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

look—

1. WOR has not raised its daytime rates since Nov. 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases, they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since Nov. 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

good—

But how does WOR pay off specifically?

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

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

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

wor — heard by the most people where the most people are mutual
They sure are strong for WLS in this section

... John Vissering, Jr.
Department Store Owner
Minonk, Illinois

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

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

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

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

This important market is just one of many in the WLS area where merchants and their customers listen to and are influenced by the advertising messages heard on WLS. Intensive coverage of a prosperous market... loyal listeners... programming that serves the community—that's why WLS gets results!
WCAU-TV tops Philadelphia's Skyline

with powerful New Selling Force

WCAU-TV the Philadelphia Bulletin television station, is now in operation on Channel Ten, the first high-frequency, high-fidelity Channel in Philadelphia.

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

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

WCAU-TV
CHANNEL 10

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

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

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

(Continued on page 114)

Revision of NAB's Code Completed

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

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

Membership has seven weeks to study new revision (see detailed summary, paragraph by paragraph, below). Present NAB board to discuss document at May 15 meeting prior to convention. New board, with 16 posts now being voted on by membership, meets May 19, day after convention when it may give final approval if convention sentiment justifies. Board has power under By-Laws (approved by referendum last summer) to promulgate document and put it into operation.

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

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

BROADCASTING...at deadline

Upcoming

March 30: RMA Advertising Committee, Stevens Hotel, Chicago.
March 31-April 1: Hearings on Lemke Bill (H.J. Res. 78) to resume before House Interstate & Foreign Commerce Committee, House Office Bldg., Washington.
April 4; Radio and Business Conference, City College of New York, N. Y.

(Other Upcomings on page 100)

Bulletins

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

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

Business Briefly

JOAN EDWARDS TEST • Benton & Bowle considering Joan Edwards as a summer replacement for Rise Stevens on CBS's Sunday Prudenancia Family Hour. Final decision after her April 17 guest appearance.

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

KOOLS VIDEO DRIVE • Summer video campaign for Los Angeles planned by Kool-Cigarettes.

RADIO RESEARCH, NAB CODE ON ANA CHICAGO AGENDA

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

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

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

BROADCASTING CREEED

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

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

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

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

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

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

Achieve the foregoing by exercising critical principles and discernment, and by considering the rights and the sensitivities of all people and the proprieties and customs of society.

BROADCASTING • Telecasting
Selling Fashion or Spinach?

Over 5 Million People!—46% urban—54% rural! That's the Mid-America Market (in the 213 counties within the measured ½ millivolt circle of KCMO's 50,000 watt daytime non-directional coverage)! KCMO has the power—the programming and the coverage to reach both city dweller and farmer.

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

50,000 WATTS DAYTIME Non-Directional
... 10,000 WATTS NIGHT — 810 kc

One Does It—in Mid-America!

One station
One set of call letters
One spot on the dial
One rate card

KCMO
KANSAS CITY, MISSOURI
Basic ABC Station FOR MID-AMERICA
National Representative . . . John E. Pearson Co.
... but many a sales peak reaches an apogee* in WMTLand, of which Denver (Iowa) is an important part. It's important because, though small, it typifies the thousands of rich dairy and livestock producing areas of Eastern Iowa—where production last year increased to almost $1 1/2 billions!

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

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

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

Pike's Peak is a far cry from DENVER (IOWA)

...
Admiral Zacharias was a "one-man task force" with his radio psychological warfare against the Japs.

His WORLD INTELLIGENCE REPORT has dramatic impact.

WORLD INTELLIGENCE REPORT is authoritative.

WORLD INTELLIGENCE REPORT is fed by unimpeachable world-wide pipelines of information.

Transcribed, 52 weeks a year, for local and regional sponsorship.

Rates and audition records available from ED HART & ASSOCIATES, WASHINGTON RADIO PRODUCTIONS, 1737 H STREET, NORTHWEST, WASHINGTON 6, D. C., REPUBLIC 4312.
thank you.... everyone..... everywhere ....

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

Radio Stations

<table>
<thead>
<tr>
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<th>KIMO</th>
<th>KSAC</th>
<th>KSDBA</th>
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Colleges, Universities

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<tr>
<th>UNIVERSITY OF OKLAHOMA</th>
<th>UNIVERSITY OF NORTH DAKOTA</th>
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<td>OREGON STATE AGRICULTURAL COLLEGE</td>
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<td>KANSAS STATE COLLEGE</td>
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Boards of Audio and Visual Education

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Miscellaneous

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<td>BAYREUTH, PCJ 2, CURACAO</td>
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<td>BERLIN, HOZ, BALBOA, CANAL ZONE</td>
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<td>MEXICO CITY, MEXICO</td>
<td>BREMEN, VETERANS VOCATIONAL SCHOOL, TROY, N. Y.</td>
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<td>BREMERHAVEN, PAN AMERICAN BROADCASTING CO.</td>
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<td>MUNICH-STUTTGART</td>
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</table>

The only European transcribed series produced overseas under American supervision according to American standards. Profiles of Holland's industries, sports, national events ... made on the spot!

But we didn't do it alone!

THANKS TO RADIO NEDERLAND WERELD OMROEP, HENK VAN DEN BROEK, DIRECTOR
THANKS TO EVERT VAN ELDIK, CHIEF ENGINEER AND STAFF
THANKS TO R. C. S. TELDER, PROGRAM DIRECTOR RADIO NEDERLAND INTERNATIONAL
THANKS TO HENK H. FELDROM AND HENK KOOPS, JR., RESEARCH & PLANNING
THANKS TO STUDIO DIRECTOR CON SCHROEDERS, PCJ, HILVERSUM
THANKS TO WM. C. BREATLEY, ACCT EXECUTIVE WOR RECORDINGS
AND THANKS FOR THOSE SWELL VERITONE PROCESS PRESSINGS (WOR)

Supervision and Interviews by
H. EMMERI ELLIS, RADIO OFFICER N.I.B.

Distributed by:

NETHERLANDS INFORMATION BUREAU

(A Government Agency of the Kingdom of the Netherlands)

10 ROCKEFELLER PLAZA, NEW YORK, 20

J. P. BOURDREZ, FIELD OFFICES:

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

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

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

Just place your order with your nearest Graybar office.

QUALITY COUNTS

639 TYPE CARDIOIDS
Outstanding in popularity because of their adaptability to a wide range of pickup patterns, the 639A has three different patterns; the 639B has six. Pattern desired is selected by means of a rew-driver-operated switch.

633A SALT SHAKERS
Ruggedness, dependability, high utility and either non-directional or semi-directional performance feature these popular and inexpensive units.

Western Electric

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


Broadcasting - Telecasting

March 29, 1948 - Page 9
Feature of the Week

Dr. Levy's pickup from Philadelphia

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

Here was a challenge CBS could not take lying down. A day later it announced that it would do

(Continued on page 87)

On All Accounts

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

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

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

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

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

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

Most of WBBK's 33 clients, who buy 80% of the station's time, have been sold by 32-year-old Don Meier. An advertiser knows that if he buys from D.M.'s program will have uniformity, because Don usually has a hand in writing, producing, and directing the show—then announcing it, too.

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

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

Don's unmarried, but still has that girl in Indianapolis. Just try to find him in Chicago some weekend!
Proof that... Intermountain Network Dominates!

Intermountain Network delivers Hooperatings of:

11.9 in mornings  8 a.m. to 12 noon
14.5 in afternoons 12 noon to 6 p.m.
12.6 in evenings  6 p.m. to 10 p.m.

outside of Salt Lake City

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

17 HOME TOWN MARKETS COMPRIZE THE NEW INTERMOUNTAIN NETWORK

| UTAH | KALL, Salt Lake City
|      | KLO, Ogden
|      | KOVO, Provo
|      | KOAL, Price
|      | KVNU, Logan
| IDAHO | KFXD, Boise-Nampa
|       | KFXD-FM, Boise-Nampa
|       | KVMY, Twin Falls
|       | KEYT, Pocatello
|       | KD, Idaho Falls
| WYOMING | KVBS, Rock Springs
|         | KDFN, Casper
|         | KWWO, Sheridan
|         | KPOW, Powell
| MONTANA | KBMY, Billings
|         | KJIP, Miles City
|         | KMGN, Great Falls *
|         | KYES, Butte *

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

11.9% of the audience tuned in to the Intermountain Network outside of Salt Lake City.

URBAN AUDIENCE MEASUREMENTS
Winter, 1947

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<th>Time</th>
<th>Sets In Use</th>
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<th>Cs Network</th>
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<td>11.9</td>
<td>4.4</td>
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<td>6:00 p.m. - 10:00 p.m.</td>
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</tbody>
</table>

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

y Comprised of 10 B network stations.

z Comprised of 15 C network stations.

Ask Avery-Knodel for further details

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

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

March 29, 1948 • Page 11
- Your statistics, market indexes, and surveys will bear out... Miami is a "live" show packed with action the year around... Miami, too, is a constantly expanding market that is breaking all records for Growth, New Construction, and Sales... And Miami is a trading area with a better than $1/2 billion bankroll, and an almost unrepresed urge to buy.

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

Miami's First Station
WQAM
WQAM FM

THE MIAMI HERALD STATION

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

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

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

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

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

Now Commercial Basis

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

For the use of terminal equipment and its maintenance eight consecutive hours daily, there is a charge of $500 monthly, as compared with proposed 1947 rate of $750, for connecting stations of the television network. For stations requiring only occasional service, the charge will be $200 per month plus $10 per hour of use.

To complete transmission of the complete television program broadcasters must, in addition, pay rates now in effect for aural broadcasting, which will apply in using the separate aural channel.

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

<table>
<thead>
<tr>
<th>Month</th>
<th>1947 Charges</th>
<th>1948 Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947 Rates</td>
<td>96 circuit miles at $40 per mile</td>
<td>$3,840</td>
</tr>
<tr>
<td></td>
<td>2 station (terminal point) charges at $750 each</td>
<td>1,500</td>
</tr>
<tr>
<td>Monthly total</td>
<td>$5,340</td>
<td>$5,340</td>
</tr>
<tr>
<td>1948 Rates</td>
<td>83 airline miles at $35 per mile</td>
<td>$2,905</td>
</tr>
</tbody>
</table>

Monthly total. $3,905

Although extra consecutive hour charges remain the same, $2 per mile per month, the charge from circuit to airline miles in a New York-Philadelphia hookup would mean a reduction from $192 (96 times $2) to $100 (85 times $2), a saving of $92.

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

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

**FC&B RESIGNS**

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

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

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

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

**LUCKIES**

Mr. Foote himself announced his agency's withdrawal as representative of the company, which was its first account. The American Tobacco Co. was the first client to engage Foote, Cone & Belding when that agency succeeded Lord & Thomas in 1943.

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

**Policy Difference Parallels Hill Quitting**

In a statement accompanying the younger Mr. Hill's announcement of the management change at the company, the son and namesake of the late cigarette tycoon, whose advertising techniques were ruthlessly efficient, was more explicit.

"I am of the opinion," said Mr. Hill, "that principles and procedures long established in the company and essential to effective advertising have been departed from."

Mr. Hill said that his advertising views had been acquired "during that period in which, as my father's right-hand advertising man, I gave extensive study to his advertising principles and their application."

He said that the sale of Lucky Strike cigarettes, principal product of the company, had been boosted to unquestioned leadership in the cigarette field from 1930 to 1942 by virtue of "effective advertising," which was the "product of a closely cooperating team consisting of my father, (Continued on page 106)
MUSIC PROBLEMS
SEARCH for solutions to the re-
cording and transcription music
shutdowns and development of a
formula for TV musical employ-
ment face industry negotiators as
networks enter the second week of
operation under the new three-year
AFM pact [BROADCASTING, March
22].
The music situation was some-
what complicated late last week as
FM Asn. completed a survey on
music duplication by FM stations.
The survey revealed that FM sta-
tions are confused over network
specifications covering duplication
of their musical broadcasts. The
great majority of FM stations with
FM affiliations are duplicating net-
work programs, FMA's survey in-
dicated.
Main interest in network music
centered last week in rates to be
charged for television. First step
inward toward solution of this phase of
the network-AFM three-year agree-
ment were taken when network and
union officials met informally in
New York.
Television Problem
Working out the TV music formula involves a number of prob-
lems requiring careful study and
lengthy conferences. Negotiators
are supported by agreement of
James C. Petrillo, AFM president,
that television wages must be lower
than AM rates if TV program-
ning is to provide a steady reve-
uence source for musicians. If rates
are too high, he concludes, use of
TV-originated music will be dis-
couraged.
The video formula involves agree-
ment on such problems as rates for
sound films, which can be used for
orientation programs, or TV net-
works. Another problem centers
around comparable rates to be
charged for whole musical pro-
grams and those in which music is
incidental.
The entire music situation was
discussed Wednesday at a New
York meeting of the joint Industry
Music Committee, representing all
branches of the industry. The com-
mittee heard reports from networks
on their new three-year contracts.
In general, committee members
were pleased at the new contracts,
according to Richard P. Doherty,
NAB director of Employee-Em-
ployer Relations.
Advance whisperings that net-
works would pull out and leave rec-
corders and transcribers to their
own devices were unfounded, Mr.
er explained. Mr. Doherty said.
"Next steps will be based on the
wishes of the recording and tran-
scription industries."
Meeting of these two groups is
"(Continued on page 102)"

L. & M. to Sponsor
Capital Sportscast
LIGGETT & MYERS Tobacco Co.
(Chesterfield cigarettes), thru its
agency in New York has bought
spatial sponsorship of the baseball broad-
casts of the Washington Senators
for this season on the local WWDC
and WWDC-FM and WPIK and
WPIK-FM. Arch McDonald will
broadcast from Washington.
Chesterfields are also sponsoring the
Chicago Cubs baseball games and the
New York Giants.
The advertiser also sponsors Club
Chesterfield at the Sports Club, 5 times
weekly on NBC and Arthur God-
frey, 5 times weekly on CBS.

"It Pays to Be Ignorant" Sold to 21 CBS Sponsors
COMEDY quiz show It Pays To Be
Ignorant, heard Saturday nights
10:30-11 p.m. on CBS has been sold
for 21 sponsors on a total of 36
CBS stations since being offer-
ed on a co-operative basis Feb. 28
the network said last week.
Its most recent sale was to Goet-
tering Co., St. Joseph, Mo. over
12 CBS stations—KSO Des Moines
KPAB Omaha, KSWM Joplin, Mo.
KTTS Springfield, Mo., KFHF Wich-
ita, Kans., KOMA Oklahoma City
KTUL Tulsa, WMT Cedar Rapids
KGLO Mason City, Ia., KSCJ Sioux
City, Ia., KOLT Scottsbluff, Neb.
and KLRA Little Rock, Ark.
Other contracts are being nego-
tiated.

SUMMER SHOWS
By FLORENCE SMALL
DOMINANT activity at the ad-
vertising agencies in New York is
currently centered around the sum-
mer replacement problem.
This year the always difficult
selection of shows for summer
fare has become even more com-
plicated since at least one network,
NBC, will not take mystery pro-
grams before 9 o'clock. That type
of program heretofore has been
regarded as one of the staples in
summer nighttime programming.
Thus predominantly variety, musi-
cal and quiz shows are being of-
fered by the radio package firms
and agents.
Among those actively seeking
summer shows are Roche, Williams &
Cleary for its client Standard
Lab Inc., sponsors of the Henry
Morgan program, Thursdays, 7:30-
8 p.m. on ABC.
Another program seeker is War-
wick & Legler, interested in a
summer show for Pabst Blue Rib-
bon Beer when Eddie Cantor goes
on vacation from the Thursday,
10:30-11 p.m. period on NBC.
Ruthrauff & Ryan is seeking summer billing for Rinso and its
Amos 'n' Andy program, Tuesdays,
9-9:30 p.m. on NBC. The agency
is also pondering a summer re-
placement for Auto-Lite who has
dropped Dick Haymes and was
scheduled to replace him with
Suspend, Thursdays, 9-9:30 p.m.
on CBS. No decision has been
made yet as to whether the mystery show will remain on through the
summer.
Newell-Emmett Co. has signed
Sammy Kaye as summer alternate
for the Chesterfield Supper Club,
five times weekly 7-7:15 p.m. on
NBC. Vocalist Perry Como is
heard three times weekly and Jo
Stafford twice weekly.
Blow Hunts
The Blow Co., New York, is con-
templating a replacement for the
Dinah Shore-Harry James show in
the Friday 10-10:30 p.m. period
on CBS when that show switches,
effective April 20, to the Tuesdays,
8-8:30 p.m. on NBC, period vaca-
cated by Milton Berle. Both half
hours on each network are spon-
sored by Philip Morris. The re-
placement will probably be a com-
edy show. The reason for the trans-
fer is the Dinah Shore show to the
NBC time, Patrick H. Gorman, ad-
vertising director of Philip Morris
explained, was that they feel the
earlier time on NBC will attract a
larger segment of the young radio
audience. The show's format was
composed and designed to catch the
audience of 18 to 25 years old.
J. Walter Thompson Co. has set
Nelson Eddy to take over for Al
Jolson when he vacations the first
week in July from the Kraft Music
Hall, Thursdays 9-9:30 p.m. on
NBC. Present summer plans for
Fred Allen Show, Sundays, 8:30-
9 p.m. on NBC, sponsored by
Ford dealers, calls for a hiatus.
The J. W. Thompson Agency, how-
ever, is currently deciding on a
summer substitute for the Standard
Brands' Edgar Bergen-Charlie Mc-
Carthy show, Sundays 8-8:30 p.m.
on NBC. A definite decision is
expected early next week.
Benton & Bowles has signed New
Faces for the Chesterfield Supper
Club program, Fridays 8-8:30 p.m.
on NBC.

Disc Solution, TV Formula Wanted
"Migued, I'm still wearing my hidden mike!"
4-Day Meet Studies Technical Advances

CONSTRUCTIVE nuclear science and nuclear radiation were termed "major radio frontiers" paving the way to tremendous human benefits by Dr. W. R. C. Baker, General Electric Co. vice president and retiring Institute of Radio Engineers president, when he addressed the annual banquet of the institute last Wednesday night at the Hotel Commodore, New York.

Dr. Baker called on the thousands of scientists who gathered to take a look at the unexplored undeveloped radio frontiers. He cited nuclear science as "the most important radio frontier of the past 10 years."

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

Comprehensive Exhibits

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

Highlights of the technical sessions were:

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

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

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

- "Reflected Power"

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

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

TV'S FUTURE

FCC CHAIRMAN Wayne Coy predicted last week that present television channel availabilities in the nation's 140 metropolitan areas will be exhausted within 12 months, and called upon the radio industry for "more rapid developments" in the upstairs band between 475 and 890 mc.

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

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

More Information Wanted

Chairman Coy told the engineers that "the Commission has not had made available to it adequate information as to the characteristics of the so-called high band television (475 to 890 mc) to enable it to write detailed standards for such a service. We at the Commission must look to the industry for..." (Continued on page 111)
CELEBRATING second anniversary of New England Regional Network's "New England Roundtable" in Washington, March 18 [BROADCASTING, March 22] are (1 to r): Sen. Styles Bridges (N.H.); Paul W. Morency, vice president and general manager of WTIC Hartford; Wayne Coy, FCC chairman; Justin Miller, NAB president.

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

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

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

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

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

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

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

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

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

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

Benefits Obtained

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

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

The success stories will cover all forms of rendition from full nationwide network hookups to tranc

NAB Starts National Campaign

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

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

March 29, 1948 • Page 17
PROTRACTED DELAYS in FCC action on many contested television applications were foreseen last week after the Commission ruled that separate rule-making proceedings must precede changes in the established video allocations table.

The new policy means, in effect:

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

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

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

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

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

Extend Time

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

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

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

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

Jones' Contention

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

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

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

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

It was this language, as well as the past Commission policy in other fields, which contributed to the feeling that whenever a rule-making change in allocations is proposed in a given community FCC will be disposed to hold up action on all applications for that area which would require deferring deviations from the table—until the allocations change has been decided.

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

**TV ALLOCATIONS**

Possible Delays Seen as Result of FCC Decision

By: RUFUS CRATER

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

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

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

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

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

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

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

**CBS CLINIC**

**Nationwide Session in N. Y.**


**TV Waiver Extended**

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

Rule has been waived at three-month intervals since adoption.

'Times' Station Possible

CBS TV Outlet in L. A.

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

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

*Possible Delays Seen as Result of FCC Decision*

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He knows his oats!

The horse knows his oats.
So does the fellow who owns him.
That hot Shanghai sun takes the pep out of a horse.
So the owner puts a straw hat on ol’ Dobbin.

Net result: More horsepower!
Time buyers who know their oats put W-I-T-H on their list.

Net result: More sales power! For less money!
W-I-T-H is the BIG independent in Baltimore
. . . with the BIG audience.
In the nation's 6th largest market, W-I-T-H delivers
more listeners-per-dollar than any other station!

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

BROADCASTING • Telecasting

WITH
AM-FM • Baltimore 3, Md.
Tom Tinsley, President • Represented by Headley-Reed
March 29, 1948 • Page 19
GOODYEAR Tire & Rubber Co., The Greatest Story Ever Told, on ABC, last week was announced as winner of the top honors in the City College of New York annual radio awards as the outstanding radio program created and broadcast in 1947.

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

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

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

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

In addition to the bronze plaques awarded to the Goodyear program and to WLW, 16 Awards of Merit and 10 Honorable Mentions will be presented at the April 14 luncheon. Seven classes and seven categories of entries were involved.

Those receiving the CCNY Awards of Merit are:

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

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

CBS “for the creation of the most effective direct-selling sponsored radio program”—The Greatest Story Ever Told. Class: Sponsors, advertising agencies, program producers.


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

WOWT Ft. Wayne, Ind., “for the most effective promotion of a regional or intrastate radio program”—Fire. Class: 5,000- to 10,000-w stations.

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

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

WGY Oklahoma City, “for the most effective promotion of a local radio program”—Oklahoma’s Front Page. Class: 5,000- to 10,000-w stations.

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

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

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

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

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

CCNY Honorable Mentions go to: KLIC Lewiston, Idaho, “for the creation of an unusually effective institutional, sponsored radio program”—Gossip Time.

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

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

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

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

WOW Ft. Wayne, Ind., “for unusually effective promotion of a local radio program”—Texas Reids.

WLOK Lima, Ohio, “for unusually effective all-over radio station promotion.”

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

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

MBS’ 1st Quarter Time Sales Up 5% MBS GROSS time sales for the first quarter of 1948 will show a 5% increase over the same period last year, Jess Barnes, Mutual’s vice president in charge of sales, said on March 25. The increase represents new business signed by the network, contract renewals and expansion of several existing commercial shows, he said.

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

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

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

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

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

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

The Montana Assn. of Broadcasters was on record with a resolution endorsing the Johnson Bill and asking members of Montana’s Congressional delegation to support it; copies of the resolution were circulated to broadcasters in other states with the recommendation that similar resolutions be adopted.

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

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

1. AM power be limited to 10 kw, “thus affording duplication of clear channels to the extent that these clear channels would carry 2 to 1 kilowatt stations in the U. S."

2. Networks’ numerical use of an affiliate’s time be restricted to “every other hour” in the broadcast day.

3. Ownership of stations by nationwide networks be made “illegal.”

Mr. Gleeson’s letter to the Montana Assn. of Broadcasters was published in Broadcasting Telecasting, March 29, 1948.

Clears Battle Hearing Opens April 5
PROMOTION – PLUS!

Houston's ONLY Station

Using

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

to help YOU SELL YOUR CAMPAIGN AND YOUR PRODUCT

ASK AVERY KNODEL

in HOUSTON it's

K T H T

5000 WATTS at 790kc

ROY HOFHEINZ
PRESIDENT

BILL BENNETT
MANAGER

DICK ALTMAN
PROMOTION DIRECTOR
ELECTIONS HOLD UP SUBSCRIPTION RADIO

WSIX
Page 22 • March 29, 1948

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

WSIX gives you all three: Market, Coverage, Economy


MacArthur Radio Post

WARREN WRIGHT, coordinator of the MacArthur-for-President campaign, told Broadcasting in Chicago that several prospects for the post of campaign radio adviser are being screened and asked to comment on rumors that Walter J. Damm, general manager of WTMJ Milwaukee, largest station in Gen. MacArthur’s home state, is being considered for the job. Mr. Wright said the Milwaukee Journal, Mr. Damm’s employer, “is not active in the MacArthur campaign.”

PREPARATORY TO building its new 5000-KW transmitter, CJO.C Montreal will increase daytime power from 5000 kw to 10 kw in June. New Transmitter is expected to be ready in about a year.

Station Returned Pro Tem To Carlson

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

The posting of a $5000 bond by Mr. Carlson, the judicial sequestration was released and the administrator and sheriff withdrawn. Mrs. Carlson asked that the bond be increased, and this request was set for hearing today. The temporary restraining order meanwhile was continued and it appeared likely that the hearing on this, to determine whether it should be dissolved or give way to a preliminary injunction, would be held today.

The case arose out of FCC’s proposed decision to deny Mr. Carlson’s application for renewal of the WJBW license, largely because of alleged engineering violations, and to grant his divorced wife’s application for WJBW’s facilities [Broadcasting, Dec. 15, 1947]. The station is on 1230 kw with 250 w fulltime.

