WBCA is the only FM commercial
affiliate of any major network,
he added.
Just as WBCA was showing
signs of business health in 1945, a
Petriell edict caused cancellation
of orders for $400 a week, he said.
For a time, it looked as though
programs showing how the ban was
imposed and effected, and de-
clared the Lea Act did not bring
hope for relief. WBCA has a con-
tract with the Schenectady AM
local and has always enjoyed cor-
dial relations with it, he testified,
adding that FM stations generally
are at a disadvantage in competi-
tion with AM stations since they
don’t network musical programs.
Mr. Asch got a thorough work-
ing over from committee mem-
bers, particularly Representatives Klein and Hoffmeyer. Repre-
sentative Hoff-
man chided him for failing to op-
erate with nonunion musicians and
suggested he should make a “sin-
cere effort to operate under the
Taft-Hartley Act.” Mr. Asch told
him of practical difficulties stand-
ing in the way of such operation
noting that nearly all professional
musicians today are nonunion.
His testimony indicated that when
the Schenectady local went to Mr.
Petriell in an effort to get per-
mission for the station to carry
network programs, the officials were
told to go home and mind
their own business.
Representative Barden suggested
Congress should apply the anti-
trust laws to labor and warned
musicians they will suffer. He said
they will not accept “this abominable situa-
tion.” “I’m in favor of demoting
(Petriell) at least one step
below the President of the United
States,” Representative Landis
added, “We’ll have to change the
law.”

Jones Testimony
E. Z. Jones, general manager of
WBBB and WBBB-FM in Bur-
lington, N.C., said Mr. Petriell has
made no provision for FM stations
which are not duplicating. WBBB
is a daytime AM outlet. The
station desires to give its listeners
at night the same type of programs
it provides AM daytime listeners.
Mr. Jones said FM sets meet
“terrible sales resistance” because
potential buyers will not pay
what they consider exorbitant
prices. He said he has not been able
to sell network programs.
Mr. Jones said many AM set
makers have not gone into FM
as like Mr. Petriell in that they
“hate to see the people progress
beyond the horse and buggy stage.”
Most programs of Dixie Net-
work, of which WBBB-FM is a
member, are recordings and trans-
scriptions, he said, wondering what
will happen when the horse and buggy
backlog is exhausted. He feared
listeners would tire of too much
work. Mr. Jones is a director of
FM Assn. and member of its Ex-
cutive Committee as well as vice
president of the Dixon and secretary
of North Carolina FM Assn.
Mr. Petriell said that Mr. Jones has
given him a “fair hearing” and that
FM works a monopoly on musical tal-
ent, inferring existence of “some
agreement or something.” FM is
capable of providing work for many
musicians, he predicted.
Representative Kearns inter-
jected that Mr. Petriell has given
low rates for FM stations, and
said they seemed to “want some-
thing”. He said that after making
him straight, the stations are glad to pay musicians to perform on
FM networks. Repre-
sentative Barden said FM is a
dead issue “until the case can be
beaten out of him.” Everybody gets
hurt, he added, including the
listener,” Mr. Jones inter-
terjected.
Continental Development
Development of Continental
(FM) Network has been crippled by
AFM’s refusal to do business
with it, said Everett L. Dil-
lard, president of Continental as
well as AFM. Continental has
30 stations in the East, he said, and
would have developed more rapidly
but for AFM’s attitude. Present-
day planning has been necessary,
said Mr. Dillard, and the network is
unable to solicit any new commercial
contracts because of AFM.
He said over 100 stations now
desire to join Continental, with
service being given temporarily to
the 12 Dixie FM Network stations.
Continental cannot plan beyond
January 10, he said, because its poten-
tialities are nationwide.
With high-fidelity inter-city cir-
tuks, said Mr. Dillard, FM net-
works can provide employment for
many musicians. He urged the public
to “the full artistry and beauty of
the musician’s performance.”
He told how AFM had restricted
Continental to one program, after
lifting a ban on that program be-
cause of contractual complaints.
Thus it could not seek additional
revenue, he complained.
Future jobs for musicians in
FM networking “are stymied by
the musicians themselves,” he charged,
anticipating eventual expansion
on a scale never before seen in broad-
casting history provided musical
talent is available.
Mr. Dillard cited these reasons
FM networking can employ many
musicians: Regional stations
must use live music; will originate
program outside national network
key cities; utilize talent in their
service areas; originating stations
will employ talent which would
otherwise not be employed; re-
regions will depend on inter-
change of programs among the
several stations.
If the ban on networking is
lifted sooner, he said, the public will en-
joy “the finest reception of
network shows ever broadcast’’; more
musicians will be hired; FM sta-
tions can proceed on a sound eco-
nomic basis.
“What keeps men from being free?” asked Representative Gwinn.
Mr. Dillard referred to the fact
that musicians often have several
network programs and that a nonunion musician working on his station couldn’t
work elsewhere. He said all the
good musicians are in the AFM.

