



"they laughed when I said WOR was a southern station"

"You should have seen them; they roared when I said I wanted to sell my product in Virginia, parts of Georgia and the Carolinas, as well as points east. And that WOR could do it." The pay-off, of course, is that WOR *did* do it.

And if that skeptic there in the corner, who's raising one eyebrow cynically, would care to hear from an unprejudiced listener who happened to read one of our ads, here 'tis: "What d'ya mean - South Carolina and Virginia? We pick up WOR direct...and on an old set, too!"-signed, William Pawley, New Smyrna Beach, Fla.

So, if you, sir, would like to have people say, "Gimme" in the majority of 4½-million homes in 430 counties in 18 states which include the S-o-u-t-h, you could do worse than get in touch instantly with

- that power-full station WOR at 1440 Broadway in New York

mutual



This is the Tripp Family of Belvidere Illinois

• Donald A. Tripp is secretary of the Mutual Fire Insurance Company, of Belvidere, Illinois. The Tripps, with their son and daughter, live in one of the finest houses in town (population: 10,051). Mr. Tripp is a graduate of the University of Illinois; his wife, Mylrea, attended Rockford College.

The whole family are musical. Mylrea plays piano and accordion; ten-year-old Bobby plays piano, clarinet and violin; and Elizabeth, age 17, the piano, flute and piccolo. For the past two years, Elizabeth has attended the Music Festival at Interlochen, last summer sang the lead part in the festival operetta.

The Tripp family have listened to WLS for years. When the children were younger, they are breakfast every day listening to Jolly Joe and his morning kid

show on WLS. Mrs. Tripp is a regular listener to WLS "Feature Foods," says of the program:

"I like Martha and Helen. Their friendly, helpful half-hour has been for years as much a part of my day as the family lunch hour. They seem like personal friends of mine. I feel I know them as well as my next door neighbors."

It is on such families as the Tripps that WLS microphones have been focused for almost 24 years. Whether they live in town or on the farm, WLS strives to give them the entertainment they wish, the information they need. How well we have succeeded is reflected in our loyal audience who send us a million letters every year – and upon a loyal audience depend advertising results.



890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.



One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 58.6% of the Audience

SS LIBRAN FOR ALKA - SELTZER! (18.1 Hooperating at 12:30 p. m.)

The Winter, 1947 Hooper reveals that "Queen for a Day", aired for Alka-Seltzer over the Intermountain Network at 12:30 p.m., had 58.6% of the audience and a rating of 18.1 in 14 intermountain cities including Salt Lake City. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947

Monday thru Friday

Time	Sets In Use	INTER- MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rafing
12:30 p. m.	30.9	18.1	1.7	1.0	7.6	2.5

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

What the Intermountain Network has done for Alka-Seltzer, Intermountain can do for you, too. See Avery-Knodel!



17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Loke City KLO, Ogden KOVO, Provo KOAL, Price KVNU, Logan

IDAHO

KFXD, Boise-Nampa KFXD-FM, Boise-Nampa KVMV, Twin Falls KEYY, Pocatello KID, Idaho Falls

WYOMING

KVRS, Rock Springs KDFN, Casper KWYO, Sheridan KPOW, Powell

MONTANA KBMY, Billings KRJF, Miles City KMFR, Great Falls * KYES, Butte *

> KALL of Salt Lake City Key Station of the intermountain Network and its MBS Affiliates

*Under Construction



Closed Circuit

BIGGEST radio news of regular session of Congress convening Jan. 6 may not be White Bill consideration in Senate but full dress House subcommittee investigation of FCC, particularly since revelation of Commr. Clifford J. Durr's FBI and business-baiting tactics. Rep. Leonard W. Hall of New York, who succeeds to Interstate & Foreign Commerce subcommittee chairmanship, wants "look-see" at FCC and is expected to propose inquiry virtually with opening gavel.

CROSLEY BROADCASTING Corp., Avco subsidiary, has decided not to exercise option to acquire 49% of KSTP, St. Paul 50,000 watter headed by Stanley E. Hubbard. Avco through Crosley had advanced \$880,000 last March to enable Mr. Hubbard to acquire 75% stockholdings of Shields and Brown estates and procured six-month option to purchase 49% minority for \$690,000 leaving Mr. Hubbard with 51%. FCC records disclose option not exercised. Mr. Hubbard understood now seeking other private financing.

- NEW WBOM at Oak Ridge, Tenn., where atom bomb was developed, henceforth will be officially known as WATO. Atomic Energy Commission officials, who operate community, evidently felt former call letters were too explosive, since city was dedicated to peacetime development of nuclear energy. Consequently manager and Co-owner Marshall H. Pengra obligingly switched (with FCC approval) to "WATO, the Atomic City, Oak Ridge, Tennessee."
- SHOULD additional vacancy on FCC occur within next few weeks spontaneous campaign is exjected to develop for elevation of George E. Sterling, chief engineer, to top level. Desirability of having engineer is stressed, in view of impending NARBA and other allocations problems. Mr. Sterling's chairmanship of American delegation to preliminary NARBA discussions in Havana last month won admiration of government and industry observers alike.

PLANS for nationwide chain of intrastore video installations in leading department stores nearing completion, should be announced early in 1948. System contemplates participation by national manufacturers as well as stores in video display set-up.

FIRST screening of department store radio programs entered in NRDGA second annual contest shows marked improvement in retailer broadcasts this year. Winners to be announced at NRDGA convention in mid-January. Progress in retailer radio traced to industry campaign to acquaint stores with medium's sales power small as stimulus of first NRDGA contest.

EFFORT of NAB to make RMA set makers more radio conscious, especially when spend-

(Continued on page 82)

Page 4 • December 22, 1947

Upcoming

Dec. 29: Council on Radio Journalism, Warwick Hotel, Philadelphia.

Dec. 29-30: American Marketing Assn., midwinter meeting, DePaul U. and Sheraton Hotel, Chicago.

(Other Upcomings on page 76)

Bulletins

REPORTS OF complete Government domination of Argentine network broadcasting through purported acquisition of three major chains by officials or relatives of heads of Peron Government, reached Washington unoffically last Friday, but could not be confirmed at State Dept. Latin-American desk. Eva Peron, wife of Argentine president and strong-man, was said to have "acquired" most important of nation's outlets. Inter-American Broadcasters Assn. recently protested to Peron Government over closing of three stations which had evidently "offended" Government. Newspapers and stations alike have had censorship troubles with Government for. last two years.

FCC CALLS FMA-AT&T MEETING ON WIRE LINES

FCC late Friday called conference of FM Assn. and AT&T representatives for Jan. 13 to consider FMA petition for Commission hearing on "establishment of common carrier facilities for FM network operation" [BROADCASTING, Dec. 15].

[BROADCASTING, Dec. 15]. FMA accused AT&T of discriminating against FM, claimed FM is being "considerably retarded" by lack of high-fidelity network facilities, and asked that FM be allowed to use AT&T coaxial cable on same free basis as television until rates are set for common carrier FM network service.

Jan. 13 conference will be conducted by FCC representatives, will get underway at 10 a.m.

Business Briefly

SPONSORS MYSTERY • Atlas Prager Brewing Co., Chicago, first to contract for Bulldog Drummond disc package of Chartoc-Coleman Productions, planning national distribution. Show formerly live on MBS. Series of 104 discs to have same format and personnel and be generally available in January. Brewer to sponsor on WGN Chicago, Wed., 9:30-10 p.m.

SPORT SPOTS • American oil companies will use one and five-minute sport reviews on 650 stations early next year, American Petroleum Institute announced Friday. API approved plan for industry to spend \$1,850,000 for publicity and promotion. Agency, Sullivan, Stauffer, Colwell & Bayles Inc., New York.

52 WEEK RENEWAL • Schutter Candy Co., division of Universal Match Co., St. Louis, (Old Nick, Bit-O-Honey) renews David Harding-Counterspy Feb. 1 for 52 weeks on full ABC network, Sundays, 4-4:30 p.m. CST. Agency, Schwimmer & Scott, Chicago.

MILES CONTINUES Miles Labs., Elkhart, Ind. (Alka-Seltzer), Dec. 29 renews for 52 weeks *Queen For A Day* on full MBS network, Monday through Friday, 1-1:30 p.m. (CST). Agency, Wade Adv. Agency, Chicago.

CHURCHWARD BUYS TV AS PECK REORGANIZES

PECK ADV. AGENCY, New York, will consolidate media, radio departments beginning Jan 1 under A. L. Lieberman, media director. Peck to launch first video program Jan. 11 with one-time show on WNBT New York sponsored by Churchward & Co., West Haven, Conn., for Steel Craft cruisers. Show also will mark Churchward's entry into radio. Future telecasts in several markets tentatively planned. Sanford L. Hirschberg is account executive.

Midwest to Get Convention TV by Film

PROPOSAL to provide direct television service from Republican and Democratic national conventions in Philadelphia next summer to stations in Midwest abandoned Friday at Philadelphia meeting of 25 TV executives. Meeting was called by Roger W. Clipp, general manager of *Philadelphia Inquirer* stations and chairman of Mayor Bernard Samuel's Radio & Television Committee (early story page 17).

Plane shipment of newsreel films will provide fastest possible service since microwave relays and coaxial circulits will not be available by summer of 1948. Films would be used for all stations not now served by AT&T eastern coaxial circuit.

Committee named to make plans for service includes Kenneth W. Stoman, TV director of WFIL-TV Philadelphia; Frank Bremer, WATZ Newark, now under construction; B. O. Sullivan, WLTV New York, now under construction; Neil H. Swanson, WMAR-TV Baltimore. Committee will investigate costs and facilities available, as well as camera locations, sponsorship possibilities and other factors.

F. R. MacFarland, AT&T, said no coaxial cable will be available for midwest service next summer but explained three different TV programs can be handled simultaneously out of Philadelphia to New York and Washington.

J. Z. Millar, Western Union, told committee his company plans installation of two-way radio beam circuit between New York and Philadelphia, probably available to telecasters at time of convention.

Plans for regular weekly TV newsreel exchange between eastern and midwestern stations discussed by committee.



Hasn't Scratched

Yet?*

but we have!

WHHM has done more than scratch the surface in listener attention . . . and audience approval . . . just cast an eye over the High Hoopers WHHM has consistently obtained.

We're fond of thinking that we've changed the local radio picture in Memphis . . . both as regard to audience . . . and advertisers' returns.

> The Station Folks listen To Is the Station Folks Follow Thru on . . . in buying advertised items.

MAKE UP THAT BUDGET LIBERALLY FOR MEMPHIS AND WHHM. LOOK AT THE FACTS AND WE FEEL CERTAIN YOU'LL BUY THE STATION THAT PROVIDES

MORE

LISTENERS PER DOLLAR IN MEMPHIS



*With a fond pat to the Bon Ami Chick for a swell motto

1

BROAD

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BUSINESS

MAURY LONG, Business Man

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"FRIEND OF THE FAMILY" —the local station is a welcome visitor every day

WNAC	Boston, Mass.	WONS	Hartford, Ct.	WBRK	Pittsfield, Mass.
WFAU	Augusta, Me.	WHYN	Holyoke, Mass.	WMTW	Portland, Me.
WJOR	Bangor, Me.	WLNH	Laconia, N. H.	WHEB	Portsmouth-
WICC	Bridgeport, Ct.	WCOU	Lewiston-Auburn,		Dover, N. H.
WKXL	Concord, N. H.		Maine	WEAN	Providence, R. I.
WSAR	Fall River, Mass.	WLLH	Lowell-Lawrence,	WSYB	Rutland, Vt.
WEIM	Fitchburg-Leo-		Massachusetts	wwco	Waterbury, Ct.
	minster, Mass.	WKBR	Manchester, N. H.	WDEV	Waterbury, Vt.
WHAI	Greenfield, Mass.	WNLC	New London, Ct.	WAAB	Worcester, Mass.

Yankee—New England's largest regional network—is also the most flexible network in choice of coverage.

Each of Yankee's 23 home-town stations is an accepted influence in local affairs, an important and friendly approach to the community it serves. You can buy any individual station, or any number of stations, individually or as a network group.

You write your own ticket. Pick your markets. There is a local Yankee station covering every important market in this rich six-state area. You can reach directly into more markets with greater impact than through any other radio group. It's your best buy in New England.

'This is The Yankee Network"

Member Mutual Broadcasting System



NBC network

- most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air. Today, 19 of the 25 highest rated programs are on NBC.
- most listened to ... according to the Broadcast Measurement Bureau, the industry's official audience gauge. BMB, in a completely impartial survey of actual *listeners* to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.
- most effective . . . in the judgment of advertisers. Last year, according to Publishers' Information Bureau, gross expenditures for network facilities by the hundred largest radio advertisers, were \$65,000,000 on NBC—nearly \$13,000,000 more than on the second network. Further, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facility costs and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

of the stars

These are the stars of the 19 NBC programs which today are among radio's top 25. (HOOPER REPORT NOV. 15-21) KEY

- 1. Bob Hope
- 2. Jack Benny
- 3. Fibber McGee and Molly
- 4. Charlie McCarthy
- 5. Amos'n' Andy
- 6. Fred Allen
- 7. Red Skelton
- 8. Mr. District Attorney
- 9. Ralph Edwards
- 10. Al Jolson
- 11. Alice Faye & Phil Harris
- 12. Duffy's Tavern (Ed Gardner)
- 13. Burns & Allen
- 14. The Great Gildersleeve
- 15. William Bendix
- 16. Frank Sinatra
- 17. Henry Aldrich
- 18. Judy Canova
- 19. Jack Carson & Eve Arden

DRAWINGS BY SAM BERMAN



2

14



the National Broadcasting Company











10



A service of Radio Corporation of America

· · · · · · · ·

In Music



Means: "Strike Up The Band" But IN DALLAS FORT WORTH It's Instantion WFAA FREQUENCIES 820 - 570 METWORKS NBC - ABC and

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

Texas Quality



radio service of the Dallas Morning News Represented Nationally by EDWARD PETRY & Co., INC.

Feature of the Week

"WHERE and why do radio stations get such names—those odd assortments of letters which usually spell nothing?" asks the Asbury Park (N.J.) Evening Press in the issue announcing the opening of WJLK(FM).

The article explains the call letters of WJLK as being the initials of J. Lyle Kinmonth, for nearly 50 years editor and publisher of the *Press*, licensee of the station.

Then the *Press* goes on to point out other call letters which have a meaning behind them. "Researchers say," the paper explains, "that call letters denote (1) civic pride, (2) names of universities, (3) names of newspapers, (4) names of persons, (5) miscellaneous reasons, and (6) no significance."

WCFC (FM) Beckley, W. Va., says the *Press*, falls into either of two categories, (1) civic pride or (6) no significance. The paper claims the letters were at first selected for being easy to remember and to pronounce. Then there were several slogans selected to fit the call letters: "West Virginia's Cleanest and Finest City," or "West Virginia's Coolest and Finest City" for the summer. "World's Cleanest and Finest Coal," was also thought of.

"Many call letters were born simply on the impulse of some person who helped build a station," continues the Press. "For example, years ago in Pomeroy, Ohio, a young man named Glenn E. Chase applied for a license to operate a radio station. In his application Chase jokingly implied that because he was making most of the equipment himself, it would probably be the Worst Station from A to Z, and asked that appropriate call letters be assigned to him. His request was granted and the station was named WSAZ."

The present owners say the letters stand for "With Service from A to Z," adds the *Press*.

"Station WEBR says, 'We Extend Buffalo's Regards'," according to the article. "And the sunshine city of St. Petersberg, Fla., [WSUN] asks, 'Why Stay Up North?' "

BROADCASTING would be interested in hearing from stations with call letters that have a definite significance. From time to time the more interesting ones will be published.



Sellers of Sales

ANE Daly is one young lady who really likes her job she's a timebuyer for Earle Ludgin & Co., Chicago. And radio is the finest business in the world, Jane thinks. It helped make her husband assistant sheriff of Cook County (Chicago).

During the last county election, Jane convinced her husband, Alfred J. Borah, that radio was needed to reach into thousands of Republican homes and get out the vote, for Cook County had

been strongly Democratic. She flooded the Chicago airlanes with transcribed messages and crossed her fingers on election day. Her candidate won handily.

Jane had every reason, however, to be confident that radio would do a successful job. As timebuyer for Ludgin since 1941 she has placed millions of dollars in spotbuying for Rit Dyes.

A station repre-

sentative's dream of an ideal timebuyer, Jane not only is loaded with charm and attractive to the eye, but she gives everybody a fair shake when a Ludgin account goes into national spot. She doesn't believe, for instance, in making up her mind about the station she wants in a market and then calling in the "reps" to see what will produce the best deal. All station representatives in the market are invited in to display his wares. From the information they supply and her knowledge of the market based on past experiences, she makes her final choice. She doesn't buy from the book either—i.e., from Hooper or BMB alone. Jane believes that other intangible elements often are just as important as a row of decimal points. While she has

been most widely known for her work on spot radio, both Jane and the agency are justifiably proud of a program that is heard only in the Chicago area. It might be called the listener's best buy in radio, depending on how much you like classical music, the Chicago Symphony Orchestra and Artur Rodzinski. If you are a fan and like all three you can save yourself the \$3.60 it costs for a

front row seat at the regular Thursday night concert by tuning in the orchestra on WCFL Chicago Wednesday from 8-9 p.m. Chicago Title & Trust is also Jane's and Ludgin's idea of a perfect sponsor since it isn't interested merely in the rating or the cost. All CT&T wants—and is

(Continued on page 72)

AM-FM — <u>The</u> D. C. Independent Represented Nationally by FORJOE & COMPANY

101.1 on W-W-D-C-FM.

Only one other station in

Washington has more

loyal listeners



JANE



FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET



5,000 WATTS • 980 KC AMERICAN • MUTUAL

Represented Nationally by THE KATZ AGENCY

WSIX gives you all three: Market, Coverage, Economy



One of the *most* wonderful things about spot radio is, of course, the way it so often permits you to capitalize on "local angles" that just aren't available from any other medium.

Take "Singing Sam" in Indianapolis, for instance. This happy Hoosier is a drawing card almost everywhere — but because he *started* his radio career in Indianapolis, his friendly voice is an especially beloved feature at Station WISH. In fact, Singing Sam at 11:30 a.m. across the board, boasts a 6.9 rating in a quarterhour daily program of songs that Hoosiers love to hear.

That's just one of *many* top-notch local spot programs which illustrate how effective Bull's-Eye Radio can be — not only in Indianapolis, but in *any* of the cities listed at the right. We'd like to show you some other outstanding values, too. May we?



Madison Ave.

FREE	Å	PETERS,	INC.
------	---	---------	------

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DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WD\$M
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
	КСМВ-КНВС
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KFRM-KMBC
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	. WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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Industry Group Plans Strike Operation

Committee to Pick Special Counsel This Week

DESPAIRING of interim settlement of the radio music impasse, the allied industry front last Friday approved in broad outline a plan for operation without union musicians which would extend to all broadcast operations beginning Dec. 31.

With music back-logs for all foreseeable contingencies already built by networks, transcription and record manufacturing companies, the joint Industry Music Committee this week will name legal and public relations counsel to offset the galaxy of opposite numbers already aligned by James C. Petrillo, president of the American Federation of Musicians.

The Industry Committee agreed in broadest terms to a general strategic plan submitted by its Executive Committee, but more detailed planning awaited the appointment of the special counsel, who are expected to be named some time this week.

Delay in Appointments

The delay in appointments of the public relations and legal counsel was occasioned because of the disagreement within the Public Relations Subcommittee which had been assigned to recommend a single name to the Executive Committee. The subcommittee, it was reported, was unable to narrow its choice below two candidates, whose identities were not publicly revealed.

Unprovided with a final recommendation from that subcommittee, the Executive Committee decided to postpone the appointment of the legal counsel as well, it was said, although the legal subcommittee had presented a name which was reported to be satisfactory to all parties.

It was believed that Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc., was slated as chief legal counsel. Mr. Kaye was instrumental in the formation of BMI and was chief legal strategist in the ASCAP-Radio fight nearly a decade ago.

The Executive Committee, which had been assigned several weeks ago to prepare a plan for the Industry Music Committee, was understood to have submitted recommendations that were of the broadest nature.

Among the primary points discussed was the appropriation of funds to finance whatever public relations and legal activities were undertaken by the special counsel. A. D. Willard Jr., executive vice president of the NAB and acting chairman of the Industry Music Committee, said after the committee meeting that no specific sum had been mentioned in the discussion of the budget. He said the amount would necessarily depend upon the size of the fees demanded by the public relations counsel and legal counsel.