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

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

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

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

The hearing was expected to be held today (Monday) before Judge Leo W. McCune of the 24th Judicial District Court of Louisiana on questions of (1) whether Mr. Carlson’s bond should be increased above $5000, as requested by his former wife, and (2) whether her petition for a preliminary injunction should be granted.

Mr. Carlson has been under temporary restraining order secured by Mrs. Louise Calamari Carlson, his divorced wife, since March 8.
More **Wincharger** Towers Specified by Station Applicants Than All Others Combined

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

*Actual tabulation FCC applications file, April, 1947.*

**ANTENNA TOWER DEPARTMENT**

**WINCHARGER Corporation** MINNETONKA, MINN., U.S.A.
Another One

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

PLAYGROUND TV

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

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

When interviewed by BROADCASTING, Capt. Eddy had just turned from a conference with Mr. Wrigley at the Cubs' West Coast training camp, he said: "Our aim is to keep the kids out of bars, and to discourage 'knoshing,'" the WBKB director deduced.

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

CBS AFFILIATES BOARD

RE-ELECTS 4 MEMBERS

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

Those re-elected were: I. D. Louahbary, WGR Buffalo, chairman, representing District 2; Glenn Marshall, WMBR Jacksonville, Fla., District 4; Richard Boren, WRNS Columbus, Ohio, District 6; Kenyon Brown, KWFT Wichita Falls, Tex., District 8. All four will serve through 1949.

William Quarton, WMT Cedar Rapids, Iowa, was elected to serve through 1948 as District 7 representative, completing the unexpired term of George Higgins, formerly of KSTO Des Moines. When CAAB holds its next meeting in May, at the NAB convention in Los Angeles, it will elect officers.

Summer Hiatus Starts

April 21 for 'Groucho'

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

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

William Anderson, agency account executive, said Elgin-American declined to take up remaining options at this time on the original 52-week contract because the peak sales period for compact lies between November and May.
NO POWER FAILURES AT KTHT

with STEWART & STEVENSON

Engine Driven Electric

STANDBY UNIT

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

MAIN OFFICE AND PLANT:
4714 HARRISBURG BLVD., HOUSTON, TEXAS

Anywhere... PARTS • SERVICE... Anytime...

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

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

Gates equipment is not necessarily new to KTHT as the original 250 watt 24 hour KTHT was also Gates equipped—and that’s why a Gates five is in the KTHT “new look”. Broadcasters that are Gates—stay Gates—because those that experience Gates quality know why—“this is G year—the swing’s to Gates in ‘48”.

Gates Radio Company
Quincy Illinois
Serving the Great Southwest
—Houston Radio Supply Co.,
Clay at LaBranch, Houston.
MBS last week rejected a bid by the National Assn. for the Advancement of Colored People for free air time to reply to the Southern senators' MBS broadcast March 23 on civil rights. The March 23 broadcast was a reply to Mutual's recent dramatization of the report of the President's Committee on Civil Rights.

A spokesman for the network said Mutual took the view that FCC regulations require radio stations to give equal time to answer partisan political statements or attacks. However, the network believes the dramatization constituted a defense of civil rights proposals and the Southern senators' presentation was an attack on those proposals.

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

**Milton Kibler Opens Capital Law Office**

Milton J. Kibler, former assistant general counsel and assistant labor relations director of the NAB, has opened law offices at 863 13th St. N.W., Washington. He will specialize in FCC, Dept. of Labor and National Labor Relations Board practice.

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

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

**John MacVane is Named News Analysts' President**

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

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

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

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**SEA RESCUE AIRED**

**WMBL Gives On-Scene Account**

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

The real story of WMBL's coverage of a difficult rescue effort came early that morning (March 8). Heavy seas the night before had made further rescue efforts impossible, though 21 men remained aboard the stricken "Norfolk." When a Coast Guard lifeboat set out at 6:45 a.m. to complete the rescue mission, WMBL's news editor, Bill O'Connell, and its commercial manager, Charles Markey, were aboard, by special permission.

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

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**THE NUNN STATIONS believe that**

**YEAR-ROUND PROMOTION is a "must"**

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

---

**The Nunn Stations**

**KFDA (ABC) Amarillo, Texas**

**WBIR (ABC) Knoxville, Tenn.**

**WLAP (ABC) Lexington, Ky.**

**WMOB (ABC) Mobile, Ala.**

**WCMY (CBS) Ashland, Ky.**

**Huntington, W. Va.**

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**Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn**

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**BCDcasting Telecasting**

**March 29, 1948 • Page 27**
MOST EFFECTIVE COVERAGE

another reason why CPN is the West’s COMPLETE Regional Network
U. S. OFFICES ASSIST TV PROGRAM NETWORK
THREE-STATION TV hookup carries a new public service program, Your Foreign Policy, based on letters and telegrams addressed to the President, Secretary of State and other government officials. Program, heard Fridays, 8:30-9:30 p.m. started last Friday. It originates at WMALE-TV Washington and is fed to WMAR Baltimore and WPIT-TV Philadelphia.

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

PROGRAMMING by WEFM Chicago, Zenith Radio Corp’s FM station, soon will be heard through central and southern Wisconsin by direct radio relay, it was announced March 15 by Ted Leitzell, WEFM manager. Stations comprising the FM relay are WHAD (820) in Waukesha, WHA-FM, 90 and 125 miles away, respectively, from Chicago. A distance of 50 miles separates the two Wisconsin stations.

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

Would Gain Experience

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

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

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

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

100 Agency Men, Clients Attend WOW’s TV Clinic
MORE THAN 100 agency representatives and leading clients attended first of three sessions of a WOW Omaha commercial television clinic March 12 at Omaha’s Hotel Fontenelle, management of WOW reports.

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

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

U. S. Discs Abroad

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

writes on method of enforcing code

Educate Industry and Mold Public Opinion, Law Student Suggests

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

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

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

NAB’s choice, he said, is “strict supervision of broadcast content and commercial policies by the FCC,” or adherence to a constructive code representing “a distillation of the industry’s needs.” As such, it would be respected by all broadcasters, who will support the NAB in its enforcement,” he wrote.

Czar Idea ‘Too Remote’

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

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

CBS Renewals

RENEWAL of two daytime serials have been announced by CBS. General Foods Corp. has renewed The Second Mrs. Burton, heard Mon.-Fri., 2:2-5:15 p.m., for La Esmi Abuela Stanina, through Young & Rubicam, New York. Procter & Gamble, for Spic & Span and Ivory Flakes, has renewed Perry Mason, heard Mon.-Fri., 2:15-3:30 p.m., through Benton & Bowles.
Just ask the Columbia Pacific Network advertiser

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

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

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

You buy a maximum of ability to reach listeners
when you buy a program on the Columbia Pacific Network.

Listeners are customers. And customers are what
you are after. This is what CPN delivers at less cost
than other Coast networks ... day and night.

* BMB Study No. 1

Columbia Pacific Network
The West's Complete Regional Network

Represented by
RADIO SALES,
Radio Stations
Representative, CBS;
New York, Chicago,
Los Angeles, Detroit,
San Francisco,
and Memphis

NEWS REPORTING, ENGINEERING, MUSIC AND SOUND, STUDIO FACILITIES
Free Press Treaty Readied at Geneva

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

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

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

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

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

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

Judge Denies Demurrer in Smith-Rapp Lawsuit

Ruling that grounds for suit existed in action by Addison Smith against Phil Rapp, Superior Court Judge Stanley N. Barnes denied a demurrer in Los Angeles March 15.

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

Radio vs. VD

By ERIK BARNOW

Program Director, University Radio Committee, Columbia U.

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

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

Preparations

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

Preview of a Project

Columbia U. Plans

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

'47 CBS Net Income Tops Previous Year

'Write-off' for Color Television Listed at $181,455

Net income of CBS for 53 weeks ended Jan. 3, 1948, was $5,920,104, as compared with $5,796,896 for 52 weeks ended Dec. 28, 1946, the network disclosed in its annual report issued March 24.

Gross income was listed as $101,646,547 for the more recent period, compared with $91,996,822 in 1946. The network's statement also listed a figure of $615,000 for "write-off in 1947 of color television facilities as result of denial by the FFC of petition for commercial color television authorization." This figure was balanced by the transfer of an equal amount from the reserve for contingencies.

In addition to the treasurer's report, from which the foregoing figures were derived, the CBS report contained a detailed report to stockholders, and supplementary sections covering all of the network's departments and divisions. The stockholders report, signed by William S. Paley, CBS board chairman, and Frank Stanton, CBS president, noted in 1947 "... a clear confirmation... that the long-planned activities of the industry as a whole continued to have the approval of an overwhelming majority of the American people, ... and declared that "... your company will embrace additional opportunities which are consistent with the character of the Columbia enterprise."
FTC CLARIFICATION

Food, Drug, Radio Ads Explained

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

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

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

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

GLAMOUR in the afternoon will be offered New York's daytime televiewers by WPIX, New York News video station, which is slated to take the air June 15. The “Gloria Swanson Hour,” weekly 60-minute program, will feature the movie actress. Program will be divided into four 15-minute segments dealing with fashions, home making, kitchen hints and interviews. A different advertiser will sponsor each quarter-hour. Seen completing arrangements for the program are (1 to r) Harvey Marlowe, WPIX program manager, Miss Swanson and Robert L. Cee, station manager.

8 Times BIGGER!

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

FTC Dismisses Charges Against 8 Tobacco Firms

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


Heavier Radio Use By Retailers Seen

Some Increases May Go As High As 50%, Study Indicates

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

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

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

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

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

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

WJPS to Join ABC

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

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

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

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

Cordially,

[Signature]

E. F. Johnstone
President

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

March 10, 1948
Two WNJR Newark Staff Members Die March 19
TWO STAFF MEMBERS of WNJR Newark, N. J., Leo Freudberg, 56, and William Fariss, 35, died on March 19. Mr. Freudberg, who was musical director of the station, collapsed in the WNJR studios and died at Beth Israel Hospital, Newark.
Mr. Fariss died at his home in Newark. Program director of the station until he became ill five months ago, he was on leave.

SALES CLINIC

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

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

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

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

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

Cites Refusals

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

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

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

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

In 1949 the Stovin Sales clinic is to be held prior to the annual convention of the Canadian Assn. of Broadcasters.
Another BIG Omaha Industry—Coffee! Paxton and Gallagher Co., makers of Butter-Nut Coffee, make sure of four BIG steps in their coffee program.
1. Tasting... Only the BEST bean coffee used!
2. Roasting... BIG roasters get the flavor just right!
3. Packing... BIG packing lines vacuum seal jars and cans with coffee... roaster fresh.
4. Selling... They sell a BIG community and a BIG market by using the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA
D-F-S Announces Changes in Staff

WMBD dominates PEORIAREA

with LIVE TALENT

WMBD has a larger share of the audience than all other Peoria stations combined (Hooper Station Listening Index, Dec. '47-Jan. '48). One major reason for this dominance is LOCAL PROGRAMMING with LIVE TALENT.

35

... FULL TIME personalities! Out of a total staff of 65, over half are exclusively talent and programing personnel. This personal touch in news, sports, farm information, women's programs, music and variety shows represents genuine community service. Combined with top-notch CBS features, it keeps WMBD “First in the Heart of Illinois.”

Mr. Sutter Mr. Newton
MAJOR moves designed to strengthen and expand the creative departments in its various branch offices were announced March 19 by Dancer-Fitzgerald-Sample.

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

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

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

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

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

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

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

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

WCAR OPPOSES Station Protests FCC Action

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

The Pontiac station presented testimony last Monday and Tuesday in behalf of its own application to move to Detroit and operate on 1130 kc with 50 kw day and 18 kw night (in lieu of 1 kw daytime only).

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

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

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

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

FM Station Study

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

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

PHILCO DISTRIBUTORS SPONSOR BASEBALL TV

TELEVISION stations in 13 cities last week started a series of filmed programs produced at major league baseball training camps by Wallace Orr, Philadelphia former vice-president of W. A. Allen & Sons, Philadelphia [BROADCASTING, March 22]. Philco distributors are sponsoring the telecasts.

The series of 15-minute packages covers the nine teams training in Florida. They are the Phillies and A's, Yankees, Browns, Red Sox, Tigers, Cards, Reds and Senators. Stations are WPTZ Philadelphia, KSX-TV St. Louis, WNPR New York, WBBB Chicago, WEWS Cleveland, WVAL-TV Baltimore, WLWT Cincinnati, WJW-TV Detroit, WTMJ-M Milwaukee, WRGB Schenectady, KTLA Los Angeles, WMAL-TV Washington, KSTP-TV Minneapolis-St. Paul.

The video squad, directed by Mr. Orr, filmed a team daily, covering 2000 miles in two weeks. Working with Mr. Orr was George Kerrigan, his assistant. Filming was handled by Louis Kellman, president of Newsreel Laboratory. Stan Baumgartner, special colour and ex-ball player, handled introductions with highlights described by Bill Slater.

Page 60 • March 29, 1948
The best food buy in Boston is WEEI --- best by 96%!

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

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

FCC's proposed decision to deny renewal of license to WGKV Charleston, W. Va., on alleged concealed ownership grounds, was not based on precedent or evidence of record, the station contended last week in oral argument before the Commission en banc. WGKV claimed the proposed decision was unfair in view of the Commission's ruling at the same time renewing the license of WCHS Charleston, companion case in the proceeding. WGKV held that it was unfair to clear WCHS owner John C. Kennedy of any willful intent to keep ownership information from the Commission while holding WGKV principals Eugene R. Custer and Richard M. Venable guilty under the same circumstances.

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

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

Mr. Lawson explained that Messrs. Custer and Venable, respected local citizens and newcomers to radio, had relied innocently upon advice of Mr. Kramer and counsel, William V. Vordery. He said the latter had been represented as familiar with FCC law. Mr. Lawson continued that therefore the pair permitted Mr. Kramer to be listed as record holder of 51% in WGKV while not being beneficial owner of that amount in order to speed Commission approval of the transfer.

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

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

7 More Groups Opposing Lemke Bill Will Testify

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

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

AAAA Discusses TV

A TELEVISION discussion based on programs and commercials broadcast by WABD New York, the DuMont television station, is on the agenda for the national convention of the American Assn. of Advertising Agencies to be held at Virginia Beach, Va., April 7-9. WABD announced last week. WABD's program department is supplying the AAAA with television script transcriptions from its files of transcribed programs. Walter Craig, Benton & Bowles vice president, is scheduled to lead the discussion.

Page 62 • March 29, 1948
You've had many honors, Jerry Crollard—president U. of Washington ad club; Inspirational Award, Alpha Delta Sigma ad fraternity; postgraduate scholarship Northwestern University; Seattle Jr. Chamber of Commerce "Outstanding Young Man of 1942" award.

You've undoubtedly had many offers from New York and California, but remained by choice in our Pacific Northwest. California visitors to the contrary, our rain is our biggest asset. This ever-abundant rain has led scientists to predict unlimited growth for this area. Oregon's rainfall helped produce crops worth $400,000,000 in 1947. Rain brings us our forest wealth, abundant water for drinking and industrial purposes and our low-cost hydroelectric power. Yes, the Pacific Northwest is a great place, Jerry, and we're proud that for going on 26 years KGW has been so much a part of the life of this region.
NBC-Northwestern U. Annual Sessions Open June 28

Music for radio—Don Marcotte, Central Division music supervisor.
Dramatic and continuity writing—Robert Guibert, Central Division continuity acceptance editor.
Production procedures—Homer Heck, Central Division.
Program building and planning—Richard Longworth, Central Division, and Lyle DeMoss, program manager of WOW Omaha.
Public service broadcasting—Judith Waller.
News and special events—Baskett Mose, former NBC Chicago newman and new assistant professor at Northwestern.

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

WHEREVER THERE'S BUSINESS— THERE'S BURROUGHS

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

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

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

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

WHHM
Independent, but not aloof!

MEMPHIS, TENNESSEE

PATT MCDONALD, general manager
FOR JOE & CO., representatives

Page 64 • March 29, 1948

BROADCASTING • Teletesting
Bill and Shirley Graffis supervising the loading of their car as they sail on the "Empress of Canada" for a European tour.

Presenting....

"OUR WAY OF LIVING"

A different, salable public service program

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

Equipped with a special car and tape recorder, they will make a series of 26 interviews in all parts of Europe. Airlines will fly each tape to America within 48 hours, where it will be produced into a 1/4 hour open-end transcription.

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

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

"OUR WAY OF LIVING"

702 Union Trust Bldg. Cincinnati, Ohio

Parkway 1229
Agreement Outlook
Is Dim, Says RWG

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

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

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

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

NEW POSTS ASSIGNED
WTOP PROGRAM PEOPLE

A REORGANIZATION of the program department of WTOP Washington becomes effective April 5, with Dick Linkrout named program director and Hazel Kenyon Markel head of the newly-formed department of public relations.

Mr. Markel will handle over-all station public relations locally, coordinating with the activities of the publicity and promotion department.

With Mrs. Markel in charge of the public relations side of program planning, and Clyde Hunt, chief engineer, handling program operations, the program department will function more as a creative operation than in the past.

Mr. Linkrout joined WTOP originally as program manager in 1942. Six months later he went on active duty with the Navy, returning to WTOP as producer and director in late 1945. He was named program manager in December 1946, and last Jan. 1 became sales manager for the station, which position he held until the present.

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

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

WRUL Sending Warnings
On Communism to Italy

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

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

Miller to Speak

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

WFIL-TV Becomes Affiliate of ABC

Station in Philadelphia Is First
To Join Video Network

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

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

ABC will begin video operations on a major scale during the week of April 9. Plans call for ABC to wrap up its end of the 1948 plans to have ABC-owned video stations operating in New York, Detroit, Chicago, Los Angeles, and San Francisco.

In a joint statement with Roger Clipp, general manager of WFL and WFL-TV, announcing the tele-vision affiliation, Mark Woods, ABC president, said the network soon will announce affiliation with other eastern affiliates in line with ABC's plans for formation of an eastern regional television network.

ABC APPOINTS 4 MORE
TELEVISION EXECUTIVES

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

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

Ralph Warren and Marshall Diskin have been appointed ABC video directors, with Mr. Diskin specializing in sports shows. Richard Goggin leaves ABC from WFL-TV Philadelphia as a television producer starting April 16. Mr. Goggin was with ABC several years in Chicago, during the formative stages of its video development.

Accounting Article

ACCOUNTING problems peculiar to the radio industry are outlined in an article "Accounting and Auditing Problems of Radio Broadcasting Companies," in the March issue of "The Public Accountant.

The article, which deals primarily with the manner in which station records should be kept, was written by F. C. Soule, treasurer of Onondaga Radio Broadcasting Corp., Syracuse, New York, parent organization of WFL and WFL-FM Syracuse, and Howard V. Swartz, a member of the New York State Council on Accountancy.

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

First in Television Music

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

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

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

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

*Consult BMI now for information concerning music in television.*

Broadcast Music, Inc.
580 FIFTH AVENUE, NEW YORK 19, N. Y.
New York • Chicago • Hollywood
Contests Will Aid Cancer Fund Drive

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

Queen for a Day, weekday series on MBS, is planning to select a vacation queen, the grand winner in a series of daily merchandise prize winners on the program. Contestants are to complete the sentence, "I would like to take a vacation because...", and will be asked to contribute to the drive. Daily winners are to be announced April 12-May 14, with the vacation queen revealed May 24.

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

New York independent stations also are planning competitions for a total of $36,000 worth of prizes. Grand prize is to include a new house completely furnished, an automobile, mink coat and many home appliances. Entrants are to tell in 25 words or less, "Why I give to the cancer fund."

Campaign kits, including transcribed and live spot announcements, station breaks and dramatizations, are being sent to 1,500 AM and FM stations. National advertisers also are being asked to support the drive.

Titus Trial Delayed

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

BMB Study No. 1 Now Available Half Price

BROADCAST Measurement Bureau's Study No. 1 on station and network audience reports is now available at half price, BMB announced last week.

The BMB Area Report is now offered at $17.50; the BMB Network Report is priced at $25.00. The complete set of BMB station audience reprints has been marked down to $32.50. The price of individual station audience reprints remains unchanged.

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

Seeds Denial

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

Sincere Thanks... VARIETY

1945

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

1947

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

KNOE

MONROE, LOUISIANA

THE "KNOE-HOW" STATION

Affiliated with the National Broadcasting Company

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

COMMERCIAL

Peter B. James has been appointed manager of recently-formed television department at Weed & Co., New York. Division was formed "in recognition of the tremendous growth of this new medium in the past few months." Mr. James formerly was advertising manager of Western Sales Traffic, Inc., Los Angeles.

Barbara H. Hathaway, formerly with Arthur W. Howe, Los Angeles, and before that with KGW Portland, has joined KNOE as national sales traffic manager, replacing A. H. Thomas, retired.

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

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

Walter Dunn, former sales promotion manager for W2XAB and ABC Spot Sales Department, has been appointed account executive in the latter department.

Charles Tombras & Assoc., Knoxville, has been appointed by WBKB Knoxville to handle station promotion and advertising.

Randi Michelson, with WHN New York since 1943, has been promoted from field representative to traffic manager of the station.

Norman E. Noyes, formerly with NBC New York, has joined W2XAB as west coast representative of NBC Radio Sales, his offices have been set up in Hollywood and in San Francisco.

Ed Lesnick, formerly of WFRP Savannah, Ga., has joined commercial department of WPBS Atlantic City, and Jack Wilson, formerly with WHAS Louisville, Ky., has joined sales staff.

Mrs. Helen R. Paige has joined WKNE Keene, N. H., as chief bookkeeper.

Free & Peters has been appointed as national representative by WPLX (TV) New York, scheduled to begin operations June 15.

Jean Griffiths has been appointed station representative of CKOK Edmonton, satellite station of CCKO, Toronto.

Edward Davis, former freelance writer, has been appointed commercial manager of KNOE radio, New Orleans (La.) Salurato, Calif., scheduled to begin operations by summer.

Sue Johnson, traffic manager of WDJD Chattanooga, and William Richards, have announced their marriage.

Walter L. Kingsley, former acting commercial manager of WHOB Gardner, Mass., has joined sales department of WOCW, Boston. Mr. Kingsley previously was with sales department of New York office of American Airlines.

Radio Representatives Inc., Toronto, Montreal and Vancouver, has been appointed representative for CKX Brandon, effective April 1.

Norton R. Johnson, associated with Chicago radio since 1941, and recently with WJJD Chicago in production and m.c. capacities, has joined sales department of that station.

Jim Martin and Larry Surles are new account executives for WATV and WAAIT, Newark, N. J., national radio sales department. Mr. Martin formerly was with WOR New York, and Mr. Surles' most recent affiliation was with John Blair & Co., New York, as account executive. Previously he held similar position with cooperative program department of ABC.

George Creech, national spot sales manager of NBC Central Div., is the father of a girl.

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

It was not until June of 1941 that President Roosevelt proclaimed a national emergency—seven months before Pearl Harbor. There already had been established the Defense Communications Board to blueprint the role of communications (including radiobroadcasting) in the event of war.

Radio had never been to war before. Section 606 (c) of the Communications Act gave the Chief Executive unlimited powers over all communications. It was a provision for a national emergency. But its terms were never invoked. And radio—all communications in fact—emerged from that grim fight for survival with colors flying and with the justly earned plaudits of a grateful nation. That happened despite the hysteria and despite original support by the military of far-reaching projects to invoke 606 (c) and place in the hands of the military control of all communications as a security measure.

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

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

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

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

These are not alarmist views. But these are not to play ostrich. As one broadcaster has commented, "radio's days are numbered, but the idea of radio shouldn't die with the war." Though we hope it will never be used, the finished script should be written and cleared in preparation for whatever may lie ahead.

Lest We Forget

VD D-Day

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

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

Our Respects To—

FRANK BERNARD FALKNOR

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

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

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

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

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

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

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

After seven years with Westinghouse, Mr. Falknor hung out his shingle in Chicago's loop as a "radio consultant," styled as Doolittle & Falknor. From 1929 to 1934 he did special engineering work for the Chicago Tribune (WGN), St. Louis Post-Dispatch (KSD) and several independent Chicago stations, notably (Continued on page 74)
IN THE WHOLE CINCINNATI TRADING AREA

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

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

<table>
<thead>
<tr>
<th>STATION</th>
<th>PULSE METROPOLITAN AREA</th>
<th>PULSE OUTSIDE AREA</th>
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<tr>
<td>WCKY</td>
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(*)—less than 1.0)

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

S. B. Wilson

WCKY
CINCINNATI

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

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

But

WCKY Programming and Power gives this same value in the entire Cincinnati trading area with an added 100,000 families at no extra cost.

WCKY—On the air 24 hours daily

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

WHLI 1100
ON THE DIAL
WHNY 98.3 on the FM dial
Hempstead, Long Island, New York
"THE VOICE OF LONG ISLAND"

ELIAS GODOFSKY
President

PAUL GODOFSKY
Executive Vice-President

CLIFFORD EVANS
Vice President, Public Affairs

— From VARIETY'S
"Showmanagement Review"
March 17, 1948
YOU DON'T HAVE TO TRY THEM ALL. WOV's continuing market studies give you vital up-to-the-minute market information on specific listening groups.

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

Audited Audiences, a WOV exclusive, is a help to helping you to

TAKE THE GUESS OUT OF BUYING.

