Merry Christmas, Kids!
—from WLS Listeners

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

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

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

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

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

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

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

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

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

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

GRIFFIN MFG. Co., New York (shoe polish) scheduled to start seasonal spot announcement campaign beginning in South in March and looking northward to coincide with baseball season, through Birmingham, Castlemor & Pierce, New York.

DANCER - FITZGERALD - SAMPLE, New York, studying format for video version Betty Crocker Recipes on the Air. Planned for start in about six months, television show will be fed live to network.

TV ART, accustomed to revolutionary developments, will gyrate again next week with expected announcement of revolutionary new direct-view-picture tube claimed to surpass present knowledge in brilliance, economy and endurance.

DESpite Petrillo's grandiose gestures and dire threats, feeling still exists that Jimmy will authorize his men to perform for networks without benefit of contract after Jan. 31 deadline. If that happens, look for networks promptly to authorize simultaneous transmission of programs via FM, since contracts no longer will be in existence and such duplication cannot be precluded.

NBC and CBS have recorded musical bridges, background and mood numbers adequate to tide them over indefinitely if Petrillo's men walk out Jan. 31. Joint catalogued recordings, which will be made available to other networks, cost roughly $75,000.

BECAUSE OF importance of radio (and now television) in political campaigning, Federal legislators paying more attention to political rates for station time. First blast of season came at closed hearings before House Appropriations subcommittee on FCC budget for-night and weekend. Congressman (Mr. Costello, ABC) central division station relations manager, has been working on New York with John H. Norton Jr., ABC station vice-president, who will attend Chicago sessions.


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

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

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

(Continued on page 90)

BROADCASTING... at deadline

Upcoming

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

(Other Upcomings on page 89)

Business Briefly

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

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

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

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

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

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

Don Lee noted it had operated W6XAO since 1932, in providing regular program service for several years, and is averaging $100,000 a year in station expenses. One commercial video station now operating there: Paramount's KTLA. W6XAO uses Channel 2 (54-59 mc). Petition was filed by Harry J. Ockershausen of Dempsey & Koplovitz, Washington.

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

Page 4 • January 26, 1948
IS FOR THE MARKET AREA

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

IS FOR COVERAGE

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

IS FOR ECONOMY

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

AMERICAN  •  MUTUAL
5,000 WATTS  •  980 KC

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

IN - Indianapolis

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

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

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

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

WFBM announcers, engineers, and auditors are human. But we consistently come close to 99 44/100% perfection in performance.

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Page 6 • January 26, 1948
The other day a prominent local citizen was on trial for
"murder without malice." There was tremendous interest
in the outcome; it mounted as the jury continued its
deliberations.

A KPRC News Reporter (Bob Gray) sweated out the
jury hour by hour. Finally, at 5:18 PM, Saturday, No-
vember 29, the jury foreman gave his report, a split
(9-3) and hung jury.

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

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

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

and FIRST with the NEWS

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

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

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

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

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

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

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

KPRC
HOUSTON
950 KILOCYCLES • 5000 WATTS

National Representatives, Edward Petry and Company • Affiliated with NBC & TGN, Jack Harris, General Manager
STATION MANAGERS
Ask your engineer to let you hear your own programs reproduced by a 755A. You'll be surprised to hear so much quality from an eight-inch speaker, and you'll see how many uses you have in your station for this outstanding new design.

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

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

SPECIFICATIONS OF THE 755A

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<tr>
<th>Specification</th>
<th>Details</th>
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<tr>
<td>Power Handling Capacity</td>
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<tr>
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<td>70 to 13,000 cycles</td>
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<tr>
<td>Input Impedance</td>
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<td>Efficiency</td>
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<td>Dimensions</td>
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<td>Diameter</td>
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come back for more!

THE NEW WESTERN ELECTRIC

8-INCH LOUDSPEAKER

Available immediately from stock

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

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

High Quality in small space

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

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

Call Graybar today

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

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

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

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

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

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

**On All Accounts**

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

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

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

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

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

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

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

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

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

**WPTF 680 KC**

65,000 WATTS NBC

Raleigh, North Carolina

FREE & PETERS, Inc., National Representatives

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

the Number ONE Hooperated independent station in the nation!*

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

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

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

**Hooper surveyed these 25 cities**

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*All Measurements based on October 1946 thru February 1947 interviewing except for New York City (January-February, 1947) and Minneapolis-St. Paul (October thru December, 1946). These are the latest available Hooper figures.*

U.S. Member
ASSOCIATED PRESS

Independent . . .
But Not Aloof

FORJOE & COMPANY, National Representatives

MEMPHIS, TENN.
PATT MCDONALD, GENERAL MANAGER

MEMPHIS, TENN.
PATT MCDONALD, GENERAL MANAGER
Is there anybody who still thinks that he must buy news, sports or big-name transcriptions in order to get high ratings with spot broadcasting? If so, we’d like some words with him!

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

Bull’s-Eye Radio has everything you want, and where you want it! May we show you some typical examples for the markets at the right?
Network Daylight Time Solution Looms

By EDWIN H. JAMES

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

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

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

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

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

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

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

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

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

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

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

At a meeting of the CBS affiliates advisory board earlier this week it was reported that CBS was preparing a complete plan of summer operation to submit to its affiliates with the passage of time.

(Continued on page 81)

AFM Shoots for Recording Tax on Radio

Kearns Drafting New Bill
As Networks Gird
For Strike

By J. FRANK BEATTY

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

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

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

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

(Continued on page 14)
AFM Shoots

(Continued from page 13)
to-day basis starting Feb. 1 should there be no settlement this week. The would probably permit nearly normal network and station operation, but recording, transcription and television interests might continue under present bans. FM duplication is uncertain.

Hartley Committee members were not disappointed in Mr. Petrillo's talents as a witness—stand Puck, and a majority agreed that his methods of running the union are so strong-arm that eventually new legislation may be necessary to keep him in check. They expected to find in the witness a leader who uses pressure techniques to attain his ends, and were not disappointed, it was indicated Thursday as the fortnight of hearings concluded.

But several expressed keen disappointment at failure of most industry witnesses to shed their caution and rattle the chandeliers with tales of suffering under the AFM president's negotiating methods.

Even Chairman Fred A. Hartley (R-N. J.), who a week before had voiced shock at industry testimony in which Petrillo troubles had been quietly recounted, indicated Thursday night there was little possibility of adding a clause to the Taft-Hartley Act to apply antitrust laws to labor unions.

Says Test Needed

"There isn't much chance of any such amendment until the law has had at least a year's test," he said. At the same time he agreed there might be some hope for solution of the recording shutdown, which began Jan. 1, in proposals of Rep. Carroll D. Kearns (R-Pa.) and Rep. Arthur G. Klein (D-N. Y.) that a fee system be legalized for commercial users of phonograph records. Rep. Gerald W. Landis (R-Ind.) showed interest in the fee idea.

The plan proposed by Rep. Kearns (BROADCASTING, Jan. 12) would legalize assessment of fees for record royalties which would bear labels designating whether for home or commercial use. Rep. Kearns, who was chairman of a special AFM investigating subcommittee that held hearings last summer and fall, said mechanics of the idea would have to be worked out, but he felt it would permit continuation of the AFM welfare fund idea. Legalization probably would be based on amendment of the copyright law, though change in the Taft-Hartley Act also might be necessary.

The welfare idea is close to their hearts, the two principal AFM witnesses indicated in their testimony. At his Wednesday appearance under a battery of newsreel kliegs and television cameras, Mr. Petrillo conceded that his "forever" ban on recordings might not stick if he could work out a satisfactory "deal" to increase employment of musicians. Milton Diamond, AFM general counsel, testified Thursday that AFM might relent and permit recordings if commercial users would agree to a royalty plan to aid displaced musicians.

Committee Findings

The fortnight of committee investigation produced these findings, according to sentiment of many members:

Broadcasters are victims of AFM's economic weapons but are afraid to bare all the facts, especially while they are in the middle of union negotiations.

Mr. Petrillo is absolute boss of his union, but he is difficult to pin down on the witness stand. Charges of a "conspiracy" by broadcasters against FM development, or collusion between broadcasters and Mr. Petrillo, were not proved.

The hearing record contains possible evidence that Mr. Petrillo or the union violated Sec. 8(b)4(a) of the Taft-Hartley Act by preventing musicians from performing over FM or making records.

Mr. Diamond, former Decca records counsel, is a member of a law firm that still handles some business for a Decca subsidiary. AFM's use of the "unfair list" weapon is bringing it in public disrepute, especially in the case of school bands. Chairman Hartley called it "despicable."

Democrats on the Hartley committee were friendly to the AFM and Mr. Petrillo in nearly all of their questions, due to the fact that it is a campaign year and they have their eyes on the labor vote. Petrillo bans against FM and TV are retarding their development and are contrary to the public interest.

Novel development of the hearings was a proposal, batted around by Chairman Hartley and Mr. Petrillo, to take a poll of AFM sentiment about the union's leadership and the calling of a recording shutdown. Chairman Hartley wants to poll all AFM members who have ever made recordings. Mr. Petrillo wants the poll to include the entire membership of 225,000.

Chairman Hartley was to confer Friday with Mr. Diamond on details of the poll and hoped it could be conducted within a month or six weeks.

During Mr. Diamond's testimony Thursday morning, the Blue Book at broadcasters, selecting some of the juiciest portions and then recommending to committeesmen that they peruse the entire document carefully.

Concluding his testimony, Mr. Petrillo thanked Chairman Hartley

(Continued on page 88)

Early Coy, Sterling Approvals Seen

Committee Endorsement Delayed by Lack Of Quorum

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

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

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

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

Hearing Made Open

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

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

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

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

The question was raised in re-

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

Trial Today for Illegal Sale of Securities in California

"FIFTH NETWORK" plans of Paul M. Titus and associates face court complications today (Jan. 26) when the Los Angeles Superior Court, County of California, will decide whether to set aside a 15-day preliminary hearing that had been held in San Francisco, on charges of illegally selling stock in the state of California.

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

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

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

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

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

Titus Background

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

After the indictment, the California State Labor Commissioner revealed that employees of North American had filed a complaint for non-payment of wages in November 1946. The Labor Commissioner's report, however, showed that an adjustment was made, that there was no payment of salaries due, and that he had closed the Labor Department's files on the case.

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

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

With Grain of Salt

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

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

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

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

"Backlog of $4,300,000"

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

Mr. Titus declined to reveal the names of men being considered as possible network presidents. But the announcement would be forthcoming in a couple of weeks and that the name at the top of the list will be known.

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

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

(Continued on page 79)

Sales Petrillo Top RMA Agenda

Philadelphia, Servicemen Clinic Receives Applause

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

Mr. Petrillo, the day during the three-day sessions at the Stevens Hotel, the RMA board of directors:

- Approved recommendation to hold RMA's convention jointly with the Radio Parts Trade Show in Chicago in 1949, concurrently with Harry Trueman's 25th anniversary.
- Approved Philadelphia's Town-Meeting for Radio Technicians held Jan. 11 and urged its extension to other levels. (It was suggested the name be copyrighted.)
- Approved Petrillo's proposal that certificates be issued to dealers and servicemen who were not ratified by the board "at this time." The responsibility for curbing abuses, the board felt, lies with member firms who could resort to cancellation of dealer franchises if violations are reported. It pointed out that the plan was directed more at individual offenders and not authorized dealers who would stand to lose much through being deprived of franchises by manufacturers.

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

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

RMA, which last November joined the industry fight to combat the "pistol point" tactics of James C. Petrillo, followed through last week by appropriating $5,000 as its contribution to the whole industry cause. Attending the Chi...
LONG-TERM contract granting CBS exclusive broadcast and television rights to the Kentucky Derby is negotiated by executives of the network and Col. Matt J. Winn (seated), president of Churchill Downs. L to r, standing: Davidson Taylor, CBS vice president and director of public affairs; James Seward, vice president and director of operations for the network; Lawrence W. Lowman, vice president in charge of television. The Derby will be run this year May 1, televised for the first time.

**CBS GETS TV RIGHTS FOR KENTUCKY DERBY**

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

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

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

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

**Philco Dealers Will Get Four Transcribed Series**

PHILCO CORP. has agreed to make available to its 25,000 dealers four transcribed series packaged by Larry Finley Enterprises on cooperative basis. Cost of the four programs—Myrt and Marge, Flight With Music, Diary of Fate and Anderson Family—will be split, with distributor paying 50% of the show’s cost and station time and dealer paying the other half.

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

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

LIGGETT & Myers Tobacco Co., New York, will sponsor telecasts of the home games of the New York Giants for Chesterfield cigarettes on WNB New York, NBC station, during the 1948 season, starting April 3. Contract was arranged by Newell-Colquitt, New York, agency for the tobacco company. Details of the deal were not revealed but industry estimates of the video rights to the games ranged from $7,500 to $10,000, with the total costs of the season’s telecasts about twice as much.

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

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

**SCAA Elects Four to Serve on Board**

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


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

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

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

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

“Toni has saturated the daytime market and now is anxious to reach those unable to listen to the radio during working hours,” he said. “Since March, April, May and June are busy months for hairdressers (Toni makes permanent home wave kits), we are anxious to get on the air before that time.”

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

Ladies Be Seated, which will complete one year with Toni March 31, will be renewed on that date, according to Mr. Bloomquist.

**Judge Rules CBS Did Not Plagiarize ‘Friend Irma’**

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

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

In the action, Judge Ashburn upheld the right of amending the plaintiff’s complaint.

**‘Newscope’ Renewed**

Decision Expected
After Six Weeks
Deliberation

By RUFUS CRATER

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

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

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

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

3. Maintain clear channels but allow larger transmitters (as by Clear Channel Broadcasting Service).

4. Make a decision in the network affiliation of clear-channel stations while granting them power increases; or, as Ambrose put it, decide break-downs on a case-by-case basis (as by ABC).

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

KSL, WLW Support Move
KSL Salt Lake City and WLW Cincinnati, both 1-A stations, supported the move for power above 50 kw. A group of daytime stations recommended retention of some clear channels and break-down of others, to permit assignment of more local and other low-powered stations. National Assn. of broadcast stations requested that clear-channel stations be considered on a channel-to-channel basis after comparing NABE daytime clear-channel stations service with that of other dominant stations in the areas where interference might result from duplicate nighttime operation.

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

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

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

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

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

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

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

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

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

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

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

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

Members of the Commission repeatedly queried participants on the subject of FCC's program rights, particularly with respect to CBS and CCBS. Durrett said that CCBS plan which envisions affiliation stations among the proposed 750-kw stations.

Chairman Wayne Coy in

(Continued on page 87)

FCC Gets AT&T FM Inter-City Rates

Charges Almost Double Those for Class A
AM Channels

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

[Continued from Jan. 19]

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

Rates will be effective Feb. 19, 1948, unless FCC disapproves. It is likely that an FCC ruling will be announced before that date. Under these proposals a New York-to-Washington monthly transmission would cost $2,860, including station connections, based upon an airline mileage of 206 miles. This compares with a figure of $1,386 for 5,000 cycles.

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

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

Outline of Charges
AT&T outlines the charges as follows:

For occasional or part-time service a transmission link between cities will cost 28c per airline mile for the first hour of use, and one-cent per minute for each additional consecutive 15 minutes of use. In addition, the station connection costs per month would be $60, plus $5 for each additional hour of use.

The part-time rates are subject to

(Continued on page 70)
NEEDS of radio, television, motion picture and press facilities for covering this summer’s Republican and Democratic conventions in Philadelphia were worked out on a tentative basis Wednesday (Jan. 21) with a surprising minimum of conflict between the various media.

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

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

Aural radio, press and movies were quickly disposed of, but a conflict arose between TV and still camera positioning. John Benedict, CBS-10, New York, spokesman for the TV live camera positioning, finally broke the deadlock by suggesting building of a double tier stand at approximately balcony height, with the lower tier for still camera Big Berthas, and the upper tier for the TV electronic cameras. Altogether, seven TV electronic cameras will be used in the hall, installed in five different locations.

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

(Continued on page 88)

KTLA HINTS AT BOOST IN TV RATES BY JULY

ALL ADVERTISERS on KTLA, Hollywood television outlet of Television Productions Inc., can obtain a contract only until July 1, it was confirmed last week by Klaus Landsberg, general manager.

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

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

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

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

The cities and applicants:

- Hartford, Conn.—The Hartford Times Inc. (WTHT, WTHT-FM), Channel 16 (89-188 mc).
- Houston, Tex.—The Houston Post Co. (KPRC, WPHG-FM), Channel 4 (86-72 mc).
- Houston, Tex.—Roy Hofheinz (75% owner KHTH and KOPY FM), doing business as Texas Television Co., Channel 7 (174-180 mc).
- Columbus, Ohio—Picture Waves Inc., Channel 6 (82-88 mc).
- Atlantic City, N. J.—Neptune Broadcasting Co. (WFGP, WFGP-FM), Channel 8 (180-186 mc).

WTHT in its television request has asked the Commission that it be consolidated with the other applications for the area to be heard by FCC on Feb. 16. These are Travelers Broadcasting Service Co. (WTVG, HTW—Connecticut Broadcast Co.) (WITC), Channel 16 (89-188 mc).

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6 MORE TV

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(Continued on page 74)

Parties Are Agreed on TV, AM, Film Press Plans

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

Broadcasting • Telecasting

Page 18 • January 26, 1948
IN IOWA, as in your own locality, people listen most to the station that gives them the best radio fare—regardless of signal strength, if "adequate".

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

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

WHO + for Iowa PLUS +

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

Opinion of Appeals Court Cited by Station In New Request

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

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

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

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

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

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

One troublesome subject in this field is that of publicity, which may in no case be utilized directly or indirectly as a penalty or punishment save as so authorized. Legitimate publicity extends to the issuance of authorized documents, such as notices or decisions; but apart from actual and final adudgection after all proceedings have been had, no publicity should re-?

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

The Court of Appeals, upholding the District Court dismissal of the complaint, ruled that the Blue Book is not an agency action of the sort for which court review is provided in the Administrative Procedure Act. Nevertheless the District Court held that "it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an (Continued on page 80)

Mundt Bill Passed; Sent to President Senate Amendments Accepted Without Debate

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

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

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

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

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

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

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

W-L-E-E gets results!
**IPANA** for the smile of Beauty

**WHHM** for that Smile of Satisfaction!

We Believe That A satisfied Client Is One Who Can Look At the Cash Register and See Returns.

That's Why We're Proud of Our Active Audience That Makes for High Hoopers and Makes for the nearest store When a Product or Service is WHHM-advertised.

For that Smile of Satisfaction when you look at Memphis, use the Station that Delivers.

MORE LISTENERS PER DOLLAR IN MEMPHIS

Have "The Smile of Beauty" like the time-buyers who use WHHM for sales producing Results. Just ask the For Joe & Co. rep for availabilities.

**AP**

**WHHM**

The Mid-South's Only 24 Hour Station

Memphis, Tenn.

Patt McDonald—General Manager

For Joe & Co., National Reps.

*A Nice Shining Grin to IPANA For This One.*

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Liquor Ad Revenue Threatened by Bill

Radio Stands to Lose $7,000,000

If Rankin Measure Passes

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

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

[BROADCASTING, Sept. 15, 1947]

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

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

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

Flanigan, Fort Industry Executive, Is OAB Head

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

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

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

Vanda Elected

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

MINATURE dirigibles afloat on Harriet BeLille's desk at Gray Advertising Agency are publicizing the WINS New York Dirigible Promotion Contest. Bill Losee (1), WINS sales manager, and Elton Park, WINS manager, explain that the actual dirigible flying over the WINS area carries the word "Re-locs" on its side. Listeners are asked to unsnarl the word and send it to the station with a letter on why they listen to WINS. Miniature blimps were sent to radio departments of New York agencies.

Dawson to Quit as CAB Chief After Convention

HARRY DAWSON, manager of Canadian Assn. of Broadcasters, resigned last Tuesday, effective at the close of the CAB convention to be held in Quebec March 8-11.

Mr. Dawson became CAB engineer in 1944 and was made manager of the association in 1946. He plans to return to the radio engineering manufacturing field.

A new manager will be appointed at the CAB convention.

Miss Erwin to Page

VIRGINIA R. ERWIN, sole FCC woman engineer, assigned to the hearing section, Standard Broadcast Division, Engineering Dept., has joined the Washington consulting engineering firm of Esterly C. Page.

Before joining FCC in May 1946, Miss Erwin had been acting chief engineer of WGFC Albany, Ga., an all-woman station for a while during the war. Miss Erwin studied electrical engineering at U. of Tennessee.

Rule Waived

FCC last week announced that on its own motion it has waived Sec. 3.406 of its rules for all stations participating in March of Dimes program on Jan. 30, 11:15 p.m.-12 midnight (EST). Sec. 3.406 specifies frequency and manner of broadcasting station identification. Waiver has been made annually for this event.
How do you turn an
HONEST DOLLAR?

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

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

Here's Big Aggie's Share

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

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

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

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

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

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

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

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

$6 Million Account

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

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

The total amount of Ford-Mercury-Lincoln-Mercury billing for the agency is estimated at approximately $10,000,000. K & E also plans to open new offices throughout the country to handle the new business. One source told Broadcasting that he estimated that more than 70 people across the country would be hired.

Chevrolet Telecasts

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

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
WHERE ARE ALL THE PEOPLE?

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

Here's what the percentage statistics say:

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

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

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

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

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

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

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

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

John McCormick Succeeds Pribble as WTAM Mgr.

Mr. McCormick, Mr. Pribble

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

Mr. McCormick, formerly manager of WKRC Cincinnati, started his radio career with WGBS New York (now WINS) in 1930.

WKOW MADISON, WIS., ON AIR WITH 10 kw
WKOW began operations Jan. 19 at Madison, Wis., with 10 kw fulltime on 1460 kc. Licensee is Monona Broadcasting Co. Staff is headed by H. H. Packard as general manager.

Mr. Packard, whose first radio job was that of musical director at KFFKX, Westinghouse experimental station at Hastings, Neb., in 1923, formerly was general manager of KGBZ Yank, Neb. and later was director of KFEQ St. Joseph, Mo.

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

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

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

National Representative: John Blair & Co.
THEY CAME TO US WITH THEIR GUITARS 
AND PLAINTIVE MELODIES...

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

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

HARRY STONE, GENERAL MANAGER  •  EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
NASHVILLE
ARIES AND COMPTON PROMOTED BY DUMONT

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

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

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

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

D-F-S LEADS IN TIME BILLINGS ON NETWORKS

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

Second on the list was J. Walter Thompson Co.

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

Dancer-Fitzgerald-Sample, $21,155,293; J. Walter Thompson Co., $10,707,632; Foote, Cone & Belding, $5,632,048; Benton & Bowles Inc., $4,742,000; Compson Adv. Inc., $4,013,253; Young & Rubicam Inc., $7,851,150; BRDO, $6,716,620; The Show Co. Inc., $5,826,277; Kenyon & Eckhardt, $5,718,875; Ward Wheelock Co., $5,071,000.

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

FM PERMITS GIVEN TO SIX APPLICANTS

FCC Issues 4 of Them in Lieu Of Previous Conditions

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

WISH-Indianapolis was granted change of assignment from Channel 154 (98.7 mc) to Channel 242 (96.3 mc).

New Permits

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

Crawfordsville, Ind.—WPMU, Journal Review—Class B, Channel 276 (105.9 mc), 14 kw effective radiated power, antenna height above average terrain 240 ft, Grantee, partnership, publishes daily Journal Review. Conditional grant was received April 17. H. Foster Fidge is majority owner. Others are Gladys C. Fudge, Martha F. Vance and W. Addington Vance.

Oak Park, Il.—Scale Broadcasting Co., Inc.—Class A, Channel 252 (98.3 mc), 770 w ERP, antenna 200 ft. Equal interest is held by each Bernard Jacobs, general manager, Brown Bag Co., president; Lester Jacobson, one-third owner; CasTel Bakery, vice president, and Harry Brown, owner. Brown Bag Co., secretary-treasurer. Conditional grant was received April 10.