Thinks Figure High

Asked if \$75,000 for a threemonth period had been a budgetary sum proposed by the Executive Committee, Mr. Willard said only that the figure "sounded a little to high."

Mr. Willard said that no matter what sum was finally established it would be equitably assessed on the various elements represented in the committee according to their respective incomes.

Meanwhile networks were con-



TO COUNSEL POST?

SYDNEY M. KAYE

tinuing to doggedly dig in against Petrillo's winter campaign. They were storing such useful ammunition as specially-recorded music and programming revisions which could be thrown into the breach in case of a walkout by the AFM.

Doubtlessly, a comprehensive public relations program was contemplated as a means of acquiring public support for whatever measures the industry would take in opposition to Mr. Petrillo. The preparations were particularly feverish because of the nearing deadlines which the AFM president has set for action against the recording industry.

Mr. Petrillo last week permitted himself to be quoted repeatedly in press accounts from Chicago to the effect that the AFM did not intend after expiration of its contracts with record manufacturers Dec. 31, to make records again.

Petrillo Reiterates Stand

"We are never going to make records again," Mr. Petrillo said. "I want to emphasize that word 'never." The musicians' chief also announced that he intended to continue collection of royalties from record manufacturers even after expiration of the contract. It was his interpretation that any record made while the contract was in force was taxable for his musicians' unemployment fund.

Mr. Petrillo contended that although the Taft-Hartley Act had outlawed royalty payments to unions, it would not apply to contracts made before the passage of the law.

Industry attorneys said they (Continued on page 76)

NAB Preparing for Geneva Meeting

Other Nations Gunning For Greater Share Of Channels

By J. FRANK BEATTY

WITH spectrum space in a chaotic state and nations scrambling for more and better channels, NAB is preparing to take an active part in a series of 1948 world conferences designed to bring order out of postwar confusion, according to Royal V. Howard, NAB Director of Engineering.

At stake are the facilities of some 1,800 standard broadcast stations in the United States, with other nations of North America clamoring for frequencies and rights which would shake the whole broadcasting structure.

Inefficient transmissions by South American countries, with resultant whistles around U. S. emissions, and interference from stations in Europe and elsewhere, also have become problems of paramount concern to every American broadcaster, according to Mr. Howard.

After Jan. 1, when K. Neal Mc-Naughten joins NAB as assistant to Mr. Howard [BROADCASTING, Dec. 15], the association will undertake a series of technical studies preparatory to the international meetings which get underway early in the year. Starting with the High-Frequency Broadcasting Planning Board, which assembles at Geneva in March, Messrs. Howard and Mc-Naughten will represent NAB at meetings which will play an important role in shaping the future course of radio services.

Groundwork for these conferences was laid at Atlantic City last summer when representatives of 78 nations signed the International Telecommunications Convention of Atlantic City and the International Radio Regulations of Atlantic City. These treaties include a worldwide frequency allocations table extending up to 10,500 mc.

However, the coming year will be marked by conferences at which individual nations will be fighting for every niche they can find in the spectrum, and competing with neighboring nations for coveted frequencies.

Two meetings will be held by NAB in January to go over preliminary plans for protection of U. S. broadcasting channels. First will be the Engineering Executive Committee, of which Orrin W. Towner, WHAS Louisville, is chairman. Meeting Jan. 13-14 in Washington, the committee will review Mr. Howard's plans to take part in the meetings.

The NAB board's International Advisory Committee will meet Jan. 14, 15, 16, indicating extent of the directors' interest in the worldwide problem. Last November the board

(Continued on page 78)

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Mr. Obrist

Mr. McClay

Mr. Caskey

WCAU, WPEN Announce Plans As Transfers Are Completed

PHILADELPHIA'S 50-kw WCAU and 5-kw WPEN were formally transferred to their respective new owners last Thursday in consummation of the sales, involving stripped prices totaling about \$3,-700,000, which FCC approved two weeks ago [BROADCASTING, Dec. 8].

The Evening Bulletin took over WCAU from the Philadelphia Record Co., which it acquired through the purchase of J. David Stern's newspaper and radio interests, and Sun Ray Drug Co. took over WPEN from the Bulletin. The transactions also involve the exchange of WCAU-FM for WPEN-FM and WPEN-TV and corresponding changes in call letters so that the Bulletin stations will all use the WCAU basic call.

Coincident with the transfer, Bulletin President Robert W. Mc-Lean announced the formation of WCAU Inc. to operate the firm's radio interests, which include facsimile as well as AM, FM, and television.

Mr. McLean is chairman of the board of WCAU Inc., and Dr. Leon Levy, co-founder of the station and retained to direct its operations when it was sold to the *Record*, is president and will continue as general manager.



Richard W. Slocum, secretary and general manager of the Bulletin, is vice president and secretary. Joseph L. Tinney, WCAU assistant general manager; G. Bennett Larson, former WPEN

Mr. Larson

manager, and Isaac D. Levy, brother of Dr. Leon Levy, are vice presidents, and William L. McLean Jr. of the *Bulletin* is treasurer.

Mr. Larson joins the new firm as director of television as well as vice president. No personnel changes will be made, except that additional staff members will be employed to operate the television station, which is now under construction and will operate on Channel 10.

The board of directors of WCAU Inc. is composed of Robert W. Mc-Lean, William L. McLean Jr., Richard W. Slocum, Dr. Leon Levy, Isaac D. Levy, and John S. Williams.

WCAU Price \$2,900,000

The Bullstin acquired WCAU, a CBS affiliate on 1210 kc with 50 kw, and its FM affiliate for a stripped price of about \$2,900,000. It sold WPEN, an independent operating on 950 kc with 5 kw, to Sun Ray Drug, operator of some 150 stores throughout the Eastern Seaboard, for \$800,000.

The new WPEN owner, meanwhile, announced staff realignments and plans for expanded activity. The company is headed by Harry Sylk, with William H. and Albert J. Sylk as executive vice presidents.

Officials announced that Edward C. Obrist, assistant manager of WPEN under *Bulletin* ownership, has accepted the top managerial post, and that virtually the entire staff of the station remains.

William B. Caskey, advertising head, has moved up to the post of assistant to the manager, while still retaining immediate charge of all of the station's advertising and promotion. He has had long association with national advertisers through prior affiliation with N. W. Ayer & Son. His first duties will be in the direction of advertising, promotion and other station exploitation, but later he will devote much time to development and expansion of Sun Ray Drug's radio interests, it was announced.

John McClay, program director, has been given staff additions with a view to expanding FM and community service programs and to carrying out experimental programming.

Alexander W. Dannenbaum Jr., formerly with WDAS Philadelphia, has been engaged to head the station's sales operations [BROADCASTING, Dec. 8], and Charles W. Burtis, head of technical operations, is planning improvements in AM and FM. Lever Bros. and Sterling Drug Renew CBS Shows RENEWALS for 52 weeks on My Friend Irma and Big Town were announced by CBS last week.

Lever Bros., Cambridge, Mass., which has been a CBS sponsor since 1935, has renewed the comedyvariety series My Friend Irraa, heard Mondays, 10-10:30 p.m. Contract is effective Dec. 29, with Young & Rubicam, New York, as the agency. Big Town, heard Tuesdays, 8-8:30 p.m., was renewed by Sterling Drug Inc., New York, a CBS sponsor since 1931. Effective date is Dec. 30, and Pedlar & Ryan Inc., New York, is the agency.

Conti Uses Spots

CONTI Products Corp., New York, makers of Castile Shampoo, converted all of its radio advertising to spot announcements beginning Dec. 8, with one minute transcribed spots in seven key cities running for 13 weeks. From 18 to 50 spots a week are being used on an average of two or three stations in New York, Chicago, Philadelphia, Baltimore, Washington, D. C., San Francisco and Los Angeles. The agency is Bermingham, Castleman & Pierce Inc., New York, with Philip Warner as account executive.

Rooney-CBS[®] Contract

FORMAL signing of Mickey Rooney to a term contract with CBS [BROADCASTING, Dec. 8] was completed last week, as well as cutting a half-hour audition record for the network. Directed and produced by William Robson, CBS Hollywood executive producer, format features Mr. Rooney in a dramatic program playing the role of a reporter on a metropolitan daily newspaper. Script is a joint collaboration by Sam W. Taylor, freelance writer, and John Dunkel, editor of network programs.

Milrose Plans

MILROSE Products Co. Inc., New York, makers of Rad Easy Cleaner and Rad Furniture Polish, will begin a nation-wide test campaign early in February using spot participation in an undetermined number of low-population markets, Holland Sales Co., New York, has been appointed national sales representative, and George P. Buente Inc., New York, will handle the advertising. David W. Stallard is account executive

CBS Advertisers' Rate Protection Now 6 Months

CBS ADVERTISERS will be protected against rate and discount charges for six months instead of a year, as heretofore, effective immediately and subject to "current contractual commitments," the network announced last week in a letter to clients and agencies [CLOSED CIRCUIT, Dec. 15]. Letter was signed by William C. Gittinger, vice president in charge of sales.

This has been necessitated, according to Mr. Gittinger, by the general postwar rise in operation expenses, which makes it impossible for CBS ". . . to forecast broadcasting costs at long range."

Returns to Radio

AFTER A LAPSE of two years, Blue Bonnet margerine, made by Standard Brands, New York, is returning to radio. Campaign, which is being prepared by Ted Bates Inc., New York, will start Jan. 12 and run through March 31. The advertiser will use six spot announcements weekly on approximately 53 stations.



Drawn for BROADCASTING by Sid Hix

"... and lots of brand new records, and an AFM renewal, and musicians, and more sponsors, and high ratings, and fresh comedians, and"

EDITORIALIZING Does Radio Think It a Prerogative?

BROADCASTERS agree overwhelmingly that station editorializing should be permitted and a large majority oppose any limitations whatsoever on that right. These conclusions were reached as results of the eighth TRENDS survey of station manager opinion in the series conducted for BROAD-CASTING by Audience Surveys Inc. were compiled.

The survey was conducted during November by Audience Surveys, which polled a representative cross-section † of managers of commercial AM stations. The managers were asked:

(1) Whether stations should have the right to editorialize; (2) if so, should there be any limitations in subject matter to this right; and should stations be required to provide time to present replies to their editorials; (3) if stations should not editorialize, how should controversial issues be handled; (4) how would stations plan to staff for the selection and preparation of editorials; (5) will editorializing add to station prestige-to station problems; (6) should networks editorialize; and (7) how many stations will editorialize, if permitted to do so.

BROADCASTING in this issue presents the first portion of results of the survey as follows:

"Should radio stations have the right to editorialize?" (See Table I)

Broadcasters agree by an overwhelming majority that they should have the right to editorial-

tA sample of U. S. commercial AM stations in operation September 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

Table I

"Should radio stations have the right to editorialize?"

No		10
TOTAL		100
	* * *	

Table II

"Should there be any limitations in subject matter to this right to editorialize?"

	% of all
	who believe
	stations should
	have the right
	to editorialize
Yes	29 %
No	67
Don't know	1
No answer	3
TOTAL	100

BROADCASTING • Telecasting

ize. Approximately nine out of ten stations take the affirmative position, against 10% who feel that stations should not editorialize. Only 2% of the panel reported no opinion.

"Should there be any limitations in subject matter to this right to editorialize?" (See Table II)

67% of the stations who feel that stations should have the right to editorialize believe there should be no limitations in subject matter to that right-more than twice the 29% who feel that there should be some restrictions. Again, few stations were undecided on this question. Only 1% were uncertain, and 3% reported no opinions.

"If there should be limitations, what subjects do you feel stations should not editorialize about?' (See Table III)

Clearly, most of the stations (of those who believe there should be editorializing limitations) feel religion would not be a proper subject for editorializing; 82% of this group would ban the subject. Approximately one-fourth of these stations feel that national and lo-

cal politics should be excluded from station editorial discussions. About one out of six would exclude international affairs and labor; while relatively few (6%) would not discuss national government or social problems. 4% would avoid local government.

Among the additional subjects

Table III

"If there should be limitations, what subjects do you feel stations should not editorialize about?"

	% of stations who believe there should
	be limitations in sub-
	ject matter
Religion	
National Politics	28
Local politics	24
International affairs	
Labor	
National government	
Social problems	
Local government	4
All other	
	to move them 100

*Percentages add to more than 100 because many respondents indicated more than one subject.

On Editorializina

... AN EDITORIAL

IT IS NO SURPRISE that American broadcasters have voted overwhelmingly in the BROADCASTING TRENDS poll on this page in favor of the right to editorialize. Since the NAB 14th district meeting in Salt Lake City last January passed its resolution mandating the board to take action there has been no doubt about the feeling in radio. That resolution was the first affirmative step in a campaign which will culminate in the FCC rehearing of the Mayflower case set for March 1.

Certain other results of this TRENDS poll are a little more surprising. For instance 28%, of the station managers who think they should have the right to editorialize, doubt if their editorials should deal with national politics. Some 24% would rather stay out of local government. Although limiting editorializing along these lines might seem desirable at times, we doubt that it would be feasible. If one has an opinion on anything he has to take sides sooner or later on political matters.

While 65% of station managers think those opposing their editorial views should have time to answer station editorials, 29%, or nearly a third, say there should be no opportunity to give differing views-certainly a sharp and decisive split on an important question. Our own opinion is that since freedom of speech is the principle for which we are fighting that freedom must extend to those who hold views which differ from ours. The printed page counterpart is the "Letter to the Editor" column.

Another difference is apparent in the vote on who should select and prepare the editorials. The majority, 56%, favor an editorial board, while the station manager, an editor and the station owner rate 21, 18 and 17% respectively. The program manager scarcely gets a vote of confidence, drawing only 4%.

The results of this timely study furnish real fodder for sober thought. The broadcaster properly feels he should have the right to express his opinions-a right accorded every American under our Constitution and one denied every subject of a totalitarian government. Thus, the broadcaster, among all Americans, is denied his heritage.

The Mayflower Decision, as NAB President Justin Miller has so convincingly proclaimed, was conceived in bureaucratic sin. It came in obiter dictum from which there was no appeal, since the license of the station on the carpet was renewed.

We restate what we have said repeatedly since the mischievous Mayflower Decision was handed down in 1941: the American broadcaster is entitled to the right to editorialize. The extent to which he may or may not exercise that right is something to be left to the discretion of management.

which this group of stations feels should not be handled editorially are: Race, court hearings and trials; personalities; farm questions. In addition, some respondents pointed up that indecency and obscenity must of course be avoided, and that station policy must be the final determinant of the propriety of any subject.

"Should stations be required to provide time in which to present replies to the editorials they carry?" (See Table IV)

65% of the stations who believe they should be permitted to editorialize feel that stations should be required to provide time to those who may wish to reply to their editorials-more than twice as many as feel that this should not be required (29%). Only 6% have no opinion or failed to answer.

"If a station assumes the new function of editorializing, who should select and prepare editorials?" (See Table V)

Recognition of the importance of an editorial function is demonstrated by the staff levels on which stations would expect selection and preparation of editorials to be made. 56% say that editorials should be in the hands of an editorial board of top management; 21% report it should be the func-

(Continued on page 71)

Table IV

"Should stations be required to provide time in which to present replies to the editorials they carry?"





"If a station assumes the new function of editorializing, who should select and prepare editorials?"

%	of	all
resd	000	lents

An editorial board of top management	56*
Station manager	21
An editor	18
Station owner	17
Program manager	4
All other	12

*Percentages add to more than 100 cause some respondents indicated becau more than one person.

Redrafted S-1333 Goes Over **To Regular Congress Session**

HOPE of Chairman Wallace H. White Jr. of the Senate Interstate and Foreign Commerce Committee to get immediate favorable Committee action on redraft of his bill to sweepingly amend the Communications Act went aglimmering Friday with the adjournment of the special session of Congress.

Senator White's controversial bill, reported favorably by subcommittee on Dec. 11 [BROADCASTING, Dec.15] was not made public. It was learned, however, that it embodied a number of important departures from the original draft of S-1333, which was lambasted by most radio witnesses at hearings in June.

Preoccupation of the Senate with interim relief and price control legislation led Chairman White to forego convening of the full committee for consideration of the revised bill. The measure and a proposed report to the Senate were in process of being revamped by Senator White and his committee staff headed by Edward Cooper.

With adjournment, Senator White is expected to withhold release of the new bill until after the regular session gets under way Jan. 6. Early in the new session, it is presumed, he will call his full committee together and urge a favorable report.

Committee Approval Seen

Because the subcommittee voted unanimously for the measure, it was expected that the full committee would follow the majority leader's recommendations with little or no opposition. Observers are inclined to believe that a majority of the Senate likewise will follow the venerable Maine legislator, who has specialized in communications legislation during his 30 years in House and Senate.

On the House side, however, it felt Chairman Wolverton is (R-N. J.) would be disposed to start from scratch on proposed new radio legislation, conducting hearings on its own. The NAB, through President Justin Miller, and flanked by virtually all other segments of radio, has expressed almost unalterable opposition to the original White Bill. While the revised draft might placate certain substantial elements in radio, notably the networks, it was doubted whether the bill would satisfy President Miller to the extent of dropping militant opposition.

Senator White's committee also is expected to be called upon, early in the next session, to consider the nomination of Wayne Coy, radio director of the Washington Post, for the FCC chairmanship. Mr. Coy, who has been proffered the post by President Truman, will be nominated shortly after the new session convenes Jan. 6, unless there are unforeseen developments. Indications are also that the former assistant to President Roose-

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velt, a native Indianan, will be reported favorably by the committee and confirmed by the Senate with a minimum of opposition.

Reports also have been current that one and possibly two other members of the present FCC will leave within the next few months. Comr. E. K. Jett, veteran engineer, has been considering outside offers but, so far as could be ascertained, has made no commitments.

Comr. Clifford J. Durr, Alabama Democrat, who has been a storm center of controversy, also was expected to leave prior to expiration of his term next June 30. Mr. Durr has engaged in a running fight with FBI Director J. Edgar Hoover, climaxing a G-year FCC tenure which found him constantly navigating in hot water.



ACCEPTING TROPHY presented as a reward for doing most effective job toward making a Thanksgiving Day charity football game in Atlanta a success is John Fulton (1), manager of WGST, Georgia Tech station. The award, first offered a year ago by The Atlanta Constitution, is presented by W. A. Alexander, Tech's athletic director, who won it last year. Holding trophy is Alex Dittler, Atlanta business man. The football game was between "B" teams of Georgia Tech and the U. of Georgia.

DeMille to Appeal To U. S. High Court California Supreme Court Rules Against Him in AFRA Case

CECIL B. DeMILLE, Hollywood film producer and former radio m.c.-narrator, having lost his legal battle in California State Supreme Court to enjoin AFRA from suspending him, will carry fight to the U.S. Supreme Court.

Mr. DeMille lost his latest battle in the California high court in San Francisco on Dec. 16, when a unanimous decision written by Justice John W. Shenk upheld rulings of Los Angeles Superior Court and the State District Court of Appeal.

Mr. DeMille was suspended from the union when he refused to pay an AFRA one-dollar assessment fee to combat 1944 "right to work" amendment to the California state constitution. At the time of his suspension he was narrator-m.c. on weekly CBS Lux Radio Theatre. Suspension forced him off the air with yearly salary loss of \$98,000.

Union's Right Questioned

In announcing decision to appeal the case to the U.S. Supreme Court, Mr. DeMille said that whatever the basis for ruling was, "the fundamental issue in my opinion remains the same." "The union," he declared, "has no right to require a man to pay his money to oppose a political measure when he wants to use that same money to support the measure. He added that a favorable decision on Dec. 16 would have given political freedom back to every union member in California and that "it will now be necessary to lay this vital constitutional question before the nation's highest tribunal."

Unanimous decision by California State Supreme Court upheld the ruling by Los Angeles Superior Court Judge Emmett H. Wilson denying restraining order sought by Mr. DeMille against AFRA. The film producer claims assessment levy violated his constitutional rights.

ommended a five-point legislative program, and in addition, called on the Justice Dept. "to prosecute any violation of the Lea Act or other existing laws," and to consider whether the union's actions fall under the Sherman Anti-Trust Act.

It will be recalled that anti-trust charges were instituted against the union some five years ago when the Supreme Court decided that unions did not come under the provisions of the law. Since nothing new has been added to the anti-trust laws in that respect, it is not felt that the Justice Dept.'s anti-trust division can take further action now.

The department's criminal division, however, is now handling the Government's case against Petrillo for violation of the Lea Act and will presumably handle any new violations which seem to fall under either the Lea Act or the Taft-Hartley Act.

