

# BROADCASTING... at deadline



## Closed Circuit

WHEN SENATE Committee suddenly preempted FCC jurisdiction over clear channels, three plans were in works at FCC staff level: (1) breakdown of all 24 clears; (2) duplication of six coastal clears with present "white areas" to benefit on duplicated assignments; (3) breakdown of coastal clears plus Chicago network-owned outlets, with 14 others to go up to 750 kw provided they would program independently at least three-fourths of time leaving only one-fourth for network time, mainly special events.

IN FCC's deliberations on clear-channel issue, only two Commissioners—Walker and Durr—were outspoken in opposition to increase of present 50,000 w power limit. Others were noncommittal until they could appraise several plans.

ALTHOUGH WARNER BROS. refuses comment on newsreel plans, last week studio presented proposals to several major national advertising agencies.

ANOTHER "interim NARBA" may be necessary result of Senate Interstate Commerce Committee's intervention in FCC clear-channel proceeding (story page 14), if lengthy postponement of August NARBA conference should be required. Reason: Uncertainty of time needed to secure treaty ratification. Present treaty expires March 28, 1949. Observers feel delay of month or two might not preclude U. S. ratification, but might conflict with other nations' legislative timetables.

ALTHOUGH bill introduced in New York State Assembly by State Senator Thomas C. Desmond to protect newsmen on sources of information doesn't specifically cover radio, State broadcasters are solidly behind measure. Urgency of protection was pointed up by recent jailing and fining of two Newburgh newsmen. Michael R. Hanna, WHCU Ithaca and NAB director, plans concerted drive at next session for full protection for radio reporters and newsmen.

STANDARD OIL of California will shortly start 1948 video through BBDO on KTLA Hollywood. As video expands on Coast, coverage will extend to San Francisco and elsewhere. Format undetermined.

COCA-COLA DEALERS, through D'Arcy, New York, considering moving Morton Downey show, now three times weekly on MBS to NBC which has offered 11:15-11:30 p.m. Decision expected this week.

MGM-RECORDS New York, considering spot announcement campaign. Donahue & Coe, New York, is agency.

ARRANGEMENT between Canadian Broadcasting Corp. and equipment manufacturers whereby first Canadian TV station will open in 3½ years to be announced at meeting of CBC  
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## Upcoming

March 8: NAB NORC luncheon, Waldorf-Astoria, New York.

March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

March 11-12: National Marketing Conference, Hotel Jefferson, St. Louis.

March 12: California Broadcasters Assn., first meeting, Hollywood.

March 12-13: New Jersey Broadcasters Assn., spring meeting, Berkeley-Carteret Hotel, Asbury Park, N. J.

March 12-13: Boston U. Founders Day Institute, Boston.

(Other Upcomings on page 89)

## Bulletins

WGN-TV Chicago to televise all home games of Chicago Cubs starting with St. Louis game April 23. Telecasts expected to lead eventually to increased attendance, according to joint statement by Philip K. Wrigley, Cubs president, and Frank P. Schreiber, WGN Inc. treasurer. WGN-TV reported heading bidders for White Sox games.

AGREEMENT reached by CBS and New York chapter of Radio Writers Guild on salary increases averaging 8% for network's television directors. Scale for associate directors raised from \$65 to \$80 weekly for first year and \$90 thereafter. Directors raised from \$90 to \$115 for first year, then \$130. Increases retroactive to Jan. 1.

### STATE DEPT. ADVISORY GROUP NAMES POLICY SUBCOMMITTEE

STATE DEPT. Radio Advisory Committee, meeting in New York Friday, named Justin Miller, NAB president, chairman of subcommittee to study long-range policy for international broadcasting. Members resolved to "strengthen" Voice of America to equal that of "any other nation"; called for funds to expand shortwave, increase effective power of stations and to operate on contemplated 1948 scale.

### MORE FOR MILLER

PRESIDENT Justin Miller, of NAB, will receive fourth honorary degree at Boston U. next Friday for "outstanding leadership in the field of radio." He holds honorary degrees from Yale, U. of Montana and Franklin & Marshall as well as law degree at Stanford U., his alma mater. Judge Miller was presented with bronze medal Friday night at Annual Advertising Awards dinner held at Waldorf-Astoria for distinguished service to advertising (story page 40).

## Business Briefly

GE TEST ● General Electric Appliance Division, Bridgeport, starting New York and Philadelphia test of 45-word weather spots for four weeks, with 15 words on weather, 30-word commercial. Thrice-weekly on KYW Philadelphia and six-weekly on WFIL; six-weekly on WCBS and WOR New York. Seattle may be added. Agency, Young & Rubicam, N. Y.

AUTO-LITE PLANS ● Electric Auto-Lite Co. deal with CBS replacing Dick Haymes show, 9-9:30 p.m. Thursdays, with *Suspense* starting in July, at signing stage Friday. Haymes contract runs through June. Agency, Ruthrauff & Ryan, New York.

TV FOR PEARSON ● Frank H. Lee Co., New York, sponsoring Drew Pearson on ABC, planning to put him on TV network program. Agency, William H. Weintraub & Co., N. Y.

ADMIRAL FILM ● Admiral Corp., Chicago, starts weekly full-length movie TV program on WNBW Washington and WBKB Chicago. Georges Radio Co. shares Washington sponsorship. Film runs 90 minutes in 13-week contracts.

NAMES AGENCY ● Nestle's Milk Products Inc., New York, names Doherty, Clifford & Shenfield, New York, to handle advertising for new instant tea product.

### FMA BOARD CHECKS CLAIMS OF SET MANUFACTURERS

FM ASSN. board at meeting in Washington Friday voted to notify certain set manufacturers of advertising claims deemed unfair to FM. Board decided unanimously to withdraw from FCC Mayflower hearing; urged set makers to produce high-fidelity FM-only sets at lowest possible price; decided to meet monthly for next several months; urged FCC to investigate carefully all FM applications for renewal of CP extensions; approved survey to find if FM stations are having any trouble obtaining high-fidelity studio-transmitter links.

FMA membership now 242, compared to 201 at last board meeting in September. Twelve withdrawals reported, many from applicants. Board ratified Region 3 proposal that stations promote slogan, "Be sure your new radio has FM." Saturday board agenda included AM-FM duplication, facsimile, Kearns record license fee legislation, "one-legged" TV (test pattern and music). Association operating under \$50,000 annual budget, same as last year.

Attending were President Everett L. Dillard, WASH Washington; W. R. David, General Electric Co.; Frank A. Gunther, Radio Engineering Labs.; E. J. Hodel, WCFC Beckley, W. Va.; C. M. Jansky Jr., consultant; E. Z. Jones, WBBB-FM Burlington, N. C.; Raymond F. Kohn, WFMZ Allentown, Pa.; M. S. Novik, Unity Broadcasting Co., New York; Thomas F. McNulty, WMCP Baltimore; Ben Strouse, WWDC-FM Washington; William E. Ware, KFMX Council Bluffs, Ia.; Leonard Marks, general counsel; Bill Bailey, executive director.

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