THURSDAY
Dr. Edwin H. Armstrong, FM
inventor, opening Thursday’s hear-
ing, described efforts to demon-
strate live music fidelity to the
public. He had been in the camps
of the Columbia Broadcasting
System last summer. Setting up
a transmission system at his own
expense, he was thwarted by Local 802 in New York in his de-
sire to bring programs of the Gold-
man Band from city parks.
He recited steps taken to loan
New York City his own noncom-
mercial high-power FM transmis-
sion to supplement service of the
municipal station, again meeting
a refusal from Local 802. Dr. Arm-
strong introduced exhibits to sup-
port his testimony.
Referring to man-made obstacles
to FM development, he said partic-
ularly those set up by AFM, he
said, “It seems to me that the time
has come when in the public interest
the Congress ought to have a look
into the workings of some of these
obstacles.”

On questioning he said the AFM
was the last remaining obstacle
for FM to overcome. Rep. Hoffman
said the Petriell organization
“boasts it can stop FM, go to mem-
bers, ‘you can work today, but not
tomorrow,’” and where and for
how much. If you don’t get your
client, he said, “This is an extra-
judicial operation.” He
said there is no difference between
the monopoly “conducted by Petriell
with men and Mr. Rockefeller
with oil.”
Rep. Smith praised Dr. Arm-
strong for his wartime achieve-
ments and the value of FM to the
armed forces. Rep. Kearns also
paid tribute to his work.
Under questioning by Rep. Owens
and Irving McCann, committee
counsel, Dr. Armstrong recited the
history of FCC regulation of FM,
including the fact that Paul Porte-
capitalized his CBBX station in
opposition to FM and later be-
came FCC chairman. Rep. Owens
contended many of the AFM meth-
ods are unfair under Section 8a(3)
of the Taft-Hartley Act, which
covers discriminatory actions.
Rep. Owens suggested records of
networks and AFM be sub-
poenaed in connection with alleged
efforts to restrict FM’s develop-
ment. The subject was referred to
executive session.
AFM’s ban on live music has
not halted progress of television,
according to Jack R. Poppele, presi-
dent of Television Broadcasters
Assn., MBS director, and vice presi-
dent, chief engineer and secretary of
Bamberger Broadcasting Serv-
ice. Opening the Thursday after-
noon session, he said Bamberger
is now building TV stations in New
York and Washington.
The public and AFM members
have suffered most from the ban,
he testified, along with other en-
tertainers. Through cooperation
of broadcasters, engineers, and other
industry elements, the new indus-
tory has developed rapidly.
Television of Republican and
Democratic conventions next sum-
mer will see more million dollars
over an eastern network, he said, but
they will not hear the cheers, “for
you see, an AFM organist will have
struck up the strains of ‘Beautiful
Ohio! 'The Sidewalks of New York' or the "Missouri Waltz.""

Well over 30 million dollars has been poured into television's development, Mr. Poppele recalled, but under the American system of free enterprise the industry must "obtain the return to which it surely is entitled." He cited RMA production figures—175,000 sets built in 1947 and 500,000 to 750,000 slated in 1948 along with another 30 to 35 stations. AT&T has already plowed under ground 7,000 miles of coaxial cable which eventually will be available for TV networks, he continued.

All this produces an important stimulus to the national economy, he testified, listing occupations benefiting directly by TV's growth. Because of the AFM ban on live TV music and film sound track, programming has been more difficult and program content has suffered.

Mr. Poppele introduced a tele-

gram from George M. Burbach, general manager of KSD-

TV St. Louis, describing how staff members are developing television skills while the circuits are under ground.

Censorship Issue

The censorship issue was raised by Rep. McConnell, presiding for Chairman Hartley, when he asked Mr. Poppele, "Who censors your programs?"

"The public," Mr. Poppele re-

plied.