Petrillo May Be First Witness At Labor Committee Hearinas

AFM PRESIDENT James C. Petrillo may be the lead-off witness at the House Labor Committee's fulldress hearings tentatively slated to start Jan. 19 in Washington. Some sources said the hearings may begin as early as Jan. 7.

Hollywood Producer Cecil B. de Mille, who is carrying his case against AFRA to the Supreme Court after losing in the California Supreme Court last week, has been scheduled as the first witness at the coming hearings. But Rep. Carroll D. Kearns, chairman of the subcommittee which has been investigating the AFM, told BROAD-CASTING that he considers the Petrillo phase the important one to deal with first. He said he would recommend to Rep. Fred A. Hartley Jr. (R-N.J.), chairman of the full committee, that Mr. Petrillo start things off. If Mr. Kearns' suggestion is



EAST COAST television viewers will have a chance to witness the coming House Labor Committee hearings in Washington, tentatively set for Jan. 19, as the result of arrangements completed last week by WMAL-TV Washington.

Following the grant of approval by Rep. Fred A. Hartley, Jr. (R-N.J.), chairman of the committee, it was announced that the broadcast would be relayed by the Washington station to WCBS-TV New York, WFIL-TV Philadelphia and WMAR Baltimore.

Arrangements for the coverage are being handled by Bryson Rash, ABC presidential announcer, and Burke Crotty, WMAL director of television.

adopted, representatives of all interests which use music will follow Mr. Petrillo to the stand. This would include AM, FM, television, recording, and motion pictures.

Officials of the four major networks met informally with Mr. Kearns on Dec. 13 with Petrillo as their number one topic. The broadcasters were said to have furnished the congressman with facts and figures for a survey he is making of the number of AFM members gainfully employed in the broadcasting industry. Mr. Kearns said results of the survey might prove to be a surprise and would definitely be a big factor in the coming hearings.

Possible Injunction

Those in attendance at the meeting were Frank E. Mullen, execu-tive vice president, NBC; Mark Woods, president, ABC; Robert D. Swezey, vice president and general manager, MBS, and Frank K. White, vice president and treasurer, CBS.

Speaking of the union leader's coming trial in Chicago [BROAD-CASTING, Dec. 15], Mr. Kearns said that the courts may also find Petrillo's threatened recording ban in violation of the Lea Act. In that case, he said, it would be possible to issue an injunction and prevent the musicians' chief from taking such action.

The Pennsylvania legislator observed that there was nothing he knew of in the Taft-Hartley Act which would prevent Petrillo from taking his threatened course, but he pointed out that there are provisions of the Lea Act which haven't yet been explored.

The full Labor Committee reported to the House last week their subcommittee report on Petrillo and the AFM which they had unanimously approved earlier [BROAD-CASTING, Dec. 15]. The report rec-

Coverage Planned

Midwest, Western Station Heads Attend Philadelphia Session

REPRESENTATIVES of midwestern and western stations which expect to have television by next June met Friday in Philadelphia to plan ways and means of providing their outlets with coverage of the two 1947 political conventions.

Discussed were plans to afford coverage to stations not on coaxial cable lines. Attending were top level executives.

The meeting was called by Roger W. Clipp, general manager of WFIL Philadelphia, radio-television chairman of Philadelphia Mayor Bernard Samuel's committee on arrangements for the Democratic and Republican conventions.

Executives Attending

Attending were:

Harry Bannister, WWJ-TV Detroit (Detroit News); Frank Bremer, WATV Newark; George Burbach, KSD-TV St. Louis (St. Louis Post-Dispatch); Roger W. Clipp (presiding), WFIL-TV Philadelphia (Phila. Inquirer); C. Denton, WLTV New York. Mr. DeRider, WATV; J. R. Duncan, WLWT Cincinnati; William Eddy, WBKB Chicago; E. Y. Flanigan, WTVT Toledo; Melvyn S. Foeller, AT&T Philadelphia; James Hanrahan, WEWS Cleveland (Cleveland Press); Jack Howard, president, Scripps Howard Newspapers; L. W. Herzog, WTMJ-TV Milwaukee (Milwaukee Journal); Worthington C. Lent, Lent & Poast, consulting engineers, Washington, D. C.; Louis E. Littlejohn, WFIL-TV; F. R. MacFarland, AT&T New York; Carl Meyers, WGNA Chicago (Chicago Tribune); J. Z. Millar, Western Union, New York; James T. Quirk, WFIL-TV; An-drew Ring, Ring & Clark, KSD-TV, Washington; Kenneth W. Stow-man, WFIL-TV; B. O. Sullivan, WLTV; W. H. Swanson, WMAR Baltimore; Carl Warren and Allen Lawrence, WLTV.

(TV) RIVERSIDE KARO TO OPEN IN AUGUST

KARO Riverside, Calif., video station licensed to Broadcasting Corp. of America, is expected to be in operation approximately Aug. 1, according to W. L. Gleeson, president and general manager.

Personnel for the station will not be announced until May 1, Mr. Gleeson said. He added that an agreement has been reached with DuMont whereby KARO will become an outlet in the projected video network.

KUCB Blythe, one of the AM stations owned by the corporation, will join its Rural Network Dec. 20. Operating with 250 w fulltime, it broadcasts on a frequency of 1450 kc.

Video's Convention FCC Gets Three Boston TV Requests

Other television stories in this issue:

House Labor Sessions to be TelecastP. 16 Savings Bank Uses TelevisionP. 28 General Foods Completes Video SurveyP. 20 Zenith Experimenting With Phone VisionP. 28	
Indiana TV Outlet to be First 'C.O.D.' Network Clientp. 34	
New GE Receivers Projects 18" by 24" imagep. 51	
Filene's Plans Boston TV Previewp. 70	
Crosley Names Allision to TV Postp. 71	
WWJ-TV Outlines Own Codep. 73	
WMAL-TV to Telecast Triangle Showp. 78	

For video personal changes, programs, etc., see note departments

Same Announcers Will Handle TV, AM Airing of Yanks' Games

MAKING VIDEO HISTORY by sound broadcasts of the Yankee signing the contract before the Du-Mont cameras and in full view of the audience of WABD New York, C. W. Badenhausen, president, P. Ballantine & Sons, Daniel R. Topping, president, New York Yan-kees, and Lawrence Phillips, director of the DuMont Television Network, last week concluded negotiations whereby the Yankees home games during 1948 will be televised by WABD with commercials for Ballantine's beer and ale. [BROADCASTING, Dec. 1, 15].

According to present plans, the vocal accompaniment to the ball field pictures will be handled by Mel Allen and Russ Hodges, who also do the play by play for the games on WINS New York. The Yankee management personally holds the contracts with Allen and Hodges and sold them to the sponsor along with the video rights as a package. Deal, handled by J. Walter Thompson Co. for Ballantine's, is said to total more than \$250,000 for the season.

A number of experienced television broadcasters have expressed doubts that the experiment, using the same sound broadcast to accompany the pictures as is given the AM audience, will work out. They say that the listener requires much more information than the

(Continued on page 74)



NEGOTIATIONS which marked completion of arrangements for sponsorship of next season's home games of New York Yankees baseball team over WABD New York, DuMont video outlet, by P. Ballantine & Sons, were broadcast over WABD Dec. 15 9-9:15 p.m. In the WABD studios as contract was closed were: Seated, 1 to r-Daniel R. Topping, president of the Yankees; C. W. Badenhausen, president of Ballantine; Lawrence Phillips, director of DuMont television network; standing, 1 to r-Leonard Cramer, executive vice president of Allen B. DuMont Laboratories; Kelsey Denton, vice president and account executive of J. Walter Thompson Co.; Henry Gorski, advertising manager of Ballantine.

Seven New Video Outlets **Applied For: Costs** Total \$1.800.000

SEVEN new television station applications, representing initial installation and construction costs exceeding \$1,800,000, were reported at FCC last week.

The group included three for Boston, bringing to nine the number of applicants for the two channels available there.

CBS, one of the Boston applicants and operator of WCBS-TV New York, said its application was "another major step" toward its "goal of a national television network," and reported that meanwhile it is solving some of the problems of network television through informal working arrangements for cooperative exchange of programs with WMAL-TV Washington. WMAR (TV) Baltimore, and the station being completed by the Philadelphia Evening Bulletin, which will be on the air early in 1948.

If FCC approves the application of WDRC Hartford and Columbia's Boston bid, those stations will become the fifth and sixth links in the CBS East Coast network. CBS also has an application pending for Chicago.

Cost of Installation

The network estimated installation of its projected Boston station would cost \$437,325 and said the transmitter would be erected at the Medford, Mass. site of the FM station now under construction by WEEI, CBS owned-and-operated station in Boston. The application asked for Channel 9 (186-192 mc).

Other Boston applications were filed by the Boston Herald-Traveller's Matheson Radio Co., operator of WHDH and WHDH-FM Boston, and E. Anthony & Sons, owner of WNBH New Bedford and WOCB West Yarmouth and applicant for television at Fall River-New Bedford. WHDH requested Channel 13 (210-216 mc) and estimated initial costs at \$319,399. E. Anthony asked for Channel 9 and anticipated an initial investment of \$227,500.

Other video applications received by the Commission included:

The Kansas City Star, owner of WDAF Kansas City, applied for Channel 4 (66-72 mc) and estimated construction costs at \$323,-031.

Birmingham Broadcasting Co., which owns WBRC Birmingham, Ala., asked for Channel 4 and said it expected construction costs to approximate \$186,000.

WJW Inc., licensee of WJW Cleveland, filed for Channel 2 (54-60 mc), estimating it would cost \$233,950 to build and equip the station.

Dispatch Inc., headed by Edward (Continued on page 74)

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N.Y. FM Decision Set Aside by FCC TCC Recommends

Re-Argument Also Is Set On Brockton, Mass. AM Action

YIELDING to protests that some Commissioners who voted hadn't heard oral arguments, FCC last week set aside its controverted New York FM decision and its decision in the Brockton, Mass. 1450-kc case, and scheduled rearguments for Jan. 12.

Although the point was not mentioned in FCC's order, it appeared generally agreed that the action successfully eliminated the questions raised by the New York Daily News with reference to former Chairman Charles R. Denny's participation in the New York FM decision.

The News contended that Mr. Denny's vote invalidated the entire decision, on grounds that he violated the Communications Act by participating after he had accepted the post of vice president and general counsel of NBC [BROADCASTING, Dec. 15]. That decision, it was pointed out, is now withdrawn, to be followed by another (after oral argument) which will be adopted by remaining members of the Commission. Both the New York FM and

Brockton AM cases were set aside, in each instance, on the basis of losing applicants' protests that some of the Commissioners who participated were not present when the respective oral arguments were held.

In line with its procedure in two other; broadcast cases where simiprotests were offered—the lar WORL Boston renewal case and the Ft. Wayne 1450-kc case---the Commission declared:

Commission declared: ... the Commission is of the opinion that, under Sec. 409(a) of the Com-munications Act, when a case is heard by an examiner and a Commissioner or Commissioners who did not hear oral argument participate in the final decision, the parties not having con-sented thereto, and when it would not have been possible to arrive at the final decision as announced by the Com-mission without the vote of such Com-mission without the vote of such Com-mission without these facts, the final de-cision should be set aside and fur-ther oral argument should be held. Excel of the arguments under

Each of the re-arguments, under FCC's order, will be concerned with (1) the proposed decision; (2) the findings of fact and conclusions of law contained in the "final" decision, and (3) the contentions raised in the petitions for re-hearing. Participants were allowed 20 days to file briefs, if they wish.

In both the New York and Brockton cases, FCC reversed its choice of grantees between the proposed and the final decisions. In the New York case, involving 17 applicants for five channels, the Commission's proposed decision anticipated a grant of one of the frequencies to the News while the final decision denied the News and substituted the Radio Corp. of the Board of Missions & Church Ex-

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tension of the Methodist Church. At Brockton, Plymouth County Broadcasting Co. won the proposed grant (1450 kc, 250 w) but Cur-Nan Co. won the final [BROAD-CASTING, Sept. 15]

The News offered a voluminous brief following the denial of its application, charging among other things that FCC's announced "nonnewspaper" policy violates the Constitution and the Communications Act; that Mr. Denny's vote was improper because he had accepted the NBC job, and that those of Mr. Denny and Comr. E. M. Webster were invalid because they did not sit in on oral argument. Of the two other Commissioners who voted against the News, the paper contended that Comr. Durr improperly considered evidence which the majority had stricken from the record, and charged that neither Acting Chairman Paul A. Walker nor Mr. Durr had read all of the testimony and exhibits.

North Jersey Plea

North Jersey Radio (WNJR Newark, formerly WBYN Brooklyn), another unsuccessful applicant, also asked for a re-hearing, on grounds that its application should not have been denied on a three-to-three vote.

In the Brockton case, Plymouth County Broadcasting charged that the final decision represented a

departure from FCC policy of preferring local owners over outside interests, and pointed out that, of the four members who voted on the decision, Comr. Walker was not present at oral argument.

Bay State Beacon, third applicant in the Brockton case and loser partially because of its program plans, also partitioned for rehearing. The company charged FCC's conclusions were "arbitrary, capricious, an abuse of discretion and not supported by the evidence."

Winners in the New York FM case, besides the Methodist group, were WMCA New York, ABC, Unity Broadcasting Corp., and WPAT Paterson, N. J.

McIntosh Takes Over

A. L. McINTOSH took over as chief of the FCC Engineering Dept.'s Frequency Allocation & Treaty Division (formerly Fre-quency Service-Allocation Division) last week. Former assistant chief of the division, he succeeds Capt. Paul D. Miles who resigned to become the U.S. member and first chairman of the new International Frequency Registration Board at Geneva [BR)ADCASTING, Nov. 10]. Capt. Miles left FCC last Monday to prepare for the opening of IFRB sessions in Geneva in January.

FCC Offers Plan to Stagger FM Station License Renewals

A PLAN of staggering the license renewal schedule for FM stations [CLOSED CIRCUIT, Dec. 8] was proposed by FCC last week.

Frequencies used by commercial FM stations would be divided into six groups for which the respective renewal dates would be Feb. 1, April 1, June 1, Aug. 1, Oct. 1 and Dec. 1. Noncommercial educational FM channels would be divided into two groups with June 1 as renewal date for one group and Aug. 1 for the other.

This plan would spread the Commission's renewal workload over the entire year instead of having it all concentrated around May 1, which is now the renewal date for all FM stations. A comparable staggering plan is in effect in AM.

No extension of the current oneyear term of FM licenses is contemplated in the proposal. Nor would the stagger system affect outstanding FM licenses. In converting present licenses and initial grants of license to the new renewal schedule, FCC explained, "renewals . . . or initial licenses which might be for periods of less than three months will be issued to include an additional one-year period."

The Commission said it would

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accept written objections or other comments on the proposal until Dec. 31. Oral argument will then be ordered if the comments appear to warrant it. Persons filing briefs or comments should submit an original and 14 copies.

Proposed Schedule

Licenses of commercial FM stations would be issued to expire at 3 a.m. in accordance with the following schedule:

Feb. 1—Stations operating on 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5 and 95.7 mc.

April 1-Stations on 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, and 98.9 mc.

June 1-Stations on 92.1, 92.7, 93.5, 94.3, 95.3, 95.9, 96.7, 97.7, 98.3, 99.3 mc. Aug. 1-Stations on 100.1, 100.9, 101.7, 102.3, 103.1, 103.9, 104.9, 105.5, 106.3 and 107.1 mc.

Oct. 1—Stations on 99.1, 99.5, 99.7, 99.9, 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7 and 102.9 mc. Dec. 1-Stations on 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, and 107.9 mc.

Licenses of noncommercial educational FM stations would be issued to expire as follows (also at 3 a.m.):

June 1—Stations on 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, and 89.9 mc.

Aug. 1—Stations on 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, and 91.9 mc.

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For Frequency Board Post

RAY C. WAKEFIELD, former FCC member, was recommended last Thursday by the Telecommunications Consulting Committee for appointment as chairman of the U.S. delegation on the Provisional Frequency Board which convenes at Geneva in January. (See story, page 13.)

TCC's recommendation is tantamount to appointment, which is made by the President. The TCC, created by the International Telecommunications Conferences at Atlantic City last summer, is composed of representatives of the State Dept., Army, Navy, Air Forces, Civil Aeronautics Administration, Bureau of Standards, and industry.

Jett Withdrew

Mr. Wakefield is slated to succeed FCC Comr. E. K. Jett as head of the U.S. delegation. Mr. Jett was appointed but withdrew because of the press of Commission activities and for personal reasons [CLOSED CIRCUIT, Nov. 24].

The assignment will last about a year and a half and carries a \$10,000 annual salary—the same as an FCC Commissionership, but from the State Dept. budget. The PFB's task is to prepare a frequency assignment plan for stations throughout the world in conformity with the Atlantic City allocations table of frequencies below 27,500 kc, excluding broadcasting. Groundwork for the Geneva meeting was laid last summer in Atlantic City.

Before the TCC made its recommendation, some questions reportedly were raised in the House Armed Forces Committee with reference to the choice of Mr. Wakefield, presumably based on purely political grounds, but opposition was dispelled and the way cleared for the TCC action.

Mr. Wakefield, California Republican, served seven years on the FCC, from 1940 until last July 1. President Truman sent his name to the Senate for reappointment for another seven-year term but subsequently withdrew it without explanation, later substituting the name of present Comr. Robert F. Jones.

U. S. Rubber Telecasts

U. S. RUBBER CO., New York, on Dec. 19 started a new series of Friday night telecasts on the NBC television network. Company's Campus Hoopla series ended Dec. 12. Following three special film programs, a new series entitled Sports Know-How will begin Jan. 9. Series is placed by Campbell-Ewald Co., New York.



ACCEPTING POSTHUMOUS award of the 1947 Armstrong Medal on behalf of the late Charles Stuart Ballantine is L. C. F. Horle (above r), director of the Radio Club of America. Presenting the award is Prof. Alan Hazeltine, president of the club. Below, John V. L. Hogan (r) is shown receiving the same award from Prof. Hazeltine, for his outstanding contribution to the art of broadcasting. The awards were presented at the 38th Anniversary Banquet of the Radio Club of America at the Advertising Club, New York.

GROSS RECEIPTS ΤΑΧ IN CHESTER PROTESTED

IMPOSITION of a 2% tax on gross annual receipts of radio stations and newspapers by the city of Chester, Pa., will be fought by the Chester Times, it was indicated last week. One broadcast station is affected-WPWA in Chester.

The tax ordnance was passed Tuesday by the Chester City Council, which also voted a levy of 10% admissions to places of amusement and sports events where admission is charged or donations accepted.

Charge was voiced by newspapers in the area that the tax was voted by the council as a reprisal measure against the Times because of its opposition to some council members at the last election.

W. Aldridge Price, director of accounts and finances for the city, said the taxes were designed to produce revenue of \$64,527 to balance the 1948 budget of \$1,323,926. The sales tax was adopted under a new Pennsylvania law permitting such levies by municipalities.

The levy is contrary to general custom throughout the nation, most cities exempting broadcast stations because they operate in interstate commerce. Several court decisions, including the Supreme Court decision in the Fishers Blend case over a decade ago, holds radio to be in interstate commerce and exempt from such sales levies.

KMED Sale Under 'Avco' Hits Snag

Time Extension Granted Medford Radio Corp. **Despite Protest**

WHAT MAY BE the first rebuff handed FCC's Avco Rule on public bidding in station transfers loomed last week as a possible development in the \$250,000-plus sale of KMED Medford, Ore. [BROADCASTING, Nov.

3]. The Commission allowed Medford Radio Corp., the "competing" purchaser which FCC preferred over the original applicant, an additional 30 days (to Dec. 29) in which to complete a purchase contract with Mrs. W. J. Virgin, station owner.

FCC acted over the protest of both Mrs. Virgin and Gibson Broadcasting, the original "buyer." and despite the contention of Mrs. Virgin that she had refused to sign with Medford Radio and had agreed to reinstate the original application for transfer to Gibson.

In asking additional time to negotiate with Mrs. Virgin, Medford Radio declared that Mrs. Virgin's original contract with Gibson prohibited her from negotiating with anyone else for 30 days after the FCC decision. Medford expressed confidence that it could negotiate a contract if additional time were granted.

But Mrs. Virgin and Gibson Broadcasting, replying to the request for time, told FCC that negotiations already had been undertaken with the Medford group but had failed because the Medford stockholders refused to endorse their company's promissory notes for \$187,500 of the purchase price. In an affidavit Mrs. Virgin said

she told Medford Radio "that she would not assign the license and construction permit [license for KMED, CP for KMED-FM] to Medford Radio Corp. inasmuch as she deemed such endorsement to be an essential condition and term for the sale."

