things you may not have known till now

or: this gets around to WOR eventually

animal peculiarities

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

the most expensive bean

The vanilla bean is the costliest bean on earth. It flourishes in Mexico, chiefly in Papantla and Misantla. It grows wild, and is gathered and marketed by the natives. Just as they come from the forests the beans sell at $10.00 per 1000. After the beans are dried and cured they are worth from $11.00 to $12.00 per pound.

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

the speed of thought

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

It took one WOR sponsor only 7 months to increase his business 25% over the previous year. WOR helped another man jump his product's standing from 8th to 3rd place in a keenly competitive field. It will take you only a few seconds to write or call

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

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

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

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

Here is another county intensively covered and served by WLS. Yet Lafayette county is only one small part of the rich WLS market. It has a population of 18,695—rural 100%! (County seat Darlington is 2,002). Gross farm income in 1946 was 17 million dollars . . . retail sales over 9½ million dollars.

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

Answer: Both!

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

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

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

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

WESTINGHOUSE RADIO STATIONS Inc

WBZ - WBZA - WOWO - KEX - KYW - KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS
Closed Circuit

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

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

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

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

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

SUBSTANTIAL agreement has been reached among North American nations for postponement of present NARBA in Montreal from Aug. 2, 1948 to Sept. 17, 1949. Tentative understanding also includes 18-month extension of throwback covering existing allocations among nations from March 1949 or until September 1950. Telegrams formalizing postponement went out last week.

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

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

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

(Continued on page 94)

Upcoming

April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 27-29: Radio Farm Directors, Dept. of Agriculture, Washington, D. C.
April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus.
May 3: NAB District 2, (N. Y., N. J.) Conference, Hotel Roosevelt, N. Y.
May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 70)

Business Briefly

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

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


CANADA DRY GINGER ALE BUYS SPOTS ON TV OUTLETS

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

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

Tobey Orders Surprise Probe of Radio

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

Closing order on Johnson Bill (S-2331) to break down clear channels, Sen. Tobey announced hearings would get under way this week. No date set. Dr. C. B. Jolliffe, executive vice president of RCA Labs., asked to appear along with Raymond Guy, NBC manager of radio and allocations engineering.

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

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

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

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

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

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

Long series of questions about RCA patent

(Continued on page 94)

BROADCASTING Telecasting
Toothpaste or Tractors

Whatever you sell — whether it appeals to farmer or city dweller, KCMO reaches your market in Mid-America. Kansas City's most powerful station, KCMO, with 50,000 watts daytime, non-directional, beams your sales message to 213 counties within KCMO's ½ millivolt measured area and far beyond. Inside this area are over five million consumers—54% rural and 46% urban. And mail response from 407 counties in six states, plus 22 other states not tabulated, proves your customers listen to KCMO. Ask for proof of this unparalleled coverage and find out how economically you can put KCMO's powerful selling force to work for your product!

50,000 Watts DAYTIME Non-Directional
10,000 Watts Night—at 810 kc.

KCMO
KANSAS CITY, MISSOURI
Basic ABC Station for Mid-America
National Representative: John E. Pearson Co.

One Does It—in Mid-America!
...over five million people listen to one station every week
Who are these five million?

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

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

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

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

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

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

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

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**KNX**

Los Angeles • 50,000 Watts
A. MONROE, former advertising manager of Liebhmann Breweries, New York, and previously associated with J. Walter Thompson Co., has been appointed account executive of Brooke, Smith, French & Dorrance, Detroit and New York.

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

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

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

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

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

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

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

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

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

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

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

IRVING & KIRKSE, newly formed advertising agency, has opened offices at 525 Market St., San Francisco. Owners are R. D. IRVING and FRED W. KIRKSE.

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

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

GATES-BOURGEOIS Adv., Cleveland, has moved to new quarters at 8303 Euclid Ave.

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

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

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

Programs like CLUB 15 — with Bob Crosby,
The Modernaires, Margaret Whiting and The Andrews Sisters — attract
loyal followers for WMT. Wealthy markets — like Eastern
Iowa's prosperous farmers and industrious manufacturers
— attract advertisers. It's a good deal. Everybody
benefits, sponsors and agencies are happy,
and 1,131,782 people within WMT's 2.5 MV line
can be entertained and stimulated. Join forces
with WMT — Eastern Iowa's only
CBS outlet. The Katz Agency has the facts.
SPORTS telecasts occupied the air for most of the month during February. Reports of 15 stations operating commercially during that period show that of a total of 1632 hours and 14 minutes of television programs broadcast in February, more than a third, 554 hours and 14 minutes, were devoted to sports telecasts.

In addition to the boxing and wrestling pick-up shows which are standard fare the year round, February's televised sports included basketball, hockey and indoor track. Films of the Winter Olympics, made in Switzerland and flown to America for teleshowing a day or so later, were broadcast by most stations, many of them under sponsorship of the local Chevrolet dealers or U. S. Rubber Co. The rivalry between stations and sponsors to get their films to the public in their area first was just as intense and frequently more interesting than the feats of the skaters and skiers competing in the Olympic Winter Games.

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

Children's programs were third in hours used, both overall (155 hours, 57 minutes) and sponsored (61 hours, seven minutes). News was fourth overall with 158 hours, 34 minutes, but ranked only sixth in amount of sponsored time, 30 hours, eight minutes.

It is interesting to note that while more than nine-tenths of the sports telecasts were remote pick-ups, not a single remote news program was reported by any station. This is largely because the movie camera has proven a more practicable and less expensive method of covering most news events, but it is also due to some degree a matter of broadcasting semantics.

Special Events Coverage

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

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

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

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

Commentators Rank Eleventh

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

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

Memorandum

WSB

Atlanta, Ga.

From: STATION MANAGEMENT
To: Advertising Agency Time Buyers

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

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

Any Petry man can fill you in on the details.

Establishment

TELEVISION WITHIN 1948
Plans for WSB—T.V. are being rushed to completion. This same market knowledge and program know-how will be available. You can get more where you buy experience.

THE VOICE OF THE SOUTH

50,000 WATTS

WSB

750 K.C.

THE ATLANTA JOURNAL STATION

ATLANTA, GEORGIA

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

...and you won’t be put in the shade

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

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

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

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

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

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

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

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

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

Data supporting statistical summaries are available on request.

WCCO—Sells 'em while they're hot!
50,000 WATTS • 820 KC • CBS
MINNEAPOLIS • ST. PAUL

Represented by Radio Sales
...Radio Stations Representative
...CBS
Our advertisers dearly love us for making a HOG of ourselves

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

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

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

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

FLINT
WFDF
MICH.

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

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

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

No need for indecision when it comes to coverage of this upstate market.
GENERAL TIRE & RUBBER Co., New York, has signed for sponsorship of Let's Go to the Games over five stations of Yankee Network for 26-week period. Stations are: WNAC Boston, WEAN Providence, WICC Bridgeport, WAAB Worcester and WMTW Portland.

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

DR. CALDWELL
DOANS
KROGER
OYSTER SHELL
OAKFORD
HOSZELL
18 LOCAL ADVERTISERS

425 Weeks

BULOVA
EX LAX
INTERSTATE BAKERIES
CRITIC FEEDS
GIPPS BEER
7 LOCAL ADVERTISERS

WMBD DOMINANCE! Always a bigger share of the audience than all other Peoria stations combined. See latest Hooper Station Listening Index. (Jan.-Feb., 1948)

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

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

Says Allied Record Had Principal U. S. Contract
EDITOR, BROADCASTING:
April 5 issue of Broadcasting announced that ABC had been awarded the government contract formerly held by NBC.

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

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

Of course, we realize that a publication such as yours, gathering .

(Continued on page 72)
The Unique

Spokane Market

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

Population ______________________ 795,300*
18.9% in Spokane; 81.1% Rural

Effective Buying Income _______ Over 1 Billion*
Eff. Buying Income ______ $1,838 Per Capita*
(18% Above U. S. Average)

Average Income Per Farm __________ $8,915
(121% Above U. S. Average)

Total Families __________ 246,700*
Total Radio Families __________ 228,780**
Radio Families __________ 91.0%

SPOKANE—Only Metropolitan city in 150
Mile Radius.

*National Management's 1947 Survey of Buy-
ing Income. **BMB 1946 Percentages ap-
pied to S.M.'s 1947 Survey.

Owned and Operated by

LOUIS WASMER
A. B. C. AFFILIATE

Radio Central Bldg.
Spokane 8, Wash.

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

April 26, 1948 • Page 17
Feature of the Week

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

TWO HUNDRED boys and girls at an orphanage in the Netherlands capital, The Hague, sat down to a typical American ham-and-egg breakfast Easter day, thanks to Martha Crane and Helen Joyce, co-conductors of the Feature Foods homemaking program, heard daily on WLS Chicago. Martha and Helen asked their listeners for small donations for the institution—one of their CARE projects—so that each child could have an Easter gift.

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

(Continued on page 79)

On All Accounts

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

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

He joined KLRA Little Rock, Ark., in 1939, and after two years left for New York and an announcing job at WHOM.

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

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

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

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

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

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

Mr. Spire is married and the father of three children. The Spires live in Manhasset, Long Island. A gardening and Dodger fan, Bill's current aversions are bugs and the Giants.
14-City Hooper Survey Reveals

Intermountain Network Delivers 36% Of Morning Audiences

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

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

### HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities

<table>
<thead>
<tr>
<th>Time &amp; Day</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN* NETWORK</th>
<th>Ax By Network</th>
<th>Cx Network</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon Mon. thru Fri.</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
</tr>
</tbody>
</table>

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations.

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

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

Yes, there's big business in Greater Miami. And when it comes to getting your share, keep in mind that WQAM's clear signal effectively covers all of Greater Miami's rich trading areas. For more results, at less cost, it's Miami's First Station, -- First in Showmanship, and in the kind of listener responsiveness that makes for Sales.
TAYLOR FOR DURR?  Cottone, Willoughby, Norfleet Also Mentioned

By RUFUS CRATER

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

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

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

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

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

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

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

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

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

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

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

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

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

Policy Changes Seen

By ED KEYS

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

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

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

Other industry complaints are:

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

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FCC Rule Sought On CBS KTTV Bid

Network Asking Part Ownership Of Los Angeles TV Station

A PETITION seeking approval of an agreement between CBS and the Los Angeles Television station KTTV, in which the network intends to acquire partial ownership, will be filed with the FCC within a week, it was learned last week in New York.

Although details of the agreement were not disclosed, it was characterized by one informed source as "an unusual arrangement."

It had been reported that CBS would acquire an interest in the Los Angeles station—probably less than 50%—and it would actively participate in the management. Norman Chandler, publisher of the Los Angeles Times, admitted that the CBS purchase of a part ownership was involved in the proposed agreement but refused to discuss the matter specifically.

Mr. Chandler was in New York last week to attend the convention of the American Newspaper Publishers Assn. and was expected to leave at week's end. Raymond Moskowitz, Times technical director, was conferring with CBS executives in New York and was intending to remain in New York for another week at least, it was said.

AFM-TV

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

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

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

No Firm Basis

No reliable information was available as to the amount of wages sought by the union for television performances beyond the acknowledgment that between CBS and AFM spokesmen, were reportedly "still apart" on many points at issue. It was understood, however, that a negotiation meeting might be arranged late Friday and that final agreement was not regarded as impossible by the weekend.

Meanwhile, it was learned that the AFM in an endeavor to recover

NEW AFRA PACT

Network Staffers Get 7½% Pay Boost

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

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

Aside from the above-noted pay boosts, present fees will prevail until Oct. 31, 1980. This includes both the pay scales of staff employees and the Code of Fair Practices for Commercial Broadcasting which defines fees of actors, single announcers and others for specific types of broadcast. These fees are in addition to regular staff salaries and also are paid freelancers.

Would Expire Oct. 31

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

In the current renewal contracts no change is made in commercial or sustaining program fees or in transcription rates.

AFRA has agreed to petition the National Labor Relations Board to authorize union shop elections in order to conform with the Taft-Hartley Act.

AFM-TV

Video Scale Expected Soon

the use of musicians whose services have been denied transcription or record manufacturers since last December.

It was understood the companies hoped to bring action for alleged violation of Taft-Hartley Act provisions. Sydney M. Kaye, special counsel to the Industry Music Committee, was reported to have prepared "sample" charges which could be lodged against the AFM with the National Labor Relations Board.

The "sample" prepared by Mr. Kaye did not, it was reported, constitute a final draft of allegations against the union, but it was intended only as an advisory guide to the companies. The Industry Music Committee's function is advisory only.

Identities of the companies which were considering the action were not revealed, but it was indicated that several firms were involved. Whether they would take joint or separate action was also unsettled, it was reported.

It was believed that a conference of the companies would be held preliminary to further development of the legal preparation.

4 MORE JOIN ABC TV 2-Year Affiliate Contracts

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

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

Coincidentally, the network announced that all but one of the ABC television stations would be owned and operated by the company.

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

Special Course

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

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

WMAL-TV Washington, Sam H. Kassmann, president, owned by The Evening Star Broadcasting Co., Channel 7, visual power 27.7 kw, aural power 13.9 kw.

WTCN-TV Minneapolis, F. Van Keny

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BROADCASTING • Teletasking

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FCC's HEARINGS on its seven-year-old Mayflower Decision forbidding stations to editorialize were completed last week, with observers more certain than ever that the Commission would not lift the ban without imposing strict checkreins.

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

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

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

Hot Dispute

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

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

T. A. M. Craven, another FCC member when the decision was issued, now vice president of

MAYFLOWER HEARING

NAB President Justin Miller as he testified at Mayflower session.

of the Mayflower rule had been dis-owned by a later AFL witness [BROADCASTING, March 8], sent a letter withdrawing WCFL's statement after further study of the questions involved. Other letters submitted through Mr. Cotton were from:

American Legion Commander James F. Herring, favoring editorializing; A. M. Morgan, president of WLYN Lynn, Mass., opposing it; Ed Crane, operator of the "NL" stations of the Northwest, who felt stations may air their views if they provide equal time for opposing viewpoints; John F. Hogan, president of the Assn. of Radio News Directors, who discussed the question without taking a stand pro or con; Jack Kroll, director of CIO Political Action Committee, and Morris Pizer, president of the United Furniture Workers (CIO), both of whom asked for reaffirmation of the Mayflower principles.

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

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

FCC Considerations

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

By FLORENCE SMALL

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

Agency for Pharmaco is Ruthrauff and Ryan, New York.

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

Dropping all other advertising except radio and sampling, the company invested the next year in the Potash and Permlliter series on the same network, with program wisely watching returns for its advertising dollar.

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

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

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

Extending its campaign into Canada this year, the company again has turned to radio, piping its Charlie Chan feature into CKBY Toronto, as well as launching a five-minute program, Song Clue Contest, on the same station.

It has supplemented these two programs with a spot announcement campaign on 25 Canadian outlets. The Baker Agency in Toronto handles the firm's Canadian activities.

Advertising head of radio-minded Pharmaco is Gifford H. Hart, vice president, who came to the

Analine Sponsors

GENERAL ANALINE and Film Corp., New York, (Glim) on May 3 starts three-weekly sponsorship of Bob Miller on full Day La California regional network for 52 weeks. Plans are to extend sponsorship to Pacific, mid-western and eastern networks. Botsford, Con- standline and Gardner, San Fran- cisco, handles account.

Finds Radio Does Job Best

Time Adjustments Made by Networks

Programming Machinery Is Set
In Motion for Daylight Time

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

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

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

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

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

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

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

A close friend of the Chief Executive, Mr. Sawyer in 1944-45 was Ambassador to Belgium. He is 69, with four years of newspaper experience and has been active in political affairs in Ohio. From 1911 to 1915 he was a member of the Cincinnati City Council; in 1938 he was Lieutenant Governor of the state and from 1938 to 1944 he was Democratic national commit- tee man from Ohio.

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

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Sawyer

First Prominent Radio Figure in Cabinet

Appointment by President Truman on April 21 of Charles Sawyer, Cincinnati lawyer, businessman and statesman, as Secretary of Commerce, marks the first time in history that a prominent personage identified with station ownership has been given cabinet status.

Former vice president and general counsel of Crosley Corp., Mr. Sawyer is president of Radio station of Springfield, licensee of WIZE Springfield, Ohio, and of Great Trails Broadcasting Corp., licensee of WING Dayton, Ohio. He also owns controlling interest in the Lancaster (Ohio) Eagle-Gazette.

J. P. Williams, son-in-law of Mr. Sawyer, is general manager of both WING and WIZE.

Mr. Sawyer was present at his first cabinet meeting April 23, even though his appointment had not yet been confirmed. In answer to queries, President Truman said that Mr. Sawyer's appointment had nothing to do with politics. The President said he thought Mr. Sawyer was the best man for the job. The appointment is to be considered by the Senate Committee and Foreign Commerce Committee at a later date, probably during executive sessions April 29. If approved, the appointment will be sent to the Senate for final approval.
The AM band was widened to include the 540 channel by the International Telecommunications Conference at Atlantic City last summer, but with provisions forbidding its use without agreement by the nations of Region Two, which includes NARBA signatories. Engineers attending the NARBA preparatory meeting at Havana last November also recommended extension of the AM band to include 540 kc, but the exact use to which the channel would be put was left to the forthcoming treaty conference itself.

It was regarded as a foregone conclusion that the U. S. would protest the Mexican action. The protest is expected to contend that assignment of the 540-kc station is contrary to NARBA and also runs counter to other international agreements, and that orderly procedure requires that negotiation (Continued on page 73)

**UNIFORM TIME**

By JOE SITRICK

NEED for uniform time in the U. S. was agreed upon by virtually all witnesses appearing before a Senate Interstate Commerce subcommittee two years ago. This year, however, there was disagreement over whether it should be standard or daylight saving time.

The committee has before it two opposing measures [Broadcasting, April 19]. One, S.2206 introduced by Sen. Clyde M. Reed (R-Kan.), subcommittee chairman, provides for uniform daylight time from the last Sunday in April until the last Sunday in September. The other, S.3041, authored by Sen. John O'ertan (D-La.) would keep standard time the year round.

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

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

**MOST WITNESSES AGREE ON NEED**

Left Photo: A. D. Willard Jr. NAB executive vice president, expresses the sentiments of broadcasters for uniform time. Center Photo: Earl H. Gammons, CBS vice president cites disruptions caused by time shuffles. Right Photo: At recess James Nau, CBS Washington attorney (I) and Gene Juster, who appeared for Frank M. Russell, vice president in charge of NBC Washington, examining a text of a witness.

540 KC BLOCK

A SQUEEZE PLAY which could effectively block any substantial use of 540 kc by U. S. broadcasters has been undertaken by Mexico in the assignment of a 150-kw “1-A clear channel” station on the newly authorized AM channel.

The move is considered sure to draw a strong protest from this country since 540 kc is not yet covered by the North American Regional Broadcasting Agreement. Its use in the AM band was to be decided in the negotiation of the next NARBA.

Mexico’s plans for the 150-kw station were disclosed through customary notifications sent to all NARBA signatory nations. The station would be located at San Luis Potosi, some 350 miles south of the U. S. border, and, according to the notification, is slated to commence operation about Dec. 1 this year. Mexico specified that it was assigned as a 1-A station.

Since Canada has been using 540 kc with 50 kw at CBK Watrous, Sask., for several years under a special arrangement with the U. S. and is seeking through NARBA to have the channel classified 1-A, Mexico’s proposed use would severely limit operation on the frequency in the U. S.

If it were necessary to accord the customary 1-A protection to both the Canadian and Mexican borders, communications authorities said the channel would be of little value to the U. S. except possibly for one or two coast stations. Even these, it was said, probably would have to employ highly directional antennas to give proper protection to the two borders.

Previous Petition

NAB meanwhile recalled that it had petitioned FCC almost three months ago for proceedings “to determine what would constitute the most effective use of the frequency 540 kc in the U. S.” [Broadcasting, Feb. 2]. It was disclosed that Judge Justin Miller, NAB president, followed up the petition with a March 17 letter to FCC Chairman Wayne Coy declaring that “no country should be permitted to establish any prior right to assignments made on 540 kc.”

Referring to current efforts to secure a postponement of the NARBA conference scheduled for August, Judge Miller’s letter also outlined the position of American broadcasters, expressing belief that “the principles and standards now observed between the several countries of the North American Region as a result of the NARBA, the Interim Agreement, and informal understandings should remain in status quo pending the preparation for, and execution of, a new NARBA…”

NAB said Mr. Coy replied that the matter had been called to the Commissioners’ attention.

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

It was regarded as a foregone conclusion that the U. S. would protest the Mexican action. The protest is expected to contend that assignment of the 540-kc station is contrary to NARBA and also runs counter to other international agreements, and that orderly procedure requires that negotiation (Continued on page 73)
SPOKESMEN for clear channel broadcasters wound up their fight, arguing the Johnson Bill (S-2231) with rebuttal testimony before the Senate Interstate Commerce Committee last Monday and Friday mornings. Proponents of the bill were to testify on Friday afternoon (see story page 4).

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

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

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

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

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

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

Of Commdr. Craven's plan to authorize four or five 1-B stations on each of the 1-A channels with directional antennas, Mr. Caldwell commented that "this may be an effective shotgun method to keep the experts at a distance from our frequency."

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

In regard to Sen. Wheeler's contention, that CCBS-termed "outrageous" and "harmful," Mr. Caldwell said, "It is obvious that the present Commission will decide the issues on the evidence and the law," he added.

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

Mr. Caldwell said he would accept the statement that Sen. Wheeler "was not employed by anybody" and appeared for himself but, he added, "he is just as much under an obligation as the rest of us to reveal any interests which he may have." (Continued on page 74)

**LIQUOR AD BANS**

LEGISLATION to prohibit or regulate advertising of alcoholic beverages on the air and in the press was termed "impossible to interpret or enforce" by opposition witnesses at state Commerce Committee last week. A parade of almost 50 opposition witnesses representing advertisers, advertising agencies, distillers, publishers, labor and consumers, described the bills under consideration as "dangerous, unwise, discriminatory, punitive and a step toward prohibition."

Three separate measures are under consideration by the committee [Broadcasting, April 19]. The most significant of these is S-2365 by Sen. Arthur Capper (Kan.) which would completely outlaw all liquor and beer advertising. This was debated at hearings last May and was found by the committee to be "impracticable."

The other two measures were then drafted at the committee's request, more moderate substitute measures, but to serve a similar purpose. S-2382, introduced by Sen. John Reed Bill

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

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

The American public, said Mr. McMillan, has to be the final arbiter of good taste, which cannot be regulated by law. Let the industry itself clean up bad advertising, he suggested. The Bristol-McCulloch executive said he was "in the dark" as to whether advocates of the bill seek curtailment of advertising or repeal of the 21st Amendment. He warned that enactment would set a "dangerous precedent" and it would then be only a "short step" to spelling out what can be said in advertising of food, drugs, etc. and "even political candidates."

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

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

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

"It is impossible to see how the government could ever determine the number of these ads that are legitimate and those that are not," he said, "yet S-2352 states that the words to be used in these ads must be just as specific and precise as the requirements of any congressional bill."

John D. Sullivan, general counsel to Federal administrative agencies ever going to be decided on their merits if such committees are sought and said it was the job of the FCC to be "independent and non-political."