W. Yarmouth, Mass., E. Anthony & Son—Class A, Channel 232 (94.3 mc), 1 kw ERP, antenna 160 ft. Grantee, Mass. WBNR Radio, Inc., owner. Conditional grant was received April 23.

Athensville, N. C., WWNC-FM, Ashe-ville Times Publishing Co.—Class B, Channel 291 (106.1 mc), 6.5 kw ERP, antenna 260 ft. Grantee, WWNC, owner. WWNC that city. Conditional grant was received April 14.

Oklahoma City, KTOK Inc.—Class B, Channel 292 (104.3 mc), 43 kw ERP, antenna 166 ft. Grantee, KTOK (AM) that city. Conditional grant was received November 11, 1945.

Washington, Pa.—WJPA—FM, Wash-ington Broadcasting Co.—Class B, Channel 282 (104.3 mc), 5.8 kw ERP, antenna 260 ft. Grantee, WPYJ that city. Conditional grant was issued April 24.

The following were authorized CPs in lieu of previous conditions:

WEKS Keyseone Printing Service Inc., Class B, Channel 294 (106.7 mc), 12 kw ERP, antenna 355 ft.

WTOA Mercer Broadcasting Co., Trenton, N. J.—Class B Channel 248 (97.3 mc), 13.7 kw ERP, antenna 275 ft.


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

SINATRA SEeks CP

FRANK SINATRA, radio and movie personality, last week filed application with FCC for a new standard station at Palm Springs, Calif., on 1260 kc, 1 kw, daytime. Mr. Sinatra prepared the application himself except for engineering section, handled by Bernard Assoc., Hollywood. He expects the outlet to cost $24,811.50 with monthly oper-ating cost and revenue to be $5,500 and $6,700, respectively. Station’s programs are to be no more than 60% commercial, according to the application. Fulltime operation is to be requested later.
VITAL TOOL FOR Management!

Use it to SPREAD the national debt!

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

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

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

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

SPREADING THE NATIONAL DEBT HELPS SECURE YOUR FUTURE

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

WHY EXECUTIVE BACKING IS VITAL

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

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

The State Director will gladly help.

“The National Debt and You,”

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

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

BROADCASTING
The Weekly Newsweekly of Radio

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

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

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

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

THE ESRO REPORTER was welcomed to northern West Virginia by this group of officials and dealers as the program began over WMMN Fairmont. Among the hundred or more men taking part in the ceremonies at WMMN were (1 to r): Frank Hoferer, merchandising manager of Esso, W. Va. division; Lee Wailes, Fort Industry vice president; Tom Harker, Fort Industry national sales manager; Mike Flynn, Katz Agency; A. H. Martin, assistant to Esso division managers; Gordon Page, Marschalk & Pratt; Allen Haid, WMMN vice president; John Sehon, UP; W. H. St. Clair, Esso W. Va. division manager; Charles E. Smith, WMMN commercial manager; R. H. Crum, Esso radio director; Curt Peterson, Marschalk & Pratt.

WIST, New FM Station, Takes Air at Charlotte

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

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

Details of program included transcribed messages from the governors of both of the Carolinas.

New Canton FM Station Plans to Increase Power

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

The new station, operated by Ohio Broadcasting Co., is on 94.1 mc (Channel 231). It is originating its programs from the studios of WHBC, according to Kenneth L. Siker, chief engineer. Present operating schedule is 1-4:05 p.m. and 6-9 p.m. Monday through Friday, 6:30-9:30 a.m. and 6-9 p.m. Saturday and 12 noon-3 p.m. and 7-10 p.m. Sunday.

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

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

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

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

Mr. Craig

KLS Las Vegas, Nev., will join CBS as its 194th affiliate when it goes on the air March 1, the network has announced. Station will operate with 250 w on 1230 kc.

On February 1, 1948

RADIO ADVERTISING COMPANY
Station Representatives
becomes

ROBERT MEEKER ASSOCIATES, INC.

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

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

Representing

WRTA Altoona, ABC • WDWS Champaign, CBS • WKBB Dubuque, ABC • WEST Easton, NBC • WARK Hagerstown, ABC • WKBO Harrisburg, NBC • WAZL Hazleton, NBC • WKMQ Kokomo, CBS • WGLS Lancaster, NBC • WMMN Marietta, NBC • WMGY Montgomery, MBS • WBSR Pensacola, ABC • WRAW Reading, NBC • WHB Sheboygan, ABC • WMBS Uniontown, CBS • WGAT Utica, ABC • WTVI Waterville, ABC • WJNO West Palm Beach, CBS • WDEL Wilmington, NBC • WORK York, NBC •
By telephoning radio listeners in their homes, Hooper Surveys ingeniously gauge the at-home audience of hundreds of radio programs.

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

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

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

Like other Westinghouse programs in the public interest, the 900-odd programs in this year’s educational series draw not a penny of revenue. But they build listenership... the finest kind of listenership, evidenced by the attentive ears of more than a million future citizens. That’s the greatest asset a radio station can have!
WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT ROCK ISLAND MOLINE EAST MOLINE

"The FIRST station West (actually North) of the Mississippi."

State Dept. Figures Bear Out U. S. Lag in Overseas Airings

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

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

The U. S. had no transmissions to North Africa and the Near and Middle East, while Great Britain had a weekly schedule of 75½ hours, the USSR 69½ hours, the Russian satellites 7 hours and France 28 hours.

For the Far East the U. S. also ran last with 45½ hours weekly compared to Great Britain’s 50 hours and Russia’s 59 hours. In Latin American broadcasts the U. S. had 63 hours weekly, ranking second to Great Britain’s 80½ hours, while Russia’s total was 17½ hours.

Only Shortwave Totals

The figures comprise only the totals of shortwave broadcasts beamed from the above countries to their respective satellite areas. They do not account for programs sent by long and medium wave transmitters.

The addition of the latter probably would increase considerably the totals of Russia and her satellites, since much of their transmission to neighboring areas is believed to be by medium and longwave.

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

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

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

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

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

Set Figures

Some examples of this are as follows: Bulgaria has 290,000 sets equipped for shortwave for a population of 6,550,000; Czechoslovakia has 1,140,000 for 12,000,000; Germany 3,000,000 for 69,600,000; Greece 40,000 for 7,788,000; Hungary 200,000 for 8,900,000; Italy 1,200,000 for 45,801,000; Poland 100,000 for 25,000,000; Rumania 125,000 for 15,686,000; and Russia 2,000,000 for 193,495,710.

In many of the Far East countries, the shortage is even more acute. India has 200,000 shortwave-equipped sets for 388,998,000; Iran 10,000 for 12,055,000; and the U. S. zone of Korea 25,000 for 26,630,000.

The overall output of the U. S. at the end of ’47 had dropped almost in half from a year before, mainly because of the budget slash by Congress. In December 1946, the U. S. had a total weekly output of 1,701½ hours. This rose to 1,761¾ hours in March and by December 1947 had dropped to 960½ hours.

Passage of the Mundt Bill and the prospect of increased appropriations is expected to boost the output considerably in the near future.

Out Down Under

MASS HYPNOSIS took place in Sydney, Australia, early this month when Psychoanalyst William J. Ousby conducted an experiment over a Sydney station. In the studio audience of 30, 20 went to sleep under Mr. Ousby’s instructions. After the broadcast, over 300 people called the station, many of them flatly asking how to “unhypnotize” friends or relatives who were still out. One man called to say his whole family had failed to come to after the broadcast, and to add to his troubles, a fuse had blown out in his house. Hypnotized, too, no doubt.

Travel Service Spots

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

GIVEAWAY WINNINGS TAXABLE

All Cash and Other Benefits Won on Radio Shows—Must Be Reported, Revenue Bureau Says

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

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

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

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

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

Spot Television

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

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

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

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
More Specific Audience Facts Wanted in Canada

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

Gordon Keeble, radio director of F. H. Hayhurst Co., Toronto, suggested a survey be made in Canada on one of the subjects being extensively studied in the United States, so as to gain a rule-of-thumb ratio on which U. S. surveys could be judged on a comparable basis by Canadian agencies. Others taking part in the forum were Walter Elliott, Elliott-Haynes Research; Waldo Holden, commercial manager, CFRB Toronto; and R. L. Simpson, radio director, Young & Rubicam, Toronto.

Problem is to be brought up by committee from Toronto Radio Executive Club at annual meeting of Canadian Assn. of Broadcasters at Quebec, March 8-11.

Radio and Video Figures To Lead Fordham Courses

Several radio, television and advertising figures have been signed to instruct courses during the spring semester at Fordham U., New York, beginning Feb. 2.

The courses and instructors are:

- At the University's downtown building, television techniques, Worthington Miner, CBS television manager; regulation of radio, Charles Hubert, FCC regional attorney.
- At the Bronx campus, station operation and management, Arthur Mull Hayes, manager of WGBS New York; direction and production, Ernest Ricca, free-lance director; religious broadcasting, Judson La Haye Jr., and other lecturers.

The Fordham campus: radio acting, Clayton Collier, radio actor; microphone technique, Tom O'Brien, NBC staff announcer; and fundamentals of broadcasting, scriptwriting, classroom radio and social aspects of broadcasting.

Good Investment

Official Television Sales, Chicago dealer, has sold 448 Walco magnifying lenses (for video receivers) as a result of two spot announcements over WBBK Chicago, the Balaban & Katz station. The spot costs a total of $80.

Kansas City is not serving Kansas City

The Kansas City Times and the Kansas City Star will continue to carry television spots for ABC and CBS radio stations, even though the Kansas City Post and the Kansas City Journal-World are in the ABC network and will have the local radio network affiliation.

Kansas City is not serving Kansas City.

Four Networks Name NAB Liaison Members

Liaison members were named by the four major networks last week to serve in advisory capacities with six standing committees of NAB.

The networks, all associate members of NAB, were asked to name representatives according to NAB, in order to coordinate all segments of the industry in the activities handled by the various groups.

The committees and their liaison members are as follows:

- Engineering Executive Committee: Frank H. Marx, ABC; William B. Lodge, CBS; Eli Johnson, MBS; and O. E. Condon, MBS.
- Programming Executive Committee: Robert Baudke, ABC; Hubert Huber, NBC; Tom O'Brien, NBC; and Willard Hedge, MBS.

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Award Offered for Best West-Originated Program

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

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

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

N. Y. Radio Television Critics Circle Launched

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

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

Officers are Paul Denis, N. Y. Post, chairman; Benjamin Cohen, The New Republic, vice chairman; Jean Slusher, Time, secretary; and Jerry Franklin, The Billboard, treasurer.
Yes, almost everybody in Atlanta starts the day tuned to WCON and Bill Hickok, genial host and record man (and you ought to hear him sing) of "Harmony House"—6:30 to 9 a.m. Mondays through Saturdays.

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

Stations Planning and Advisory Group Holds Meeting

PAUL W. MORENCY was re-elected chairman of the NBC Stations Planning and Advisory Committee at last week's two-day meeting in New York. Mr. Morency is vice president and general manager of WTIC Hartford. Others elected are: John J. Gillin Jr., president and general manager of WOW Omaha, vice chairman; Milton L. Greenbaum, president and general manager of WSAM Saginaw, Mich., secretary. The latter succeeds as secretary Richard H. Masters, manager of WPTF Raleigh, N. C.

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

To Rent TV Sets

PLAN TO RENT television receivers on a daily, weekly and monthly basis was announced last Wednesday by the American Radio and Television Corp., a new Philadelphia firm. John Melville, president of the firm, who made the announcement, said the service will be inaugurated with the opening of the Republican and Democratic national conventions in Philadelphia. Company is placing master antennas on the roofs of several Philadelphia hotels and apartment buildings. Present plans call for 13 buildings to be so equipped.

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

AN ATTENDANCE exceeding last year's figure of over 12,000 is expected for the annual Institute of Radio Engineers' convention and exhibition. The 22nd to 25th at the Hotel Commodore and Grand Central Palace, New York.

The show, held in conjunction with the convention, will feature product displays by about 700 exhibitors, occupying two and one-half floors of the Palace. A diversified technical program, including 130 papers in 20 sections, two sessions on "Neonics" and "Advanced Signals to Electronics," has been arranged for the convention.


Rules Changes

ORDER was adopted by FCC last week to make a number of editorial changes and other minor revisions in the commission's rules and regulations. Part 2 and 3 of FCC presently is reprinting Part 3. The Commission indicated the changes are "not substantive" and in no way alter requirements of the rules. A number of Part 3 sections were given new numbers. An appendix of 4 ½ pages of alterations was issued with the order.

ABC Western Regional "California Caravan" has been selected for Radio Award of the Outstanding Documentary program, superior in educational and entertainment features" by 10th District California Congress of Parents and Teachers, Los Angeles, California Physicians Service sponsors series.


FCC Asked to Reinstatement Two Expired AM Permits

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

Color Warnings Resumed

WARNINGS to licensees of violations of FCC's regulations again will be issued in various colors to specify the degree of violation and remedial action required, the Commission announced last week. Color system had been abandoned over 18 months ago but is to be resumed because of requests from licensees. System is used for all class of stations. In broadcast station category pink form 792 is used that changes from its frequency while green form 793 covers all other discrepancies such as incorrect log form, improper meter readings, etc.

Engineers' Meeting

NORTH ATLANTIC region of the Institute of Radio Engineers will hold 170 attend Maryland radio engineering meeting at Cambridge, Mass., on May 22. All-day program at Hotel Continental will include morning and afternoon technical sessions of three papers each, a large number of manufacturer's exhibits, a luncheon and a banquet.
Use for bait a choice of big name programs. Offer them at prices way below comparable "live" or conventional transcribed radio shows.

**IT’S EASY WITH CAPITOL’S STAR-STUDDED TRANSCRIPTION SERVICE!**

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

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

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

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

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

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

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

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

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

All programs and spots will be carried on Monday through Saturday schedule, each calling for a 52-week contract, it was reported. Agency is Sawdon Advertising, Chicago.

1948 ADVERTISING and promotion plans for Westinghouse Radio Stations Inc. were discussed at a recent meeting with officials of Gray & Rogers, Philadelphia, the firm’s advertising agency, at the WRS Philadelphia outlet, KYW. Seated 1 to r: June Buzzelli, WRS Inc.; Hilda Hoyermeyer, promotion manager, WOWO South Bend; Edmund H. Rogers, partner in Gray & Rogers; Paul Mills, sales manager of WOWO; Tom Meehan, public relations director, WRS Inc.: B. A. McDonald, sales manager, WRS Inc.; Bill Seth, promotion manager, NBC Spot Sales; Paul Woodland, assistant promotion manager, KYW; I. C. Ruby, auditor, WRS Inc.; Gay Fry, art director, Gray & Rogers; W. B. McGill, promotion manager, WRS Inc.; A. C. Schofield, promotion manager of KYW. Standing 1 to r: William Harvey, Gray & Rogers copywriter; Lynn Morrow, assistant sales manager, WBZ Boston; Harvey McCall Jr., sales manager, KYW; J. B. Conley, general manager, WRS Inc.; Robert E. White, general manager, KYW; Dave Lewis, promotion manager, KDKA Pittsburgh.

Hooper to Launch
N. Y. TV Surveys

Diary Studies and Coincidental Phone Method to Be Used

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

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

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

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

First Study Basis

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

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

—And that's NO baloney!

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

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

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

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

   We know the only way we can help you cash in on new developments and snap up smart talent—buys is to maintain live contract with the very pulse of the radio industry. And we do just that—every day in the week. At 30 Rockefeller Plaza. Suite 3116.

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

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

WVET
ROCHESTER, NEW YORK

BASIC MUTUAL STATION
5000 WATTS 1280 KC

NATIONALLY REPRESENTED BY WEED AND COMPANY
1948
Television's Year

Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business... When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs in the public interest—and that purpose continues to be its guiding policy.

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

NBC's TELEVISION NETWORK

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

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

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

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

TELEVISION STATIONS

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

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

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

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

THE TELEVISION AUDIENCE

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

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

TELEVISION PROGRAMMING

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

IN DRAMA...

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

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

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

IN SPORTS...

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

IN SPECIAL EVENTS...

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

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

NBC'S PROGRAM SCHEDULE...

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

7 hours for women's programs
7 hours for sports events

3⅓ hours for variety shows
3 hours for dramatic presentations
3 hours for children's shows
2 hours for educational programs
1½ hours for quiz and round-table shows

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

TELEVISION AND THE AMERICAN ECONOMY

ADVERTISING

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

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

ECONOMIC FORCE

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

THE FUTURE

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

NBC Television

NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK

A service of Radio Corporation of America
AWB Sessions Open Thursday:
Four-Day Program Announced

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

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

Opening session is to be held Friday in the East Room of the Mayflower Hotel, at 10 a.m., followed by a retail advertising clinic, presided over by Lee Hart, NAB assistant director of Broadcast Advertising. Panel members are: Enid Day, WSB Atlanta (author of Radio Advertising for Retailers); Nancy Grey, WTMJ Milwaukee; Mildred Bailey, WCPQ Boston; Dorothy Shank, WEBR Buffalo.

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

Bradley to Speak

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

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

There is a 4:30-5 p.m. teletcast scheduled for Friday night on WMAL-TV, to be relayed to Baltimore, Philadelphia and New York, featuring Alma Kitchell of WNBT New York, and several other AWB members. Miss Kitchell will also address the group on "Television Techniques."

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

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

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

DEAL IS SEALED for the tallest tower of the three-tower array of KMAC and KISS (FM) San Antonio. Shaking hands on it are Howard W. Davis (1), owner and general manager of KMAC and KISS (FM), and J. Phillips & Son, radio contractors, who will erect the four towers.

Charles L. Brady (cen- ter), chief engineer of the two stations, will be in charge of construction. Tallest tower will be 517 feet, and topped by a six-bay General Electric FM antenna.

AGENDA OF AWB NATIONAL CONVENTION

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

THURSDAY
8:30-9:30 a.m., Registration—Promenade, Mayflower.
10 a.m., Sightseeing Tour.
1 p.m., Visit to Congress.
3:45 p.m., British Embassy Tour.
4:30-9:45 p.m., Tea—Guests of the Philippine Embassy.
9 p.m., AWB Officers and Executive Board meeting.
10 a.m., Opening Session—East Room, Mayflower. Panel includes: Mayor Hugh Feltis, president of NAB; Capt. Busa of American Airlines, chairman; Miss Ruth Crane, acting president, NAB Coordinator of Listener Activity. Panel Discussion: Section I—Telling Industry's Story.
9 p.m., AWB Officers and Executive Board meeting.

FRIDAY
Convention Theme: "The Woman Broadcaster and Her Public."
8:30 a.m., Registration—Promenade, Mayflower.
10 a.m., Opening Session—East Room, Mayflower. Panel includes: Mayor Hugh Feltis, president of NAB; Capt. Busa of American Airlines, chairman; Miss Ruth Crane, acting president, NAB Coordinator of Listener Activity. Panel Discussion: Section I—Telling Industry's Story.
11:15 a.m., Address—Bertha Lowan, Associated Program Service, "Meeting the Petriello Emergency."
11:15 a.m., Address—Counting the Customers," Dorothy Shank, WEBR Buf- falo, N. Y.
12:30 p.m., Reception for Honor Guests, Pan American Room.
3:30 p.m., Luncheon—Hotel Tea—Guests of Mrs. Truman.
6:30 p.m., Dinner Party—guests of Mrs. George Mesta, 1130 S. St. Greet, N. W.

SATURDAY
8:15 a.m., Round Table Breakfast—Ball- room, Mayflower, guests of Swift Co. 10 a.m., Business Meeting—East Room, Mayflower. Theme: "The Woman Broadcaster and Her Public." Presi- dent—Dorothy Lewis, NAB Coordin- ator of Listener Activity. Panel Dis- cussion: Section I—Telling Industry's Story.
11:15 a.m., Address—Bertha Lowan, Associated Program Service, "Meeting the Petriello Emergency."
11:15 a.m., Address—Counting the Customers." Dorothy Shank, WEBR Buf- falo, N. Y.
12:30 p.m., Reception for Honor Guests, Pan American Room.
5:30 p.m., Reception—guests of Mrs. Truman.
6:30 p.m., Dinner Party—guests of Mrs. George Mesta, 1130 S. St. Greet, N. W.

SUNDAY
9:30 a.m., Business Meeting—East Room, Mayflower.
12:30 p.m., Adjournment.
1 p.m., Luncheon—AWB Board.
NOW YOUR LISTENERS CAN

Dial the Duke

Presenting America's Most Sensational New DISC JOCKEY

5 Hours Weekly of Platter Spinning

By

Duke Ellington

The Nations Foremost Composer and Band Leader Featuring

TOP TUNES ON RECORDS,
STORIES BEHIND DISC AND MUSIC MAKERS
AND INTERVIEWS WITH FAMOUS STARS
ON TRANSCRIPTIONS.

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

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

A WMCA Artist Bureau Production Distributed Nationally By

Harry S. Goodman

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

Write • Wire or Phone Your Reservation NOW!

January 26, 1948 • Page 43
KENNETH H. BERKELEY, manager of the Washington Evening Star stations (WMAL WMAL-TV WMAL-FM), has been named vice president of the stations. Manager of the Star radio interests since WMAL was purchased by the paper, Mr. Berkeley was formerly manager of both WRC and WMAL under NBC ownership. The announcement of his promotion was made by Samuel H. Kauffmann, president of Evening Star Broadcasting Co., following the annual meeting of the board held Jan. 17.

Mr. Trout

WBWS, Cleveland television station, has installed additional sound and video monitors manufactured by Industrial Television Inc., New York.

Bob Trout Will Do Video News Program for NBC

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

Mr. Trout's first assignment will be participation in a new television series, The NBC Television Newsroom, which will be presented Thursdays 9:15-9:30 p.m. over the NBC television network. Program is scheduled to start Jan. 29.

W. W. Chaplin and John MacVane also will appear on the weekly program, which will be televised direct from the network's New York newsroom.

Boston Tour on TV

NBC TELEVISION last Thursday telecast an hour-long tour of Boston, with the video signals sent from the cameras in Boston to the network in New York via AT&T's microwave radio relay, which also sent them back to Boston for the benefit of viewers in the studios of WHZ Boston. An NBC affiliate, WBZ expects to have its video station on the air early this spring. NBC hailed the telecast as "the first regularly scheduled television program to originate in Boston," discounting the AT&T pickup from that city which inaugurated the relay as "a demonstration."

L. A. Freedom Train

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

RALPH J. ROBINSON, chief engineer of WAGE-CW, Mason, has been named executive vice president in charge of operations of the stations. JOHN S. LLOYD, former WAGE general manager, has been named executive vice president in charge of WAGE and WACE-FM sales. Mr. Robinson joined the stations in October 1946, following three years' service in Army Signal Corps as operations and maintenance chief of the War Dept. station WABX Alexandria, Va. He previously was with WMAS Springfield. Mr. Lloyd also joined WAGE in 1946, following his service in armed forces. He formerly had been with WTHZ Hartford, Conn.

MARVIN ROSE, former vice president and commercial manager of WQBA Miami, has been appointed manager of WLYT Laramie, Wyo., which is an AM station and a part of WAGE's system.
EVERY advertising dollar spent by a sponsor must bring VALUE—must produce RESULTS. And that's just why so many advertisers continue to use CFRB year after year. (We're justifiably proud of those 40 advertisers who have been broadcasting over CFRB for 20 consecutive years!) These advertisers have found that on CFRB they get more listeners per dollar than on any other Toronto station! That's a big statement, it's true. And that statement is backed by facts—solid, undeniable facts...like these:

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

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

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

THE NEW

NOW ALL IN

24 HOURS

NEW BLOCK PROGRAMMING
NEW LISTENER-ATTRACTING
NEW PROMOTION
NEW SHOWMANSHP
NEW "THINKING"!
ENGLISH DAILY

TALENT

WJBK

DETROIT'S MOST PROGRESSIVE STATION

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

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

REPRESENTED BY FORJOE & CO.
WOR's Theme

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

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

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

Caesar's Double Deal

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

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

The net of the House proceeding to date is a stalemate. There is no result that has any bearing on network negotiations, with contracts expiring at midnight Saturday, other than Jimmy's pontificial assertions that we'll win the deal. It will be \(\text{abeyance legislative recommendations until it observes the outcome of the AFM-network talks.}\)

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

Radio can continue indefinitely that way. There will be FM duplication and television will have music, because there will be no AFM contracts. Recordings will be imported by the plane and shipload. For the first time Jimmy has a memory in the AFM ranks—unemployment of his own making.