She continued:

Inasmuch as affiant still desires and intends to dispose of a major portion or all of her radio interests to provide for the future security of herself and her family, she has agreed with Gibson Broadcasting to reinstate their applica-tion to the Commission for consent to assignment of the KMED license and the FM permit from affiant to Gibson Broadcasting, pursuant to the terms of the contract, the application and the hearing record already on file with the Commission.

Mrs. Virgin's affidavit, dated Nov. 29, charged that "the long delay of one year and eight months which she has been subjected to in carrying out the contemplated sale ... has caused her constant worry, suffering and extreme hardship ...

Comr. Jones Dissents

The question of endorsements on the promissory notes was a major argument of Mrs. Virgin and Gibson Broadcasting against FCC's decision to approve transfer to Medford Radio rather than to the Gibson firm. It also was a princi-pal point raised by FCC Comr. Robert F. Jones, who dissented not only from the majority's grant to Medford Radio but also from last week's decision to allow additional time to negotiate a contract.

Luther E. Gibson, owner of KHUB Watsonville, Calif., and principal owner of Gibson Broadcasting, had agreed to give personal endorsement to the notes which his company offered as security for some 75% of the sales price. The stockholders of Medford

made no comparable offer. The FCC majority ruled that Medford Radio's bid was substantially the same as Gibson Broadcasting's and therefore met the terms of the Avco Rule. Comr. Jones, however, rejected this view. He contended that the majority's decision requires Mrs. Virgin to "have confidence in Medford's officers, directors, and stockholders to meet the corporate obligations without any security whatsoever." But, he said, they "do not have such confidence in themselves; i.e., they refuse to personally endorse the Medford corporate notes. Lacking such faith, she may have no alternative but to retain her license and facility."

Mr. Jones claimed Medford's offer did not meet the "same terms and conditions" requirement of the Avco Rule and should not have been considered by the Commission. Instead, he argued, FCC should have approved the transfer to Gibson Broadcasting.

Mr. Gibson originally offered \$250,000 for the station. The proposed sale was thus advertised in compliance with the Avco Rule, and Medford Radio filed a competing bid offering to match the same terms. Mr. Gibson, then sole owner of Gibson Broadcasting, increased his offer to include approximately one-third interest (valued at \$20,-900) in the company, and Medford Radio then offered to match this hid. The transfer to Medford Radio was approved on that basis.

Under the Avco Rule, approvals of a sale to a competing bidder is conditioned on the filing of a sales contract within 30 days after the FCC decision, which in the KMED case was Oct. 29. Last week's extension put the deadline at Dec. 29.

Blue Book Defended in WADC Case

Concern for Programming Is Within the Law, FCC Tells Court

FCC told the U.S. Court of Appeals for the District of Columbia last week that the Communications Act's ban on censorship "was not intended to prohibit all Commission concern with the responsibility of the licensee for a station's programming, or with a station's obligation to broadcast programs in the interest of the particular listening audience."

Actually, the Commission insisted, it was intended "to restate the prohibitions of the First Amendment on governmental activities restricting freedom of expression by any media of communications because of the official disapproval of the specific content of particular items or programs."

FCC outlined its defense of its Blue Book program policies in a brief answering WADC Akron's appeal from a decision which turned down WADC's 1220-kc, 50-kw application because the station proposed to use the complete schedule of CBS network programs each day [BROADCASTING, May 26].

Buttressing its arguments by citing previous court decisions, the Commission declared:

The legislative history of both the Communications Act of 1934 and its predecessor, the Radio Act of 1927, makes it clear that consideration of the program policy of applicants for radio broadcast station licenses was contemplated as one element to be considered by the Commission in de-termining whether the grant of such applications would serve the public in-terest.

In the administration of the Acts, both the Federal Radio Commission and the Federal Communications Com-mission have consistently considered the proposed program service of ap-plicants for station licenses in determ-lining whether a grant would be in the public interest, and their com-sideration of such program policies has been unchallenged by the courts.

The WADC case before the FCC involved a rival application filed by WGAR Cleveland seeking a boost from 5 to 50 kw on the 1220-kc channel. FCC denied WADC's bid

on program grounds without giving it comparative consideration with the WGAR application, which the Commission then granted.

In addition to its censorship claims, WADC contended the WGAR grant violated FCC's duopoly rule because of the resulting overlap with WGAR's sister station, WJR Detroit. FCC responded that the overlap (daytime, 82% of WGAR's 50-kw coverage area is within WJR's contours) "was not sufficiently great to constitute a violation" of the duopoly ban, in view of the circumstances.

The Commission contended that "as both the courts and the Commission have held, the rendition of service designed to meet the needs and interests of the area in which the station is to be located is an indispensable element of the public interest which must be considered. . . ."

To WADC claims that wholly network service would be a "spe-

(Continued on page 75)

December 22, 1947 • Page 19

BROADCASTING • Telecasting

General Foods Will Continue TV the video committee was that the

Two-Year Survey Lists **Eight Reasons For** Use of Video

FOLLOWING a year of experimenting with various types of television programs and commercials, General Foods Corp. in 1948 will continue to use television "as an effective supplementary medium for commercial sponsorship in the New York metropolitan market.' Howard Chapin, sales manager of the company's Jell-O division and chairman of the General Foods television committee, said last week.

Whereas in 1947 General Foods made a general appropriation for the study of television, with no sales results expected, Mr. Chapin stated that during the coming year this new medium will have to compete with other advertising media on an even footing. "It will be up to each individual product advertising and sales manager to use television or not as he sees fit." he said, "selecting his own stations and programs from the point of view of his own advertising budget."

Young & Rubicam.

company released the report of its television committee, formed two years ago from the General Foods sales and advertising staff to study the potentialities of video advertising. The first year, he said, was spent in a general survey of the medium, the second in sponsoring 217 broadcasts on New York's three television stations, climaxed by a study of the viewing audience conducted by two General Foods agencies, Benton & Bowles and

Valid for GF

Reporting that the company's top management had approved the committee's recommendation for the continued use of television with schedules on all three New York stations planned for 1948, Mr. Chapin stressed the point that the committee's conclusions were based on the marketing problems of General Foods in manufacturing and selling "millions and millions of packages of food products to millions of people." "They are valid for us," he said, adding that they might not be for other types of businesses, such as the makers of high priced or luxury products like automobiles or jewelry.

present cost-per-thousand figures in television "are high, running substantially above comparable radio cost-per-thousand figures, are being reduced as circulation increases [and] may be halved by June 1948, do not warrant the use of television as a basic, mass circulation medium unless there are advantages over and above circulation."

The committee listed eight specific advantages of television as the basis for its recommendation that General Foods continue to use the medium despite its present circulation limitations. These are:

1. Selective, higher-than-average-income audience, locally concentrated. (The average New York television family has a telephone, pays more than \$75 a month for rent. The head of the household is an executive, professional man or owns his own business, is a high school graduate and attended some college.)

2. An interested and enthusiastic audience. (Asked what they think of television today, 71% of set-owners interviewed said, "wonderful," 19% said, "good," and 3% said, "disappointing." Average tune-in was 17 hours a week with 4% tuned in more than 30 hours and only 11% less than five of the 42 hours of television available. Generally the audience today tunes for programs, not stations, is almost devoid of view-

Radio for Leisure

RADIO listening captured 74% and second place in a listing of "How the Public Spends Leisure Time" in a recent survey conducted by Dr. Henry Link of the Psychological Corp. for the Book Manufacturers Institute. Survey revealed that on the basis of one day, an average of 85% of the public, including all ages and educational levels, read news-papers, 74% listen to the radio, 40% read magazines, 21% read books, and 12% attend movies.

ing habits, the committee concluded. Favorite types of programs are: Sports, live drama, feature films, children's programs.)

3. More television viewers per set than AM listeners per set, 49.5% more. (8-9 p.m., 7-day average: Television, 3.54 viewers; AM, 2.37 listeners.)

4. An all-family audience: women, 1.11 men, .94 children. 1.42

5. Favorable reaction to commercials. (Commercials "particularly en-joyed" were the Botany and Sanka weather reports, the commercials on "The Kraft Television Theatre" and the Borden variety shows. Asked what commercials were remembered as "particu-larly disliked," 52% of the women, 20% of the men and 28% of the children said "none.")

6. High memorability of commercial selling points. (Average correct Sponsor identification for seven programs checked by the coincidental method was 68%. Of those correctly identifying the sponsor, an average of 36% could state one or more of the sales points actually made in the commercial. For the same seven programs, of those who could correctly identify the sponsor, an average of 41% could name one or more things actually seen during the commercial.)

7. High sponsor identification. (Coincidental telephone checks on six top shows revealed sponsor identifications as follow: Program A-One-time event-

(Continued on page 80.)

above the previous 1947 weekly av-

erage. The output included 40,198 table models, 5,660 converters and

tuners, 1,892 consoles, 1,007 table

model radio-phonograph combina-

tions and 104,357 radio-phonograph

consoles. Television receivers in-

cluded 14,674 table models, 4,178

consoles, 5,283 radio-phonograph

FM, television and all sets for 1947

The monthly breakdown of AM-

combinations.

follows:

Mr. Chapin spoke at a press luncheon in New York at which the

General conclusion reached by

ABC Time Sales Up 7.22% for Year

Circulation and Listener Acceptance Show **Progress**

RECORD SALES of network time were reported for 1947 by ABC in a year-end statement released last week. The network's 1947 gross billings from sale of time in 1947 were 7.22% above those of 1946.

Edward J. Noble, chairman of the ABC board, issued a statement pointing out that ABC "has widened its coverage, increased its circulation, and gained in listener acceptance." Mr. Noble said that broadcasting in general in 1947 has "maintained the high standards of performance now regarded as inherent in the business.

The network reported gross network times sales of \$43,548,057 in 1947. In 1946 the figure was \$40,-617,130. October 1947 was ABC's biggest month, with billings of \$4,203,034.

General Mills Highest

A list of ABC sponsors in order of their expenditures showed that General Mills Inc. was the heaviest spender on the network in 1947; its billings amounted to \$3,844,-672. Procter & Gamble Co. was second with \$2,517,236 and Sterling Drug Inc. third with \$2,025,-714.

The advertising agency which bought the most ABC time on behalf of clients was Dancer-Fitzgerald-Sample Inc., which placed \$5,188,332 worth of billings on the

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network. Second was J. Walter Thompson Co. with \$4,006,234, and third was Kenyon & Eckhardt Inc. with \$3.275.973.

By industrial classifications, the foods and food beverages business provided ABC with the biggest revenue, spending \$15,476,210 for time. Drugs and toilet goods were next with \$11,200,995 and house furnishings and furniture were third with \$2,920,030.

In 1946 foods and food beverages

and the drugs and toilet goods businesses were in first and second place, but in that year the stationery and publishers group was third.

In his year-end statement Mr. Noble asserted that all broadcasters had "an extra duty and a special privilege" in shaping the fu-ture of mankind. "It falls to us," he said, "to hold a sounding board before a world in action so that

(Continued on page 77)

November AM-FM Receiver Production Is Year's High

OUTPUT of AM-FM receiving sets rose to 153,114 in November, highest for any of the 11 months of 1947, according to Radio Manufacturers Assn., representing over 90% of the total production.

This brings the total number of AM-FM sets produced in the 11 months to 983,130, indicating total 1947 output will be well over 1,100,-000 units.

Total production of receiving sets in November was 1,615,541, or 15,-989,759 for the 11 months, according to RMA. This indicates the output will approach the 18,000,000 total predicted at the beginning of the year, though December output normally shows a sharp drop.

Television receivers manufactured by RMA member companies

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also established a record, the November total of 24,135 sets being 80%, above the monthly average for the year.

Output of AM-FM sets in November was at an annual rate of 2,000,000 receivers, and 102.9%

Month	FM-AM	Television	All Sets
January (five weeks)	51,318	5,437	1,564,171
February	53,594	6,253*	1,379,966
March	67,264	6,639	1,377,269
April (five weeks)	112,256	7,886	1,759,723
Мау	84,507	8,690	1,316,373
June	76,624	11,484	1,213,142
July (five weeks)	70,649	10,007	1,155,456
August	72,014	12,283	1.265,835
September	90,546	32,719	1.339.980
October (five weeks)	151,244	23,693	2,002,303
November	153,114	24,135	1,615,541
Total *Corrected figure.	983,130	149,226	15,989,759

BROADCASTING • Telecasting



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, a knowledge of what it's all about.

If you're the kind of advertising man who likes to BROADCASTING • Telecasting give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big 7-station town.

W-I-T-H is on the smart lists. On yours?



December 22, 1947 • Page 21

3 ZIV PACKAGE SHOWS ADDING 10 SPONSORS

THE GUY LOMBARDO show, Boston Blackie, and the Wayne King Show, all Frederic W. Ziv packages, added 10 sponsors to their list last week.

The Philadelphia Dairy Products Co., Philadelphia, through its agency, Adrian Bauer, will sponsor the *Guy Lombardo Show*. Other sales were to Lane Drug Co., through Lang - Fisher - Strashour, Toledo; Tennessee Brewery, over WMPS Memphis, through Merrill Kramer; Mayor Jewelry Co., over WKRC Cincinnati and WKBK Sacramento, Calif.

Yankee Network has contracted for Boston Blackie in four markets, Boston, Providence, Worcester, Mass., and Portland, Me. Other sales were to Ed Maker (Ford agency), over KRLD Dallas, through Randall-Gay-Perry agency,



WHEELS BEHIND WHEELS gather to witness resumption of General Electric sponsorship of CBS House Party, which originates in Hollywood with Art Linkletter as m.c. L to r: John Guedel, packager; Charles Henry, Young & Rubicam supervisor; Ed Merrill, of agency's Hollywood executive staff; Arthur Scaife, GE advertising manager, Appliance & Merchandise Dept., Bridgeport, Conn.; Art Linkletter, m.c.; R. W. Turnbull, GE commercial vice president; Steve Maher, Los Angeles manager, General Electric Appliance Inc.; James Webb, agency's New York vice president; Walter Bunker, Y & R Hollywood manager, radio department; Innes Harris, agency's Hollywood commercial supervisor, and Robert Hussey, Y & R Hollywood director of program development.

and the New England Laundry, for Hartford, Conn., through Julian Grass, starting Jan. 10. The Wayne King Show will be launched by a local sponsor Dec. 31, North Florida Motors (Lincoln and Mercury Agency), over WJHP Jacksonville, Fla.



We're BIG

in the hearts of the farmers. they depend on wbig for entertainment, news, farm and marketing information.

greensboro, n. c. 5000 w. day & nite columbia affiliate edney ridge, director represented by hollingbery



Hearings in WJOL Joliet Case Ended

Appearance of Rep. Fred Busbey Highlights 3-Day Session

APPEARANCE of a U. S. Congressman, Rep. Fred Busbey (R-Ill.), highlighted FCC hearings last week at Joliet, Ill., on WJOL Joliet's license-renewal application, which has been opposed by a number of local residents including a former police chief.

The hearings, which lasted three days, were concluded Wednesday. Final decision will be announced later in Washington.

Mr. Busbey said his interest in attending the hearing was to investigate charges that a link existed between broadcasts sponsored by the Illinois Racing News Assn., a scratch sheet publisher, and the recent parole of four former Capone gang members. Rep. Busbey is head of a committee investigating the release of the men, who were convicted of a \$1,000,000 motion picture shakedown.

Testimony was presented before Mrs. Fanny Litvin, FCC examiner, by Ernest Overbey, former Joliet police chief, and Ted Blair, news commentator who was discharged by WJOL, that the station's presentation of race results encouraged gambling in the city.

Robert Bowles, vice president and general manager of WJOL, said the station had ceased presenting racing news last February as a result of a complaint filed with the FCC. The WJOL manager said that a radio station should not be discriminated against for broadcasting news that appeared in every newspaper and that the race results were presented along with other news and music as a public service feature.

Messrs. Overbey and Blair have asked that the FCC refuse to renew the station's temporary license. A subpoena was issued by the U. S. marshall of Joliet for a missing witness, C. M. Widney, a former WJOL employe who had earlier volunteered to testify. Mr. Widney appeared during the closing session and submitted letters from local advertisers testifying to his sales ability, but charged that he had been dismissed without reason.

Keystone Adds 14

THE KEYSTONE Broadcasting System, New York, last week announced the addition of the following 14 affiliates, bringing its total to 313: WKLF Clanton, Ala.; KSON San Diego; WWNS Statesboro, Ga.; KWEI Weiser, Idaho; WKAI Macomb, Ill.; WJOR Bangor, Me.; WAZF Yazoo City, Miss.; KREI Farmington, Mo.; WBBO Forest City, N. C.; WFRC Reidsville, N. C.; KSEO Durant, Okla.; KWWB Walla Walla, Wash.; WLOH Princeton, W. Va.; WSBR Superior, Wis.



Though man and his science may seek out new and astonishing things for this world of ours in their search for "things to come" ... we know that no man will ever discover a new expression with more human warmth or one that is filled with more simple kindness than

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Merry Christmas

KATZ

A QUARTER CENTURY . THE VOICE OF TOLEDO



The 3rd quarter of each hour* in all time zones retained by affiliates; remaining ¼ of each hour optioned to network. (Longer than ¼ hour local shows, as now, occupy local fill periods or replace network sustainers.)



45

NOON NEWSCASTS

12:30 Noon-reach rural and urban male audience. Only 140 cities have over 50,000. In remaining cities, most men go home to lunch. Thus, local interest programs gather peak audience. And inclusion of program resumes builds' afternoon Hoopers, too.

CHILDREN'S PROGRAMS

4:30/45 and 5:30/45—regardless of time zones, across-the-board programs reach children after school. You can direct *all local* programs to their highest audience potentials.

EVENING NEWSCASTS

6:30 P.M.—another peak audience period for *local* news and program resumes which build evening "sets-inuse." "Freeze" critical local programs; develop a *habit* for them the whole broadcast day.

IT'S GOOD FOR THE AFFILIATE

... IT'S GOOD FOR THE NETWORK

*(Except for symphonies, football, baseball or other network program of outstanding meril.)





HUNTING and fishing trip in Canada was big success for E. J. Wilson (r), owner-manager of Logan Cache Knitting Mills, Logan, Utah, and when he returned he was interviewed over Logan's KVNU, Mutual and Intermountain Network affiliate, by Reed Bullen (1), KVNU general manager, on Man on the Street program. Score of Mr. Wilson's hunting-fishing expedition: two deer, one elk, one moose, one mountain sheep and a 29-lb. rainbow trout.

Democrats Prepare Jan. 2 Radio Rally

THE DEMOCRATIC PARTY will come swinging into 1948 with a nation-wide radio meeting over MBS, combining talks by party leaders with speeches by city and county leaders over local MBS stations.

Originating in Mutual's Washington studios, the program will feature talks by Democratic Congressional leaders on the problems faced by Congress. Following them, farmers and workers around the country will comment on the problems. Speakers include Sen. J. Howard McGrath (D-R. I.), chairman of the Democratic National Committee; Sen. Warren G. Magnuson (D-Wash.); Sen. Theodore Green (D-R. I.), and Rep. Mary Norton (D-N. J.). The time, 10:30-11 p.m. (EST) on Jan. 2, is being donated by Mutual as a public service.

Party leaders throughout the country have been asked to form listening groups in connection with the program. In response to a similar request for the party's previous radio meeting, more than 4,000 individual gatherings took place around the nation.

Mr. McGrath last week lauded the choice of Sen. Francis J. Myers (D-Pa.) as chairman and Mayor David Lawrence of Pittsburgh as co-chairman of the Democratic Convention Committee of Philadelphia.

Jack Redding, head of the Democratic National Committee's Publicity Division, said the committee expected to consider the appointment of a radio director sometime after the first of the year.

The Democrats recently moved into new Washington headquarters at the ultra-modern Ring Building and the facilities for broadcasting seem to indicate that radio has mushroomed to even greater importance in the eyes of the com-

Rep. Lane Praises U. S. Broadcasters Legislator Salutes Dedication

Of WLYN Lynn, Mass.

A RESOUNDING TRIBUTE to the radio industry was paid by Rep. Thomas J. Lane (D-Mass.), who declared last week in a speech before the House of Representatives that "Every radio station in this country, sensitive to the wishes of the people, is working constantly to provide the public with the programs that they will enjoy."

Mr. Lane hailed the opening of WLYN Lynn, Mass. and "the freedom of expression and of choice for which it stands." Comparing American radio to that in a dictatorship, the Massachusetts legislator pointed out that in our system, "The members of the listening audience are the masters, and broadcasters are their servants. In the freedom of individual homes, with a turn of the dial, one can admit radio's voice or silence it. With another dial, one can dismiss a program which fails to hold the listener's interest and select another more to one's liking."