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

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

Mr. Caldwell said he would accept the statement that Sen. Wheeler "was not employed by anybody" and appeared for himself but, he added, "he is just as much under an obligation as the rest of us to reveal any interests which he may have." (Continued on page 74)

**Bills Draw Fire at Capitol**
TV APPLICATIONS

Seven More Bring
Total to 212

REQUESTS for seven new commercial television stations were filed
last week with FCC to boost the number of pending applications
to a total of 212. Four of the new requests:

A new corporation, Aladdin Television Inc., seeking Channel
9 (188-192 mc) with effective radiating power of 31.0 kw visual
and 15.8 kw audio, has been filed by a group identified in
ownership of Fox In-
ter - Mountain Tele-
vision Inc., Denver.

Second Denver applicant is Daniels &
Fisher Stores Co., department
store operator, seeking Channel
5 (76-82 mc) with 17.7 kw
visual and 9.1 kw audio.

Maryland Broadcasting Co.,
whose application for Channel 6
(82-88 mc) at Baltimore was dis-
missed by P.C.C under its new
policy of requiring separate rule-
making when new television
locations are proposed [BROADCAST-
ING, March 29, April 12], last week
petitioned the Commission for re-
consideration and grant of its request or in alternative to insti-
tute a rule-making proceeding.
Channel 6 is not assigned to the
area.

Maryland Broadcasting, licensee of WTHF, Baltimore, which
receives the broadcast power of
1.702 kw visual and 0.851 kw
aural. Monumental Radio Co., ot-
er of WCAQ that city, also
had its Channel 8 application dis-
nmissed. All three allocated Balti-
more channels have been assigned.

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

**Denver, Colo.-Aladdin Television Inc.,
Channel 9 (188-192 mc) with effective radiating power of
15.8 kw audio, antenna 525 ft. Initial cost $215,825, first year
revenue $50,000. Owner, Harry B.
Huffman, director of Telecasting Theatres and director Fox Inter-
Mountain Telecasting Inc., which
is owned and operated by Edward J. Nelson, president,
and 44.8% owner; Frank H. Clough,
president, Mountain, treasurer 44.8%, and Albert J. Goul,
Denver attorney, president, Secretary of Fox Inter-Mountain,
 secre-

tary, board member, with wife club
the firm and whose
who owns 6% of Winters-Huffman Drug Co., Denver.

**Denver, Colo.-Daniels & Fisher Stores Co.,
Channel 5 (76-82 mc) 17.7 kw visual, 6.1 kw audio. Initial cost $218,
first year $180,000, revenue not
determined.

**Portland, Me.-Guy Gannett Broad-
casting Co., Channel 6 (168-169 mc),
17.49 kw visual, 12.75 kw audio,
antenna 555 ft. Initial cost $162,845,
first year unknown, revenue unknown. Applicant is owner of
WGAN and WGAN-FM Portland
and WUGY and WUGY-FM Bangor, Me. Guy G.
Pannet, president, is also president

**San Antonio, Tex.-Express Pub. Co.,
Channel 7 (174-180 mc), 58.84 kw visual,
12.12 kw audio, antenna 482 ft. In-
itial cost $251,015, first year
$242,000, revenue not
determined.

**San Antonio News and Express.
St. Joseph, Mo.-KFQM, Inc., Channel
13 (210-216 mc), 2.23 kw visual, 1.17
kw audio, antenna 628 ft. Initial
cost $194,526, first year $60,245,
revenue $245,000. Applicant is licensee and
operating engineer of KFQM St. Joseph and per-
mittee of KFQM-FM. The News Corpora-
tion, St. Joseph, owns 51% of KFQM
Inc.

Syracuse, N. Y.-WAGE Inc., Channel

**Approval of WTVJ

Stock Shift Asked

APPROVAL to ownership reor-
ganization of television station
WTVJ Miami is sought in an ap-
lication filed with FCC last week.
Transfer of control of Southern
Radio and Television Equipment
Corp., permitted, is requested from
Robert G. Venn to Wolfson-Meyer
Theatre Corp. Transferor is to loan
$200,000 to firm.

Authorized a year ago as first
video outlet for Miami [BROADCAST-
ING, March 17, 1947], WTVJ is as-
signed Channel 4 (66-72 mc) with
effective radiated power of 1.57 kw
visual and 0.786 kw aur.

Southern Radio originally had
issued 50 shares common stock
with Mr. Venn holding 33 shares
(66%). Edward N. Clauthon
16 shares and Edward J. Nelson
one share. Messrs. Clauthon and
Nelson retire and are reimbursed
for their investment. The firm’s
articles of incorporation are ame-
ed to recall present stock and in
issue turn 1,000 shares Class A at
$19.50 per to Wolfson-Meyer
Theatre Corp. and 330 shares $1
par Class B stock. Of the Class B
issue Mr. Venn takes 200 shares;
Sidney Meyer, theatre firm vice
president, and Joel Wolman,
theatre firm president, 35 shares
each; and Zenia Meyer and Frances
Wolfson, 30 shares each.

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

**NBC'S TV STUDIO 8-G
called 'Most Modern'

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

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

Conversion of the studio to video use involved the installation of
500 miles of wire, more than two miles of cable, 58 tons of refrig-
eration equipment and "enough
light, heat, power and air-condi-
tioning to supply a village of 100
average-sized homes," according to
O. B. Hanson, NBC vice president

BMB Plans Study
Of Video Research

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

A subcommittee will be appoint-
ed, it was announced, to consider
means of determining television set
ownership, statistics on which are
at present indefinite. The television
committee decided that television
families ought to be estimated fre-
cently during the rapid expand-
ion of the medium and that sepa-
rate reports ought to be made on
television in public places.

Another subcommittee to con-
sider the method of financing
MB television research also will be
appointed.

Those who have accepted ap-
pointments to the television com-
mittee are: William Fay, WHAM
Rochester, and Paul Mowry, ABC,
appointed by NAB to represent broadcasters; William Forbes, of
Young & Rubicam, and Howard
Reilly, J. Walter Thompson Co.,
appointed by AAAA to represent
advertising agencies; and Charles
Durban, U. S. Rubber Co., Carl
Plechaty Jr., Standard Brands, and
Craig Smith, Gillette Safety Razor
Co., appointed by ANA to repre-
sent advertisers.
MEASUREMENTS by Minneapolis Mayor Hubert Humphrey (1) and Acting St. Paul Mayor Fred Truax (r) show KSTP’s new video tower exactly straddles Twin Cities’ boundary. Station referees (1 to r) are Stanley E. Hubbard, president, and John Fricker, technical adviser. T-Day is April 26.

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

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

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

"I RODE in on my 'records'," said newly-elected Des Moines City Commissioner M. J. Bennett (1), who is also KSO disc jockey on "MJB Show." Man with the mike is Tom Lewis of KSO.

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

TOM BROWN (1), president of the Assn. of National Advertisers, Radio Council, discusses advertising with Stanley Clark, Sterling Drug, before the ANA meeting in Chicago.

WPIX (TV) New York television set ownership survey is discussed by (1 to r) Howard Reilly, J. Walter Thompson Co. TV head; Anne Wright, of JWT radio and television department; and B. O. Sullivan, WPIX commercial manager.

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

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

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

By J. FRANK BEATTY

NAB has acquired a permanent home for its annual convention—the Stevens Hotel, Chicago.

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

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

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

Convention Agenda

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

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

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

C. E. Arney Jr., NAB secretary-
treasurer, along with Mr. Lane, attended Wednesday and Thursday with Robert Quain, Stevens manager, and Richard Collison, Hilton Hotels general sales manager. Mr. Arney left Thursday night for Los Angeles where he will operate the convention headquarters office in the Hotel Biltmore. Ella Nelson, his secretary, operates in Los Angeles this morning (Monday).

Two portions of the Los Angeles convention agenda remained to be filled as of Thursday night. Speaker has not been announced for the May 17 luncheon meeting, though arrangements are believed to be near completion. Members of the “Horizons Unlimited” panel Tuesday afternoon have not been announced. Five of the eight positions on the panel have been filled. Panel will cover the status and future of AM, FM, television and facsimile.

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

Two More Seats Asked

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

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

The pre-convention plea of independent stations may set off a board-sponsored study into the shareholders of NAB will take a positive move. The industry goes through swift technical and numerical growth.

Obvious to NAB headquarters officials and broadcasters is the postwar trend toward a functional type of association. This trend developed at the 1940 Chicago convention. It was effectuated last summer when members voted overwhelmingly in favor of rewritten by-laws.

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

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

Petition Withdrawn

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

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

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

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

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

(Continued on page 60)

April 26, 1948 • Page 29
LONE STAR CHAIN

Network Expands To 16 Stations

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

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

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

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

Lone Star stations and groupings:
Central Texas Group—WBAP Fort Worth-Dallas, KXYZ Houston, KTSA San Antonio, KATX Austin, North Texas Group—KGNC Amarillo, KFDX Wichita Falls, KJEO Lubbock, West Texas Group—KROD El Paso, KOSA Odessa, KGNS Killeen, KXIT San Angelo, South Texas Group—KDFT Beaumont, KGKO Weslaco, KGV Corpus Christi, East Texas Group—KTRE Lufkin, KBTT Tyler.

Elgin to Resume


'FLYING SPOT' TUBE

RCA Development Simplifies Call Letter Presentation

TELECASTING of individual TV station call letters, test patterns or picture material from easily interchangeable film or opaque material is now possible, RCA announced April 17.

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

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

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

U. S. SUGGESTS 1949 DATE FOR NARBA MEET

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

Another suggestion contained in official State Dept. notice dispatched to participating nations was that the temporary NARBA agreement reached March 28, 1947 be extended for 18 months.

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

L. E. Snowfield, senior engineer in charge of projection tube development at RCA's Lancaster, Pa., plant, adjusts new "Flying Spot" tube in a video signal generator.

RRA INDEPENDENT

No NAB Connection, Spokesman Says

RADIO RELEASE ASSOC., New York, a proposed firm to operate as a checking agency determining uses how news material distributed to women commentators is used, last week corroborated statements that it was not connected with the NAB or the Asn. of Women Broadcasters [BROADCASTING, April 19].

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

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

"Such connection would be impossible inasmuch as RRA is a business devoted to the establishment of a closer working relation-
The little ones do the work!

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

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

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

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

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

We say so. Advertisers say so. Time buyers say so.

So how about getting the full story from your Headley-Reed man?

WITH AM Baltimore Maryland FM

Tom Tinsley, President • Represented by Headley-Reed
IN ANSWERS to questions posed by the Senate Interstate & Foreign Commerce Committee, FCC authorities last week indicated their views that duplication of some 1-A channels on a temporary basis has not limited U.S. rights to the frequencies, but that permanent duplication might raise a "different problem."

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

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

The U.S. has classified WJZ [Boston] as a 1-B station since KOB holds a license to operate nighttime on that frequency [1959 kc]. At the same time the classification of WJZ as a 1-A station has been retained despite the fact that KOB operates nighttime on the same frequency, because KOB's operation on that frequency is not pursuant to a regular license but is in accordance with the provisions of a Special Service Authorization. The Commission held of the opinion that under these circumstances the 1-A station WJZ was justified.

It should be noted in this connection, however, that the Mexican Government has reported a station to operate on 770 kc which does not afford proper 1-A protection on that channel. This station was reported Nov. 29, 1947, and was scheduled to begin operation April 1, 1948. The Commission objected to this assignment on the ground that it did not afford proper protection to a 1-A channel. This notification by the Mexican Government may indicate a disposition on the part of that Government to contest the continued reservation of the 770 kc as a 1-A channel.

The Commission is of the opinion that the U.S. has lost no rights to the use of the frequency 770 kc [1-A channel on which WCCO is dominant] by reason of the operation of WNYC on a temporary basis pursuant to a Special Service Authorization during evening hours. However, a different problem would be presented in the event of a permanent assignment on that frequency. [Mr. Coy then cited a section of the North American Regional Broadcasting Agreement which provides that when a nation fails to use one of its clear channels in the manner provided by the treaty, then the country "shall be considered as having relinquished that portion of the rights which it may have been denied."]

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

Mr. Coy's reply noted that with respect to some questions "we have not found it possible to make a complete answer as we would have liked to do otherwise. It would have been better for us to have qualified or to have replied that the answers are subject matter of the clear-channel hearing." He said Sen. Tobey's request for the answers by last Monday made it impossible to submit them in advance to the other Commissioners.

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

1. "The operation of a station non-directionally employing very high power does make it more difficult to add other stations on that channel without causing interference than if low power stations only operated on the channel. However, one or more additional stations could operate on such frequency without causing interference and without causing interference and would render no service."

2. "An operation of 750 kw and an appropriate directional antenna on 700 kc would not interfere with the present 50 kw operation of WOR on 700 kc if New York City. Non-directional operation of the station with 750 kw would probably cause severe interference but it would not be so interference as to interfere with adjacent-channel skywave service."

3. "An operation of 750 kw and an appropriate directional antenna on 700 kc would not interfere with the present 50 kw operation of WOR on 700 kc. Non-directional operation of the station with 750 kw would probably cause severe interference but it would not be so interference as to interfere with adjacent-channel skywave service."

Ready to Arrowhead
GEORGE E. REEDY, newsman sponsored on WOL Washington by Peter Paul Inc. (Mounds), has joined Arrowhead Network in charge of its Washington bureau. Arrowhead will have offices in the National Press Bldg. Mr. Reedy is a member of the House and Senate Radio Galleries. Arrowhead key station will be WISC Madison, Wis., soon to take the air. Five other Minnesota and Wisconsin outlets are members of the network.
If you want a 5 KW AM Transmitter right away...

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

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

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

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

The Doherty high-efficiency circuit permits attainment of extremely low noise, harmonic distortion and intermodulation distortion. The negligible carrier shift assures full utilization of assigned carrier power.

With low level modulation, no damage will result if the transmitter should be heavily overmodulated with either interrupted or continuous tone at any audio frequency, even for extended periods.

Compact design permits installation in relatively small space. Modern styling harmonizes with any architectural treatment.

You get these—and many other features—when you buy a 405B-2. And...you can get one without waiting—convert it later to 10 kw if you step up your power! For full information, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric
- QUALITY COUNTS -

IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.
"Radio threatens more and more to become little Hoagy's big job. Reason: for the first time a wide public has realized that Carmichael is not only a great songsmithe but also an extraordinarily tasteful, idiomatic jazz singer." TIME
"Pretty close to pure radio" is what the Herald Tribune's John Crosby calls the Hoagy Carmichael show.

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

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

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

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

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

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

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

A CBS PACKAGE PROGRAM

Hoagy’s averaged 4 song hits a year for the past fifteen years, with record and sheet-music sales in the multi-millions.
BUS FM GROWS

More Cities Showing Interest

VISIONS of cross-country radio-busses are in evidence as a nationwide trend to provide bus and trolley riders new avenues of radio entertainment continues to gain momentum.

Increased public interest and consistently favorable reaction to tests are being manifested in the nation's major cities. Transit and radio circles also are keenly interested.

Basic indicators in the infant enterprise include:

- Successful conclusion of negotiations to provide radio fare for passengers of the local transit system in a third U. S. city, Wilkes-Barre, Pa.

- Approaching endorsement of radio routes in the nation's capital and near-contract activities in a number of other cities where tests have been made.

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

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

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

Wilkes-Barre Principals

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

WIZZ, operating on Channel 277 (103.3 mc) with 2.5 kw, will furnish passengers a balanced fare of music, news, weather reports and other entertainment under the agreement. A number of advertisers reportedly are seeking "air space" for the bus broadcasts.

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

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

Although flexible, the minimum for one bus for the first year is about $2, rising to at least $5 or $6 for the fifth year. The contract also appoints Transit Radio exclusive national advertising representative for sale of radio time.

Two Precede Wilkes-Barre

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

Negotiations in the nation's capital between WWDC-FM, the Capital Transit Co. and Transit Radio, are now in "the contract-drawing stage".

(Continued on page 70)
The full schedule of home games of the Chicago White Sox exclusively on WGN-TV directly from Comiskey Park.

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

21 night games of the White Sox.

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

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

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

NATIONAL Radio Week, 1948 model, got away to a flying start last Thursday when the joint NAB-Radio Manufacturers Assn. arrangements committee approved an operating setup for the Nov. 14-20 event.

Two committees were named to operate under W. B. McGill, advertising manager of Westinghouse Radio Stations Inc. and chairman of the overall joint arrangements committee.

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

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

A second committee, headed by Kenneth W. Sickinger, Stewart-Miller Corp., will direct the Radio in Every Room—Radio for Committees Are Named For November Event

Everyone campaign. Serving on the committee will be E. P. J. Shurick, Free & Peters; Herbert L. Guenin Jr., RCA Victor; Joseph Creamer, promotion manager of WOR New York, and Mr. Higgins.

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

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


ABC AMPLEX PICKUP

Network Uses Tape Recorder—For Delayed Broadcast

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

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

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

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

The Ampex machines cost about $4,000 each.

Roundtable on TV

At AAW June Meet

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

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


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

use by throwing a switch.

The Ampex machines cost about $4,000 each.

MEDIUM LEADS

THE RADIO INDUSTRY is by far the Treasury Dept.'s savings bond representative of that agency. Radio is credited with an annual time opening the important Security Loan bond-selling drive.

The estimate preceded an open letter last week by Secretary of the Treasury Snyder thanking all media for their support of the current Security Loan drive to curb inflation. The campaign began April 15 and runs through June 30 [Broadcasting, Feb. 16].

The Treasury spokesman, who said radio's "investment" equals the combined totals for newspapers, magazines and radio for $50,000,000 for broadcast time and $50,000,000 for talent per year. Half of this talent figure, or $2,000,000, it was pointed out, represents efforts on the part of American Federation of Musicians' members and delegated to the bond cause by AFM President James C. Petrillo.

Another Treasury release stated that the musicians' union of Massachusetts had purchased $200,000 in bonds on the opening day of the drive.

The entire Savings Bond Division radio unit operation costs U.S. taxpayers $1,250,000 per year, it was pointed out. Such a typical operation explains why it costs but a fraction of a penny to sell each dollar in bonds, the spokesman said.

Secretary Snyder in his announcement stated:

I want to express my sincere appreciation to all advertising media and to the retail and industrial advertisers of the nation for their support in

Savings Bond Promotion Hits $20,000,000

Comparable in most every respect to the extensive campaign for bond sales during the war years, broadcasters have continued a consistent promotional barrage both to present Security Drive, Treasury indicated. Some 15 top flight network shows, several running a year or more, have been aired each week among the major networks. As of April 7 a total of 1,311 operating AM and FM stations were ordering Treasury's special Guest Star Parade disc series. This is 98% of the stations on the air, Treasury stated.

It was also added some video outlets during the day have been using the transcriptions as aural accompaniment to their test pattern transmissions.

STEWART-WARNER Corp., in its 42nd annual report for the years ended June 30, 1946, showed net earnings of $1.88 a share.

Page 38 • April 26, 1948
To replace tubes in this transmitter takes only seconds.

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

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

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

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

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

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

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

"See the new Westinghouse 10 kw FM transmitter, NAB Convention, Los Angeles, May 17-21."
YOU CAN'T SELL TO SCENERY!

SOME OF THE WORLD'S MOST SPECTACULAR SCENERY IS IN UTAH. SEE IT, ENJOY IT, BUT DON'T TRY TO SELL IT. CONCENTRATE ON THAT PART OF THE STATE WHERE THE PEOPLE ARE CONCENTRATED — THE 9 RICH COUNTIES SURROUNDING SALT LAKE CITY — THE KDYL OVAL.

PERCENTAGES TELL THE STORY:

<table>
<thead>
<tr>
<th></th>
<th>KDYL</th>
<th>Remainder of Utah</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>79.14%</td>
<td>20.86%</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>84.40%</td>
<td>15.60%</td>
</tr>
<tr>
<td>Buying Income</td>
<td>86.80%</td>
<td>13.20%</td>
</tr>
</tbody>
</table>

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

AND NOW — TELEVISION!

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

NLRB RULES INCOME OF WSNY INTERSTATE

WESTERN GATEWAY Broadcasting Corp., operating WSNY, 250-watt independent television station on 1340 kc at Schenectady, N. Y., was directed by the National Labor Relations Board April 14 to hold a secret ballot election within 30 days. Ballot is to determine whether WSNY transmitter engineers and operator-announcers wish to have the National Assn. of Broadcast Engineers and Technicians represent them in collective bargaining negotiations.

The decision involved the question of whether or not a station not affiliated with a national broadcasting system is engaged in interstate commerce within the meaning of the National Labor Relations Act. WSNY had contended that it was not so engaged, but the NLRB, by a 2-1 vote, ruled, signed by Paul M. Herzog, chairman of the agency, and Abe Murdock, a member, declared that it was.

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

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

OPEN KGMG OFFICES

GENERAL OFFICES for Metro-Goldwyn-Mayer's new FM station, KGMG, have been opened in Rec T- all Bldg., Los Angeles. William F. MacCrystall, station's general manager, and Noel L. Keefe, chief engine, are among executives who will occupy offices. Installation of transmitter is under way at station's site in Coldwater Canyon, Beverly Hills. KGMG is scheduled to go on air May 20 on Channel 26 (98.7 mc) with 4 kw.

FULLTIME on-the-job training is being provided to all seniors at Theda College, New York, who are majoring in radio. Students will spend two weeks of observation and work at radio station during fall term and two more during spring term. Among stations co-operating with college are: WRIT, Courtland; WKAL, Brooklyn; WKNP, Goshen; WNEE, Endicott; and WWRO, Hornell, all in New York.

Rain or Shine

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

TV LINK

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

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

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

NBC has authorization for a video station (WNBS) in Cleveland, while ABC, CBS and MBS have applications pending. Lone operating TV station there is WESS, owned by Scripps-Howard Radio.

In Chicago one network affiliate, WGN-TV (MBS) is on the air. Two other stations, WBQ and WENR-TV (NBC and ABC), expect to begin operation by Sept- ember, and application for another, WBBM (CBS), is pending.
Gov. Tuck Speaks At WTVR Inaugural
Richmond, Va., Television Outlet To Become NBC Video Affiliate

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

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

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

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

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

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

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

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

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

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

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

WBNU, Aurora, Ill. FM Station, Is in Operation
WBNU-FM Aurora, Ill., 103 mc with 1 kw power, is now operating on an 8-hour schedule, with full-time operation planned by early summer. The station is owned and operated by the Copley Press, publisher of the Aurora Beacon-News.

According to R. H. Diller, station director, WBNU is concentrating on local sports coverage, including special events on the local college and high school campuses. Studios are located on the top floor of the Leland Hotel in Aurora.

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

The News-Examiner Co., publisher of the Connersville News-Examiner, owns and operates WCNB and WCNB-FM. The AM station is a 250-w daytimer on 1550 kc. WCNB-FM operates on Channel 262 (101.3 mc) with 7.7 kw. The transmitters were made by General Electric.

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

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

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

Plans for WTVO’s Launching Readied
Fort Industry Leases Two Floors In Detroit for AM-FM-TV

TWO TOPFloORS of the west tower of Detroit’s Masonic Temple have been leased by the Fort Industry Co. and the Detroit Broadcasting Co. (WJBK and WJBK-FM) for installation of studios for WTVO, Fort Industry’s Detroit video outlet, which will operate on Channel 2 (64-66 mc). The 20,000 square feet of space will also house state offices of WJBG (236 kc, fulltime on 1490 kc) and WJBK-FM (Channel 226—93.1 mc) and the headquarters offices of Fort Industry Co.