Ralph N. Weil, General Manager • The Bonning Co., National Representative
PAUL VISSE, assistant to WILLIAM C. DRIPS, NBC director of agriculture, temporarily will substitute as farm director of KOA Denver, until permanent replacement is named for HARLEY C. RENOLLET, who died March 11 (BROADCASTING, March 22).

TRACY S. LUDINGTON has been appointed news supervisor and public relations counsel for CJAD Montreal.

ROBERT S. LARIMER, former publicity director for Arthur Meyerhoff & Co., Chicago, has been appointed director of news and special events at WLC Nashville. Mr. Larimer, veteran of Coast Guard, previously was an announcer with WYMA Charleston, S. C.

MARSHALL WILLS, formerly with W K B C North Wilkesboro, N. C., has been appointed news editor of W P T P Raleigh.

Mr. Larimer is replacing ED KIRK (See Production).

ROBERT UNANUE, CBS assistant director of Latin American relations, was due to leave New York Saturday, March 29, for Bogota, Colombia, to cover Ninth International Conference on Communication States Meeting March 30. Mr. Unanue plans to broadcast nightly shortwave commentary on conference to the Spanish-speaking countries of Latin America.

DALE GREY has joined CKOV Kelowna as newscaster.

BILL McCLENNEN, former newspaperman of Springfield, Mass., has been appointed to news bureau of WONS Hartford, Conn.

BARNEY MORRIS, former news director of W M B H and WMBR-PM Joplin, Mo., has joined Galveston (Tex.) Daily News as news editor.

JOHNNY BOYER, who conducts "Whirl Around the World of Sport" over KDKA Pittsburgh, has been named winner of 1943 "Best Sportscaster" by City College of New York. Mr. Boyer's work is regularly broadcast in Pittsburgh on KDKA and statewide on WJOY.

JAMES MURPHY has joined the news department of ABC Central Division as writer.

PAUL LEDUC, former program director of CBC Montreal, has joined CHEL Verdun, Que., as newscaster.

DR. WALLACE STERLING, KNX Hollywood news analyst and faculty member of University of California Institute of Technology, has resigned professorship to become director of Huntington Library, Pasadena, Calif., effective July 1.

HARRY ROBERT, sports caster at KYW Philadelphia, has written an article on "Quartet of Beauties," appearing in "Hollywood" magazine.

BARNEY MILLER, night editor of CBS Hollywood newsroom, is author of "The Unforgettable Casey" in current issue of Esquire Magazine.

—has her dad's craving for scientific knowledge. A brain-wave researcher at the U. of Chicago, Ann presently is "boring holes in monkey's heads, then inserting electrodes so she can watch for brain reactions," Mr. Falknor explains.

An elder daughter, Mrs. Margaret Valverde, 24, recently presented the Falknors with a grandson, which makes Frank feel "very decrepit." A 19-year-old son, Frank, Jr., is with the Army in Tokyo.

Respects

(Continued from page 78)

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

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

Mrs. Falknor, the former Jean Eakin, first met her husband when both were students at Wilkinsburg (Pa.) high school. Only one of their three children — 22-year-old Ann
Just 3 weeks till deadline . . .

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

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

Nielsen AM-FM-TV Audimeter Readied
Demonstrations to Be Held Soon
In New York and Chicago

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

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

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

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

A sales trend of small radio receivers is such as to threaten premature obsolence of radio meters incapable of measuring three or more receivers," Nielsen believes.

"Member of the FIRST-
WEAF (NBC) Network."

Ben Adler Starts Own TV Consulting Service

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

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

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

BROADCASTING • Telecasting
Chuck Acree, m. on CBS “Hunt Hunt,” recently received a four-piece Coesma airframe from Feature Productions, which packages “Hunt Hunt.” Program is sponsored by Armour & Co., Chicago.

Clarence Heider, former night traffic manager at ABC Central Division, has replaced Curt Smith as head of division’s announcing department.

Arthur F. Moore, formerly with Young & Rubicam, Chicago, and Red & Harrit, New York, has joined producing-directing staff of WCBB-TV New York.

Len Firestone, former announcer with WPGL, Pittsburgh, has joined WDDO McKeesport, Pa., in similar capacity.

Myron J. Bennett, who conducts “M. J. B. Show” twice daily on KSO Des Moines, was elected Commissioner of Public Safety for Des Moines March 16 by party regulars.

Ed Downes, formerly with Young & Rubicam, New York, as a director, has joined CBS New York in similar capacity. He will direct new Shirley Booth show on the midday hour.

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

Michael W. Yev, formerly with WPWT Winston-Patterson, Tex., and WFDON Robinson, formerly with WFAA Dallas, has rejoined supervising staff of KCBD Lubbock, Tex.

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

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

Lois Crawford, member of continuity department of WCAC, Pittsburgh, has resigned, and is being replaced by Michael Andrews.

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

Robert E. Sanders, chief announcer of WTVY and WIVERY-PM Steubenville, Ohio, has been named assistant program director.

Phil B. Kale, former musical director and staff bartender of WLS Chicago, has been appointed production director of KCKG and KCKR(FM) Cedar Rapids, Iowa.

Erma Parkes, former music librarian at KOLE Fort Worth, Tex., has joined KBPO San Francisco, in same capacity.

Jack Riaska, former production manager of KEEN San Jose, Calif., and program director of KLW Ogden, Utah, has joined KGBF as head of continuing department.

Dick Campbell, has been named program director of WDVA Danville, Va. Charles Craig has been appointed chief announcer, and Dick Shaltry and Jack Brown have joined station’s announcing staff.

Dick Linkroum, newly named program director of WTOP Washington, is to take over the network and the State Department, in cooperation with the networks for the network and the State Department, in cooperation with the networks.

Elizabeth Bain, former traffic director of WJW Cleveland, has joined WGN-TV Chicago, as music librarian.

Sentimental Gentleman Tommy Dorsey (r) received a warm welcome from WWOO staff members during his recent visit to Lynchburg, Va. Accompanied by his vocalist, Audrey Young (l), Mr. Dorsey stopped in Lynchburg during his dancing engagement tour and visited WWOO studios where he appeared as guest on his transmitted record show which is carried by that station. In reception party at the airport were (from left to right) Miss Young; Joy Salisbury, WWOO program manager; Lyn Roberts, woman commentators at WWOO, and Mr. Dorsey.

Eddie Gallaher, m. with WTOP Washington, is pictured on three sheet music releases by Leeds Publishing Co.—“Summer Moon,” “Toole, Oucie Doolie,” and “Saturday Date.”

Walter C. Neal, former continuity director of WTRV Troy, N. Y., has been appointed continuity director of WKER, new station under construction at Albany, N. Y. Mr. Neal previously held similar position with WOLN Glen Falls.

Glen Clark, former program director of WDIA and WHBQ, both Memphis, has been appointed program director of WDOD Chattanooga.

Ed Kirk, new editor of WPTF Raleigh, N. C., has been named continuity supervisor, succeeding Joel Latt and William Meredith.

Nora Gibson, recently with U. of British Columbia and extension department, has joined CBS Newark, as assistant talk producer.

H. Arthur Brown, musical director of KROC El Paso, and conductor of El Paso Symphony Orchestra, has been chosen to conduct New Orleans Summer Opera Company. The program will be presented each week during June and July in Beauregard Park.

Jay Trompeter, stage manager with “Ladies Be Seated,” Chicago, origi- nated program and previously with NBC, has resigned.

Fred Cox and Bill Davenport, former CBS Hollywood writing staff, have joined CBS “Orolie & Hartnet” as writers.

Art Conn has joined CKOV Kelowna, as editor, and Jack Roper, former chief announcer of CKRC Winnipeg, has joined CKSV, chief staff.

Jerry Colonna, NBC star, has been appointed honorary president of Forty-year Class of Ashburn, Calif., and has been selected as Gold Miner of 1948. Mr. Colonna is also chairman of the badge of the Centennial Gold Rush Celebration to be held May 14-16.

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

Bill Diah, former announcer on WWHL(FM) New Orleans, has been appointed to its AM station, WWL, as production manager as “Dave Denney’s Musical Hayride” and “Melody Bar Ranch.”

Get it across
— across the board
By Dawn’s Early Light! Reach crowd of Clevelanders who have the “breakfast habit” They listen — By Dawn’s Early Light — to bright records, spirited chatter — so they’ll listen to you!

Ask Headley-Reed!

FEW RADIO LISTENERS LISTEN ONLY — YOELL

William A. Yoell, president of the Yoell Radio Index, which rates the sales receptiveness of advertising, told an American Marketing Assn. meeting in New York March 29, “We do not advertise or do and when they do it has a tremendous influence on their radio listening.”

Mr. Yoell, who addressed the radio group of A.M.A., said his organization can tell advertisers how many listeners they have and how many listeners hear their commercials. Interviewers of the Yoell Index determined exactly what activities at what time are performed throughout the day by radio listeners. Average moods at various times of day also have been determined, Mr. Yoell said, in order that advertisers may judge the type of program or advertising that would be best received.

“Not more than 2 3% of the radio listeners actually sit down and listen to the radio,” he said. “They don’t have time . . . they work or go on other activities while they listen.”

Presidential Candidates

Invited to Speak on CBS

CBS last week sent telegrams to seven “declared” candidates for Presidential nominations offering them free time on the network to express their political views in a weekly CBS telecast of Presidential Candidates, to start Wednesday, March 31, 10:30-10:45 p.m.


Successor to Mike Clarke, who resigned to join WTOP New York, as program director was Joseph A. Jenkins, former promotion manager and television production director of RCA Victor Division, Camden, N.J., who has joined WTOP-TV Suffern, N. Y., where he will be in charge of production.

Dick Jewell, announcer at WCSI (FM) Columbus, Ind., and Georgia Wald are announcers at CBS.

Roland J. Young, has been named executive director of the network’s construction department. He has been with the department since 1943.

Owen M. Martin, formerly with WMCA New York, and Irving Ed- ward, announce to Mayor Koch in Rochester, have joined WONS Hartford, Conn. as announcers.

Charles Stanley Cook, announcer with WODU Chattanooga, and Peggy Byrson are to be married March 30.

One-Man Show

NEW RECORD for talking was set by KCMIJ Palm Springs, Calif. announcer Joe Laboe, who handled every announce ment of the 120 consecutive hours during recent Palm Springs Community Campaign. Dr. LaBeo’s vigil, which included 1,372 records, 546 spot announcements and 89 newscasts, succeeded.

Broadcasting • Telecasting
EXPERIENCE PLUS COOPERATION DOES IT!

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

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

Blaw-Knox 550' Heavy Duty Type H40 Tower supporting a Federal 8 square loop FM antenna 74' high. Station WTMJ-FM, Richfield, Wisconsin.
J. T. Lewis, former vice president of Norwich Pharmacal Co., has been appointed merchandising manager of the firm.

Hunt Downs, writer in radio department of Goldblatt Bros. Inc., Chicago, has been appointed writer-director of department stores' chalk two shows, "Let's Have Fun" and "Teens and Tunes," for WGN Chicago.


Dale Fifth Avenue, New York, has added to a 15-minute television show as a part of its new national advertising campaign. Firm is planning to spend approximately $100,000 on advertising this year, through its agency, Adv. House Inc., New York. Budget is largest in the firm's history.

General Foods, New York, through its agency, Young & Rubicam, New York, has renewed its contract for sponsorship of Martin Stone television package, "Author Meets the Critic," on WNET New York, for 13 weeks effective March 25.


Liggett & Myers Tobacco Co., New York (Chesterfield cigarettes), will sponsor next weekend of practice games of New York Giants in Arizona, carried by KRUX Phoenix.

Cuman-Joyce Co., manufacturer of carbonated beverages, has renewed for 1948 consecutive "year sponsorship of "Opportunity Hour" on WLAB and WLAF-PM Lawrence, Mass.

Otto L. Kieffer, Ohio bacon broker, and Broadway House of Music have taken management of a ten-minute interview program on WOR-TV (5) New York, to be presented before baseball games of Milwaukee Brewers. Firms will alternate sponsorship. Kramer-Crissman Agency, Milwaukee, placed Broadway House of Music account. Kuehn account is direct.

Royal Sports Time" also is broadcast over NBC five-station network Fri. at 9 p.m. E. B. Bado, New York (chemical engineer), has arranged with New York Yankee Network for series of one-minute segments in their network edition of Yankee Network News Service broadcasts. Agency: Herbert W. Frank Adv., Boston.

RELEASING Organization, which released movie titled "Mr. Blonder Builds His Dream House," which opened in New York March 25, 1948, used five-day campaign on seven New York stations March 22-25. Stations used included: WMCA, WNEW, WOR, WQXR, WNBC, W6WN. Radio may be used in other towns as movie plays through country. Agency: Robert Orr Assoc., New York.

RUBBER INC., The Toni firm's history. New Grey Ltd., Chicago, has appointed merchandising man-

WILD BILL ELLIOT RODEO is planning radio tieups to promote its appearance in cities including Milwaukee, Columbus, Cleveland, Ft. Wayne, To- ledo, Syracuse and Newark. Opening in Baton Rouge this month, rodeo unit provided tie-up programs featuring Elliot for local sponsorship. Presentation of monologues involving his exploits. Agency: Jim Lunt- mell Inc., Hollywood.

Gunther Brewing Co., Baltimore, Md., will sponsor telecasts of races from Bowie Track over WNEW Washing- ton, March 20, 21 April 1, 2, 3, 6, 7, 8, 9. Agency: Booth, Vickery and Schwinn, Baltimore.

Aldrich Inc., Louisville, will open five of proposed coast-to-coast chain of retail ice cream package stores with fountain service in that city in April. Radio advertising will be used, Agency: Schoenfeld, Huber & Green Ltd., Chi-

21 DAVEGA STORES (sporting goods, radios) signed for sponsorship of "Stop Me If You Think This Goes" on WNET (TV) New York. Fri. 8:30-9 p.m., effective March 26. Agency: Alfred J. Silverstein-Bert Goldsmith Co., New York.

SWATHORN-MELLODY FARMS DAI- RY, Chicago, has appointed Schwim- mer & Scott Inc., Chicago, to handle its advertising. Radio, presently used, will be continued on spot basis.

U. S. Rubber Co. last week inaugu- rated new television series on WFIL-TV Philadelphia, on behalf of Wire and Cable department of the firm. Heard locally at 8 p.m. each Sunday night. Series is sponsored by U. S. Rubber. "U. S.

COMPLAINTS AGAINST PHILCO, WARD CLOSED

COMPLAINTS against Philco Corp., Philadelphia, and Mont- gomery Ward & Co., Chicago, for misrepresentation in the sale of radio sets were closed by the Fed- eral Trade Commission last week after the companies agreed to com- ply with trade practice rules for the radio manufacturing industry and to abandon the practices cited in the complaints.

Philco was charged with mis- representing the number of tubes contained in Philco sets and their power and capacity for foreign re- ception, while Montgomery Ward was said to have falsely repre- sented that its radio-sets were equipped for television and con- tained more fully-functioning tubes than was the case.

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

FRC said, however, that it re- served the right to reopen the case should the practices be resumed.

Trans World's Spot Drive Is Stressing Performance TRANS WORLD Airlines is stressing its winter performance record and the return to service of its competitors' last planes in its spot announcement campaign launched last week [BROADCASTING, March 22].

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

The announcements, through BBDO New York, were placed on the following stations: KMBC and KCMO in Kansas City; KJH KECA KMPG in Los Angeles; WIND WMAQ WENR, Chicago; WOR WJZ WXG in New York, and KFRC KGO KNBC in San Francisco.

AFRA to NABET

NBC Hollywood sound men have switched from AFRA to NABET representation insofar as staff duties at NBC are concerned. Seventeen men will be affected when new affiliation takes effect April 1, 1948. However, it is under- stood that change in bargaining agent does not apply to voice effect nor sound effects on transmissions.

LEADERSHIP

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

Ask Free & Peters!
WINX PLANS DIRECT RELAY FM NETWORK

PLANS for a direct relay FM network which would link together independent FM stations in a series from city to city are being discussed at WINX and WINX-FM Washington. Some preliminary tests have already been made of the operation, according to a WINX announcement last week.

The project, being developed by George Creamer and Ralph Cannon, WINX program director and chief engineer, respectively, plans direct relay between independent FM stations each within FM receiving and sending range of the preceding and following station. Under the system, WINX-FM, for example, would originate a program to be received by a Baltimore FM station, which in turn would transmit the program to the next station in succession along the line, and so on. A number of stations could be fed programs from each of the network stations within their receiving range. Using this technique, the announcement states, cost to the stations involved would be nominal.

Wide variety in programming could be offered, the planners believe, since facilities of any of the stations in the link could be used as origination points for broadcasts. Discussions at the present stage do not include commercial programming, the announcement said, but rather are planned for special event broadcasting.

Non-Union Guild

A GUILD of radio announcers and production personnel, totally void of any union bonds, has been created in the Twin Cities of Bristol, Virginia-Tennessee, according to Sidney Tear, chief announcer of WFIG Bristol, Va. Patterned after press clubs, the Bristol Radio Announcers Association will design to foster better relations and mutual assistance among the cities' radio personnel. Panel industry discussion and social affairs are planned by the Guild, which has members representing each station. President of the club is Ralph H. Randall of WCYB Bristol, Va. Mr. Tear is secretary.

Recording?

In Chicago

By every measurement WTCI dominates the prosperous Southern New England Market

Alfred Woodley has been appointed head of commercial recordings in NBC Hollywood Radio Recording Dept., while OSCAR TURNER, eastern manager, remains in New York on special assignment. William Gartland will continue in NBC's Thessaurus and recorded symphonies, and W. A. Drews, former assistant manager of department, has been shifted to San Francisco network local time sales.

James P. Iray, national sales manager of London Gramophone Corp., has been appointed a vice-president of the firm. At the same time James L. Library started a subsidiary of London Gramophone Corp., announced appointment of Joseph F. Harks as manager. Former manager of the World Broadcasting System leased wire service, Mr. Harks previously was with Muzak and Armed Forces Radio Service.

Standard Transcriptions has announced release of eight gypsy tunes recorded on two sides of 16-inch transcription by "Mishka Noy and His Velvet Strings."

Charles Michigan Inc., New York radio transcription firm, has been appointed to handle national distribution of transcribed series "My Fray With Foster," which, according to series' has been sold to sponsors on WSRB Indianapolis and WBN Utica, N. Y.

Keystone Broadcasting System (transcriptions) New York office has changed telephone number from Long-A (3-2221) to Placid-1-1460.


Technical

HERBERT C. FLORENCE, former chief engineer of WFAC Baltimore and previously with NBC, has been appointed director of engineering for WCBS-FM and WOR, New York, July 1, scheduled to begin operations by summer.

William Smith, engineer at WCBE Scranton, Pa., has been named chief engineer, replacing Malcolm MacMillan, resigned.

Donald C. Hoefer, former engi- neer and manager of WQX Pt Huron, has joined WDEE FM York, Pa., as chief engineer.

RCA Stereo Products Dept. has announced new telecasting microphone booms said to make possible instantaneous one-hand movements of broadcast studio microphone over arc up to 13 feet in radius, and as high as 4 feet above the floor.

Leonard Flower, control opera- tor with WBT-FM Charlotte, N. C., has been transferred to WBT Pittsburgh atop Spencer Mountain.

SEYMOUR Johnson, KFJ Los Angeles service and FM facilities engineer, is on two weeks trip to New York, Washington and Philadelphia where he is inspecting television installation.

Pete Shalonsis and Gerald Lamb have joined engineering department at WSB Pittsburgh.

Canadian Broadcasting Corp. engineers at Montreal have developed equipment for pur- pose of sweeping frequency response curves on microphones. The instrument uses stepped wave trains in such a way that it is possible to obtain microphone response curves without necessity of having a dead room. Equipment delivers a curve of the absolute value of the microphone sensitivity, according to CBC.

Mr. and Mrs. Julian Elkins, both engineering technicians for WABF (FM) New York, are the parents of a boy, born March 20.

Zenith Radio Corp. has announced that complete line of Permanent Magnet speakers for universal replacement service is now available. Firm also has released new catalog which il- lustrates battery socket and plug connections for all sets and gives complete line of batteries used in Zenith radios, plus universal-type bat- teries designed to fit practically every dry-battery radio requirement, accord- ing to Zenith.

Cliff Beanish has joined CHEX Pe- terborough, as operator.

J. C. Carlisle has been appointed as- sistant plant engineer of CBC Montreal.

Stromberg-Carlson has announced single unit loudspeaker designed for high quality reproduction of sound known as RP-72. It features seamless curved cone, powerful Aimon V magnet, and air-welded construction.

Joe Mackora, engineer with WONS Hartford, Conn., is the father of a boy, DENNIS McBride, cameraman for WGBS-TV New York, is the father of a boy, born March 12.

South River Metal Products Co., South River, N. J., has announced new Chimney Mount Antenna Base, designed for indoor or outdoor use, or about a building. Made of aircraft-type aluminum alloy, base mounts on any chimney, pole or simi- larly-shaped extension, according to manufacturer, or may be screwed to building. List price is $7.50. Further information may be obtained by writing manufacturer.

Noel E. Keffer has joined KKOM Hollywood, as chief engineer.

Zenith Radio Corp., Chicago, has an- nounced new line of frequency modu- lation antennas, reflectors and exten- sory arms designed to insure maximum FM receiver performance. New line in- cludes folded dipole FM antenna to cover 88-108 mc band, accessory reflec- tor assembly for use in locations where noise or distance requires it, and ac- cessory extension arm assembly for use with folded dipole in areas where 45-mc band reception is desired.

Eddie Dashi has joined CJEK Kirk- land Lake, as operator.

REC and Overseas Press Club Plan Joint Meeting

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

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

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

March 29, 1948 • Page 81
WASHINGTON AGENCY
HOLDS MEDIA MEETINGS
A SERIES of meetings for media executives and salesmen is being conducted by Henry J. Kaufman & Assoc., Washington, D.C. agency, to present the complete picture of how the agency conceives and develops campaigns.

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

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

Hall Joins Western

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

FAVORITE SON!

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

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

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

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

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March 19 Decisions...

DOCKET CASE ACTIONS

Petition Denied

Announced memorandum opinion and order denying petition of Waltham Valley Beest Co., New Orleans, request to amend or change its authorization for the installation of a new station at Eagle, Mass., 1240 kHz 250 w total power; and to change its antenna at Beacon, N.Y., 240 kHz 50 w.

AM-1010 kc

Announced proposed decision looking toward grant of application of Abbe Beverly, Inc., for new station at Meriden, Conn., 1230 kHz 1 kw.

KSBX Beecher, III, Granted petition for new station at Champaign, Ill., 210 kHz 1 kw, 1 kw D to 1050 kc.

March 22 Decisions...

FEATURES ON MOTIONS

(1) By Commissioner Jones

KKW St. Louis, Granted petition for common channels.

KBOF Phoenix, Ariz., Granted petition for permission to operate.

KGDN Stockton, Calif., Granted joint petition for site.

KTSH Emporia, Kan., Granted petition for new station.

KWNK New Britain, Conn., Granted petition for extension of time.

KEDJ-Mexico City, Mex., Granted petition for new station.

KAGH Pasadena, Calif., Granted new standard.

KOBW Jacksonville, Fla., Granted new station.

KAGU Denver, Colo., Granted petition for new station.

KAGW Atlanta, Ga., Granted petition for new station.

KAMT San Antonio, Tex., Granted new station.

KWMX Minneapolis, Minn., Granted new station.

KAFY-licensed to Charlotte, N.C., Granted new station.

KALR Licensed to Lafayette, La., Granted new station.

KANC Licensed to Kansas City, Mo., Granted new station.

KAVU Licensed to Portland, Ore., Granted new station.

KATH Licensed to San Antonio, Tex., Granted new station.

KAIY Licensed to Portland, Ore., Granted new station.

March 22 Applications...

ACCEPTED FOR FILING

KSDK St. Louis, Granted petition for new station.

WABD Richmond, Va., Granted petition for new station.

KTBK San Antonio, Tex., Granted petition for new station.

KAVI Austin, Tex., Granted petition for new station.

March 23 Decisions...

License for CP

KFLL Hollywood, Fla., Granted petition for new station.

KOKE Oklahoma City, Okla., Granted new station.

March 23 Applications...

License for CP

KBKJ Fort Worth, Tex., Granted new station.

KGLIlicensed to Fargo, N.D., Granted new station.

WJNC licensed to Jackson, Miss., Granted new station.

KTHK Licensed to Fresno, Calif., Granted new station.

March 24 Decisions...

License for CP

KWTV Dallas, Tex., Granted new station.

KQBT licensed to Fort Worth, Tex., Granted new station.

KWAM licensed to Little Rock, Ark., Granted new station.

KCCF licensed to San Francisco, Calif., Granted new station.

March 24 Applications...

License for CP

KSBX St. Louis, Granted petition for new station.

KWAM licensed to Little Rock, Ark., Granted petition for new station.

KWBS licensed to Washington, D.C., Granted petition for new station.

KTVK Phoenix, Ariz., Granted petition for new station.

KSBT Phoenix, Ariz., Granted petition for new station.

KWBN Kansas City, Mo., Granted petition for new station.

KWBC licensed to San Francisco, Calif., Granted new station.

KJBS licensed to Dallas, Tex., Granted new station.