Representative Lane lauded the informational phase of radio as "a great factor in helping to develop understanding and tolerance." "Ours is a democratic form of radio broadcasting," he said, "We must be vigilant in order to keep it so."

WLYN, licensed to Puritan Broadcast Service, is now on the air on 1360 kc, with 500 w, daytime. Opening ceremonies were held early this month, attended by outstanding civic leaders including: Mayor Albert Cole and Mayorelect Stuart Tarr.

During the two-hour dedicatory program, Ray Knight, former NBC and ABC producer now with WLYN, introduced the dignitaries and the station staff, and emceed the entire show. A. M. "Vic" Morgan, president and general manager, outlined WLYN's future. Staff includes: Dorothy Rich, program director; James B. Dunbar, sales manager; John Parker, chief engineer; Eugene Stafford, continuity director; Ed Mullen, news editor; Martin Clougherty and George Peterson, salesmen.

mittee. In addition to a soundproof, air-conditioned studio for originations and recording, the main conference room is equipped to originate AM and television broadcasts.

The Republican National Committee, through its radio director, Ed Ingle, is encouraging Congressmen to tell their stories on the local level by using more radio [CLOSED CIRCUIT, Dec. 15].

During the past year, some 300 radio stations around the country contributed approximately 720 broadcast hours for the airing of congressmen's transcribed talks. The coming year, according to Mr. Ingle, will see that figure doubled.



ON TARGET

Impact, skillfully delivered and advantage-

ously followed up, draws million dollar gates.

Weed and Company's sales impact

on prospects fills clients' time schedules.



RADIO STATION REPRESENTATIVES

NEW YORK . BOSTON . CHICAGO . DETROIT . SAN FRANCISCO . ATLANTA . HOLLYWOOD

FCC Issues 9 Conditional FM Grants; 3 CPs Are Vacated

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC. One Class A and one Class B grant were in lieu of prior assignments to the same interests in other localities, which were deleted. Five of the aforementioned have AM affiliations.

At the same time construction permits for Class B FM outlets were vacated at the request of The World Co., Lawrence, Kan.; Augusta Chronicle Broadcasting Co., Augusta, Ga., and Siskiyou . Broadcasting Co. Inc., Ashland, Ore.

The conditional grantees: Sylacauga, Ala., Southeastern Broad-casting Co. Inc.-Class B, proposed Channel 270 (101.9 mc). Grantee is permittee of WKLF Clanton, Ala. Blytheville, Ark., Harold L. Sudbury --Class B, proposed Channel 241 (96.1 mc). Grantee is operator KLCN that city

city. LaGrange, Ill., WRGK Inc.—Class B, proposed Channel 276 (103.1 mc). Prin-clpals: George M. Ives, radio engineer and holder of CP for FM Chan-nel 276 which is relinquished at Brook-field, Ill., In lieu of present grant. president and 76% owner: Thornton M. Pratt, vice president 0.5%; Rose T. Ives, secretary-treasurer 6%; Charles Dewey, 9.7%; Andrew R. Wylle, 3.7%; Thereas Fuchs, 2.1%, and Rosa Scully, 2.1%. All are local residents. Northern Illinois Broadcasting Co.

2.1%. All are local residents. Northern Illinois Broadcasting Co., Woodstock, Ill.-Class A. proposed Channel 221 (92.1 mc). Partnership: H. Z. Benton, chief engineer American Phe-nolic Corp., radio components manu-facturer, 25%; David R. Joslyn, attor-ney, 371;5% and George B. Huffman, real estate dealer, 371;5%.

Hillsdale, Mich., Hillsdale Broadcast-ing Co. Inc.—Class B. Channel 256 (99.1 mc) which is deleted from Lan-

sing and added to Hillsdale. Principals: J. L. Davidson, ex-KGVO Missoula, Mont., announcer and presently retail store manager, president and 87.9% owner; Guy Osburn, real estate insur-ance and broker, vice president 1.6%; Gale G. Touse, manager local J. C. Penny Co. store, 1.6%; Kenneth W. Huggett, attorney, 7.3%, and L. M. Skelton, owner Hillsdale Varlety Store, 1.6%. 1.6%.

St. Louis, Radio St. Louis-Class B. proposed Channel 298 (107.5 mc). Gran-tee is permittee KBGS that city.

Sedalla, Mo., Milton J. Hinlein, Class B, proposed Channel 259 (99.7 mc). Grantee is operator KDRO that city. Waukesha, Wis., WAUK Broadcast-ing Co.—Class A, proposed Channel 237 (95.3 mc). Grantee is owner WAUX that city.

city. Mortistown, N. J., C. H. Winans Co. —Class A in lieu of previous grant for Watchung, N. J., proposed Channel 283, (185.5 mc). Firm is engaged in con-struction, engineering and real estate business. Principals: George W. Bauer, president and 17.5% owner; Ida W. Bauer, vice president 19.7%; Raymond W. Bauer, secretary-treasurer 0.5% Gravcian Co., Elizabeth, N. J., owned by Bauer family. 44.7%, and Union County Trust Co., trustee for Bauer family members, 16.5%. At the same time WCER Fall

At the same time WCFR Fall River, Mass., was granted switch



Central New England is a spending market — an industrial market, centered in Worcester, where your goods are sold to people with more money than they had last year, thanks to wages which are up 25%* for the first 9 months of 1947 over the same period in 1946.

Worcester's complete shopping

*Massachusetts Department of Labor and Industries



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in the Central New England area covered by WTAG.

WTAG, a constant leader in Hooper ratings, will put your message across to more people, because more people listen to WTAG than to any station heard in the area.



Hooper's Hooper

LAST WEEK'S production of We the People on CBS had a Hooperating of 12.7up 2.3 from its last rating for Nov. 14-20, according to C. E. Hooper, Inc. The program's featured guest last week: C. E. Hooper.

from Channel 265 (100.9 mc) to Channel 228 (93.3 mc) and WLDM Detroit was granted change from Channel 234 (94.7 mc) to Channel 238 (95.5 mc).

The World Co. relinquished its FM CP because of its inability to get into AM broadcasting. The Augusta Chronicle Broadcasting Co. stated it did not wish to proceed with FM at this time. Firm does not have AM affiliation. Siskiyou Broadcasting stated that since its original grant two AM stations and two FM outlets also have been approved in the area and it does not see economic support for its operation at the present. The firm is being kept alive however should future conditions warrant the addition of another FM outlet.

WANTED: FARMERS

Texas Town Uses WFAA Spots To Attract Farm Families

SPOT announcement campaign to attract farm families to Calvert, Tex., is being conducted on WFAA Dallas, as the result of an appeal from the Calvert Chamber of Commerce. Good housing, electricity, running water and a job are being offered to farmers interested in moving to the Calvert community. Like other farm communities, Calvert lost many farm families to

war industries during the war years and as the predicted "return to land" hasn't materialized the area is faced with a critical shortage of tenant farmers. The Chamber of Commerce decided to advertise for families and wrote to WFAA asking for rates of spot announcements. The station refused to accept payment for the project, and exceeding the original request, went all-out to get farmers to Calvert.

WFAA's news department placed the story on the 6:45 p.m. newscast the day the letter was received. Murray Cox, farm editor, included the plea in his farm broadcast the following day, and a series of spot announcements was scheduled on the early morning Sunshine Roundup program.

If the appeal works, WFAA says, it will open possibilities for answering the needs of farmers in some 180 counties of the station's major service area.

PROGRAM personalities of WNBC New York will share the Christmas spirit when they play hosts Dec. 25 to talent from other New York stations, WNBC announced last week. WJZ, WOR, and WNEW will be represented on the shows shows.



from your friends down at WSM

HARRY STONE, GENERAL MANAGER . EDWARD PETRY & CO., NATIONAL REPRESENTATIVES



BROADCASTING . Telecasting

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KWK Victor as Missouri High Court Rules Against Realtors

REVERSING a lower court's decision, the Supreme Court of Missouri has ruled unanimously in favor of KWK St. Louis in the station's fight to prevent a real estate firm incorporated under the name, KWK Investment Co., from using the letters "KWK" as a part of the firm name.

The case dates back to January 1946 when KWK Investment Co. was incorporated under Missouri laws. The incorporators were Edward Kranzberg, Carl Weber and Julius Krachmainick, and the letters "KWK" were derived by combining the surname initials of the three men.

Station KWK, after legal conferences with Messrs. Kranzberg, Weber and Krachmainick had failed to persuade them to abandon use of the radio call letters in the firm name, went into civil court with a petition for an injunction, which was denied. Summarizing the lower court's ruling against KWK, the Missouri Supreme Court's decision, filed Dec. 8, said:

"The trial court was of the view that the good will of the plaintiff (station KWK) had not been impaired or damaged, and would not in the future suffer injury by reason of the defendants' use of the name, 'KWK Investment Company.' The court was of the view that the defentants' use of the letters 'KWK' in its corporate name was not confusing to the public and did not mislead or tend to mislead the public into believing that the plaintiff was the source of, the sponsor of or in any way associated with or connected with the business of the defendants and therefore denied injunctive relief."

Explaining why it disagreed with the lower court's views, the Supreme court said, in part:

"... it is not a necessary prerequisite to relief in cases of this nature that someone, in point of fact, has been deceived (Liggett & Myers Tobacco Co. v. Sam Reid Tobacco Co., 104 Mo. 53, 60, 15 S. W. 843, 844) or that the plaintiff, in point of fact, has sustained an actual loss of business, injury to good will, or damages. Standard Oil Co. of New Mexico v. Standard Oil Co. of California, 56 F. (2) 973. It is no longer necessary that the parties be engaged in competitive businesses (Vogue Co. v. Thomp-

DEEPLY ROOTED IN THE SOUTH BEND MARKET

CO., NATIONAL

WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to *this* station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

RAYMER



5000 WATTS 960 KILOCYCLES COLUMBIA NETWORK

R E P R E S E N T A T I V E

Bank Uses Video

TELEVISION is being used as an advertising medium by Beneficial Saving Fund, Philadelphia, to promote savings accounts. WPTZ Philadelphia is the outlet for the savings bank's 25-second television commercials, broadcast every Thursday at 7:30 p.m. following a news program. The commercials are prepared under supervision of Francis P. Burns, executive vice president of Beneficial, by the Richard A. Foley Advertising Agency, Philadelphia.

son-Hudson Co., 300 F. 509) or that an actual diversion of business be shown.... At least in some spheres of activity, nowadays, a plaintiff's trade name is entitled to protection against a subsequent user of the name if the designation complained of is so similar to the plaintiff's trade name that there is reasonable likelihood of confusion of source, such that prospective purchasers or clients are likely to regard the name as indicating the source identified by the name, and consequently future injury to good will, reputation or business. 52 Am. Jur., Sec. 98, p. 577; Annotation 148 A. L. R., 1.c. 22-26, 66-76; 37 Col. L. R. 582."

KWK Expenditure

The Missouri Supreme Court's decision set forth that "it was stipulated that the plaintiff (KWK) had spent approximately \$250,000 in advertising" the station and the call letters "KWK" "which constitute the plaintiff's trade name." Pointing out that although the defendants, Messrs. Kranzberg, Weber and Krachmainick, had not as yet advertised their business under the corporate name, KWK Investment Co., and that the name is not displayed on the Timberly Hotel, St. Louis, which the firm operates, the court said the individual defendants nevertheless "intend that the corporate defendant (KWK Investment Co.) shall in the future engage in the business of buying and selling real estate and making loans thereon and operating hotels in the City of St. Louis."

Station KWK in its stipulation had pointed out that many sponsors advertise their products through the use of its broadcasting facilities, selling a large variety of property and services. The Missouri. Supreme Court, underlining the portion of its decision covering this point, said: "Sponsors utilizing the broadcasting facilities of plaintiff for advertising purposes include persons, firms and corporations engaged in buying, selling and dealing in real estate and in owning and operating hotels."

"As to the defendants' corporate

(Continued on page 40)

UL. H.

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BROADCASTING • Telecasting

NOW FOR OUR 50 th ANNIVERSARY CAKE!

We've been telling you, all during 1947, that this is WDAY's 25th Anniversary year —

— that WDAY is not only the Northwest's oldest station — that it is also the 6-to-1 favorite around here.

Now we want to tell you that we aren't resting on our laurels, that we're starting TODAY to fix up the ingredients for an even more resplendent cake on our fiftieth anniversary. And for every anniversary in between!

FARGO, N.D. NBC .. 970 KILOCYCLES .. 5000 WATTS



FREE & PETERS, INC. Exclusive National Representatives

GEAGON'S





many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.



RADIO WSB Atlanta NBC WBAL **Baltimore** NBC WNAC Boston MBS Bridgeport MBS

LIST

SPOT

WICC WBEN Buffalo NBC WGAR Cleveland CBS Dallas NBC WFAA Ft. Worth ABC WJR Detroit CBS KARM Fresno CBS WONS Hartford MBS **KPOA** Honolulu T. H. KPRC Houston NBC WDAF Kansas City NBC KFOR Lincoln ABC KARK Little Rock NBC KFI Los Angeles NBC WHAS Louisville CBS WILH Lowell-Lawrence MBS **WTMJ** Milwaukee NBC KSTP Mpls.-St. Paul NBC WSM Nashville NBC WSMB **New Orleans** NBC WTAR Norfolk 'NBC KOIL Omaha ABC WIP Philadelphia MBS WMTW Portland, Me. MBS KGW Portland, Ore. NBC WEAN Providence MBS WRNL Richmond ABC KSL Salt Lake City CBS WOAI NBC San Antonio KQW San Francisco CBS комо NBC Seattle KTBS Shreveport NBC KGA Spokane ABC WMAS Springfield CBS WAGE Syracuse ABC KYOO Tulsa NBC WSAU Wausau, Wisc. CBS WWVA Wheeling CBS KFH Wichita CBS WAAB Worcester MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

NEW YORK . CHICAGO . LOS ANGELES DETROIT . ST. LOUIS . SAN FRANCISCO ATLANTA • BOSTON

Three 1-kw Daytime Outlets Authorized

THREE NEW 1-kw daytime only AM stations and improved facilities for KANS and KAKE Wichita, Kan., were announced last week by FCC.

The new stations authorized: Woodland, Calif., 930 kc, to Yolo Broadcasting Co.; Iowa City, 800 kc (with directional antenna), to Johnson County Broadcasting Co., and Crookston, Minn., 1050 kc, to Crookston Broadcasting Co.

An NBC affiliate and chiefly owned by O. L. (Ted) Taylor, KANS was granted switch from 250 w on 1240 kc to 1 kw night, 5 kw local sunset on 1480 kc with directional array fulltime. KAKE was granted switch from 250 w fulltime on 1480 kc to same assignment on the relinquished KANS channel. Both grants are subject to the condition that new operation of either shall not take place until both are ready to switch.

Ownership of the new grantees:

Yolo Broadcasting Co., Woodland, Calif.—Co-partnership: T. E. Brown, warehouse owner and rice grower and miller, and Neal Chalmer, attorney.

miller, and Neal Chalmer, attorney. Johnson County Broadcasting Corp., Iowa City--Principals: Robert E. J. Snyder, WSUI Iowa City newscaster, president and owner 153 shares, who will be commercial manager; Herbert D, Olson, attending U. of Iowa, treasurer and 39 shares, who will be program manager; Richard H. Plock, 15 shares; A. James Ebel, consulting engineer, 15 shares; Elliott D. Full, who has been with WILL Urbana, III., and proposed chief engineer, vice president 39 shares (subscribed), and Gene E. Clauseen, news editor KMOX St. Louls, secretary 39 shares (subscribed), proposed sports director.

posed sports director. Crookston Broadcasting Co., Crookston, Minn.—Principals: D. A. McKenzie, part-owner and editor Crookston Daily Times, president and 50%; A. J. Jensen, appliance firm operator at Sleepy Eye, Minn., vice president 16-2/3%; R. J. Dewaard, vice president 16ger of several plants of that firm, secretary 16-2/3%. and Roger Brider, farmer, treasurer 16-2/3%.

DIRECTORS of Radio Corp. of America voted to increase annual dividend payment on the 13,881,016 outstanding shares of common stock from 20 cents to 30 cents a share payable Jan. 27, 1948, to holders of record on Dec. 19.



THIS MODERN two-story stucco and stone structure, to be built atop Mt. Wilson overlooking Pasadena, Calif., will house the television transmitter of KNBH Hollywood. Sidney N. Strotz, NBC western vice president, has announced that station expects to begin operations by mid-1948. Estimated cost of the building, which will house complete transmitting facilities, quarters for caretaker and technical personnel, a viewing room and garage space for five cars, is \$150,000.



NEW MODERN plant of KPMC Bakersfield, Calif., contains 7,500 square feet of space. Facility-wise the building has three studios, transmitter control room, teletype room and storage space. Separate office space is available for the owner-manager and the sales, program and engineering departments. KPMC is on 1560 kc with 1 kw fulltime.

Sales of 4 Outlets Approved; Hearing Ordered on WWOK

SALES of WISH and WISH-FM Indianapolis for \$554,000, KINY Juneau and KTKN Ketchikan, Alaska, for \$140,000, and the new WBLW Lake Worth, Fla., for a sum not to exceed \$12,714, were approved by FCC last week.

The Commission also (1) ordered a hearing on the proposed \$100,000 sale of WWOK Flint, Mich., which its owners had attributed to a great extent to the influx of other new stations in the area [BROADCASTING, Sept. 8]; and (2) set aside its non-hearing grant of approval of the transfer of negative control of KHON Honolulu through the sale of a 25% interest by President Ralph M. Fitkin [BROADCASTING, Dec. 8].

In the WWOK case, officials said there were questions concerning the price involved and the fact that the sellers won their construction permit for WWOK only a year ago in a competitive proceeding in which a mutually exclusive Michigan application had to be denied, whereas they now proposed to sell to a group from another state. The CP for WWOK was issued Oct. 31, 1946; simultaneously the application of Booth Radio Stations (WJLB Detroit) for the same frequency at Grand Rapids was denied [BROADCASTING, Nov. 11, 1946].

Transfers approved by the Commission.

 WISH, an ABC affiliate operating on 1310 kc with 5 kw day and 1 kw night, and WISH-FM are acquired from C. Bruce McConnell and associates by Universal Broadcasting Co., which is headed by Frank E. McKinney and includes ABC Vice President Robert H. Hinckley and other associates in the ownership of WTHI Terre Haute and WKJG Ft. Wayne (BROADCASTING, June 16).

2. William J. Wagner, owner of KFQD Anchorage, KFRB Fairbanks, and KIVH Seward, Alaska, purchases KINY (1460 kc, 5 kw) and KTKN (930 kc, 1 kw) from Edwin A. Kraft, who is retiring from Far North broadcasting to devote more time to his Seattle interests (BROADCASTING, Aug. 25).

(BROADCASTING, Aug. 25). 3. Clarence L. Menser, former NBC vice president in charge of programs, acquires the new WBLW (1490 kc. 250 w) fom James K. Edmundson, president and 40% owner; his wife, Charlotte Edmundson. (10%);. Frank R.. Knutti (40%) and his wife, Elaine Knutti (10%). The price originally was estimated at \$10,214 (BROADCASTING, Sept. J), and FCC specified that it not exceed \$12,714. Mr. Knutti is slated to remain as station manager.

FCC also approved assignment

of license of WDSU and WDSU-FM New Orleans from Stephens Broadcasting Co., a partnership, to a corporation of the same name, with no change in ownership: E. A. Stephens, 40%; H. G. Wall, 37½%, and General Manager Fred Weber, 22½%. Mr. Stephens is president, Mr. Weber vice president, and Mr. Wall secretary and treasurer.

Acting Chairman Paul A. Walker and Comr. Clifford J. Durr voted for hearing on the WBLW transfer, while Comrs. Durr and Rosel H. Hyde voted for hearing on the KINY-KTKN case.

In the WWOK case, in which Comrs. E. K. Jett and E. M. Webster voted for a grant, Owners Albert S. and Robert A. Drohlich proposed to sell the station (1470 kc, 1 kw) to Cooperative Radio Inc., owned by a group of Houston businessmen and associates in-cluding Harold B. Rothrock and George B. Bairey, Washington consulting radio engineers (51/3% and 11/3% respectively) and Franz O. Willenbucher, Washington attorney (4%). Herbert L. Crate, Houston real estate man, is president and owns 62/3% of Cooperative Radio, and Howard C. Evans, former KPRC Houston salesman, is vice president and would be general manager of the station.