From such wild acorns do new sturdy unions grow.

Ladies Day

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

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

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

Our Respects To—

RUTH CRANE

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

Added to her already full schedule of appearing on a daily AM show, writing and appearing in a weekly TV program, and supervising a Sunday show, is the necessary social and business activities of a woman broadcaster—Miss Crane is working round the clock as acting head of the Assn. of Women Broadcasters, holding its convention this week in Washington, Jan. 29-Feb. 1.

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

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

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

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

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

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

She joined WJR Detroit and remained there

(Continued on page 50)
It's dawning on many a radio time buyer that HE may be a "patsy" in radio's mad welter of proof and counter-proof. He's beginning to wonder why radio shouldn't be bought on space buying's tried and true conception of media power:

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

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

Radio program structure here at WSAI is BUILT to create purposeful tune-in. Time buyers are finding out that it pays... **that's why 93% of all** Cincinnati department store radio is carried by WSAI!
We lead day and night in this Big Tri-City Market.
CARL S. BROWN was made a partner of Shermann & Marquette, New York and Chicago, when former corporation dissolved and reformed into a partnership the first of the year. Formerly a vice president, Mr. Brown, will continue to head the New York office.

JAMES D. NORTH, former vice president and plans board manager in New York office of Foote, Cone & Belding, has transferred to agency's San Francisco office as food and beverage public relations account executive. DONALD H. HELLER has been appointed head of media department of the San Francisco office, replacing STUART HARDING, resigned.

DEL. W. MACGILLAN, former advertising manager of Ekco Products Co., Chicago, has resigned to head the Chicago office, as vice president and account executive.

ROY A. DORLAND, Inc. will open offices in San Francisco and Los Angeles, CA. The new offices, with Louis Nourse, formerly with Dorland Inc., has been named President. Paul Holiner, with headquarters in Los Angeles, and Edward Hindeley, also formerly with Dorland Inc., will be in charge of San Francisco office.

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

WILLIAM F. SMITH, with Charles H. Hoyt Co., New York for more than 13 years, has been appointed director of radio and television advertising for the agency. M. F. SALLES, formerly in production department of McCann-Erickson, New York, is new account executive for Rodgers & Brown, New York.

FRANK W. MCDOUGAL, former producer of "Lux Radio Theatre" and Canney's "Talk of the Town" and "Young and Mitchell", Beverly Hills, is transferred as vice president's account executive in charge of radio.

MACKARESH GOODE, formerly with Gernert, Dunn & Co., New York, has joined executive staff at headquarters of American Radio Advertising Agency, New York. He will assist RICHARD TURNBULL, assistant executive secretary, in its administration, public relations and mechanical production.

ROBERT M. GAMBLE Jr., former account executive of Justin Funkhouser, Baltimore, and Courtright and Ferguson Inc., Washington, Baltimore and Richmond, is account executive. Mr. Gamble was also member of the national advertising staff of the New York Herald Tribune for several years.

PAULA SELIGMAN, former head of Repertory Film Bureau, is now director of the Warner Bros. and Paramount Pictures in New York and Long Island studios, has announced establishment of her own publicity-advertising and public relations offices at 201 Park Ave., New York. She will specialise in commercial as well as entertainment accounts.

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

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

ALTON KETCHUM and DONALD G. HEnO, of MBS of McCann-Erickson, New York, have been elected presidents of MBS' Chicago office. The changes were made at annual meeting of board of directors of McCann-Erickson last week.

Mr. Ketchum Mr. Calhoun

WILLIAM MOORE, who joined Walter Colwell Inc., New York early in January, has been appointed production manager of Colwell's New York office.

WILLIAM W. MULVEY, formerly with Kenneth Eckhardt, and BRUCE M. BROOK, who until recently conducted Elliott Business Promotions in Lanai, Mich., have joined copy department of the New York office of the agency.

C. L. MACNELLY, formerly with Dono, California, where he was chief executive of Campbell-Ewald Agency, is now account executive for Pediar and Ryan, New York.

MARTIN ROHRING, former assistant copy chief of Campbell-Ewald Co., New York, has been appointed copy chief of Byrne, Harrington & Roberts Inc., New York.

JEAN CASEY, timebuyer at Hunter Scott Adv., Fresno, Calif., has been named production manager of the agency. JOHN MCDERMOTT, formerly with South African Broadcasting System and Australian Broadcasting System, has joined Hunter Scott Agency. The agency has distributed folder titled "A New Face, A New Title," giving pictures and sketch of Miss Casey and Mr. Mcdermott.

MACRANN ASSOC., New York, has prepared for distribution booklet, entitled "Radio Advertising School." Booklet is available to advertisers in New York and Metropolitan area, northern New Jersey and lower New England.

MURIEL JOHNSTONE, fashion advertising and merchandising specialist, has joined Nixon-Dodd Adv., New York, as vice president and head of fashion division.

BOB NYE, producer with Foote, Cone & Belding, has been shifted to agency's Chicago office.

PAT RAYMOND, former literary representative of Stevens Agency, Hollywood, for past two years and previously movie publicist, has joined Los Adv., Santa Monica, as chief account executive.

JACK ROCH, former radio producer of Young & Rubicam, New York, has joined N. W. Ayer & Son, Hollywood as producer of MBI "On The Road.


FRANK J. BUTLER has been elected to board of directors of F. H. Hayhurst Co., Toronto and Montreal. He has been with the agency for past 12 years. F. H. CHISHOLM has been appointed account executive of F. H. Hayhurst Co., Toronto, coming from Ardell Adv., Oakville, Ont.

NANCY HUGHES, who recently resigned as head of a specialized advertising firm for St. Georges & Kayes, New York, to open her own agency (BROADCASTING, Jan. 12), has announced that she will deal with varied advertising accounts and not specifically with fashion advertising.

THOMAS B. KING has joined Harry Coleman & Co., Chicago, public relations firm, as assistant account executive.

DORRENS & Co. has moved its San Francisco office to larger quarters at 544 Market St.

AL FOSTER, director of public relations for William E. Brown & Co., Cleveland, and Jane Culbertson were married Jan. 13.

M. W. BARNUM, vice president and account executive of radio for Routhrauff & Ryan, N. Y., is in Hollywood for month's conference.

SANDFRED E. ODHNER has joined copy staff of Brooke, Smith, French & Dorrance Inc., Detroit and New York.

ARCH WHITE Adv., San Gabriel, Calif., phone was incorrectly listed in Jan. 20 issue of BROADCASTING as Atlantic Adv., proper number is 10-13-91.

BARTON A. STEBBINS Adv., Los Angeles, has moved its offices from 811 W. 7th St. to 1250 Wilshire Blvd. Telephone 8631.

DONALD STAUFFER, vice president of Sullivan, Stauffer & Bayles, New York, is in Hollywood for two weeks' conferences.


Palmer to Conduct Radio Sales School at Okla. U.

FRED A. PALMER, head of Fred A. Palmer Co., Cincinnati, will conduct his radio sales training school at the U. of Oklahoma following the university's annual radio conference to be held Feb. 29-29. The sales training school, whose afternoon sessions will consist of practice selling under supervision of experienced salesmen, will be conducted Feb. 29-March 2.

Radio instructors and their topics have been announced as follows: Don Davis, president of W CB Kansas City, "Selling Radio"; Charles C. Caley, executive vice president of WMBD Peoria, III., "Selling Local Programs"; Lin Mason, Springfield, Ohio, "Selling the Open-Ended Transcription"; Harold Day, co-sales manager, ABC, New York, "Selling the Co-Program"; J. W. Knodel, Avery-Knodel Inc., "Working With the National Representative"; Mr. Palmer, "A 10-Point Plan of Sales and Service."
RICHARD J. GOGGIN, former ABC tele- vision producer-director-writer, has been appointed program director of WCNK Philadelphia. Mr. Goggin, former Coast Guard lieutenant, has recently returned from Europe where he studied TV production methods in England. Formerly a radio specialist, Goggin has written numerous programs for the network over WABC New York, WOR New York, and WPTF Raleigh. Mr. Goggin has been named program director of WCNK Philadelphia.

CHARLES CRAIG, announcer at WDVA Danville, Va., has been appointed morning announcer and news editor of that station, and STEPHEN PALEDES, formerly with National Academy of Broadcasing, Washington, has joined WDVA as musical director, succeeding CLARK McCLELLAN, resigned. JERRY MULLIN has been appointed continuity director of station, succeeding VIRGINIA MURPHY, who has resigned. Mrs. Mullen also has been named director of women's programs. KEN KILMER and BOB VAN HORN have joined WDVA announcing staff.

WALTER BALDWIN, former announcer at WDVA Danville, Va., has joined WBFN Washington, N. C., as assistant manager.

FRED FREELAND, former assistant program director of WOWO Fort Wayne, Ind., has been appointed to television production staff of W2Z-TV Boston. Mr. Freeland has extensive experience in radio and stage production and radio and television announcing and is the three Patent Awards from Westinghouse Electric and Radio as his improvements in television technique. In addition, Mr. Freeland has labored in production of movie shorts for Warner Bros., 20th Century-Fox and RKO.

ART CURVIS, formerly with WBMN Chicago, has joined WKOO Kokomo Ind., as announcer and writer, effective Feb. 1.

HARRY EHRHARDT, night supervisor of WCAU Philadelphia, has been promoted to personnel manager and purchasing agent for the station. HUGH FARGUSON has resigned as assistant staff announcer to become morning announcer, replacing HARRY MCLAIN, who is changing his operating hours to alternate with HORACE FEIHL, night supervisor.

UNITY among competitors was accomplished in Buffalo Jan. 16 when former announcing of city's stations broadcast from the same place. The benefit for the United Nations Occasion has first annual sportscaster-Sports-writers dinner at Hotel Statler to support fund against polo to get. CHARLEY BAILEY, WBNJ, NEIL, SHAPIRO, HUBERT K. MILLER, WGR, all New York headquarters, were among the dinner guests.

BOB GEIS, former program director of WHN New York, has been named announcing staff of WBED Worthington, WBNJ Fremont, O., GREENFIELD, WBFN Eastlake, Ohio, and WHIC Canton, WRCB and WCPO Cincinnati, WHR Cleveland and WVO Fort Wayne, Ind., in announcing capacity.

VIRGINIA TATUM, former U. S. Dept. of Agriculture specialist, has been named head of the CBS "Country Journal," heard Sat., 2-30 to 3 p.m. Miss Tatum was program director of WPTF Raleigh in 1942.

ALAIN WILLIAMS, chief announcer for WMCA New York until he enlisted in armed forces in 1942, rejoined WMCA in the same capacity Jan. 25. Since 1946 he has been freelance announcer on NBC network. He has written and produced original program for the network.

LLOYD MOSS, former staff announcer and program director of WMAS Anchorage, Alas., has joined WHK Cleveland as announcing staff of WBDB Lexington, KY. Miss Moss previously had resigned to become chief announcer of WRBV Harrisburg, Pa.

TOM GILLIEFEE, former announcer with WWNY Watertown, N. Y., has been named director of Western Mass. radio station WMMS, Williston, Vt., and New York station WCBS.

SHAKOMIN, fsr. 1900-w station op- erated by 15 Kw. kc in Alaska, has been awarded first prize and check for $50 by National Research Bureau for best 1947 commercial radio continuity.

DELMER DAY, former announcer of EFGD Anchorage, Alaska and partner in former advertising firm of Bunch and Day, has been joining announcing staff of WABD New York.

RALPH ROSE, former freelance radio producer and writer, has joined CBS Radio program department. Mr. Rose is writing, producing, and directing CBS show "Tell It to the Bench," which began Jan. 18. He entered radio in 1930 with Texas State Network.

NED TOLLINGER, MBS Hollywood co-director of programs, is recovering from an operation at Hollywood Presbyterian Hospital.

FRED GODDARD, former radio veteran of 25 years, has returned to the air as program director and announcer of WGLS, "Stylist" program aired daily on WABD Evansport, Ill. Miss Kay began her career with WEBH Chicago in 1924 and has played dramatic roles in numerous Chicago-originated serials and other productions.

STEPHEN WILSON, former music director of Arts Council of Great Britain, has been appointed music director. He succeeded the late DR. VICTOR HELY-HUTCHINSON, Mr. Wil-
BOB ANDERSON, Jan.

programs.

WALGREN.

STANLEY dent and member

of whom has completed

industry. Other

nition

Camden, 

Britain,

iterations.

LEY SIMMONS,

UNITEL Sales Executives

president

papers;

ing

Eric

BROADCASTING

SHERMAN

Author and Women’s

editor and women’s

director of radio writing and production.

JANIS, GEORGE

has been appointed

Dryer

head newly

years director of radio writing and production.

BAXTER Dupuy, author of “Television Show Business,” has been elected presi-

dent of Radio Advertising Bureau. Of his three-syllable name, Dupuy has explained

that the first syllable is in French.

BERNARD SACKETT, freelance radio

editor and writer, has joined the staff of radio school at Colum-

bia Institute, Philadelphia, as one of radio in writing and production.

Virgil M. Graham, director of technical

relations for Electronic Products

Inc., has been appointed Sales

man at Westinghouse Electric

Corp.’s Mansfield, Ohio

WILLIAM H. (BILL) GROODY, eastern

radio sales representative for

UCTS, has resigned as sales director of

York. He is supervising spring

sections on eight new Dryer

products.

UNITEL, Inc., Hollywood video film pro-

ducer, has scheduled a new series

Jan. 26 at Hotel Commodore to de-

monstrate musical

ZEVA DAVIS and directed by STAN-

LEY SIMMONS. Each consists of numer-

al numbers.

BOB ANDERSON, former NBC Holly-

wood pro. and music department

actor, has organized new advertising

service, Spots From Hollywood, which

is specializing in writing and transmitting musical spot announcements.

Headquartered at 2000 N. High-

Ave., Hollywood, firm also

publishes weekly feature called From

Hollywood” designed to give small

stations dixie cut-ins in exchange

on recording artists.

HARVEY MARLOW TELEVISION

Asso., New York, has been appointed

television consultant to WKBN New

York, as of Jan. 1.

BCCA has inaugurated series of

weekly programs broadcasted from

Columbia, N. Y., over closed telephone

circuit to its record distributors all

over U. S. Broadcasts will take the

form of regular sales meetings, accord-

ing to BCCA, and will feature new

records interspersed with sales informa-

EUGENE F. MCNODALD Jr., president,

and seven other company employees

receives the first certificate by

Zenith Radio Corp., Chicago, in recog-

nition of their contributions to the firm’s position in radio industry.

WALTER W. BAXTER, as executive vice

president of Radio-Blond, will di-

rect new and five-hour daily

broadcasts. Package will include full

range of radio scripts and will be

offered to stations for $4,000.

BASCH RADIO PRODUCTIONS,

Inc., has acquired the rights to “The

John Dwinnock,” a two-camera,

twelve-minute Sunday-morning radio

show, from the Dwinnock firm, which

the Dwinnock firm, which

the Dwinnock firm, which

is currently running on several

stations.

WILLIAM O. SPINK, former engineer

for Galvin Mfg. Corp. (Motorola radio),

and Thordarson Electric Mfg. Div.,

both Chicago firms, has been appointed

field manager in southern division of

Sylvania Electric Products Inc., Cleveland

office. Mr. Spink replaces R. W. GUNN,

who has been transferred to New York

office as sales representative.

IRA KAMEN, former general manager

of Billboard Records Video-Television

joined Commercial Radio-Sound Corp.,

New York, as technical assistant

to engineering, sales and in-

stallation of RCA television and sound

equipment systems distributed by its

company.

GUEST TELEVISION, producer of

Industrial Television Inc., New York,

will be publisher of BROADCASTING

on Wednesday, Jan. 12, 1944. The issue

will contain 64 pages and will be

free to the radio and television indus-

ty.

KENTON REYNOLDS, who has had many

years of experience in Philco distri-

bution, has joined the company in

charge of Philco Corp. world-wide

electric engineering for the Armed

and Navy, has been appointed general sales

manager of that company.

WALTER W. ABLE, former Public

Relations manager at Westinghouse Electric

Company, Mansfield, Ohio, has been

honored with the naming of new

local station. Mansfield’s new station

has been named Arlin Field. Mr. Arlin

is credited with being radio’s first

regular announcer” when he was hired

by RCA West Coast stations in the early
days of that station’s operations.

UNITEL TELEVISION MFG. Corp., New

York, has announced its first table

model video receiver. TUBE model video receiver, which is priced at $115 plus tax. Unit

plan to add 12-inch and 13-inch

models to its table model line short]

firm will spend $50,000 in newspaper

and magazine campaign, starting end of

February, to publicize its new models.

Agency: Huber Hope & Sons, New

York.

INDUSTRIAL TELEVISION Inc., has

opened New York sales office at 10

Fourth Ave. to be operated in conjunc-

tion with National Service Sales Corp.,

nizational representative for the line of

Industrial Televisers and other video

equipment.

ZENITH Radio Corp., Chicago, has

announced addition of new cons-

ole, the Zenith model 5500. New con-

sole includes the company’s famed blank

tone arm and Internex record-changer,

and will be offered at a price of $295.

BEATRICE E. LAWRENCE, former

Los Angeles manager of Harry Jacobs

Radio Productions, has been appointed

sales representative of Grace Gibson

Radio Productions. In addition to new

position, she is co-owner of Watson

Productions, Hollywood; Grace Gib-

son, head of the Australian radio pro-

ductions firm, will open offices to coordinate

Draper’s activities.

RENEWALS

ReneWAL of license was granted

last week by FCC to following standard stations for period ending

Feb. 1, 1951: KWAL, Wallace, Idaho

(Comr. Clifford J. Durr for hearing);

GWCN, Gaxtona, N. C.; WFLR, San Francisco, KFJG

Crawley, Idaho; WATZ, Alpena

Township, Mich.; WBHF Carvers-

town, Va.; W较d Rock, Mount, N. C.; WFMJ Youngstown, Ohio;

WFAB, Apalachicola, Fla.; WRUW

North Wilkesboro, N. C.; WLAP

Lexington, Ky.; WŁAY Muscle

Shoals, Ala.; WMAJ State College,

Pa.; WRQN Vidalia, Ga.

TOWERS AUTHORIZED

The CHICAGO Zoning Board of

Appeals Monday authorized NBC,

ABC and WJJD (Marshall Field’s

Chicago station) to erect antenna

towers on the Civic Opera and

Union Carbide and Carbon buildings.

Both NBC’s 71-ft and ABC’s 117-ft

telvision towers will be on the Civic

Opera House, while WJJD’s 64-ft FM

antenna will be constructed atop

the 40-story Carbide and Carbon

structure. (Section 24 of the Chicago

zoning ordinance requires that petitions

for building additions be submitted to board

rather than building operators.)

PHONE SURVEY ‘OUT’ IN TV, SAYS ROSLOW

WARNING television not to re-

repeat the “costly errors” of sound

broadcasting in determining the size

of its audience, Dr. Sydney Roslow,

director of The Pulse, audience

measurement firm, declared “There can be no cheap tele-

vision method of measuring the

television audience.”

A report of The Pulse’s first

regular survey of television, cover-

ing the week of Jan. 28, shows

approximately 13.5% of the families

in the New York metropolitan area

as video receiver owners. This

would mean about 39,000 sets

for the total of 2,800,000 families.

The Pulse stated. This figure is

considerably below estimates made

by video broadcasters and

manufacturers.

Families without telephones com-

prise 13.5% of the total television

families, The Pulse reported, ad-

mitting that the viewing habits of

phone and non-phone families
differ, with 100% of the non-phone
families using their television sets

on any given day, while 81% of the
phone families used their video
receivers.

The weight of the non-phone
families in the television audi-

ence will “steadily increase,” The

Pulse stated. “To them, the tele-

vision set will be a principal means

of entertainment and relaxation.

Their sets will be in heavy use.”

George P. Hollenberg Co. Atlanta, Ga.

NATIONALLY REPRESENTED BY

More POWER-ful than ever!
A BAN on export of war surplus radar equipment has been imposed by the State Dept. after Rep. Ross Ridley (R-Oklahoma) protested that shipments were going to Russia.

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

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

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

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

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

CCKW Bridgewater, N. S., went into operation last month with 1 kw on 500 kc, according to Radio Branch, Dept. of Transport, Ottawa. CJDC TV operation last month with 1 kw on 1356 kc. CFFI Fort Frances, Ont., has changed ownership, new owner and license being John Graham McLaren, Ottawa reports.

resulted in "marked improvement in the quality of programs received in the area covered," according to W. J. Purcell, broadcast operation engineer.

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

CUSTOM-BUILT mobile broadcasting units equipped with microwave relay transmitter has been placed in operation by WPLP Philadelphia. Unit is equipped with a 3 kw driven generator, complete relay recording equipment; wire recorder; complete microwave apparatus; AM, FM and relay-links receivers; public address systems, and FM radio telephone. Unit will be used to originate remote shows. WENDELL NOBLE, WSP, Denver, has been appointed to the National Commission for Control Console, Inc. WPLP.

HOWARD BEHLM, staff technician at WLAD Danbury, Conn., has resigned to enter communications in Florida.

Radar Components in Video Equipment Prompts Banning of Surplus Exports

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`Preacher' Protests
No Concern of FCC
Over-Border Activities Are Titled Outside Agency Scope

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

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

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

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

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

Mr. McNeely (l) and "Neighbor X", Mr. Anderson

WJMO Cleveland's own "Mr. Hush" idea is really taking on with the station's listeners. Their new show is called "Neighbor X!"

The show, heard at 9:30 a.m. Monday-Friday, consists of Marty McNeely, m.c., popular music and a tape recording of well-known Clevelanders who give clues to their identity. First "Neighbor X" was Stanley Anderson, radio editor of the Cleveland Press. During the week he paraded up and down Euclid Ave., the main thoroughfare, concealed by a mask, and carrying a sandwich board saying he was WJMO's "Neighbor X." Several columnists printed their guesses, and the mail poured into the station, rife with wrong guesses.

WJMO currently is inviting inquiries on the show from other stations.

Litchfield Award

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

Mr. Litchfield is a former two-term Democratic U.S. Sen. from Ohio who was a past president of the PRCA.

Canadian Copyright Fee Increase Seen

CANDIAN BROADCASTERS will pay $306,751 in copyright fees this year if the Canadian Copyright Appeal Board allows the schedules filed with it on Jan. 16 by the Canadian Association for the Protection of Authors, Scholars, and Edicts Assn. of Canada (CAPAC) and BMI Canada Ltd. This is an increase of $12,500 from the 1947 fees amounting to $294,424 set by the board last September [BROADCASTING, Sept. 22, 1947].

Both Canadian Broadcasting Corp. and independent broadcasting stations collectively are assessing a total of $269,014 for an annual agreement for a flat fee of $17,500 with CBC. Rates are set at 1% of assessed gross receipts for CAPAC, payable both by CBC and CAB stations, and $12,500 to BMI Canada receives 2% per licensed receiving set from CAB.

Licensed receiving sets increased during past fiscal year & publish, 1946-March 31, 1947) to 1,807,824 from 1,754,354 previous year. (Only one license is required per house which may have as many sets as its occupants want.)

WORL Counsel Seeks Report Information

COUNSEL for WORL Boston, appealing from FCC's denial of license renewal [BROADCASTING, Oct. 20, 1947], have asked the Court of Appeals for the District of Columbia to call for a "confidential" report submitted to the Commission by the examiner who conducted the WORL hearing, held in late 1946.