KWVO licensed to Oklahoma City, Okla., Granted new station.
TO INSTALL
TO OPERATE
TO CONVERT TO HIGHER POWER

RAYTHEON
250W - 3KW - 10KW
FM TRANSMITTERS

Front view of RF3 3K W FM Transmitter with doors open showing convenient arrangement of controls for tuning, driver and amplifier. Center lift-off panel has been removed to show accessibility of power supply.

...and no ice problem...

The new Raytheon Type RFW FM Antenna is highest in gain ratio but it's lowest in cost, lowest in height, lowest in wind loading. Get the whole story today.

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

See your Raytheon Representative for complete information.

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Arch Applies Taylor
Consulting Radio Engineer
Box 1479
Missoula, Montana
Phone 2862

Archer S. Taylor
Consulting Radio Engineer
Box 1479
Missoula, Montana
Phone 2862

FCC Actions
(Continued from page 84)
Applications Cont.: 
AM—1460 kc
The Ponga City Pub. Co., Ponga City, Okla.—CP new standard station 960 kc 500 w DA uni. AMENDED to change frequency to 1460 kc, power to 1 kw; DA-2.
AM—940 kc
The Mullins & Marion Bestc, Co., Mullins, S. C.—CP new standard station 960 kc 1 kw D. AMENDED to change frequency from 925 to 1395 kc for license.
License for CP
WCUT Winchester, Tenn.—License to cover new standard station.

WATK Rolling, Wis.—License to cover CP new standard station. License Renewal
Applications for renewal of standard broadcast license filed by: WANK Ann-apolis, Md.; and WLCR Torrington, Conn.
Modification of CP
WMIL Evansville, Ind.—Mod. CP new FM station for extension of completion date.
WSDR-FM Fall River, Mass.—Same.
KWK-FM St. Louis—Same.
KUGN-FM Eugene, Ore.—Same.
WLAN-FM Chattanooga, Ga.—Same.
KGBS-FM Hartford, Ind.—Mod. CP new FM station for extension of completion date.
Modification of CP
WOR-TV New York—Mod. CP new commercial television station to change trans. site from 444 Madison Ave., N. Y. to Plateau Ave. and Anderson Blvd., Fl. Lee, N. J., change ERP from 16 kw, 18 kw to 22 kw, 31 kw, 11 kw.
Reinstatement of CP
WXGZ Charleston, W. Va.—Rein- statement of CP which authorized new experimental television station on Channel 42, 54-55 mc, WSN 200 w sur. 110 w, emission A5 and special for licence.

APPLICATIONS DISMISSED
FM—429.9 mc
City of San Bernardino High School District, San Bernardino, Calif.—CP new noncommercial education station for frequency 942,500 kc, 250 w emission special and uni. DISMISSED March 15.
FM—Unassigned
KDE El Paso, Tex.—CP new non commercial educational station for frequency not specified, power 1 kw, emission special for FM and uni. VACATED March 11.

Assignment of License

APPLICATION RETURNED
Acquisition of Control
WEXX Chillicothe, Ohio—Voluntary acquisition of control of licensee corporation from Shawnee Bcstg Co. and George Walsh to D. C. Summerford.
RETURNED 3-3-46
FM—963 mc
William F. Huffman Radio & Inc., Stark, Ohio—Petition for CP new FM station (Class B) on Channel 245, 94.9 mc. ERP 2.6 kw RETURNED March 11.

TENDERED FOR FILING
AM—480 kc
WJOK Birmingham, Ala.—CP change hours from D to unit, change area from 690 to 680, install DA-DN and change trans. location.

License for New Installation of License
WJHO Opelika, Ala.—Mod. License change power from 1000 w to 200 w to 250 w uni. on 1600 kc.

AM—1360 kc

AM—1720 kc
Paris Bestg, Co., Paris, Tenn.—CP new standard station 1720 kc 1 kw D.
Assignment of CP
KNUZ Houston, Tex.—Consents to assignment of CP to Veterans Bestg. Co. partnership composed of Max H. Jacobs, Douglas H. Hildebrandt, Helen Swenson and Leon Green.

TENDERED FOR FILING
Assignment of License
WMGW WMGM-FM Medford, Pa.—Consent to assignment of license to American Broadcasting Co. for WTAM 1270 kc and FM for WNIT 88.3 kc.

Petition to Reinstate
AM—1470 kc
WJOD Toledo, Ohio—CP change hours from D to unit, and install DA-DN. AMENDED to change frequency from 1560 to 1670 kc, DA-DN (DA-2), changes in ground system and change trans. location.

March 23 Decisions

ACTIONS ON MOTIONS
(By the Commission)

Yanke Network Inc., Bridgeport, Conn.—Adopted memorandum opinion and order denying request to amend Sec. 3606 of rules by deleting tele- vision Channel 10 from Hartford, Conn. and assigning it to Bridgeport, Conn., without prejudice, however, to petitioner filing within 15 days a petition to amend rules in this manner set out in its original request or in any other manner. Petitioner should show change or changes requested, and should contain showing that such amendment is technically feasible and will be in the public interest. (Comrs. Hyde and Jones dis- sented).

(Due By Commissioner Jones)
Suburban Bestg, Corp., Upper Darby, Pa.—Consents to part hearing in in part petition to amend its application to apportion new site and to revise and add additional data to.

(CFP)–Medford Bestg Assn., Medford, Ind.—Granted petition to dismiss without prejudice its application.

NEWEST FM station in Baltimore, WMCP, owned and operated by Belvedere Broad- casting Corp., is housed in these quarters. The station comes on the air at 94.7 mc (Channel 234), is on an 11 a.m. to 11 p.m. schedule. Downtown studios are in Baltimore’s Stiff Bldg. WMCP, a member of Continental FM network, was launched March 14. President of the licensee corporation is Thomas F. McNeil.

WDBM Superior, Wis.—Granted petition to amend its application to extend CP new type financial data; dismissed insofar as it requests grant without hearing.

WLeod Bestg, Co., Grand Rapids, Mich.—Granted petition for authority to make changes in ground system and for assignment of license.

Continued hearings on following: Janna-Fer Radio Corp., Cagusa, P. M. et al., from March 23 to April 22; WDBM Superior, Wis., from March 24 to April 14; Conobino Bestg, Co., et al., Flag- staff, Ariz., from March 23 to April 30.

(By the Secretary)

WCOL Columbus, Ohio—Granted li- cense to install FM ant. on AM tower.

WNAM Neenah, Wis.—Granted license mount FM ant. on AM tower.

KLAS Las Vegas, Nev.—Granted li- cense for new station 1250 kc 7 w uni.

WQY Terrington, Conn.—Granted license for new station and for change in studio location.

WQYR Pittsburgh, Tenn.—Granted new license for station 740 kc 250 w D. ARK Low Island, Grant Island. Granted license covering change in a of license, change freq. to 1260 kc, power to 1 kw, install new trans. and DA- N and change trans. location.

WCMR Lemoore, Calif.—Granted li- cense for new station 960 kc 1 kw D.

WCMA Corinth, Miss.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WLBJ Bowling Green, Ky.—Granted Modified CP to make changes in vertical ant. and for extension of commencement and completion dates.

WNNM Newton, N. C.—Granted mod. CP to change type trans. and for approval of trans. and studio location.

WRFD Worthington, Ohio.—Granted mod. CP to change type trans. and to eliminate Installation of FM ant. on AM tower.

WHDH Boston.—Granted mod. CP make changes in DA and to change trans. location.

WYSP St. Petersburg, Fla.—Granted mod. CP to change type trans. and exten- sion of completion dates.

Following were granted mod. CPs for extension of completion dates as shown: WY5S Marianna, Fla., 10 w 14-15 15; WKYL-FM Hickory, N. C., 7 kw 10-11 15; WMCP—FM Willsburg, on the air, 6 kw 10-11 15; WPAY-FM Portsmouth, Ohio, 5 kw 10-15 15; WPTM-Wlinton-Salem to 10-14-46; WFM FM Dallas, Tex.-(Continued on page 89)
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BROADCASTING • Telecasting
March 29, 1948 • Page 87
Iowa's 99 Counties (during daytime)

Write for complete facts!

FREE & PETERS, Inc.
Representatives

Page 88 March 29, 1948

Who is "Listened-to-Most" in 71 of Iowa's 99 Counties (during daytime)

BROADCASTING • Teletaching

Advertising

FREE & PETERS, Inc.
Representatives
March 23 Applications

ACCEPTED FOR FILING

WHBO Station, Ft. Pierce, Fla.—License to cover CP for new standard station.

Modification of CP

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

AM—580 kc

Grain County Broadcasting, Inc., Peru, Ill.—CP new standard station 800 kc 500 w-N 1 kw-D-D 2 uni. AMENDED to change DA and change directors and officers.

AM—600 kc

Southland Broadcasting, Co., New Orleans—CP new standard station 800 kc 1 kw D. AMENDED to change power to 500 w D.

AM—1130 kc

UAW-CIO Best, Corp. of Mich., Detroit—CP new standard station 880 kc 350 w D. AMENDED to change frequency from 880 to 1130 kc, power from 250 w D to 2 kw N 4 kw-D, hours from D to unil, install DA-DN and change directors and offices.

AM—970 kc

The Montana Network, Billings, Mont.—CP new standard station 1550 kc 1 kw-N 5 kw-D unil. AMENDED to change frequency to 970 kc power to 3 kw change DA-N.

AM—1460 kc

KENO Las Vegas, Nev.—CP change frequency from 1400 kc to 1460 kc and change power 250 w to 1 kw, install DA-N.

Modification of CP

WPTR Albany, N. Y.—CP new standard station for extension of completion date.

AM—1490 kc

Leader Pub. Co., Guthrie, Okla.—CP new standard station 1400 kc 500 w D. AMENDED to re offi s and directors.

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

AM—490 kc

George M. Hughes, Florence, S. C.—CP new standard station 1400 kc 5 kw D. AMENDED to change frequency from 740 to 940 kc.

Modification of CP

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

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

WIRL-AM Peoria, Ill.—Same.

WHPE-AM High Point, N. C.—Same.

WRZE York, Pa.—Same.

WTAG-FM Green Bay, Wis.—Same.

KECA-TV Los Angeles—Mod CP new commercial television station to increase ERP from vis. 3.5 kw, avar. 2.7 kw to vis. 20.75 kw, avar. 14.8 kw

TV—198-204 mc

Television California, San Francisco—CP new commercial television station on Channel 11, 198-204 mc ERP vis. 31.35 kw, avar. 15.9 kw.

Modification of CP

KGO-TV San Francisco—Mod CP new commercial television station to increase ERP from vis. 3.4 kw, avar. 2.7 kw to vis. 29.1 kw, avar. 14.5 kw

TV—210-216 mc

FM Radio and Television Corp., San Jose, Calif.—CP new commercial television station on Channel 12, 210-216 mc ERP vis. 33.2 kw, avar. 16.5 kw and unil.

Modification of CP

WEBN-TV Chicago—Mod CP new commercial television station to increase ERP from vis. 30 kw, avar. 15 kw to vis. 25 kw, avar. 18 kw.

WLTW Cincinnati—Mod CP new commercial television station for extension of completion date.

TV—Relay

The Fort Industry Co., Toledo, Ohio—CP new experimental television relay station 875-1320 mc waiver 3 kw, avar. 1 kw, transmission special for FM ant. hours in accordance with Secs. 413 (b), 416.

License to cover CP

Standard broadcast application for renewal of license filed by WBAM Rochester, N. Y. Noncommercial educational application for renewal of license filed by WBKY Bestville, Ky.

(Continued on page 98)
24 great newspapers select
RCA has everything you need to get started NOW!

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

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

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

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

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

Manager

Wanted for staff
Central California
a go-
ability specified time. Network
commission
Box opened
age
manager. Manager wanted for
you sell
other classifications
give
interview.
performance.
type
big, competitive market.

WANTED

for staff

for station

New eastern regional wants manager. Requires credentials
letter as to experience, salary expected, age and give references. Must be sober. Enclose recent photo if possible. Box 266, York, Pennsylvania.

Salesmen

Are you a radio time salesman? Can you sell programs and keep them sold? Have you experience in the field? Does the controller's door seem to open your sales potential? Are you able to strike a deal? Are you an excellent people person? Then we have a job for you. A position as a Radio Time Salesman with KWPX. Box 17, BROADCASTING.

Big opportunity! Over one hundred doll-

30,000. This is a real opportunity for a go-getter who can handle good accounts and who is a good salesman and not a drifter. Good draw. Box 21, BROADCASTING.

Announcer

Central California stations will have openings for top-grade announcers with first phone licenses. Good ad-

manager and director of voices for a major television and motion picture circuit. Write Box 13, BROADCASTING.

Progressive, aggressive network station, region-

wanted for station. Send full de-

for work. Send disc and picture. Box 962, BROADCASTING.

Wanted—An announcer for 230 watt, full-

station. Box 23, BROADCASTING.

Announcer-engineer. Send disc, photo, references, background and financial requirements. WRKF, Key West, Florida.

Can You Wake Up
A Sleeping City?

WANTED — A "morning man" with enough civic pride to assume leadership of a station to bring it to a top rating position. Field is wide open. No station in town has a morning show running. Good market and a com-

Situations Wanted

Managerial

Wanted

for station

for station

for station

for station

for station

Situations Wanted

Managerial

Station manager with license. Would like a top-class person to succeed me. Write Box 61, BROADCASTING.

Need a manager! Eleven years experience

all departments including assist-

manager, Midwest preferred. Box 967, BROADCASTING.

Top station executive—College trained, experience all departments. A-1 personal director career builder and Hooper second to none. Now em-

station. Desires to locate in south-

consider position of manager, assistant manager or all positions with W.

Answer Box 991, BROADCASTING.

SPORTS ANNOUNCER—Longevity, interest in baseball and familiarity with radio. Have disc, photo, very good references. Box 120, BROADCASTING.


Announcer, 7 years experience, in present position with eastern metropolitan network outlet. Excellent pay and all travel expenses paid. Desires change to station planning complete local baseball coverage this summer. Football for fall, anywhere, anywhere. Box 55, BROADCASTING.

Announcer—News and commercial talent. Box 991, BROADCASTING.

Announcer, 3 years experience, presently employed, desires change. Local. Box 110, BROADCASTING.

Announcer, 7 months experience, presently employed, desires change. Local. Box 110, BROADCASTING.

Announcer, 3 years experience, in present position. Desires change to similar position. Box 120, BROADCASTING.

Announcer, producing, sales, network experience for real management opportunity with established Eastern outlet. Box 26, BROADCASTING.

Announcer, five years experience. Ver-

ty, sincere voice, capable of presenting intelligent show. Network experience a must. Disc on request. Box 39, BROADCASTING.

Announcer, college trained, little expe-

Dish, photo available. Box 41, BROADCASTING.


Announcer, college trained, little expe-

Dish, photo available. Box 41, BROADCASTING.


Announcer, 3 years experience, general voice, handling traffic, sales, sales work. Desires change to more responsible position. Disc on request. Box 107, BROADCASTING.

Announcer, 7 years in radio, go anywhere. Disc, photo available. Box 48, BROADCASTING.

Newspaper editor-announcer. Fully experi-

tion writing. Box 48, BROADCASTING.

Announcer, presently employed desires change. Versatile in all types announc-
ing, disc jockey, direct sales, newscaster, etc. Some can write. Can copy and handle traffic. Experience. Box 14, BROADCASTING.

Announcer, short on experience, but eager to learn. Desire to announce anywhere. Also news and special events. Wishes permanent staff job with good station. 25 years old, married and one chil-

iere, Missippi. Box 16, BROADCASTING.

Announcer—Good commercial voice. Sound, professional. Excellent B.S.C. in radio school. Excellent references. Box 22, BROADCASTING.

Versatile—Disc jockey, ten years radio and

pay check, who can write own copy with drama, humor and ease, wants Pacific Coast position permanent. Write Box 30, BROADCASTING.

Change to regional agricultural program-

ning eliminates sports and special events. Desires not to go to another

in 60's, "big money." Box 10, BROADCASTING.

Announcer—3 years experience doing radio, veteran, experience in every phase of the business. Marries a good audi-

Must begin Feb. 1st. Box 23, BROADCASTING.

General manager five stations and execu-

icative to president large network station. Desires change, climate more suited to wife's health. Very capable in radio, theatre, public relations and public relations fields. Not "high pressure," just practical businessman with good record. West coast preferred, although would consider other locations if offers considerations. Prompt reply appreciated. Box 31, BROADCASTING.

Manager. Good record of management, sales, network experience for real management opportunity with established Western outlet. Box 36, BROADCASTING.

Manager with outstanding know-how in sales, programming, promotion and public relations. Can build profits for a progressive station which may be finding it difficult to operate in the big city. Will start and operate a new station. Good showman, mature, thorough. Will start and operate a new station. Box 61, BROADCASTING.

Available within 90 days, experienced production manager. Has experience in both full service and disk jockey work. Will work anywhere, will work for you. Box 29, BROADCASTING.

 характерnichi, chief engineer, WTY, Win-

Production-Programming, others

Scriptwriter, with wide range of ex-

Pumping up, and increasing the audience. Will work for you. Box 32, BROADCASTING.

Experienced continuity writer, male or female, to handle traffic, special events. Also, experienced announcer capable doing disc jockey, interview shows. Ad-

Announcer, 3 years experience, in present

eastern station. Desires change to

skiing and snowboarding. Box 107, BROADCASTING.

Announcer, experienced general man-

production, traffic, uncensored control operations: young, married; go any-

Area, 780 North Lake, Pasadena, Calif. for disk and photo. Box 40, BROADCASTING.

Announcer, college trained, little expe-

Dish, photo available. Box 41, BROADCASTING.


Skilled announcer, now staff member California station, wants to settle in somewhere. Box 10, BROADCASTING.

Announcer, experienced: hand production, managemen-
Situated Wanted


Announcer. Experienced. At present employed midwestern 50 kw wants to return east. Reasonable offer refused. Box 56, BROADCASTING.

Announcer, very experienced, desires all night disc jockey, past experience is good of radio. Desires steady position in northeast. Single, reliable and sober. Salary is no object. Will go anywhere. Now employed. Details, on request. Box 800, BROADCASTING.

Announcer. 8 years experience. Desires steady position in northwest. Box 950, BROADCASTING.

Young announcer. Experienced, versatile, good business man, no max. wage. Desires steady position in southwest. Will travel. Box 958, BROADCASTING.

Announcer. Desires position as news cleaner in a station with over 3,000 kw. Box 690, BROADCASTING.

Disc jockey, single, thoroughly familiar with all night disc jockey work. Experience in all night disc jockey work, both on disc and on the air. Box 939, BROADCASTING.

Announcer—Single, college trained, at station with three 50 kw, wants position in southwest. Tired of specialists who can't handle routine work. Good Announcer, news man, 10 years key stations. Desires connection. Box 999, BROADCASTING.


Announcer—Single, capable, college trained all phases broadcasting. Desires position as morning or progressive afternoon disc, photo on request. Available immediately. Box 1010, BROADCASTING.

Commentator—Topnotch, available April 15. Handled own wartime Washington network show. Has handled disc for husky 3.3 Hooper, but time lost by station comm.朇ommission. Desires to get out from edge foreign affairs, Washington, can talk authority, intrabroadcast, out of town. Topnotch. Box 1020, BROADCASTING.

Situated Wanted

Chief engineer available on 30 days notice. Will return east. Has 18 years varied experience, now working for FM stations. Disc jockey, various stations, available immediately. Box 50, BROADCASTING.

Chief engineer—Married, one child; wants permanent position. 6 years AM, 1 year FM. Installation, operation and maintenance available. Available immediately. Box 510, BROADCASTING.

Construction and/or chief engineer. Thoroughly familiar with amateur stations, available at any notice. New England or New York state. Box 710, BROADCASTING.

Chief or engineer in sub-tropics. 28 years communications engineering research. Machine and/or circuit operation. Box 900, BROADCASTING.

Experienced chief engineer and assistant. Experience: eight years and three years research. Now working for FM station. Desires permanent position. Available immediately. Call. Box 955, BROADCASTING.

Graduate of E. G. E. engineer with seven years as chief of AM, also three years FM and fifteen years under patent license: now at a station with no building program. Desires permanent chief technician position at a progressive station with television plans. Box 10, BROADCASTING.

Navy veteran. At present transmitter engineer at a kw station. Familiar with electrical engineering. Will go to any progressive station. Three weeks notice. Box 35, BROADCASTING.

Young engineer with college education 4 years varied experience with AM and FM desires position as chief engineer at progressive station. Married, one child. Box 55, BROADCASTING.

Engineer, transmitter or studio work. Veteran, 24, single. Graduate RCA Institute, 1st class station. Does any variety work. Richard Abbrecht, 5149 Codwire Place, Elmhurst, L. I., N. Y.

Television engineer with pioneer eastern station desde 1931, change preferable. West. Only TV stations considered. Box 60, BROADCASTING.

BROADCASTING Correo Telecasting

Situated Wanted

Production-Programming, others


Progressive, young program director looking for a change to higher live market. Single, Civic-minded. Thoroughly experienced in production, sales, promotion and经营. Can manage a small or large station. Desires a steady and secure position. Box 970, BROADCASTING.

Former network MC desires executive talent affiliation. Will sacrifice present position for good salary. Must have good reception. Will send production disc details on request. Box 980, BROADCASTING.

Newman, 33, 16 years radio and newspaper experience including managing editorship, now working radio news and own advertising service; able to get your job. Best family illness necessitates climate change. Living situation desired. Paul A. Kuhta, 1211 Grand Central Ave., Elmira, N. Y.

Public relations representative for large radio chain. Five years experience in executive and sales, ability to meet and handle all types of people in both radio and newspaper fields. Desires connection with station in south, southwest or west. Box 111, BROADCASTING.


Publicity-promotion director. 9 years experience, continuity programming, now working radio news. Desires position immediately. Box 460, BROADCASTING.

Program director, announcer, producer. Twelve years radio background covers all AM and FM territory. Interested in station with television be- fore theatre background. Box 955, BROADCASTING.

Farm director—Desires position with progressive ruralIndiana. Experience, excellent professional references. If interested I would like to tell complete story. Box 11, BROADCASTING.

Woman wants position as continuity and/or announcer. Has considerable previous experience. Box 19, BROADCASTING.

News editor and broadcaster with wide experience. Available at any notice. Box 19, BROADCASTING.

News, staff, special events, sports back- ground, etc. Desires position at station. Married, veteran. Desires position in the Pacific Northwest. Box 975, BROADCASTING.

News editor, transmitter and program director. Small market, Large station. Close Box 2581, Central Station, Kansas City, Missouri.

Qualify writer—Announcer. Married, 26, vet, trained all phases. Much ambu- lation, sales promotion experience. Must be located in Chicago or Detroit. Box 475, BROADCASTING.

Employment Services

Urgent! Traffic, copywriters, stenogra- phers, typists, operators, announcers, anything related to radio. Box 1020, BROADCASTING.

Rail Styles may solve your problem with your present job. Desires position with AM or FM station. Veteran or non-veteran, who has been home for more than a few months by radio professionals in an- nunciation. Desires position with a station and continuity writing. Write or phone. Box 1030, BROADCASTING.

For qualified technicians, writers or broadcasters, employment with San Die- go Radio Institute, 15 West 46th St., N.Y.C. Longe 4-0340

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Comprehensive Day and Evening courses in all phases of radio broadcasting taught by Network Professionals. Moderate rates. Send for free booklet! Approved for G.I. Training.

NEW YORK 20, N.Y.: RADIO CITY, A. & B. Bldg.

CHICAGO 4, 1111 S. Wells St.

HOLLYWOOD 38, Calif.: 6976 Madison Avenue

For Sale

For Sale

SALE MONEYWEBSTER

A fine facility located in an unusually desirable one station market. Station is very large due to favorable technical conditions. This station enjoys a splendid volume of business, complete for installment. It can be increased by aggressive resistance ownership and management. On any comparative basis this is one of the most profitable operations we have handled. Proceeds $14,800, Financing arranged.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

1011 New Jersey Avenue, Washington 6, D.C.

James W. Blackburn

DALLAS

Clarence E. Williams and Philip J. Dickey

Mercantile Bank Bldg. — Central 1177

SAN FRANCISCO

Ray V. Hamilton

255 Montgomery St. — Extrac 8-6477

250 watt transmitter excellent condition two years old, spare tubes, first $1,500, takes it. Box 965, BROADCASTING.

FM for San Francisco Bay Cities. Have CP, need more capital. Will consider installation. Price $5,000. Box 800, BROADCASTING.

BROADCASTING

Limited amplifier, variable input and output. Will handle on top basis. Can mount RF and IF amplifiers. $125. Box 955, BROADCASTING.

For sale—Federal 3 kw FM transmitter, in excellent condition. Available immediately at a substantial saving.

Radio Station KWK

St. Louis, Mo.

250 ft. Trucon triangular self-supporting tower, complete with base insula- tion, cross arm, antenna, mast, base insulators and switches, complete. $199. KEEN, San Jose, Calif.

For sale—Federal 3 kw FM trans- mitter, in excellent condition. Available immediately at a substantial saving.

BONDING COPPER

In Sock for Immediate Sell. Send for Our Price List Today. J. L. CLARK METALS CO. 2108 S. Ashland Ave., Chicago 8, Ill.