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

An unfinished theatre, with room for 2,200 seats, in the west wing of the Masonic Temple, provides ideal facilities for large television studios, dressing rooms, scenery shops and projection booths, according to Mr. Wailes.

J. Harold Ryan, president of WJBG, WJBK-FM and WTVO.

Negotiations for more than $290,000 worth of General Electric television equipment were completed last November, Mr. Elvin said, and most of the equipment has been delivered, with the rest expected in a few weeks. Installation of equipment is expected to be completed and the initial picture broadcast presented by early fall, he added. The transmitter and antenna tower will be located at Lyndon and Cloverdale Sts., Detroit.

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

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

Jerry Kerns, the manager of WMOX and WMOX-FM, Licensee is Mid-South Network, of which Bob McRaney is general manager.

At WMOX-FM opening were Jerry Kerns (l), manager, and Jim Shelton, m.c.
the one Star Chain

ESTABLISHED IN 1938

One Order! - One Contract! - One Statement!

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

**CENTRAL GROUP:**
- Fort Worth: WBAP 820 K.C. 50000 WATTS NBC
- Fort Worth: WBAP 570 K.C. 5000 WATTS ABC
- San Antonio: KTXA 550 K.C. 5000 WATTS CBS
- Austin: KTBC 590 K.C. 5000 WATTS CBS
- Houston: KXYZ 1340 K.C. 5000 WATTS ABC

**NORTH TEXAS GROUP:**
- Wichita Falls: KFDX 990 K.C. 5000 WATTS ABC
- Amarillo: KGNC 710 K.C. 10000 WATTS NBC
- Lubbock: KFYO 1230 K.C. 250 WATTS ABC

**WEST TEXAS GROUP:**
- Abilene: KWKC 1340 K.C. 250 WATTS MBS
- San Angelo: KTXL 1340 K.C. 250 WATTS MBS
- Odessa: KOSA 1450 K.C. 250 WATTS CBS
- El Paso: KROD 600 K.C. 5000 WATTS CBS

**SOUTH TEXAS GROUP:**
- Corpus Christi: KEYS 1440 K.C. 1000 WATTS CBS
- Weslaco: KRGV 1290 K.C. 1000 WATTS NBC

**EAST TEXAS GROUP:**
- Beaumont: KFDM 560 K.C. 5000 WATTS ABC
- Lufkin: KTRE 1430 K.C. 1000 WATTS MBS
- Tyler: KTBB 600 K.C. 5000 WATTS IND

**DISCOUNTS IN ADDITION TO FREQUENCY DISCOUNTS...**

1 group: Net
2 groups: 2% discount
3 groups: 4% discount
4 groups: 6% discount
Entire group: 8% discount

**DISCOUNTS ON PROGRAMS ONLY...**

52 weeks @ 3/wk continuous: 1% discount
52 weeks @ 5/wk continuous: 3% discount

OFFICE: 407 Tower Petroleum Bldg. • DALLAS, TEXAS • Riverside-5663 • Clyde Melville, Mgr.
For Further Information call your nearest TAYLOR - HOWE - SNOWDEN Radio Sales OFFICE

OR

FREE & PETERS
Almost every facet of the television field was covered in panel discussions and talks during the third annual Television Institute and Industry Trade Show held April 19-21 in the New Yorker Hotel, New York. Industry executives and the public also viewed television receivers and accessories during the institute.

Dr. Lee de Forest, inventor of the radio tube and a pioneer in the radio industry, called television a "benign Frankenstein focused on drawing revenues from radio broadcasting" when he spoke at the luncheon meeting on Monday. The medium's acceptance by the public solves the economic problem of television, Dr. de Forest said. He also predicted color television within four years.

Dr. V. V. Zworykin, Russian-born scientist and vice president and technical consultant of the RCA Laboratory Division, described a new push-button method of measuring video audiences. A button would be attached to receiver sets to send impressions, on requests from announcers, to transmitter stations.

Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, also a luncheon speaker, said the biggest problem of television is networks. "Rates are entirely too high to support a national network," he said. Dr. DuMont declared that light relays eventually will be used in "remote areas around the city."

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

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

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

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

Bell System Plans

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

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

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

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

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

By Christmas time, he said, a coaxial connecting link is to be

(Continued on page 46)
WBAP

CENTRAL TEXAS GROUP
WBAP, Fort Worth-Dallas
KXYZ, Houston
KTSA, San Antonio
KTBC, Austin

NORTH TEXAS GROUP
KGNC, Amarillo
KFDX, Wichita Falls
KFYO, Lubbock

WEST TEXAS GROUP
KROD, El Paso
KOSA, Odessa
KWKC, Abilene
KTXL, San Angelo

GULF COAST GROUP
KFDM, Beaumont
KRGV, Weslaco
KEYS, Corpus Christi

EAST TEXAS GROUP
KTRE, Lufkin
KTBB, Tyler

Available in any combination of stations.
A chain to fit the most exacting distribution problem.

WELCOMES ITS ASSOCIATION WITH
A BIGGER AND BETTER

LONE STAR CHAIN INC.

ONE ORDER! ONE CONTRACT! ONE STATEMENT!

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

THE LONE STAR CHAIN, Inc.
Harold Hough, Pres.
O. L. Taylor, Secy.
Tilford Jones, Vice Pres.
Clyde Melville, Mgn. Dir.

FREE & PETERS, INC. National Representatives
OR
TAYLOR-HOWE-SNOWDEN Radio Sales Inc.
TV Institute

(Continued from page 14)

made available from Philadelphia to Cleveland, so that separate programs may be sent in each direction between the East Coast and midwestern regional networks. If network extensions to cities adjacent to routes made available in 1948 are required, "it may be possible to provide them some time in 1949," as examples, Mr. MacFarland cited service throughout the New England states, Schenectady, and Wilmington, Del., extensions in the South to Norfolk, Va., Charlotte and Winston-Salem, N. C., throughout Pennsylvania, and in Michigan from Detroit to Grand Rapids.

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

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

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

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

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

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

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

The institute was sponsored by Televiser magazine.

OIL COMPANY GIVEN BROADCASTING RIGHTS

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

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

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

All Candidates Invited To Appear On NBC Show

PRESIDENTIAL candidates last week were invited by NBC to speak on the Living—1948 Sunday afternoon series before the political conventions this summer.

With KGNC's recently increased power, you get thousands more listeners in the Great Panhandle Country and even into Eastern New Mexico, in southwestern Colorado, in Western Oklahoma, and Southern Kansas. Dominating and penetrating the entire area KGNC is the greatest selling force on the air in this rich, responsive market.

**NOW 10,000 WATTS—710 KC!**

**KGNC**

**AMARILLO, TEXAS**

*Represented by Taylor-Howe-Snowden Radio Sales Inc.*

*Affiliated with National Broadcasting Co.*

**Your firmest grip on the fabulous Panhandle**
April 16 Applications

ACCEPTED FOR FILING

AM-1220 KC
Conway Bstg. Co., Conway, Ark.—CP new standard station 1330 kc 230 w unil.

AM-500 kc
Robert F. Wolfe Co., Fremont, Ohio—CP new standard station 1390 kc 1 kw D.J.D. AMENDED to change frequency from 1290 to 900 kc, power from 3 kw to 500 w and makes changes in DA.

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

Amendment of CP

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

WJO-FM New Castle, Pa.—Same.

WRSH Richmond, Va.—Mod. CP new FM station to change frequency from 166.9 mc to 92.9 mc, ERP from 193 kc to 9.8 kc, ant. height above average terrain from 540 ft. to 546 ft.

FM-104.9 mc
Earl W. Fesler, Madison, Wis.—CP new FM station (Class A) on 104.9 mc, Channel 265 and ERP 339 w.

License Renewal

Applications for renewal of F.M. broadcast licenses filed by: KDZA-FM Pittsburgh; WBBM-FM Chicago; WBZ-FM Boston; WBA-AF-AM Springfield, Mass.; WCRS-FM New York; WBLM Chicago; WSBF South Bend, Ind.

The Connecticut Broadcasting Co., Meriden, Conn.—CP new commercial television station on Channel 15, 192-198 mc, ERP vis. 34 kw, aud. 3 kw to 30 kw unil. AMENDED to change ERP to vis. 5 kw and aud. 3 kw.

TV-210-216 mc
Globe-Democrat Pub. Co., St. Louis—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 35 kw, aud. 15.7 kw unil.

TENDERED FOR FILING

TV-40-66 mc

TV-310-216 mc
Warner Bros. Pictures Inc., Chicago—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 31.0 kw, aud. 15.5 kw.

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

TV-82-88 mc
Hildreth & Rogers Co., Lawrence, Mass.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 15.2 kw, aud. 7.6 kw.

TV-66-12 mc
WKY Radiophone Co., Oklahoma City—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 12.4 kw, aud. 6.2 kw.

TV-82-88 mc
H. L. Wheelock, L. W. Pickens and H. H. Cofield d/b a as Corpus Christi Television Co., Corpus Christi, Tex.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 19.2 kw, aud. 8.6 kw.

TV-190-186 mc
Southern Bstg. Inc., Richmond, Va.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 15.3 kw, aud. 19.3 kw.

FM-181.5 mc
Rollins Bstg. Inc., Georgetown, Del.—CP new FM station on 101.3 mc, Channel 268, Class B station.}

April 19 Decisions

ACTIONS ON MOTIONS

By Comr. Sterling

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

KERN Bakersfield, Calif.—Granted petition for continuance of consolidated hearing scheduled for April 20 to June 21.

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

KORE Eugene, Ore.—Granted petition for continuance of consolidated hearing on TV applications scheduled for April 19, to May 3 and May 4 at Wilkes-Barre.

KWKC

ABILENE, TEXAS

1340 on the Dial

KWKC is proud for two big reasons—for being a member of the bigger and better Lone Star Chain—and for being located in the rich Abilene market—headquarters for West Texas Utilities, drilling, textiles, refining, canning, dairy, machinery—and many diversified companies . . . industries rolling up $3,400,000 total monthly payroll. We serve this market and serve it well!

MUTUAL BROADCASTING SYSTEM

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN

Radio Sales

AUSTIN, TEXAS

590 Kc . . . 5000 Watts

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

COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY

TAYLOR - HOWE - SNOWDEN

Radio Sales

TWO MORE IMPORTANT LINKS IN THE BIGGER AND BETTER LONE STAR CHAIN INC.
April 19 Applications ... 

ACCEPTED FOR FILING

KDSN Boise Valley Beets, Inc., Boise, IDA.—CP to increase power, install new transmitter, make changes in DA and specify studio location for extension of completion date.

AM—1400 kc

AM—910 kc
KJAN Opeoluwa, LA.—CP to restate CP which authorized new standard station on 910 kc, 1 kw power, DA-N unal.

AM—1340 kc
KQED Mexico, MA.—CP to restate CP which authorized new standard station on 1340 kc 250 w.

Modification of CP
KMON Great Falls, Mont.—CP new standard station to change type of towers.

WGBG Greensboro, N. C.—CP to install new vertical ant. and mount FM ant. on AM tower and changes in vertical ant.

AM—1410 kc
WING Dayton—CP to make changes in DA and mount FM ant. on top of AM tower.

AM—1460 kc
Union-Carolina Bestg. Co., Union, S. C.—CP new standard station on 1230 kc 250 w unal. AMENDED to change frequency from 1230 to 1660 kc, change power from 250 w to 1 kw, trans. location, install DA-N; change trans. location.

Modification of CP
KCUE Harlingen, Tex.—CP new standard station to change power and hours of operations from 50 kw DN except from sunset at Cincinnati to sunset at Sacramento, to 50 kw D 10 kw N after sunset at Cincinnati and to make changes in DA.

Assignment of CP
KPGU Bellingham, Wash.—Voluntary assignment of CP to Jernst Ed. Longston, Edward J. Jensen, O. V. Aker & L. Berman Brownlow d/b as Bellingham Broadcasters to KPGU Inc.

Modification of License
KOMW Omak, Wash.—License to change name of licensees from Miller Pub. Co. Inc. to KOMW Inc.

Rollins Bestg. Inc., Georgetown, Del.—CP new FM station and new CP on 101.5 mc, Channel 36B, ERP of 19.2 kw and ant. height above average terrain 302 ft.

Modification of CP
WPAD Doral, Fla.—CP new FM station for extension of completion date.

WCAO-FM Baltimore—CP new FM station for extension of completion date.

KYSM-FM Mankato, Minn.—Same.

WDJX-FM Jackson, Miss.—Same.

License for CP
WOTW-FM Nashua, N. H.—License to cover CP new FM station.

Voluntary Assignment
WXNJ-FM Somerset County, N. J.—Voluntary assignment of CP which authorized new FM station to WXNJ Inc.

Modification of CP
WRWR Albany—CP new FM station for extension of completion date.
Radio vs. Government
Is One of Topics

CONTROVERSIAL question, “Should the FCC Have Any Control Over Programs?”, will be closely scrutinized at special session on radio-government relationship at Ohio State U.'s 18th annual Institute for Education by Radio which opens in Columbus April 30.

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

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

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

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

WTIC-FM Ups Power

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

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

KRNT Transmitter

INSTALLATION of a new BTA-5-F RCA 5-kw transmitter has been completed by KRNT Des Moines. Overall efficiency of new transmitter is increased almost 50% over former equipment, according to Phil Hoffmann, KRNT manager. KRNT, an ABC outlet owned by Cowles Broadcasting Co., operates on 1580 kc with 5 kw.

ADVANCES IN TESTING, FM INCLUDED IN BOOK


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

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

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

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KTRK
Lufkin, Texas

KTRK was born to serve 317,563
East Texas people with a $287-
004,000 Annual income - and
bred in the traditions of these
folks who understand high quality
programming and the value of an
advertising dollar. KTRK - the
buy-word of East Texas - is
shipped and equipped to reach this
rich, lush market. A Mutual sta-
tion, beginning July 26, 1948.

Taking Root in the Forest Capital of Texas

Page 50 • April 26, 1948
SUSTAINERS UP

U. S. broadcast stations started to increase in 1946, according to the second report analysis conducted by Dr. Kenneth H. Baker, NAB research director.

Thirty-nine per cent of stations to noncommercial sustaining programs compared to 34% the previous November, the survey shows.

Most sold-out segment of time in the broadcast week is Sunday afternoon on medium network affiliates, when only 19% is sustaining, the report reveals.

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

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

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

Among network affiliates, large stations (7.5-50 kw) devoted 33% of time to sustaining programs; medium stations (500 w-5 kw), also 33%; small stations (250 w or less), 42%. All-station total for affiliates was 37%.

Among non-affiliates or independents, the large station average was 41%; medium stations, 49%; small stations, 48%; all-station total, 48%.

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

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

Negotiations Begin For Video Contract

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

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

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

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

Carolyn Caro

CAROLYN CARO, 52, traffic manager of KXLA Pasadena, died April 11 at her home in Los Angeles, a veteran of Los Angeles area radio, she had been with KFJZ Hollywood prior to joining KXLA in 1945. Burial took place in San Francisco. She is survived by four children.
REPORT OF AP CITES ITS RADIO CLIENTELE

ELECTION of radio clients of the Associated Press to associate membership in the news agency in 1947 was hailed as "another major pioneering step" by AP, in a board of directors report made public April 19 in connection with AP's 100th anniversary.

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

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

UP Radio Div. Signs 400 Station Clients in 1947

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

UP is supplying news and features to more than 300 stations in the U.S. and 150 stations outside the country, Mr. Harrison said. Phil Newsom, radio news manager for UP, said the news agency "is now pushing investigation of the motion picture field as it applies to spot news coverage" for television, and indicated that UP plans to expand its services in the video field.

MEDICS GROUP ADOPTS NEWS RELEASE CODE

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

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

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

WOR Newscast Prompts City Action on Tickets

CREDIT for initiating a city investigation that succeeded in making available for public sale some 18,000 low-priced tickets to the circus at New York's Madison Square Garden was given to WOR New York last week.

The tickets had been cornered by 10 ticket brokers, according to Lyle Van, WOR newscaster. Mr. Van's broadcast of the situation resulted in an investigation by Benjamin Fielding, New York City licensing commissioner, who ordered the tickets returned to public sale.

Mr. Fielding commended WOR and Mr. Van for "outstanding public service in bringing to my attention... this disgraceful condition."

TWO MORE IMPORTANT LINKS IN THE LONE STAR CHAIN INC.

VOICE OF THE SOUTH PLAINS OF TEXAS

Located in Lubbock, Texas—the hub city of the rich South Plains of Texas area—KFYO penetrates a market with a $167,892,-000 effective buying income. KFYO tops all stations in listener ratings by nearly two to one!

AFFILIATED WITH AMERICAN BROADCASTING CO.
REPRESENTED BY TAYLOR-HOWE-SNOWDEN "Radio Sales"

THE DOORWAY TO A $460,000,000 MARKET

In Corpus Christi the cactus-covered plains of yesterday are fertile farms. Oil flows from 13,000 wells. From the city's modern harbor ocean-going freighters journey to the ports of the world. Progress is everywhere! To reach this thriving market—KEYS, of course—your direct course to a 460 million dollar market.

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY TAYLOR-HOWE-SNOWDEN "Radio Sales"
U. S. Could Do Better, Spingarn Implies

"A MORE harmonious solution [for radio than the Blue Book] might result if the Government kept some of its frequencies and used them to operate stations which would serve as good examples to the whole industry." That is the crux of an article titled "Is Your Radio on Now?" by Jerome H. Spingarn, in the May issue of Ladies Home Journal.

In effect, it is what the Canadian government has done for almost 20 years. It is also what the city of New York, in a more modest way, has been doing for an even longer time—and no one in radio would deny . . . the excellent performance of the city-owned WNYC . . ."

Mr. Spingarn says that engineers and accountants estimate such a national radio outlet could be operated for approximately $10 million a year. The three types of programs would be informational and educational, cultural programs and light music, he says. "These new stations," Mr. Spingarn continues, "are intended merely to fill in the gaps which have been left by existing commercial stations and networks; not to supplant them."

"So long as we have a substantial number of discontented listeners and ex-listeners, we will know that radio is not being fully used," he says.

"Satisfactory service means a wide choice," Mr. Spingarn continues. "Our object is not to snuff out the lives of Ma Perkins and Helen Trent for the sake of the Pueblo Symphony Orchestra, but to get both on the air so that people can choose between them. The critics and the defenders of programs-as-they-are have never really come to grips with each other because they are talking about two different things . . . We need three new stations to present programs which will fill in the gaps which are now left wide open."

Could Cover Country

Mr. Spingarn offers "such a network of stations without existing present tenants of the air waves. The Government," he explains, "which has already licensed some 1,000 standard broadcast stations, can see that certain broadcast bands, readily available, are used for the highly commercial serving the listener. A set of transmitters, supplemented by a few well-placed boosters, could cover the

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

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

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

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

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

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

INVEST YOUR AD DOLLAR WCKY'S-LY
Let's look at the record —

South Carolina Mills bought three 1-minute announcements a week in WCKY's Jamboree, to distribute its winter catalogue.

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

At a per inquiry cost
Of less than two cents

L. B. Wilson
WCKY
Cincinnati

Fifty thousand watts of selling power
Last Week

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

The American Newspaper Publishers Assn. met in New York. The keynote was world freedom of information. Earlier, the American Society of Newspaper Editors had resolved continued vigilance to maintain such freedom.

Last week the conference on World Freedom of Information completed its work, with the Soviet Union and its regimented satellites opposing every move envisaging the free flow of news under our Democratic concepts.

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

There have been mysterious jamming of our Voice of America broadcasts. Now comes the Soviet counterpart of the Tokyo Rose beatings of World War II. "Moscow Mary" is wooing the Far East, advising Philippine and other listeners the "tommies" of "American imperialism." From Soviet-subjugated Czechoslovakia an English voice inveighs against "Anglo-American reactionaries."

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

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

What bearing do these events on the domestic and international scene have upon the radio editorializing issue? They are not as remote an issue as some might think. They are as half-free speech or quasi-censorship. The history of the last war shows that the dictators first seized control of radio, through one device or another. Then came the press, the motion pictures and even the pulp.

At this advanced stage of radio's development, wherein there are twice as many stations as there are daily newspapers, the only material difference between the media is the manner of publication. Newspapers use the press; radio the microphone. Radio is entitled to access to news on equal footing with the press, say the UN resolutions. The Associated Press, at its annual meeting last week, reported station owners are honoring it "quick access to news" in localities where there was no dependable coverage before. All news associations are serving radio. The "press" conference of other years has become the "news" conference. It's a sound and sensible change. Many of us doubt as to radio's right to editorialize, to express itself if it so desires? To place any restriction whatever upon the right of stations to broadcast as they please, within the bounds of our general statutes, is interference with freedom of the news - of the press and the radio. Any revision of our nomenclature should take cognizance of radio as within the scope of the "press." Just as the

The Whistlers

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

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

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

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

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

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

Radio has been the most misunderstood of all the media, largely because it has won phenomenal acceptance on sheer momentum. The argument that radio is no special hemosphere and isn't simply not borne out by the recordings. The trend in newspaper population has been downward for the last generation. Most of the alert newspapers are in radio up to their eyetoov.

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

Our Respect To—

SYDNEY HIRSCH EIGES

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

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

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

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

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

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

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

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

BROADCASTING • Telecasting
"Captured the Imagination of the Industry"

Variety—March 17, 1948

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

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

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

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

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

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

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

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

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

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

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

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

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St., New York 18, N. Y. 458 S. Spring St., Los Angeles 13, Calif.
Mayflower Hearing  
(Continued from page 23)

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

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

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

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

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

The danger implicit in the argument for control of editorializing goes much farther . . . Where will you stop? . . . Will you consider reasonable, editorializing clearly falls within the meaning of freedom of speech in the First Amendment.

Claims FCC Duty

He insisted that FCC has the duty "to decide such questions as this in such cases, and in such manner, as will make possible appeals to the Supreme Court, where decisions can be rendered which will set them beyond all peradventure of doubt. Otherwise, we must continue to operate in obscurity and confusion; never knowing where the limiting of administrative action may strike; never knowing from one year to another the standards of performance which we are expected to achieve.

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

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

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

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

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

He maintained that stations have a right, under the Constitution, to "suppress" as well as to present, and that he thought Sec. 315 of the Communications Act, requiring equal opportunity in political broadcasts, is unconstitutional.

MONDAY AFTERNOON

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

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

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

He said:

Perhaps the most absurd effect of the Mayflower decision is the practical effect on editorializing. To anyone of any broadcasting station is available for editorializing, under the law, to any person in America except the individual or group to whom, after thorough investigation, this Commission grants a license and holds responsible for the programming of the station. That individual may own a station and no citizen owning one may speak his mind upon it. But a foreign Communist agitator may demand time to express his views without hin-

BROADCASTING • Telecasting  

Drance—and, indeed, he may be aided and abetted in this effort by parts of this very decision.

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

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

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

Howell vs. Fly

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

Mr. Howell testified he was not asking reconsideration of the Mayflower case: "I mean merely throw out the language of the decision that was evidently passed as a result—or expressed in passing."