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

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

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

Television Dept. Formed

BY Proctor Productions

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

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

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

Yankee Covers Fire

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

It's Been Proven
Your WAZL advertising dollar will result in direct sales goals you can achieve. The annual earnings of this rich Anthracite and Industrial district of the state are $55,000,000 per year. That's a lot of money — and it's all spent in WAZL's coverage area.

Contact WZL or our National Representative:
Radio Advertising Co.
515 Fifth Avenue,
New York City

Page 56 • January 26, 1948

BROADCASTING • Telecasting

KFWF "Bill Anson Show": three-weekly broadcast of "The Felix Fights" and "KCRA "Frances Scully Show".

Paul F. Reisch Co., Chicago (candy), has appointed a new advertising account executive. He joined the firm's advertising department last year.

Madison's Mercantile, secretary and director of public relations of Bathurst, N.Y., has been elected vice president in charge of public relations of the company. Mrs. McCarthy, who has been with the company since 1946, is the first woman in the position.

B. J. Kennedy Jr., Pittsburgh (building materials), has appointed Pratt & bustling to handle advertising to be used.

James C. Douglas, veteran radio program director, has been appointed assistant advertising manager of the station.

Mr. Douglas, who is a native of Standard Oil Co. of Indiana, was a salesman for the company's radio division in Chicago, and is continuing his duties in that capacity.

RKO radio station, WNBC, New York, has had weather reports on WNBC since September 1943.

Kaufman's of New York, a new Ford Car dealer, started selling a few weeks ago.

Mr. Douglas will continue as assistant advertising manager of the station.

HARRISON cable Co., New York ("Presto" and "K. F. Smokey"), has appointed Mr. Douglas as assistant advertising manager.

Former show will be replaced in this area.

Hire Bottling Co., Chicago, has appointed Mr. Douglas as assistant advertising manager.

Mr. Douglas will handle radio and television advertising.

Bennett Co., New York (paints), has appointed Mr. Douglas as assistant advertising manager.

Mr. Douglas has been with Bennett Co. for five years.

Harris & Co., New York (cigarettes), has appointed Mr. Douglas as assistant advertising manager.

Mr. Douglas will handle advertising.

Lamme Ltd., New York (tobacco), has appointed Mr. Douglas as assistant advertising manager.

Mr. Douglas will handle advertising.

Liggett & Myer Tobacco Co., New York (cigarettes), has appointed Mr. Douglas as assistant advertising manager.

Mr. Douglas will handle advertising.

Says: "Presto" has a lot of money — and it's all spent in WAZL's coverage area.

Contact WAZL or our National Representative:
Radio Advertising Co.
515 Fifth Avenue,
New York City

TAR HEEL BROADCASTING SYSTEM, Inc.
Washington, North Carolina
W mounting Radio Stations
FOR JOE & CO.
New York City & Los Angeles

Hear's THE SELL EASTERN NORTH CAROLINA WRGF, WRZB
5000 WATTS, 500 KC. 1000 WATTS, 800 KC.
WASHINGTON, N. C. CLINTON, N. C.

Eastern North Carolina is a rich market for radio. For years, the stations have been successful, and their popularity has continued to grow. They are the primary source of news, entertainment, and programming for the region.

ELECTRIC LINE

BROADCASTING SYSTEM, Inc.
Washington, North Carolina
W mounting Radio Stations
FOR JOE & CO.
New York City & Los Angeles

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WASHINGTON, N. C. CLINTON, N. C.
Seven-Tower Array Using
BLAW-KNOX
Self-Supporting Towers

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

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

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

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

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

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

Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE

Electronics at Work
from studio...to station...to home
REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

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

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

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

Here's what this new FM plan offers:

Newspaper advertisements Newspaper publicity Car and window cards
Window displays Demonstrations and movies
Consumer booklets Radio spots Studio party guide
Programming aids Contests Timing helps
Dealer support
A story of Chicago radio by John Crosby ... a story that has even more listeners ... and yet is not for listeners! Preface of brochure tells that readers are not to become "censored" in newspapers and magazine and that the story of each of these reviews ... there is a good reason. An assistant manager's success is shared by one of its advertising agencies. So the story as printed in full with statements regarding advertising power printed in red between the lines.

Zoomar Promotion

REPRINTS of publicity material in national publications by the Zoomar lens are being distributed by Jerry Fairbanks Inc., New York, firm which handles distribution of a series of prints including article which appeared in the New Yorker,tracting development of....

KQW Tournament

PROGRAM TOURNAMENT, in which a group of youngsters from city recreation centers will compete to run radio shows, is being conducted by KQW, Philadelphia, in cooperation with Philadelphia's Bureau of Recreation. A study of eight-week course in radio techniques conducted December 22 by KQW for 60 recreation center superintendents indicated that radio is a very effective tool in recreation centers with simulated studio settings. Now, an additional program, first of its kind to use a KW script material and later preparing their stories for the next four months, William C. Gaiele, of KQW, and Recreation Superintendent for ten centers developed material. The program, which resulted broadcast will be given oppor-

KTVY Tournament

ATTRACTION, eight-page brochure based on BMB Study No. 1 has been compiled and distributed by NBC. The program, called "Variety League," is illustrated with line-drawings of two surveys. Opening question asks, "What is BMB?" and closes survey with "Are you participating?" A page presents two surveys, one of which has been at work in preceding pages, relating under-lines to a radio, and carries inscription: "NBC is a key to success. Work together and listen to most."

WKY Billboard

IN SUPPORT of the current national campaign for better understanding of the medium, WKY Oklahoma City has erected new billboard, headed "Thank Advertisers for the World's Best Programs." Billboard emphasizes that good programs are made possible by sponsors and that advertisers have made it possible for radio listeners of America to hear stars of the great detective films in their own home. Circle panel in corner of billboard advertising specific WKY program and this panel is changed monthly.

All-Year Coverage

BILLBOARDS which previously have been underwritten by WKY Broadcasting, for special features only, will now be used year-round. Agreements provide for showings on all prominent billboards throughout city for 11 months to give widest spread available in this area. Boards display stationary bill call letters in large type, plugs for separate station's promotion in Wash. slogan, "For Your Listening Pleasure.

CKVL Fire

PARTIALLY burned, selling sheet headed "The Big Bonfire" has been distributed as latest promotion for CKVL, Calgary, Canada. Stated on data on CKVL's increase over other stations in the city, based on study of Ott-Haynes agency. One side of each sheet has been burned to point up head of "Big Bonfire" and statement is: "This is CKVL's hottest radio band right now!"
 actions of the FFC

January 16 to January 22

CP-construction permit
DA-directional antenna
ERF-effective radiated power
ST-studio-transmitter
amp-stereo-amplifier

ant-antenna
Rf-reflected
aur-sural
Vf-vertical

cond-conditional
LC-licensed or certificate
trans-transmission

Modification of CP
KCRK Cedar Rapids, Iowa.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP
WPAG-FM Ann Arbor, Mich.—License to modify CP as mod. which authorized new FM station.

Petition of CP
WSJI-FM Bridgeport, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

Modification to filing
KWWJ-AM Emporium, Pa.—Granted request for change of call letters to WGGG for new FM station.

Modification of CP
KCRK Cedar Rapids, Iowa.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP
WPAG-FM Ann Arbor, Mich.—License to modify CP as mod. which authorized new FM station.

Modification of CP
KCSR-AM Cedar Rapids, Iowa.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP
WPAG-FM Ann Arbor, Mich.—License to modify CP as mod. which authorized new FM station.
"PLUG-IN" amplifiers for

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

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

Price $105.00
Booster Amplifier (Type BA-2C)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. High gain: 50 db. Low noise level: -68 db. Low distortion: 0.75% rms, 40 to 15,000 cycles. Frequency response: ±1.5 db, 30 to 15,000 cycles. Compact: two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.
The RCA Type BR-2A Shelf fits any standard rack; takes 8 4 inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

All units available for immediate delivery

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

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

How to order:

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

**Price $125.00**

Program Amplifier (Type BA-3C)—one of the most versatile on the market. Ideal as a program, line, or booster amplifier; a high-level isolation amplifier; a cueing or monitoring amplifier, or a driver amplifier (for high-power recording amplifiers, etc.). High gain: 65 db for matching input, 27 db for bridging input. Low noise level (with maximum gain): -52 db. Low distortion: less than 0.5 to 1% rms, depending on output level. Frequency response: ±1 db, 30 to 15,000 cycles.

**Price $120.00**

Monitoring Amplifier (Type BA-4B)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include applications as line amplifier for portable and mobile transmitters. High gain: 105 db. Low noise level: 20 db (with maximum gain); 40 db (with minimum gain). Low distortion: less than 3% at 12 watts. Frequency response: ±2 db, 30 to 15,000 cycles.
RCA TUBES...

the standard of comparison in FM

RCA-7C24

The RCA 7C24 and 5592 "metal header" tubes...used in the latest RCA FM transmitters...are striking examples of RCA's leadership in modern tube development. In addition to increased ruggedness and operating economy, these tubes require no changes in stable wide-band operation, and provide superior shielding of elements when used in grounded-grid circuits.

RCA has a complete line of modern, more efficient power tubes for FM transmitters. For your conversion, RCA New Vertical Tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, CP-75-82 re...

Adams Rates High

WCCO MINNEAPOLIS reports it is considering a promotion which authorized CP for extension of completion date of 4-15-46.

KGO San Francisco—Granted license to use 30,000 c.w. for auxiliary purposes with 7/10 kw. power.

WGAA Cedartown, Ga.—Granted CP for extension of completion date of 3-8-46, and mount 10 kw. FM ant. on AM tower, and to change trans. site.

WNAT Yankton, S. D.—Granted CP for extension of completion date of 10-3-46.

WIKK Erie, Pa.—Same to 7-1-46.

WATL Altanta—Same to 8-5-46.

KGH Little Rock, Ark.—Granted license for change in frequency to 1530 kw. in June, and change tower to 25,000 kw.

AMENDMENTS—CA front page...

January 19 Applications...ACCEPTED FOR FILING

Modification of CP

WAVU Seattle, Wash.—Mod. CP which authorized new standard station, for approval of ant. and trans. location, AMENDED to change type trans. WCNU Crestview, Fla.—Mod. CP which authorized new standard station for approval of ant. and trans. location, AMENDED to make changes in ant. and to specify studio location.

AM-1580 kHz

University City Best, Corp., Urbana, III.—CP new standard station 1600 kHz 250 w D, AMENDED to change frequency from 1600 to 1580 kHz and change type trans.

AM-900 kHz

Greer Best, Co., Greer, S. C.—CP new standard station 1250 kHz 250 w D, AMENDED to change frequency from 1250 to 1200 kHz.

Modification of CP

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

KGLO-FM Mason City, Iowa.—Mod. CP which authorized new FM station, to change type trans., change trans. site, frequency to Channel 23, 85-72 mc, power of 1 kw. (peak) aur. 12.5 kw and unil. AMENDED to retransmit and amend to request Channel 5, 186-192 mc in lieu Channel 4, 88-72 mc.

Modification of CP

KOKU Norman, Okla.—Mod. CP as mod. which authorized new non-commercial FM station, for extension of completion date.

License Renewal

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

TENDERED FOR FILING

AM-1220 kHz

Red Oak Radio Co., Red Oak, la.—CP new standard station 1220 kHz 250 w D.

AM-1350 kHz

Manhattan Best, Co. Inc., Manhattan, Kan.—CP new standard station 1350 kHz 500 w D.

Modification of CP

WKPT-FM Kingsport, Tenn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

FM—Unassigned

Howard Payne College, Brownwood, Tex.—CP new FM station (Class B) on 92.1 to 1050 mc, ERP 2800 w.

Modification of CP

KGFL-FM San Angelo, Tex.—Mod. CP as mod. which authorized new FM station, for extension of completion date.

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

New England Television Co. Inc., Kansas City.—CP new commercial television station on Channel 21, 546 kw ERP, vis. 20 kw, aur. 10 kw unil.

Radio Corporation of America
YOUR MARKET

in SALES MANAGEMENT'S
1948 Survey of Buying Power

The 1948 Survey will include the following material:

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

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

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

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

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

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

TV Enthusiasm Recalls
Early-Day Radio Craze
EDITOR, BROADCASTING:
In re your current editorial
“TV-IT'S INFECTIOUS”! Right!
And it's INFECTED, too—with
an allocation situation (inescap-
able, perhaps, all things con-
sidered) which will, inevitably, de-
velop pressures, the likes of which
we have never yet seen in radio.
For, as I have long since publi-

cy stated, TV is THE desirable,

ultimate medium; and the almost
riotous public enthusiasm for it
at this time in such quarters as are
now being served closely resembles
the “passing craze” (as then cur-
rent newspaper opinion had it) which
 ushered in broadcasting
during 1921 and 1922.
As with old standard band allo-

cation, the imagination and in-
genuity of the engineer will be-

ing—brought to bear; but this
time it will not be enough!
As for BROADCASTING: The edi-
torial is on the beams. Its coverage
of this industry problem is most
timely. Congratulations!
Paul F. Godfrey
Paul Godfrey Co.
Upper Montclair, N. J.

March of Dimes Ad
Draws Big Response
EDITOR, BROADCASTING:
Many thanks for your kind-

ness in inserting the full page ad in
the current issue of BROADCASTING
for the 1948 March of Dimes Cam-
paign.
If sometimes you think that
people don’t read BROADCASTING
thoroughly, you are off base. I
had wires and letters asking for
the material mentioned in the ad
days before I had the magazine
here. For some reason or other,
the current issue didn’t show up
until yesterday.
Howard J. London
Radio Director
Nat’l Foundation for In-
fantile Paralysis
New York 5, N. Y.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the
most pertinent portions.)

Air Editorializing
As Defined at WKBS
EDITOR, BROADCASTING:
It appears that some station
owners are getting themselves
somewhat confused as to just what
editorializing is. Editorializing
simply expressing a profound
opinion, which may or may not be
in the public interest. It carries
with it neither the necessity nor
the obligation to present both sides
of an issue impartially without
bias.

Many people do not seem to re-

alize that the printed word is not
the spoken word. The printed word
is plain un-adulterated “black and
white,” make no mistake. The same
spoken word with all of its possi-
ble inflections can mean something
entirely different.

We now have the right (and are
encouraged by FCC) to openly dis-

cuss public issues pro and con... Why
are they not used? And in this
manner bring radio to its这也

(Continued on page 80)

MAFFAIR TRANSCRIPTION Co., Hollywood, has announced addi-
tions of ten more stations to those
already subscribing to its Alan Leo
“Box 13” series. Stations are: KGO
(Phoenix), WMAQ (Chicago), WOR
New York, KQO (Los Angeles), WMAK
(Wichita), WABC (Boston), KROQ (Los Angeles), KSL (Salt Lake
City), and WMAP Monroe, N. C.

COLIN M. SELPH, former sales man-
ger of Cresta Blanca Wine, has be-
come associated with WESLEY L.
DUMM in ownership of Muzart Co.,
San Francisco. Northern California
franchise holder for Muzart, transcribed
radio library. Mr. Selph also has
been named operating head of Muzart.
CHRISTOPHER H. DEERING has been
appointed East Bay district area sales
manager with offices in Oakland, and
EMILY DAY has joined San Francisco
sales force as district sales
manager. M. J. DEMING has been named studio-office
manager and administrative assistant to
Mr. Selph.

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

GEORGE PALE was elected president
Other officers elected were HOWARD
HELMICH, vice president, ROBERT D.
KIRKSTEIN, treasurer, E. C. FRIDWIG,
secretary, and EUGENE O'BRIEN, di-
rector of artist’s activities.

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

RAY SWIGERT, chief technician of
Starliri Wide Range Recorders, North
Hollywood, Calif., and Louise Le Prade
have announced their marriage.

M AJAY L ITTLE R EGISTRATION

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

Manufacturers of a Complete Line
of Self-Supporting Radio Towers...
Uniform Cross-Section Gauzy Radio
Towers... Copper Mesh Ground
Screen... Steel Building Products.

Page 66 * January 26, 1948

BROADCASTING * Telecasting
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
3393 Wisconsin Ave., N. W.
Washington, D. C. Adams 3414

McNARY & WRATHALL
304 NATIONAL PRESS BLDG. DI. 1208
WASHINGTON, D. C.

PAUL GODLEY CO.
LABR: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Main St. Bldg. — District 6466
Washington, D. C.

RING & CLARK
54 Years Experience in Radio Engineering
MUNSEY BUILDING REPUBLIC 2367
WASHINGTON 4, D. C.

JOHN BARRON Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
Paul A. deHars
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6313-6315

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8218
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4077
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C. Republic 3944

Weldon & Carr
Washington, D. C.
1605 Connecticut Ave., Ml. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

HERBERT L. WILSON
1025 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C. N. A. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. ATwood 3328

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St., N. W. Room 1210
DISTRICT 4127

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1900 EYE ST., N. W. NATIONAL 0196
WASHINGTON, D. C.

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 77TH ST. TRIANGLE 4600
CHICAGO 19 ILLINOIS

DIXIE B. MCKEY & ASSOC.
1730 Connecticut Ave., N. W.
Washington, D. C. ADAMS 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 9926
WASHINGTON 6, D. C.

KEAR & KENNEDY
1710 K ST., N. W. REPUBLIC 1981
WASHINGTON, D. C.

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Midtown 2561

GILLE BROS.
1195 Lillian Way Gladstone 0170
Hollywood, California

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

ANDERSON & MERRYMAN
New York City New Orleans
83 W. 42nd St. American Bldg., Bldg.
Longacre 3-0029 Lake Charles, La.
6-1450

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oakkosh, Wis.

PRESUMPTIVE & BISER
Akh, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADAMS 7299

A. R. BITTER
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO, OHIO

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6644
Washington, D. C.

GUY C. HUTCHESON
1100 W. ABRAHAM ST. PHONE 1218
ARLINGTON, TEXAS

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

BROADCASTING & TELECASTING
January 26, 1948 • Page 67
When you change your address please be sure to send us your NEW and OLD addresses at least two weeks in advance. It will assure you continuous, uninterrupted delivery of BROADCASTING Magazine.
Fame Comes to Alisky

A BRIGHT quip that started in newscast of WOAI San Antonio last August has now found its way across the country and has even been translated into several foreign languages. WOAI's Marvin Alisky made the remark: "Long skirts are like prohibition—the joints are still there, but they are harder to spot." Arthur Godfrey quoted Mr. Alisky on CBS, and the next day an editor of Time magazine sent Mr. Alisky a note saying: "We all very much enjoyed your discovery." And now the remark is recorded in the January issue of the Reader's Digest, which is translated into several foreign editions. No one is more surprised than Mr. Alisky at his sudden fame.

January 21 Decisions ... 
BY THE COMMISSION

Petition Granted
KUOA Slimo Springs, Ark.—Granted petition of KUOA to increase operating power by direct measurement of antenna power.

WAVE Tuscaloosa, Ala.—License to cover CP, as mod., which authorized new standard station and change frequency from 1290 to 740 kc, power from 5 kw, D of B, unassigned frequency from 5 kw to 1.5 kw, D of B.

KUBA Yucaipa, Calif.—License to cover CP, as mod., which authorized new standard station and change frequency from 1510 to 1450 kc, power from 15 kw, D of B.

KFUP Clayton, Mo.—Authority to determine operating power by direct measurement of antenna power.

License for CP
KNER Beardstown, Ill.—License to cover CP, as mod., which authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

WMAJ State College, Pa.—License to cover CP which authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

KWOS Jefferson City, Mo.—Authority to determine operating power by direct measurement of antenna power.

Transfer of Control

WARS-FM Wilmington, Del.—Mod. CP which authorized new FM station for extension of completion date.

WRRK Brookfield, Ill.—Same.

License for CP
WMAQ-FM Chicago, Mod. CP which authorized new FM station for extension of completion date.

License for CP
WJNT Fayetteville, N. C.—Same.

January 21 Applications ... 
ACCEPTED FOR FILING

AM—740 kc
KUO, Bahoma, Ark.—CP granted petition of KUO to increase operating power by direct measurement of antenna power.

January 21 Applications ... 
EXAMPLES OF REJECTIONS

AM—740 kc
KWOS, Asheville, N. C.—License to cover CP, as mod., which is authorized new standard station and change frequency from 870 to 1010 kc, power from 15 kw, D of B.

License for CP
KOTR Houston, Tex.—License to cover CP which is authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

KWRR Charleston, W. Va.—License to cover CP, as mod., which authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

Transfer of Control

License for CP
WJSJ, Natchez, Miss., CP, as mod., which authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

Modification of CP
WSSB Durham, N. C.—CP mod., as mod., which authorized new standard station and studio location and authority to determine operating power by direct measurement of antenna power.

WFLN Fayetteville, N. C.—Same.

AM—1240 kc
JWC Jackson, N. C.—CP install new trans.

AM—730 kc
Public Service Bstn, Inc., Toledo, Ohio—CP new standard station 1250 kc, power 5 kw, D of B.

Tampered with...
**THE PICK OF THE NEW HITS!**

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

TEX BENEKE

But Beautiful and You Don't Have to Know the Language
RCA Victor 20-2618

---

**PROGRAMS**

**Catch the Act**

INTENDED TWO-HOUR SHOW for talent, as well as a variety television format. Catch the Act is a TV show sponsored by RCA Victor. It is aired on KTLA Hollywood every Friday night.

**VIRGINIA'S Youngest Disc Jockey**

The first of its kind, this show features the youngest disc jockey in Virginia, who presents a variety of music and light banter.

---

**THE PAGE CAVALAUGH TRIO**

Ok! I Baby Don't and (I Would) Anything for You
RCA Victor 20-2646

---

**RAFLCOEUR**

Matinee and Sometime Cowgirl
RCA Victor 20-2671

---

**SPADE COOLEY**

(King of Western Swing)
Spanish Fandango and The Best Deal in Town
RCA Victor 20-2646

---

**VAUGHN MONROE**

Matinee
RCA Victor 20-2671

---

**HELEN CARROLL and THE SATISFiers**

Sheuny O'Shey and Little Lulu
RCA Victor 20-2673

---

**THE PICK OF THE NEW HITS!**

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

Combination engineer-announcer, No. 1 experience.

Radio Station KYVL, Pauls Valley, Oklahoma.

Attention—Commercial copy and continuity copy writer wanted by Program Director of new 500 watt station. Must have some experience. Good salary and overtime.

Send all personal and references to R. L. T. Broadcasting, 15 West Monroe, Chicago.

WARDROBE PRODUCERS

Desires experienced Wardrobe Producer to join staff of large Eastern network. Must have knowledge of wardrobe, make-up, and accessories. Applicant should be thoroughly familiar with radio and television production. Excellent salary and benefits. Reply with complete background and references to Box 46, Broadcasting. 

WANTED—Program director - announcer for 250 watt. Mutual affiliate; also announce with 160 phone ticket. Good salaries for the right men. Write, wire or call Manager. WAJR, Morgantown, W. Va.

SALES 5000 annual opportunity for writer to sell fifty dollars a day in circulation field. Box 265, BROADCASTING.

Salesman—5000 annual opportunity for writer to sell fifty dollars a day in circulation field. Box 265, BROADCASTING.

WANTED—Program director - announcer for 250 watt. Mutual affiliate; also announce with 160 phone ticket. Good salaries for the right men. Write, wire or call Manager. WAJR, Morgantown, W. Va.

SALES 5000 annual opportunity for writer to sell fifty dollars a day in circulation field. Box 265, BROADCASTING.

Combination engineer-announcer, No. 1 experience. Permanent employment March 1st. Salary $4000.00 plus going southern station. Send disc, photo, letter now. Box 267, BROADCASTING.
Available, veteran, experienced, mar-
ried. Ad-lib dishes, good business,
and origination. Prefer one-man op-
nator. Available immediately. Box 446,
BROADCASTING.

Announcer, veteran, experienced, mar-
rried, ad-lib dishes, good business,
and origination. Prefer one-man op-
nator. Available immediately. Box 446,
BROADCASTING.