WWOK Case

In the WWOK application FCC was told that additional grants in the Flint area "reflected on the economic operation" of the station, with the result that "the anticipated commercial revenue did not fully materialize, thus causing difficulty in the station's operation" [BROADCASTING, Sept. 8]. It was also pointed out that construction costs, originally estimated at \$31,-312, soared to \$82,489 as a result of increases in labor and equipment costs while action on the application for construction permit was pending, and that a network affiliation which would have meant \$1,200 a month went to a preceding grantee. Also, the application noted, the health of Robert Drohlich, who was injured during the

Peabody Radio Awards To Be Announced in April

GEORGE FOSTER PEABODY Radio Awards for 1947 will be announced at a luncheon meeting of the New York City Radio Executives Club in April. Closing date for entries is set for Jan. 10, with listening post committees in 34 states and Alaska already at work preparing recommendations.

John E. Drewry, dean of the U. of Georgia Henry W. Grady School of Journalism, which administers the awards with the assistance of the NAB, reports that this year's selections for the awards will come from a greater cross section of the broadcasting industry than ever before.

Peabody Awards are designed to recognize the most disinterested and meritorious public service rendered each year by the radio industry. Recognition will be given both programs and stations in seven different categories.

JOSEPH COTTEN, screen-stage-radio star, received the "Order of the Green Thumb," an award made to people with a knack of making anything grow, by "Garden Gate" program over WLAC Nashville, Tenn.

war, may be improved if he moves to another climate.

New owners of WISH and WISH-FM include: President Mc-Kinney (34%), Mr. Hinckley (21.5%), and Frank H. McHale (10%), all of whom are associated in the ownership of WTHI Terre Haute and WKJG Ft. Wayne; George C. and Wilda Gene Hatch (10.75% each), identified with ownership of KALL Sault Lake City and KULA Honolulu along with Mr. Hinckley, and also interested in WTHI; Owen J. Bush (6 2/3%3; Davis M. Lewis and Chester L. Robinson (2.5% each); and Edward P. Fillion (11/3%).

Sellers of WISH and WISH-FM and their shares of the \$554,000 sales price: C. Bruce McConnell (\$312,000); Earl H. Schmidt (\$170,000); J. F. McConnell (\$40,-000); John E. Messick (\$20,000); Edward W. Harris (\$12,000).

In the KHON case FCC reversed itself and ordered that the \$25,000 sale of a 25% interest by President Fitkin to Louis Roy Turner, which had been approved without hearing [BROADCASTING, Dec. 8], must be publicly advertised in accordance with the openbidding procedures of the Avco Rule. So, FCC ruled, must a pending proposed sale of a 25% interest by James C. Hardy for \$25,000 to Webley E. Edwards, executive vice president and station manager.

Mr. Fitkin and his wife own 50% of the station and Mr. Hardy owns the remaining 50%. FCC officials said the Fitkin-Turner transaction was approved about the time the application covering the Hardy-Edwards sale was filed, and that the latter transaction brought both sales within the provisions of the Avco rule since 50% of stock is now involved.

It takes all kinds of people ... TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



DON KNEASS NEWS EDITOR

Writing of Don Kneass, KGW New Editor, a radio columnist once summed it up: "with news Kneass is nice." To which listeners by the scores would say "amen!" Except for time out in uniform during the late war, Don's voice has been heard on KGW almost steadily since 1934. During his collegiate days at Oregon State, Don was active in journalism and radio work. This background led him, naturally, to KGW which has always stressed the importance of adequate radio news coverage. Like a Horatio Alger hero, Don worked up the hard way from apprentice to staff announcer, chief announcer, and then in 1941, after seven PRESENTED NATIONALLY Y EDWARD PETRY & CO.

years he achieved his ambition to become KGW News Editor. Don's long experience in local and national news broadcasting, gives him considerable stature in his department and, Hooper-wise, "Kneass With The News" tops most of the "name" newscasters on the networks. A radio station's impact upon its coverage area results in large part from the collective efforts of its staff members, and Don Kneass is doing his share to make KGW "one of the great stations of the nation."



FIRST FM STATION IN ST. LOUIS!

Write or wire for choice availabilities Represented by

Wm. G. Rambeau Co.

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only With Phone-Vision

W9XZV Is Giving Over an Hour Daily to New Service

PHONE-VISION, the television baby conceived by Comdr. Eu-gene F. McDonald, president of Zenith Radio Corp., Chicago, this week let out a lusty squall which Zenith indicated will be heard daily.

Zenith's W9XZV still operates on an experimental basis but one or more hours of its daily schedule will be given over to Phone-Vision, which Commander McDonald believes will not only revolutionize the television industry but is the only possible way to get the firstrun movies, Broadway plays and other entertainment the public wants. LaSalle U., which is under commission by Zenith to prove this point, is presently sifting responses to 9,000 questionnaires asking whether the TV audience would be willing to pay for such service.

A demonstration Dec. 15 was witnessed by Dr. Frank Stanton, CBS president, and H. Leslie Atlass, CBS vice president and gen-eral manager of the CBS Central Division.

Envisioning network television, Comdr. McDonald said unattended relays feeding into telephone lines in communities with TV stations would mean audiences by the millions would be able to enjoy the best in video entertainment.

The Zenith executive also said Phone-Vision would be applicable to FM reception and could even be used for AM stations wishing to offer programs on a fee basis. He revealed that Rolf Kaltenborn, who is attempting to obtain an AM station in Chicago for that purpose, had applied for a license under Zenith patents for Phone-Vision. Whether it would utilize a "scrambled" signal originating from the station transmitter or the telephone lines required for Zenith television, he declined to reveal.

CBC Board to Meet

NEXT MEETING of the board of governors of Canadian Broadcasting Corp. is to be held Jan. 22-24 at Ottawa. A number of license applications will be considered. Seeking an AM license for 1 kw on 910 kc at Haileybury, Ont., is T. A. McDonough. He is also applying for an FM license there. Dept. of National Defense, Ottawa, is applying for 100-w station at Churchill, Man. FM applications are in for CFPL London, Ont., CHUM Toronto, CJAD Montreal, CFOS Owen Sound and Moncton Publishers Ltd., Moncton, N. B.

GREATER Cincinnati Community Chest Committee has presented a certificate of award to WCKY Cincinnati, for its assistance in 1947 Chest Campaign.



TELECAST of a boxing show from Cleveland's Arena was presented by WEWS, Scripps-Howard video outlet in the Ohio metropolis, as a preliminary to its scheduled launching of regular TV transmissions before Christmas. The telecast, Cleveland's first, was beamed from the Arena to the Statler Hotel in downtown Cleveland, where 400 persons watched on 10 receiving sets. WEWS took its \$100,000 mobile unit to the Arena and used two television cameras installed high in the press box (above), one for closeups and the other for shots of the ring and spectators. Vice president and general manager of WEWS is James C. Hanrahan.

Station director is J. Harrison Hartley.

South Bend TV Outlet to Be First 'C.O.D. Network' Client

THE PROPOSED "C.O.D. Network," envisioned during his appearance Dec. 11 before the TBA in New York by Capt. William C. Eddy, director of WBKB Chicago [BROADCASTING, Dec. 15], will have South Bend, Ind. as its first paying customer.

Application of WSBT, owned and operated by the South Bend Tribune, for a TV license was filed with the FCC last week.

WBKB has already televised Notre Dame football games from South Bend by microwave relays located at New Carlisle and Michigan City, Ind.

As a result of these microwave relays, this means of television communications has proved itself superior and less expensive than coaxial cable, Capt. Eddy said.

Extend to East Coast

At a cost of approximately 40 cents per microwave mile, as compared to \$90 per coaxial cable, per program hour, WBKB could offer network service by next fall to stations extending from Chicago to Detroit, Toledo and Cleveland. Captain Eddy predicted that if TV stations in these cities can share in the program cost, relays could be built to offer a "C.O.D. Network" of television programs to the East Coast.

The system of relays used by WBKB to broadcast football games from Notre Dame stadium extends from 38 miles to 79 miles between transmitter booster stations. Television service from these booster points to nearby communities could be established simply by reducing the signal

strength to the assigned frequency.

Captain Eddy estimated the cost of the South-Bend-Chicago football network at in excess of \$140,000, of which slightly more than \$425 per week was returned from commercial sponsorship. But, he adds, cost of maintaining the relays is slight. In fact, television stations will be operated at no greater expense than average FM stations and in many cases will cost no more to build. A TV station can actually be built for as little as \$80,000, he said, but without network service it would be both impossible and impractical to attempt to build an audience.

Feed Distant Points

With Chicago to Toledo as the body of the proposed network, booster stations could feed network service to such distant points as Milwaukee, Indianapolis, Sandus-ky, O. and Buffalo, N. Y. The course of the network is almost sure to follow the contours of Lake Erie and Lake Huron, into New York state.

Mrs. Hazel H. McGuire

MRS. HAZEL H. McGUIRE, 47. assistant to Fred W. Borton, president and general manager of WQAM Miami, Fla., died Dec. 13 of a stroke at her home in Miami. She had been associated with the station for 17 years and was an officer of the Florida Assn. of Women Broadcasters. Her husband, John McGuire, and a sister, Clara Ray of Birmingham, Ala., survive her.

BROADCASTING • Telecasting



Comets.. in a star-filled sky

Why did radio broadcasting grow from a humble experiment to a *major* advertising medium...in less than a decade?

Why did it develop from a novelty to a national institution.. a daily, hourly influence in millions of homes and offices and automobiles?

Because radio, in its unique fashion, entertains. Because radio informs. Because radio teaches. Because radio sells.

Sales-wise, the air is full of star performances, with more than a few dazzling comets.. unusual programs that have carried products to overnight sales success.

The six Westinghouse stations, for example, can point to several such comet-like programs. . *as well as* to a full schedule of radio fare that meets the day-to-day needs of local audiences, and keeps cashregisters ringing, day in and day out, for advertisers.

If you have a new product to introduce, or an old product to keep moving, let the Westinghouse station help you.. in one or all of the six great market areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland (Oregon). Our national representatives can give you details, and availabilities.

WESTINGHOUSE RADIO STATIONS Inc WBZ • WBZA • WOWO • KEX • KYW • KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES - EXCEPT FOR KEX . FOR KEX, FREE & PETERS



60-MILLION TELEVISION AUDIENCE IS FORECAST

AMERICAN video broadcasting industry has solved the technical problem of establishing national networks and is "well on its way to the solution of

> Engstrom, vice president in

charge of re-

search at RCA

Laboratories, said

last week in a talk before The

Society of Sigma

Xi at Cornell U.



Dr. Engstrom

He predicted a potential United States video audience of more than 60,000,000 in the next few years.

Reporting that video programs could be transmitted from city to city by either coaxial cables or radio relays, Mr. Engstrom said the latter method has particular significance for regional networks. "One large city," he explained, "can feed a number of smaller surrounding cities by radio relays and, everywhere along the line at repeater stations, side transmissions can be made to other transmitters."

Tracing the progress of television, Mr. Engstrom cited developments in the plastic industry that have made possible projection type receivers for home use by overcoming the prohibitively high cost of correcting lenses. Projection type tubes, he said, already are capable of producing acceptable

RADIO WRESTLERS Disc M. C.'s Take Air Feud

-Into the Ring-

A RADIO FEUD between two disc m.c.'s in Salt Lake City came to a climax last week when the mock enemies went into the wrestling ring to iron out their differences. Ed (Beetlebrow) Black and Al (Jazzbo) Collins, both of KNAK Salt Lake City, were the contestants, and it was a sellout house the night they fought.

It all developed out of friendly word battle over the air, as a result of one taking the hit records out of the files and hiding them from the other. A local wrestling promoter suggested the match, and the town buzzed with the news that the favorite disc m.c.'s would square off in public for a fight.

The first ten minutes of the match was all sham and no bloodbut then the hefties from KNAK went at it in earnest and "Jazzbo" won. The match was a town topic, and, though hard on the staff, netted the outlet some excellent promotion. Two of the station's advertisers, the Schubach Jewelry Co. and the Utah Theatre, sponsored the opponents. KNAK broadcast the event, and had so many requests for re-broadcast that it was repeated twice the next day.

images as large as 15 by 20 feet for theatre video systems, and promised that future research will produce pictures of even higher quality.

Expert Estimates Two Billion Gross For Radio During 1947

U.S. RADIO, including television, was a two-billion-dollar business in 1947, Dr. O. H. Caldwell, editorial director of *Tele-Tech* and *Radio* and Television Retailing, estimated last week.

Dr. Caldwell, a former member of the Federal Radio Commission. who has compiled annual statistics of the industry for the past 25 years, placed the retail value of 17,000,000 aural and 170,000 television receivers produced in 1947 at \$1,200,000,000.

ANNUAL U. S. BILL FOR RADIO As computed by Mr. Caldwell Sales of time by broadcasters, 1947..... \$350,000,000

He said "this record output" has placed a total of 66,000,000 sets, including 9,000,000 automobile radios, in 37,000,000 U. S. homes, and added that "all the rest of the world has only about as many radios as the U. S."

Dr. Caldwell estimated 1947 time sales by U. S. broadcasters at \$350,000,000.

He said radio receivers throughout the world number about 132,-000,000, divided as follows according to continents: North America 70,500,000; Europe 46,000,000; Asia 6,500,000; South Ameri-ca 5,500,000; Australia 2,500,-000; Africa 1,000,000.

-		CEDAR RAPIDS		
	The Static ship	on Built By L . Now in it	oyal Listener- s 25th Year!	
	BASIC	BASIC COLUMBIA NETWORK		
	5000 WATTS	600 K. C.	DAY AND NIGHT	
	,			

· · 1

38IH

170,000 television receivers, retail value 66,000,000 replacement tubes Radio parts, supplies, etc. Phonograph records, 325,000,000.... Radio-set repairs, servicing

Talent costs

17,000,000 receivers, at retail value.....

66,000,000 receivers

Electricity, batteries, etc., to operate

TOTAL\$2.115.000.000

60,000,000

220.000.000

800.000.000

120,000,000

100.000.000

300,000,000

75,000,000

90,000,000

. . .
FIRST IN HOOPER RATING IN B.M.B. RATING FIRST IN THE SOUTH'S FIRST MARKET

HOUSTON'S THE BIGGEST...

Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

National Representatives: Edward Petry and Company ... Affiliated with NBC and TQN ... Jack Harris, General Manager

950 Kilocycles 5000 Watts

HOUSTON

C. /st IN BOOM TOWN

KPRC

100

If you want to cash in on sales in the "as good as gold" morket of Eastern North Carolina, you have to know your ABC'S ... WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

CLINTON, N. C.

5000 WATTS, 930 KC WASHINGTON, N. C.

TO SELL EASTERN

NORTH CAROLINA

YOU HAVE TO

KNOW YOUR

R

Δ

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for \$245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washing. ton, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL BROADCASTING SYSTEM, INC.

Washington, North Caroling

National Radio Representatives

FORJOE & CO. New York . Chicago . Los Angeles

SLEET PLAYS HAVOC KFRM Starts on Time Despite -Lack of Phone Lines-

NEW KANSAS station of KMBC Kansas City, Mo .--- KFRM Concordia, Kan .- went on the air early this month despite some annoying lack of cooperation from the weather man. When severe sleet storms cut Concordia off from the outside world and broke down telephone lines between Salina, Kan., and Concordia which KMBC had planned to use in programming KFRM, quick action was necessarv.

Lines from Kansas City to Salina are underground, but the 40mile Salina-Concordia gap had to be closed via a radio link. Instruction staff of Central Radio and Television Schools Inc., working with KMBC's engineers, rushed two FM transmitters by truck to Salina, arriving there 43 hours before KFRM was to go on the air Sunday, Dec. 7.

By 2 a.m. on the day before KFRM's scheduled launching the engineers had completed mounting a 10-band transmitter on eleventh floor of Salina's United Life Bldg. and an emergency antenna atop the same building. At 5 p.m. same day (Saturday, Dec. 6) word came that phone lines were open to Minneapolis, Kan., making possible a shorter link to Concordia. Spare 100-mc FM transmitter was transported to Minneapolis and set up in a garage, along with emergency antenna. This second station established contact with KFRM shortly after 1 a.m. Dec. 7, only 12 hours before deadline for KFRM's opening ceremony.

KMBC reports that emergency operation was continued for several days, with KMBC engineers assisted by three Central Radio School students manning the FM link between Salina and Concordia.

Niagara Falls' New 1-kw Daytimer, WJJL, Starts WJJL, new 1-kw daytimer on 1440 kc at Niagara Falls, N. Y., was to begin operations Dec. 20, according to an announcement last week by John J. Laux, station owner.

Robert Kliment, formerly manager of WJPA Washington, Pa., and a member of the WKBW Buffalo sales staff, has been named as WJJL's station manager.

Other staff members include Frank Harr, formerly with WORD Spartanburg, S. C., KFEL Denver and WIOD Miami, chief engineer; Tommy Talbot, previously with WCNC Elizabeth City, N. C., commercial manager; Kieran (Kay) Balfe, formerly with WJPA, program director; Fran Skimin. formerly with WGR Buffalo, news editor; George Thorne, formerly with WEBR Buffalo, WERC Erie, Pa., and WWSW Pittsburgh, and George Walker, former night club entertainer, announcers, and Art Waite, salesman.



DINNER given by The Milwaukee Journal radio stations to mark the dedication of WTMJ-TV, Journal television outlet, was attended by radio executives, state and civic officials, educational leaders, the trade press, the Journal stations' national representatives and department heads of the newspaper. Quartet (above) facing the camera includes, I to r: William E. Walker, assistant to Gov. Oscar Rennebohm of Wisconsin; Frank E. Mullen, executive vice president of NBC; Walter J. Damm, vice president and general manager of radio for The Journal Co., and Federal District Judge F. Ryan Duffy. Dinner was held Dec. 3, first night of regular broadcasts over WTMJ-TV.

WHVA (FM) TAKES AIR WLEC Sandusky Debuts IN POUGHKEEPSIE, N.Y. As 250-w Mutual Outlet INAUGURAL broadcast of WHVA (FM) Poughkeepsie, N. Y. took place Dec. 7 with the major portion originating from the Nelson House in Poughkeepsie. A section of the show originated at the sta-

tion's studios and was picked up by an FM receiver at the Nelson House to give the inaugural guests a first-hand demonstration of FM. Taking part in the ceremony were George W. Bingham, general

manager WHVA (FM) and WKIP; Edward A. Chappell, publisher, Poughkeepsie New Yorker and director of the station; Mayor Frank M. Doran of Poughkeepsie, and Jack Gould, radio editor, New York Times.

WHVA (FM) is a sister station of WKIP, Poughkeepsie's ABC outlet, and operates on 104.7 mc, channel 284 with 23 kw. Transmitter is located atop Mount Beacon and has a tower 1597 feet high.

'Charlie McCarthy Show' **Tops in Canadian Ratings** ONLY ONE Canadian program is listed among first ten most popular evening network brograms in Canada for November in the national rating report of Elliott-Haynes Ltd., Toronto. First place went to Charlie McCarthy with rating of 37.8, followed by Fred Allen 36.3, Fibber McGee & Molly 34.6, Radio Theatre 34, Ozzie & Harriet 29.1, Amos 'n' Andy 24.4, Music Hall 23.1, NHL Hockey (Canadian pro-gram) 22.5, Take It or Leave It 20.8, and Album of Familiar Music 20.6.

Five most popular daytime programs in November were Happy Gang (Canadian program) 18.3, Big Sister 17.6, Sing Along (Cannadian program) 16.9, Claire Wallace (Canadian program) 16.5, and Pepper Young's Family 16.5.

First place in French-language evening programs went to Enchantant dans le Vivoir 37.1, and first place in French-language daytime programs to Rue Principale 26.7

STAFF MEMBERS of WLEC. which went on the air at Sandusky, Ohio, Dec. 7 with 250 w fulltime on 1450 kc, were announced last week. A. E. Heiser, vice president of the licensee, Lake Erie Broadcasting Co., also is general manager of the station.

Other posts are filed by George Buehrle, chief engineer; Louis Mahla, commercial manager; Jay Wagner, program director; Don Dean, farm director - promotion manager; William Westerhold, news director; Mrs. Mary Baer, director of women's programs; Donald Gehring, continuity director; Al Dykeman, commercial representative; Miss Carol Gassan, traffic manager; Dick Petty, Jack Cowden and Bob Reitz, announcers, and James Barnhart and Jay Leibach, engineers.

WLEC is affiliated with Mutual.