Rep. McConnell referred to a TV program which he understood was carried on KRAFT and a KRAFT sponsorship. This program, he said, portrayed a Senator as a "graft-

ing" politician.

Mr. Poppele explained the industry is advocating a code, having been more concerned to date in technological problems. He ob-

served that the idea of filming programs in New York for transmis-

sion purposes had been considered. Like the movie "The Senator Was Indis-

creet," said Mr. Poppele, the KRAFT program obviously was entertain-

ing rather than political in pur-

pose.

Acknowledging the danger to free speech, Mr. McConnell sug-

gested some type of program censorship or control might be ad-

visable.

Mr. McCann read a paragraph from the AFM movie contract with hands outstretched for emphasis. Rep. Owens reminded that the Taft-Hartley Act (Sec. 8a (3)) forbids discrimination in negotia-

tions by either labor or manage-

ment.

FRIDAY

Testifying at the Friday hearing were James Murray, RCA-Victor Division vice president, appearing for all recorders participating in the Industry Music Committee; Richard S. Testut, vice president and general manager of Associated Program Service, and Gerald King, president of Standard Radio Tran-

scription Services Inc., appearing for transcription firms.

Mr. King outlined history of the transcription business. His firm is typical of that branch of the industry, mostly consisting of small enterprises, he said, with ownership divided among his partners, Milton H. Blink, and a number of ex-

ceptional staff.

Transcription firms pay $27 per hour plus a 3% royalty under an AFM contract negotiated in Octo-

ber 1946, 50% above the figure prior to that date, Mr. King said. Film companies can pay only $13.33 an hour for million dollar productions.

Cities Parallel

In all his negotiations, Mr. Testut, playing a transcrip-

tion to show sound quality to him, added that the situation given to road-

casters, said that under the mini-

mum scale it costs $1,000 for a 31-piece orchestra to play a quarter-hour program. To the per-

formance, he testified, with only about 10,000 in the whole AFM meeting that qualify. He wishes there were more good musicians, he added, explaining

that the capable ones flock to the large cities where opportunities are greater. That explains concentra-

 tion of transcribing and recording, he said.

Transcription firms don't dis-

employ musicians, but employ more of them, he testified. They give the public quality performances. His men want to keep on work-

 ing and asked for a fair deal. Mr. Testut, told the committee, explaining the strike is not their idea but Mr. Petrillo's.

Pleight of record manufacturers, were AFM members. Mr. A. M. Beck, young attorney, told the committee attention Friday as James W. Murray, RCA vice president in charge of Victor Records, testified on behalf of re-

cord. He said that Edward Wallerstein, chairman of the board, Columbia Records; Mil-

ton R. Rackmil, executive vice presi-

dent, Decca Records; Jack Pearl, Hub Record Co.; President of Rec-

ord Manufacturers Assn. repre-

senting a number of small com-

panies.

WBWB Washington, WRC TV affil-iated, fed Friday programs to the three Washington stations and the eastern hookup.

After reciting recent events in AFM relations, including per-

manent abandonment-of-recording notice of Oct. 24 to record com-

panies, Mr. Murray divided the program into three broad categories: 1, is the significant unemployment; 2, Are there injustices to musicians as a result of record performances; 3, Has Mr. Petrillo any sound remedied?

Widespread Industry

Actually, he said, recording provides a vast amount of employ-

ment in many fields. Quality music is available only in the largest communities, he added. Mr. Petrillo wants to see the record companies pay royalties for the whole union, he said, rather than those who per-

form. This point was emphasized by seeing testimony and question-

ing by committee members.

Mr. Murray charged that Mr. Petrillo operates by edict and li-

ence, rather than negotiation and contract. He said the inventory of last-minute recordings will not last several years, as often stated.

On questioning, Mr. Murray said record companies paid nearly $15,-

000,000 to AFM members in 1947 out of a $100,000,000 production, with only about 4% left to his company, for example, after pay-

ment of others. He added, asked by Mr. Hartley how long a name band leader would last if he stood up and defied Mr. Petrillo, Mr. Murray said, "About 24 hours." Mr. Wallerstein and Mr. Rackmil commented that length of time for activities of their companies and the overall industry operations. Mr. Hartley said he was disap-

pointed at Mr. Murray's statement that Industry is likely to see anti-

trust laws applied to all labor unions because of Mr. Petrillo's actions. RCA enjoys good relations with all other unions, he said.

Upcoming

Jan. 26-27: NAB Small Market Stations Executive Committee, Statler Hotel, Washing-

ton.