Chief Engineer—15 years sales and
service experience in radio and
television, plus 5 years word-
processing. Excellent references.
Available immediately. Box 446,
BROADCASTING.

Continuity writer or editor—Young
woman, competent and commer-
cial continuity writer, plus varied
radio background. Available immi-
ately. Box 446, BROADCASTING.

Continuity writer or editor—Young
woman, competent and commer-
cial continuity writer, plus varied
radio background. Available immi-
ately. Box 446, BROADCASTING.

Copywriter—Announcer, veteran,
experienced. Prefer commercial
manager, experienced. Available
immediately. Box 446, BROADCASTING.

Copywriter—Announcer, veteran,
experienced. Prefer commercial
manager, experienced. Available
immediately. Box 446, BROADCASTING.

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manager, experienced. Available
immediately. Box 446, BROADCASTING.

Copywriter—Announcer, veteran,
experienced. Prefer commercial
manager, experienced. Available
immediately. Box 446, BROADCASTING.

Copywriter—Announcer, veteran,
experienced. Prefer commercial
manager, experienced. Available
immediately. Box 446, BROADCASTING.
For Sale

For sale—Western Electric model 30B-1, 1 kw transmitter in excellent condition, also two new 125 ft. type 76 wire antennas complete with lighting. Box 347, BROADCASTING.

For sale and immediate delivery, model F Presto recorder, in excellent condition. Price: $150.00. Box 417, BROADCASTING.

1800 watt Western Electric Type 352M transmitter, in good condition. Available immediately. Radio Station KDLW, Duluth, Minn.

185 ft. Lingo tower complete with guns, plates, insulators, standard lighting and lightning protection. Radio frequency monitor crystal for monitoring National 7405 frequency monitor, $50.00. WSAW, Savannah, Ga.

For sale—Two Presto recorders, type E-S, as new, complete including 4-A cabinets, two cutters, three type 1-5, one cutter type 1-D, but not including playback pipup. Price reasonable. KAEC, KWW, SpringField, Missouri.

Must sacrifice brand new, OR modulation and interchange monitors, Raytheon console, RCA universal pickup, turntables. 320 Glenn Ave, Fresno, Calif.

RCA 259-K transmitter, in excellent condition, available because of move to higher power, reasonably priced. Radio Station WJBX, Jacksonville, Fla.

RCA 259-K transmitter; 170 foot Lehigh self-supporting tower, complete with base insulators and lighting equipment; composite antenna turning unit; remote metering kit; 2 foot equipment rack; 170 feet 1½ inch coastal line buried in ground. This equipment has been out of service due to new location and is available immediately. Price: $3000.00. KFAB, Woodlawn, Chicago, Illinois.

First by RCA-N, broadcasting medium of move to complete RCA-W, Blackwood, N.J.

Reason for Selling going to transistor. In TV’s Scope by Reynold E. Kraft, television sales manager of NBC, Harold See, director of television operations for WBAL and Harold Burke, vice president of Hearst-Argyle Radio Inc. and general manager of WBAL and its related operations, who presided. Mr. Kraft cited sales successes already achieved by video, which he said had marked the mechanizing process of any other advertising medium. Those now in commercial television are “Daniel Boone, hacking down the trees.”

Still Spending for TV

“Television,” Mr. Kraft said, “has a long way to go and is hampered by lack of adequate methods and relays to satisfy demand. Telecasters are still spending two and a half dollars for every three dollars that the advertiser spends.”

He described TV as “the medium of demonstration.”

For the coverage standpoint, it already has been indicated that a television station of moderate outputs covers an area in many respects equivalent to that which the best AM broadcasting has to offer—the 50,000 watt output.

Mr. See, former NBC television executive, said that WBAL TV hopes to begin operation between Feb. 2 and 8. Assigned to Channel 11, it will have visual range of 32.6 kw, aural of 16 kw.

The seminar was followed by large-screen demonstrations of both live studio pickups from WBAL television studios at its new headquarters, shown by approximately 200 seated in its new air television theater studios. There were also sample commercials and film programs.

Guests were conducting tours of the new studio and the inner workings of the control and projection equipment. Mr. Burke said the television station represents an investment approaching $500,000.

FOR SALE

MIDWEST

1 KW STATION

New Equipment. Serving population of 300,000. Facility now earning in excess of $200,000 on purchase price of $200,000. Financial arrangements have been made. Write for Prospectus.

BROADCAST ENTERPRISES

300 Investment Bldg.
Washington, D. C.
FCC Actions
(Continued from page 69)

Applications Conf:

Modification of CP

WDOS-FM, Minnesota, N. Y.—Mod. CP as mod., which authorized new FM station for completion of extension date.

KRLD-FM Dallas, Tex.—Mod. CP which authorized new FM station for completion of extension date.

WLS-FM Beckley, W. Va.—Mod. CP as mod., which authorized new FM station for completion of extension date.

WLN Merrill, Wis.—Mod. CP which authorized new FM station to change type of station to Class B; frequency to Channel 238; 92.5 mc., specify type trans., change trans. site; ERP to 164 kw and ant., height above average terrain as 261.5 ft. AMENDED to change frequency from Channel 238, 95.5 mc. to Channel 264, 100.7 mc.

TV—180-186 mc

Neptune Bestg, Corp., Atlantic City, N. J.—CP new commercial television station on Channel 9, 180-186 mc. ERP via 20 kw, 1660 kw and unil. AMENDED to change studio site.

Transfer of Control

WOIC Washington, D. C.—Voluntary transfer of control of permits cor-

Philo Television Bestg, Corp., Allen
town-Bethlehem-Easton, Pa.—CP new commercial television station on Channel 6, 180-186 mc; ERP via 32 kw, 1.60 kw, 1660 kw and unil. AMENDED to change studio site.

Modification of CP

WCAU-TV Philadelphia—Mod. CP, as mod., which authorized new commer-
cial television station for extension of completion date.

License Renewal

The A. S. Abel Co., Baltimore; application for renewal of experimental television broadcast license filed for WFRG-WBTA, Baltimore.

TENDERED FOR FILING

Reinstatement

R. A. Largen, R. H. McKay Sr., R. M. McKay Jr., J. M. McGrew and Revis Babbington to hold new FM station in Fayetteville, Tenn.—Reinstatement of license transferred to new standard station WEKR, 1240 kc 250 kw unil. Authorized to retransmit from WEKR.

Columbia Basin Bestg, Corp., Ephrata, Wash.—Reinstatement of CP which authorized new FM station to change frequency from 760 kc D and mod. CP.

January 22 Applications

ACCREDITED FOR FILING

AM—1220 mc

Hub City Bestg, Co., Hattiesburg, Miss.—New FM station standard station CP W9XKY, 50 kw—250 kc unil. AMENDED to change frequency from 1520 to 1525 kc hours from unil. to D.

January 15 Applications

WRFB Washington, N. C.—CP make changes in vertical antenna and mount frame on AM tower.

Modification of CP

WKYM Albany—Mod. CP as mod., which authorized change frequency from 740 to 710 kc, install new trans. DA—DN and change trans. and studio locations, to change tower from 169, 25 kw to 189 kw, 25 kw and make changes in trans. and DA, 1070 mc.

License for CP

KVJR Amarillo, Tex.—License to cover CP to make changes in standard station and specify studio locations, and authority to determine operating power by direct measurement of station.

Modification of CP

Elliis County Bestg Co., Wewahitchka, Fla.—CP standard new station 730 kc 250 kw—30 kw, AMENDED to change frequency from 730 to 1390 kc, change 250 kw to 25 kw, install new trans. DA—DN and change trans. and location.

WHRF—FM Huntsville, Ala.—Mod. CP which authorized new FM station for extension of completion date.

FM—98.3 mc

KAGM-FM Pasadena, Calif.—CP change studio location and transmit.

Modification of CP

WJHF—FM Jacksonville, Fla.—Mod. CP as mod., which authorized new FM station for extension of completion date.

Metropolitan Radio Co. of Chicago—CP new FM station (Class B) on Channel 101.7 mc. 12 kw, AMENDED to change trans. and studio locations, ERP to 20 kw, and make changes in trans. and DA.

Modification of CP

KBUR—FM Burlington, Iowa—Mod. CP which authorized new FM station for extension of completion date.

WDBQ Dubuque, Iowa.—Same.

WLU-FM Delincoln, Neb.—Mod. CP, which authorized new FM station to change name to Delinquents.

KYSM—FM Mankato, Minn.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WWMH—FM Joplin, Mo.—Same.

WFPG—FM Atlantic City, N. J.—Mod. CP which authorized new FM station for extension of completion date.

WHNY Hempstead, N. Y.—License to cover CP as mod., which authorized new FM station.

WLVA—FM Lynchburg, Va.—Same.

Modification of CP

WHIS—FM Bluefield, W. Va.—Mod. CP which authorized new FM station for extension of completion date.

WQCB—FM Denver, Colo.—Mod. CP as mod., which authorized new FM station to change name to WQCB.

KFRC—The Journal Publishing Co., Milwau- kee—Mod. CP which mod., which autho-

KRCA—TV Los Angeles—Mod. CP as mod., which authorized new commer-
cial television station for extension of completion date.

WIBB—FM Jacksonville, Tex.—CP new commercial television on Channel 7, 174-180 mc. ERP via 12 kw and unil.

License Renewal

KMSA Santa Monica, Calif.—License renewal.

William B. Still, tr/ra Jamaica Radio Television Co., Long Island, N. Y.—Same for WXET.

FCC Box Score

FCC BOX SCORE of actions for as of last Friday stands as follows: Standard stations—1,541 licensed, 430 construction permits, 205 applications in process, 886 applications in hearing; FM—86 licensed, 216 conditional grants, 784 CPs (of which 303 are on air under special temporary authority) 70 applications pending, 53 applications in hearing; television —seven licensed, 70 CPs (of which 30 are on air) 84 pending applications pending of which 37 are in hearing.

APPLICATION RETURNED

WITA San Juan, P. R.—Mod. CP as mod., which authorized standard station to change type trans. Returned Jan. 12, for signature. Also license to cover CP as mod., which authorized new standard station. Returned Jan. 12 for signature. 1978

TENDERED FOR FILING

AM—1240 kc

David Hart Parnellridge, Memphis, Tenn.—New standard station CP W9XKY.

Transfer of Control


Hearings Before FCC

AM—24JANUARY 25

AM—Renewal


WHLS Port Huron, Mich.—Renewal of license.

AM—Hearing

KGDM Stockton, Calif.—CP 1140 kc 10 kw D.

Sacroconto Bestra, Inc., Chico, Calif.—CP 1150 kc 1 kw unil.

AM—Hearing

Seminole Bestg, Co., Weslaco, Okla.—CP 720 kc 250 kw D.

AM—Hearing

Surety Bestg, Co., New Bedford, N. C.—CP 920 kc 1 kw—5 kw D, unil. DA-N.

AM—Hearing

Surety Bestg, Co., New Bedford, N. C.—CP 930 kc 250 kw unil. DA-N.

AM—Hearing

Erie Bestg, Corp., Buffalo, N. Y.—CP 100 kw unil.

AM—Hearing

To be held in Buffalo, Federal Court House.

AM—Hearing

AM—Hearing

To be heard in Federal Court, Rochester, Minn.

AM—Hearing

To be held in Federal Court, Rochester, Minn.

AM—Hearing

Party respondents: WBLA, WBLA.

AM—Hearing

To be held in Federal Court, Rochester, Minn.

AM—Hearing

To be held in Federal Court, Rochester, Minn.

AM—Hearing

AM—Hearing

To be held in Federal Court, Rochester, Minn.

AM—Hearing

Party respondents: WBLA, WBLA.

AM—Hearing

Party respondents: WBLA, WBLA.

AM—Hearing

Party respondents: WBLA, WBLA.

AM—Further hearing

WBGF Evansville, Ind.—CP 1280 kc 5 kw.

WMBR Aurora, Ill.—Mod. license 1280 kc 100 kw—250 kw D Uni.

Party respondents: WBLA.

EXTRA CALENDAR

Texas Southern Univ., Dallas, Tex.—CP 740 kc 10 kw uni. DA-N.

Intervenor: KSEO Durant, Okla.

WBTM DANVILLE, VIRGINIA

The Voice of the Rich Piedmont Region

Now 5000 Watts.

PHONE SANDY GUER

DANVILLE 12350

* Warner Station Listening Index, Fall, 1978, shows WBTM the out-

standing favorite, as it has been for 17 years.

American Broadcasting Company

GEORGE F. HOLLINBERG CO.

Notional Representatives

BROADCASTING • Tele casting

FM HEARINGS BEGIN FOR CALIF. LICENSES

THREE of nine applicants for eight FM licenses in Southern California were heard in a session which began Wednesday in Los Angeles. When hearings are resumed today (Monday) (Continued on page 18)
FCC Gets AT&T Rates
(Continued from page 17)
to the maximum limits set forth in the monthly rate schedules.
The monthly rates are as follows:
Ten dollars a month per airline mile for 16 consecutive hours daily, plus 20 cents per additional day for each additional consecutive hour.
Station connection charges on a monthly basis are $150, with the following charges for additional consecutive hours: For the first additional consecutive hour, the monthly charge is $25, with a charge of $25 for the next two consecutive hours, and the same charges for the remaining 5 hours of the day, when taken consecutively.
The 15-ke transmission charge for occasional service compares as follows with the 5,000-cycle channel—15 ke the rate is 25 cents per airline mile, and for 5 ke the charge is 15 cents per mile.
Rates announced were slightly lower on part-time basis than had been previously quoted to Everett M. Dillard, president of Continental Network (FM). Formerly, AT&T had estimated an approximate $30 per airline mile charge, as compared with the present 28c figure.
Bailey Calls Rates High
John N. (Bill) Bailey, executive director of FMA, said Thursday that the executive board of the association had yet to have an opportunity to study the new rates and make a formal appraisal, but declared that in his own opinion, "the rates are exceedingly high as compared with AM rates."
No mention of TV rates, once filed and withdrawn [Broadcasting, June 9, 1947], was made by AT&T officials, other than to say that the matter was being held "in abeyance."
FM broadcasters had petitioned FCC for equalization of FM and TV treatment by AT&T, charging that the present free video service, given on an experimental basis, was granting TV an unwarranted advantage over FM in network development. At the Commission's informal hearing, AT&T officials and FMA representatives examined the problems of inter-city FM transmission, and both groups came to a clearer understanding of these issues.
AT&T officials made it clear at the conference that they had "no intention of putting FM out of business," but held that television is in its experimental stages, while FM transmission is not, and therefore is not entitled to free service.
AFRA Will Defer Its Wage Increase Demands
THE AMERICAN Federation of Radio Artists (AFL) will defer its request for pay increases based on the government's cost-of-living index, it was disclosed last week by George Heller, AFRA's executive secretary.
The reason, Mr. Heller said, was that the November index reported by the Bureau of Labor Statistics fell two points short of the 10-point rise over 1946 agreed upon by AFRA and the networks as sufficient cause for reopening salary negotiations. If the December 1947 index is at least 10 points higher than that of December 1946, AFRA is free to negotiate with the networks on salary. There was no indication from the union that the point would be pressed in such an eventuality, however.
Kilgore Part Owner
H. SCOTT KILGORE, director of Plymouth County Broadcasting Co. which received denial in Brockton, Mass., 1450 kc competition, is not licensee of WEBS Manchester, N. H., as incorrectly identified in Broadcasting, Jan. 19. He is vice president and 28% owner of Granite State Broadcasting Co., WEBS licensee corporation. Other officers are William J. Barkley, president, and William F. Rust Jr., secretary-treasurer. Each owns 36%. Feature
(Continued from page 10) cast every Sunday at 5:30 p.m. over KGXY, narrated by Nelson King, and announced by Felix Adams Jr. The programs are written and produced by Bob Fleming for the J. & F. Schroth Packing Co., Cincinnati.
Subjects already recorded include Fountain Square, the U. of Cincinnati, the Cincinnati Fire Dept., Police Dept., the old Highland House and the Ohio River. Additional stories are to be released to the library as they are broadcast.
Lemke to Demand Return of 50-mc Band And Retention of 100-mc Band for FM

DEMAND that the 50-mc band be assigned to FM will be renewed by Rep. William Lemke (R-N. D.) in hearings before the House Interstate & Foreign Commerce Committee beginning Feb. 3 [Broadcasting, Feb. 3, July 1947].

Whereas Mr. Lemke's original proposal (H.J. Res. 78) called for a transfer of FM from the 100-mc back to the 50-mc band, the Congressman told Broadcasting he had definitely decided to ask for the 50-mc frequencies in addition to the 100-mc band now in use, so as not to interfere with financial investments already made.

The North Dakota Republican declared that farmers and rural people want FM and are deprived of it under the present set-up. His resolution, he said, would give farmers an opportunity to enjoy the benefits of FM broadcasting.

Mr. Lemke said he plans to prove to the committee the desirability of his proposal by introducing the testimony of expert technicians.

The veteran congressman argued last summer that FCC had made the transfer from the original assignment against an "overwhelming weight of evidence." He now contends further that the band was taken away on "erroneous testimony."

Mr. Lemke is known to be a long-standing critic of radio and is expected to take advantage of this appearance for expression of his views on FM program fare. He has maintained that the public is bombarded with "slushy programs" and that radio is "debauching the youth of the nation."

Last week he released an old warning that if radio doesn't clean its own house, Congress will.

One good reason for the "poor quality" of radio programs, he said, are the "monopolies" which control radio and "it's time we expose them."

Lake Erie Region TV Channels Shifted To Eliminate Interference to Canada

REALIGNMENT of certain television channels in the Cleveland-Akron-Canton-Buffalo areas to honor tentative Canadian allocations was outlined by FCC to a week in a notice of proposed amendment of its rules.

Reporting that tentative agreements have been reached with Canada respecting television outlets within 250 miles of the border, the Commission announced that it proposes to:

- Realign Channel 9 (156-152 mc) from Cleveland to Canton, Ohio.
- Realign Channel 11 (159-154 mc) from Akron to Cleveland.
- Withdraw Channel 12 (12-216 mc) from Buffalo, reducing available facilities there from four to three.
- Modify the construction permit here-tofore granted Empire Coil Co., for Channel 9 at Cleveland to substitute Channel 11.
- Consider the pending Akron applications as requests for Channel 7 instead of 11.

Conservations concerning the bilateral agreements to prevent undue international video interference have been underway for about two years, an FCC spokesman indicated. Only during the past few weeks have tentative agreements been reached, however.

Feb. 27 Filing Date

Exemptions to the proposed changes, involving Sec. 3.606 of the FCC's rules, must be filed by Feb. 27 the Commission announced. It was stated that all comments would be considered and oral argument scheduled if necessary before a final decision is reached.

While Buffalo loses a video channel in the proposed reshuffle, the other cities involved retain an equal number. Buffalo's count after the change would be Channels 4 (66-72 mc), 7 and 9. Cleveland, giving up Channel 9 for 11, keeps Channels 2 (54-60 mc), 4 (76-82 mc) and 5 (98-104 mc). Akron changes Channel 11 for 7 and Canton acquires Channel 9. Canton had been assigned Channel 11, possible disposition of which to other services is under consideration by FCC [Broadcasting].

Canada's tentative allocation, now understood to be quite complete, designates Channel 9 to Windsor, Ont., and Channel 13 to St. Catharines, Ont.

Other television CPs outstanding in Cleveland are held by NBC (W7AM) for WKBN, Channel 4, and Scripps-Howard Radio Inc. for WEWS, Channel 5 (now operating). Applications pending include Allen B. DuMont Labs. Inc., Channel 2; United Broadcasting Co. (WHK), Channel 7, and The WGR Broadcasting Co. (WGR), Channel 7.

WBEN Inc. (WBEN) holds CP for Channel 4 for WBEN-TV in Buffalo. Applications there include: New England Television Co., Channel 9, and Buffalo Courier-Express Inc., Channel 7.

Akron's single facility is sought by both Allen T. Simmons (WADC) and Summit Radio Corp. (WAKR).

The Brush-Moore newspaper group through WHBC, Canton seeks the TV facility in that city.

ASCAP Meeting

ASCAP will hold its western semi-annual meeting Feb. 25 at Beverly Hills Hotel, presided over by Deems Taylor, president. In accordance with organization's by-laws, western meeting precedes eastern session by 30 days.

Baptists Plan FM Network in Texas

Six Affiliated Organizations File FCC Applications

PLANS for a state-wide network of FM broadcasting stations in Texas, to be operated by various organizations of the Baptist Church, have been disclosed with acceptance for filing by FCC of six applications for new station facilities. KMHJ Belton, Mary Hardin Baylor College FM station, is to be affiliated in the operation.

Rev. R. Alton Reed, chairman of the Board of Trustees of the Baptist General Convention in Texas, Jan. 16 was reported by the Dallas News to have confirmed the plans for the project. Headquarters for the long-range program would be in Dallas, it was said. The Convention over a year ago appropriated $175,000 to hire personnel and pay other operating costs in the development of such a network.

Class B Applicants

Applications seeking Class B stations with frequency unassigned and effective radiated power of 2.89 kw have been filed by The Southwestern Baptist Theological Seminary, Fort Worth; First Baptist Church of Beaumont; Baptist Orphans Home, Dallas; San Antonio Baptist Assn., composed of Baptist churches in that city; Wayland Baptist College, Plainview, and Howard Payne College, Brownwood.

KMHJ, under construction, is assigned Channel 246 (97.1 mc) within 5 mc.

Dr. J. M. Dawson, executive secretary of all sections of the Baptist Church in this country, was reported by the Dallas News to have said the objective of the churches in trying to set up such a network is to bring wholesome programs into the home, with emphasis on the moral and religious aspects.

Although the number of such stations which a single group may operate is limited by FCC rules to six, it was indicated independent outlets sponsored by benevolently inclined individuals may be added as affiliates.

YOU HAVEN'T FOUND IT? Ask GATES About It!

A large line of components for broadcast equipment; anything you need,—is available now. Just let us know what you need.

| TRANSFORMERS | CAPACITORS |
| REACTORS | RESISTORS |
| RF CIRCUITS | ALTERNATORS |
| SWITCHES | TUBES |
| RELAYS | CONNECTORS |
| RACK CABINETS | METERS |

Any Component For Broadcast Equipment In Stock

Orders Filled Same Day Received

GATES RADIO COMPANY
Quinncity, Illinois

Page 76 • January 26, 1948
MORE THAN 60 of Georgia's 65 AM stations were represented at the winter meeting of the Georgia Assn. of Broadcasters, held at the Sheraton Bon Air Hotel in Augusta Jan. 19 and 20. In attendance were 137 station managers and owners and representatives of transcription and equipment firms, said to be an all-time high for GAB.

Allen M. Woodall of WDAK Columbus, president of the GAB, announced that 56 stations are now members of the association and that a determined effort would be made to sign the other nine outlets to obtain 100% membership.

Monday afternoon's session was devoted to messages from Hugh Feltis of Broadcast Measurement Bureau, and Dorsey Owings of Broadcast Music Inc.

Mr. Feltis outlined plans for the new BMB nationwide survey, and also gave details on the BMB interim survey, scheduled for March of this year. Mr. Owings urged Georgia stations to use more BMI music.

Festivities Monday

The four stations in Augusta—WRDW, WJTV, WAGC and WBBQ—were hosts at a cocktail party and banquet Monday night. Tuesday's session was highlighted by an address by J. Allen Brown of NAB Broadcast Advertising Dept. He discussed "Radio's Outlook for 1948," stressing importance of station's selling new accounts and opening new sources of revenue in face of more competitive selling against an ever-increasing number of stations and aggressive newspaper space salesmen.

Following Mr. Brown's address, Marcus Bartlett of WSB gave a report on plans for the third Radio Institute, to be held April 6 and 7 at the U. of Georgia in Athens. Institute is sponsored by GAB.