1000 watt station operating at profit. Midwest. Excellent buy. Box 24, BROADCASTING.

New independent station in country's "hottest" metro area is for sale. Price to sell. Answer all inquiries. Box 37, BROADCASTING.

March 29, 1948 • Page 93
S & P Sees 500,000 New TV Sets or More in '48

EARNINGS of companies depending largely upon standard radio receiving sets are expected to decline this year, with the greatest drop experienced by those concentrating upon the small, low-priced sets. More favorable results appear to be in prospect for those with an important stake in television.

These are among the conclusions published by Standard & Poor's Corp., New York, under date of March 12 as part of a summary of business prospects in the electrical products industry. Summary was based on an extensive survey of the industry undertaken by Standard & Poor.

"Trade estimates of probable

Wanted to Buy
Station wanted—General manager network, station program director, independent, want to team up. What will $50,000 cash buy? Box 903, BROADCASTING.

Station with or without network affiliation in good market or CP. Box 53, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS BUYERS! SELLERS!
List With Us
Prompt, Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7846
Los Angeles 27, California


Attention new Stations—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old— quarantine. Also, frequency monitor service and high quality quartz crystals for broadcast and other controls list, $15.00 each. Available. "Over a decade of satisfaction and fast service!" Eleidon Electronic Company, Temple, Texas. Phone 3901.

RADIO PATTER AND CHATTER BOOK
One linear-monologue-hecker Buffalo, Morcan, Hope and Berle stylings, jokes—$5.00. Brand new and original. Send $2 to PATT LOUTHER, 29 Anderson Avenue, Rochester, New York.

OUR IDEA IS THIS:
if you need that rare commodity—
Experienced television personnel—
You'll be very much interested in us.

We are 12 young men averaging 10 years
Experience with a top television company,
Where we developed our television know-how.

We are immediately available to work for you
On your new television station or network staff,
Either individually or collectively, offering you:
Practical skill in television direction, engineering,
Filming, management, programming, promotion, publicity
Sales and scriptwriting. Write to TELEVISION ASSOCIATES.

BOX 29, BROADCASTING

KERR SEES WEEK AND PICKETS

Former Oklahoma Governor ‘Welcomed’ by Union

On Arrival to Inspect Peoria Station

"MY NAME’S KERR; what’s yours?"

With this remark and a firm handshake Oklahoma’s former governor, Robert Kerr, greeted each of a group of pickets carrying placards calling him a "union bust," when he arrived by plane March 9 to inspect WEEK Peoria.

Applicants for personal service before FCC for transfer of the commercial stock of WEEK, a 1-kw fulltime NBC affiliate on 1350 kc, from E. K. Gaylord and associates to former Governor Kerr and associates. He is also connected with an AM application for Oklahoma City.

Placards carried by the pickets proclaimed that the former governor "refuses even to let his employee vote in a secret National Labor Relations Board election for their collective bargaining agent.”

Mr. Kerr pointed out, however, according to the station, that he is not the owner of WEEK until FCC approves the transfer and also that the employees’ petition for a collective bargaining election as ready is before the NLRB, which has to date announced no decision.

After being “welcomed” by the group of pickets at the airport, Mr. Kerr went to Peoria’s Commercial Bank Bldg., in which WEEK studios are housed, and there was met by four pickets, none of whom, according to WEEK, is employed by the station. Mr. Kerr, according to station’s version of the incident, invited union representatives into the studios for a conference and the picket line dissolved.

Fred Mueller (r), WEEK manager, greets the former governor and Mrs. Kerr.

FIRST WBEN - TV RATE CARD HAS BEEN ISSUED

RATE CARD NO. 1, published last week by WBEN-TV Buffalo, now telecasting test patterns, carries an hourly time period charge of $200.

Remainder of the transmitter time charge schedule was announced as follows: 40 minutes, $176; 30 minutes, $150; 20 minutes, $110; 15 minutes, $88; 10 minutes, $77; five minutes, $55, and one minute or less, $30.

Use of live studio facilities for booking or rehearsal purposes, $15 per half hour. Film studio facilities use for broadcast, run-through and/or rehearsal carries a $10 per half hour charge. Use of film studio in conjunction with booking or rehearsal purposes or live studio or remote pickup will be billed at a flat combination rate of $10. Circumstances will govern the charge for remote pickup.

WBEN-TV, owned and operated by WBEN Inc., the Buffalo Evening News firm, is expected to begin regular programming in late spring on channel 4 with ERP of 18.5 kw visual and 11.1 kw audio.

WJLB All-English

TEN YEARS of foreign language programming was brought to an end on WJLB Detroit when the station on March 1 became an all-English station. The move, according to John Lord Booth, president of Booth Radio Stations Inc., is part of a general expansion program including a new and improved signal in the Detroit area.

Distributors Are Fed by WSIX-FM Nashville

PREPARATORY to launching its FM station, WSIX Nashville entertained 36 of city’s radio distributors at luncheon at Nashville’s Maxwell House Hotel on March 4. Organization of dealers and the promotion of FM set sales were discussed.

WSIX-FM has been on program tests 3-10 p.m. daily since March 15, operating with 65 kw radiated power on 97.5 mc (Channel 248). The WSIX-FM transmitter is a General Electric. It is on a hilltop site eight miles south of Nashville and 1,100 feet above sea level. A doughnut-type antenna with eight bays on a 995-ft. tower is used.

KRLD-FM Dallas Starts Daily Program Schedule

FM OUTLET of KRLD, 50-kw CBS outlet in Dallas, launched a daily schedule this month. The new station, using the call letters KRLD-FM and operating on 92.5 mc (Channel 223) with effective power of approximately 50 kw, claims to be the first super-power FM outlet in its area to present a full schedule of network programs plus local shows.

General Electric equipment has been installed at the KRLD transmitter near Garland, Tex., and the technical and studio personnel has been increased in connection with the FM installation, the KRLD management reports.
Shown above are the Collins 21A 5 kilowatt AM broadcast transmitter and 57A-6 transmitter console. Both are prime examples of thorough engineering, sound design, convenience and reliability.

The 21A transmitter features choice quality components conservatively operated, economical air cooled tubes, centralized metering and control, instantaneous power reduction (to 1000 watts), motor tuning, vertical chassis construction, full length access doors, complete circuit and personnel protection, and other improvements and refinements which make for efficient, economical operation and maintenance.

The 57A-6 console was designed specifically to provide complete remote control of the 21A from the desk, including visual monitoring of antenna currents and carrier modulation. All audio monitoring facilities are built into the monitor switching panel which includes monitor gain control, monitor input selector switch, console power switch, antenna light switch, and a spare switch for utility uses.

If you are figuring on a new or improved 5 kw installation, it will pay you well to look closely into this transmitter and console, as well as the complete line of Collins studio equipment. Start today by writing us for descriptive bulletins.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
438 South Spring Street, Los Angeles 13, California
New...Improved...Enlarged edition...

“STANDARD BROADCAST ALLOCATION MAPS”

GIVES THE WHOLE allocations picture, including directional antenna patterns and supplements to date of purchase, of the Standard Broadcast Stations (including those under construction) in the United States, Canada, Cuba, Mexico, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda and Dominican Republic.

INVALUABLE TO: Stations, Networks, Applicants for Licenses, Engineers, Legal Firms, Advertisers, Agencies, etc.

In 1947, when we first published “Standard Broadcast Allocation Maps,” the industry immediately found it to be an indispensable working tool in Radio Engineering.

Since that time, almost a thousand stations have been added, making this second edition a must.

Based upon the largest active file of Directional Antenna patterns in the United States, this book gives you at a glance, the whole allocations picture of the 2500 standard band broadcast stations in the United States, Cuba, Mexico, Canada, Alaska, Hawaii, Puerto Rico, (United States territories and possessions) Newfoundland, Bahamas, Bermuda, and Dominican Republic.

It presents this information by frequencies—the most convenient and graphic form. Here are a few things this book does:

1. Gives a rapid, preliminary answer to any allocation problem.
2. Enables the reader to evaluate the probable effect of pending applications.
3. Gives a clear working picture of conditions in any given channel.
5. Helps make preliminary studies of available facilities.
6. Provides ready reference to the relative merits of day and night assignments.

This volume of 107 maps measuring 17” x 22”, will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies.

Order your copy from Mutual’s Engineering Department. $45.00 the copy.

Published by The Engineering Department
MUTUAL BROADCASTING SYSTEM
World’s Largest Network
OPERATOR TICKETS

Three New Types Considered

A MODIFIED proposal for the creation of three new commercial broadcast operators' licenses was announced by FCC last Thursday and will be considered by the Commission May 10 and 11.

The FCC proposal, designed to bring commercial operator examinations and licenses into line with education programs, represents a modification of a rule proposed by the Commission Aug. 1, 1947 for establishment of three new classes, the lowest class to be known as the limited broadcast radio operator license, the intermediate as broadcast technician-operator, and the highest as broadcast engineer-operator. The limited license would be issued to a person completing an examination test on FCC officials said, would provide an appropriate means of transition from the existing to the new scheme of licenses.

The new examination elements would be added to existing elements. They would deal with practical broadcast operation, technical and advanced broadcast theory and practice.

Authority contained in new licenses was defined by the Commission as follows:

LIMITED BROADCAST OPERATOR LICENSE: Holders of this class of license may operate any standard broadcast station having a maximum licensed power of not more than 1 kw and not employing a directional arrangement, or any FM broadcast station having a maximum licensed effective radiated power of not more than 1 kw, or any remote pickup or ST broadcast station; provided, however, (1) that one or more holders of a radio-telephone first class operator license, broadcast technician operator license, or broadcast engineer-operator license, if so licensed, is regularly employed on a full-time basis by that station, and (2) that holders of the limited broadcast operator licenses shall not be prohibited from making repairs or adjustments beyond the power of the limited broadcast transmission, except in the presence and under the direction of a person holding one of the higher classes of RCA. Appeared on the NBC telecast, hailing the advent of music and television as introducing a new era in entertainment and information.

Following the NBC symphony telecast, President Truman sent a congratulatory telegram to Mr. Tuscany.

On March 22, NBC claimed a different kind of "first" in musical television when it telecast, simultaneously with the regular radio broadcast, the Voice of Firestone. It was a "first" in regular commercial program to be simultaneously telecast. Firestone Tire & Rubber Co., through its agency, Sweeney & James Co., Cleveland, purchased time on the NBC network for the telecasting of the show. Whether the company would continue to sponsor the telecasting in addition to its regular AM broadcast was not known.

LICENSE: Holders of this class of license may operate any class of broadcast stations.

Further examination would be waived for those holding the present forms of licenses upon presentation to the Commission of satisfactory evidence and of having had a specified amount of experience over a prescribed period of time.

A certain future date—not less than three years from creation of the new classes of license—would be set beyond which no license other than one in the new broadcaster operator group would be valid.

Open Mike

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

Business in Deadwood Good, KDSJ Reports

EDITOR, BROADCASTING:

Concerning new stations which do not seem to be making too much money at the present time, we come with a ray of hope.

KDSJ went on the air commercially July 16, 1947 and since that time KDSJ has not operated in the red but instead has consumed a liberal amount of black ink. Our station is 100% GI owned and operated and is practically without competition, partially because of bad electrical wiring in the Black Hills and also because of the mineral deposits which wreak havoc with the radio stations trying to enter from the outside.

We are an independent station...our accent has been on public service and sports broadcasts...we have carried an average of three to five football or basketball broadcasts a week during their respective seasons...time given for local service has created a friendliness between the listeners and we can use about 60 more stations if you care to mention it. That would bring us up to a total of 600 outlets, which represents impressive coverage for a public service show.

W. H. Kimmell
Lieut. Commndr., USNR
Glendale, Ill.

Editor's Note: Commdr. Kimmell refers to a story about available navy disc.
FCC Actions (Continued from page 88)

Applications Cont.: TENDERED FOR FILING

E. M. McFetridge and J. E. Reynolds Jr, d/b/a Magic City Bestg. Co., Birmingham, Ala.—New standard station 1260 kc 1 kw D.

AM—1945 kc

Reub Williams & Sons Inc., Waco, Tex.—New standard station 1310 kc 1 kw D.

TV—1945 mc

Central Bestg. Co., Davenport, Iowa—New commercial television station on Channel 5, 66-34 mc, ERP 1 kw, aura. 22.9 mi.

TV—216-216 mc

Copper City Bestg. Corp., Utica, N. Y.—New commercial television station on Channel 13, 216-216 mc ERP 15 kw, aura. 11.3 mi.

TV—192-198 mc

Larus & Bro. Co. Inc., Richmond, Va.—New commercial television station on Channel 10, 192-198 mc ERP 23.5 kw, aura. 17.5 mi.

March 24 Decisions... BY THE COMMISSION

Petition Denied

WCNT Centralia, Ill.—Denied petition for approval of change in ownership of station WCNT, assigned to Chanellor Corp. on March 12, 1948, for violation of Commission's rule that no person or company shall in any one calendar year hold or acquire more than 10% of the voting stock of any of the top four commercial network companies.

Investigation Authorized

Upon consideration of complaint and associated documents filed by Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning broadcasting of newscasts that it is unauthorized to investigate and to file complaint with respect to operations of stations KMPC Los Angeles, WJR Detroit, and WOAR Cleveland.

BY COMMISSION JONES

Radio Modesto Inc., Modesto, Calif.—Granted station WCRL on 60 kw ERP 15000 mc. The authorization is subject to the terms and conditions in which it is filed, the proposed findings in the Notice of Proposed Assessment published February 23, 1948, and time was extended to April 23.

Hearing Scheduled

WPAB Pensacola, Fla.—Scheduled hearing on application for renewal of license for station WPAB.

Continued Consolidated Hearing in re KGO San Francisco Bestg. Co. from April 3 to June 14.

BY COMMISSION ENC BNC

FM Authorizations

Authorized and granted for new station WPAB to operate on 92.9 mc with ERP 1500 kw.

BY WAVER EXTENDED

Pending conclusion of hearing on petition for Telecasting Board, Alaska, to provide additional time for determination of number of hours of service which television stations should render, Commission continued hearing on petition 1-14-48 and extended it until June 30. Rule provides minimum of 36 hours of service guaranteed per week not less than 28 hours per week and has been waived for three-month inter- vals since adoption.

March 24 Applications... ACCEPTED FOR FILING

AM—1320 kc

Faukner-Knight Grant, Ark.—New standard station 1320 kc 250 w with license for CP.

License for CP

WAYU Albertville, Ala.—License to cover CP standard station 1320 kc, condition same.

KCCA Sacramento, Calif.—License to cover CP standard station.

AM—970 kc


AM—1130 kc

WCAR Postak, Mich.—New standard station power and hours from 1 kw D to 50 kw D, January 1, 1949, by install DA-3N (2). AMENDED to change power to 10 kw D, 50 kw D, change to Class 3.

Modification of License

WGUN Glen Falls, N. Y.—Modification of license to extend time from 730 to 1200 D, by install DA-3N (2). AMENDED to change power to 50 kw D.

WTSW Clearfield, Pa.—New standard station for extension of completion date.

KSDN Aberdeen, S. D.—Same.

Metropolitan Bestg. Co., Alamo Heights, Tex.—New standard station 1240 kc 250 w uni, Contiguous upon granting of license being granted change of facilities.

License for CP

KHBR Hillsboro, Ore.—License to cover CP standard station.

WEV Waterbury, Vt.—Modification of license to extend change hours.

KFPM Reno, Calif.—New standard station on 97.9 mc.

WFUP- FM Springfield, Mo.—New standard station for extension of completion date.

License for CP

WCNM- FM Connerville, Ind.—License to cover CP new FM station.

Modification of CP

WGBP- FM Springfield, Mo.—New standard station for extension of completion date.

License for CP

MODIFICATION OF CP

KOCY- FM Oklahoma City—Mod. CP new FM station for extension of completion date.

WJHN - FM Johnson City, Tenn.—Same.

WARL- FM Arizona, Ariz.—Mod. CP new FM station to change Class from 30 kw D to 100 kw 100.3 mc, specify ERP of 13.8 kw, ant. height above ground 345 ft.

WLRN- FM Richmond, Va.—Mod. CP new FM station to change ERP from 42 kw D to 50 kw 106.9 mc, make changes in antenna, 820 acres of land, 100 kw.

Don Lee Bestg. System, La. Jolla, Calif.—CP new commercial television station on Channel 6, 81-88 mc, ERP 20 kw, aura. 10 kw uni.

BEZ Chicago—Mod. CP new non-commercial educational FM station for extension of completion date.

License Renewal

Applications for renewal of standard broadcast file by: WINS New York and WTDO Toledo, Ohio.

TENDERED FOR FILING

Modification of CP

KDPJ Alexandria, La.—New standard station change from 500 w-n to 1 kw D, and make changes in DA-970.

TV—66-72 mc

Donroy Bestg. Co., Fresno, Calif.—Mod. CP new commercial television station on Channel 7, 69-72 mc, ERP 15 kw, aura. 7.5 mi.

Beck Studios Inc., Minneapolis—CP new commercial television station on Channel 7, 174-180 mc, ERP 18.0 kw, aura. 0.0 mi.

TV—82-88 mc

George E. Cameron Jr., Tulsa, Okla.—CP new commercial television station on Channel 6, 82-88 mc ERP 16.55 kw, aura. 8.53 mi.

TV—192-198 mc

Heart Radio Inc., Milwaukee—CP new commercial television station on Channel 16, 192-198 mc ERP 30 kw, aura. 16.9 mi.

March 25 Decisions... BY COMMISSION ENC BNC

Proposed rules for rules-making to establish of three additional classes of broadcast operator licenses. Limited Broadcast Operator, Broadcast Technician Operator and Broadcast Engineer Operator. Hearing is scheduled May 10.

License for CP

WBNX New York—Adopted order granting petition for reconsideration and grant without hearing of application for renewal of license for the period ending Nov. 1, 1950.

Transfer of Control

WIMS Michigan City, Ind.—Granted consent to voluntary transfer of control of to General Bestg. Co. for new AM station in Michigan City.

Petition Granted

The Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.—Adopted order granting petition for new station for service designated for territory of Kansas City Bestg. Co. Inc., Kansas City, because of prohibitive interference; de...
FCC Box Score

FCC box score of actions as of last Thursday stands as follows:

- Standard stations: 1,622 licensed, 248 construction permits, 281 applications in pending file, 342 applications in hearing; FM-103 licensed, 767 conditional grants.

Secretary of Commerce, acting under authority of the Federal Communications Commission, has granted temporary authority to the applicants and in the hearing.

AM GRANTS

AUTHORIZATIONS for three new local stations and improved assignments for two existing outlets were approved last week by FCC.

WROV Roanoake, Va., was granted

change of frequency from 1490 kc to 1320 kc and KITO San Bernar-
dino, Calif., was granted power increase on 1290 kc from 1 kw to 5 kw. WROV operating power is 250 kw. Both are full time outlets.

WTV in STL will switch to 1170 kw when WLSL Roanoake moves to 610 kc.

The new station authorizations and their respective ownerships:

Lexington, Va.—Rockbridge Broad-
casting Co.—Further hearing limited. Corporation: Marshall L. Wilmer, engi-
neer.

WASHINGTON—CP 1120 kc 10 kw DA (2-1).

WMMJ Peoria, Ill.—CP 970 kc 1 kw DA (2-1). Grain Country Broadcast Co., Inc., Peru, Ill.—CP 980 kc 500 kw 1 kw DA (DA-2-1).
Public Broadcast Service, Inc., Enid, Okla.—CP 980 kc 1 kw DA (DA-2-1). KAKC Tulsa, Okla.—CP 970 kc 1 kw DA (2-1). WBBZ Ponta City, Okla.—CP 970 kc 1 kw DA (DA-2-1).

AM—Hearing

WCRS Grand Rapids, Mich.—CP 1450 kc 1 kw DA (2-1). Lincoln Broadcast Co., Springfield, Ill.—CP 970 kc 1 kw DA (DA-2-1).
Intervenor: J. M. Shanahan, Peoria, Ill., and KVOO Provo, Utah.

AM—Hearing

WOTM Bloomington, Ind.—Mod. CP 1430 kc 2 kw. Party respondent: WKBV Richmond, Ind., and WOMI Owensboro, Ky.

AM—Hearing

KTRK Houston, Tex.—CP 1230 kc 1 kw DA-2-1.

AM—Hearing

KGW Portland, Ore.—CP 1290 kc 1 kw DA-2-1.
Mid-County Broadcast Co., Port Neches, Tex.—CP 1290 kc 1 kw DA-2-1.

AM—Hearing

Scott County Broadcast Co., St. Louis, Mo.—CP 1230 kc 1 kw DA-2-1.
Party respondent: E. M. Jonesboro, Ark.

AM—Hearing

KVRG Waslaco, Tex.—CP 1290 kc 1 kw DA-2-1.

AM—Hearing

KXKO Abilene, Tex.—CP 1320 kc 1 kw DA-2-1.

AM—Hearing

Blackhawk Broadcast Co., Sterling, Ill.—CP 1320 kc 1 kw DA-2-1.

AM—Hearing

WTAX Springfield, Ill.—CP 990 kc 1 kw D.

AM—Hearing

The Fourth Station Co., Inc., Hagerstown, Md.—CP 890 kc 1 kw D.

AM—Hearing

KWTO Springfield, Mo.—CP 560 kc 1 kw DA. Neighbors: party respondents: WIND Chicago, KFDM Beaumont, Tex., and KLE Den-
ver.

AM—Hearing

Dr. Frank R. Barcay, Kansas City, Mo.—CP 550 kc 1 kw D.

AM—Hearing

Foundation Co., W. Springfield, Va.—CP 580 kc 5 kw D.


FCC Box Score

AM—Further Hearing

United Detroit Theatres Corp., De-

AM—Hearing

Before Commission en banc

WOOD King-Trendle Best Co., Corp. (licensee), Grandwood Best Co. (as-

Secretary of Commerce, acting under authority of the Federal Communications Commission, has granted temporary authority to the applicants and in the hearing.

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WASHINGTON—CP 1120 kc 10 kw DA (2-1).

WMMJ Peoria, Ill.—CP 970 kc 1 kw DA (2-1). Grain Country Broadcast Co., Inc., Peru, Ill.—CP 980 kc 500 kw 1 kw DA (DA-2-1).
Public Broadcast Service, Inc., Enid, Okla.—CP 980 kc 1 kw DA (DA-2-1). KAKC Tulsa, Okla.—CP 970 kc 1 kw DA (2-1). WBBZ Ponta City, Okla.—CP 970 kc 1 kw DA (DA-2-1).

AM—Hearing

WOTM Bloomington, Ind.—Mod. CP 1430 kc 2 kw. Party respondent: WKBV Richmond, Ind., and WOMI Owensboro, Ky.

AM—Hearing

KTRK Houston, Tex.—CP 1230 kc 1 kw DA-2-1.

AM—Hearing

KGW Portland, Ore.—CP 1290 kc 1 kw DA-2-1.
Mid-County Broadcast Co., Port Neches, Tex.—CP 1290 kc 1 kw DA-2-1.

AM—Hearing

Scott County Broadcast Co., St. Louis, Mo.—CP 1230 kc 1 kw DA-2-1.
Party respondent: E. M. Jonesboro, Ark.

AM—Hearing

KVRG Waslaco, Tex.—CP 1290 kc 1 kw DA-2-1.

AM—Hearing

KXKO Abilene, Tex.—CP 1320 kc 1 kw DA-2-1.

AM—Hearing

Blackhawk Broadcast Co., Sterling, Ill.—CP 1320 kc 1 kw DA-2-1.

AM—Hearing

WTAX Springfield, Ill.—CP 990 kc 1 kw D.

AM—Hearing

The Fourth Station Co., Inc., Hagerstown, Md.—CP 890 kc 1 kw D.

AM—Hearing

KWTO Springfield, Mo.—CP 560 kc 1 kw DA.

AM—Hearing

WKRO Abbeville, Wash.—CP 1230 kc 1 kw DA-2-1.

AM—Hearing

Strongest Best Co., Sterling, Ill.—CP 1230 kc 1 kw DA-2-1.

AM—Hearing

WTAX Springfield, Ill.—CP 990 kc 1 kw D.

AM—Hearing

Parties respondent: WSB Chicago; WKWB Chicago; WWKB Kansas City; WOLW, Moline, Ill.; K BZ Ottumwa, Iowa; KDKD Decatur, Ill.; KCIB Chicago; WIBU Poyntett, Wisc.; WBFB Chicago; WJZB Bloomington, Ill.; KFMO Cape Girardu, Mo.; WBBZ Harrisburg, Ill.; and KWOS Jefferson City, Mo.

APRIL 1

AM—Further Hearing

UAW-CIO Best Co. of Michigan, Detroit—CP 680 kc 250 kw D.

AM—Further Hearing

UAW-CIO Best Co. of Michigan, Detroit—CP 680 kc 250 kw D.

AM—Further Hearing

UAW-CIO Best Co. of Michigan, Detroit—CP 680 kc 250 kw D.

AM—Further Hearing

UAW-CIO Best Co. of Michigan, Detroit—CP 680 kc 250 kw D.
CBS, Durr Cited By N. Y. Guild Unit

3 New York City Independents Also Are Honored CLIFFORD DURR, CBS, and three independent New York stations were cited by the New York chapter of the American Newspaper Guild when the group announced its annual Page One Awards on March 24.