Jan. 28: NAB Program Executive Committee, Statler Hotel, Washing-

ton.

Jan. 26-30: AIIE General Winter Meet-

ing, Pittsburgh.

Jan. 28-30: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB HQrs, New York, and furthermore Boston, Voice of Democracy luncheon.

Jan. 28: Women broadcasters meeting, Mayflower Hotel, Washingto-

n.

Jan. 26: NAB Public Relations Commit-

tee, NAB HQrs., Washington.


Feb. 2: NAB Employee-Employer Rela-

tions Committee, NAB HQrs., Wash-

ington.

WBMS Boston Sold To 'Friendly Group' $175,000 Purchase Negotiated

By Blackburn-Hamilton Co.

ANNOUNCEMENT was made last Thursday of the sale of WBMS Radio to a group of residents, to the "Friendly Group," operator of a group of stations. The escrow agreement provides for a stripped-down price of $175,000 for physical assets plus other adjustments and considerations. The sale is subject to FCC approval. The transaction was handled by the Blackburn-Hamilton Co., Washington and San Francisco.

WBMS is owned by Templeton Radio Corp. and operates on 1090 kc at 1000 w daytime. The station began operation in late 1946, and is understood to have operated in the red.

The "Friendly Group" operates WPTP Pittsburgh; WTV Steen-

ville, Ohio; WFPF Atlantic City, and WKNY Kingston, N. Y. John Laux, managing director, and Jack N. Beck-

man; vice presidents, Louis Bark-

man, Myer Wiesenthal, Charles C. Swaringen John L. Merdian, Joseph M. Troesch; treasurer, Richard Tefft, secretary, Alex Tefft, assistant sec-

retary-treasurer, George W. Fel-

ows.

With John Laux stated: "The Friendly Group' is particularly pleased at the prospect of increasing the public service and excellent musical fea-

tures of WBMS. We see a splendid opportunity to bring outstanding service to the Boston area. The experience and facilities of our entire organization will be avail-

able for this purpose."

BROADCASTING • Telecasting

130,000 POTENTIAL CHICAGO TV VIEWERS

CHICAGO's potential television audience is now estimated to be 130,000, according to preliminary survey figures, of WBBK Chicago survey completed recently. An estimated 11,500 sets are in operation in the metropoli-

tan area. Breakdown lists 7,400 in taverns, and over 1,000 in homes, dealers' showrooms and other pub-

lic places.

Sales of TV sets averaging 750 per week in the area have brought home receiver percentages up. At the beginning of 1947 over 70% of sets were in taverns—now 65% are in private homes.

January 19, 1948 • Page 90-A
CLEAR CHANNEL CASE TIME ALLOTMENTS ANNOUNCED

PRINCIPAL ADVERSARIES in FCC's clear-channel hearing—Clear Channel Broadcasting Service and Regional Broadcasters Committee—allotted four hours each for oral argument which gets under way this morning (Monday), accompanied by a half-hour released by FCC Friday showing order of appearances. Networks get one hour each; others, 30 minutes each.

Argument to be heard in this order: CBGS; ABC; CBS; NBC; WLW Cincinnati; KSL Salt Lake City; RBC; WQXR New York; WLAC Nashville, WCKY Cincinnati, and KSTP St. Paul, represented jointly; group of daytime stations and applicants, represented jointly: KOAG Stillwater, Okla.; National Assn. of Educational Broadcasters. Westinghouse Radio Stations filed brief but does not plan argument. Hearing starts 9:30 a.m., Room 6121, New Post Office Bldg., Washington, (early story page 16).

It was considered unlikely any session would be held Tuesday afternoon, since Chairman Wayne Coy and Comr. George E. Sterling are slated for appearance before Senate Interstate & Foreign Commerce Committee considering their nominations (story, page 13).

FTC SUBMITS REPORT

FEDERAL TRADE COMMISSION's continuing survey of radio and periodical advertising competed with commerce undertakings in fiscal 1946-47 and 9,573 were "designated for further study as containing representations that might be false or misleading," FTC declares in annual report to Congress. Similarly 412,950 periodical advertisements were examined and 18,494 were set for further study. FTC renewed its request for amendments of Clayton Act. Comr. Lowell B. Mason submitted two minority propositions: legislature and Congress "promote the cooperative elimination upon an industry-wide basis of acts and practices prohibited by the statute administered by the Commission," and extension of FTC to provide for employment of "executive director or administrator" of FTC, designation of chairman by President, and salary increases for Commissioners.