An invitation to hold next meeting of the association in Rome, Ga., was extended by the three Rome stations, and representatives of the Rome city government and Chamber of Commerce. The "invitation" was presented in the form of a transcription, and was turned over to the GAB executive committee.

Three AM Outlets Get Authorizations

Quincy Grantee to Have 1230 kc
When Wil Shifts Frequency

THREE new standard stations—two fulltime and one daytime only—were announced last Monday by FCC. They had been authorized Jan. 16.

The Commission also disclosed that on the same date it adopted an order making final its proposed decision of Jan. 8 to grant WIL St. Louis switch from 250 w on 1230 kc to 5 kc on 1430 kc, fulltime, directional [BROADCASTING, Jan. 12]. Denial was issued Metropolitan Broadcasting Corp., Belleville, III., seeking 1 kw fulltime on 1430 kc, directional, Metropolitan Broadcasting waived objections to the proposed finding.

Of the new grants, one was for the relinquished WIL facilities—Illinois Broadcasting Co., Quincy, Ill. Grantee, headed by S. B. Gates, head of Gates Radio Co., is not to begin operation on 1230 kc, 250 w fulltime, until WIL goes to 1430 kc.

Tate Broadcasting Co., Wichita Falls, Tex., received a construction permit for 1 kw fulltime on 1290 kc, directional, and Southland Broadcasting Co., Shreveport, La., was granted 5 kw daytime on 980 kc. Texoma is chiefly owned by Houston Harte and M. Bernard Hanks, Texas broadcasters.

Illinois Broadcasting also must file application for modification of its permit to specify transmitter site and suitable antenna system. The Texoma grant is conditional in that applicant must specify new engineering data. Engineering conditions also attend grant to Southland Broadcasting.

Ownership of new grantees:

Illinois Broadcasting Co.—Principals: S. Parker Gates, chief owner, Gates Radio Co., president and 65% owner; Frances Wentura, Gates production superintendent, 27.5%, and Harold Lewis, attorney, 0.5%.

Texoma Broadcasting Co.—Principals: Walter D. Cline, Wichita Falls oil producer and businessman, president and 15%; Houston Harte, minority stockholder and officer in following Texas stations—KOKI, San Antonio (33.33%); KFBT, Big Spring (60%); KJPL, Paris (24.72%); KFIS, Corinth (12.5%); vice president and 65%; M. Bernard Hanks, 50% owner, KBEC Abilene and also KBEC, San Angelo (25.4%); KFIS, Wichita Falls (24.7%), secretary-treasurer 40%; and A. Boyd Keiley, KLPI manager, 5%.

Southern Broadcasting Co.—Principals: Joe Darsky, president and stockholder of Golden Age Broadcasting, Houston, Tex., Youngstown and Akron, Ohio; partner and 51%; Billy H. Goldberg, Houston attorney, vice president 14%; Lester Kamin, owner Kamin Agency, Co., Houston, secretary-treasurer 20%; Pat Coon, Dallas attorney, 15%.

announces the 420-OBO series of bridged "T" ATTENUATORS

Good things continue to come in small packages! If you’re looking for a small attenuator of highest quality—if you want all the quality features normally found in large units but still must save space—Shallcross has the answer.

Measuring only 2½" in diameter, the new 420-OBO Series Bridged T Attenuators are destined to satisfy many important requirements for speech input engineers. The various characteristics available make these new units ideal for use as mixer or master gain controls. In addition to compact construction and the wide variation of ranges and tapers available to your specifications, consider these typical Shallcross quality features:

1. Attenuation characteristic essentially flat from 30 to 15,000 cycles.
2. Attenuation in "off" position 100 db or better.
3. All resistors non-inductively wound and sealed against moisture and shock.

A New Shallcross Cueing Attenuator

Any standard Shallcross ladder, bridged E, or straight E attenuator may be equipped for cueing action without any increase in the diameter of the unit. With it, the operator can listen for cue and transfer a program from cueing amplifier to the transmitter smoothly and efficiently merely by turning up the volume instead of reaching for a separate switch. Write for details.

Write for Attenuator Quotation Specification Sheet

SHALLCROSS MANUFACTURING COMPANY

Dept. B-18, Collingdale, Pa.

CHECK THESE IMPORTANT SPECIFICATIONS

ELECTRICAL CHARACTERISTICS—

Circuit — Bridged T
Attenuation — 1, 2, 3 db/step (odd values available on special order)
Number of steps — 20
Attenuation Characteristic — Available in linear, linear with off position or tapered on last 5 steps to off.
Impedance — 30, 60, 150, 200, 250, 500, 600 ohms, in or out.
Order — values on special order.
Insertion loss — Zero.
Resistors — All wound with low temperatures coefficient wire.

MECHANICAL CHARACTERISTICS—

Diameter — 2½" long.
Back of panel depth — 2" (with detent 2 5/16"
Mounting — Two 6-32 or 8-32 screws on 1½" centers
Shaft Length — 15/16"
Contact Spacing — 15°

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

WARRANTY

WAI provides a warranty of five years on the parts of all equipment it manufactures. In the event of failure, parts will be furnished free of charge, subject to the two exceptions noted below.

1. Parts damaged during transit to and from the consumer or at the consumer's request, or, if due to condition of shipment, before goods leave Shallcross plant.
2. Parts not used for their intended purpose, or, which are not used properly.

Shallcross Manufacturing Company

January 26, 1948

Page 77
Coy, Sterling
(Continued from page 14)

lation to queries about the reassig-
ment of FM from around 80 mc

to its present 88-108 mc spot,
which Sen. Tobey claimed had
been done on the basis of engi-
neering testimony which has since
been proven erroneous. Both men
affirmed their faith in FM, Mr.
Coy taking the view that it eventu-
ally will replace AM and remind-
ing that he has taken the position,
and still does, that FM should have
more channels.

Sen. Tobey asserted that the
"one man" on whose testimony the
FM shift was based was K. A.
Norton, now of the Bureau of Stan-
dards; that Mr. Norton has "ad-
mitted he made an error," and
that Prof. Edwin H. Armstrong,
FM inventor and one of the most
outspoken advocates of low-band
FM, has testified that the error
was found in early 1945 but that
a secret report admitting the mis-
take had been alleged. Prof. Arm-
strong is a close friend and sum-
mer New Hampshire neighbor of
Sen. Tobey.

To Sen. Tobey's query about
how he would prevent a recur-
rence, Mr. Coy responded that in-
formation should be "available to
the public at all times."

Sen. Tobey asked how it was
possible to justify the allocation
of television, "a service extremely
vulnerable to interference," into
the area FM was forced to vacate
on interference grounds.

Mr. Coy said he understood
that the present television allo-
cation was "temporary only" and that
it probably would be changed in the
future. Mr. Sterling, called upon
to justify the reallocation of FM,
pointed out that high sunspot ac-
tivity recently caused an FM sta-

tion in the U. S. to interfere with
television in London, and insisted
that "in the long run, I'm con-
vincing that the present FM allo-
cation will bring the least inter-
fere" and the highest fidelity possible."

He told Sen. Tobey that if, as
a Commissioner, he discovered that
a document had been altered, he
would demand an explanation and
press charges against the per-
son responsible. He disagreed that
FM was reallocated solely on Mr.
Norton's testimony but agreed that
that was a factor.

Serve Full Term
Sen. Tobey, asserting that for-
er Chairman Charles R. Denny
failed to serve out his term after
indicating that he would make a
pledge from Mr. Coy that, if
confirmed, he would remain at his
post until the term expires June
30, 1951.

Chairman Coy said that he felt
the Commission, which Sen. Tobey
described as having had a "varied"
and "in some respects a check-
er" career, would be aided by fre-
bient meetings with the Com-

Airmark of Distinction
The old Cowbell, for over 25 years,
have been the sig-

tal to the Good
Folks of Texas
that their kind of
program is On
the Air.

WBAP
THE START-TELEGRAM STATION

ABC NBC
FORT WORTH, TEXAS
570 kc. 1520 kc.
5,000 Watts 50,000 Watts
FREE & PETERS INC.
National Representatives

FRENCH RADIO, American Plan,
was the topic at a luncheon at the
French Embassy in Washington
last Thursday, at which Ambassa-
dor Henri Bonnet was host. With
M. Bonnet are (left) Robert Lange,
director of North American broad-
casting of Radiodiffusion Francaise,
and (right) NAB President Justin
Miller. Among those at the lunch-

Forrestal to Call Censorship Parley

REPRESENTATIVES of radio and other communications media will be called to a "secrecy semi-
inar" with Secretary of Defense James V. Forrestal within "two or three weeks" to discuss the pos-
sibility of setting up a clearing-
house to advise media on the se-
crecy or non-secrecy of various national defense projects [BROAD-
Casting, Jan. 18].

Capt. Robert Berry, assistant to
Secretary Forrestal, disclosed plans
for the meeting last week, but de-
clared that establishment of such
an advisory group would depend
upon the wishes of the media rep-
resentatives. It was estimated that
some 18 representatives of radio,
newspapers, magazines and mo-
tion pictures would be invited to
the seminar, though the list was
not complete.

Defense Department spokesmen
said they had received numerous
complaints that information has
been revealed with respect to pro-
jects classified as secret, and that
there was no single office to which
radio, news and other media might
go to determine whether or not a
given subject was in the classified
category.

FARM STATION?
Yes! For almost a quarter-century our
entertainment and services have been
planned for farmers in Kansas and
adjoining states.

WBW The Voice of Kansas
in TOPEKA

Page 78 • January 26, 1948

BROADCASTING • Telecasting
Caley Calls NAB District 9 Meeting for Code Discussion

SECOND of three meetings called by NAB directors for discussion of the proposed new Standards of Practice will be held Feb. 12-13 at the Palmer House, Chicago. Meeting was called by Charles C. Caley, WMBD Peoria, director of District 9 (III, Wis. [in part]).

First meeting was held last Wednesday in Boston on call of Harold E. Fellows, WEEI Boston, director for District 1 (New England) and active in the original code-writing committee as well as the board's own code subcommittee.

Hugh B. Terry, KLZ Denver, director for District 14 (Col., Mont., Idaho, Utah, Wyo., S. D.), is understood to be planning a similar meeting in March, desiring to sound sentiment of his district prior to the Los Angeles convention. The NAB board is expected to adopt a final proposed set of standards at its Feb. 24-26 meeting in Hot Springs, Va.

These three meetings have no connection with NAB's regular district-area sessions, which shift this year from winter-spring to summer-fall because of new by-laws and the policy of holding spring conventions for the entire membership.

Director Caley's Chicago meeting will be run on a format resembling regular district conventions. The opening day will be devoted to discussion of the proposed standards, luncheon with advertising and agency representatives, afternoon discussion with them, and separate discussion to conclude the agenda.

The second day will open with a morning discussion of music problems followed by noon luncheon with agency and advertising representatives. A BMB workshop is planned in the afternoon, followed by discussion of broadcast sales and resolutions.

'Fifth Network'

(Continued from page 13)

Filialtes would get “three times their

clock hour income” that they can receive from existing networks.

Other promises made by Mr. Titus were that soap operas and crime shows would be at least a half hour apart; that there would be no middle commercials in quarter-hour programs; that the major part of the program dollar will be invested in big budget daytime shows comparable to other network nighttime and Sunday programming; that the network, not advertisers, will control the building of programs, that five hours of “good music” and additional programs “not suitable for sponsorship” will be scheduled daily.

Mr. Titus said that many of the programs would be offered for co-op sponsorship. Sales offices also are planned for Atlanta and Dallas for programs and spots, in addition to those in other key centers.

RWG PREPARES SCALE OFFER TO AGENCIES

THE RADIO Writers Guild will seek the same salary scales from advertising agencies for commercial shows as those now in effect between the union and the major networks, according to Roy Langham, the Guild's national executive secretary.

The overall contract probably will be very similar to the network pact, Mr. Langham said in New York last week, with these two important differences: The union is not seeking a guild shop sanction from the agencies at this time, on the grounds that since an NLRB election is required too much delay would result; the RWG is not willing to share with the agencies, as it does with the networks, income from subsidiary rights to material written by its members.

A second negotiating session is to be held in New York Feb. 3. Mr. Langham said.

Ford and GF to Sponsor 5 Track Meet Telecasts


Ford will sponsor the Millrose games, Jan. 31; N.Y.A.C., Feb. 14; I.C.A.A.A., Feb. 28. General Foods will sponsor the national A.A.U. on Feb. 21 and the Knights of Columbus event March 6. Both schedules are part of these companies' overall sponsorship of sports telecasts on WCBS-TV.

Ford agency is J. Walter Thompson Co., New York. Agency for Maxwell House Coffee, which is advertised on the GF telecasts, is Benton & Bowles, New York.

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—Paul M. Brening Manager Station WBPZ Lock Haven, Pa.

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January 26, 1948 • Page 79
NAB Enumerates White Bill Faults

Main Opposition Centers On Program Revisions Of Revised Measure

THE REVISION of the White Bill to amend the Communications Act (S-1338) has dissipated virtually all of NAB’s opposition to the measure as it was originally written, save for the sections limiting licensees’ authority over their own programming.

As previously predicted [BROADCASTING, Jan. 12, 19], NAB’s formal expression of its views follows generally the attitude taken by the four major networks, thus centering the main body of industry opposition against the program provisions—particularly the “censorship” section, which would empower FCC to consider a station’s programming when passing on its license renewal application. NAB comments were outlined in a letter sent by President Justin Miller to Sen. Wallace H. White Jr., author of the bill and chairman of the Senate Armed Services and Foreign Commerce Committee and its radio subcommittee, which are considering the measure. Sen. White had asked for the association’s views and those of the networks, all of which already have responded, when he revealed the redraft early in December.

Like NBC and ABC, the NAB suggested that the salary of FCC Commissioners be boosted from the present $10,000 and the proposed $12,500 to a new figure of $15,000 a year. With ABC, it opposed the measure’s proposed periodic reorganization of the employment of Commissioners and professional employees after they leave the Commission, reasoning that this subject could best be treated by legislation applicable to all agencies.

President Miller, explaining that NAB’s views were formulated in a meeting of representatives of individual broadcasters and the major networks, reiterated in detail the association’s opposition to the proposed expansion of the highly controverted “censorship” section of the Act (Sec. 326). Expressing hope for a “resolution of our differences,” he told Sen. White:

Although the apparent theory of the revision is that the Commission would act only in cases where it had received, through the so-called “overall” programming policy of a new Commission and its practical experience that the Commission has acquired in exercising that function, before the fact and with respect to specific instances, we question the propriety of supervisory power is denied to it.

He referred to the condemnation handed portions of the Blue Book by the Court of Appeals for the District of Columbia in the WBAL Baltimore case [BROADCASTING, Jan. 19; also see story, page 20], and continued:

Entirely apart from the prohibition of the First Amendment—although clearly germane to its underlying philosophy—is the fact that no small group of men in Washington can fix, and perhaps change, the onerous duties of regulating a vast communication system from which interstate and interstate interstate commerce—can possibly preside, without in every intelligence, over the tastes and needs of the American people. A regulation of, or an interference with, communication, education and entertainment.

Scattered throughout the country in almost every city, town, or hamlet, are the operators of broadcasting stations, who, like newsmen, live among the people of these communities and know, through their experience, their needs, their preferences, their ways of life, their hopes and fears, their dreams in them, and in the intelligent exercise of their discretion, the power to determine the proper character of programs, and what best serves the public interest, convenience and necessity— if we preserve the principle of experimentally widely with various forms of information, art, literature and drama, we can preserve the standards of education, information, and aesthetics, which have made this the best informed and most resourceful people in the world.

In contrast, no better method could be devised for forcing our thinking into stereotyped channels, and destroying the initiative and imagination which have made our country great. It is the test of an extension and legalization of present practices of interference and domination, by a little group of men in Washington, who do, and only do, one job, the duty of regulation of commerce, which has been sought to be sidetracked, not only continue the unlawful process but would legalize it forever.

President Miller said the same point “is even more apparent and vital” with respect to the proposed new section on political broadcasts. He recommended that this section (new Sec. 315), which also deals with discussions of controversial issues, be eliminated. He recognized that stations should provide “equal opportunity” for both sides “as a matter of good practice, under self-administered standards,” but asserted that networks and stations already are doing so.

For the same reason NAB opposes section (330) on the identification of editorial and interpretive comment, asking that at least its requirements be eased by removing “ambiguous and unadministrable” provisions.

The new proposed Sec. 333 on “Indecent Language; False Statements” would be unnecessary if the censorship sections were retained as in the present law, NAB observed.

Like NBC, the NAB felt that the original bill’s prohibition against FCC interference in station business practices should be retained, not dropped as the revised measure indicated.

NAB urged appointment of the FCC chairman by the President, because the White House, and said that FCC should be given power to delegate authority to its divisions or panels, without the necessity of full Commission review of their actions.

WBAL (Continued from page 20)

unfavorable conclusion as to [WBAL’s] operation was unjustifiable.

The petition for retraction and motion for continuance of the hearing were filed by William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, and Thomas P. Littlepage of Littlepage & Littlepage, also of Washington.

WBAL contends that the Blue Book distorted the facts of WBAL’s past operation and that because of that Messrs. Pearson and Allen filed for WBAL’s facilities. The station urges that since without the Blue Book’s references WBAL would have been granted renewal without hearing. The comparative hearing of the two applications was started early in November and, unless FCC acts in the meantime on WBAL’s motion for continuance, was slated to be resumed today (Monday).

Open Mike

(Continued from page 60)

this yet un-measured means of mass communication to fall into the hands of despots, politicians, and even war mongers if you please, to further their self-motives and ambitions. We submit that editorialising as such has no place in voice radio broadcasting.

Lee Hollingsworth

Present

Elizabeth Hollingsworth

Secretary-Treasurer

WBBS Oyster Bay, N. Y.

Your GUINEA PIG

WJOI

We offer a special service to agencies who wish to test spot and program campaigns before launching. Our research department is now ready to provide you a custom testing service. WJOI listeners are employed in a ratio of about one-third to each group in agriculture, livestock, commerce and industry. From Sales Management’s 1947 Survey, they have $1,630 per family to spend (after tax deductions). Our 100,000 listeners are about equally divided as to urban and rural. We have average competition; a local independent, a local Mutual outlet, and two outside power stations. The facts above, make us most suitable for custom testing. Write us today!

WJOI - ABC

“Guinea Pig Station”

(TVA - Muscle Shoals Area)

Florence, Alabama

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PETRILLO'S WISHFUL THINKING

Judge Miller Answers Claim by Union's Counsel

That Lea Act is Dead

CLAIM of an attorney for James C. Petrillo (Dan D. Camesell) that "the Lea Act is dead" is "wishful thinking," President Justin Miller declared last Wednesday in a sharp answer to the gloating comment of the AFM president's counsel after the acquittal verdict in U. S. District Court, Chicago [BROADCASTING, Jan. 19].

Judge Miller said the law is still very much alive, and predicted "we will hear the singing of quite a different tune" when an "experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act."

The statement follows:

I have read with interest, and some amusement, the claim attributed to an attorney for James C. Petrillo, subsequent to the latter's exonerated on a charge of violating the Lea Act, that "the Lea Act is dead." The childish wishful thinking implicit in such a careless statement, perhaps, should place it beneath the dignity of a reply. The Lea Act was not on trial in Chicago. Mr. Petrillo was. The final line of the Court's memorandum opinion in the Petrillo trial read: "For the reasons above stated, the court is of the opinion that the prosecution has failed to prove the defendant guilty of the violation charged.

Such an opinion reminds us of Scott's Law when it is possible to have three verdicts: Guilty, Not Guilty, or Not Proven. In the latter case, the defendant—declared exonerated for the reason that the case was not proven by the prosecution—goes away from the bar in the court with an indelible stigma upon his name. What the Chicago Jurat has said, in his memorandum opinion, is that the case was "not proven" by the prosecution. This does not outlaw the Lea Act. Neither does the decision of the Chicago Court exempt Mr. Petrillo from prosecution, again, in any of several hundred American cities, if he continues to harass the broadcasters and the American people as he has done in the past. When an experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act, we will hear the singing of quite a different tune.

400-Mile Range Achieved by New RCA 50-kw Transmitter in FM Experiments

EXTENSION of FM signals to 400-mile-wide area has been accomplished by RCA engineers in tests which have developed the most powerful FM signals ever radiated in this country, according to RCA Broadcast Transmitter Sales Section.

The signals were measured at 300 kw's of effective power in recent tests conducted by the RCA Engineering Products Department over the RCA experimental station W2SXR Camden.

The tests were carried out by feeding the output of the new RCA 50-kw transmitter, first commercial transmitter of this power to be designed for operation in the 88-108 mc band, to a four-section RCA pylon antenna which has an effective power gain of six. The transmitter actually fed 60 kw of power into the antenna, producing a radiated signal with an effective power of 360 kw.

A combination of the RCA 50-kw FM transmitter and four-section pylon antenna on an elevated site will provide coverage of a 200-mile radius. This makes possible the expansion of FM service to distant and rural areas. Even wider coverage could be obtained, engineers said, by using with the 50-kw transmitter, an eight-section pylon antenna.

Network Daylight

(Continued from page 18)

based on Daylight Saving Time. Meanwhile, MBS was said to be preparing a proposal for submission to its affiliates for a much more complete system of delayed broadcasts than it followed last summer. The Mutual system in 1947 applied only to a fraction of its regularly scheduled programs and was said to have led to considerable confusion among its affiliates in Standard Time zones.

Mutual in 1948 is considering recorded repeats for "as many shows as possible," a network spokesman reported. Its plan will probably be dispatched to stations within a fortnight, it was said. MBS, too, will solicit station contributions to assist in financing the cost of such a practice.

FCC RULES AND AMENDMENTS

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Broadcast Service Bureau

1426 K STREET, N. W. WASHINGTON, 5, D. C.
Theodore Ream, and E. Mullen, executive vice president of NBC; Joseph Petrillo, general manager of WWJ Detroit. Mr. Bannister addressed the committee without notes, and committee members were quick to detect that he followed his prepared statement almost word for word.

As Mr. Bannister told how WWJ had been victimized to the extent of $115,045 in AFM featherbedding since 1938 and forced into uneconomic operation, committee members absorbed every word. Many agreed it was one of the finest spots they had ever observed at a Congressional hearing.

Telling WWJ’s music troubles, Mr. Bannister said, “Frankly, that’s no way to run a radio station ... that stuff may belong in Russia... These are power tactics and they do not belong in a democracy.”

Several committee members wanted to question Mr. Petrillo late Wednesday but the chair said the interrogating had been going on all day and every member had been given a chance.

Mr. Petrillo squirmed and was at ease as Rep. Hoffman with machine-gun rapidity shot questions about his efforts to compel WAAF to hire more men.

Draws Admission

He drew out admission that he “didn’t know whether the station needed the men” but felt it was a “scheduled-music station” and went to hire them. Though at first parrying questions aimed at his power over union affairs, Mr. Petrillo finally agreed he could tell musicians “when and where they can play” and that he put hotels on the unfair list if they didn’t toe the mark. He wouldn’t budge an inch, however, from his contention that only musicians can join AFM, especially in the larger locals “where they have to pass a test.”

As was the case last summer, Mr. Petrillo kept the committee chuckling at his sallies. Afterward, Chairman Hartley said, “Mr. Petrillo is a good witness. He’s disarming by his absolute frankness.”

The chairman again interrogated broadcasters and recorders for their refusal to open up and tell the committee the facts about their AFM troubles. He praised Mr. Bannister for his fearless testimony last Monday, and also lauded “two of the FM witnesses”.

At one point, as Rep. Thomas L. Owens (R-II.) referred to power tactics by Mr. Petrillo and added that he knew a good deal about Chicago, the AFM leader brought down the house as he said, “Don’t refresh my memory too much.”

A number of committee men probed carefully into the union’s operating structure, forcing admissions that Mr. Petrillo could do about as he wished. High spot was introduction of a photostat of a ballot at the recent Local 10 election in Chicago, with only one person nominated to each office. Mr. Petrillo was a lone nominee for president and his son James J., for financial secretary. [Copy of the ballot had been reproduced in the Dec. 8 Broadcasting.]