Mr. Durr, member of FCC, was honored for his "able fight for the public interest within the Commission."

The other citations were: CBS, for its "two distinguished programs," CBS Views the Press and CBS Is There; WMCA, for its series on housing; WNYC, for its "thorough coverage of United Nations and generally adult presentation of music and features"; and WHIL, for its "unique coverage of local news through its own news bureau, and its devotion to the interest of the area which it serves."

Formal presentation of the awards is set for the Front Page Ball on May 5 at the Manhattan Center, New York.

Upcoming

April 5: Hearings on Johnson Bill (S-2201) before Senate Interstate & Foreign Commerce Committee, Senate Office Bldg., Washington.

April 1-9: AAAA Annual Meeting, Cavalier Hotel, Virginia Beach, Va.

April 9: AWW Special Meeting with NAB officers, NAB Hqrs., Washington.

April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.


April 24-25: TRE-RMA Spring Meeting, Washington.

April 25-26: FBI Spring Convention, Springfield, Va.

April 25-26: AIEE North Eastern District Convention, New Haven, Conn.

April 30-May 3: 33rd Annual Convention of the Tobacco Institute, sponsored by Radio, Ohio State U., Columbus, Ohio.

May 5-6: PMA Region 4, Statler Hotel, Washington.

May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

FC&B Resigns Luckies

(Continued from page 11)

myself and the advertising agency the company had retained for many years."

At the end of 1946, Mr. Hill said, Lucky Strike domestic production was at an all-time peak, 105 billion cigarettes, and 13 1/2 billion ahead of its nearest competitor. But in 1947 Lucky Strike production dropped to 102 billion units while its nearest competitors rose sharply, "leaving Luckies in first place by the slim margin of 1 1/2 billion units," Mr. Hill said.

"To me it is clear," said Mr. Hill, "that Lucky Strike advertising must be made more effective than it is if Lucky Strike is to continue to hold the sales leadership which it has held in the past . . . the lack of effectiveness comes, in my opinion, from the executive direction of the company."

Meade Also Resigns

Everard Meade, who was named to succeed Mr. Hill just two days previously, also resigned from the company. Although he did not announce his reasons for resigning, it was understood that his departure was connected with Mr. Hill's.

Although neither Mr. Hill in his statement nor Mr. Foote in his news conference named names in discussing the executives with whom they disagreed at American Tobacco, it appeared plain that Vincent Riggio, successor to the elder Hill, as president, was the individual with whom the controversy centered.

Mr. Foote was asked if Mr. Riggio exercised as much control over advertising as did the elder Hill. His answer was affirmative.

The late Mr. Hill, a hard-driving salesman, had personally directed much of the company's advertising. At the time of Mr. Riggio's succession it was believed that he would follow the hyperthyroid pattern established by his predecessor.

Indeed his selection as president was based at least in part on his 40-year association with Mr. Hill. Mr. Riggio, vice president of sales, was described by one advertising man who was long familiar with American Tobacco as "the next best salesman in the company," meaning he was second only to the master salesman, Mr. Hill.

American Tobacco Cigarette products represented by Foote, Cone & Belding were Lucky Strike, Pall Mall and Kent, as the last a cigarette marketed in England.

The American Tobacco Co. billing, about $12,000,000 annually, about 60% of which was spent in radio, represented nearly half of the total billing handled by Foote, Cone & Belding's New York office, Mr. Foote said.

The resignation of the account "means probably that the New York office will run in the red for a while," Mr. Foote admitted. He said, however, that the office had "no immediate plans for reorganization."

Of the 1,010 Foote, Cone & Belding employees, about 200 have been "doing something" on the American Tobacco account, the agency president disclosed. The possible jeopardizing of some of these jobs, said Mr. Foote, had caused him to give grave consideration to the decision as to whether to resign the account.

He said that because of his concern over this problem he had offered his own resignation to the firm in order to permit the company to keep the client. His offer, however, was turned down by the partners, Fairfax M. Cone and Don Belding.

'Voluntary' Decision

Mr. Foote said he wished to make it clear that the Foote, Cone & Belding decision was not due to his biggest client being "voluntary and without the threat or expectation of losing the account."

In a short statement issued simultaneously with Mr. Foote's press conference, the American Tobacco Co. said the resignation of the agency "is confirmed." The action will have "no effect on the company's current advertising schedules," the announcement said.

Since the death of the elder Mr. Hill, Sept. 13, 1946, observers have noted that the quality of American Tobacco commercials and radio programs had toned down from the repetitive, blood-pumping pace that Mr. Hill insisted on.

It was Mr. Hill who was credited largely with popularizing the smoking of cigarettes among women (thus doubling the size of his business) by means of his "Reach for a Lucky Instead of a Sweet" campaign which was forced to only slight abbreviation later by a Federal Trade Commission warning.

Many interests arrayed themselves against this campaign in such force that, with the support of the FTC, the slogan was shortened to "Reach for a Lucky Instead."

Under Mr. Hill's regime, the Lucky Strike Hit Parade was a jumble of music played at faster-than-march time, a tempo which Mr. Hill was said to have judged by watching the foot tapping of an elderly aunt as she listened to the program.

Since his death, the program has occasionally tempered its tune.

Until last week the invention of the tobacco auctioneer and the "Lucky Strike Means Fine Tobacco" campaign had been changed to the elder Hill, but his son, in announcing his resignation from the firm which assertedly no longer followed his advertising theories, claimed he originated them.

Actions of Durr, Wife Are Noted By Rep. Cox

THE NAMES of FCC Comr. Clifford J. Durr and his wife were drawn into discussion of President Truman's broadcast rights program on the floor of the House last Tuesday by Rep. Eugene E. Cox (D-Ga.), chairman of the Select Committee which handled the 1943 investigation of the FCC.

Rep. Cox said "Mrs. Durr, wife of Clifford J. Durr, a member of the FCC, has an unenviable record of Communist affiliation and association in her own right," and that "even her honored husband has quite recently, when before an appropriations committee, exhibited much reluctance when asked about the aims and purposes of Communists in the U.S."

EXPERIENCED RADIO EXECUTIVE

Here is a man who can furnish recommendations from key executives in the radio industry! He has had 16 years of top experience in every phase of commercial radio — management, personnel, sales, programming, promotion and public relations.

He is available for an immediate position as station manager, assistant manager or commercial manager.

For complete details, write

BOX 58, BROADCASTING

With Men Who Know

EMERSON FOOTE, a man who sought to know tobacco best, last week lighted a cigarette before announcing at a news conference that his agency had quit its lush American Tobacco Co. account. The cigarette was a Lucky.
WITH-FM TO TRANSMIT LOCAL FACSIMILE SHOW

A PUBLIC demonstration of newly-perfected facsimile transmission and recording equipment will be broadcast over WITH-FM Baltimore in cooperation with the Baltimore News-Post April 7.

Special facsimile edition will be prepared daily by the News-Post staff at the Hotel Emerson, following the initial broadcast demonstration there at noon next Wednesday.

Recording sets, in the hotel, school and hospitals will employ a special chemically-treated paper which is not photographic or light sensitive on which facsimile reading matter and illustrations will be reproduced on a continuous roll.

The equipment, embodying newly-perfected technical refinements, will be capable of high fidelity reproduction of pictures and text at a rate of more than 3 inches a minute, it was revealed.

The broadcast is a feature of the Baltimore Advertising Club meeting, which will be highlighted by an address by John V. L. Hogan, facsimile inventor.

Safety Council Appoints Four Members in Radio

Four radio figures have accepted invitations to serve on the public safety education committee of the National Safety Council, it was announced Wednesday by Edwin S. Smith, committee chairman.

They are Robert Brown, programs director of NBC Western Division; Bruce Dennis, director of news, publicity and special events for WGN Chicago; C. C. Moore, production manager and William Ray, news and special events director of NBC Central Division. In addition, David Baker, general manager of WMJO Cleveland, who previously has served, will remain on the committee. Three newsmen also accepted similar invitations.

Council Representatives on the committee include Dan Thompson, NSC director of radio.

WANT A SALES MANAGER?

I have one for you. My station doubled its local sales volume in six months. Now I want to double our sales again, and my salesman and I disagree on strategy, so he's leaving. If you need him, write me and I'll tell you all about him. He's a topnotch man. Write Station Manager, Box 61, Broadcasting

‘VOICE’ JAMMED

STATE DEPT, after repeated denials the past few months of any interference to “Voice of America” broadcasts, admitted last week that over-the-head transmissions to eastern Russia and the Orient were being jammed and revealed that Ambassador Walter Bedell Smith in Moscow had been instructed to ask the USSR to take “effective remedial measures.”

The State Dept. admission came after American Occupation Headquarters in Tokyo confirmed reports that mysterious transmitters for the past three weeks have been blanking out broadcasts from America’s powerful new relay station in Manila. It was not indicated whether the jamming transmitters have been located.

It was suspected that some of the interference may come from ships at sea, in view of its thoroughness and the number of transmitters used. American direction finders on land and sea were said to be searching for the sources of the disturbance.

It was not made clear whether the jamming was done to keep Far Eastern listeners from getting the information or whether the objection was to the use of certain frequencies which the “Voice” employs.

Much Capitol Discussion

The “Voice of America” was in the news on Capitol Hill also last week as Secretary of State George C. Marshall and Charles E. Bohlen, department counselor, answered a barrage of questions on the subject from members of the Senate Appropriations Committee.

Sen. Joseph Ball (R-Minn.) wanted to know about reports that the USSR broadcast American listeners to shortwave broadcasts but preferred standard instead. Mr. Bohlen said there was evidence that the “Voice” is being jammed. American direction finders in Europe and Secretary Marshall backed him up, adding that U.S. Ambassador to Russia Walter Bedell Smith has stated that the programs are very important in their effect on Russia.

Mr. Bohlen said, in answer to a question, that only a few receiving sets in clubs and public squares were fixed to tune in certain frequencies and that a great many of the sets can tune in our programs. He said it would not be practical for the Russians to build sets with some channels left out since they transmit on those channels themselves.

Sgt. Styles Bridges (R-N.H.) inquired a political note, saying that he was not going to appropriate money to “publicize Henry Wallace and his efforts to deprecate American foreign policy.” Secretary Marshall replied that he didn’t enjoy the criticism of either and Mr. Bohlen added that the Department is watching news of Mr. Wallace carefully.

Interference Reports True, Says State

Secretary Marshall was backed up by Sen. Pat McCarran (D-Nev.) who said he would rather see the shortwave program extended than given up.

Penetrates ‘Iron Curtain’

In the House, meanwhile, Rep. Karl E. Mundt (R-S.D.), co-author of the Smith-Mundt Bill, cited evidence that the “Voice” was effectively penetrating Russia’s “Iron Curtain” and declared that “Congress should appropriate more rather than less money for this important program if we are to win this cold war without letting it degenerate into a hot war of shooting and killing.”

Mr. Mundt inserted in the record a letter written by Rabbi Karl Richter of S. Mt. Habor, “...a long time Falls Argus Leader. The letter discussed an eyewitness account by Hans Habe in the Palestinian newspaper Jedoth Chada- shan of the effect of “Voice” broadcasts on the people of eastern Europe.

Mr. Habe tells about a poll which he conducted in the various countries to learn more about the number of people who listen regularly to the “Voice.” The results, he says, exceeded all his expectations and “would undoubtedly surprise the members of Congress who are not too keen about appropriating funds for this program.”

Although it is impossible to determine the exact number of listeners, he says, it is estimated the number is as least as high as those who secretly listened to BBC during the war. “There is no broadcast,” he said, “being discussed in the coffee houses and restaurants of Budapest, Bucharest, Sofia and Warsaw within 24 hours.”

New Transcribed Series Features Adm. Zacharias

ED HART & ASSOC., Washington radio production firm, has announced availability for local sponsorship of a new transcribed series featuring Adm. E. M. Zacharias, USN (Ret.).

Adm. Zacharias was a wartime Director of Naval Intelligence and is the author of the best seller, Secret Missions, but he gained probably the widest fame for his one man psychological radio warfare against the Japanese. His new series will be titled World Intelligence Report.

Young Released

CONTRACT release was granted Alan Young last week by Texaco, enabling comedian to deal elsewhere for his services. Split is understood to have resulted from dissatisfaction over the limited time within the half hour comedy music show for Mr. Young to demonstrate his talents. Sponsor through Kudner Agency, sought to emphasize music and release was granted effective immediately.

LADIES FAIR are this pair who manage KPGU Bellingham, Wash. Station recently went on air as MBS-Don Lee affiliate (1 kw fulltime on 1770 ke). Owner is Jessica L. Longston (l), president, while Vicki Zasser (seated) is executive vice president and general manager. In fact, station is owned and operated by three women. Mrs. A. T. Brownlow, third member of the trio, is not pictured.

WRBL

COLUMBUS GEORGIA

More POWER-ful than ever!

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.

March 29, 1948 • Page 101
Music Problems
(Continued from page 14)
scheduled in New York this week. They will report back to the IMC Executive Committee later on their problems and what they believe the committee should do for them.

Network officials take the position that the new contracts meet nearly all of the original network demands submitted last December. These included duplication on FM; sound and equitable wage settlement; lifting of the TV ban; interchange of staff orchestras among AM, FM and TV with freedom of duplication; music on co-op shows, and rebroadcasts.

The original Petrelli demands included increased studio employment in New York, Los Angeles and Chicago; AFM to get pancake turners at AM stations; substantial wage increases; employment by network affiliates of the same number of musicians hired before the Taft-Hartley Act. None of these points was agreed to by the networks.

The network executives contend the guaranteed employment clause could not be labeled a powerful concession to AFM since they are paying the same wages and hiring the same number of musicians. Furthermore, they point out they have granted only one wage hike to musicians in several years though other unions in the broadcast field have had a number of increases.

Polls of recorders may be made clear after this week's meeting. Some of the companies have indicated they are not concerned about a settlement because of their huge backlogs of masters, but at the same time it is felt the time be quick to agree to a satisfactory settlement. The FM Assn. survey of duplication of AM network programs drew 302 replies, according to Bill Bailey, FMA executive director. The survey was conducted in late February, after FM stations had been duplicating more than three weeks.

The replies showed that 134 responding stations operated AM and FM outlets, with 39 being independent FM and 32 FM-AM stations with no network affiliation. Eighty-eight are not yet on the air and niley failed to answer any questions.

Eighty-four per cent of the 134 AM-FM operations with network affiliation are duplicating, according to Mr. Bailey, with 16% not duplicating; 44% said yes when asked if they carry on FM the full network option schedule carried on their AM outlets. Of the 44% saying yes, 32% find the setup satisfactory, 9% are dissatisfied.

'All or Nothing'

As they are required by the network to take "all or nothing" on FM, 46% answered yes, 41% no. Asked if the network permits choosing which programs are to be carried on FM, 31% said yes, 58% no on commercial programs, 58% yes, 25% no on sustaining.

Twenty-one per cent said network interference with or hampering of their FM stations locally in the public interest, with 62% claiming no interference.

Only 6% said they are losing revenue from FM as a result of the network policy, with 75% answering no.

Thirty-one per cent said they carry their full AM network schedule on their AM outlets and still carry FM locally with profit; 39% answered no.

Over half (52%) said availability of network programs has increased FM listening in their areas, with 4% answering no; 46% said FM set sales have increased, 6% said no.

Of 35 usable replies from ABC affiliates, 32 duplicate, 2 do not; 21 carry their full network AM option schedule, 12 different (11 YANKEE NETWORK, 2 other); 19 are required to take "all or nothing" on FM, 9 say they are not; 6 say FM is chosen because they carry on FM, 23 cannot; 11 can choose sustainers, 11 cannot; 10 say network policy hampers local programming; 9 say it doesn't; 2 are required to take "all or nothing" on FM, 24 are not; 35 can choose commercials they carry on FM, 4 cannot; 37 can choose commercials they carry on FM, 4 cannot; 37 can choose commercials they carry on FM, 4 cannot.

Of 74 usable replies from NBC affiliates, 68 duplicate, 6 do not; 44 carry their full network option schedule, 12 do not (13 of those carried FM are satisfied; 2 are not); 22 are required to take "all or nothing" on FM, 24 are not; 10 say it doesn't; 2 are required to take "all or nothing" on FM, 24 are not; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot.

Of 35 usable replies from CBS affiliates, 26 duplicate, 9 do not; 18 carry their full network AM option schedule, 12 do not (13 of those carried FM are satisfied, 2 are not); 22 are required to take "all or nothing" on FM, 24 are not; 10 say it doesn't; 2 are required to take "all or nothing" on FM, 24 are not; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot.

Of 41 usable replies from MBS affiliates, 26 duplicate, 15 do not; 10 carry their full network AM option schedule, 20 do not (10 of those carried FM are satisfied, 10 do not); 2 are required to take "all or nothing" on FM, 24 are not; 10 say it doesn't; 2 are required to take "all or nothing" on FM, 24 are not; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot; 35 can choose commercials they carry on FM, 4 cannot.

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Charges Networks Monopolize 'Voice'

Rep. Horan Assails Contracts for OIE Programming

(Other 'Voice' story, page 101)

MONOPOLIZING of contracts for "Voice of America" programming by two major networks (believed to be NBC and CBS) was attacked last week by Rep. Walt Horan (R-Wash.) in a letter to his constituents.

Section 1005 of the Information and Education Exchange Act, says Mr. Horan, provides that the State Dept. must utilize the services "of as many different agencies as possible" in telling the American story. This amendment was introduced by him, says the Washington Republican, "as a means of preventing either the State Dept. or any one or two large corporations from monopolizing our information field."

"Unfortunately," continues Mr. Horan, the OIE has seen fit to make contracts with "two major American networks" for programming "nearly all" of the broadcasts. "Independent overseas broadcasters, says Rep. Horan, "have been unable to make proper arrangements either for a measure of government support for their own operations or to lease government-owned equipment for commercial use during periods when the official State Dept. programs are not on the air."

With the help of other interested Congressmen, says Rep. Horan, "I am taking steps to inform Department officials that the intent of Congress was to foster, rather than restrict, the activity of independent radio producers in the foreign field."

WBRC-FM Plans

WBRC-FM Birmingham, an NBC affiliate, will take delivery on a new RCA 50-kw FM transmitter by the end of April and expects to have WBRC-FM in full operation on Channel 273 (102.5 mc) by summer. Eloise H. Hanna is owner.
CONVENTION

EXHIBIT space for 39 associate members of the NAB was assigned last week for the industry convention to be held May 17-21 at the Biltmore Hotel, Los Angeles.

"Varied nature of exhibits, combined with the large number of exhibitors reserving space, point to an interesting display of equipment, materials and services at the convention," according to Arthur C. Stringer, NAB director of special services in charge of arrangements.

Heavy exhibits will be shown on the balcony floor of the hotel, with transcription, program and similar displays in second-floor suites, according to Mr. Stringer. Exhibiting firms include manufacturers of heavy and small radio equipment, FCC service bureaus, music publishers, transcription companies and program service organizations.

Additional space is still available, according to Mr. Stringer.

Social plans for the convention started to take form last week, according to Jennings Pierce, NBC public service station relations director, who is publicity chairman of the Southern California Broadcasters Assn. Opening event will be a May 16 (Sunday) cocktail party at the famed estate of Atwater Kent, with plans underway for origination of at least one nationwide network program from the party, which will be over at 6 p.m.

A number of private affairs are planned that evening, and 800 Ice Capades tickets are available for purchase by exhibition registrants.

Gala entertainment program is planned Monday evening, but NAB's agenda is not yet complete.

Space assigned exhibitors follows:

- Amperex Electronic Corp., 2212-14; Andrew, Co., Bathroom 44k; Audio-Technica, 2133; Collins Radio Co., Ballroom Communication Products Co., 2217; Daner Co., 2215; Fairchild Camera & Instrument Corp., 2225; Federal Telephone & Radio, 2129-30-31; Ballroom E; Gates Radio Co., Ballroom 9; General Electric Co., Ballroom 6; Graybar Electric Co., 2226-27-28; Ballroom 10; Lehigh Steel Corp., 2229; Magnecord Inc., 2100-07; Presto Recording Corp., 2219; RCA, 2900-01-02; Ballroom 2 and 3; Rangerette Inc., 2216; Raytheon Mfg. Co., 2100-10-11; Ballroom 5; Hermon Hosmer Scott Inc., 2210; Western Electric Co. (see Graybar); Westinghouse Electric Corp., 2134-35; Ballroom 1; Winchamber Corp., 2225; Broadcast Service Bureau, 2118-19; Broadcast Measurement Bureau, 2200-02; Broadcast Music Inc., 2209-10-11; Ballroom 4; As- sociated Press, 2117-18; MAA, 2216-04; Capitol Records, 2128-29; Commodore Productions & Artists, 2105-06; Harry S. Goodman Radio Productions, 2285-06-07-61; Keystone Broadcasting System, 2116; Lanfair & Fox, 2214; Mitchell Broadcasting Pr, 2266-83; C. F. MacGregor, 2005-07; NBC Radio Recording Division, 2265-04; SEAC, 2223; Standard Radio Transmission Services, 2262-313; World Broadcasting System, 2223; Frederic W. Ziv Co., 2200-01; Broadcasting, 2233-36-37.

Editor Wants Its License Revoked in Klan Row

from the Ledger and Inquirer which reported that Mr. New was "positively identified among the Klansmen" at a meeting at which three Ledger-Inquirer staff members were "threatened, forced to drink excessive amount of whiskey and injected hypodermically with some drug . . ."

The papers said two of the staffmen then were placed in "a compromising position" and photographed.

An editorial in one of the papers observed, "These may or may not have been the pictures which Fred New referred to as 'etchings' when he called Carlton Johnson [one of the Ledger-Inquirer staff members] and asked that he meet him to 'see some pictures.' Mr. New added that he wanted Johnson to see those pictures so 'you can decide how far you want to go'."

Other news stories submitted with the petition reported that in a broadcast over WDAO Columbus, Mr. New made "a sweeping denial of charges that he contributed to the inception of the Klan and denied he had any connection with the Klan. The story quoted him as saying he went to the Klan meeting as a "guest."

One news story quoted A. E. (Bill) Mickel, general manager of the stations, as saying he had refused to sell time to Mr. New but had offered free time. A subsequent story reported Mr. New was slated to make a tape recording for broadcast over WGBA but failed to show up. It was understood, however, that the recording was made later.

The news stories also indicated that WGBA recorded and broadcast a statement by Dr. Samuel Green, Grand Dragon of the Klan, who denied maltreatment of the newsman.

Mr. New was quoted as saying in a broadcast over WDAO that he attended the Klan gathering to cover it for his paper. The Klan story in the Ledger-Inquirer said Dr. Green and Mr. New "came out unmasked to address the Klan."

Mr. New, whose paper was described in the Ledger-Inquirer story as a "white supremacy weekly," was quoted as saying the reports were part of a competitive campaign.

Charges Slander

In his formal complaint, he charged that WGBA and WGBA-FM "have repeated material which is defamatory and slanderous, three times in alleged newscasts at the instance of the owner-newspapers and have issued mocking challenges to the defamed and slandered person to appear and defend the charges included in the slanderous material, and drawing conclusions from the failure of the slandered person to appear and defend."

He said the charges accused him of "the commission of seven crimes under the laws of the State of Georgia and the laws of the United States."

Mr. New asked that the "recordings, transcriptions, manuscripts, files and records" of WGBA be "seized and impounded for use" in the revocation hearing which he requested.

WBNX GETS RENEWAL; BLUE BOOK BY-PASSED

ANOTHER of FCC's so-called Blue Book cases went by the boards last week as the Commission reconsidered and granted, without hearing, the renewal application of WBNX New York.

The station's renewal bid had been set down last fall for hearing on Blue Book programming principles [Broadcasting, Nov. 3, 1947].

FCC's grant of renewal without hearing announced last Thursday, came in approval of an elaborate petition showing that the amount of commercial time has been reduced substantially; that the station employs language specialists to check on the propriety and good taste of foreign-language programs, most of which have been handled by brokerage arrangements, that the time devoted to such programs has been reduced; and that the horse-racing programs comply with the principles enunciated by the Commission in its opinion on the question in the WWDIC Washington case.

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It's 630 in Savannah

Savannah's newest, WKJS, is now 630 on the air, and in its homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.
Sell Radio's Success

(Continued from page 17)

other railroads to undertake similar tours to promote public relations with young Americans. Among trade associations actively using radio, though not on a sponsored basis in every case, are National Retail Dry Goods Assn., National Assn. of Manufacturers, Automobile Manufacturers Assn., National Automobile Dealers Assn., American Iron & Steel Institute and Electric Companies Advertising Program.

AMA has informed its members: "There is a present need for great cooperation between industrial enterprises and the radio industry. For industry in its public relations efforts to ignore the potentialities of radio broadcasting is like an athlete trying to play baseball with one arm."

In a series of instructions on use of broadcasting, AMA lists instances of ways in which manufacturers have taken advantage of radio's public relations powers. The association adds these observations:

Radio's Value

"The radio is very useful for reaching large numbers of people with basic information such as the need for uninterrupted production, the fact that production creates wealth and payrolls, and similar subjects." AMA members, particularly Ford Motor Co., have used broadcasts to explain how new cars get into the gray market though sold in a good faith.