WSSB, Durham Outlet, **Opens Its Business Office**

WSSB Durham, N. C., which expects to go on the air about the middle of next month, has opened offices at 212 Depositors National Bank Bldg. in Durham. The Sta-

time.

tion will operate

on 1490 kc, with

250 w power full-

Licensee is Pub-

lic Information



Mr. Griffen

motion manager of WFBR Baltimore. Mr. Griffen had been with WFBR for nine years. During the war he was a captain in the 29th Infantry Division.

WMRN Marion, Ohio received a certificate of commendation from the 831st AAF Specialized Depot for its cooperation in broadcasting the "Depot on the Air" programs during 1946-47.

Corp., Thomas B. Sawyer, presi-dent. WSSB's general manager is Guy Griffen, former sales pro-

How KSD-TV Is Promoting Sales for TV Dealers

KSD-TV, the St. Louis Post-Dispatch Television Station, has launched an extensive campaign to help dealers in the St. Louis area sell television receivers.

Media includes direct mail, full pages in local magazines, streetcar and bus cards, KSD courtesy announcements and a minimum of 500 lines of display advertising each week in the Post-Dispatch.

Purpose of the campaign is twofold:

First, to supplement dealers' and distributors' own efforts with copy-theme stressing advantages of television ownership, and urging readers to visit dealers for demonstrations.

Secondly, to keep interest in television at maximum pitch as part of KSD-TV's general plan to maintain the St. Louis area as the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.



JAMES I. PHILLIPS Jr., formerly with joined WJBK Detroit, has ecutive. MEL TRUITT, WJBK an-nouncer-producer, has transferred to sales department.

ROBERT S. KELLER Inc., New York, was appointed national sales promo-tion representative of WMRN Marion, Ohio, effective Dec. 15.

DICK WRIGHT, formerly with ABC and Radio Sales Div. of CBS, has joined WOV New York sales staff.

BETTY BASFORD, formerly with WCOL Columbus, Ohio, has been named traffic director of WRFD Worthington, Ohio.

director of WRFD Worthington, Chio. AL GILLEN, promotion manager of WSYR Syracuse, N. Y., has been trans-ferred to sales department, replacing JOHN C. WARREN, who has joined sales division of WNBC New York. ROBERT MONTGOMERY, former com-mercial manager of KGKL San Angelo, Tex., has been appointed commercial manager of KOSA Odessa, Tex.

manager of KOBA Odessa, Tex. NATIONAL BROADCAST SALES has been appointed as exclusive representa-tive in Montreal for CHML Hamilton, Ont., effective Jan. 1. CHRIS SALMON, new to radio, has joined sales staff of KQV Pittsburgh.

FRIEDENBURG AGENCY has been appointed as national representative for WKOX Framingham, Mass.

MARTIN NIERMAN, formerly with Du-Mont Television Laboratories and sta-tions WNYC and WGYN-FM New York, has joined Pan American Broadcasting Co. as account executive of the three-

station Alaskan Broadcasting System. JACK GALE, account executive of Paul H. Raymer Co., Los Angeles, station representative, is the father of a girl, Sara.

Sara. FRANK MURRAY, formerly with Brit-ish Broadcasting Corp. and Irish Radio System, has joined commercial depart-ment of CJBQ Belleville, Ont.

TAYLOR-HOWE-SNOWDEN has been appointed as national representative for KLRA Little Rock, Ark., effective Jan.1. FM TIME RATES for KFI Los Angeles, as announced by WILLIAM B. RYAN, general manager, call for a top of \$75 for Class B (5-10 p.m. daily) and \$50 for Class B (before 6 p.m. and after 10 p.m. 10 p.m.).

J. H. MacDONALD, commercial man-ager of CJBQ Belleville. Ont., is the father of a girl.

BARRY KEIT, former West Coast man-ager of Bolling Co., Los Angeles, has joined KWIK Burbank, Calif., as na-tional advertising manager in charge of all agency husiness

LORENZEN & THOMPSON Inc. has been appointed as exclusive national representative for WOKO Albany.

NAT L. ROYSTER, sales manager of WFLB Fayetteville, N. C., is the au-thor of a book of poems titled "Once to Every Heart," recently published by Exposition Press, New York.

ROBERT Q. LEWIS will be heard on CBS in a new 15-minute weekday com-edy series starting about Jan. 5.



KWK

(Continued from page 28)

name," the court said, "there is a distinction between the right of an individual to use his name in his personal business and right to use individual initials in a corporate name (Great Atlantic & Pacific Tea Co. v. A. & P. Radio Stores, 20 F. Supp. 1. c. 706.) No other reason was given for the use of the letters 'KWK' in the corporate name than that they comprise the incorporators' surname initials. Since they (Messrs. Kranz-berg, Weber and Krachmainick) have not advertised the name or used it extensively in their business, it will be a relatively simple matter to change it if its stipulated use is likely to result in confusion of source and impinge the plaintiff's good will."

'Entitled to Relief'

And the court left no doubt concerning its belief that such confusion would arise. ". . . it is clear, under the stipulation in this case." the court said, "that the plaintiff (KWK) is entitled to relief even under the more conservative view of trade name protection. (52 Am. Jur. Secs. 96-100, pp. 575-580; 3 Restatement, Torts, Secs. 711, 717, 728-732.) . . . if the defendants pursue their contemplated course (of engaging in the general real estate business and operating hotels under the firm name, KWK Investment Co.) there is not only the mere likelihood of future confusion of source and consequent injury to good will and reputation but there is also an element of competition of service and business, and the designation used by the defendants in their business is 'likely to be regarded by prospective purchasers as associated with the source identified by the . . . trade name.' (3 Restatement, Torts, Sec. 730.) It necessarily follows, even under the more conservative theories of trade name protection, that the plaintiff (KWK) has established its right to relief."

The decision pointed out that in another case involving a radio station-that of Bamberger Broadcasting Service v. Orloff-"it was held that the owner of radio station WOR was entitled to relief against the WOR Printing Company even though there was no competition of service or business on the ground that the plaintiff's good will was likely to be endangered by the defendant's use of the plaintiff's good name."

Perhaps radio stations and magazines "should have a status different from that of ordinary manufacturers or business because they advertise many things and thus acquire and have a character independent of but embracing all their advertisers," the court suggested, referring to the Bamberger-Orloff case and to two other cases, Hanson v. Triangle Publications, 163 F. (2) 74, and Vogue Co. v. Thompson-Hudson Co.

Sylvania Breaks Ground

For Big Research Center SYLVANIA Electric Products Inc. broke ground at Bayside, L. I., last Wednesday for a building to be known as Sylvania Center and designed for the peacetime development of electronic and lighting equipment, television, FM and radar. The ground breaking was conducted by Walter E. Poor, chairman of the board of Sylvania, Robert Moses, commissioner of parks for the city of New York, and James A. Burke, president of the borough of Queens.

Sylvania Center fully equipped is expected to cost nearly a million dollars. In the new building research activities on the improvement of television viewing tubes and fluorescent lamps will be conducted by Dr. R. M. Bowie, who more than ten years ago discovered a practical means for eliminating dark spots on television tubes by means of an ion trap. Other studies in electronic optics, composition and control of fluorescent substances used in television tubes will be made.

Heads Chicago RDG CHICAGO CHAPTER of the Radio Directors Guild, at its annual election Dec. 14, elected L. D. Barnhart, CBS-WBBM Chicago producer, president. Other officers include Herb Lateau, NBC, vice president, and Reuben H. Miller, CBS, secretary-treasurer. Appointed to the board of directors were Homer Heck, NBC; Peter Cavallo, of J. Walter Thompson; Thomas Bashaw, WLS, and Russell Young, free lance.

J. Calvin Jackson

J. CALVIN JACKSON, 45, pro-gram director of WRAW Reading, Pa., died Dec. 8 after collapsing on Court St., just a few feet from his office. Mr. Jackson, a veteran in the local radio field, entered radio in 1929. He served as announcer for both WRAW and WEEU when the two stations were owned jointly. In 1936 he was assigned to the WRAW staff exclusively, where he had been program director since 1940. He also was affiliated with WCAU Philadelphia in 1935. Funeral services were held in Reading Dec. 11.

GEORGE BAIN, 64, sales executive of Philco Corp. of Canada, died unexpectedly at his home at Toronto on Dec. 13. Born at Wick, Scotland, he went to Canada at the age of four years, was educated at Toronto, was in the electrical business there and at Calgary, and joined Philco in 1928. He had been a director of the Radio Manufacturers Assn. of Canada since 1931.

LARGE-SCREEN RCA television receiv-er has been presented to the Advertis-ing Club of New York by NBC. Reynold R. Kraft, NBC video sales manager, made the presentation to Eugene S. Thomas, president of the club and WOR New York sales manager.



WLAC wants, very sincerely, to extend a special Christmas greeting and best wishes for stockings-full-of-cheer to the "Small Fry"—those little folks from 3 to 6 who help so nobly to spread the marvelous story of radio to the grownups in their families.

In thousands of homes throughout the land the little ones have been (and still are) revelling in using new-found voices to display their intelligence by babbling what they hear "on the radio".

From dawn to dusk it's "Super-Super-Dooper Suds", "Gran' Pa, I said TABLE Grade", "Let's listen to Lum and Abner", "Order some CAMPBELL'S Soup, mama", "Stop at the Esso sign", "Rinso White" and so on, ad infinitum.

The really small Small Fry can't read, but how they can TALK! And, what a powerful influence they are having on the shopping habits of their mothers and dads —parents who hang on to every word that comes out of their mouths.

It's word-of-mouth advertising to the nth. degree, a mighty (though unsung) back-stage sales force that only radio can deliver.

So, on that night when "all through the house not a creature is stirring", here's hoping the dreams that come to our friends, the Small Fry, will be bounteously fulfilled.



50,000 WATTS • CBS AFFILIATE

Represented by Paul H. Raymer Company



Menny Christmas and Alew Year Happy New Year

PAUL H. RAYMER COMPANY, INC.









Petrillo's Dirge

DON'T BE DELUDED by the seeming quiescence on the radio music front. For while James Caesar Petrillo plays dead dog, there's the rhythm of real activity in radio.

At long last, all elements in radio realize that this time it is for keeps. The record and transcription companies are building backlogs against the day that Jimmy pronounces an end to all recording. The deadline is Dec. 31. The networks, including NBC and CBS, which still cling to the live program format except under extraordinary conditions, are recording too against the day that the AFM czar pulls the plug on them. That deadline is Jan. 31, for networks and stations too.

We are convinced, for the first time since the current sequence of Petrillo ukases and squeeze plays began, that all hands in radio are preparing for the show-down. The Industry Music Committee isn't loafing. Plans are in the making. The \$75,000 already earmarked for the preliminaries is a bagatelle in contrast to the five-million-dollar AFM war chest upon which Jimmy can draw, but it's a start and it comes from a cross-section of music users who have wearied of the plundering of a totalitarian labor boss.

This time Jimmy's bluff is going to be called. It is going to be called in the courts, via the retrial of the WAAF case, and in Congress, when Chairman Hartley of the House Labor Committee calls hearings early next month to tighten up his bill so as to make it foolproof against the thrusts of Petrillo. Radio, in its unswerving effort to service its audience and that means the nation's population—can't await the laborious legislative process. This is an immediate job. And radio must meet it in its own way.

There's talk of compromises. Rep. Carroll D. Kerns (R-Pa.), himself an AFM cardholder, who means well but evidently can't make up his mind whether Jimmy is friend or foe, talks about an amendment to the 1909 Copyright Laws to allow AFM to collect royalties from stations and record companies for performing rights. That misguided notion, with variations (such as limiting record performances to certain hours), has been picked up even in radio's own ranks. It would give the musician a performing right in music in which he held no proprietary interest and a continuing royalty on something he didn't own or create. It would place in jeopardy or snuff out of business hundreds of stations dependent upon recordings for most of their programs-recordings which they make popular by the very fact that they use them.

It would resurrect the private WPA Jimmy had set up three years ago with recording companies and which was expressly outlawed by the Taft-Hartley Act. In short, it would give Jimmy complete victory without firing a single shot or hiring a single musician. It would give Jimmy something he doesn't now possess—a licensing power over radio. It would open a Pandora's Box of unending trouble.

Radio's strategists should make dead certain that in seeking to win the immediate music battle that they do not make concessions that might lose the music war.

Credo of NARSR

... "to develop the use and increase the sale of national spot radio."

THAT is the credo of the newly formed National Assn. of Radio Station Representatives. There is clarity of purpose and objective. There is the resolve affirmatively to sell national spot in competition with network to less-than-network accounts or those who have merchandising problems requiring flexibility.

Formation of NARSR was motivated largely by the decision of CBS to take on representation of stations other than those it owned or in which it held financial interest. There was the fear that all networks would spread their representation wings and that competition between network and spot would be narrowed.

Whatever the cause, we think the result is healthy. We deplored the invitation of NARSR to the FCC to enter into the area of contractual relations between stations and their business representatives. We said so. The anti-trust laws are adequate, and they apply to all American enterprise.

The NARSR objective is to "promote spot broadcasting." That means hard, intelligent selling of *programs* as well as announcements. It means not only more thorough competitive selling against other media, but competition within the radio medium. That's the way of free competitive enterprise.

NARSR gets off on the right foot in thus dedicating itself. On that score it deserves the plaudits of all for, by and of radio, including the networks. For healthy independently owned stations make healthy affiliates.

Mutiny on the FCC

THE FCC is rudderless these days. Acting Chairman Paul A. Walker is doing his utmost to keep it from foundering until a permanent chairman is named by President Truman.

The FCC is very unhappy about Comr. Clifford J. Durr and the unholy mess he has provoked in his six-year tenure, which culminated in the recent and unfinished embroglio with FBI Director Hoover. Commissioners have learned that Mr. Durr was acting as staff mentor for those who followed his line of "liberal" versus "reactionary" applicants lawyers, accountants and even the erstwhile assistant to the erstwhile chairman.

Lately, the staff and those uninformed, if not naive, commissioners have discovered that conditions are different. The old routine of staff-inspired and Durr-cleared reports doesn't work. Comr. Robert F. Jones, fresh from a decade as a Republican member of Congress, wants to be shown. The lawyers, we judge, aren't cooperating too well, and members of the Commission are finding out the hard way that they've been duped all too often.

Decisions on cases that, upon staff recommendation, were to go one way, are going the other. The former miniority is becoming the majority with the exception of Durr. Applicants suspected of subversive leanings (and there are cases in point) aren't being rushed through on staff say so. The FCC is about to about-face on a case that stood 5-1, wherein the majority proposed to write regulations on political broadcasts in an opinion in which the license would be renewed—following the Mayflower Decision formula. Now it looks like there will be a simple renewal—unless Mr. Durr sticks to his guns and makes it 1-5.

Unless all signs of the political zodiac are askew, Mr. Durr will be heading back to old Alabam' by June 30, when his term expires. He would save the FCC lots of travail and trouble if he bought his passage now and quit before Congress convenes again in January.

Our Respects To-



ARTHUR ROBINSON KIRKHAM

FULL quarter century of broadcasting was chalked up this month by one of radio's foremost personalities, Arthur R. Kirkham, vice president of the CBSaffiliated KOIN Portland, Ore. Nineteen of his 25 years behind the mike have been with KOIN.

Arthur Kirkham is a man who has the rare quality of greeting people with a jovial manner to put them completely at ease. Wherever he goes, his thousands of devoted radio listeners and friends call him "Art."

He once said, "Good announcers are supposed to be born, not made, but I sort of eased into the profession naturally by my singing in earlier years." He first faced the mike as a tenor on a Portland radio station in December 1922. His part, to sing three solos, preceded a dance orchestra program. The following day's radio column, praising his ability said, "Arthur R. Kirkham has a rich pure tenor voice of splendid quality, which he controls marvelously well. His numbers were carefully selected and perfectly adapted for broadcasting." At the same time he was singing on the air, he was a featured soloist with the Multnomah theatre circuit in Portland.

His vocal ability came in good stead, when in 1926 he joined the staff of KOAC at Oregon State College at Corvallis. There he assumed announcer's duties and also had complete charge of the station's thrice-a-week evening program schedule.

Mr. Kirkham, who was born in Portland, in 1897, returned from Corvallis in 1928 and joined the staff of KOIN and has been with the station ever since. His first position was as the station's program director, and the following year was promoted to studio director and chief announcer. One year after he joined the station's staff, KOIN was linked with the Columbia Broadcasting System as one of its western outlets in January 1929. He was made vice president of KOIN in September 1942.

In the early years at KOIN, he took over the program, Newspaper of the Air, a show that consisted of two hours of music and the gleanings from the daily newspaper, the odds and ends and the humorous touches of the news. Art Kirkham's deft handling of the program was once described as if "dad were reading the newspaper to his family."

His same informal manner has continued up through the years to the present. The program now precedes his reporting of the world, domestic and local news at three o'clock each week day. During the turbulent war years, he decided to emphasize news other than war (Continued on page 52)

TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences



IT MAKES A DIFFERENCE TO KNOW THE DIFFERENCE. WOV'S 5 Audited Audiences tell you where listeners live and shop; what they earn, spend and buy; what they like and don't like. This important inside information on specific listening groups opens the door to a new and more intelligent interpretation of radio as a sales medium.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating accurate survey. Ask us for the facts that will help you to "TAKE THE GUESS OUT OF BUYING?"

WOV'S Pantry Audit is now available for your study. It shows you currently where you and your competitors stand in the New York market...the largest retail buying market in the world.

Ralph N. Weil, General Manager . John E. Pearson Co., National Representative

- ★ WAKE UP NEW YORK
- ★ 1280 CLUB with Fred Robbins
- **★** BAND PARADE with Bill Gordon
- **★** PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-
- speaking Americans. Larger than Pittsburgh.





H. WILLIAM KOSTER, former manager of WAAB Worcester, Mass., has been appointed manager of WPJB (FM) Providence, new station under construction and owned by Providence Journal Co. Mr. Koster previously was program director of WFRO Providence for 11 years, and had been with KWK St. Louis prior to joining WAAB. WPJB will operate on 105.1 mc, channel 286, 20 kw.

mc, channel 286, 20 kw. NILES TRAMMELL, NBC president, has been named chairman of radio committee supporting American Brotherhood Week, sponsored by National Conference of Christians and Jews. LEE H. BRISTOL, Bristol-Myers vice president, was named chairman of advertising committee.

MORRIS NOVIK, radio consultant, is leaving for Chattanooga, Tenn., this week to assemble a prospective staff for Unity Broadcasting Corp. in Chattanooga.

DICK LEWIS, general manager of KTAR Phoenix, is the father of boy born Dec. 11.

Born Dec. 11. **ROBERT G. SOULE**, vice president of WFBL Syracuse's Centennial Commission to arrange celebration for observance of city's 100th anniversary next year.

PAUL E. WAGNER, general manager of WCSI (FM) Columbus, Ind., was elected radio consultant for radio news courses during recent inspection of journalism and advertising courses held at Indiana U., Bloomington.

ARTHUR SIMON, executive vice president of WKBW Buffalo, has been named to committee to choose local 1947 Junior Chamber of Commerce Gold Key winner.

BRIAN SHELLON, manager of CJKL Kirkland Lake, Ont., has been elected president of Kirkland Lake Kiwanis Club.

FRANK WEBB, syndicated cartoonist, is featured in new video packaged known as "How to Make Faces," currently being offered by Ross, Gardner & White Adv., Los Angeles.



MUTUAL affiliation for the new 5-kw WABB Mobile, Ala., was agreed upon at this conference of William J. Hearin Jr. (seated), general manager of WABB and WABB-FM, and (standing, 1 to r): Robert A. Schmid, MBS vice president for station relations; Charles Godwin, the network's manager of station relations; MBS President Edgar Kobak. Owned by the *Mobile Press Register* and operating fulltime on 1480 WABB is to start in early spring, with WABB-FM following shortly.

Women in Radio to Enter Grocery Group's Contest WOMEN in 24 states, including women broadcasters, have indicated that they plan to enter material for three trophies to be offered by the Grocery Manufactur-



A reservation for a choice WJW program gives sales planners a new lease on the Cleveland money market. Service includes: more daytime listeners per dollar in the Cleveland area . . . more steam for your advertising dollar with a consistent schedule of promotional announcements.



. . .

1

ers of America Inc., New York, in its "Life Line of America" competition.

The grocery group, announcing that it believes in competitive industry as an essential factor in the American way of life, says it is sponsoring the competition as a means of creating increased public understanding of the intricate operations of this country's industrial system. It is offering one trophy to women broadcasters, another to women editors of farm publications and a third to women editors or writers of newspaper food pages or columns.