Running account of the three days of testimony follows:

MONDAY

The four spokesmen for the major networks were sworn in simultaneously Monday morning by Chairman Hartley, who announced they would be questioned after all statements had been read. Mr. Mullen opened by telling how NBC enjoyed harmonious relations with 12 unions, covering 48 separate agreements. Only work stoppage, he said, occurred during the 1942-43 recording ban. He listed these contracts, along with salient provisions.

NBC paid over $2,300,000 to staff and nonstaff musicians last year, according to Mr. Mullen, receiving $778,000 from a number of musicians’ service with the rest going for services of orchestras on sustaining programs for its stations and affiliates.

Mr. Mullen said NBC desires long-term agreements with AFM covering AM, FM, television and transcription and recordings. He recalled the AFM’s 50% wage boost for transcriptionists last year.

Last year, he explained, NBC paid $269,056 to 380 musicians, plus those hired for clients and another 189 employees who were paid $674, 100.

If the AFM ban is not lifted, he declared, NBC will not be able to employ musicians in its Radio Recording Division and will have to transfer or drop other employees.

NBC has insisted in negotiations with AFM that it has no right to carry its musical programs on FM, and will continue to do so, he insisted, declaring the union’s FM policy unsound as well as opposed to the interests of its members and the public at large.

Citing the growth of television, he said there now are 160 sponsors and predicted number of stations will increase from 19 to 50 this year, available to 40,000,000 persons owning from 750,000 to 1,000,000 sets. In addition he felt TV will be a stimulus to the national economy.

Mr. Mullen reviewed negotiations with AFM and listed the issues involved. He said that pancake turners, for example, are demanded by AFM though NBC is required by law to deal with NABET. He said the network could not become involved with contractual relations of affiliates, as demanded by AFM, since this would be an illegal secondary boycott.

FM and television are here to stay, he concluded, and agreements should be negotiated with AFM to permit use of live musicians or their facilities.

Mr. Ream testified CBS hired directly 210 staff musicians for

MEMBERS of Petrillo probe group didn’t miss a word as Harry Bannister, general manager of WWJ Detroit, told station’s side of music argument.

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its 7 stations, and 650 casual musicians, with $2,098,808 paid directly and another $4,000,000 paid by sponsors and agencies. FM will give increased work to musicians, he reminded, and reviewed CBS efforts during the last four years to obtain music for FM.

Quoting a series of telegrams exchanged with Mr. Petrillo in 1944-45, Mr. Ream said the network had supplied program service to FM stations on CBS until hailed by union mandate in the fall of 1945. Simultaneous broadcasting of programs by FM stations requires no additional work by musicians, does not increase the profit from the network or stations, and was done without any charge to sponsors, Mr. Ream said.

A year ago, said Mr. Ream, Mr. Petrillo demanded that network negotiations be confined solely to wage scales and working conditions, refusing to discuss FM. He now is hopeful as a result of recent negotiations that Mr. Petrillo will make live music available to FM, though the union president has not yet submitted concrete proposals.

Retarding Service
Mr. Woods said the Petrillo restrictions are retarding ABC's service to the public. He advocated FM duplication, and full privileges for cooperative programs, FM and TV. He criticized the quota system by which networks are forced to hire minimum numbers of musicians.

Last year, according to Mr. Woods, ABC paid a total of $1,738,785 to 65 staff musicians in New York, 57 in Chicago, 21 in Hollywood, 15 in San Francisco, 15 in Detroit, plus arrangers and others. Citing wage scales, he said the lowest ABC staff musician in New York, working 25 hours, gets $15.95 a week.

Single-use transcriptions such as the Bing Crosby program, which is heard transcribed on ABC, would be restrained by a ban on their production, he asserted, and from the standpoint of good programming it would constitute an unreasonable restraint.

Similar delayed broadcasts for local station use and recorded repeats used to eliminate the time zone factor should be free of restrictions, he insisted.

Mr. Woods said that when the cooperative ban was lifted, Abbott & Costello returned to instrumental music and the Boston Symphony of 110 members was put on cooperatively.

As to Petrillo demands that network forces affiliate to hire musicians, Mr. Woods said the network is legally unable and is unwilling.

The broadcasting industry pays $25,000,000 to AFM members, Mr. Woods pointed out.

Discusses Temporary Ban
Mr. Streibert discussed the temporary Petrillo ban on cooperatives, from which MBS affiliates get $5,000,000 a year from local advertisers. Music is back on Information Please since the ban was lifted temporarily, said the committee, and an orchestra has replaced vocal music on another program.

Explaining the quota system, he said, Mr. Woods said, "If MBS programs originate in shareholder stations, WOR, as a key originating station, is required to hire 40 musicians, he said, calling it a "straitjacket" arrangement. He offered figures showing the high wages paid musicians. The quota system, he went on, doesn't take into account seasonal and other fluctuations and is iminical to good programming.

Mr. Streibert said that in 1947 WOR and six shareholder stations hired over 200 staff musicians on a regular weekly basis, along with arrangers and others, being compelled to hire more musicians than actually were needed.

Discussing delayed broadcasts and repeats, he said it is unreasonable to require extra pay and termed it "inconceivable" that the union would forbid off-the-line recordings which would prevent MBS from offering full national coverage and deprive millions of listeners of network service.

Delay in normal development of FM is largely due to the AFM "standby" requirement, he charged, explaining that if FM is allowed to develop it would result in employment of more musicians as well as related groups.

All four network officials took the stand in joint questioning at the afternoon session. Noting that the day's proceedings were being broadcast over AM as well as being televised, Rep. Gwinn described the network testimony as "dull" and suggested, "Your public will tune you off the air." As owner of an FM set, he felt these "Fetishistic programs" ought to be discarded and that the network should not be allowed to shut off the radio for a whole city, as at Sarasota, Fla.

Mr. Hartley read a newspaper article telling about an AFM ban which caused Helen Jepson to offer to dress in a lion's cage and sing in a tent with caliope accompaniment. Mr. Mullen said, "We can deliver the finest talent to every section of the land. Mr. Petrillo doesn't think that's a good thing to do." The network official cited a number of Petrillo bans, such as FM rules and Madison Square Garden television pickups. Mr. Ream told how AFM is barred from a three show and a rodeo, where actual sound could not be included in the TV program.

Rep. Buck observed, "After sitting under these lights, I understand why musicians want more money to pay for television." "So do we," Mr. Streibert interposed.

Rep. Owens followed his line of questioning based on the thesis that present laws provide radio with adequate protection. Mr. Ream explained that networks operate under a contract "You're fighting for something you can't have to ask for," Rep. Owens argued. "Why don't you let the law be given a test?"

Cites Public Service
"That's extremely likely the end of this month," said Mr. Ream. Mr. Woods added, "When we have a contract, we live up to it. We can work out a reasonable and fair contract, we will. On the other hand, we're going to serve the public."

As was the case the week before, employment of Paul Porter on the CBS legal staff at one time was brought up. Replying to Rep. Lesinski, Mr. Ream said Mr. Porter was employed by the network prior to his service with the Democratic National Committee and the government.

When Rep. Lesinski intimated that "management" was "cheaped" the committee to help it in negotiations, Mr. Woods said, "We're invited guests." Chairman Hartley interposed that he took full responsibility for the hearing which he added will include more than Mr. Petrillo. The committee is trying to render a public service by investigating such cases as this.

Expiration of all recording contracts Dec. 31, and network contracts Jan. 31, gives Mr. Petrillo "pyramided" power, said Rep. Fisher, making him a "monopoly." Replying to Rep. Madden, Mr. Mullen said the reason stations don't use more live musicians is "they're no good." He recalled his own musical experiences and pianistic performances. Rep. Madden asked questions designed to show how AFM uses its welfare fund to serve musicians and the public, and Mr. Mullen agreed such efforts were commendable.

Chairman Hartley cleared up the Porter charges and inferences that networks were improperly FM, suggesting Mr. Petrillo will benefit from FM's development.

"The ban on FM and television alone warrants these hearings," Rep. Landis observed as questioning concluded.

Presenting the viewpoint of stations, Mr. Bannister reviewed WWJ's musical traditions, having never been without a staff orchestra since 1922. Ignoring his prepared statement, he talked right at committee members, who later commended him for a clear presentation and an unusual memory.

Mr. Bannister listed "appalling details" of WWJ's musician hiring after Mr. Petrillo became head of MBS. He had staff orchestra to suit its needs and got full use out of it, he said. After 1938 the quota system was imposed and in 10 years WWJ has networks for a total of $23,810 over and beyond its requirements at an average of about $5 an hour, or "featherbedding to the tune of" (Continued on page 84)
AFM Shoots
(Continued from page 83)

$115,045." He explained how musical programs must be based on careful planning, which has been difficult under the quota system since its music is based on not what would be best for our audience, but on the basis of Mr. Petriello's dictum. "Frankly, that's no way to run a radio station," he observed.

AFM's Detroit local, with 3,400 members, has only a couple hundred men good enough to play in the station's orchestra, he said.

Radio has developed musical appreciation, he insisted, "and that's one fact often overlooked by the ivory tower inhabitants who like to pop off about what's wrong with radio." Mr. Bannister said the fixed allotment requirements of AFM prevent economical operation of a business. If every employee and supplier of a business would say that and make it stick, pretty soon there would be no business left anywhere. That stuff may be long in Russia. These are power tactics, and they do not belong in a democracy.

Mr. Petriello, he concluded, operates by ultimatums such as "You gotta do this." "You can't do that," "No more this and no more that," its "high time" that we put an end to "the ridiculous pretensions of this synthetic Caesar," he demanded.

Most committee members agreed the presentation was one of the finest they have ever heard on behalf of an industry. Answering Rep. Owens on FM, Mr. Bannister observed that "Bill" Scripps, chairman of the Detroit News, and his superior had tried five days to see Mr. Petriello to discuss the right to broadcast on FM, but only got as far as his "No. Mikes".


"I think I should look to my Government for help," said Mr. Bannister.

Replying to Rep. Lesinski, he said WWJ has invested $500,000 in FM, more than that in television. "Bill" Scripps and I disagree, he revealed. "He thinks FM will disappear in 10 years. I don't. Station engineers are 60-65." Asked about welfare of musicians under recordings and radio, Mr. Bannister reminded the committee that musicians once got together in groups and played on street corners for nickels. "Now most everybody has a record player, and many records, even thousands of records. Musicians have been raised to the luxury class." WEDNESDAY

Chairman Hartley opened the Wednesday morning hearing by asking Mr. Petriello if he had a statement. The union head said Mr. Diamond, his attorney, had a statement. The chairman directed that questioning of Mr. Petriello start. He observed first he was not too concerned by the recent success of Mr. Petriello in avoiding the levy in Chicago, referring to the decision of Judge LaBuy which held documentary proof of Lea Act violation had not been shown.

"But I'm quite concerned at the manner in which the Dept. of Justice prepared the case," the chairman said. "To say the least, they were most lax in preparing the case. In my judgment the facts were in violation of the law." Chairman Hartley noted that British records are arriving in this country. What effect that on American musicians? he asked.

"That's a sad condition," Mr. Petriello replied, but claimed that recording musicians, only six years ago, were making an average of $400 a year so it doesn't make much difference, and the record companies have made no effort to remedy the situation.

"Ask the Left Coast—Hartley Act musicians have lost $360,000 in wages and 165 men in radio," said Mr. Petriello. "As contracts expire, men are let out. Our future is getting very dark."

Records are coming in from Mexico, said Chairman Hartley. Mr. Petriello said he understood the British musicians' union would stop making of records for sale in this country.

Chairman Hartley asked if Mr. Diamond is associated with English Decca. Mr. Diamond said he was before becoming Mr. Petriello's legal representative. He said that his son might be doing some copyright work for English Decca, and promised to explain it all in his prepared statement.

Asked how, Mr. Petriello why he wouldn't allow FM and television music, Mr. Petriello recalled that movies employed 22,000 musicians in 1928 but with advent of sound dropped to 1,000 and now employed in all U.S. theatres. "We want a guarantee we won't lose employment in radio where we have a chance." Theatres are closing, name bands are folding, said Mr. Petriello, discussing the plight of young musicians. He said AFM is starting a "clean campaign" to tell the public the musicians' plight, but "can't compare to the NAB."

"Let's do something for musicians," he proposed to Rep. Landis. Eighty per cent of records are home records, and half of FM recording because of 20%. Let the 20% who want to commercialize—let them fight it out with us."

Rep. McConnell questioned the union head at length on rights of AFM minorities and disciplining of members. "If a man gets out of line I may call him in and straighten him out," Mr. Petriello explained, referring to his right of appeal to the board. Fines are used, he conceded, but not often. "Where can a man get a job if he's expelled?" Rep. McConnell asked.

"That's a serious matter; there aren't many of those cases," the witness insisted.

One-Man Ballet

Rep. Gwinn questioned at length on nominations and elections of locals, which Mr. Petriello claimed are democratically operated. Rep. Gwinn then introduced a photostat of a 1947 ballet of Local 10 in Chicago, with members given a chance to vote for only one man for each office [Broadcasting, Dec. 8]. Going over each office, Rep. Gwinn came to the name James J. Petriello.

"Who's that?" he asked.

"My son. He is financial secretary. It's his first time."

After Mr. Petriello insisted the election was democratic, Rep. McConnell asked. "Did you ever hear of Stalin's elections in Russia?"

"No," said Mr. Petriello. "I don't know anything about Russia."

"Wouldn't you call this the Russian ballet?" Rep. Gwinn continued.

"That's the way the members want it," Mr. Petriello said, adding that 48 hours after the nominations names can be put on the ballot by petition of 2% of members.

Rep. Gwinn cited the instance of the International Cultural Assn., which was denied use of a hotel for a meeting because it wanted to play records for dancing after New Year's Eve. Later, AFM threatened to picket the hotel, he charged.

"That's not the procedure at every local," said Mr. Petriello.

Rep. Gwinn brought out that 1,000 of the 13,000 Chicago local members voted at the last election.

Replying to Rep. Buck, the union head said he considered AFM "a legal monopoly." He said he had only used his power to set aside AFM laws twice. "Under a bad leader I don't think it would do much good," he said.

In answer to Rep. Kersten, he said record companies aren't allowed by law to separate records for home and commercial use. As to effect of the Taft-Hartley law, he said the union didn't want to give royalties to the men who made the records but prefers that the money go to needy musicians. He isn't worried about foreign records, he told Rep. Kersten, because "the American public always prefers American music." No Conspiracy

Mr. Petriello told Rep. Owens there is no conspiracy between large broadcasters and AFM to keep music off FM. Rep. Owens asked to see correspondence with the networks.

"If the networks play for FM they violate the contract," Mr. Petriello said. "I feel very sincere. FM stations never spent a dime for music. They don't have a dime now. We deal with an industry (AM) that pays us $23,000,000. If there's anything in your mind about conspiracy, please forget it. That's not so."

Rep. Owens, after telling indignantly of an AFM mandate in Philadelphia that prevented friends of his from singing carols around a piano in a Radnor-Stratford room Christmas Eve, said official government figures show that musicians' employment has tripled in recent years.

Rep. Kearns suggested AFM call name-band leaders to testify. He praised Mr. Petriello for doing "some fine things" for the Kearns subcommittee, such as letting amateurs play on networks.

"You never told the networks..."
they couldn't duplicate since passage of the Taft-Hartley law?" Rep. Kearns asked.

"Well, Mr. Petrillo said. He was confident FM and television would be included in the new contract.


"Don't grab so fast," Mr. Petrillo cautioned.

Rep. Kearns recalled his proposal to amend copyright laws to distinguish between records for home and commercial use. "It would favor that," said Mr. Petrillo as the noon recess was called.

After the recess Rep. Hoffman gave the AFM ruler the roughest going-over he has received within its memory. The AFM observers. Hurting rapid-fire questions and demanding direct answers, Rep. Hoffman forced a concession that Mr. Petrillo had attempted to compel WAAF Chicago to hire three musicians because he thought it ought to hire them, being a "canned music station."

"You announced you did that to test constitutional interpretation of the Lea Act?" Rep. Hoffman asked.

"We Compromised"—Petrillo

"We compromised," said Mr. Petrillo.


"Our business is based on minimums," Mr. Petrillo replied.

Mr. Petrillo refused to concede he was a dictatorial leader. He alleged he told musicians where and when they can play, and that the union put hotels on its unfair list if they failed to conform to AFM requirements. He denied that it isn't necessary to be a musician to get in AFM, especially the larger locals.

Rep. Lesinski read a letter complaining FM stations can't use network music because of an agreement between AFM and broadcasters and alleging that some AM stations carry network programs on their FM at times. He said a lengthy tribute to Mr. Petrillo for his union leadership and said his story "will go a long way to dispel public opinion of you and the union." Chairman Hartley rec- called that Rep. Lesinski had complained Monday that the hearings were futile.

When Rep. Kelly asked if union policies were applied at conventions, Mr. Petrillo agreed and then charged that NAB controls some 400 newspapers that control radio stations. "They're bosses of every station in this country li- censed by the FCC," he claimed.

NAB has control over the whole distribution of communications and news. Nobody has ever been more vilified."

Rep. Madden went over the WAAF story again. Mr. Petrillo referred to alleged refusal of Chattanooga stations to do business with the AFM local and recalled it was necessary sometimes "to get NBC to pull the chain on their affiliate," a procedure he said is barred as a secondary boycott.


Chairman Hartley inquired about Mr. Petrillo's salary, which the AFM head said was $20,000 a year from AFM, $26,000 from the Chicago local, and admitted the Chicago local pays for his Wal- dorf-Astoria suite. He said big locals can't control the AFM since none has more than 10 votes.

The chairman said subcommittee hearings showed movie companies signed AFM contracts "with a gun at their back." Mr. Petrillo replied AFM insists it would be unfair for NBC and CBS to buy films and then put them on their radio stations.

"You really don't mean 'for- ever' in your record ban!" Chair- man Hartley asked.

"At the moment we said 'for- ever,'" replied Mr. Petrillo. "May- be we might change our mind. We hope these boys who represent the industry will change."

"Don't you think it would be better to use legal methods?" asked the chairman. "Why haven't you pursued that course?"

"It was the only action possible," argued Mr. Petrillo. "Why don't you help us?"

The chairman and witness got into a colloquy over proposal to take a referendum of AFM members as to their opinion of the recording ban. "I'll take you up on that," Chairman Hartley said, "if confined to every person who ever made a record."

"The dead ones we can't dig up," Mr. Petrillo quipped. He said a handleleader asked to testify in his presence as well as that of recording company officials would be "sitting on a hot seat."

"IF THERE'S no opposition, that's it," said James C. Petrillo Wednesday as he identified a photostat of Chicago Local No. 10 election ballot [BROADCASTING, Dec. 8] Only one nominee appeared for each office, House probers noted on examination of document.

Answering Rep. Landis, he said, "I frankly believe we'll settle the FM and television situation."

Rep. Owens, after getting a statement from the witness that he had not acted to prevent FM duplication since the Taft-Hartley law went into effect, introduced a telegram from the AFM head to network presidents, dated Aug. 20, in which AFM laid down the rules for FM. He again denied collusion with networks to retard FM, and said AFM stations should hire musicians since they hire announcers, bookkeepers and engineers.

THURSDAY

Mr. Diamond took the stand as Thursday hearings opened, identifying himself as general counsel to the AFM in U. S. and Canada. Later he testified he also was attorney to President Petrillo. He said he had resigned from all Decca companies but understood his law firm still does miscellaneous work for London Gramophone Corp., Decca subsidiary. Mr. Pe- trillo is one of the few citizens against whom a specific law has been passed, he said in his 42-page statement.

One by one he recited problems faced by musicians in sound movies, phonograph records (including disc jockeys, juke boxes, wired music and radio) and transcriptions. In each case he gave figures on earnings of musicians compared to earnings of other workers. Average earnings per month at the three large record companies range from $8.58 to $17.75, he said, with the entire industry disbursing total sales pay to all musicians, other than leaders, of $1,635,751 in 1946. He contrasted this pay with the 1947 retail record volume of $180,000,000.

Discussions transcriptions, he said packaged radio shows are becoming a major element in broad-

casting, citing estimated gross sales of Frederic W. Ziv Inc., of $10,000,000 in 1947, with the company paying only $30,258 scale wages to musicians and leaders in 1946. Associated Program Service, he contended, paid scale wages of $85,500 to all musicians in 1946 though it also operates Muzak service.

Mr. Diamond devoted four pages of his statement to observations on station programming, based on FCC Blue Book findings, and ad- vised committee members to ex- amine the book carefully.

In discussing radio's employ- ment of musicians Mr. Diamond claimed there are more salaried than musicians and quoted gross time sales figures and net revenues before taxes, without referring to operating costs.

He charged that in 1945 broad- casters earned $7 before taxes for each $1 paid to staff musicians. Going into technological progress and its effect on his union, Mr. Diamond asked, "Who has devised any alternative means of performing music than by the personal artistry of the musician?" He discussed the AFM welfare fund at length calling it a "cooperative attempt by management and labor to avoid the consequences" of recording. At Dec. 31, 1947, (Continued on page 89)
Conventions

(Continued from page 18)

with TV, there was no argument between the groups.

All the decisions made by the various representatives will be
passed on by arrangements com-
mittees of the two political parties' conven-
tions groups.

In emphasized by John M. Redding, di-
cctor of publicity, Democratic Na-
tional Committee; William Neale
Roach, managing director, Demo-
cratic National Convention, and
James E. Jappe, general man-
ager, Republican National Conven-
tion, who heard and acted as
moderators of the claims of the
groups.

Some changes were made in radio arrangements plans differ-
ent from the 1940 convention set-up.

In 1940, Radio correspondents had
40 seats in the press section in the
longue in front of the stage on
the Convention Hall floor. Radio-
men, whose position was stated by
William Henry, chairman of the
Radio Correspondents Gallery,
Capitol, Washington, D.C., wished
to relinquish these seats to the
newspaper and news service corre-
spondents. By doing so, the news-
men will have 825 seats on the
convention floor. But radio-
men, 250-strong, will all have seats
on the stage, behind the speaker's
ros-

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 WNEW
AND

WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL

HEMPSTEAD
LONG ISLAND

UPCOMING

Feb. 9; NAB Employ-er-Employer Rela-
tions Committee, NAB Rdr., Wash-
ington.

Feb. 10: International News-
agency Committee, NAB Rdr., Wash-
ington.

Feb. 11-13: NAB 9th District meeting
Palmer House, Chicago.

Feb. 15: Board Meeting,
RMB Rdr., New York.

Feb. 16: Meeting of Directors,
The Homestead, Hot Springs, Va.

Feb. 26-28: National Radio Con-
ference, U. of Oklahoma, Norman and
Oklahoma City.

March 8-11: Canadian Assn. of Bcasters,
annual meeting, Chateau Frontenac, Quebec.

GOODMAN FIRM LISTS 5 SALES OF NEW SHOW
HARRY S. GOODMAN Radio Pro-
ductions, New York, last week
announced five sales of the firm's new
Television Numbers Game.
The show has been sold locally to
Staten Island; Channel 4 on WOB
New York, Par Soap on KJH
Los Angeles, Inkograph Pens on
WTHT Hartford, Conn., The Bos-
ton; and on WBYR Wilkes-Barre,
Pa., and the J. N. Adam Depart-
ment Store in Buffalo (station to be
announced).

At the same time the Goodman
firm announced appointment of
Stanley Florsheim as vice president
in charge of the Goodman special
features division, and Howard
Lally as sales executive. Mr. Flor-


RADIO HELPS DIMES MARCH IN
Colorful Parade Staged by KFWB Launches 1948
Campaign in Los Angeles

LOS ANGELES area stations,
sparkled by KFWB Hollywood,
are contributing much to the success
of the current March of Dimes
campaign in Southern California.

For KFWB, it's a repeat of last
year's work, which was so out-
standing that it earned Harry
Maizlish, the station's general
manager, a write-up in Time.