NRDGA's Public Relations Committee urges members stores to use local stations, tying in public relations broadcasts with their other promotion. NAB, in turn, urges stations to point out to retailers how special event features can be used in their promotion.

National Automobile Dealers Assn., comprising independent iron retailers, provides members with a weekly five-minute script which they use on time bought from local stations. Well over 400 stations carry these sponsored programs.

The American Iron & Steel Institute prepares recorded programs for its members. Commenting on the broadcast campaign, the institute says:

"The radio advertising by individual companies in their own plant communities is an increasingly used component of community relation programs."

NAM Efforts

Though subject to widespread abuse, National Assn. of Manufacturers has improved its relations with the public through a million-dollar public relations program employing use of broadcasts. NAM notes that industry faces its most serious challenge—a challenge to "provide new leadership for an uneasy people; a plea to help restore a nation's faith in itself; a hope that, after two decades of drift toward the totalitarian state, competitive enterprise will again dramatize its capacity to produce more goods for more people than any other system ever devised by man."

Dozens of specific case histories based on use of local stations by Chambers of Commerce, utilities, banks and all types of industrial enterprises will be described in detail in the forthcoming NAB compilation. The continuing project will lead to new publications as material is received and compiled.

NBA Pacific Institute

Slated for Mid-Summer

SIXTH Annual Radio Institute of NBC, in cooperation with U. of California at Los Angeles will be offered this year from June 21 to July 30 at NBC studios, according to Dr. Paul Sheats, university extension associate director, and Jennings Pierce, NBC director of public affairs and station relations. University credit towards a degree will be given this year for certain phases of work completed in the classes for the first time since the institute's establishment.

Courses and instructors include radio station writing offered by David Nowinson, KFI Los Angeles staff writer; radio time sales by Frank A. Berend, NBC Western Network sales manager; music for radio by Jerry Russell, musical director, NBC Hollywood; survey of American broadcasting, Jennings Pierce; radio production direction, Andrew C. Love, NBC Western; director radio news, and special events, R. Sprague, manager of news and special events, NBC Western; advanced radio writing, Arnold Marquis, NBC writer-director; radio engineering, Art Brealy, NBC Western engineer; radio announcing, Frank Barton, supervisor of announcers, NBC Western; radio in education, William Sener, USC radio department head.

BROADCASTING • Telecasting

Legislators Plans

Transcript Study

Rep. McGregor to Look Into FCC Unity Hearing

REP. J. Harry McGregor (R-Ohio) was reported last week to have promised to make a study of the transcript of the FCC hearing which preceded the issuance of FM grants two weeks ago to Unity Corp., headed by Edward Lamb, Toledo attorney [BROADCASTING, March 22]. The grants were for Mansfield and Springfield, Ohio, with Comr. Robert F. Jones voting for further hearing.

The Mansfield News-Journal, whose AM and FM applications the FCC has proposed to deny, quoted the Congressman as saying "I will go over the transcript, and if there is anything irregular there, will look into it further." The Congressmen's office said Thursday that Mr. Lamb has not yet undertaken the study, but planned to do so.

The News-Journal is carrying a series of articles on Mr. Lamb, the FCC, and FCC's "handling of responsibilities vitally affecting this community."

In one of the articles, last Tuesday, the paper said FCC issued the grants to Unity "despite evidence of other governmental agencies that Lamb has long been suspected of being a Trotskyite sympathizer, despite evidence given the FCC that Lamb once faced disbarment proceedings in Ohio, and despite his authorship of a book The Planned Economy in Soviet Russia, which, it has been charged, extols the virtues of Soviet Russia and urges the overthrow of the American system."

Questions Raised

The newspaper company had raised questions concerning the book in proceedings before the Commission, charging that Mr. Lamb is not qualified to be a licensee.

In an editorial last Wednesday the paper noted that Mansfield-connected enterprises had received two new television grants in addition to the FM authorizations to Unity, which is licensee of WTOD and WTOD-FM Toledo. The editorial continued:

"Is it possible that after nearly two years of hearings and study the Commission does not know what kind of person Mr. Lamb is? Hardly. In fact, by its own record answer, it would seem it is in a hurry to favor Mr. Lamb before the knowledge of his leanings and his writings becomes too widespread."

Again, by its actions the FCC would seem to want to promote, or at least condone, the philosophies and activities which are so plainly a part of Mr. Lamb's license.

Are Communist party members and sympathizers now achieving favored treatment in the granting of radio channels? Let the record answer.

CBCJ Calgary has increased power to 1 kw and changed frequency to 1560 kc, according to an announcement of the Radio Branch, Dept. of Transport, Ottawa. CBJR Rimouski, Que., has increased power to 5 kw, according to the same source.
In its first formal comment on the case, FCC announced last Wednesday that it had ordered an investigation of the news policies of G. A. (Dick) Richards and his KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

The action was based on a complaint filed by the Radio News Club of Hollywood charging that Mr. Richards had ordered KMPC news announcers to "elaborate" news stories. [BROADCASTING, March 8]. Though the Commission had been silent on the charges since they were filed, its action occasioned little surprise [CLOSED CIRCUIT, Mar. 9].

FCC has not yet acted upon a petition filed by American Jewish Congress charging that Mr. Richards "deliberately" ordered news features elaborated against Jewish areligious persons to secure a hearing for KMPC [BROADCASTING, March 15].

In announcing its investigation, FCC said last Wednesday (March 14).

Upon consideration of the complaint and associated documents filed by the Radio News Club of Hollywood, Calif., against G. A. Richards, president of KMPC Los Angeles, concerning the news policies of his stations WJR Detroit, and WGAR Cleveland.

Meanwhile the CIO asked FCC for hearings to investigate the charges, and the Radio News Club of Hollywood informed the Commission that a "mass of additional evidence" was being prepared by its Los Angeles, RNC asked that a hearing be held there. Its telegram, signed by Secretary-Treasurer William J. Burns and sent last week, said:

In light of statements attributed to Commission in trade press indicating Commission cannot act on conditions at KMPC without formal complaint, except as formal complaint and request for hearing in Los Angeles. Wish to call to your attention that mass of additional evidence available here by subpoena in hearing. Wish to emphasize this complaint and submission of evidence pertains to slanting of broadcasting of charges over that station. May we have acknowledgment and end of our investigation by Commission based on evidence already submitted?

Officials of KMPC and other stations have denied the charges, insisting that the news staffs are not instructed to slant news and that a study of their newscasts will show no bias or prejudicial treatment of news items. [BROADCASTING, March 15].

CIO Publicity Director Allan L. Swin, writing to FCC Chairman Wayne Coy last Wednesday, said "we of course have no knowledge as to whether the charges against Mr. Richards are true, but that they are of such seriousness, it seems to us, to necessitate investigation by the FCC.

If the charges are true and KMPC is shown to have violated the Communications Act and FCC regulations, Mr. Swin said, "we feel that the license of Mr. Richards should be revoked at once." If the charges are false, he said, "the accusation made against Mr. Richards and his station should be publicly refuted.

While the RNC telegram eliminated the question of editorializing, the CIO injected it. Mr. Swin's letter said:

Devises appeals to racial and religious prejudice should be tolerated. Not only does such activity violate good taste and basic American standards of decency but they also violate the principles of non-editorialization by station owners as stated in the Mayflower decision.

There had been speculation that the charges might be brought into the final session of FCC's hearing on the Mayflower ban on station editorializing, which resumes April 19. It also had been felt that they might arise during hearings on the Detroit and Cleveland television cases, which include applications of WJR and WGAR. When the Cleveland case was heard two weeks ago, however, FCC spokesmen announced that the charges would not be considered at that time, but that the record would be held open for possible consideration of the subject at a later date when the Commission had determined what course it would take.

TV promotion pays off for Chicago power firm

Expenditure of a large sum for promoting television was one of the chief reasons why Commonwealth Edison Co., Chicago power concern, netted almost $500,000 more in 1947 than in 1946, according to company's annual report.

"Promotion of each electrical device has been necessary to stimulate the original interest which leads eventually to public acceptance and greater use," said Charles Y. Freeman, Commonwealth chairman.

Increasing popularity of television was an important consideration when the company started drafting plans last year for a $500,000,000 construction and expansion program scheduled from 1948 to 1951, the report added.

WVET
BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS
1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

March 29, 1948 • Page 105
TV Allocations
(Continued from page 17)

delay in the establishment of television services.

The Commission rejected the idea of instituting rule-making proceedings to determine whether Channel 10 should be moved from Hartford to Bridgeport.

"Nowhere in the application or pleadings filed by [Yankee] has the applicant offered any evidence of the technical feasibility of its requested amendment or that such a change would be in the public interest," the opinion explained.

Denial of Yankee's request, however, was made without prejudice to its filing within 15 days a petition for rule-making on the proposed change, accompanied by "a showing that such amendment is technically feasible and will be in the public interest."

There are some 20 applicants currently seeking changes in allocations to increase the number of channels available in a total of 10 communities. Under the new policy it appeared that those unaccompanied by rule-making petitions would be dismissed without prejudice to the filing of such petitions, or otherwise would be held in abeyance with opportunity provided for rule-making petitions.

One of 20 applicants seeking allocations changes, Cherry & Webb Broadcasting Co. of Providence, R.I., already has been designated for hearing with Boston applicants, since it requests one of the two channels allocated to Boston. Under the new policy this Providence application must be removed from the hearing, pending a determination of whether the channel should be moved from Boston to Providence.

In his dissent in the Yankee Network case, Comr. Jones foresaw administrative difficulties. He said the majority's construction of the rule "can scarcely be called even plausible, if not entirely unreasonable" and "in any event it certainly would not make for the orderly administration of the Commission's business."

As did he agree that Yankee had failed to show that its request for Channel 10 at Bridgeport would be in the public interest. Further, he said, by filing its application Yankee has offered to prove that Channel 10 is usable at Bridgeport.

Policy Said Unstable

The majority conceded that it has not followed a consistent policy with respect to allocations changes.

In some cases changes have been made in actions upon applications. In others—the pending proposals to delete Channel 1, and to reassign channels in the Cleveland-Canton-Buffalo area in accordance with agreements with Canada—the rule-making process is being followed. The Commission pointed out that changes which have been made via action on applications were all uncontested.

Comr. Jones attached to his dissent a list of 19 applicants seeking channels not provided in the allocation table. A 20th has since been pointed out: At San Francisco, Radio Diablo Inc. is seeking a San Jose channel. But since announcement of the new policy the company reportedly is planning to amend and apply for a San Jose rather than a San Francisco station.

The 19 applicants were cited by Comr. Jones as indicating that the industry, at least, has not construed the rule to mean that rule-making must precede changes. Only one of the 19, he said, has asked for rule-making.

Following are the 19 applications listed by Comr. Jones. Asterisks indicate that petitions accompany the applications:

- Christina M. Jacobson, San Luis Obispo, Calif.—Requests Channel 3 be allocated to San Luis Obispo.
- Sunshine Television Corp., St. Petersburg—Channel 7 to St. Petersburg.
- Maryland Broadcasting Co. (WTMD), Baltimore—Channel 6 to Baltimore.
- Toledo Blaide Co., Toledo—Channel 10 to Toledo.
- Community Broadcasting Co. (WTOL), Toledo—Same.
- Unity Corp. (WTOD), Toledo—Channel 11 to Toledo.
- Maumee Valley Broadcasting Co., Toledo—Same.
- Valley Broadcasting Co. (WSYV), Steubenville—Allocate additional channel to Steubenville.
- Harold O. Bishop, Huntington—Allocate additional channel to Hillsdale.
- Cherry & Webb Broadcasting Co., Providence, R.I.—Allocate Channel 13 from Boston to Providence.

Lee F. Carrigan d/b a Texas Television, Dallas—Beve allocations to

Truman in Favor Of Uniform Time

President Truman endorsed national daylight saving time Thursday as Capitol Hill efforts to bring about uniformity in time remained at standstill.

Assembled at his Thursday morning news conference if he planned to recommend daylight time as a fuel-saving measure, the President said he hadn't thought of the idea. He doesn't like daylight time on a haphazard basis, he said. If there is to be daylight time, he suggested, it should be on a nationwide basis.

Over on the Hill, the Senate Interstate Commerce Committee was preparing to send out invitations to groups who might be interested in testifying on the matter when it comes up for subcommittee hearing April 13 [Broadcasting, March 22].

Pending before the committee are two bills—S-2296 by Sen. Clyde M. Reed (R-Kan.) for uniform daylight time and S-2041 by Sen. John Overton (D-La.) for nationwide standard time. The former was introduced by Sen. Reed at the request of the ICC.

Sen. Reed has stated that he is not personally committed to the provisions of his bill but is bent on determining "the broad public convenience and desire in the matter of time standards."

The subcommittee which will conduct the hearing consists of Sen. Reed, chairman, and Sens. Owen Brewster (R-Me.) and Ernest W. McFarland (D-Ariz.).

KORC Sold to Boles

KORC Mineral Wells, Tex., 250 w daytime outlet on 1140 kc, has been sold for $45,000 to Don Boles, commercial manager of KICA Clovis, N. M., it has been reported by Blackburn-Hamilton Co., station brokerage firm. Alfreid Achilles Corporation is licensee and seller. Deal was handled by Dallas office of Blackburn-Hamilton. Application for FCC consent is in preparation.

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IRE
(Continued from page 15)
which prevents listeners from obtaining true fidelity. Mr. DeRosa explained a theory based upon a mathematical analysis of phase distortion.

A new "circular polarization" antenna system for FM and television, said to increase vastly station coverage of thousands of home receivers, was discussed by A. G. Kandoian of Federal Telecommunication Laboratories. The antenna, he said, radiates two types of polarization—vertical and horizontal.

M. Silver and H. French, also of Federal, delivered a paper on relay transmission of high quality, noise-free FM and video programs from city studios or "on-the-spot" broadcast to a suburban transmitting station. The relay, they said, is by means of a microwave radio link, which would carry the "fine natural tones" present at a broadcast origination. The operation would be in a new frequency band allocated by the FCC.

A number of other papers were presented on various phases of nuclear studies; also papers on amplifiers, radio systems, electronic tube design and manufacture, transmission, etc. A symposium on nuclear science was held Tuesday evening by a panel of experts from the Atomic Energy Commission and Research and Development Board of the Dept. of Defense.

A second symposium was conducted Wednesday morning on "Advances Significant to Electronics."

Television Session

During Wednesday afternoon's television session, T. T. Goldsmith Jr. and R. F. Wakeman of DuMont Research Laboratories said their recent field survey of New York video stations shows that television reception is not restricted to line of sight. "That there is sufficient signal to produce satisfactory television pictures far beyond the horizon—ten 120 kilos from the transmitter—has been demonstrated frequently," the scientists said. However, they cautioned against channel interference in long-distance reception.

Andrew Alford and G. J. Adams, of Andrew Alford Laboratories, described a new method called "a picture modulated radio generator for video and audio requirements." The speakers said it will enable a manufacturer far removed from the television station to test his receiver off the air with pictures free from noise and interference.

Mr. Alford and Mr. Adams, who termed the device a forerunner of low-cost television test equipment, also presented theories, microwave model studies and whole-scale measurements of reflections from tall buildings—all designed to simplify the problem of selecting the best possible site for a video station.

Color Video

Color television was discussed by F. J. Bingley, Philco Corp., in a paper titled "The Application of Fourier transforms to the Theory of Color Mixture." It provides, the speaker said, "a new theoretical tool for engineers to use in solving several basic problems in color television."

Recipients of top IRE and fellowship awards were honored at the banquet Wednesday night, at which Dr. Willis Jackson was the guest speaker. Dr. Jackson is with the department of Electrical Engineering, Imperial College of Science and Technology, London, England. Dr. Jackson is vice president of Associated Television, London, and speaker, "Radio—Electronic Frontiers," Dr. Alfred N. Goldsmith and John V. L. Hogan, IRE fellows, spoke on "Radio—Then and Now." Max Balcom, president of the Radio Manufacturers Assn., also spoke. Dr. William L. Everitt, of the department of physics, U. of Illinois, was toastmaster.

Thursday's sessions were devoted to technical discussions of electronic computers, recent studies of radio waves, propagation, microwaves, and other subjects.

DEFENSE

AS ALARMING world events continued to lend impetus to formation of key national defense organizations, the theory of a civilian defense planning last week revealed that "radio and other communications will be the backbone for getting all activities underway."

In the wake of stepped-up organization in the Communications Division of the National Security Resources Board [Broadcasting, March 22], Russell J. Hopley, of Omaha, president of Northwestern H. TV, spoke on six months' leave of absence, assumed office March 22 as the new director of the National Defense Dept. Civil Defense Planning Unit.

At a news conference the following day Mr. Hopley told newsmen that "we need a fire department to respond when and if the conflagration comes."

Framework for the new unit will be developed in the next few months during an overall study of fundamental factors in the defense program. The organization for the present will be restricted to a small nucleus, devoting itself to the study of reports, World War II plans and other material.

"It will be the effort of any enemy," Mr. Hopley warned, "to make our citizenry passive. It will be the duty of our citizens... to do their best to see this does not happen and, as far as possible, to keep factories and utilities operating. Since we probably will be attacked without warning in any future war, we must be ready to act if such an attack comes."

Mr. Hopley told newsmen that despite scientific advancement our authorities believe damage can be reduced by prompt organized civilian action and that community life can, to a considerable degree, be restored quickly in the event of an attack.

Urgency Stressed

The urgency of civilian preparation was indicated by the new defense official when he recommended that local disaster and defense groups start organizing immediately without awaiting explicit directives from his unit.

Mr. Hopley visualized a network comprised of "radio, shortwave, telephone and other systems of communications" to serve as an alarm system and medium of information in the civilian populace during any emergency.

He indicated that preliminary plans had been drawn, leaders from every vital American industry, including radio, would be called before the planning unit to offer advice.

In addition to drafting a civilian defense blueprint, the unit will recommend legislation to Congress and implement defense plans.

Meanwhile, despite longer periods of daylight a vastly increased number of government windows cast their light over Washington as agencies near their plans for contingencies.

Among midnight oil-burners was the National Security Resources Board, upon which national security will rest so heavily, by virtue of distance-conquering scientific developments, the nature of the agency's duties and other factors.

The agency was created under the National Security Act of 1947 to advise the President on policies concerning the military, military and research and development, utilization of manpower, industrial and natural resources and other safeguards to be considered in case of war.

World Affairs Prompted

NSRB Chairman Arthur M. Hill, recently borrowed from the Greyhound Corp., where he is chairman of the board, addressed a session edging during a speech in Pittsburgh March 25, that prevailing high tension in world affairs had hastened development of his personnel.

Leighton H. Peebles, World War II director of the War Production Board's Communications Division, has returned to Washington, according to reliable sources, and a niche is being cut for him within the NSRB structure. There is heavy speculation in Washington circles that he will head the Communications Division. As such he would also be designated as a special assistant to the chairman.

Efforts also are being extended to fill out the NSRB staff, which will include approximately 500 persons, with the possible inclusion of a radio section chief in the Communications Division, according to authoritative sources.

It is anticipated that about 12 leaders in radio will be named as an advisory committee to offer advice to the Communications Division director.

ATAS Committees

COMMITTEE appointments for the Academy of Television Arts and Sciences were announced last week by Charles Brown, KFI Los Angeles program director and newly-elected president. They include: Ronnie Ames, International Recording Studios; Program: Leon Bennett, Thompson Co., Los Angeles; Publicity: David Lipton, advertising and promotion manager, Universal International Studios; Film: John Co.,-dependent of boat, Engineering, visual department, Glendale Public Schools; Production: William H. Peters, Chicago Video Broadcasting Co.; Education: Alfred Hill, multimedia and visual director, Los Angeles city schools.

CBS is to air "Nora Drake" as sustainer from April 13, when shows switches from NBC. When Then Co. and up sponsorship. To be heard on CBS Mon.-Fri., 2:30-3:45 p.m.
Nielsen Radio Index Top Programs
FOR THE REPORT WEEK OF FEB. 15-21, 1948

RANK OF
TOP PROGRAMS

TOTAL AUDIENCE

AVERAGE AUDIENCE

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KEY TO SYMBOLS: (NR) Not ranked in "Top Programs" in preceding report.

CANADA RADIO
THIRD independent Canadian station to be granted power boost to 50 kw is CKLW Windsor-Detroit, it was announced at Ottawa March 22 following CBC board of governors meeting March 18-25.

Second French-language station for Western Canada was also authorized at this meeting, with Radio Edmonton being recommended for a license for 5 kw on 680 kc. Like CKSB St. Boniface, new Edmonton station will be owned by large group of local citizens.

CKDO Oshawa has been authorized to make a change in its ownership, with Walter Dales of Montreal, becoming chief owner; T. W. Elliott, Oshawa, retaining his share of station, and J. G. Johnston and R. G. Everson, public relations counsel of Toronto, becoming new minority shareholders.

FM license for 745 mc is being recommended for the Hamilton Spectator, daily newspaper, Hamilton, Ont., and affiliated with

CKLW Windsor Is Third Raised to 50 kw
Canadian newspapers owning AM stations CJCA Edmonton, CFAC Calgary, and CKCO Ottawa.

In recommending CKLW Windsor for increase from 5 kw to 50 kw on 800 kc, CBC board pointed out that recommendation was made to provide protection for present coverage against possible encroachments from stations in other countries; that with new directional antenna there will be relatively little increase in extent of land coverage of CKLW and that increase will not adversely affect other Canadian stations.

CFAB Windsor, N. S., has been granted a change in corporate name, with new owner being Evangeline Broadcasting Co. Ltd., and station has been recommended for 250 w relay transmitter on 1490 kc at Kentville, N. S., because of unusual conditions of terrain.

FM stations were recommended by the CBC board to the Department of Transport for licensing at Simcoe, Ont., to the Pearre Pub. Co., with 207 mc; CJGB Kelowna, for FM station of 200 w; and to CJCA Edmonton, for 250 w. CBC board points out in its policy is to recommend granting FM licenses to all operators of AM stations to introduce FM to Canada.

The Department of National Defense, Ottawa, has been recommended for 100-w transmitter at Dawson, Yukon Territory, to give service to military personnel and civilians in isolated area. Similar stations are in operation at Watson Lake and Whitehorse, Yukon, at Fort Nelson, B. C., and at Churchill, Man.

New corporate name of Radio Rouyn - Abitibi Ltd., operating CHAD Amos, CKVD Val d’Or and CKRN Rouyn, is Northern Radio-Nord Inc., with new owners being D. A. Gourl, J. J. Gourl and R. Charbonneau. CKJB Lower B. C., has changed ownership from Schroeter Bros. to G. H. Pitt, J. T. Muterie, W. E. McCubbin and H. J. Davies.

New Quebec Station
New AM station at Shawinigan Falls, Que., is to operate on 1220 kc instead of 1470 kc, CBC board pointed out, and CFSS-FM Parc Ferme has been recommended to make change in frequency from 972.7 to 1003.7 mc. Emergency transmitters are granted licenses for CFOS Owen Sound, CKB1 Prince Albert, and GJLS Yarmouth.

CBC board recommended to Department of Transport that all existing licenses of AM and FM stations be renewed for fiscal year starting April 1, following a review of station operations by CBC. The review showed an improvement in frequency of programs of a number of stations. Board also recommended that shortwave licenses of independent Canadian AM stations be renewed only provisionally pending decisions of the Mexico City conference next October. Affected are CKBC Winnipeg, CFPC Montreal, CBFR Toronto, CFCC Calgary, CHNS Halifax, GJCB Sydney CKWX Vancouver and CJCA Edmonton.

Press Wireless Purchase
Sought by Jefferson Co.
JEFFERSON Standard Broadcasting Co., licensee of WBT Charlotte, N. C., has filed with the bankruptcy referee in New York, for reorganization in District Court for purchase of Press Wireless for $140,000.

Before the current transaction, Jefferson Broadcasting Co. was preferred stockholder in Press Wireless and now has “temporary possession” of the Press Wireless manufacturing plant at Hicksville, Long Island, N. Y.

TOTAL billings at WBNC New York showed 37% rise over same period in 1947, the station announced last week. Volume of local business doubled in first quarter of 1948, with total billings for March alone higher than for any previous March in station’s history, according to WBNC.

March 29, 1948 • Page 109
Johnson Bill
(Continued from page 20)
tana group also proposed that independent broadcasters form their own national association. He in-
ited "eligible members" to meet at Riverside, where he operates KPRO, "and proceed with its for-
mation" during the NAB convention in May.

The Montana association's let-
ter was signed by Don Treloar of KGEZ Kalispell, president, and Paul B. McAdam of KPRK Liv-
ingston, secretary. It advised broadcasters: "If you want to stay in the broadcasting business, try
to appear before the committee during the hearings, but if you can't, write the committee so they will have the consensus of opinion from independent broadcasters." The letter also asked that they contact their Congressional dele-
gations in behalf of the bill.

The name of Ed Craney, man-
aging director of the Pacific North-
west "XL" stations, who figured prominently in earlier Congressional clear-channel hearings, was
linked with the Johnson Bill in a letter to NAB 14th District broadcast-
ers from Gene O'Fallon of KPEL Denver.

Suggesting possible nominees for the district directorship, Mr. O'Fall-
on mentioned Mr. Craney and ob-
served: "And right now, you can bet the super-power interests know he's been in Washington (spend-
ing his own time and money) to bring this important 750-kw mat-
ter out in the open and to the attention of Congress for us." The letter was dated a week after Sen. Johnson's bill was in-
troucted.