Upon questioning he said not the Commission but the broadcaster should judge fairness in controversy, since each locality and each case is unique.

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

Asked by Comr. Sterling why he had never taken the 1941 editorial ban to court, Mr. Howell replied he had continued KFXJ.

(Continued on page 98)

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NAB's Convention
(Continued from page 29)


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

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

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

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

Small stations have a division in the Dept. of Broadcast Advertising and the NAB board has endorsed the idea of adding a television assistant in the Program Dept. Otherwise the setup is nonfunctional.

Departments service all types of stations in their specialized roles. Charles A. Ratson, NAB information director, is conducting a long-range study of television progress.

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

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

Thus NAB now finds itself somewhat of an administrative mongrel without clear-cut and part industrywide in character.

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

Against that is the contention that any associations are wrecked when they are drawn into functional divisions. There is the widely divergent interests. Moreover, such groups as affilates, clear-channel outlets, and others with special interests probably would demand directors, it is suggested.

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

TREND TO PAID LOGS EMPHASIZED BY ANPA

A "GROWING TREND" among U. S. newspaper publishers, who charge regular space rates for radio logs listings was noted last week by Cranston Williams, general manager of the American Newspaper Publishers Assn., whose 82nd annual meeting was held in New York April 20-22.

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

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

1-A Duplication
(Continued from page 28)

WLW with 750 kw and WOW with 50 kw.

3. If present I.A.'s were converted to 1-A channels, "then presumably five unlimited-time stations could be put on any channel; this figure represents the average number of unlimited-time stations operating on 1-A channels. On the same basis, four unlimited-time stations per channel could be authorized if the frequencies were assigned and a smaller number of approximate 150 to 150 stations per channel. If the frequencies were recategorized as local channels, 147 stations would be authorized if the frequencies were recategorized as local stations.

4. "... there would be no adjacent-channel interference as any of the stations operating on 750 kc nor to any of the 15 stations operating on 750 kc if WGN (Chicago) were authorized to operate with 750 kw and 10 kw nighttime signal, and otherwise it is much more difficult to predict."

WLW (710 kc) would be either no interference and at the most a small amount of interference to its group stations, when, however, in the case of its skyline service, the adjacent-channel Fm would be objectionable, ranging from moderate to very severe, depending on the method utilized for computing interference.

"In the case of the remaining eight stations, the situation might be different, where there would be no interference at all. In the case of the remaining eight stations (Way Kansas City and KGW Portland) the present might be changed, but if the adjacent-channel interference would be more severe. A case in point would be to be taken into account in determining the value of any station authorized to use 750 kw an should ultimately be authorized.

5. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

6. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

7. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

8. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

9. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

10. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

11. "If power of Class I-A stations is increased to 1-A channels, the adjacent-channel interference might be increased as well. The power of the stations is increased and the adjacent-channel channels remain the same, it is believed that the adjacent-channel interference would be increased. It is not possible to be taken into account in determining the value of any station authorized to use 750 kw as should ultimately be authorized.

Mrs. Frank Cady

FUNERAL SERVICES were held last Friday at Boonville, Ind., for Mrs. Frank Cady, 73, mother-in-law of FCC Chairman Wayne Coy. Mrs. Cady, who was 50 years old, was a native of St. Louis, Mo.

Mrs. Coy and two sons, John F. Cady of Washington, D. C., and George Cady of Evanston, Ill., died Tuesday night. Mrs. Coy left Washington for Booneville Wednesday morning. He expected to be away from his office for about 10 days.
THEY KNEW
WHAT THEY WANTED

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

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

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

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
3056 FARMERS BANK BUILDING • PITTSBURGH 22, PA.
Mayflower Hearing
(Continued from page 59)
editorials after 1941 and had never
been questioned in renewal pro-
ceedings.
Commr. Durr inquired: "You were
perfectly willing to take that
change?" The witness replied, "Yes,sir, I have recordings in Washing-
ton of some of my editorials which
I would be glad to play for the
Commission at any time." In his
brief Mr. Howell related the com-
nunity betterment record
achieved by KXXJ editorials over
the years.

TUESDAY MORNING
Ralph W. Hardy, executive as-
sistant of KSL Salt Lake City in
charge of public affairs, and chair-
man of the NAB Educational Standards
Committee, felt that
broadcasters generally would adopt
a policy of fairness in exercising
the right to editorialize, but that
they should be allowed to do so
voluntarily, and not by govern-
ment decree.
He said advocacy already is "an
integral part of the majority of
the decisions a broadcaster makes
affecting the choice, placement,
and content of program material," and
that "individuality of viewpoint"
will increase as competition for
audiences grows keener.
Commission members questioned
Mr. Hardy at length. At one point
Commr. Walker said he was "quite
shocked" to hear a "responsible
broadcaster" take the position that,
because newspapers have a right
to present one-sided pictures, sta-
tions have a similar right and that
the matter is no concern of FCCs.
Dr. Fred Siebert, director of the
School of Journalism of the U. of
Illinois and member of the Coun-
cell on Radio Journalism and the
American Council on Education
for Journalism, maintained that ra-
dio "cannot fulfill its public service
responsibilities to the fullest ex-
tent without the right to editorial-
ize." Appearing as an educator and
communications student and not in
his official capacity, he asserted
that the Mayflower ban "comes
closer to violating the First Amend-
ment and Sec. 326 of the Federal
Communications Act than any of
the other controversial positions
taken by Congress or this Commiss-
ion, including the political candi-
date clause (Sec. 315), and the so-
called power of program review."
Dr. Siebert told the Commission
that "complete objectivity" is found
"only in divinity," and that "I
would rather see controversial is-
ues discussed with occasional and
active instances of unfairness, than
to see a system where all discussion
is banned because some one station
or broadcaster does not meet the
100% standard of fairness."

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

He said "no newspaper and no
radio station could long survive
under a legal compulsion to pre-
 sent all . . . points of view."
A station's moral responsibility
to present opposing sides, he said,
is lessened when a diversity of
views is available from other
media.
William B. Quarnton, general
manager of WMT Cedar Rapids,
ruled that "you can take it as a
rule of thumb that the danger of
losing . . . public confidence [in
radio] is the most potent force for
the use of discretion in editorializ-
ing."

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

These people [broadcasters] cannot
live in their communities without tak-
ing part in the lives of their com-
 munities. That is why they are
protected by the right of free speech.
A broadcaster's contribution to this community's cul-
ture and welfare lies in his broad-
casting, first of all. In practicing that
profession, he needs to be able to prac-
tice it fully and freely, governed
by his own moral sense and by self-
imposed standards of decency, not by
government-dictated rules.

Under cross-examination he said
WMT is under "absentee own-
ership," which prompted FCC coun-
sel to question his plan for having
WMT editorial policy set by a
group of station executives who,
the counsel noted, are not licensees.
Mr. Quarnton reiterated that the
owners leave the operation of the
station, on the local and regional
level, in the hands of the local
management.

TUESDAY AFTERNOON
Commr. T. A. M. Craven, di-
rector-at-large for medium power
stations on the NAB board, vice
president of Cowles Broadcasting
Co. and general manager of WOL,
Cowles Washington outlet, stated,"I
feel that the Commission . . . or
the government . . . has no place
. . . through decision dicta or by
findings to enter the field of
programming, or the manner of
reporting, or the manner of ex-
pressing an opinion, or what is said
or what is not said in any form
whatevert." As asked by Commr. Sterling whether he
cailed to participate in the May-
flower decision because he was
"confused" upon the issue, the
former FCC member said he was
absent at the time. He stated that
he did not realize the import of the
case: "Asleep at the switch, in
other words."

Chairman Coy inquired if Commr. Craven objected, when he
was with PCC, to overall re-
view of program structure. The
witness replied he had told the
Congressional Select Committee
investigating FCC about that
time that there was "no specific an-
swer to public interest, conveni ence and
necessity that any layman can
give."

Commr. Craven asserted that
"the restriction in the number of
channels is a creature of the gov-
ernment's own making" and that
this is "all the more reason why
the government should not use this
excuse for abridgeing anyone's right
to express opinions or to utilize
one's own method of reporting
news." The former commissioner
said there "is actually no death of
radio facilities." Even a severe
shock to paper in "other media of
mass communication would not
justify the government's interfer-
ence with free expression, he stated.

Questioned by Durr
As asked by Commr. Durr what san-
tions he would invoke if broad-
casters were unfair, Commr. Craven
stated the one sanction that
cannot be invoked is government.
He added that broadcasters "have
the right to be unfair."

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

"How does the public operate,
if it doesn't use government
machinery?" Commr. Durr questioned.
The former commissioner replied,"In the field of radio we know very
quickly how the public operates. They [broadcasters] don't get any
listeners."

Appearing for a second time and
in his own behalf, ex-FCC Chair-
mans Craven and Fly took the
stand in defense of the Mayflower
decision, issued during his Com-
mmission tenure. Replying to earlier
charges by Rex Howell, Mr. Fly
opened his statement with the com-
ment, "I do think in passing it is
of some importance that the Com-
mmission's own administrative
record in the Mayflower case be
not defrauded by the duststorm
that blowed in here yesterday
from Grand Junction."
Mr. Fly continued: "It must be
KENI
Anchorage Alaska
5000 Watts - 550 K.C.

Now on the Air!

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

*Continued from page 49*

### Decisions Cont.

- **WTWA Thompson, Ga.—**Granted license for new station 1240 kHz. 10 kW, D, Class B.

- **WATK Boulder, Va.—**Granted license for new station 900 kc 250 w D.

- **KCAL Hamilton, Tex.—**Mod. CP change type and trans. and change trans. location.

- **KCLW Hamilton, Tex.—**Mod. CP change type of trans. and for approval of ant. and studio locations.

- **KTVJ Jasper, Tex.—**Mod. CP change type of trans. and for approval of ant. and studio locations.

- **KFTV San Francisco—**Mod. CP new TV station, to change studio and trans. locations, change equipment to ERK to 21.9 kw, aur. 14.6 kw, and make AN changes.

- **WEOA Evansville, Ind.—**Allocates new trans. on.

- **WBFM Washington, N. C.—**Authorized cancellation of CP to make changes in vertical ant. and mounting FM ant. on AM tower.

- The following were authorized extension—filing for approval of CP.
  - **WSOC Gastonia, N. C. to 6-30-48:**

- **KJAY Tupelo to 5-15-48:**

- **KERR Sioux Falls to 6-15-48:**

- **KSL Yuma to 8-15-48:**

- **KXEG Champaign to 6-1-48:**

- **WBRR Staten Island to 6-20-48:**

- **WREN Topexa to 6-25-48:**

- **WEMP Evansdale—**Granted license for new station 1500 kc 1 kw D and studio location.

- **WPAD Paducah, Ky.—**Granted license covering installation of new vertical antenna and change in trans. location and staitlation of a new trans.

- **WBAB Bridgeport—**Granted license covering installation of new trans.

- **WJUJ Montgomery, Ala.—**Granted voluntary assignment of CP to Southern Bistg, Co Inc.

- **KEOK Constation, Minn.—**Granted mod. of CP to change type of trans. and for approval of ant. and trans. location.

- **WSUA Bloomington, Ind.—**Granted CP for new station 900 kc 450 w, D, Class B, top of AM tower.

- **WBNV Greenville, Ala.—**Granted mod. of CP for approval of ant. and studio locations.

- **WNAX Yankton, S. D.—**Granted extension of completion date to 7-9-48.


- **WZIZ Wilkes-Barre, Pa.—**Granted extension of completion date to 7-9-48.

- **WKIL Philadelphia, Pa.—**Granted CP to change type of trans. and studio locations.

- **KULP El Campo, Tex.—**Granted license for new station 1300 kc 500 w D and to change studio location.

- **WKRC Cincinnati, Ohio—**Granted CP for change type of new trans. to change location and mount FM ant. on AM tower.

- **RGON Oregon City, Ore.—**Granted CP, AS-1, for new station 1450 kc 500 w D.

- **KSSL St. Louis—**Granted mod. of CP to change type of trans. and studio locations and make changes in ant. system.

The following were granted extension of completion dates as shown:

- **WSIX-FM Nashville to 7-4-48:**

- **WBOC Reading, Green, Ky. to 7-31-48:**

- **FM Worcester to 10-7-48:**

- **WJWOD-WI Madison, Wis. to 1-15-48:**

- **KQFM Fort Wayne to 5-31-48:**

- **KPRF to 5-31-48:**

- **WJWA Lockport, N. Y. to 7-9-48:**

- **KQIN Portland, Ore. to 6-15-48:**

- **KWEB Hattiesburg, Miss to 7-9-48:**

- **KWFT Wichita Falls, Tex. to 8-7-48:**

- **KJBT San Bernardino to 10-25-48:**

- **WBWF South Bend to 3-31-48:**

- **WBOG South Orange, N. J. to 7-15-48:**

- **WIVJ Westlake, Ky. to 7-15-48:**

- **KPRF Raleigh, N. C. to 6-30-48:**

- **WBMB Joplin, Mo. to 7-11-48:**

- **WTMO-FM Franklin, Tenn. to 5-3-48:**

- **WKOK-FM Sunbury, Pa. to 10-22-48:**

- **WESO Hollywood, Calif. to 11-4-48:**

The following were granted extension of completion dates as shown:

- **WALK-FM Springfield, Ill.—**Allocates new trans. on.

- **WWDD-FM Lynchburg to 7-1-48:**

- **WNJF-FM Camden, N.J.—**Allocates new trans. on.

- **WQXQ New York, N. Y. to 9-17-48:**

- **WL&A Milwaukee, Wis. to 1-1-48:**

- **KELT Youngstown, Ohio to 7-15-48:**

- **WBOC Cleveland to 8-29-48:**

**APRIL 20 APPLICATIONS ACCEPTED FOR FILING**

- **AM—1159 kG**

  - **Fordy City, Mo.,—**New standard station on 1400 kc 250 w un., AMEND. to change frequency from 1400 to 1550 kc, power from 100 to 250 w.

  - **AM—1453 kc**

    - **The Acme Bostg, Co., Elizabethtown, Ky.—**New standard station on 1453 kc 250 w un., AMEND. to change type of trans. and change in stockholders.

**FCC BOX SCORE**

*FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,645 licensed, 343 construction permits, 291 applications in pending file, 220 applications in hearing; FM—120 licensed, 149 conditional grants, 787 CPs (of which 330 are on air under special temporary authority) 68 applications pending, 93 applications in hearing; television—seven licensed, 86 CPs (of which 36 are on file), 212 CP applications pending of which 120 are in hearing.

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

**APRIL 22 APPLICATIONS ACCEPTED FOR FILING**

- **KYSO Yuma, Ariz.—**New standard station for extension of completion date.

- **Staatsburg, N. Y.—**Mod. CP change in frequency, increase in power, installation of new studio and trans. for new local area.

- **WWAB Plattsburg, N. Y.—**Mod. CP change in frequency, increase in power installation of new studio and trans. for new local area.

- **WQBQ Buffalo—**Mod. CP new trans. and studio locations for extension of completion date.

- **WCBX Westminster, Md.—**New non-commercial education station for extension of completion date.

**TENDERED FOR FILING**

- **TVY—74-82**

  - **The Daniels and Fisher Stores, Denver—**New commercial television station to be operated on Channel 3, 369.420 mc, ERP of 117.7 kw, Aur. 11.1 kw.

- **TV—189-196**

  - **Guy Gannett Bost, Services, Portland, Me.—**New commercial television station to be operated in Main. Channel 8, 183-186 mc, ERP of 77.28 kw, Aur. 33.75 kw.

- **TV—192-198**


- **AM—1450 kc**

  - **Bethesda Connecting Wards, Inc., Palm Beach, Fla.—**New standard station to be operated on 1450 kc 100 w un.

**Assignment of License**

- **WILS-950 kHz Bockey, Va.—**Consent to assignment of license of CP to FM station for Joe L. Smith Jr. Inc.

- **WKNA-580 AM Charleston, W. Va.—**Consent to assignment of license of CP to AM station of Joe L. Smith Jr. Inc.

- **WKWB-FM Wheeling, W. Va.—**Consent to transfer of control of

**A R A D I O  H E A D  — L I N E R**

Montana-born, educated

Chet (10:00 Wire)

Hunley

**MONTANA HEADLINERS**

**EUGENE M. SMITH, Owner**

The Art Mosby Stations

**KGV**

**KANA-KGM**

**MISSOUA**

**MONTANA BROADCASTING**

**Teledastin**
Three years later, we broke our promise

It was March, 1945.

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

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

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

Plus an award for The Theatre Guild on the Air.

Plus an award for The Boston Symphony Orchestra.

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

Now that we’ve sounded off, we’re putting our horn quietly away. We’re going back to being our modest selves, and we’ll never, never toot again. What, never? Well... hardly ever.
With the announcement of its Basic System Plan for television stations, Raytheon extends its policy of offering a complete equipment service to include television as well as AM and FM stations.

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

Raytheon equipment for television stations includes: aural and visual transmitters, camera chains, film projectors, antenna equipment, speech equipment, studio equipment and microwave relays.
Mayflower Hearing
(Continued from page 62)
conceded that neither Congress nor the Commission may take any action abridging freedom of speech. Judge Miller, for whom I hold the greatest respect, and all of us here are devoted to that principle.

‘Pathetic’ Ground

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

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

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

Scarcity Not Basis

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

Referring to Mr. Howell he said:

"The barefoot boy from the Bluetooth who braved the wilds and the stampeding buffalo and made the trek back here to assert that his responsibility to serve the public interest, and I quote 'makes it incumbent upon him to see that all stations operating on matters of public issue be accorded equal opportunity to be heard.' Yet he dares to demand at the same time that he be permitted to be the sole judge of that very public interest and that the Commission undertake its statutory duty to see that stations operate in the public interest; and the Commission has no right to issue any license which, in its judgment, does not serve that admitted public interest."

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

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

Comr. Jones wanted to know where to draw the line, if public drives are permissible and controversial stands are not. Mr. Fly replied that the extremes were very broad with a middle "twilight zone" where, if a broadcaster did get into "hot controversy, the worst thing he could do is give equal time to respond."

Later the ex-FCC chairman, indicating he was not so greatly worried about licensees expressing their views, said, "The thing I have tried to emphasize is the suggestion of turning the right of exclusion over to the licensee so that he can suppress the voices of many and cut the public off from hearing them."

WEDNESDAY MORNING

FCC counsel opened the Wednesday session by putting into the record statements by E. R. Vadeboncoeur, vice president of WSYR and New York; Broadcasting, N. Y., and Sidney Schreiber, general attorney of the Motion Picture Assn. of America, both of whom argued for radio's right to editorialize without restrictions; and of the American Jewish Committee, which endorsed the Mayflower dictum.

Don Petty, NAB general counsel, cross-examined Mr. Smythe at length on the tables he had presented for FCC breaking down the total of radio communities according to the number of stations in each. Mr. Petty claimed the tables were incomplete and did not reflect population changes since 1940. Acting Chairman Paul A. Walker over-ruled his motion to strike the tables but said NAB might prepare information which it considered pertinent.

Jerome Spingarn, former FCC attorney, contended on behalf of the American Veterans Committee that the Mayflower rule is a "logical and necessary extension of the Constitutional guarantees of free speech." He suggested that stations be required to make announcements twice daily stating their power, frequency, and license expiration date, and telling their audiences that they seek to handle controversial issues fairly and that their actions in this respect are subject to review by FCC.

Comr. Jones asked Mr. Spingarn whether, as former secretary to a Senator [Sen. Glen H. Taylor (D-Minn.], now Third Party vice presidential candidate], he thought elective public officials should be required to announce, similarly, the date of the expiration of their terms when ever they made speeches. Mr. Spingarn said he did not think so. Asked whether a high public official would carry more weight than a licensee in discussing public issues, he said he could not answer.

John Carson, director of the Washington office of Cooperative League of U. S. A. and of National Cooperatives, opposed modification of the Mayflower principle. He cited uses to which he said radio had been put to harm cooperatives, mentioning an alleged attack by Puliton Lewis Jr., MBS commentator.

Mr. Carson said it would be desirable to set up a "court" in which redress might be sought against "irresponsible" uses of radio, with the judgment in each case to be read over the air by the offending station. Unless precautions are taken, he said, the "licensee system of broadcasting" may "have to be abandoned some day."

Delet ed Code

When he mentioned that a former NAB Code banned sale of time to cooperatives and labor unions for discussion of controversial issues, FCC counsel noted that this provision had been deleted and NAB spokesmen brought out that the ban did not single out cooperatives or labor unions.

Robert J. Silberstein, executive secretary of the National Lawyers Guild, maintained that "the Mayflower decision...is in no sense the censorship enjoined by the [Communications] Act," and that
WEDNESDAY AFTERNOON

Norman Matthews, UAW-CIO regional director and chairman of the UAW-CIO International Radio Committee, urged that no modification be made in the Mayflower dictum. Claiming to represent the views of 960,000 union members, Mr. Matthews cited, at length, instances of alleged bias by broadcasters.

He said the problem before the Commission is “not whether the Mayflower decision should be altered to permit the advocacy of private interest opinions over the air, but whether radio should be utilized within the spirit of the Mayflower decision.”

The official also commended the Commission’s Blue Book.

Frank C. Waldrop, Washington Times-Herald columnist, appearing in his own behalf, went on record in favor of editorialization by broadcasters. In his statement, much of which was reprinted in his column the next day, Mr. Waldrop pointed out that licensees presently may advocate positively or negatively through program selection and control. He held that the listener is sufficient sanction against unfair acts by the broadcaster.

Don Petty, NAB general counsel, presented a summary of the NAB position. He outlined his argument as follows:

The FCC has no legal authority to regulate the expression of opinion or the discussion of public controversial issues over broadcast stations because: (1) The policies in issue regulate speech; (2) Such regulation is not permitted under the statutory standard of “public interest, convenience or necessity”; (3) Such regulation is an interference “with the right of free speech by means of radio communication” prohibited by Sec. 309 of the Communications Act of 1934; (4) Such regulation is unconstitutioanl because (a) speech by radio is protected by the First Amendment, (b) the First Amendment is a limitation upon the power of Congress to regulate broadcasting, (c) it is an unlawful abridgment of free speech within the meaning of the First Amendment, and (d) permitting broadcasters to operate in the “public domain,” the privilege cannot be conditioned in an unconstitutioanl manner.

The NAB general counsel in summary declared that “it is clear that even though it be said that Congress merely extend a privilege which it is free to withhold—access to a microphone in the public domain—it nevertheless may not exact for that privilege the surrender of the right to freedom of speech.”

Louis G. Caldwell, Washington radio attorney and first general counsel of the Federal Radio Commission, FCC’s predecessor, entered a detailed presentation in behalf of WGN Chicago and himself opposing the Mayflower ban. He read only portions of his brief because of the time factor and presented as exhibits a brief on the history and aspects of the Mayflower case and a reprint of his article on “Freedom of Speech and Radio Broadcasting,” published in 1935 in The Annals of the American Academy of Political and Social Science. The article earlier had been printed in Radio: The Fifth Estate.