To launch the 1948 campaign
KFWB put on a spectacular four-

KFWB's sales office, the station's
headquarters, is also carry-

ing spot announcements daily.
Transcribed appeals by radio stars
and daily spots are being aired by
KFWD.

KNX, KECA, KFAC, KLCG and
KMG are all presenting sev-
eral daily spot announcements as
well as adapting inserts to regular
programming.

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BROADCASTING • Telecasting

...
particular raised questions concerning the Commission's power to consider these programming aspects in connection with the CBBS proposal.

Mr. Caldwell reiterated that CBBS expected the resurfacing of affiliations to come as a natural consequence of competition, but while relying on Spearman's object said if the plan did not work as predicted, the CBBS members would not be surprised if FCC attempted to "define" the problem and the concept of "programming for rural listeners." He said he opposed FCC consideration of program matters and expressed a view that the Commission sometimes should call a "full oral argument" on the entire subject.

Should Consider Programs

Andrew G. Haley, counsel for ABC, which supported the CBBS 20-station plan with "modifications," contended on the other hand that FCC "definitely should consider the program factors involved." He charged NBC and CBS have "monopolies" on skywave service, said it was FCC's duty to foster competition, and declared that FCC should either make a "policy statement" or enact rules against excessive duplication of network program services within given areas.

Gustav B. Margraf, representing NBC, told the Commission it should "let the competitive forces work," and insisted that the competitive positions of the networks were not an issue in the case, while Julius F. Brauner, CBS general attorney, asserted that issuance of licenses subject to affiliations with a specific network would be "redundant" to the principles of free competition. Even if CBS and NBC were guilty of excessive duplication — both denied — Mr. Brauner questioned FCC's right to follow such a procedure and "dictate" the economic and business practices of licensees.

Denounces Mayflower Decision

When Chairman Coy put the question of program consideration to Mr. Spearman, denied by the RBC counsel: "I wish you hadn't asked me that." But he felt that Sec. 303 (b) of the Act "certainly gives you that right," though he added that "the Commission has no more power than I would have.

When the question of the Mayflower Decision's ban on station editorializing was raised, Mr. Spearman said the claim was "unconstitutional, null and void and no station ought to pay any attention to it." He said it "should have been burned before it was ever leased and called an opinion."

Mr. Spearman said the CBBS 750-kw plan would create "economic Frankensteins" which would imperil competing stations economically and which by joint effort would be able to "elect Joe Zilch to the Presidency." He expressed to the potentialities of a combination, he said, are themselves sufficient to require FCC to reject the plan.

Denies Economic Threat

Mr. Caldwell countered that the claim of "too much power in the hands of too few" has always been raised but that no testimony has been submitted to prove it. He called attention to the "diverse interests" among the clear-channel station owners, and, with reference to claims of economic threat from 750-kw operation, denied that lesser-powered stations would be endangered. He conceded that FCC might limit the number of 750-kw stations a single person or group might own.

A heated exchange developed when Mr. Caldwell noted that Mr. Spearman is interested in a Rochester applicant and said duplication of clear channels would make possible a grant. Mr. Spearman sharply denied that the application had anything to do with his plea for clear-channel breakdowns and declared that the charge was like hitting a prize-fighter in the back after the bell had sounded.

Duke M. Patrick, for WLW Cincinnati, reviewed WLW's five-clear operation with 500 kw, declaring that "life went on as usual" during that period, competitively and otherwise except that the station's service area was extended. Earlier Mr. Spearman, responding to Chairman Coy, had said that the rules on protection of 1-A stations originally were amended because of reading of Washington consulting engineer and at that time FCC assistant chief engineer, "didn't want more than one station operating on a clear channel." Mr. Caldwell termed this "one of the unfairest things I've ever heard in a hearing," declaring that the change was made by the Commission after much consideration. Mr. Spearman added that if both Mr. Ring and Comr. Rosel H. Hyde wouldn't confirm his statement, "I'll eat the rules and regulations."

In response to CBBS claims that too few than 100,000听过stations can't be expected to support 50-kw stations, Mr. Spearman said that if the Commission wished to make a test "I'll be the guinea pig at my own expense" and set up a station "in the capital of any of those 'poor southern states.'" Later he extended the offer to include one in each of four states: Arkansas, Mississippi, Alabama, and South Carolina.

Webster Absent

The oral arguments were presented before six Commissioners, though all seven members may take part in the decision. Only absent was Comr. E. M. Webster, en route to London for a preparatory conference on Safety of Life at Sea. But Chairman Coy asked whether any participants would object to Comr. Webster's participation on the reception of the testament of arguments, and no objections were offered. He is expected to be gone until about March 1, precluding issuance of a decision reached by the full Commission before that time.

Whether he participates or not, the deciding Commissioners will be largely a new group from those who were sitting when the hearings opened in January 1946 after almost a year of preliminary conferences. Of the present Commissioners, only Vice Chairman Paul A. Wherry and Comr. Clifford J. Durr were then members. Comr. Hyde was general counsel and Comr. Sterling was in the engineering department, while Chairman Coy and Commissioners Webster and Robert F. Jones have since been added from outside the Commission. Paul A. Porter was then chairman, succeeded by Charles B. Denny, who himself was succeeded by Mr. Coy.

Attorneys taking part in oral arguments, in addition to those for CBBS, RBC, and the three participating networks, were Mr. Patrick for WLW; Glen A. Wilkinson for KSL; Philip G. Loucks for WQXR New York; Harry J. Daly and Stephen C. Jr. for a group of daytime stations and applicants; Marcus Cohn for National Assn. of Educational Broadcasters, and Leonard H. Marks for Oklahoma A. M.'s and Sterling.

Though the argument was slated to encompass the daytime skywave proceeding as well as the clear-channel case, most of the participants were content to rest their skywave cases on their respective briefs [Broadcasting, Jan. 19].
AFM Shoots  
(Continued from page 85)  
he said, $3,773,503 had been paid into the fund, $1,131,875 disbursed, with $2,647,626 on deposit. He listed disbursements from the fund and said administrative costs have totaled $84,686, far above what was anticipated. He recalled recorders originally had claimed sales would be curtailed, but claimed 1942 record sales were 980,000,000 units compared to 375,000,000 in 1947.

Mr. Diamond detailed the AFM election and administrative procedures, entirely democratic. The recording ban reflects desires of the AFM membership, he insisted, referring to similar proposals as far back as 1926 at AFM convention. He contended antitrust laws never were intended to be applied to unions, mentioning historic precedents. The alternative is individual bargaining, he argued. Any laws passed should permit continuation of collective bargaining, he told the committee, laws which make the machine the servant not the master of musicians.

Recognize Responsibility  
During questioning by Reps. Landis and Hoffman, Mr. Diamond contended that record makers and AFM were fifty-fifty agreed to the AFM's demand for the Taft-Hartley Act clause outlawing the welfare fund. Mr. Diamond said he doubted if AFM would object if delayed transcription broadcasts. Asked by Rep. Hoffman just what AFM wants from record companies, Mr. Diamond declared that the AFM has requested that the users of recorded music for commercial purposes, displacing live musicians, should recognize their responsibility to make possible the employment of musicians in local areas and encourage musicians to pursue their art.

Answering Rep. Kearns as the Thrusday afternoon session opened, Mr. Diamond said the record ban was not ordered by Mr. Pettrillo but by the AFM convention.

At this point Rep. Kearns announced that he planned to introduce a bill this week making it mandatory to put on a label, "For Commercial Use Only," on records used by radio stations, juke boxes and other commercial interests. Records for home use would say, "For Home Use Only." He explained the bill would amend the copyright law to make it unlawful for a broadcast station, juke box or other commercial user to use recordings or transcriptions made for individual or home consumption.

The bill would provide that buyers of commercially-labeled records shall pay recorded amounts, additional sums to be paid to leaders, instrumentalists and other artists engaged in making of recordings. Rep. Kearns said the bill should clarify "the music business" and defused recording industry and make further to protect the public and the performer and assure recordings for commercial use and individual and home use."

Rep. Owens questioned Mr. Diamond closely on his connections with Decca companies, as well as the fact that his son is with the same law firm and the firm's handling of AFM business affairs. Rep. Owens cited the code of ethics of the American Bar Assn., with Mr. Diamond insisting he had not violated this code.

Mr. Diamond then turned to Rep. Lesinski. Mr. Diamond said he had advised Decca to break the record impasse in 1943 and sign with AFM, feeling the record makers should recognize responsibility of giving employment to other musicians.

Democrats on AFM Side  
Again the Democratic side of the committee supported the AFM case. Rep. Klein praised Mr. Diamond and said he resented inference about his professional activities. Rep. Klein said he believed the copyright act could be amended to include an anti-trust law against copyright interest, leading in turn to bargaining by musicians to obtain income from commercial use of their music.

Rep. Lesinski read a statement charging that broadcasters ridicule Mr. Pettrillo on the air, but if an artist hurts jibs at broadcasters he is referred to the Fred Allen incident last spring. He went into complaints of WAYS Rochester and WING Dayton over alleged network discrimination.

In charging there is a monopoly in broadcasting, he suggested it should be investigated along with the FCC. Intimating the commission had put in a confidential file WING documents that he had just uncovered, and that an FCC chairman had negotiated for a job with a network, while still chairman. (After the hearing Rep. Lesinski inferred he might withdraw from the record his comments about the FCC.) He referred to the Los Angeles, signed "Taxpayer," in which industry practices were criticized.

Chester Incident  
Final witness of the two-week investigation was J. W. Hart, Gootee, president of the Chester, Pa. AFM local, who explained why the local had placed a high school band on the unfair list when it had not been charged with striking. Thanksgiving Day parade at Norristown for $125, less than union scale.

The hearing adjourned shortly after 8 p.m. at the call of the chairman.

New Ad Rate Guide  
THE 1948 Advertisers Rate Guide and Data has just been published by the E. H. Brown Advertising Agency, Chicago, the agency announced Friday. The 82-page guide includes information on radio stations. Guide is available to advertisers without charge.
Thayer Calls for Government Control of Overseas Program

"CONTROL of an international overseas information program for the U. S. should rest in the hands of the administration and ultimately, through constitutional procedures, in the hands of an administrative body and the people," according to Charles Thayer, chief of the International Broadcasting Division of the State Department.

Mr. Thayer, speaking on the "Voice of America" at a Yale Law School meeting in New Haven last week, said he believed private and small group programs should participate in the International Broadcasting Act "to make 'great contributions to the shortwave and broadcasting fields and have raised the level of information in this country.' However, control should rest in the hands of the administration, he added.

He stressed the necessity of an international overseas program, "particularly at this time when radio broadcasting is such a powerful weapon."

Mr. Thayer pointed out that he believed private corporations' "domestic output is the fairest and most honest way that one can find anywhere," but that in the international field a private corporation "cannot have at its disposal all the necessary information, either regarding conditions abroad, or the details of American policy, in as accurate a form as the government itself."

"The government service "must be subject to constant review in the press and radio," he declared, and "it is a function of our foreign relations that cannot be relegated to a private agency or any more than we can delegate the operations of our Army or Navy.""

NAB Sends Stations Guidance in Case Of AFM Strike, Threatened for Feb. 1

LIST of program suggestions was sent last week by NAB to station-points their guidance in event of an AFM strike Feb. 1. A five-page document, the suggestions were prepared by Harold Fair, director of the Program Dept., and assistant, Ben Millikan.

Two possible ways in which programs will be curtailed if the networks are struck, the document points out, are reduction in number of regular network offerings and elimination of some local programs.

NAB's suggestions, which do not go into detail, are designed to stimulate thinking within stations and to serve as a "jumping off place." Different types of programs are listed, with comment and suggestions, along with tips on use of recording facilities. Stations are advised to record programs for instantaneous use in sudden emergencies.

The concluding page describes transcribed public interest programs and sources of script material available from governmental and public service organizations.

Sigurd Larmon Warns Against Lowering Program Standards Under Competition

RADIO executives were warned last week by Sigurd S. Larmon, president of Young & Rubicam, against the temptation to lower program standards and forget public interest in the face of a predicted increase in competition among AM and FM stations.

Mr. Larmon represented advertising agencies when he, an advertiser and a research man gave members of the Radio Executives Club of New York an idea of what to expect in 1948. Robert Peare, vice president of General Electric Co., New York, spoke as an advertiser, and Emno Roper represented the research field.

In warning the executives, Mr. Larmon said, "on a long range basis, your industry will be well advised to raise, rather than lower ethical standards, to screen programs with an even degree of equal balance between commercials and programs." He suggested a research program for the industry covering a true cross section of all listeners in order to check public attitude toward radio.

Mr. Peare expressed confidence that "one of the biggest and most interesting developments of 1948 will be in television—in television programming."

William Hedges, NBC vice president and REC president, presided at the meeting.

PLANs ARE TENTATIVE FOR ZENITH SHOW

PLANs for Zenith Radio Corp.'s sponsorship of a new program, "20-20," on MBS beginning early in March still were in the tentative stage last week [BROADCASTING, Jan. 19]. Contrary to a trade report, proposed 52-week contract has not as yet been signed, according to C. C. Cummins, Zenith account executive at MacFarland, Aveyard & Co.

Series would open on a sustaining basis, Monday through Friday, 9:15-9:30 p.m. CST with Zenith and certain of its dealers and distributors in key cities beginning sponsorship in March. Sales and wire-recorded pickups from approximately 65 cities having Mutual outlets would make up program's syndication, point probably would be New York.

Consummation of deal was not expected before Feb. 1.

New Grants Raise Video Total to 77

Authorizations to San Diego, Cincinnati and New Orleans

BOOSTING outstanding commercial television authorizations to 77, construction permits for three new video outlets were reported last Monday by FCC as having been granted Jan. 16.

Recipients of the new CPs:

San Diego, Calif., The Jack Cross Broadcasting Co. (KFBF, KPFM-FM)—Channel 6 (180-195 mc), power 20 kw visual and 20.2 kw audio, antenna 710 ft.

Cincinnati, Ohio, American Broadcasting Co. Inc. (WDSU, WDSU-FM)—Channel 6 (26-28 mc), power 21 kw visual and 162.5 kw audio, antenna 550 ft.

New Orleans, La., KFMB Broadcasting Co. Inc. (WEBS, WDSU-FM)—Channel 6 (168-206 mc), power 21 kw visual and 10 kw audio, antenna 786 ft.

Cincinnati, the Cincinnati Times-Star Co. (WKEF, WCTA-FM)—Channel 11 (198-204 mc), power 23 kw visual and 12 kw audio, antenna 660 ft.

KFMB expects to invest $130,425 in its initial video plant, according to the application. Monthly operating cost was given as $4,000 with no estimate on revenue.

Cost of WEBS video plant is given as $150,000 with monthly operating cost set at $10,000. Monthly revenue is expected to be $5,500 by first half year, it was said.

The WKRC video outlet has set a commercial maximum of 80%. Initial cost is estimated at $287,375 while monthly operating cost is expected to be $8,975. Monthly revenue is estimated at $25,000 in application.

WABD's January Income Is $50,000

INCOME of WABD New York, station of the Du Mont video network, was reported at $50,000 for the month of June 1947 to more than $50,000 for the month of January 1948, Dr. Allen B. Du Mont, president, Allen Du Mont Laboratories, said Wednesday in an address before the Society of Security Analysts in New York.

Citing those figures as proof of the rapid recent increase in advertisers' interest in television, Dr. Du Mont predicted that video stations will have a much higher income than sound broadcasting stations, because there are fewer television stations and because the sight-and-sound combination of television will make it a more effective advertising medium.

January 26, 1948 • Page 89
At Deadline...

FOUR COMMERCIAL VIDEO APPLICATIONS FILED

Four more commercial television applications accepted for filing by FCC Friday with fifth request tendered. One request to withdraw application also pending.

Formally accepted were requests of following:

WKBW Broadcasting Co. (WKBW, WKBW-FM) Youngstown, Ohio, for $13,258, 21 1/2 kw visual, 11.4 kw aural.

United Broadcasting Co., Pittsburgh—Channel 10 (162-198 mc), 31 kw visual, 16.3 kw aural.

WPOR Broadcasting Co., Mass.—Channel 3 (60-66 mc), 18 kw visual, 9 kw aural.

WPTL Broadcasting Co., St. Louis—Channel 7 (46-72 mc), 26 kw visual, 10 kw aural.


WKBW plans $276,250 initial cost with first year operating expenses totaling $125,440.08 and revenue of $24,900. Channel 13 only facility sought by Vindicator Printing Co., which filed Dec. 30.

United Broadcasting, which also seeks Pittsburgh AM outlet on 1470 kc with 5 kw full-time, to spend $184,000 on TV plant. First year estimated operating cost: $150,000; revenue: $50,000. TV antenna to be on top Oliver Bidg. Three remaining TV channels also sought by five others now in hearing. Allen B. Du Mont Labs. Inc. holds CP for Channel 3 (WTVY).

New England Television has requests pending for seven cities in all (see early story page 18). Springfield and St. Louis outlets each to cost $116,000. Operating costs estimated for each: $7,500; revenue: $8,500. Springfield request is first there. Channel 3 designated for Springfield and Holyoke. Four facilities still open in St. Louis. KSD-TV opens 3 (76-82 mc). No other application pending.

WIRE expects to invest $186,000 in video outlet. Five channels allocated to city. Wm. H. Clapp holds CP for Channel 6 (WWBH). WFBM Inc. seeks Channel 8.


Donroy withdrawal occasioned by grant of Channel 8 to KFMB Jan. 16 (see story page 89) and desire not to take open Channel 10. Channel 3 sought by Balboa Radio Corp. (KLIK). Retiring applicant composed of Don Roy and Don K. Hankey, auto rental agents.

LEVER TO START CONTEST

$100,000 CONTEST, with five $3,000 mink coats as top prizes, will be launched Feb. 2 by Lever Brothers of Cambridge, Mass., on four programs—Lux Radio Theatre, My Friend Irma and Aunt Jemmy, all CBS, and Amos 'n' Andy, NBC. Weekly for five weeks contestants must tell in 25 words or less why they like any of six Lever products. Winners receive total of 329 prizes.

ARGUMENT IN WBAL CASE SLATED BEFORE COMR. HYDE

WBAL Baltimore's motion for continuance of hearing on its license-renewal application and Drew Pearson and Robert S. Allen's rival bid for WBAL's facilities (story, page 20) will be argued this morning (Monday) before FCC Comr. Rosel H. Hyde, presiding officer.

In short session Friday, Comr. Hyde refused to hear argument at that time since Pearson-Allen counsel, while agreeing to argument whether to grant motion and to take hearing or deny and proceed, and cautioned participants to come "prepared for either eventuality."

WBAL motion filed along with petition asking full Commission to withdraw Blue Book references to WBAL operation, in light of views expressed by Court of Appeals for District of Columbia [Broadcasting, Jan. 19].

When hearing resumes, President C. B. McCord, Hearst Broadcasting Co., WBAL licensee, and possibly Mr. Allen of rival applicant are expected to be among first witnesses.

PRESIDENT TO RECEIVE "VOICE" CONTEST WINNERS

Four WINNERS of $500 scholarships in "Voice of Democracy" contest co-sponsored by U. S. Junior Chamber of Commerce, NAB and RMA [Broadcasting Jan. 19] will be received by President Truman, during four days of events including awards luncheon, radio show and tour of city, according to plans completed late Friday.

Luncheon, to be held at Statler Jan. 28, will feature Attorney General Tom Clark as speaker and Dr. John W. Studebaker, U. S. Commissioner of Education, as toastmaster. Mutual will pick up portion of ceremony, including presentation of awards to four girls by Mr. Clark.

JOHN BLAIR & CO.

EXPANDING N. Y. OFFICES

JOHN BLAIR & Co. effective Feb. 1 moves New York offices to larger quarters, 22 E. 40th St. (Zone 16). Increased space needed, according to Mr. Blair, as result of growth of New York staff to seven account executives, station service manager, and office personnel. Facilities provided for future expansion based on television and other advances. New space is double former site.

Five-year lease taken on offices, which are being rebuilt and redecorated and will be both air-conditioned and soundproofed. Private office arranged for use of visiting executives. Richard D. Buckley and William H. Weldon manage New York office.

FM REPS. OPENS N. Y. OFFICES

FM REPS Inc. whose organization as national representative firm handling FM stations exclusively was announced two months ago [Broadcasting Nov. 17, 1947], has opened New York office at 17 East 48th St., telephone, Wickersham 2-1127. Number of clients in major markets claimed by firm.

SALE OF Harrisburg (Pa.) Telegraph to Samuel I. Newhouse, publisher of Newark Star-Ledger and other newspapers in New York and New Jersey, does not involve transfer of WHP Inc., Harrisburg, which continues under Stockpile family ownership and Abe Redmond management. Mr. Newhouse recently purchased WSWR, Syracuse, subject to FCC approval, for $1,200,000 [Broadcasting, Nov. 10, 1947].

AIR LINES in Philadelphia quietly sounding out stations including television to see if provision should be made at Philadelphia Airport to set up facilities for crews to make pickups of important arrivals on beat or assignment basis. If successful, other Quaker City, might be extended to other major airports.

Both WFAA Dallas and WBAP Fort Worth are frankly unhappy at confusing Hooper rating in anomalous situation whereby each opens separate frequencies with same call letters. Muters of possible cancellation have come from stations lately. Stations assert rating by call letter—instead of by frequencies alone—misleads or favors competitors since last year's FCC decision erasing jointly-owned KGKO on 570 kc. Dallas News station WFAA and Fort Worth Star Telegram WBAP alternate in sharing time on 820 and 570 kc, clear and regional, respectively.

WITHIN FEW WEEKS Radio Diffusion Francaise, French state-owned broadcasting system, will go commercial. To minimize criticism by anti-French elements, radio-diffusion will accept, at first, only French products and sponsors but intends eventually to solicit business from abroad.

YANKIE NETWORK will ask FCC to shift one of two channels now assigned to Hartford, Conn., to Bridgeport and will promptly file for Channel 10 in latter city, dropping pending Hartford application which is now in four-way hearing for two available assignments scheduled for Feb. 16.

LOUIS WASMER, owner of KGA Spokane, who pioneered in commercial aviation as well as in radio, being urged to accept appointment to Civil Aeronautics Board which now has three vacancies. Mr. Wasmer, who was Republican candidate for Washington gubernatorial nomination six years ago, is close personal friend of Washington's present Demo- cratic governor, Mr. Wallgren, who is understood to have strongly endorsed his candidacy to President Truman, along with state Republican leadership.

BROADCASTING • Telecasting
Look at the figures in that headline again.

They reveal the tremendous impact of The Nation’s Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3¾ million radio homes within the area, between 6 AM and midnight. That's coverage!

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of all listening to all stations. That’s dominance!

How much did these homes listen? Taking all 3¾ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. That's penetration!

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.
Freedom to LISTEN — Freedom to LOOK

As the world grows smaller, the question of international communications and world understanding grows larger. The most important phase of this problem is Freedom to Listen and Freedom to Look — for all peoples of the world.

Radio, by its very nature, is a medium of mass communication; it is a carrier of intelligence. It delivers ideas with an impact that is powerful . . . Its essence is freedom—liberty of thought and of speech.

Radio should make a prisoner of no man and it should make no man its slave. No one should be forced to listen and no one compelled to refrain from listening. Always and everywhere, it should be the prerogative of every listener to turn his receiver on or off, of his own free will.

The principle of Freedom to Listen should be established for all peoples without restriction or fear. This is as important as Freedom of Speech and Freedom of the Press.

Television is on the way and moving steadily forward. Television fires the imagination, and the day is foreseen when we shall look around the earth from city to city, and nation to nation, as easily as we now listen to global broadcasts. Therefore, Freedom to Look is as important as Freedom to Listen, for the combination of these will be the radio of the future.

The "Voice of Peace" must speak around this planet and be heard by all people everywhere, no matter what their race, or creed, or political philosophies.*

*Excerpts from an address before the United States National Commission for UNESCO.