Mr. Craney is understood to be planning a personal, in-person, trip to the hearings. It was reported that Mr. Treloar would represent his views.

Meanwhile, Victor A. Sholis, di-
rector of WHAS Clear Channel Broad-
casting Service, wrote Sen. Charles W. Tobey (R-N.H.), acting chair-
man of the Senate commerce committee,
that he was seriously concerned with indications that "you intend to race through in a matter of a week or so a question which has occupied the FCC's attention for a period of three years."

Replying on behalf of WHAS to an earlier letter from Sen. Tobey [BROADCASTING, March 22], Mr. Sholis wrote:

If Congress is going to take jurisdic-
tion over a highly complicated and technical case away from a com-
petent agency of its own creation, it must see that the public interest is protected.

The memorandum to he you have implied that my request for time for a series of public hearings, representative of large and small-town audience of WHAS, was an attempt to convert your hearing into a "Romeo holiday." I can only repeat what I told you in my original letter, that WHAS is concerned only with this problem. The whole question is one of public interest.

You plan for the hearing ignores these 40,000 rural and small-town listeners.

McCormick Protests

A vigorous protest against the Johnson Bill was entered by Col. Robert R. McCormick, president of the Chicago Tribune's clear-channel station WGN, in a letter to Acting Chairman Tobey.

Col. McCormick called attention to "many misstatements and mis-

"Those who have prevailed upon Sen. Johnson to introduce it, and upon your committee to give it consideration, have not evidenced the candor which you and your committee have a right to expect of them," he declared.

Col. McCormick seriously ques-
tioned the committee's procedure in instructing FCC to hold up its own clear-channel decision until the Johnson bill has been heard:

"TheAtomic Energy Commission has spent more than three years in holding a full and im-
partial hearing on the issues ... Do you think it wise to deprive the Commis-
sion of the authority which Congress gave it to do it? It is a question which the atti-
tude of the atomic energy commission taking to Congress to get a decision in their favor?"

On the other side, Rep. Walt Horan (R-Wash.) supported the breakdown bill in one of his writ-
ten "reports" to his constituents.

"This legislation," he said, "would give the right to maintain a de-
tow radio station, keeping it as a part of the local informa-
tion scene as the newspaper."

Sen. Johnson wrote to stations which had indicated sup-
port of his legislation, wrote that "with proper support the Johnson Bill would be passed; if not sup-
port it will be lost ... 100 stations may be brought to their knees.

Further, he said: We must anticipate that the clear-
channel stations will be fully repre-
sented by high-powered and able counsel at the hearings. They will pres-
carefully prepared exhibits and explain their need. The program itself
will be submitted in monopoly."

Dr. Dry Bills

In their March 22 issue, BROADCASTING and Telecasting pub-
lished a article in which 3000 investigators express their views on the effect of alcohol public-
liquid advertising. They praised the act by which the bill, which is a
repetition of the bill, which is a
r

Senate Group to Take Up

3 at April Hearing

The Clipseel, weekly publica-
tion of the Methodist denomina-
tion's Board of Temperance and a
primary sponsor of the Commerce Act, which prohibits the use of alcohol
banners and outdoor advertisements, pub-
lished a memorandum in its current issue on the bill's constitu-
tionality.

Prepared by Elizabeth Smart, an attorney for the national
W.C.T.U., the article cites court decisions to prove the point that the U. S. has jurisdiction in the
matter. As an example of what Congress has already done to prohibit certain types of advertising, Miss Smart points out Sec. 515 of the Commerce Act of 1923, which prohibits the use of radio for advertising lotteries.

Oscar Hypos

As A RESULT of Ronald Coleman's being awarded this year's movie oscar Mr. Coleman's transcribed Favor-
ite Story has shown an immediate sales rise, it was noted recently. The transcribed oscar feature is a Frederic Ziv package. It is heard on 312 stations, leading the Ziv properties. His sponsors num-
ber 239. Mr. Coleman's sal-
ary for the show is $3,000 weekly; the program itself is budgeted at $9,000 a week.
SHOWERMAN HAILS TV 'UNLIMITED HORIZONS' TELEVISION was hailed as the fastest growing and most exciting industry in America in an address Tuesday by J. E. Showerman, NBC vice president in charge of Central Division. He spoke before a meeting of the Chicago Technical Societies Conference at the Stevens Hotel, Chicago.

Envisioning "unlimited horizons," Mr. Showerman said the medium would have a tremendous impact upon the political and social scene and that both major political parties, recognizing its power, had selected Philadelphia as the site for their 1948 conventions.

"Neither party can afford to neglect so large a number of voters as will be represented by the Eastern television audience," he stated.

"In many ways, television's influence... will be much like a return to the early days of the republic when everybody could see and hear the major candidates."

Mr. Showerman also laid to rest fears that video would affect box office receipts. He pointed out "in practically every instance... televising of sports and theatrical events has led to increased attendance."

Former ABC Advertiser Loser in Contract Suit

A VERDICT in favor of ABC was handed down by the U. S. Southern District court of New York March 24 in a long-pending breach of contract suit brought against the network by The Products Distributing Corp., makers of Swagger and Carousel brand men's toiletries.

The plaintiff, sponsor of Swagger Time, a musical show on ABC from Sept. 10, 1945 to Dec. 9, 1945, sought $139,000 in damages in a suit instituted in July 1946. Instead the court ruled ABC was entitled to $1890 from the plaintiff.

FM GRANTS

CONDITIONAL grants for two Class A and three Class B FM stations were authorized last week by FCC. Construction permits for five Class A and ten Class B stations were issued, plus CPs in lieu of previous conditions for two Class A and ten Class B outlets.

Class A assignment on Channel 240 (95.9 mc) was given conditionally to Greenwich Broadcasting Corp., Greenwich, Conn., headed by Walter S. Lemmon, telecommunications consulting engineer and president of World Wide Broadcasting Foundation, operating WRUL and WRUW Boston and other short-wave international stations there. Greenwich has pending an application for local AM facilities.

The Commission also authorized conditional grant for Class B station on Channel 265 (101.5 mc) at Atlanta, Ga., to Fulton County Broadcasting Corp. Firm is proposed grantee of a new AM station on 1560 kc with 50 kw daytime, 10 kw night at Atlanta. In making the FM authorization FCC changed its allocations plan to switch Channel 291 (106.1 mc) from Macon to Griffin, Ga., and switch Channel 268 from Griffin to Atlanta.

A Class B assignment on Channel 298 (107.5 mc) at New Orleans was conditionally granted to Louise C. Carlson, who also is proposed grantee of a new AM station there. The AM facilities are those presently held by her divorced husband, Charles C. Carlson, for WJBW, renewal of which FCC has proposed to deny (see story page 22).

The conditional FM grants included:

- Atlanta, Ga., Fulton County Broadcasting Corp., Class B, Channel 265 (101.5 mc). Owned 100% by Samuel Remington, senior real estate dealer. Firm holds proposed grant for 50 kw day, 10 kw night on 1560 kc.
- Grand Prairie Tex., Anson B. Brundage, Class A, Channel 276 (103.1 mc). Mr. Brundage for past 25 years has been publisher of sole weekly newspaper, the Grand Prairie Texer.
- Greenwich, Conn., Greenwich Broadcasting Co., Class A, Channel 240 (95.9 mc). Corporation: Walter S. Lemmon, telecommunications consulting engineer and president of World Wide Broadcasting Foundation, operating WRUL and WRUW Boston and other short-wave international stations there. President and 60% owner; Charles S. Carlson, president of WJBW; Dr. Clem Davies, president 30%, and Carl J. Jensen, archduke, secretary-treasurer.
- Los Angeles, Maranatha Broadcasting Inc., Class B, Channel 190 (107.1 mc). Grantee is owned by Dr. Clem Davies' Ministry, non-profit religious organization. Site of proposed station will emphasize religious programming. Dr. Clem Davies is president of Ministry and is joined in it along with six other individuals. Kenneth L. Sawyer, vice president, will be station manager.
- Louisville, Louise C. Carlson, Channel 298 (107.5 mc). Mrs. Carlson is proposed grantee of new AM station to operate on facilities near Louisville. City owned by her divorced husband, Charles C. Carlson.

The following were authorized CPs; power is effective radiated power, antenna height is above average terrain:

- KSRO-FM Ruth W. Finley, Santa Rosa, Calif., Class B, Channel 272, 6.6 kw, 750 mc.
- WCOH-FM Newman Bros Co., San Antonio, Tex., Class B, 100.1 mc, 15 kw, 380 ft.
- WRUW-LFM Idaho Falls, Id., Class B, 103.3 mc (No. 277), 4.5 kw, 220 ft.
- WHO-FM Central Bestg. Co., Des Moines, Iowa, Class B, 103.0 mc (No. 268), 1 kw, 240 ft.
- WBCO Woodward Bestg. Co., Detroit, Mich., Class B, 107.5 mc (No. 280), 20 kw, 500 ft.
- KBTR Bethesda Bestg. Assn., Minneapolis, Minn., Class B, 98.2 mc (No. 233), 2.1 kw, 340 ft.
- WNYN Harold O. Bishop, Greenwich Township, N. J.-Class A, 103.3 mc (No. 280), 630 w, 310 ft.
- WYON American Quarts Labs. Inc., New York, Class A, 102.3 mc (No. 278), 300 w, 280 ft.
- WBLR Lebanon Bestg. Co., Lebanon, Pa.-Class A, 100.1 mc (No. 281), 625 w, 310 ft.
- WKOW-FM The Helm Coal Co., York, Pa.-Class A, 107.9 mc (No. 287), 17 kw, 500 ft.
- WPMF Fanny B. Wilson, Memphis, Tenn.-Class B, 104.3 mc (No. 282), 15 kw, 246 ft.
- KPVR Fryer Dillard, Raymondville, Tex.-Class A, 101.7 mc (No. 289), 360 w, 150 ft.
- WPDR-FM Valley Ohio Bestg. Corp., Parkersburg, W. Va.-Class B, 106.5 mc (No. 251), 22 kw, 460 ft.
- WEAU-FM Central Bestg. Co., Eau Claire, Wis.-Class B, 94.1 mc (No. 231), 50 kw, 320 ft.

Following were authorized CPs in lieu of previous conditions:

- WBCW Western Massachusetts Bestg. Corp., Greenfield, Mass.-Class B, 94.3 mc (No. 222), 1 kw, minus 185 ft.

DuMont Pittsburgh TV Outlet Readied

WORK HAS BEGUN on WDTV, DuMont video station in Pittsburgh. Company hopes to have station ready for test patterns by mid-September.

Transmitter is being erected in the Braselton receiving district of Pittsburgh, the highest part of the city. Signal strength will be the same as that of the DuMont key station, WABD New York—effectively a minimum power of 1.25 kw for video and of 9.45 kw for audio. WDTV will operate on Channel 3 (60-66 mc).

WDTV will be the first television station in Pittsburgh. There are seven applicants for the remaining three television channels allocated to that city, and the FCC has scheduled a hearing on their arguments for May 17. Contact with NAB Convention dates likely will cause postponement.

WISCONSIN'S newest and MOST POWERFUL RADIO STATION

WKOW

Wisconsin's newest and most powerful radio station

WKOW

Affiliated M. B. S.

Madison, Wisconsin

Represented by Headley-Reed Company

BROADCASTING • Telecasting

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Mr. Coy addressing IRE

the radio industry as a whole and in terms of greater national security.

Chairman Coy told the engineers that “the spirit of mutual understanding and cooperation has always been a touchstone of progress in radio technique. Our past successes augur well for the future.”

He lauded the work of the International Telecommunications Conferences at Atlantic City last summer, outlining the conferences yet to be held and work to be done to implement the Atlantic City allocations principles.

Change-Over Date

Sept. 1, 1949, he noted, is the date when the Atlantic City Radio Regulations are due to become “completely effective,” marking the “change-over from the old frequencies and the old regulations which were adequate when they were adopted at Cairo 10 years ago, but have since been outmoded by the accelerated speed of recent technical developments.”

And the Atlantic City decision to allot frequencies to stations of the various countries according to engineering principles, he said, “the radio engineers of the world realize a dream of 40 years.”

He said “you can see that we can soon bring order out of chaos in the field of international radio.”

To help accomplish this, he pointed out, 15 conferences are slated this year.

**NEW DIVISION OF IRE DISCUSSED BY GROUP**

FORMATION of a broadcast engineering group as a separate study division of IRE was discussed by 25 engineers attending last week’s convention. If established, the group would be one of many envisioned by the IRE professional committee and recommended to the board of directors.

Engineers recommended that details of the plan should be circulated among AM, FM, television, audio, international and facsimile broadcasters, who would be requested to submit comments on the formation. A follow-up meeting on the plan is scheduled during the NAB May convention in Los Angeles.

Royal V. Howard, director of the Department of Engineering for NAB, directed the meeting.

**ABC STATION GROUP TOURS WFIL, WFIL - TV**

OFFICIALS from 11 ABC affiliated stations within the network’s District 1 visited Philadelphia March 19 to inspect the facilities of WFIL and WFIL-TV. The tour was arranged by Roger W. Clipp, general manager of the Philadelphia Inquirer stations and chairman of ABC’s stations planning and advisory committee.

Following a luncheon at the Penn Sheraton Hotel, the group visited the recently-completed WFIL-TV studio and office building at 46th and Market Sts., and the new WFIL transmitter in Whitmarsh Township, Pa. Inquirer Television Newsroom, prepared exclusively by members of WFIL-TV’s newsroom staff, and staging a studio program were witnessed by the group. Among those who inspected the facilities were: Roy F. Thompson, WRTA Altoona; Pa., F. H. Brinkley, general manager, WILM Wilmington, Del.; E. S. Whittlock, manager, WRL Richmond, Va.; J. H. L. Traufelter, vice president and treasurer, WSPR Baltimore; F. H. Alldoorfer, president, WITN Lancaster, Pa.; Richard W. Davis, general manager, and Rudy Florid, program director, WELI New Haven, Conn.; C. W. Heath, station manager, WTHT Hartford, Conn.; Stephen R. Hiltou, WXXW Albany, N. Y.; Roy C. Grant; general manager, WPFO Atlantic City, N. J.; Clifford M. Crayton, general manager, WERU Reading Pa.; Walter J. Rothstein, general manager, WNYT New York, Pa.; Ernest L. Jahnke and Otto C. Brandt, board members of the ABC station relations department.

Conducting the group on the tour were: Mr. Clipp; Kenneth W. Bloomepa, director of television; Louis E. Littlejohn, chief engineer; and James T. Perdue, director, advertising and promotion.

FM STATION W- - CAPITAL OLD DOMINION

NOW OPERATING

18 1/2 HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In This Market

USE WMGB

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

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Eight More Asking Television Grants

Hearst Radio Applies for Station In Milwaukee

APPLICATIONS for eight new commercial television stations, three of which represent new interests in the radio station ownership field, were filed last week with FCC.

Woc-safe Radio Inc., permittee of WBAL-TV Baltimore and licensee of WBAL Baltimore and WISN Milwaukee, requests Channel 10 (192-198 mc) in the latter city. Permittee of WOC Davenport, Iowa, seeks Channel 5 (76-82 mc) at Davenport. Central Broadcasting earlier had filed for video in Des Moines, asking Channel 9 (186-202 mc) [BROADCASTING, March 1].

The new applicants, facilities requested and ownership, include:

Birmingham, Ala.—Birmingham News Co., Channel 9 (186-190 mc), 25-kw visual, 11.5 kw aural. Initial visual operating cost $120,000, first year operating cost $155,000, first year operating cost $36,000, revenue unknown. Henry B. Thomas, president of the company and official representative of Alabama Newspapers Inc., which owns the news company, applied.

Donroy also filed for Channel 10 (192-198 mc) pending.

Central Broadcasting Co., licensee of WHO Des Moines and affiliated with the NBC network, seeks Channel 5 (76-82 mc) at Des Moines, Iowa, to be used by the station for visual and aural. March 24, 1949.

Fresno, Calif.—Central Broadcasting Co., Channel 29, 1949, 15 kw visual, 15 kw aural. Initial visual operating cost $200,000, revenue $75,000. Applied by owners of the Fresno Bee, whose permittee of WOC-TV Fresno is affiliated with NBC.

Hearst Radio Inc., permittee of KNX Los Angeles, seeks Channel 13 (216-222 mc) for use as a visual. Initial visual operating cost $137,000, first year operating cost $175,000, revenue unknown. Applied by Lester C. Heilbronn, president of the company.

Tulsa, Okla.—George E. Cameron Inc., Channel 11 (212-218 mc), 11.3 kw. Initial visual operating cost $120,000, first year operating cost $150,000, revenue unknown. Applied by owners of the Tulsa World, whose station WFLD operates a visual station at Fort Worth, Texas, and a visual and aural station at Kansas City, Mo.

WTTG Washington, D.M.—WTTG, 1949, 13.5 kw visual, 5.5 kw aural. Initial visual operating cost $210,000, first year operating cost $250,000, revenue unknown. Applied by owners of the Washington Post, whose station WTOP operates visual and aural stations in Washington, D.C., and St. Louis, Mo.

CHANNEL 12

The Commission has decided that should a written application be filed by KICD Spencer, Iowa, hearing on the matter by April 14, the permit to operate would be suspended until conclusion of the proceeding. The order stated that in the April 1945 transfer of control of KICD Mr. Spencer represented his net worth to be $27,500. This figure subsequently was amended, FCC continued, to show that as of Jan. 31, 1945, his net worth was $23,750-44 with no liabilities other than the 7½% secured bond obligations totaling $285.60.

FCC’s order related that on Dec. 8, 1947, Mr. Sanders acknowledged under oath that the data was incorrect and that he actually was indebted to Rev. Smith for $19,000. The proceeds of this personal loan, according to the Commission, were used to buy the stock from Mr. Andrews.

The “indebtedness to J. Harold Smith was willfully concealed from the Commission and misrepresentations made in lieu thereto,” FCC said, which if known at the time would have been sufficient to warrant denial of the transfer.

Mr. Sanders at the time he acquired the KICD control had been commercial representative of WNOX Knoxville, one of the several stations which had refused to continue carrying Rev. Smith’s broadcasts. The evangelist was on WNOX from July 1941 to April 1946. It was after being denied further time on WNOX that application for WIBK was filed.

McCarthy Leaving KQW for TV Station

Mr. McCarthy is to become general manager of Television California, applicant for a commercial television station at San Francisco on Channel 24.

Television California is principally owned (90%) by Edwin W. Pauley, former special assistant to the Secretary of the Army Kenneth Royall and now aide to the late President Roosevelt. In addition to his San Francisco television application he has been reported negotiating for purchase of Mrs. Dorothy B. Beck School of Broadcasting in California, which operates KQW, CBS and KYA San Francisco for about $1,000,000 [CLOSED CIRCUIT, March 22]. KLAC has a video grant.

The company plans to erect a transmitter at Mount San Bruno near San Francisco with main studios in the downtown section of city. Plans call for a program of engineering research in the higher frequencies and program research to determine the program desires of residents of the Bay Area.

Before joining KQW, Mr. McCarthy was affiliated with NBC for a number of years, in San Francisco and New York.

CBS-Garden TV Contract

CBS last week announced the signing of its third consecutive annual contract with Madison Square Garden for television rights to sporting events and other activities in the New York arena. It was understood that CBS paid $100,000 for the video rights, although the network would not confirm this figure. CBS owns 32% of the Garden stock. The contract extends to April 1949.

220-225 mc to Hams

AMATEUR operators in addition to presently assigned frequency bands will also be given 220-225 mc under proposed amendment to Part 10 of the FCC rules. The proposal was announced last week by the Commission. The grant will be made under conditions to prevent interference to present British and Canadian temporary operators, with radar distance measuring equipment, FCC said. Temporary radar use is valid until Jan. 1, 1952.
AP, UP, INS Set Air Release Times

CBS Clinic

(Continued from page 18)

FCC Authorizes Transfers to Four

CONSENT was granted by FCC last week to four station transfers, including sale of 50% interest in WTMJ and WTMF-FM, Trenton, N. J., to S. Carl Mark for $165,000. (Original agreement March 27, 1952, $180,000.)

An agreement involving 50% interest in WKAE, Pittsburgh; WMNS, Harrisburg; WEXF, Altoona; and WHTM, Reading, Pa. to WGR, Rochester, N. Y., for $50,000. (Original agreement March 11, 1951, $60,000.)

Services Seeking to 'Prevent Discrimination'

AN AGREEMENT among the three major news associations, AP, INS and UP, to "prevent discrimination against stations that carry advance release dates on stories transmitted for advance release was announced last Friday.

The three services announced that henceforth when a source stipulates a release for morning newspapers, the story on the wires would be slugged for release at 7 p.m., Eastern Time, and when released for afternoon newspapers, the story will be available for release at 7 a.m., Eastern Time.

The agreement covered all news material and pictures and was signed by Phil Newsum, radio news manager for UP; Alan Gould, assistant general news manager for AP, and Philip G. Reed, managing editor of INS.

A full text of the agreement follows:

"The three services agree:

(1) They will accept such advance material on condition that the stipulated release time will not be made to discriminate between newspapers and radio. In cases of such discrimination (i.e., a later release time for either one or the other), it should be standard practice to recognize the earlier release, which is fair to both media.

(2) When the source stipulates release to a.m. newspapers, the material will carry a slug to show that it is for release at 7 p.m., New York time. When the source stipulates release to p.m. newspapers, the material will carry a slug to show that it is for release at 7 a.m., New York time. The source will be advised of this understanding.

(3) Whenever there is a deviation from this policy, the three services shall consult to determine joint action.

(4) In addition to these specific points, the three services will undertake to assure that their newspapers observe the inequities of different release hours for newspaper and for radio on any one piece of copy. They will press persistently for a specific fixed hour on all mediums as the fairest procedure."

KSL LAWYERS REGULATE UNDER LOBBY ACT

LATEST radio figures to register under the Lobbying Act of 1946 are Ernest L. and Glen A. Wilkinson, Washington attorneys for Radio Station KSL, Salt Lake City, Utah, licensee of KSL Salt Lake City; it was learned last week.

Frank M. (Scoop) Russell, NBC Washington vice president, was the first to be received under the Lobby Act shortly after Attorney General Clark authorized an overall investigation of lobbying practices [BROADCASTING, Jan. 19 and Feb. 9].

Addition to the list in later weeks were A. D. Willard Jr. and Don Petty for NAB [BROADCASTING, Feb. 9] and Earl H. Gammons, CBS Washington vice president [BROADCASTING, Feb. 16].

The investigation got under way in Washington last week, where a federal grand jury began a sweeping probe into operations of illegal lobbyists.

Irving Kaufman, New York attorney conducting the investigation for the Justice Dept., declined to say whether or not radio interests would be involved.

CBS Store

Mr. Cohen

Mr. Cohen

No Traffic Problems

Transportation became quite a problem in some of the river towns during the recent near-flood rampage of the Ohio River. But Jim Millard, chief engineer at WZIP Covington, Ky., looked on it as merely a traffic problem...
At Deadline...

FCC Upholds 9-Month-Old Allentown, Pa., Grant

Nine-month-old grant to Allentown Broadcasting Co. for new station on 1230 kc with 250 w fulltime at Allentown, Pa. [Broadcasting, June 30, 1947] was upheld by FCC Friday in opinion denying competing applicants further hearing in case pending predecessor Eastern Publishing Co., Easton, Pa., and Steel City Broadcasting Co., Allentown.

Allentown Broadcasting, whose station will be W2XLD, was held by FCC to have obtained by mud-willer of Washington, D. C., broadcasting and communications veteran, who will be general manager. With his wife, he owns 74% of stock. He is assisted by Colin H. Butyn, Washington radio consultant; Lynne C. Smeby, consulting radio engineer, also of Washington, and a group of local men.

UAW Applicant Answers Protest of WCAR Pontiac

UAW-CIO Broadcasting Corp., competing with WCAR Pontiac for use of 1130 kc at Detroit, told FCC Friday that WCAR "apparently . . . is less interested in expediting a final decision than in avoiding a comparative analysis of its program structure with that of this applicant." Statement was in answer to WCAR protest against postponement of UAW-CIO group's presentation until April 1 (earlier story page 60). Union-identified applicant claimed hearing examiner had "regulate the course of the hearing," that his decision to postpone is not reviewable by Commission, and that consequently WCAR's petition for review "was more in the nature of a press statement."

NAB Code Revision Completed

(Continued from page 4)

good taste prevailing in selection and handling of news; "due care" should be exercised in every phase of selection, format and presentation, and in selection of newscasters and announcements. Issues of public importance should be given prominence and placement of advertising, which should be done to the extent feasible, in programs of less than 10 minutes, to be at or near beginning of broadcast.

POLITICAL—Political broadcasts, or dramatization or simulation thereof, that influence an election, shall be limited to approximately two minutes and the material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material." 

PUBLIC AFFAIRS AND ISSUES—Time allotment should be made on all other elements of balanced schedules, and to public interest in questions of concern.

POLITICAL—Political broadcasts, or dramatization or simulation thereof, that influence an election, shall be limited to approximately two minutes and the material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; religious truths, not material jeopardizing sound character should be avoided; controversial issues discussed; 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The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market. A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.
Quarterly Reports Available

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A New Product, New Package, New Program