Mr. Caldwell said the Mayflower case is held incorrectly as an “innovation in the way of a rule of law.” He said the editorial bar goes back to cases in 1930-31 and the “fair-play” doctrine even earlier to “some pronouncements of the Federal Radio Commission” in 1928-29. He said this may be found in FRC’s second and third annual reports in which “I must confess, I had a part.”

When Commr. Hyde recalled a particular case of that time, Mr. Caldwell commented he had written both the majority and dissenting opinions in that proceeding.

Mr. Caldwell told the Commission he couldn’t understand the overall-performance review concept. He said FCC can’t make a decision without making specific findings of fact on specific programs and that this is where regulation enters.

Brief by Gordon P. Brown, own.

(Continued on page 70)
Mayflower Hearing

(Continued from page 69)

er and general manager of WSAV
Rochester, N. Y., for modification of the Mayflower rule was entered
into the record at the conclusion of the proceeding. Mr. Brown's statement asked for the editorial
right with the "explicit provision
that the stations do not designate
the right or give the right to one
organization or network for its
use.

He continued that "super-power"

on clear channels also is a "sure
way" to put "to much power in
the hands of a few." Too much
"unregulated power in the hands of
a few" now exists, he said, "in the
network monopolies which have
been created because of inadequate
legislation to combat the situa-
tion."

WNAE-FM Is Launched;
Schedule—3-10:30 p.m.
WNAE-FM Warren, Pa., began
operations April 22, less than four
months after receiving its con-
ditional grant. Station is on Chan-
nel 221 (92.1 mc).

Present operation is from 3 p.m.
to 10:30 p.m. daily with extra
operation whenever necessary.

The Northern Allegheny BROADCAST-
Co. owns WNBA-FM and
WNAB. Both are managed by
David Potter and are affiliated
with MBS.

KGLO-FM MASON CITY
HAS FORMAL OPENING

FORMAL OPENING of KGLO-
FM Mason City, Iowa, was held
yesterday (April 25) during an
hour-long program. Speakers in-
cluded Mayor Howard Bruce;

P. Loomis, president of the Lee
Stations; R. E. Ohr, manager of
the station; Doug "Sherwin,
program director; and H. B. Hook,
public relations director.

Station is on Channel 266 (101.1
mc) with an interim ERP of 16 kw.
Transmitter is a 3-kw RCA.

KGLO-FM plans to be on the air
10 a.m. to 10 p.m. Programming
is almost entirely separate from
KGO and will feature play-by-
play of the Chicago Cub games as
originated by WIND Chicago.

Advance promotion included a
series of luncheons for all radio
set dealers in the area. Surveys
indicate there are nearly 3,000
FM receivers in the KGLO-FM
listening area, station reports.

Army Denies Allegation
By Pearson Against RCA

THE ARMY April 21 denied pub-
lished reports by Columnist Drew
Pearson that RCA had "leaked"
radar secrets. Mr. Pearson had
charged that RCA "deliberately
flouted the Signal Corps' secrecy
order by filing for patents in
Germany, Japan and the rest of the
world" on radar-connected inven-
tions before the war.

The Army stated that as early
as December 1937, RCA voluntar-
ily proposed to the War Dept. that
the company submit to the Depart-
ment inventions which were con-
sidered to have importance from a
viewpoint of national defense in
order that necessary steps could
be taken to keep the information
secret. The Army said that request
for assignment in trust of certain
patterns was made in January
1948; that RCA had filed abroad
for patents in December 1947.
Uniform Time

(Continued from page 25)

when the majority wants daylight time.

Even Sen. Overton, who has long been the champion of standard time as "God's time," admitted at one point that uniform time was the main consideration, whether standard or daylight.

ICC's Position

Interstate Commerce Commissioner Clyde B. Aitchison told the committee that ICC was interested "only in uniform time" and not in daylight or standard.

Comr. Aitchison said that previous recommendations of his agency have been to the effect that Congress act forcibly in the matter or that it be left entirely to the states. "Increasing evidence of confusion in interstate commerce," he said, "caused by varying and conflicting locally-adapted time standards now leads us to recommend that Congress amend the Standard Time Act so that it will completely effectuate the purpose announced by its terms; namely, 'to establish the standard time of the United States.'"

Sen. Owen Brewster (R-Me.), who sat through a portion of the hearing, prefaced his questioning with the remark that some 20 years ago he found it was "political dynamite" to discuss the matter of time, so he hasn't done it since.

Sen. Brewster wondered whether Section 5 of Sen. Reed's bill, which is a mandatory provision for daylight time, couldn't be replaced by a section giving ICC some discretion in particular cases.

Comr. Aitchison replied that it would be possible but not advisable. The Maine legislator added that he personally was in favor of daylight time, but he didn't want to debate with Sen. Overton at this time.

E. L. Bartlett, delegate to Congress from Alaska, urged the committee to enact an amendment establishing the correct number of time zones in Alaska. At present, he said, there is only one time zone for a land as wide as the continental U. S.

W. R. Triem, general superintendent of telegraph for the Pennsylvania Railroad, appearing for the Assn. of American Railroads, said his group felt that enactment of either of the pending bills would bring to an end "confusion and inconvenience."

How Would Public React?

Sen. Brewster wondered about the "practical effect" of the government's imposing a time against the people's will.

The witness replied that it would bring satisfaction to the country after it was in effect for a while. The dissatisfaction, he said, stemmed from the lack of uniformity.

J. M. Hood, president of the

American Short Line Railroad Assn., said he didn't think a community had any more right to change time than to change the measure of a pound to 15 ounces.

Mr. Hood said his group favored Sen. Reed's S-2226, but with the daylight-time section stricken. However, if Congress decides to authorize daylight time, his group would back S-2226 as drafted, Mr. Hood said.

E. B. Craney, appearing for the "XL" stations of the Pacific Northwest, described the problems of changing program schedules and the resultant confusion to listeners. He thought S-2226 was the better bill because the large Eastern cities want daylight time and that has to be recognized.

A recent man-on-the-street program conducted by KXLF Butte, he said, showed the people were for Congress to take some action in the matter.

Jack G. Scott, general counsel for the National Assn. of Motor Bus Operators, preferred the Reed Bill as first choice because of the provision for daylight time, which he thought would be more readily acceptable to the general public.

However, he said, his group also supports the principles of the Overton Bill since the main concern is for uniformity.

If neither of the bills should be enacted, Mr. Scott suggested as a minimum accomplishment the elimination of the present statute requiring common carriers to adhere to standard time.

Theatre Owners' Views

A. Julian Brylowski, chairman of the National Legislative Committee, Theatre Owners of America, voiced opposition to daylight time and endorsed the Overton Bill.

J. T. Sanders, legislative counsel for the National Grange, reiterated his group's long-standing opposition to daylight time. His reasons favoring passage of a federal law making standard time mandatory in all seasons were:

1. Matter is a federal function under interstate commerce clause and weights and measures clause of constitution.

2. Time "tampering" has never been carried out democratically. Changes by local centers have disrupted relations of a far wider area than is legalized for the time change.

3. Time is determined by nature and interference with this natural basis is especially hard on farmers in their marketing operations.

4. Local deviation from standard time "seriously handicaps" business lives of "all people" so even the legal functions of localities.

Mr. Sanders explained that H. R. 2746, pending before the House Interstate Commerce Committee, was preferable to the Overton Bill.

(Continued on page 78)

**HOOPER STATION LISTENING INDEX**

**December, 1947 - January, 1948**

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<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
<th>STATION &quot;F&quot;</th>
<th>STATION &quot;G&quot;</th>
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<td>MON. THRU FR. 8:00 - 12:00</td>
<td>51.9</td>
<td>7.9</td>
<td>5.1</td>
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<td>4.5</td>
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<td>Signs Off</td>
<td>Local Sunset</td>
<td>5.8</td>
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**WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE**

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period — among all Hooper-rated Columbia stations — WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.

J. M. Hood, president of the

**BROADCASTING • Telecasting**

4000 WATTS 960 KC* CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

April 26, 1948 • Page 71
Open Mike (Continued from page 36)

news from so many sources, will occasionally get misinformation which you incorrectly print. We are not implying any criticism of your very excellent publication, but we do feel it too bad that someone conveyed to you a misleading impression with a false statement of the facts and thus caused you to unwittingly misinform your clients.

Let us take this opportunity to compliment you on the very good job you do with BROADCASTING.

D. K. Broadhead
President
Allied Record Mfg. Co.

CENTRAL SECTION

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Liquor Ad Bans

(Continued from page 26)

sel, Advertising Federation of America, also maintained that the standards established in S-2352 would be "impossible of interpretation" except in accordance with particular and individual judgments of the FTC commissioners. They would have to consider not alone how the advertising might affect them, he said, but also how they believed it might appeal to the listener and reader.

Enforcement would also be impossible, he said, except by imposing arbitrary standards. Existing regulations, Mr. Sullivan maintained, are "ample" to protect the public from misrepresentation.

Arthur D. Jenkins, representing the National Editorial Assn., said his group was "seriously concerned with the new field of censorship that is being opened up and which will inevitably be extended to other forms of advertising."

The American Newspaper Publishers Assn., in a letter to its members, David W. Howe, notified the committee of its opposition to the measure.

"It does not lie within the purview of Congress to forbid the advertising of any product which may be legally bought or sold," Mr. Howe maintained.

Sen. Reed, himself a newspaper publisher, criticized ANPA for its stand, saying it "ought to be ashamed." In later questioning of a witness, Sen. Reed declared that he had "given up all hope that the liquor industry will ever learn the rules of decency in advertising."

He added that he had spoken to many Senators not on the committee for substantial support for his measure. Later he remarked that if it reached the floor it would "certainly pass."

Sen. Reed, chairman of the subcommittee which held hearings on the matter last year, opened the session earlier with an explanation of why S-2352 and S-2356 had been introduced. The committee felt, he said, that Sen. Capper's S-265 was "not practicable" to enact in its present form so it called on Sen. Johnson and himself to introduce one which they felt could be accomplished by the FTC commissioners.

Sen. Capper, in a brief statement to the committee, called S-2352 and S-2356 "good bills as far as they go," but added that he couldn't support either of them in preference to his own S-2356.

Sen. Capper introduced a telegram from Publisher Frank Gan- nett of Utica, N.Y., "wholeheartedly" endorsing the Capper Bill as the "least Congress can do."

Rep. Fred L. Crawford (R-Mich.) urged legislation to clean up the "deceptive, fraudulent and misleading" advertising used by the liquor industry.

P.Gad Morehaus, director of FTC's Bureau of Stipulations, related that his agency hadn't received many complaints about liquor advertising.

Mr. Morehaus, in answer to a question about FTC's opinion of S-2352 and S-2356, referred to a letter sent the committee by FTC Chairman R. E. Freer.

The letter expressed the opinion that "both bills are adequate to carry out their purport," adding that FTC had no suggestions for additions to or deletions from the bills.

Chairman Freer pointed out, however, that "the wisdom or propriety of such legislation is for determination by Congress."

Donald B. Galling, chief of FTC's Radio & Periodical Div., disagreed with his colleague, Mr. Morehaus, on choice of bills. Mr. Galling felt that S-2352 was more in line with current FTC policy and would not be difficult to enforce in court.

Arthur Lacy, enforcement supervisor of the Alcoholic Tax Unit, said that his unit read and revised much of the liquor advertising before it was printed.

He said that many of the advertisements which Rep. Crawford had termed "misleading" really contained "puffery" which the courts have consistently approved as admissible. He agreed with Sen. Francis J. Myers (D-Pa.) that S-2356 would largely eliminate "puffery" or exaggerated claims.

E. H. Foley Jr., acting Secretary of the Treasury, in a letter to the committee, expressed his department's opposition to the bills, insisting that the same purpose could be accomplished by amending the Federal Alcohol Administration Act instead of the Federal Trade Commission Act.

Although the FTC would be given the power to regulate and control advertising of liquor, he pointed out, Treasury would still remain charged with other provisions of the Federal Alcohol Administration Act dealing with unfair competition and unlawful practices, including labeling provisions. The division of responsibility, he said, would "tend to confuse."

Mr. Foley reminded the committee that Treasury possessed "a very effective instrument" for securing "speedy compliance" with advertising requirements. This, he said, was the provision for revocation or suspension of a basic permit in cases of violation.

Highlight of the Wednesday afternoon session was a charge by Rep. E. J. Johnson, vice president and counsel for the National Council of Temperance and Prohibition Organizations, that radio stations had used "unfair discrimination" against the dry forces.

Mr. Johnson charged that CBS, at the time it was selling four half-hour periods weekly to advertise wine and beer, refused to sell time to the dry forces which offered to pay regular commercial rates.

At that time, said Mr. Johnson, Herbert B. Swope was a member of the CBS board and also employed by Schenley Distillers Corp. as a public relations counsel for $36,000 per year.

Further charge was made against NBC, which it was said, sold two half-hour broadcasts to beer companies but refused to sell time to the other side.

Other stations accused of refusing to sell time were WGN WMAG.

(Continued on page 75)

540 KC

(Continued from page 25)

precede, not follow, the acquisition of channels.

Mexico's notification was received by the State Dept. April 14 and relayed to FCC's international authorities last week. Under NARBA procedures, this nation has 30 days in which to file its protest. If the dispute cannot be settled through diplomatic channels then the problem can be submitted for arbitration upon the request of either of the disputants.

Normally, authorities said, conflicts between signatories under NARBA have been worked out by the nations involved. As yet no problems have ever had to go into arbitration. A few "relatively minor" conflicts have been left unsolved for lack of success in direct negotiation, however, it was reported.

Mexico's San Luis Potosi station would employ a directional antenna, it was understood, but the nature of the directional pattern was not made known. Canada has long been using 540 kc for several years under an agreement with the U. S.

Judging Panel Selected
In IER Program Contest

(See IER story page 50)

SELECTION of the final judging panel for Ohio State U.'s 19th annual Exhibition of Educational Radio Programs was announced last week. The international round-up of the best public interest programs aired during 1947 will be presented in Columbus April 30-May 3 in conjunction with the university's annual Institute for Education by Radio.

The three judges—Harriet H. Hester, writer-producer, American Medical Assn.; Armand L. Hunter, radio department, Temple U., and Seymour N. Siegel, manager, WNYC New York—will handle final screening of all programs submitted in the contest's 14 classifications, excluding network shows, I. Keith Tyler, director of the institute, announced.

It's very easy for us...we who write and you who read these ads...to think that everyone works from 9 to 5. Yet, all across the great Cleveland market are thousands of executives and workers who start their work...and their radio listening...early!

Enough of these families listen to WJW's Top Of The Morning...a 55-minute "wake up" program that starts at 6 A.M...to make it a very good buy for the advertiser who wants Pop to approve Mom's purchases for the day. Ask Headley-Read!

Bill O'NEILL, President

BROADCASTING * Telecasting

ABC Network CLEVELAND 5000 Watts
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

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Johnson Bill Finale
(Continued from page 26)

consciously or unconsciously might affect his viewpoints."

"Through members of his family," charged Mr. Caldwell, "Sen. Wheeler is interested in the most profitable of Mr. Craney's six stations, KXYL Spokane."

One of his (Sen. Wheeler) sons, he charged further, is manager of KXYL, and another son along with the Senator constitute a law partnership with Mr. Craney as one of their clients.

Summarizing the makeup and arguments of the bill's proponents, Mr. Caldwell maintained that they represent "several inconsistent and contradictory schools of thought" and that they want objectives which are "mutually exclusive of each other."

Mr. Sholis told the committee that the record left behind by the opponents of high power "is generally larded with the same, venerable, generalized warnings that higher power will drive everyone else out of business and we are still without a bill of particulars."

Mr. Sholis stated that Mr. Craney had "echoed" the familiar statement that higher power would drive affiliates off the network but when asked to name specific victims he "slipped away with the answer that he didn't know which stations would go to higher power."

Since the CCBS plan has been "public property" for 18 months, he added, it would have been an "excellent start" for Mr. Craney to build his case—if any."

The CCBS director said he did not recollect a single witness who gave the call letters of a station which would become a network casu-ality. "This is rather strange," he observed, in the light of the predictions of "widespread disruption."

Answering charges of Stephen Cisler of WKYW Louisville that he couldn't buy advertising in the Louisville Courier-Journal and Times, owners of WHAS, because he was a competitor, Mr. Sholis explained that the papers had been "seriously strapped" by a newsprint shortage and were forced to ration space to advertisers on a priority basis.

Under the priority plan, he continued, radio programs, publication and mail order accounts were last.

The "greatest injustice" done by Mr. Cisler, he said, was in not telling of the "fairness" with which the newspapers handle news and program listings of his and all stations in its editorial columns.

Mr. Caldwell also introduced a rebuttal statement from KPI in its controversy over getting first use of weather reports [BROADCASTING, April 19]. In its statement, KPI maintains that the Weather Bureau "should be credited with some sense in the selection of methods by which it will reach the people that need its service."

Earlier on Monday Col. John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, led off the rebuttal testimony for the bill's opponents.

Col. DeWitt differed with the idea raised several times that no two engineers ever agree. They do agree, he said, when they have all the facts.

Directional Antenna Argument

The WSM president took issue with the contention that breaking down clear channels would not make anything away from the stations now on those channels. This argument was based on the use of directional antennas, he said, maintaining that there had been no fundamental developments on directional antennas since 1940.

They are designed strictly on theory, he said, and their proof of performance is confined to suppression of ground wave and will not show interference to sky wave.

Sen. Tobey interrupted to remind the witness that Comdr. T. A. M. Craven, president of Cowles Broadcasting Co. and former FCC Commissioner, had testified the previous week praising the value of directional antennas. Following Col. DeWitt's theory about agreement among engineers, Sen. Tobey wanted to know who then was minus the facts.

In this case, answered the CCBS executive, Comdr. Craven does not have all the facts.

Comdr. Craven's plan for putting four outlets on each of the 1-A channels is "too close to the limit," said Col. DeWitt. The 1-B type of service given by WTOP Washing- ton and KSTP Minneapolis, he argued, is not the type of service which is needed.

Touching on the international aspect, Col. DeWitt said that duplication is exactly what Mexico and Cuba want and they will then be authorized to use our channels.

The BMB maps used by Mr. Craney, he said, are not engineering maps and only tell how many people listen once a week to a program but do not tell anything of the quality of service or whether the listeners are satisfied.

Taking WSM as an example, the witness produced a map which purported to show that another outlet on WSM's frequency located at Tulsa, WSM would lose about 40% of its audience. He admitted that another station on WSM's frequency could be situated in the Northwest with no ill effects to WSM but that it would only give groundwave service to a small area.

Taking issue with the testimony of former Sen. Burton K. Wheeler of Montana to the effect that 20 high power stations could cover the country, Col. DeWitt termed Sen. Wheeler "merely a politician, not an engineer," and maintained that high power stations can only give "a type of service" and that network coverage would still be needed for millions.

Sen. Tobey came to the defense of Sen. Wheeler saying that he had come to testify as a public service after reading about some of the clear channel contentions in the papers. Sen. Wheeler, he said, was "thoroughly familiar" with radio regulation not as a politician but as former chairman of the Senate committee dealing with these matters.

'Anti-Climate' Reminder

He reminded Col. DeWitt that one of his own group had complimented Sen. Wheeler by remarking after the Senate's testimony that "anything after that is anti-clim-

Sen. White joined in to say that Sen. Wheeler was motivated by "high purposes" and he was glad to hear Sen. Tobey say what he did. "I wish we had a few more with his candor and guts," added Sen. Tobey.

Col. DeWitt said he didn't use the word in a derogatory manner, but merely wanted to show that Sen. Wheeler didn't know the en-
Don Lee Plans Microwave Relay, San Diego to L. A.

DON LEE Broadcasting System plans to construct a microwave television relay between San Diego and Los Angeles once a grant has been authorized for the former city.

In explaining the plan, which will represent an investment of approximately $15,000, Harry Lubcke, television director, said that several sites are under consideration, including Mt. Soledad, which would be in line of sight with Don Lee's Los Angeles antenna atop Mt. Lee.

Hearings for San Diego are scheduled for June and once grants have been authorized, it is understood that DLBS hopes to have its relay operative within six months from start of erection.
CAAS-FCC
(Continued from page 21)
CAAS's attitude of "the-whole-sky-is-ours-right-down-to-the-ground."

Broadcasters have found little satisfaction in explanations of procedure and actions offered by CAAS representatives attending NAB district meetings.

After drafts of the proposed revisions of both agencies have been drawn up, it is expected that joint meetings of the agencies will be held to work out final details. Net result may be that the separate revisions will be amalgamated into a document known as CAAS-FCC Rules and Standards.

It is understood that standards under preparation by the FCC may be ready for consideration by the Commission en banc within one month. Representatives of the industry hope they will be allowed to present their views on the subject.

Delos Wilson Rentzel of Virginia was named April 8 by President Truman to succeed Theodore P. Wright as CAAS Administrator. (CLOSED CIRCUIT, April 12.) Mr. Rentzel has been chairman of the board and president of Aeronautical Radio Inc. and president and chairman of the Radio Technical Commission for Aeronautics. His appointment will be considered by the Senate Interstate Commerce Committee in executive session April 29.

**Dar & Radio**

Medium Warmly Received
At Annual Conclave

AN INSIDE VIEW of radio was given at the DAR at its 57th Continental Congress in Washington last week—and the message was warmly received.

Ruth Crane, president of the Assn. of Women Broadcasters and WMAL-TV Washington women's commentator, addressing the DAR radio committee Tuesday, said: "I think it is high time that women of America . . . pursued an even higher and nobler purpose than might be traditionally ours." She referred to action that might be taken on such matters as the Mayflower editorializing question.

Hills Mayflower Decision

"Is it not an anomaly that here in this great nation where all of us can assemble as we do today to express our opinions on diverse subjects we should have an actual denial of the freedom of speech which so importantly concerned the deliberations of those who drafted our Constitution."

Mrs. Crane stressed the tremendous influence of radio. "The average American family spends more time listening to the radio than doing anything else other than working and sleeping," she said. "Look at the impact of radio on the ballot box. In 1920 only 26,000,000 ballots were cast in the national election. In 1944, with many of voting age overseas, 48,000,000 ballots were cast. As the number of radio sets increased, so too did the number of voters."

KFSR delivers a market that can't be covered from OUTSIDE FT. SMITH!

222 MILES FROM OKLAHOMA CITY

144 MILES FROM TULSA

295 MILES FROM MEMPHIS

160 MILES FROM LITTLE ROCK

FORT SMITH, the number 2 market in Arkansas . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 million of dollars per year . . . retail sales, over 35 million. Effective buying power is set at $8 million per year. Bank deposits are over $1100 PER CAPITAL! A great market . . . it's all yours through KFSR . . . Fort Smith.

**Midwest TV Unit**

Chicago Council Organized

FORMAL organization of the new midwestern television society, the Chicago Television Council, was announced Thursday by James L. Stirtion, its newly-elected president.

Officers elected in addition to Mr. Stirtion, general manager of ABC Central Division, were:

Arden B. Rodner, Television Advertising Productions, vice president; Fran Harris, Ruthrauff & Ryan, secretary, and Russell Tolg, BBD, treasurer.

Meetings began last month when TV representatives from networks, stations, agencies and allied fields held the first in a series of conferences designed to lay the groundwork for an organization similar to New York's American Television Society. (BROADCASTING, Feb. 23, March 22.) With two Chicago TV stations on the air and two more scheduled to start in September, formation of such an organization was deemed a growing necessity by charter members of the group.