SET OWNERSHIP BREAKDOWN

BMB will break down its 1948 radio ownership figures to include video and FM sets, car and portable radios and multiple-set families, Technical Research Committee's subcommittee on radio ownership announced Friday, following subcommittee meeting attended by representatives of TBA, FMA, RMA, U. S. family figures by state, city, village, farm as of January 1948 will be released as soon as they can be compiled. Radio family data for all counties and selected cities to be ready by June, subcommittee said.

WGBN, WENR-TV WIN BOOSTS

MODIFICATIONS of permits in part granted by FCC Friday to WGBN and WENR-FM Chicago authorizing power of 40 kw and 500 ft. antennas. Downtown transmitter sites specified. WGBN operates on Channel 254, 98.7 Fm, 60 kw, from 20 kw, and WENR-FM on Channel 234, 94.7 mc, increasing from 15 kw.

PARTY CONVENTIONS VIDEO EQUIPMENT COST 1 1/2 MILLION

TOTAL of $1,485,000 in television and allied equipment will be used to telescan political conventions this summer in Philadelphia, Roger W. Clipp, general manager, Philadelphia Inquirer stations, and chairman of Philadelphia Committee for Radio, told GOP committee Friday, arranging arrangements at Philadelphia's Bellevue-Stratford Friday.

Estimated breakdown of television equipment:

- Convention Hall cameras connecting equipment facilities outside hall for individual pickups, $528,000; television receivers in Commercial Museum, $160,000; mobile trucks, $300,000; construction costs in hall to make floor pickup plus cost of personnel and maintenance, $235,000; miscellaneous items, film operation and microwave equipment, $175,000.
- Not included in $1,485,000 figure is equipment which may be brought to convention by radio stations.

WTTG HEARING ISSUES TOLD

WHETHER Allen B. Du Mont Labs "has been diligent in proceeding with the construction of" its WTTG (TV) Washington is among issues for hearing ordered on WTTG's applications for extension of time to complete, and for license. Issues were disclosed by FCC Friday.

Others: Reasons for WTTG's not carrying out conditions of CP, whether license application complies with FCC rules and standards; whether either or both applications should be granted. Issues reportedly stem from failure to find regular antenna site for station, which has been operating commercially for more than year under special temporary authorization (Broadcasting, Jan. 12).

WPDQ VACATES FM PERMIT

JACKSONVILLE Broadcasting Corp., licensees WPDQ Jacksonville, Fla., granted request Friday to vacate its permit for FM. Station explained because of almost $100,000 outage in switching from 1270 kc to 600 kc (5 kw, direct current) night, wish to go on the air with FM at this time. WPDQ tore down four-antenna array to erect new five-antenna (300 ft.) array, which is one-third mile long, put in new ground system and built new transmitter plant. FM facilities vacated were Channel 259, 99.7 mc, 36 kw.

CBS PROMOTION

NORMAN C. HADLEY, former assistant to S. R. Dean, CBS treasurer, has been named chief CBS accountant. Under supervision of W. J. Flynn, assistant comptroller, he will be responsible for all operations of CBS general accounting department. Other Columbia personnel changes were: Orville Ent takes over insurance matters formerly handled by Mr. Hadley; George Kolpin becomes assistant to W. C. Hubbard, head of CBS billing.

MBS to add two fulltime affiliates, WKOW Madison, Wis., (see earlier story, page 37), 10 kw daytime, 5 kw nighttime, 1070 kc owned by McCrory Corp., 14, KINK, Sioux Falls, S. D., 1 kw, 1270 kc, owned by Big Sioux Bestg Co., about June 1.

At Deadline...

Page 90-B • January 19, 1948

Closed Circuit

(Continued from page 4)

years until "Near You" broke all record sales records, is enjoying second phenomenal success, selling $150,000 and is going strong. "Beg Your Pardon," introduced in recent weeks, is already over half-million mark. Mr. Craig is first cousin of Edwin W. Craig, WSM board chairman. He recently turned down $50,000 offer for ninety-day tour from MCA because they jilted him once.

J. D. TARCHER Co., New York, seeking availability for spot campaign for Block Drug Co., Jersey City (Stern-Kleen), spring advertising. Company plans to use major markets.