Aims to which the CTC has pledged itself are: (1) To encourage adoption of a high standard of TV performance, (2) to focus national attention on Chicago television facilities, (3) to develop program and production techniques, and (4) to serve as a clearing house for the release of accurate information about television and its related problems.

Anyone engaged in the operational, production or business phases of television at the executive level is eligible for membership, Mr. Stirtion announced.

In addition to the officers, a seven-man board of directors was elected: Don Meier, WKB; Chuck, WGN-TV; Ken Carpenter, Wolling Co.; Norm Jonathan, WJJD; Fred Killian, ABC; Ralph Liddle, and the late Albertson, Washington.(

**Lever Bros. Account**

LEVER BROS. Ltd. has appointed Day, Duc & Tarleton, New York, to handle Canadian advertising of a new but unannounced product. No plans have been released.

**Perkins Buys Laredo Station for $80,000**

KPAB Laredo, Tex., MBS outlet on 1490 kc with 250 w, has been sold for $80,000 to Mark Perkins, formerly with KENT Shreveport, La., it was announced last week by Dallas office of Blackburn-Hamilton Co., station broker.

Sellers are J. K. Beretta and Howard W. Davis, operating as Laredo Broadcasting Co., KPAB licensee. Mr. Perkins for several years was radio freelance in Chicago and San Francisco and one-time was with WFTD Toledo. During the war he served with both RCAF and AAF, flying combat missions in Europe.

Application for FCC consent to the sale is in preparation and is to be filed through Dow, Lohnes & Albertson, Washington.

**NBC TV Space**

NEGOTIATIONS by NBC to acquire space for television broadcasting in the RKO-Pathé studios at 106th St. and Park Ave, New York, were reported near conclusion last week. It was believed that NBC would use the added studio space, if the deal were consummated, both for film and live television operations.
FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

Radio Sales

Dealer Talks
TO CREATE better understanding and goodwill between radio stations and dealers, WWJ-TV Detroit has started weekly series of special talk aim at local television dealers. Station feels that dealers will be better informed if they are interested in activities and future plans of the business. Dealers can also share existing problems and plan their policies accordingly. Each week WWJ-TV invites representative of a set manufacturer to participate in the telecast.

WHLI and CBS are the only radio organizations selected by the New York Newspaper Guild for 1948 Page One Awards.

WHLI's Page One Award is for "Radio Journalism".

WHLI 1100 KC
BETWEEN WHN AND WNEW
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND
ON YOUR RADIO

WMPM MEMPHIS

On Your Radio

OUTCOME of aid given by KCVO Kansas City, to WWJ recently in Cold is low and white business being distributed by station, Brochure tells how the airline had cargo of 3,200 baby chicks stranded at Kansas airport due to weather conditions when they called KCVO to buy advertising space on evening broadcast. Note that was available, but evening announcements could not be used and people were calling and visiting the airport to buy the chickens.

Conestoga Radio Sales

"CONTEST to end all contests" is claim by Milton Ford and Milt Slosser, early morning men on WWJ in Washington, regarding their latest project. Incidental addition to it, they are awarding three chickens, an entire day, all washing dishes, sweep, washing dishes, and all household dish appliances for their entire show direct from winner's home.

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NBC MERGER

NBC's plan of consolidating television and sound broadcasting operations proceeded last week as its television sales department, which heretofore has functioned independently, was integrated into the sales organization of the network.

Reynold R. Kraft, television sales manager, became assistant to George H. Frey, director of network sales.

Two other television departments—news and special events, and stations—which also were independently operated, have also been absorbed by similar departments in NBC.

Video news and special events will be under William F. Brooks, vice president in charge of news and special events and international operations. The integration of television sales with the network organization placed responsibility for that phase under Eastern C. Woolley, NBC director of the stations department. Charles Bevis, formerly in charge of station relations and traffic in the television department, was transferred to the station relations department and reports to Sheldon B. Hickox Jr., department manager.

In the integration of television sales with the network, Harry T. Floyd, H. V. Anderson and Robert Sarnoff, formerly of the television department, were assigned to the network sales department; Joseph M. Milroy was assigned to network sales service, reporting to F. M. Greene.

Television national spot sales were consolidated with the network's National Spot Sales department under one, which McConnell, director of National Spot Sales, became.

John M. Greene was assigned to liaison between network and National Spot Sales.

Respects

(Continued from page 58)

and became Pennsylvania state manager in 1937.

In 1939 he was brought to New York as night editor of INS and supervisor of the night Hearst service which carried, among other matters of great moment, the editorials struck off by the Old Man himself and was therefore a national and regional operation. It was in this work that Mr. Greene's broad and varied background of experience, the combination of public relations and general management background gained in the sales field, and the understanding of the need for a highly effective man to carry out the policies of the network came to the fore.

In the fall of 1940, with war news multiplying, Mr. Eiges was made cable editor of INS. When he heard of a job opening at the NBC press department the next summer, he took it.

Mr. Eiges was hired as a writer assigned to Blue Network shows. Within a year he became assistant manager of the press department. On Jan. 16, 1945, he became manager, and last Oct. 3 a vice president.

Meanwhile, Mr. Eiges married the former Beatrice Wechsler, of Pittsburgh. They have a daughter, Marilyn Sue, 5%.

He has little time for hobbies; the only one of which he owns is reading. He is a member of Pi Lambda Phi, Omicron Delta Kappa, Sigma Delta Chi, the American Council on Public Relations and the National Assn. of Public Relations Counsel.

As vice president in charge of press, Mr. Eiges has supervision of a department of 39 employees in the New York headquarters of the network and is on policy setting sessions of the network executives.

His skill is behind the public pronouncements of NBC's biggest brass. The finely-tuned phrases of any important NBC man, like the Amos 'n' Andy show, his speech usually have come from Mr. Eiges' typewriter.

A giddier man than Mr. Eiges might have been carried away by such a sudden rise from writer to vice president in less than seven years. His associates insist, however, that Mr. Eiges, a steady worker, has not let himself get lost in the upper reaches of the NBC hierarchy.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

WDBJ has proven listener loyalty that means low-per-sale advertising costs

WDBJ alone adequately covers a rich, diversified market representing 23.7% of Virginia's buying power! The winter 1948 Hooper Station listening Index shows that WDBJ's daily average-share-of-audience in its home city of three stations is 54.2%.

Ask Free & Peters!
Commercial

SAMUEL H. CUFF, president of Store

Division Inc., New York, has been ap-
pointed television consultant to Ad

Young Jr. Inc. station representa-

which, is inaugurating a tele-

services to clients. Mr. Cuff, for-

ger, former general manager of Du-

ont television stations and later or-

ner of Allied Television Caravan, will be available for consulta-

to Young clients on all phases of

video operation.

GENE GRANT & Co., Los Angeles and

San Francisco, has been appointed

Western national sales representative for KSUN Swearengen, Calif. Eastern repre-

sentation will be by DONALD COOKE

Inc. KSHB will begin western sales in

late April with 250 W on 1240 kc full-
time.

R. L. STUFFLEBAM, for past three years general manager of WZU Tuscola, Ill., has been appointed sales man-

ager of KSTL, new daytime station under construction in St. Louis. He will assume his duties today (April 26).

Prior to joining WZU he handled sales for Central States Broadcasting System (KFBO-KOlna, KFBO-Lincoln), which FRANK E.

Pellegrini, who is general manager of KSTL, formerly

Mr. Stufflebarm, now manager, KSTL, expects to begin op-

Mr. Stufflebarn, now manager, KSTL, expects to begin op-

GEORGE SHUPERT, with Paramount Pictures Inc. for nine years and former president of American Television Society Inc., has been appointed director of commercial operations for Paramount's television division. JOHN DICKINSON, in television division, has been promoted to national sales representative for KTML Los Angeles, and eastern sales representative of WKBK Chicago, both video stations BURT BALABAN has has been promoted from director of negoti-

aions for television films, to man-

agement of film department.

JERRY KING, formerly with WNEW

New York, has been named traffic

manager of WDHN New Brunswick, FM station of Daily Home News.

ROBERT M. SCHILLIN, has joined sales

staff of Bremer Broadcasting Corp.

operator-owner of WATV, WAAJ and WAAJ-AM Newark, N. J., as account executive. He is the son of A. B. Schil-

lin, vice president and local sales man-

ager of firm. Robert Schillinn was incor-

ded as sales manager of Bremer in

BROADCASTING, April 19.

MAC WARD, former sales representative at Adam Young Co., Chicago station representative, has joined sales staff of MBH mid-west offices in Chicago. Mr. Ward previously was sales executive with CBS and the former Blue network in Chicago.

ROBERT JAWER, who formerly op-

erated Jawer Television Produc-

tion Inc., Philadelphia, has been named sales rep-

resentative for Philco television station WPZT Philadelphia.

VIC UEBERROTH, former manager of San Francisco office of Allied ADV.

Agencies, has been appointed com-

mercial manager of KGK-FM San Bruno, Calif. Mr. Ueberrath had also been an account executive at KJRS San Fran-

isco and sales manager at KSMO San-

Mateo, Calif.

JOE G. FISHER Jr., current spot sales service manager of WENR Chicago, has been named service manager in WENR Los Angeles sales department.

KEMPER WILKINS has been named sales

and program representative for WRPD Worthington, Ohio.

JAMES F. BURKE, with CBS since 1923

when he joined program department, last week was named to staff of Radio

ABC has announced plans for erection of large, illuminated signs in New York, Los Angeles and Hal-

lywood to promote programs heard over WJZ New York and KECA Los Angeles, two of the network's key stations.

Ivor Kenway, ABC vice president in charge of advertising and promotion, disclosed that network's 260 affiliates are tying in with the program promotion campaign by using standardized outdoor paint-

ed billboards, billboard-size, made available by ABC. The stations will spend between $500,000 and $750,000 on this project, Mr. Kenway said.

Dixie Engineering

DIXIE Engineering Co., Columbia, S. C., has become affiliated with Broadcast Engineering, Oakhosh, Wis., and will handle the firm's en-

ineering business in Kansas, Okla-

oba, parts of Missouri, Arkansas, Mississippi, Louisiana, Kentucky, Tennessee, Alabama, West Vir-

ginia, Virginia, the Carolinas, Georgia, Florida, Texas, New Jer-

sey, Pennsylvania, Maryland, Rhode Island and Massachusetts. An-

nouncement was made by Nathan Williams of Broadcast Engineer-

ing. Dixie Engineering is headed by T. V. Miller, R. L. Easley and J. H. Willis.

By every measurement

WTIC dominates the prosperous

Southern New England Market

Paul W. Morency, Vice-President-Gen. Mgr.

WLTV Johnson, Assistant Gen. Mgr.-Sales Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

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As Used with the RCA TK-20A Film Camera—film camera converts motion pictures into video signals. When only one projector is used, pictures are projected directly through the aperture of the film camera onto the camera pickup tube. The video signals produced are fed via control equipment to the transmitter.
mechanism assures smooth, quiet operation

- A PERFECT FILM PROGRAM every time ... high-definition, flickerless pictures ... continuous, on-the-air dependability—with this new sound-film projector that's designed specifically to meet the exacting needs of television stations.

The film-drive mechanism and other mechanical features are precision-built in the RCA Brenkert plant ... home of the famous projectors used by leading theatres around the world. The sound-head is the well-known RCA high-quality unit used in these projectors—modified to include a special, salient-pole synchronous motor.

Here is the film projector that produces higher light output with negligible heating of the film gate or the film ... enables you to project single frames as stills.

Here is a film projector with great mechanical simplification—and with fewer moving parts for quieter, easier operation. It's easy to operate. It's simple to maintain ... even oils itself!

Auxiliary equipment for the projector includes: (1) a control rack—with its pulsed light power supply, remote panels, and 10-inch picture monitor; (2) a film camera multiplexer employing two mirrors to reflect projected images from two film projectors into a single television film camera.

To get the most from your newsreels, shorts, and feature films, overlook none of the advantages of this new 35-mm projector. Let your RCA Broadcast Sales Engineer give you the technical details and prices. Or write Dept. 19-DC.

---

How it works—Line A shows the pull-down timing of a standard 35-mm film projector (no lighting during 90° pull-down). Line B shows pull-down timing of the RCA 35-mm television projector—and the duration and repetition rate of the short intervals during which light passes through the film.

Line C shows the projector lighting interval of the RCA 35-mm television projector. The "light-on" intervals are produced by a pulse-controlled camera lamp that produces an 800-microsecond flash every 1/60th second. The picture images are projected onto the film camera pick-up tube during the retrace (blanking) interval of its scanning beam. The "storage" property of the tube permits scanning during the unlighted interval between flashes.

Scanning releases the picture charge—converts it into a video signal. A synchronizing generator keeps the projector and film camera in phase.

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TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
WORK ON TRANSMITTER OF WNHC - TV STARTED

CONSTRUCTION work has started on transmitter for WNHC-TV, television station of Elm City Broadcasting Corp., New Haven, Conn., and should be completed by June 1, officials of the corporation state.

The new station, which will be the first affiliate of DuMont Television Network, will operate on Channel 6 (92-88 mc.).

Elm City also is planning to launch its FM station, WNHC-FM, soon. The FM outlet will be on Channel 260 (99.1 mc.).

The corporation, headed by Patrick J. Goode, also operates WNHC, 250-watt full timer on 1340 kc. James T. Milne is general manager.

KICM Mason City Takes Air as 250-w Fulltimer

KICM Mason City, Iowa, became the fifteenth station of the Iowa Tall Corn Network when it took the air last month with 250 w on 1490 kc fulltime.

Charles E. Jones, former radio licensee buyer for Montgomery Ward, Chicago, is manager of the MBS affiliate.

Paul Patrick, formerly of WLICX LaCrosse, Wis., and KGLO Mason City, has been named KICM program director.

Transmitter facilities are located on the south edge of Mason City. The modern 14-room studios are situated in the heart of the downtown area.

Donald E. Bankhart

DONALD E. BANKEHART, 55, advertising manager of Northern Electric Co., Ltd., Montreal, Canadian subsidiary of Western Electric, died at Montreal on April 13. He was a director of the Assn. of Canadian Advertisers. At one time he was manager of CJNC Winnipeg, an early western Canadian station no longer on the air.

NEW TRANSMITTER house of WEMP and WEMP-FM Milwaukee is shown in artist's sketch. Already in operation on AM from its new site, station expects to begin FM broadcasting tomorrow (April 27) on Channel 231 (94.1 mc.). WEMP operates with 250 w fulltime on 1340 kc. Its new transmitter house adjoins new 465-ft. tower.

W6XIS Is On Regularly;

To Be Commercial Soon

INTERMOUNTAIN Broadcasting Corp. (KDYL) Salt Lake City, Utah, officially inaugurated regular service for its video station W6XIS in a special telecast April 19. Commercial operation is expected to begin in the near future.

Speakers on the program included S. S. Fox, president and general manager of Intermountain Broadcasting Corp.; Governor Herbert B. Maw of Utah; Jennings Pierce, West Coast station relations manager of NBC; Dr. A. Ray Olpin, president of the U. of Utah, and Frank Streater, president of the Salt Lake Chamber of Commerce.

The station is on Channel 2 (54-60 mc.) and will televise programs on Monday, Wednesday and Friday evenings with tests 3 to 4 p.m. daily.

WTMJ-TV Rate Card

IN LISTING the new rates for WTMJ-TV Milwaukee [BROADCASTING, March 22], it was erroneously stated that "transmitter charges will range from $25 for a 20-second slide film or card to $200 for a live program including facilities." Actually, transmitter charges, as listed on the WTMJ-TV card, do not include facilities for five-minute programs up to one-hour programs.

WENR Chicago has been presented with a Certificate of Award by John Bulaikin, general chairman of 1947 Jewish Welfare Fund campaign.
GODA POP CAPS are valuable in Akron, as result of new program. Program started on WIKK under sponsorship of Golden Age Bottlers. Jack Morrisey, m.c., of the ten-minute feature, "Cash for Capes," makes the telephone calls each night, offering to pay $1 for each Golden Age bottle cap in possession of person connected for ten minutes before air time. Mr. Morrisey tells Golden Age representative in what part of town calls will be made. Representatives drive cars near that vicinity and listen to program on radio. When winners are called, he goes to address given on program and pays for it. Contest is a Darksy copyrighted production.

Interviewed at Game

ORIgINizing from box in Yankee Stadium, New York, "Radio Fan Fair" program started last Friday over WABC-TV Network. Program is sponsored by Providence of Brown Shoe Co., St. Louis (Robee shoes). The 15-minute series presents telecasts of all daytime home games of New York Yankees. Sports figures, government, business and show leaders are featured each day. Sinton Brothers Co., New York, placed the account, which will run through Sept. 30.

Guest Disc Emcees

LADIES attending audience participations were featured on new dramatic program, "Cash for Dares Too," aired over WNAC Boston, are invited to act as disc emcees. Announcement in context for large list of prizes. Sponsored by Virginia Dare, Boston women's apparel store. Sponsored from specially constructed studio in downtown downtown area, audience members of WANAC Network, acts as m.c. and, according to a lady audience滋生s, decides winner each day. Sinton Brothers Co., New York, agency for Virginia Dare.

AMERICAN men and women who have achieved personal success are subject of new dramatic program, "Success Story," aired over WBBM Chicago. Sponsored by Reform Employment Agency, weekly series presents dramatizations of lives of individuals who have achieved national recognition. Producer-Director is program's narrator and scripts are written by Edward S. Babson.

'Cash for Dares Too'

PUBLICITY means for advertisers to make large cash contributions is featured by WYFY Frankfurt, Ky., in its new program, "Money Sings," one of the many Sunbeams of recorded music, aired nightly for full hour. There are 15 spot announcements, each costing sponsor regular local rate, plus 50c for one-week give-away. At one hour's time, transcription is played at 78 rpm and is designated as "live." On last five minutes of show phone call is received from Washington, D.C., asking to identify tune, he receives total of the fivefemale singers increases nightly until line is identified.

Comic Strip Aired

PARALLELING the adventures of Harold Teen as a radio disc jockey, newly weekly half-hour radio program, "Covering the Sugarbowl," has been inaugurated by WNAC Chicago. Tune, 3:30-4:30 p.m. Cast includes all of Harold's comic strip pals—Lilluna, Peggy Wing, Shadow, Pop Janks and Brick Jackhouse—will be the voice of the strip, portraying lead. Some of the characters are named after celebrities or famous personalities. The audience is a large one for the program and its popularity is growing. Program is conducted entirely in Swedish and consists of news, direct from Sweden and also from the local Swedish community and music and interviews. Inge Kihl- berg, head of the IRS, is m.c. Station says biggest surprise is that program has tremendous following among the Scandinavians. It is a program that is received and imported directly from Sweden.

Video Shows

TWO NEW television shows that are being aired over WFTL-TV Philadelphia. First is called "Dancing Stars, Revival" and features two former Arthur Murray dancers. Program is sponsored by local automobile dealers and viewed from 3:30 to 10 p.m. Sundays. Each week winners in local social center rhumba contest compete in similar contest before the audience. Casts, with background planned to resemble carnival scene. Latest video show, also called "Quick on the Draw," with Alex St. Paul and Edith. Casts are asked to identify sketch is another show. A studio audience controls writing with their drawings. If studio audience cannot guess right answer, video set owners may call station.

American Legion Programs

AMERICAN Legion Programs has distributed two 15-minute transcribed radio programs, listing steps being taken to combat subversive activities, over more than 900 radio stations which broadcast Legion's "Decision and Descriptions." One side of disc features program titled "Combattng Subversion," released for Legion members. Other side features program titled "Combattng Subversion," released for Legion members. Other side features program titled "Combattng Subversion." On one of the disc features, Legion's "Decision and Descriptions." One side of disc features program titled "Combattng Subversion," released for Legion members. Other side features program titled "Combattng Subversion." Legion members are being asked to forward Public Service Award to Legion members. Legion members are being asked to forward Public Service Award to Legion members. Legion members are being asked to forward Public Service Award to Legion members. Legion members are being asked to forward Public Service Award to Legion members. Legion members are being asked to forward Public Service Award to Legion members.

"Platter Party"

TEEN-AGE show originating from show window of local department store is new feature, WMWM Baltimore. Program, titled "Platter Party," invites audience to buy record in the store and bring it to the air after purchase. Records played are by local teen groups and are guests of WMBD from time to time. Program is feature for program participants, home listeners, and students. Student, composed of one student from each local school, elected by students.

WCSI Poll

IN A Public Opinion Poll of Southern Indiana, conducted by WCSI, 95.8% of people polled were in favor of national preparedness. 74.6% wanted United Military Training and 73.4% were in favor of selective service. Over 1,000 replies contacted by Harold Arthurs, WCBS news editor, and in all field workers. All newscasts on April 9 devoted time to presenting the results of this poll.

Audience Judges

AUDIENCE-participation program. "You Be the Judge" is to be started on KDKA, Pittsburgh, Pa. (April 25). Program permits members of studio audience to give their opinions on points of current cases dramatized during the program. Four "judges," whose opinions are most nearly correct receive prizes and are permitted to participate in a mock trial at close of program. Judge rendering best decision at trial receives another prize. Gilbert Thomas writes and produces the program, which is a broadcast program, not educational.

Programs

When It's "BMI" It's Yours

Another BMI "Pin Up" Hit—Published by Penora

It's EASY WHEN YOU KNOW HOW

On Transcriptions: Lang-Worth—Lenny Herman; World—Jose Morand.


When It's "BMI" It's Yours

Another BMI "Pin Up" Hit—Published by Penora

It's EASY WHEN YOU KNOW HOW

On Transcriptions: Lang-Worth—Lenny Herman; World—Jose Morand.


RCA Victor

New Pep for Your Platter Shows

from RCA Victors

latest releases

VAUGHN MONROE

What Do I Have To Do

And A Little Imagination

RCA Victor 20-2811

EDDY ARNOLD

In Heaven

RCA Victor 30-2804

Tuxarke Baby

and Bouquet of Roses

RCA Victor 26-3564

RUSS CASE

Corvari

RCA Victor 20-2828

LOUIS PRIMA

I Feel So Smooch-ie

RCA Victor 26-2763

LAWRENCE DUCHOW

Blonde Charlie

RCA Victor 20-3282

TONY MARTIN

Confess and Pretty Bride

RCA Victor 25-1117
I N MAN, HOPWOOD, LAUFMAN, FOMUND and C. H. Unta, as consulting radio engineers for York, as Belvidere. 1100 SPRINGFIELD, MISSOURI Fisher, Washington 13th Street, Chicago, IL.

BERNARD FOMUND, actor has opened the radio towers, erected and painted for McPherson, Kansas. 1021 Vermont Ave., Washington 25, D.C.

GEORGE P. ADAIR Radio Engineering Consultants 1822 M STREET, N.W. EXECUTIVE 6150 WASHINGTON, D. C.

ARCHER S. TAYLOR Consulting Radio Engineer BOX 1479 MISSOULA, MONTANA PHONE 8592

Electrical Tower Service Corp. AM-FM-TV 353 - 353 W. 5th St., Peoria, Ill.