ANY MINUTE NOW, FCC due to report it has instituted system to keep its minutes current. Revamping of old system completed following Broadcasting "Month's for Minutes" editorial (Jan. 12). Hereafter FCC will approve one meeting's minutes at next session, meanwhile under direction of Chairman Wayne Coy has launched catch-up program on those still behind-time.

ACTION OF Attorney General Clark in ordering grand jury investigation of lobbying activities in Nation's Capital has many organizations—lobbying—that make a living in their pursuit. Inquiry will determine extent to which organizations as well as individuals have compiled with Federal Lobbying Regulation Act of 1946. So far as known, no organization for organization or group or individuals representing them has registered (see story page 13).

FIRST RADIO representative to register under 1946 Lobbying Act expected to be Frank M. (Scot) Russell, NBC Washington vice president and dean of Washington corps. Registration entails filing with Clerk of House and Secretary of Senate quarterly statements on compensation received and expenditures connected with legislative activity.

AFM officials undisturbed by tales of Petrillo tactics during week of House hearings. Only revelation of importance, they chide, was that music users are having more difficulty in negotiations as result of Taft-Hartley Act.

DETROIT SYMPHONY CANCELS

DETROIT Symphony has notified ABC and Detroit Federation of Musicians of intention to cancel Sunday evening programs effective Jan. 25, when contract expires. Symphony President Henry H. Reichhold said orchestra was afraid of Petrillo cancellation of live music on networks, so would not sign new contract "unless we are protected against such a happening."

TRUMAN NOMINATES RIDGE

MAJ. EDNEY RIDGE, president and general manager of WHIG Greensboro, N. C., and president of Northwest Carolina Broadcasting Co., licensee of WILX Wilkesboro, N. C., has been nominated by President Truman for appointment as U. S. marshal for middle district, North Carolina. Nomination, along with several others, was sent to Senate Friday.

WIP BOARD of directors Friday elected Gordon Gray vice president of Philadelphia station. He continues dual duties as assistant general manager and director of sales.
It's impossible

**You can't cover California's Bonanza Beeline without on-the-spot radio**

There's a "solid" reason for that statement above. Namely, 
mountains. High mountains virtually surround this prosperous 
section of California and Nevada .... make it impossible to 
radio-sell Beeliners with anything but on-the-spot radio.

To reach the greatest number of Beeliners, whose combined 
buying power is 2 Billion, tell your story on the five BEELINE 
stations. Each is located right in a major trading center of 
The Bonanza Beeline market. Each is an old-time local favorite.

For example, take Reno—recently named an outstanding 
test market city. Reno's BEELINE station is 20-year-old 
KOH, and BMB reports its home county audience as 96% 
daytime, 94% at night. See Raymer for the full Beeline story.

† Sales Management Survey

**McC LATCHY BROADCASTING COMPANY**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
<th>Frequency</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFBK</td>
<td>Sacramento (ABC)</td>
<td>10,000 watts</td>
<td>1530 kc.</td>
<td></td>
</tr>
<tr>
<td>KOH</td>
<td>Reno (NBC)</td>
<td>1000 watts</td>
<td>630 kc.</td>
<td></td>
</tr>
<tr>
<td>KERN</td>
<td>Bakersfield (CBS)</td>
<td>1000 watts</td>
<td>1410 kc.</td>
<td></td>
</tr>
<tr>
<td>KWG</td>
<td>Stockton (ABC)</td>
<td>250 watts</td>
<td>1230 kc.</td>
<td></td>
</tr>
<tr>
<td>KMJ</td>
<td>Fresno (NBC)</td>
<td>6000 watts</td>
<td>580 kc.</td>
<td></td>
</tr>
</tbody>
</table>
Sugar beets produce more gold in Colorado than all the mines in its mountains. Sugar beets, Colorado's greatest single cash income producer, are an important part of the state's agricultural economy. The crop just recently harvested was one of the largest in history, 25% above the 10-year average. Sugar beets are as much a part of the Colorado scene as world-famous Pikes Peak.

KLZ Farm Reporter Two years ago this month, Lowell Watts inaugurated KLZ's fulltime farm service department. During that time his voice and face have become familiar to farmers and ranchers all over the Denver region. Wherever news of interest to farmers is happening, KLZ's Farm Reporter is there, at a livestock growers convention (above) or at an FFA Club Safety Award presentation (left). By promoting and fostering every movement for the betterment of life on the farm, KLZ's Farm Reporter has established himself as a vital agricultural tool and an important part of the Colorado scene.