DEADLINE MAY 17 - NAB ISSUE MAY 3 • If proof desired MAY 8 • Final Deadline

RADIO OWNERSHIP KEY TO INSTRUMENT SALES
ONLY 18% of non-radio homes own a musical instrument while 50% of families owning five or more radios own a musical instrument, according to Dr. Albert Haring, consultant to the American Music Conference. Dr. Haring conducted a sales analysis to be released shortly, concurrent with the AMC nationwide survey.

"Whereas only 18.5% of the non-radio homes and 33% of the one-radio homes own a musical instrument, 80% of the families owning five or more radios own musical instruments," Dr. Haring disclosed.

Analysis Findings

Number of radios Have No in home Instrument Instrument

<table>
<thead>
<tr>
<th>Home</th>
<th>18.5%</th>
<th>61.5%</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>33.0</td>
<td>67.0</td>
</tr>
<tr>
<td>2</td>
<td>45.5</td>
<td>54.5</td>
</tr>
<tr>
<td>3</td>
<td>55.6</td>
<td>44.4</td>
</tr>
<tr>
<td>4</td>
<td>55.4</td>
<td>44.6</td>
</tr>
<tr>
<td>5 &amp; over</td>
<td>59.7</td>
<td>40.3</td>
</tr>
</tbody>
</table>

"It is apparent," he concluded, "that a prospect for a radio, a record player or records is also a prospect for a musical instrument."

RCA Television Service

Force in Field Expanded

RCA has expanded its force of trained television field servicemen from 1,200 to 1,400 in the past several weeks and is sending them to 18 areas where television can be seen to build circulation for the medium by prompt installation of receivers.

Fastest growing area, on a percentage basis, it was learned, is Baltimore, where the service force is to be augmented from 45 to 60. In the next two months these men will make 3,000 new installations in Baltimore in addition to rendering service on existing sets.

Before the end of the year it is expected that more than 600,000 RCA receivers will have been installed throughout the country, with New York and Philadelphia the largest TV markets.

Chicago Agency Men Talked to Rural Radio Co.'s Plans

FRED A. PALMER, president of Rural Radio Co., Cincinnati, newly formed station representative firm, told Chicago agency men April 14 that the company is interested only in rural radio stations.

At a luncheon in Chicago's Hotel Sherman, Mr. Palmer introduced nine station managers from midwestern, eastern, and southern states, all represented by Rural Radio, who are programming exclusively for farm markets.

The farm station men told of successful operations with program limits to limited weather and market reports, "personals," and information on how to farm better. Each stressed the fact his station completely ignores city markets.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>John J. Keel</td>
<td>1409 E. 7th St., N. W.  National Center 0196 Washington, D. C.</td>
<td>Consulting Radio Engineering</td>
</tr>
<tr>
<td>Harold B. Rothrock</td>
<td>1146 Briarcliff Pl., N. E. Atlanta, Ga.  Atwood 3328</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>900 NATIONAL PRESS BLDG.  DI. 1266 Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Paul Godley Co.</td>
<td>905 NATIONAL PRESS BLDG.  DI. 1267 Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>George C. Davis</td>
<td>501-514 Munsey Bldg.  — District 8436 Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>John W. Wilson</td>
<td>1625 CONNECTICUT AVE., N.W. Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>1405 Connecticut Ave., Mi. 4151 Dallas, Texas 1728 Wood St.  Riverside 3611</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>HIGHLAND PARK VILLAGE  DALLAS 5, TEXAS JUSTIN 8-6108</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Wash., D. C., 3409 24th St., S. E. Axtinver 2822 Birmingham, Ala., P. O. Box 2468 6-2924</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Anderson &amp; Merryman</td>
<td>1100 W. ABRAM ST.  PHONE 1218 Arlington, Texas</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>A. B. Bitter</td>
<td>4125 Monroe Street  TOLEDO 6, OHIO</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. ABRAM ST.  PHONE 1218 Arlington, Texas</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson  Telephone 4-5440 Fort Worth, Texas</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Preismann &amp; Biser</td>
<td>4125 Monroe Street  TOLEDO 6, OHIO</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>John Barron</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>Frank H. McIntosh</td>
<td>710 14th St., N.W.—Metropolitan 4077 Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Worthington C. Lent</td>
<td>1200 18th St., N. W.  Room 1210 District 4127</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Dixie B. McKey &amp; Assoc.</td>
<td>1820 Jefferson Place, N. W. Washington, D. C. 7236</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Keen &amp; Kennedy</td>
<td>1703 K St., N.W.  STERLING 7832 Washington, D. C.</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Gille Bros.</td>
<td>1500 Lillian Way  GLADSTONE 6170 Hollywood, California</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Nathan Williams</td>
<td>AM—Allocations &amp; Field Engineering—FM Oshkosh, Wisc., Phone Blackhawk 22 AND AFFILIATES</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Dixie Engineering Co.</td>
<td>Columbia, 1, S. C.; Ph. 2-2242</td>
<td>Consulting Radio Engineers</td>
</tr>
</tbody>
</table>
New Business
(Continued from page 16)

S. O. S. MFG. Co., San Francisco, has purchased Soil-Off Mfg. Co., Glendale, Calif. Advertising for latter company, formerly handled by Los Angeles office of McCann-Erickson has moved to agency's San Francisco office, currently handling S. O. S. account.

E. L. COURNAND Co., New York (Walco Tele-Vue Lens), which has appointed Dorland Inc., New York, to handle its advertising, is planning a television campaign, however, no schedule has been set.


LINCOLN PRODUCTS Co., Brooklyn (Nu-Kote auto paint), which has appointed Furman Co., New York, is anticipating spot radio in several key markets throughout the country. No definite plans have been made.

Network Accounts • • •

U. S. TOBACCO (Model, Tweed, Old Briar, Dill's Best) is to sponsor Take a Number, audience participation show, on MBS Saturdays, 5-5:30 p.m. (local time) starting June 5. Formerly a sustainer, it replaces Lone Wolf. Agency is Kudner Agency, New York.

PROCTER & GAMBLE, Cincinnati (Drift), April 26 shifts Reušak on western stations from Don Lee to eight CBS stations. With non-availability of western CBS stations at program's start sponsor had been utilizing 70 Columbia stations in East and Midwest and Don Lee in West. Agency is Dancer-Fitzgerald-Sample, Chicago.

UNION OIL Co. of California, Los Angeles, starts today (April 26) 52-week sponsorship of Fleetwood Lawton news commentary on full Don Lee Pacific Network. Agency: Foote, Cone & Belding, Los Angeles.

SUMMER replacement for the Charlie McCarthy Show, Sundays, 8-8:30 p.m. on NBC effective June 6 for 13 weeks will be Robert Shaw Chorale of 30 selected professional voices. Series will continue to be sponsored by Standard Brands through the summer. J. Walter Thompson Co., New York, is the agency.

EFFECTIVE June 30, Rezali Theatre, Wednesdays, 10:30-11 p.m. on NBC will feature Pat O'Brien in the part of Dan Carson the druggist, as the summer replacement for Jimmy Durante. Same show was featured last year as Rezali summer fare. N. W. Ayer & Son, New York, is the agency.

Adpeople • • •

FRANK W. DIXON, former account executive of KXOA Sacramento, Calif., has joined advertising department of Tidewater Associated Oil Co., San Francisco.

LEO B. PAMBURIN, assistant advertising manager of Crosley Div., Avco Mfg. Corp., Cincinnati, from 1940 to 1942, has returned to Crosley as sales promotion manager for radio and television.

J. B. SCARLIFFF has been appointed advertising manager of Firestone Tire & Rubber Co. of Canada Ltd., Hamilton. He joined company in 1938 and has been responsible for opening of Firestone dealers' stores across Canada.

RICHARD W. NEWELL, former advertising and sales promotion man-
ger of Kaempfer-Barrett, San Francisco (Admiral distributor), has been appointed West Coast advertising manager of Admiral Corp.

DUDLEY HOLLAND, former head of Dudley Holland Adv., now dissolved, has been named advertising manager of General Electric Supply Corp., New York branch.

Agencies
(Continued from page 8)

has been appointed assistant radio director of F. H. Hayhurst Co. Ltd., Toronto.

WALTER K. NEILL, former vice president and director of public relations for Forest Lawn Memorial Park, Los Angeles, has joined Ruthrauff & Ryan, Hollywood, as account executive on Dodge Motors account.

WARRIN FALES, recently with National Biscuit Co., New York, has joined research department at Doherty, Clifford & Shenfield, New York.

FRANK SATTERTHWAITE has been promoted to assistant director of research.

LUCILE SHIELDS, formerly in copry department of Hugo Scheibner Inc., Los Angeles, has joined Ernest N. George Co., that city, as assistant general manager. She replaces JUD GRAHAM, resigned to freelance.

MAYERS Co., Los Angeles, a partnership for the 33 years since its inception, has become a corporation. Officers of new corporation, formerly partners, are HENRY MAYERS, president; FORREST DOLAN, vice president, and JAMES SHELLEY, secretary and treasurer.

MARG SLANEY, timebuyer of Stewart-Lovick & Macpherson, Toronto, has joined James Lovick Ltd., Toronto.

GARFIELD & GUILD Adv., San Francisco, has moved to new offices at 46 Second St.

CHARLES Lasher, Young & Rubicam Hollywood copy director, and RICHARD HALDERMAN, Hollywood merchandising supervisor, are in New York for conferences.

JOSEPH JACOBS Adv. has moved from 6 E. 46th St. to 1 E. 42nd St., New York.

ROBERT HUSSEY, program development manager of Young & Rubicam, Hollywood, is the father of a girl, Janice Lynn, born April 19.

RAYMOND O. PERRY Adv., Los Angeles, has moved to new offices at 1906 W. 6th St.

THOMAS D. LUCKENBILL, vice president and radio director of William Eaty & Co., New York, arrived in Hollywood April 20 for 10 days conferences regarding summer replacement for CBS Screen Guild.

AD FRIED Adv. on May 1 will move to new and larger quarters at 318 15th St., Oakland, Calif.

MARVIN L. MANN, executive vice president and radio director of Weiss & Geller, Chicago, is in Hollywood conferring with JOHN GUEDEL relative to fall renewal of You Bet Your Life program.

BANNING CO. Adv., Los Angeles, has moved to 3142 Wilshire Blvd.

ARTHUR PRYOR, vice president in charge of radio for BBDO, New York, and WICK CRIDER, agency's assistant director of radio, are in Hollywood for week's sessions on agency's radio activities.

Page 86 • April 26, 1948

PORTABLE
TWO CHANNEL
REMOTE
AM and FM
AMPLIFIER

COMPLETE WITH TUBES $187.50 F.O.B. DALLAS

FREQUENCY RESPONSE: Uniform within ± 1 db, from 30 to 15,000 cycles.

MAXIMUM GAIN: 80 db.

OUTPUT NOISE LEVEL: — 60 db.

DISTORTION: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.

INPUT IMPEDANCE: 30, 125, 250 and 500 ohms.

OUTPUT IMPEDANCE: 600 ohms.

POWER OUTPUT: Maximum +10 dbm.

DIMENSIONS: 7" x 9½" x 9½".

WEIGHT: 9 lbs.

FINISH: Crackled Gray.

Equipped With Cannon Male Input Connectors

INTERNATIONAL ELECTRONICS CORP.
Dept. C 2422 Alamo Street Dallas, Texas

BROADCASTING • Telecasting
ED SKOTCH, producer at ABC Central Division, has been named program manager of KMGM, Los Angeles and former CBS Hollywood assistant director of public affairs, has been appointed director of television programming for WMAQ, Chicago, [BROADCASTING, April 12]. Mr. Skotch's appointment is effective May 1.

VICTOR E. FORKER Jr., formerly with National Adv. Art Center, has joined WPIX-TV New York as program manager. Station is to begin operations June 15.

RICHARD CUTLER, program manager of WPCF, Los Angeles and previously chief news announcer at WPXI, will be booking manager of WLUW, Chicago.

LARRY R. FRIED, former managing editor of the New York Times, has been appointed director of CBS's entertainment policy committee.

Jackie Gleason, actor and television personality, has been named chief announcer of WABC, New York.

George H. N. Lovell, former New York Times reporter, has been appointed executive producer of the new CBS television series "The Dragnet Show."
PAYABLE IN ADVANCE—Checks and money orders only. Window 10c, 1st class—$1.25 minimum—$2.50 maximum—other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per Insertion. Deadline two weeks before date of issue.

BROADCASTING Magazine, 870 National Press Blvd., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Commercial manager — In excellent southwest town of 20,000, Fulltime CBS affiliate; exclusive field. Man must be of good character, and hold a good radio career. $300 monthly. Salary for 1st class experience. Send for referral. Box 327, BROADCASTING.

Manager

Do you have real managerial ability? New station in southwest community of over 100,000 has opening for such a man. Salary for 2nd class experience. Send resume to Box 328, BROADCASTING.

Salesmen

Wanted—Alert Virginia station in market of 400,000 needs two aggressive and enterprising salesmen. Full-time position. Salary $200 per month plus 10% commission on first $3000 of sales plus bonus. Send detailed resume to Box 329, BROADCASTING.

Wanted—Broadcasting manager for small station in medium-sized city. Must have 5 years experience in broadcasting. Salary $2500. Details to C. W. D., Box 330, BROADCASTING.

Wanted—Wanted, experienced engineer for station in medium-sized city, to replace one who is leaving the field. Must have experience handling transmitter and know how to control operator. Salary will range from $1900 to $2200 yearly. Send resume to Box 331, BROADCASTING.

Help Wanted (Cont'd)

WANTED

New 250 watt daytime stations in progressive southeastern Virginia market has opening for program director, commercial manager, combination engineer-announcer. Must be experienced in all phases of commercial radio. Must have 5 years experience in broadcast business. Salary $3000. Apply Box 332, BROADCASTING.

WANTED

Commercial manager. Excellent opportunity to handle 5000 watt daytime radio station in southwest community. Excellent salary, 8 weeks vacation, and good promotion prospects. Details to Box 333, BROADCASTING.

WANTED

Assistant news director. Little station in the South, needs help. No experience necessary. Salary $150 per month. Box 334, BROADCASTING.

WANTED

Manager. Small station in medium-sized city. Station is being sold, and new owner desires to sell station. Salary $2500. Also desires a new manager. Details to Box 335, BROADCASTING.

WANTED

Applications invited for station in small radio market. Must be young and energetic. Young man with some experience will be considered. Good salary and possibilities. Details to Box 336, BROADCASTING.

WANTED

Commercial manager. Excellent opportunity to work for small station in southwest community. Salary $2000. Must have experience. Details to Box 337, BROADCASTING.

WANTED

Commercial manager. Small station in medium-sized city. Excellent salary. Must have experience. Details to Box 338, BROADCASTING.

Situations Wanted

WANTED

Managerial

Television executive. Available to right situation. Has had a good professional career in television and radio stations. Salary $2250. Box 339, BROADCASTING.

Manager—Now operating successful 250 watt station. Desires permanent position in larger market; 13 years background in all phases of proven record. Best references, family man, available 30 days, salary plus profit sharing plan. Box 340, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Good salary bonus. Box 341, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Good salary bonus. Box 342, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 343, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 344, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 345, BROADCASTING.

WANTED

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 346, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 347, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 348, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 349, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 350, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 351, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 352, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 353, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 354, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 355, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 356, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 357, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 358, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 359, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 360, BROADCASTING.

Manager—Commercial. Available soon, mature, experienced all phases of commercial. Excellent station. Available now. Box 361, BROADCASTING.
Situations Wanted (Cont’d)

Staff announcer, versatile, thoroughly experienced. Newman, drama, music, good voice, personality, disc jockey, copywriting, writing, work strong ad-lib, present opportunity. Box 287, BROADCASTING.

Annu/Summer replacement. Col/Announcer experience news, sports, disc jockey on college station. Disc. Also open position. Box 315, BROADCASTING.

Annu/Special events, four years experience. Disc jockey. darkest ad-lib. Box 236, BROAD/CASTING.

Annu/Authoritative, thorough/ly experienced. Two years experience. Needs leads only. I.E., June-September. Student at University of California. Box 264, BROADCASTING.

Announcer—Summer replacement. Col/Announcer experience news, sports, disc jockey on college station. Disc. Also open position. Box 315, BROAD/CASTING.

Annu/Experienced news, sports, disc jockey, commercial announcer, ad-lib man, specialty disc. Disc available. Box 313, BROAD/CASTING.

Annu/offering. Experienced new sound engineer. Will hold on to positions with top-notch background and ability. Will prove both on request. Box 292, BROAD/CASTING.

Technical

Engineer—Nine years assistant chief, air and water cooled equipment. Directing, adjustment, operation. Chief loc. Box 66, BROAD/CASTING.

Engineer, single, recently employed in field of radio. Bachelor of science in installation, operation and maintenance. Experienced in transmitters, antennas, and electronics experience. Also some experience in studio, nemo, control room. Excellent reference. Present employer. Box 213, BROADCASTING.

Station engineer, twenty years in broadcasting. Six years chief engineer. Fifty kilowatts. Directional antennas, FM, television. Latter includes complete supervision of installation and operation of 51-kilowatt RCA 77S-B television transmitters and associated and other equipment. Can furnish best references. Box 317, BROAD/CASTING.

Annu/Experienced announcer, married, 25 years experience, learned radio. First position, 10 years experience, married. Engineering degree. Box 252, BROAD/CASTING.

Annu/Experienced combination engineer, announcer, married, 25 years engineering, music, public address. Experience ad-lib. Box 298, BROADCASTING.

Transmitter operator—three years experience. First class license. Available immediately. Will make present BROADCASTING.

Chief engineer desiring permanent position, twelve years broadcasting experience. Has low and high power FM and AM experience, installed complete three channels. Present position in three directional antennas. Good educational background. Desires any position. Box 385, BROAD/CASTING.

Position wanted as broadcast engineer or announcer. Experience in technical work. Present station. Box 257, BROAD/CASTING.

Engineer, first phone, 9, 2nd telephone first class license. Navy experience. First class, Present station. Van Murray, R.F.D. 3, Brandon, Miss.

Engineer, 1st phone, 2nd telephone and ham ticket. B.S. in electrical engineering. Young, single, have car. Best of reference. Box 335, BROAD/CASTING.

Situations Wanted (Cont’d)

Production—Programming, others

Continuity writer or director—Young graduate. Will travel anywhere. Openings in good college stations, small city stations. Must be capable of advertising, production control, public address, programming, etc. Box 320, BROAD/CASTING.

Will have reached the limit of my ability? Contact me. I have had everything, work is rewarded. Six years experience. Radio. Box 210, BROAD/CASTING.

Program director—12 years broadcasting experience, or 6 years announcing, programming program production. Will travel anywhere. Box 295, BROAD/CASTING.

Desire permanent affiliation with progressive stations where efforts are rewarded. Six years experience, radio. Box 210, BROAD/CASTING.

Situations Wanted (Cont’d)

Will start at bottom for rural or small city station which will give me chance to develop. Two years college station writing, producing immediately available immediately after Columbia University graduation June 1. Box 319, BROAD/CASTING.

Program director of network affiliate AM and FM desires change of location. Experienced well over a year, desires change of location, liberal, nine years broadcasting experience. Box 311, BROAD/CASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been through the first two years and six months by radio professionals in announcing, disc jockeying, advertising, oper/ation and continuity writing. Write or write Box 880, Radio School, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Mel/ ville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0360.


Employment Services

Chief television construction engineer, TV engineers, program directors, good announcers-jockeys for AM and FM stations, writers, Radio Employment Bureau, Box 415, Philadelphia.

For Sale

45% interest in midwestem network station. Will trade or sell to interested person. Box 723, BROAD/CASTING.


Nonroyalty Audio Antique Music Box Company. Six separate discs. Disc and Custom Recordings, Box 1047, Hartford, Conn.

BONDING COPPER

In Stock. Immediate Shipment. Send per Order. List Today.

J. L. CLARK METALS CO.

2105 S. Ashland Ave., Chicago 8, Ill.
ATS Election Candidates Listed for April 29 Vote

GEORGE SHUPERT, chairman of the nominating committee of the American Television Society, last week announced the following slate of candidates for the society's annual election on April 29.


For the board of directors are: Dennis McClintock, formerly with NBC; Edward Sobel, NBC; Paul Mowrey, ABC; director of technical service, OEC; Charles J. Moore, CBS; D. O. Sullivan, WPIX New York; director of engineering, KAGA; William Allicote, Film Daily; Warren Caro, Theat- ere Guild; Russell Woodward, Free & Peters.

WGN-TV IN CHICAGO ADDS 30 TO ITS STAFF

WGN-TV Chicago, through its di- rector of operations, Vernon R. Brooks, has announced extensive additions to its staff.

They include the following: Bar- bara Corning and Bruno VezSoto, formerly with WBKB Chicago, pro- ducers-directors; William B. Anderson, formerly with Chicago Tribune, artist; Jerry Kauffner, formerly with WGN-AM, an- nouncer; Charles A. Braun, Chicago, Illinois, formerly with James D. Dem, newsward department; Robert (Bud) Quinlan and Charles Renal- lo, stage crew, and LeRoy Olliger, formerly with WGN, sound man.

Additions in the engineering de- partment include Art Avery, Woody Crane, Robert A. Currier, Dale F. Fackenthal, Robert H. Gill, Paul Kubik, Floyd, Mr. Nicholas, Karl Michaels, Robert S. Splitthoff and James V. Starbuck.

New cameramen are George E. Hogue, Jack James, Robert (Carl) Mejovsky and Clyde White.

Other additions include Mary T. Chiester, Hildreth Mueller, Charles Houghvitch, Jane Ewer, Horace Risser and Joseph G. Zenkus.

KMOX To Sponsor Radio Workshop For Teachers

A RADIO WORKSHOP will be sponsored by KMOX St. Louis, in co-operation with the U. of Mis- souri, Lincoln U. and St. Louis public schools, and will be held in the KMOX studios June 14 to 25.

The faculty will include Dr. I. Keith Tyler, director of radio edu- cation, Ohio State U., Mrs. Kath- leen Lardie, radio director, Detroit Public Schools; Miss Marguerite Fleming, radio consultant, St. Louis Public Schools; May Boyer, radio director, Linden- wood College, and Ben Wilson, KMOX continuity director.

Miss Alice Mundor, KMOX education director, is handling registrations.

Chicago AFRA Agrees To Take Revised Scale

MEMBERS of AFRA's Chicago local have agreed to accept the re- vised agreement on wage scales negotiated between the union and stations, networks, transcription firms and other allied interests, according to Ray Jones, secretary of the Chicago unit. Code awaits ratification by AFRA national board.

Calling for a two-year extension of contracts which terminate Oct. 31, 1948, the new agreement authorizes 14% WPN for sta- nouncers and sound effects men and retention of the present scale for production personnel (actors, etc.) employed on either network or local programs, commercial or sustaining, live or transmitted. Revised code also contains a "cost of living" increase clause.

WPIX (TV) Complements News and Special Events

APPOINTMENTS of personnel in the news and special events de- partment of WPIX New York tele- vision station slated to start June 15, have been announced by Carl Warren, department manager.

Rudy Bretz, formerly with CBS television, is assistant department manager and three former writer- editors from the broadcast desk of The News are in charge of de- partment activities. Allen Martin, who has been named news director, Al- len Lawrence, special events di- rector, and George Russell, director of announcers department.

Henry Ross, formerly of the CBS video news department, is Mr. Martin's assistant, and Don Figlozzi, an artist, has also been assigned to the unit. Assistants to Mr. Lawrence are Jack Murphy, formerly with NBC, and formerly with WABD New York, and Ray Bar- rett, remotes director specializing in sports, formerly with The News. Guy LeBow, sportscaster, has been signed as an announcer.

FOR SALE

WANTED-Audio and monitoring equip- ment for standard broadcast station. Ex- new, used. Quick arrangement. Box 206, BROADCASTING.

C. F.-Substantial interest for cash. Or lease. Tell all. Box 184, BROADCASTING.

Radio station that with aggressive man- agement could show profitable return. No preference as to market. Box 179, BROADCASTING.

Interested in purchasing a 250,500 or 600 watt station for sale. Box 121, BROADCASTING.

FOR SALE

GROUND wire #8 B & S solid, soft, bore copper. New in neatly wrapped case. 2000 feet for $1.25, 4000 feet for $2.50, 5000 feet for $3.00, or $31.00 per CWT. Chief Engi- neer, WAGE, Inc., Syracuse, N. Y.

RCA console, type 7551, complete with power supply. Excellent condition. Numa Fabre, Jr., WAJR, Morganton, W. Va.

WANTED TO BUY

Experienced broadcasters desire to buy station or CP in Texas, New Mexico, Oklahoma, Missouri, Arkansas, Louisiana, Ala- bama, or Florida. Can pay cash. Box 262, BROADCASTING.

WANTED-For small station or CP anywhere in U. S. Prefer west or south- west for best exposure. Box 263, BROADCASTING.
**THEATRE TV**

HOW television may profitably be introduced in theatres and the effect upon box office were the key questions raised by the television committee of the Southern California Theatre Owners Assn. in a formal report to the parent Theatre Owners of America.

The report says the novelty of television has a definite effect upon theatre box office. It comments that television "will find its place in the entertainment scope of the American way of life—the same way as did radio." It recommends "an effort to separate the two forms of entertainment [TV and movies] in the public mind."

Regarding video's advertising impact, the report cites use of TV as "a very positive means of offsetting its competitive nature. However, it advises against the use of new or current feature films by television to prevent the public impression that all feature films will be available free in the homes."

Taking note of set sales in Los Angeles amounting to more than $20,000 a month, with increases expected, SCTOA estimates that television "will be available to over one-third the population of Los Angeles in 1949."

**Recommendations**

Accordingly, the committee offered four general recommendations:

1. Medium "cannot and should not be retarded in any way by this industry" (motion picture).
2. Use of feature films in video should be considered much as "in-discriminate use of 16 mm" in theatres.
3. See that films for television are made exclusively for it and feature films exclusively for theatres. Organization of permanent paid national committee to "prevent motion picture entertainment as sold through the box office."
4. Studios and theatre interests should study video advertising "to the extent that every feature film will eventually be sold in every living room."

**Finally:** A six-point code is recommended:

1. No feature will present each program intact, insofar as commercials go. If only a portion of any given program is presented, that portion will compete with the commercial, or at least one of several which might be scheduled.
2. Theatres will not increase their admissions over normal schedule at any time.
3. Theatres will not present a televised event as the sole program offering. Nothing regularly offered as a standard part of any theatre's normal film presentation will be eliminated.
4. Television broadcasts reproduced in a motion picture theatre will include the following, either verbally or on the screen: "This television presentation is offered as an added service to our patrons. Television is a free public service and is presented here as such."
5. All advertising in newspapers, billboards, etc., which refer to a specific program will include the call letters of the station and the name of the sponsor.
6. Theatres will present television to the best of their ability.

**Forest Service Campaign Opens; Radio is Praised**

"THE RADIO industry is due a lion's share of the credit for the encouraging reduction in man-caused fires in our forest and woodlands during the past few years," said Clint Davis, director, Forest Fire Prevention, U. S. Dept. of Agriculture, in announcing the opening of the 1948 Cooperative Forest Fire Prevention Campaign, April 11. The sixth annual nationwide campaign is sponsored by the Advertising Council and conducted by State Foresters and the U. S. Forest Service.

Lyde F. Watts, the U. S. Dept. of Agriculture Forest Service Chief, also praised broadcasters for their cooperation in forest fire prevention, in a letter to NAB President Justin Miller.

"In sponsoring distribution of special kits of fire-prevention material to stations throughout the country your organization is helping, immeasurably, to supplement Advertising Council activity on the national level," Mr. Watts wrote during the opening days of 1948 forest fire prevention campaign.

"In effect," he continued, "your cooperation has strengthened the cooperation between local stations and local State and Federal forestry officials in pushing the program when and where it is needed most, during periods of local forest fire danger . . . ."

**Recommendations Made by SCTOA Group**

- **1.** Medium "cannot and should not be retarded in any way by this industry" (motion picture).
- **2.** Use of feature films in video should be considered much as "in-discriminate use of 16 mm" in theatres.
- **3.** See that films for television are made exclusively for it and feature films exclusively for theatres. Organization of permanent paid national committee to "prevent motion picture entertainment as sold through the box office."
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6. Theatres will present television to the best of their ability.
PROF. Edwin H. Armstrong, FM inventor, contends FCC Chairman Wm. J. Coy was a victim of "bad advice" when he found nothing to support Prof. Armstrong's charge that the FCC's 1945 FM allocations report was tampered with.

This claim is contained in a lengthy letter and memorandum filed with Sen. Charles W. Tobey (R.-N.H.), acting chairman of the Senate Commerce, Science and Transportation Committee, in reply to Mr. Coy's answer to the charge [BROADCASTING, April 5]. Mr. Coy had investigated the charge at Senate hearings last year, shortly after assuming office, found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

Center of the controversy is a sentence contained in a secret report, and changes made when the report was made public. Prof. Armstrong contends a "determinative" finding of fact was deleted and that two sentences were substituted "which had the effect of coloring the facts and giving precisely the opposite impression."

The questioned sentences relate to predictions by K. A. Norton, now of the Bureau of Standards, who had been director of the FCC's Electrical Engineering Bureau.

BILLY BRUNIGE, sports director of WJZ, the Columbia Broadcasting System's radio publicity chairman for S. Olympic Committee for District of Columbia.

HERB BUSH, formerly with KDLX, dickinson, N. D., has been appointed sports director of KOAT Albuquerque, N. M.

MARILYN BYERS, former newswriter at WBIM Chicago, has been named director of sports at WSB Atlanta, Ga.

Norton Study

EXPERIMENTAL research work firmers basis for the prediction of FM broadcasting stations was Bureau of Standards.

The work, conducted by K. A. Norton of the Bureau, formerly with FCC, indicated that the reliable service areas of FM stations using presently available transmitters may be extended "far beyond the horizon," and that the most effective way to increase range is to increase antenna height, not power [CLOSED CIRCUIT, April 12]. The Bureau's report said that "analysis of the time variation of intensity received during the past year from FM stations has shown that atmospheric 'ducts' and boundary layers in the low troposphere both have the effect of reducing the attenuation of high-frequency radio waves with distance at points beyond the line of sight."

Sun-Spot Maximum

"Can there be any doubt as to where the truth lies, or any doubt that the General Counsel's memorandum is intended to obfuscate the basic facts?"

He said the sun-spot maximum since then has "come and gone" and "Norton's predictions turned out shockingly wrong."

Prof. Armstrong said there were "two principal reasons" why he had pursued the controversy: 1. "I want to see the Commission make policies relating to FM on a sound basis..." 2. "The alteration of the Commission's report might not be worth arguing over, but it is only one of the misrepresentations of fact that accompanied the Commission's whole development of the FCC's range problem..." These alleged misrepresentations, he contended, according to Prof. Armstrong:

1. Then Chairman Paul A. Porter of the Radio Commission president on Aug. 17, 1945, that "the Commission is informed by transmitter manufacturers will be immediately available for the new band."

2. FCC stated on June 27, 1945, "that in moving FM to the high band it would not render obsolete the 400,000 low band receivers in the hands of the public."

But that argument is nothing but a concession of what the most experienced engineers have been telling the Commission all along, that the Commission has been warning the Commission against relying on the mathematical results of the calculations, contending that the only evidence of past experience.

The Commission which have been partly incorrect to sound predictions have supported, testify of opinions, including its own engineers, who have undertaken without giving weight to practical experience. The FCC commission has been receiving from its own staff the firmest technical support to the fact that the engineers have been more than met their own expectations, and that the mathematical results of past experience, and in the face of practical experience.

On the basis of such predictions and calculations, which the Commission purported FM's range cannot be relied on that the Commission's sometimes on which the whole development has been made, and forced it to make new start which retarded its progress by at least two years.

Norton Study

RELIABLE FM AREAS MAY BE EXTENDED

which is expected to provide a service and interference range reported last week by the National 30 miles may be expected.

The Bureau said "it seems probable that there exists, for a particular set of conditions in the lower troposphere, an optimum frequency for maximum interference range between distances beyond the horizon," but that "experimental data now available are not sufficient to locate these optimum frequencies in the spectrum.

Ordinarily, it was noted, an FM station's range has been limited by the earth's curvature to 100 miles or less.

The report asserted:

One of the outstanding characteristics of FM broadcasting is the very low power level at the receiver. This is especially true in the interior of large cities.

During most of the time in which it has been available, the only available one for broadcast is a fixed maximum interference range which is determined by available frequency. The Bureau said it has "analyzed the problem and also aid in the solution of problems in other aspects of the spectrum above 30 MHz.

The report said that received fields have been found to be weaker and usually characterized by more rapid fading "during the middle of the sumer or in the winter, when atmospheric ducts are less effective in bending radio waves around the earth."

Analysis of field-intensity data obtained during the past years from FM stations has shown that atmospheric 'ducts' and boundary layers in the low troposphere both have the effect of reducing the attenuation of high-frequency radio waves with distance at points beyond the line of sight."

Thus, the most effective way to increase range is to increase antenna height, not power, since such a change, by lengthening the line of sight, increases the service range more rapidly than the interference range, resulting in a reduction of the obstruction of the atmosphere.

The Bureau said its Washington measurements of WODC (FM) in Richmond, Va., between June 10 and 20, field-intensity data at 0.3 microvolts per meter was exceeded for 99.3% of the time, and that the signals "were observed to be of broadcast quality during much of this period" despite the "rather limited range of noise level at the Bureau."

Reliable FM Areas May Be Extended

News

JOHN P. DWYER, formerly with new bureau of WMAL Washington, ABC affiliate which has been engaged in "news staff" in New York. He was president of United Press and New York Sun.

THAD NORTON, former production manager of WJZ, former WSB Atlanta, Ga., has been named director of sports at WSB Atlanta, Ga.

BILL BRUNIGE, sports director of WJZ, the Columbia Broadcasting System's radio publicity chairman for S. Olympic Committee for District of Columbia.

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Taylor for Durr?

(Continued from page 21)

and run the risk of failure of Senate confirmation and possibly the uncertainties of service under a recess appointment in a Presidential election year.

Although there is no iron-clad rule, a Republican Policy Committee spokesman told Broadcasting that Presidential appointments which are essential to the public interest will be held up until after the November elections. He said a "strictly political" FCC appointment almost certainly would not reach the Senate before the election.

When the question was put to President Truman following his announcement that Mr. Durr had rejected reappointment, he said he would continue to give appointments to the best men he could secure for the jobs, and that it was Congress' responsibility if it wanted to jeopardize the operation of Government by withholding action.

A Democrat almost certainly will get the FCC post. Politically, he Commission is divided 3-3-1, Coy, Walker, and Durr are Democrats, Hyde, Jones (Republicans), and Webster, Independent. Mr. Durr's retirement will put the Democrats in the majority for the first time since the FCC was created in 1934, unless a Democratic successor is named and confirmed by July 1.

Native of Schenectady

Gen. Taylor, a native of Schenectady, N. Y., was named general counsel of FCC in 1940 during the hairmanship of James Lawrence 'Ivy' and took leave of absence in 1942 to become a major in the Judge Advocate General's Dept. He rose rapidly, and in November 1946 he was appointed to succeed Supreme Court Justice Robert Jackson as chief of staff to war crimes chief prosecutor.

Now 40, Gen. Taylor formerly was a special assistant to the Attorney General, and before that served variously as law secretary to Judge Augustus N. Hand of the Circuit Court of Appeals in New York; assistant solicitor of the Interior Dept; senior attorney for the Agriculture Adjustment Administration, and, for four ears, worked under former Sen. Burton K. Wheeler (D-Mont.) as associate counsel of the Senate Interstate & Foreign Commerce subcommittee investigating railroads and railroad finances. He is a graduate of Williams College, where he taught history and political science, and of Harvard Law School (1929).

Mr. Cotton, like Gen. Taylor, a New Yorker. He will be 39 tomorrow (April 27). He has been with FCC continuously since 1939, then he became chief of the Littigation Section. Until the successful Tom. Rosel H. Hyde as general counsel in the spring of 1946, most of his Commission experience had been related to common carriers, though he also handled some broadband matters. His notable dissent in this connection was from FCC's approval of the transfer of Crosley Broadcasting Co. (WLW Cincinnati) to the Aviation Corp. in 1945.

One of the Commission's strongest advocates of FM, he has regularly voted for hearings on applications for improvement of AM broadcasting facilities. Gross income from a station, he said, exceeded the investment in an FM station which would cover greater areas than the improved AM operation.

He also has been the Commission's most prolific speech-maker in recent years. In one address, last fall in Chicago, he criticized FBI reports to the Commission and touched off a controversy which finally ended with his colleagues repudiating his views.

More recently, he has made stinging criticisms of President Truman's loyal program.

In Hot Water in Congress

He has been in frequent hot water in Congress. Aside from his attack on the FBI, which stirred Sen. Homer Capehart (R-Ind.) to demand an investigation—which he said he would welcome—he accused criticism with his statement to a House appropriations subcommittee that he doubted FCC could turn down an applicant on grounds of Communism, unless it could be shown the applicant advocated overthrow of the Government by force.

On the day his refusal of reappointment was announced by President Johnson, he called for resignation of an FM station, which he said would cause a storm for Mr. Wallace. "I think I am expressing the hope of 95% of the American people and of this House, that Comr. Durr may leave his signature with the White House," Mr. Reedwell declared.

Earlier in his tenure on FCC, Comr. Durr took an active part in defending two former Commission employees whom Congress sought to fire. Congress later was overruled by the Supreme Court. In 1943 he clashed with Rep. Eugene E. Cox (D-Ga.), claiming the Georgians had a personal interest in his investigation of FCC. Rep. Cox subsequently withdrew from the investigation.

Throughout his frequent appearances as a crusader, he has been apparently impervious to criticism. It is his contention that public officials should put their views before the public. He has succeeded in building up a following, following. Chief among his supporters have been those to whom his liberal policies appeal.

There has been frequent speculation as to his personal plans after leaving the Commission. Most prevalent belief is that he will return to practice law, practice with the possibility that he may accept a law professorship, perhaps in Alabama.

Meanwhile, speculation continued over the appointment of an FCC chief engineer, and of a successor to Vernon L. Wilkinson as assistant general counsel in charge of broadcasting. It was known the Commission was considering the advisability of going outside the agency to find a man for the post he was chief of the Engineering Department.

For the assistant general counsel, it was understood that plans for an extensive reevaluation of FCC's procedures had been abandoned for budgetary reasons. Most prominently mentioned for the vacant post were Edward F. Kenenhan, chief of the AM section; Bernard Hand, assistant chief of the Engineering Department; and Richard Durr, chief of the Litigation Section, and John E. McCoy, chief of the FM Section.

End Negotiations

For Sale of WBAY

NEGOTIATIONS for the sale of WBAY Coral Gables, Fla. to a group of Atlantic City businessmen for $250,000 were completed last week, subject to FCC approval.

Chief Engineer Robert J. Shadle on a 250-w fulltime outlet on 1490 kc, are David Freedman, vice president, treasurer, and 25% owner of WMID Atlantic City, and Richard Endicott, Jack Slotroff, and Simon Zisman, Messrs. Endicott, Slotroff, and Zisman are principals in Atlantic City Broadcasting Corp., applicant for 1280 kc with 250 w at Atlantic City.

The purchasers, who will have approximately equal interests in the Coral Gables outlet, are in the process of forming a corporation and may add another stockholder.

WBAY, which was authorized by the Commission in November 1946, is owned by Atlantic Shores Broadcasting Ltd., a partnership composed of four general and seven limited partners. General partners are Ronald C. Johnson, pastor of the Central Alliance Church in Miami, and James A. Brown, a Church of the Nazarene pastor in Miami; Bert Graulich, former announcer with WQAM Miami and WKAT Miami Beach, and Elbert B. Griffis, Ft. Lauderdale attorney.

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TBA ASKS FCC TO SUSPEND AT&T, WU TELEVISION RATES

SUSPENSION of intercity TV rates filed by AT&T and Western Union [Broadcasting, April 5] requested of FCC Friday by Televison Broadcasters Assn., which held rates are “unreasonably burdensome upon commercial TV transmission.”

TBA claimed further FCC study of ability of TV networks to exist under proposed rates is “imperative,” rates “should not become effective . . . until the aforesaid common carriers can supply full facilities for all television network broadcasts between said points,” TBA claimed.

AT&T rates, covering video use of coaxial cable and radio relay, effective May 1 unless suspended by FCC. Western Union charges, also effective May 1, apply to two reversible radio beams between New York and Philadelphia to be ready for political conventions.

TBA petition asking FCC to consider filing by Thad W. Brown, TBA Washington attorney, unanimously voted by TBA board after poll of membership. Petition claimed AT&T and WU “have filed only informal and partial cost data” and called rates discriminatory.

RECORDING GROUP PROGRESS

WORK of five more project groups of NAB Recording & Reproducing Standards Committee near completion, according to Robert M. Morris, NBC, chairman of executive committee, Groups covering disc tone record and translation loss, glossary, pre-emphasis and post-emphasis curves and stylus angle report progress. Attending meeting of executive committee were: Mr. Morris; Rowland Lynn, NBC; Royal V. Howard, NAB, chairman of overall committee; C. J. Lebel, Audio Devices Inc.; John Colvin, ABC; Price Fish, CBS; W. B. Bachman, Columbia Records; H. I. Reiskind, RCA-Victor; C. R. Sawyer, Western Electric Co.

RESUMES AVCO DUTIES

VICTOR EMANUEL, chief executive officer and board chairman of Avco Manufacturing Corp., has resumed former duties as president replacing Irving B. Babcock, retiring because of ill health. Mr. Babcock will serve as director and consultant to corporation.

TOBEY PROBE (Continued from page 4)

TOBEY HITS TV-'LOANS'

LIST of all public officials to whom RCA has “loaned” TV sets and “terms of the loan”—demanded by Sen. Charles Tobey (R-N. H.), acting chairman, Senate Interstate Commerce Committee, during hearings Friday afternoon (see story page 4). Earlier, Sen. Tobey charged RCA gave six of seven ICC Commissioners free sets, with only Comr. Robert Jones refusing. When witness admitted other FCC staffers also were “loaned” sets, Sen. Tobey quipped, “How far down does it go—to the wash-women?”

NAB DISTRICT 2 MEETING SLATED IN N. Y. MAY 3

PRE-NAB convention meeting of NAB District 2 (N. Y.-N. J.) called for May 3 by Michael R. Hanna, WHC-Ihatha, N. Y., district director. Some 50 station executives expected to confer at Roosevelt Hotel, New York, on matters slated for Mid-May industry convention at Los Angeles.

Mr. Hanna said plan will give members unable to go to Los Angeles chance to present ideas and suggestions on NAB code and other association affairs. Meeting will take up proposal to broaden New York immunity law.

DURR ATTACKS LOYALTY PROBE

INFILTRATION of “disloyal” elements into radio-press fields would be greater threat to national security than in government, Comr. Cliford D. Durr indicated Friday night in new attack on loyalty probe. Addressing Accounting Society of America at Hotel Statler, Washington, Comr. Durr said:

“If security requires the suppression of dangerous ideas, then it is a slope that broadcast stations and all works, with their continuous access to the ears and minds of the American people, what about our newspapers, with their tremendous power of moulding public opinion?”

3 VIDEO APPLICATIONS

THREE video applications filed at FCC were:


DUNDY TV SPREE

TAKE IT from Joe Dundee, ex-pugilist and Baltimore tavern-owner, he’ll never kid television again. The sordid story: Writing up an interview on TV wrestling matches telecast by WMAR-TV, he called his bar-keep by name and generously ordered: “Give the boys a round on me.” He had forgotten that other taverns had television too. It took a police escort to get him through thirsty mob.

Closed Circuit

(Continued from page 4)

presented to J. H. Carmine, vice president in charge of distribution of Philco, who has been moving spirit of that company’s TV operation.

OPPORTUNITY to learn at first hand radio regulatory philosophy of Sen. Chas. W. Tobey (R-N. H.) will be afforded delegates to FM Assn. regional meeting in Washington May 5-6. FCC members invited too. Sen. Tobey is to head commission interview at White Jr. (R-Me.) as chairman of Interstate Commerce Committee, becomes No. 1 legislator on communications.

REPORTS from Geneva where Provisional Frequency Board is wrestling with world allocation list as decreed by recent international telecommunications conferences is that Russians are throwing road blocks everywhere except in connection with high-frequency allocation for international broadcast service. That’s surprising, since Russians are using that band as primary propaganda medium.

PROSPECT of getting White Bill out of committee improved last week with report Sen. White may make personal plea to full committee at executive session this Thursday. Leading Democrat, Sen. Edwin Johnson (Col.), expected to fight bill if it reaches floor.

RMA GROUP APPOINTED TO STUDY DEFENSE PROGRAM

STUDY of defense situation in Washington, with eye on course manufacturers should take, launched Friday by Radio Manufacturers Assn. RMA President Max Balcom, Sylvania Electric Products Co., named special committee to analyze mobilization facts and report to RMA board.

Committee members are Fred R. Lack, Western Electric Co., chairman; Frank M. Folsom, RCA-Victor; W. A. MacDonald, Hazeltec Electronics Corp. All are RMA directors. Study designed to show whether permanent committee should be set up to direct manufacturers’ role in defense program.

DAR LAUDS BROADCASTERS

PERMANENT radio record library documenting American history approved by Daughters of American Revolution at final Washington meeting. Other DAR resolutions thanked broadcasters for generous donation of facilities and praised their public service; called for freedom in world channels of communication and termed broadcasting “most valuable medium of communication of ideas in the world.”

Page 94 • April 26, 1948
For the third consecutive year, the promotion efforts of KMBC have been adjudged by The City College of New York as the best among regional radio stations throughout the nation. And... speaking frankly... we're pretty pleased about it.

We're pleased because our last year's effort, for the most part, was based on promotion of KFRM, KMBC's new 5,000 watt daytime associate for rural Kansas with an effective radiated power to the southwest of 12,500 watts. Qualified, impartial judges rated our promotional efforts as finest among regional radio stations in the country.

This third award, together with the 1947 Billboard award, gives advertisers and sponsors a renewed guarantee that, year in and year out, they get the best in promotion when they buy The KMBC-KFRM Team.

Free & Peters, Inc.
National Representatives

KMBC
of KANSAS CITY

KFRM
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