Any woman who plans or writes scripts for and presents regularly a program on any station in the U. S. is eligible to enter the radio section of the contest. Entries, which may represent one complete broadcast period, a series of broadcasts, or a portion of one or more broadcasts, must be submitted by March 15.

Governors' Chats

GOVERNORS of two states are starting fireside chats to keep posted on public affairs. Gov. J. Strong Thurmond, South Carolina, is doing a series from his home over six stations on the theory "radio is the best means of getting into the homes of South Carolina simultaneously." Gov. Frank Carlson, of Kansas, has arranged a program titled From the Governors' Office, Sundays, 4:80 p.m., on KFRM, new daytime rural 5 kw station on 550 kc in Concordia, Kan., which is affiliated with KMBC Kansas City.

Milestones

WDRC HARTFORD, Conn., CBS affiliate, is celebrating its 25th anniversary during December. Station was founded by Franklin M. Doolittle, president. . . . WKAQ

San Juan, P. R., Dec. 3 marked its silver anniversary. Station is a subsidiary of International Telephone and Telegraph Corp. WKAQ presently is completing its \$300,000 expansion plan which includes opening



Mr. Travers

of a new radio theatre and studio building. New directional array is to be installed in early 1948.

The Yankee Network Institute, public service programming feature of the regional network, was one year old on Dec. 14. Founded by Linus Travers, Yankee executive vice president and general manager, the Institute in his words, brings "to the air stimulating and provocative programs in New England in the fields of art, science, law, medicine, social welfare, and education."

Dec. 8 was start of 20th year on NBC for Voice of Firestone, Mon. 8:30-9 p.m. Program is sponsored by Firestone Tire and Rubber Co. Special musical celebration was aired. . . . Altec Serv-ice Corp., New York subsidiary of Altec Lansing Corp., Dec. 4 tendered a reception at the Waldorf-Astoria on the occasion of its 10th anniversary. . . . The Radio Club of America on Dec. 5 held its 38th anniversary banquet at the Advertising Club of New York. Guest speaker was Maj. Gen. William T. Donovan, wartime director of OSS.

WAZL's 15th

Editorial in the Hazleton, Pa., Standard-Sentinel heralded 15th birthday of WAZL Hazleton on Dec. 1. Newspaper piece related historical events of station as well as details of birthday celebration.

. . . Open house was held by WGAY Silver Spring, Md., Greater Washington outlet, on Dec. 7 in honor of its first anniversary. "Open House" broadcast was featured. . . . Dec. 2 was third birthday of WNHC New Haven, Conn. Special programs were aired throughout the day with full-hour anniversary feature broadcast that evening. Top talent and public figures in the state participated.

Jackson Lowe, conductor of the 1450 Club on WWDC Washington, and styled as the "Mayor of Connecticut Avenue," Dec. 5 marked his fifth year on the station. . . . Paul Shannon, announcer at KDKA Pittsburgh, has started his ninth year with the Westinghouse outlet.



Quality Performance Economy Appearance



★ Quick, Easy Maintenance. All components instantly at hand without removal of any chassis. Hinged front panels open to permit access to installation. Panels are supported by concealed mounting screws—no troublesome trim strips to remove in a time-wasting operation.

★ Long Life at Peak Performance. Good ventilation is assured by special arrangement of chassis and vertical mounting of all units. No overheating—longer equipment life. New G-E circuits are designed to provide extended frequency response, lower noise and distortion levels. General Electric audio equipment meets every requirement in AM, FM, and TV service.

★ Low Installation Cost. With G-E equipment, your installation costs are held to a minimum. If desired, all wiring is completely enclosed in vertical ducts. It's easy to remove units and change positions because wiring ducts have snap-on covers—no cables to unlace.

★ Neat Appearance. Audio equipment is permanently mounted in handsome, blue-gray steel racks. The smooth finish of these cabinets is easily and quickly cleaned. No cracks or wrinkles to collect dust and dirt. Your Control Room becomes a showplace to impress your sponsors and please your listeners.

Syracuse, N.Y.

Your G-E broadcast equipment

representative is nearby, ready to

serve you fast. Call him, or write:

General Electric Company, Transmitter Division, Electronics Park, G-E Audio Equipment Racks. Facilities may be added as station requirements dictate. Blank panels are available for filling up unused cabinet space.

WHY GENERAL ELECTRIC? Long a leader in AM, FM, and TV, General Electric continues to manufacture audio equipment with the same care that has made its transmitters renowned the world over. Behind every piece of radio equipment bearing the G-E monogram are the multiple research and engineering facilities of Electronics Park. Here, at the greatest electronics center in the world, science joins with industry in building for you reliable, up-todate radio equipment for every broadcast need.

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BROADCASTING . Telecasting

December 22, 1947 • Page 47



folks in Chicago don't listen to WFLA



EVERYONE listens to WFLA in the heart of Florida's richest, most heavily populated trade area—the busy, growing Tampa - St. Petersburg market.

Month after month-morning, afternoon and night-WFLA leads in listeners in this stable market that benefits by the healthy payrolls of diversified industry, agriculture and commerce all year 'round!







ARTHUR SINSHEIMER, founder of Radio Executives Club of New York and veteran in radio field, last week announced he will leave Peck Adv., New York, where he is director of radio and television, effective Jan. 1. JAMES R. ROBERTS, formerly with New York office of Booth, Vickery & Schwinn Adv., is a new account execu-tive at Charles W. Hoyt Co., New York. FRED W. SWANSON, formerly with

FRED W. SWANSON, formerly with Grant Adv., Chicago, has joined Good-kind, Joice & Mor-gan Inc., Chicago, as vice president. Mr. Swanson has been active in ad-vertising and mar-keting for many vears.



years.

HUGH M. HARLOW, formerly in Naval Air Corps and be-fore that with vari-ous eastern adver-tising agencies, has joined creative staff of Buchanan & Co., Beverly Hills, Calif.. as copywriter.

DAN B. MINER Co., Los Angeles agency, has moved to new offices at 756 S. Spring St. Telephone: Trinity 9711. PAUL FORREST, former sales promo-tion and publicity director of KGFJ Hollywood, has been appointed agency radio director.

WALLY MCLAIN, former CBS Hollywood newswriter, has joined Pat Patrick Co., Glendale, Calif., as account executive and copywriter.

FRANK RYHLICK, account executive of Ross, Gardner & White, Los Angeles, has been named head of agency's television department in addition to pres-ent duties. EDWARD A. ALTSHULER, publicity and radio director, has been named assistant television director.

STEWART BARBOUR, who was with BBDO, New York, for six years and previously was with Young & Rubicam, New York, for two years, has joined copy department of Kenyon & Eck-hardt, that city, Yun Wash

hardt, that city. WILLIAMS Adv., New York, has opened Los Angeles offices at 1140 Wilshire Bivd. with MARTIN J. NEWMAN as vice president in charge. Telephone: Madison 6-1244. Mr. Newman was for-merly account executive of The Mayers Co. and Hillman-Shane Adv., both of Los Angeles.

Los Angeles. J. WALTER THOMPSON Co., New York, announced last week that it has re-signed as agency to Lincoin-Mercury Div. of Ford Motor Co. and Lincoin-Mercury Dealer Adv. Committees effec-tive Dec. 31. Agency will, however, con-tinue to handle advertising for Ford Motor Co. on Ford cars and trucks, parts, service and miscellaneous prod-ucts as well as advertising for 33 Ford Dealer Adv. Committees.

Dealer Adv. Committees. JOHN SHELDON, who has been with Geyer. Newell & Ganger, New York, since April 1944, has been appointed an assistant group director of accounts at the agency. He will assist ROBERT M. GANGER, partner and vice presi-dent, in handling of group of agency's accounts, KIRBY CULVER and CAL-HOUN STERLING, who have been identified with agency's training pro-gram, have been named respectively, assistant account executive and mem-ber of production department. CHARLES T. AYERS, vice president and

CHARLES T. AVERS, vice president and business manager of Ruthrauff & Ryan. New York, has resigned. He was with the agency for past 13 years. TOM SLATER, who joined the company last year as account executive, will take over Mr. Ayers' duties.

CREATIVE MANAGEMENT SERVICES Inc., new advertising and public re-lations agency, has been established in New York, with headquarters at 509 Fith Ave. CHARLES D. MACK, vice president, is in charge of client ad-vertising and public relations.

FRED KLEIN, account executive for Dancer-Fitzgerald-Sample, Chicago, has been named to succeed CHARLES FITZ-MAURICE on three General Mills ac-counts for that agence, Mr. Fitzmaurice resigned to join Sherman & Marquette,

Chicago, as account executive. ROBERT McDONALD, former program director of Millers National Federation, has Joined D-F-S as account executive, servicing Procter & Gamble accounts.

LEO KENNEDY, copy director of Need-ham, Louis & Brorby, Chicago, and JOHN KIES, att director of that agency, have been appointed vice presidents of the firm.

HOLMAN FAUST, vice president and radio director of Mitchell-Faust Adv., Chicago, has been elected member of Society of American Magicians, Chicago branch.

JAMES W. BRIDGE, formerly with Dan-cer-Fitzgerald-Sample, and BBDO, has joined LeVally Inc., Chicago, as service manager.

MACK-WHARTON Adv., Los Angeles, has moved to new offices at 1007 South Grand Ave., that city.

W. E. CONKRIGHT, formerly with In-ternational Harvester Co., Milwaukee, has joined Russell P. Ostrander Adv., Los Angeles, as account executive and supervisor of industrial advertising department.

SIEBRAND H. NIEWENHOUS Jr., for-merly with Picard Adv., New York., for a year and a haif, has joined Jones & Brakeley Inc., New York, as account executive and member of copy and plans board.

SALLY MARTIN has been transferred from Los Angeles office of Abbott Kim-ball Co. to its New York publicity deartment.

DON C. SILVERSHIELD, formerly with Pacific Coast office of Foote, Cone & Belding, has joined Wildrick & Miller, Inc., New York, as copywriter.

New board consists of STURE H. NEL-SON, president; HERBERT F. KING,



HERBERT'F. KING, executive vice presi-dent; ELSIE R. STROUT, treasurer. Mr. Nelson Mr. Nelson Mr. King joined a vice president in 1938 Remington in 1930 and also was elected tha speen with the agency since it was founded, serving as assistant treasurer, office manager and production manager. She will continue to handle finances. Agency will continue under present name. name

name. ERIC HALL has joined production de-partment of Brooke, Smith, French & Dorrance, Detroit and New York. J. SPENCER McCOURTNEY Jr., for-merly in advertising department of Co-lumbia Brewing Co., St. Louis, has joined Roy A. Shannon Adv., St. Louis, in new business contacts and accounts denartments. departments.

departments. HONIG-COOPER Co., San Francisco. effective Jan. 1, takes over the Leon Livingston Adv., San Francisco. Liv-ingston Agency was formed in 1921 by the late Leon Livingston. Headquar-ters are in San Francisco and branch offices in Seattle, Los Angeles and New York. Honig-Cooper will expand its San Francisco offices to entire fioor of 333 Montgomery St. to accommodate added personnel. personnel.

EZRA GERBERG, who has been with Seidel Adv., New York, since last June, has been promoted from media de-partment to a general account execu-tive.

EDWARD GREY, formerly with Newell-Emmett Co. and prior to that with Sherman K. Ellis, New York, has joined Blow Co., New York, as space buyer in media department.

M. BERNICE WHEELER, formerly with Crowell-Collier Publishing Co. and prior to that with U. S. Dept. of Agriculture,

Doubting Indian

WHEN in doubt, don't say it, is ancient advice. Well, Paul Hughes, KTAR Phoenix announcer, has no doubts about his Indian heritage. And he made it clear during a "man on the street" broadcast. But one doubting listener appeared at the KTAR studio. It turned out that he was an Indian coming to check on Mr. Hughes, who claimed part descendance. All is well on the reservation though, for the announcer convinced his visitor.

has joined Young & Rubicam public relations staff in New York.

EUGENE CONNETT, formerly with Young & Rubicam, New York, has joined McCann-Erickson, New York, as assistant account executive.

JERROLD L. KINGSLEY has resigned from Schwab and Beatty, New York, to join copy department of McCann-Erickson, New York. He will work pri-marily on Standard Oll Co. of New Jersey account.

CONNIE MARTIN, of Earle Ferris Co., New York, is leaving this week for Kansas City, Mo., to wed Patrick J. Ryan, former New York public rela-tions man, now a Kansas City indus-trialist.

ABBOTT KIMBALL, president of Abbott Kimball Co., New York, has been ap-pointed chairman of advertising divi-sion 1948 March of Dimes campaign for National Foundation for Infantile Paralysis.

MADISON Adv. Co., Los Angeles, has moved to 109 N. LaCienega Blvd., Bevmoved to erly Hills.

Fairbanks Inc.

SEPARATE corporate papers have been filed in name of Jerry Fairbanks Inc., Hollywood, to cover film firm's production of commercial, industrial and video pictures. Capitalized at \$100,000, new organization will be sister firm to Scientific Films which releases short film subjects through Paramount Pictures Corp. Directors of new corporate organization are Jerry Fairbanks, Dolores Fair-banks, his wife, and J. Stuart Neary, counsel.

TV Test Pattern

RESPONDING to the plea of television service men who are working overtime to get new video sets installed in time for Christmas, WCBS-TV New York has increased its daily test pattern time from three to six hours a day. The test pattern, formerly aired 2-5 p.m. each weekday, now is on 11 a.m.-5 p.m.

RCA Promotion

RCA VICTOR has announced a concentrated product identification and point-of-sale display promotion program with release of 11 new radio and television receiver displays, identification signs, and plaques. Long-range program is described as most intensive of product identification in company's history.

THE Chicago Story

BY WGN.

WGN's story of Chicago radio activity is an inspiring one . . . it is a story of service and leadership in the nation's second market.

WGN believes radio advertisers are entitled to know what they are getting for their money . . . we spend *more*, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, on radio research material than any other Chicago station. In subscribing to all Hooper reports of both Chicago and Milwaukee, as well as the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

And in addition to top research facilities we have the best coverage story in Chicago. WGN, according to BMB, covers 829 counties in 26 states at nite... 433 counties in 13 states during the day... but the important part of this story is that of *all* counties exceeding 50% coverage, WGN has 31% more during the day, 13% more at nite, than any other Chicago station.

These factors combine to make the Chicago and Midwest story more effective when told over Chicago's outstanding radio station—WGN.



UG IN AMPLIFIERS BY Langev.

DBM power output—less than .5% total 1 50 to 15,000 cycles (For monitor pur-2 DBM power output—less than 1% dis-3 to 10,000 cycles)—Frequency response 30 to 15,000 cycles. complete studio audio facilities! DBM F 50 to DBM 1 to 10, the amplifiers you need for 5 30 D from + 39 PLUS with are all t These Langevin PLUG-IN units

booster, Type 116-A with PLUS 18 less than .5% total RMS harmonic to 15,000 cycles—frequency re-n 30 to 15,000 cycles. er output-li from 50 t 5 A pre-amplifier of DBM power output-distortion from 50

db from 30 to 15,000 cycles. monitor or booster amplifier, Type 117-A, sponse ±1 (▲ Program, n

booklet "PLUG-IN

Write today for our new Amplifiers by Langevin"

116-A

comp VIN 6 9 from 50 to b from 30 t Lan distortion f poses at \pm tortion fron \pm 1 db fro 9 Th

Ц a 65 St., 23 + SAN FRANCISCO: NEW YORK: 41 W.

project.

INDUSTRIAL and civic relations have been greatly improved in Portsmouth through latest action of Portsmouth Steel Corp. and WPAY Portsmouth. The steel company has purchased time on WPAY to further community projects. Part of its time purchase, "The Sports Review." leads each night's broadcast. heard Mon.-Sat. at 6:30. Format has been so designed that last five min-utes of show, or additional 15 minutes. is made available for community events such as choirs, bands, speakers, etc. Program has been extended to full half-hour for period from Dec. 10 to Dec. 24, with last 15 minutes used to broadcast Christmas carols by local vocal groups in cooperation with Junior Chamber of Commerce's Christmas

PROGRAMS

WSM Rededication

WSM Rededication MUSICAL DOCUMENTARY hour-long program will be presented on WSM Nashville, Jan, 5 as first in series of 13 programs on what freedom means and importance of keeping America strong. More than 200 entertainers, producers and technical people will participate in the show which will salute the Free-dom Train. WSM has designated 1946 as year of rededication according to principals set forth by Advertising Council. Still in formative stage are station's plans for additional programs, series of spot announcements and special broadcasts involving national and state officials and civic leaders. Promotion for opening show includes special broadcast premier in New York to which newspaper and magazine ra-dio editors are invited. Closed circuit ine pickup which WSM will pipe to be work will bring opening show to gathering of editors. News Oddities

News Oddities

News Oddities ODDITIES in the news are highlights of recently-added newscast on WCSI (FM) Columbus, Ind. Aired Sunday at 9 p.m., program uses only news with strange and fascinating twist. Harold M. Arthurs, WCSI news editor, handles show, and invites listeners to send in southern Indiana to be utilized on southern Indiana to be utilized on show. Hitchcock Truck and Auto Sales, local Packard distributor. sponsors the entire schedule with special transcribed have top-name bands record breaks identifying WCSI. Sample break is: "This is Count Easie, reminding you that you are tuned to Indiana's most towerful FM station, WCSI in Colum-bus." Video Jewelry Show

Video Jewelry Show

Video Jewelry Show MILLION DOLLARS in jewelry was telecast Dec. 8 over WPTZ Philadelphia, Philot television station, in program designed to aid cusomers in evaluating purchases of diamonds, etc. Sponsored by Philadelphia Electric Co., telecast featured expert from Barr's Jewelers of Philadelphia, who showed video audi-ence how to evaluate diamonds and how purchaser can be sure of getting bis money's worth. Included in vast display used for demonstration were replicas of Royal British Crown jewelry.

WOSU Gift

WOSU Gift GIVING UP their Christmas holiday is Yuletide gift of two employes of WOSU Columbus, Ohio State U. station, to listeners in the area. Normally WOSU would be silent on Christmas Day, but Charles Boehnker and Willard Sum-mers have chosen to continue tradi-tion begun last year of offering nine uninterrupted hours of recorded classi-cal and semi-classical music to WOSU listeners on Christmas Day. Day-long concert will feature music for entire family with special children's portion presented between 9 and 10 p.m. Sta-tion is providing program schedule for the day to listeners on request so they can tune in at time their particular favorites are being played.

Classroom of the Air

WORK of teachers and students in Bloomsburg, Pa. schools is reviewed for parents and those interested in type of local education through series of week-ly programs titled "Your Public School of the Air," heard on WCNR Blooms-burg Ferb week en entire close and burg. Each week an entire class and

its instructor transfer their activities from schoolroom to studio of WCNR, where class is held as usual except for addition of radio mikes. Reading class of first grade children is held as though in the own closeroom with each child of first grade children is held as though in its own classroom, with each child raising his hand to recite and giving answers into mikes. Different classes prepare their own programs, with spe-cial attention given to holiday broad-casts. Program is designed not only to give taxpayers insight into school sys-tem, but also to aid development of students by giving each a chance to participate over the air.



GIVING ALL to one's work can be car-ried too far, says Announcer Ted An-thony of WBAY Coral Gables. Mr. An-thony is the man being "worked on" as he attempts to interview two pro-fessional puglists. WBAY recently broadcast the wrestling match between the ex-world heavyweight boxing cham-pion, Primo Carnera (1), and ex-world heavyweight wrestling champion, Strangler Lewis (center), and after-ward invited the two fighters to the studio for an interview. Sports An-nouncer Merle Roberts (holding mike) refereed during "informal broadcast."

Children Talk to Santa Claus

Children Talk to Santa Claus SANTA CLAUS was in "direct" com-munication with children of Aberdeen, S. D. on special two-way broadcast sponsored by local Gamble Store and KABR. Boys and girls spoke into KABR microphone at the store, while Santa listened in at the "North Pole" (KABR studios.) Controls were then switched and Santa spoke to the boys and girls. Another Santa broadcast featured Santa himself making a personal appearance at the store. Entire KABR staff took part in the broadcast and E. C. Piep-low, program director, donned the red suit. Officials report huge crowds packed the store for both broadcasts. Video Auction

the store for both broadcasts. Video Auction VIDEO AUCTION took place over WABD New York, recently, with both home and studio audiences participat-ing in the bidding. Local manufacturers donated merchandise that was auc-tioned off to the highest bidders. Pro-ceeds of the show went to the Insti-tute of Rehabilitation of the NYU Medical Center. Views from the Zoo

Views from the Zoo

Views from the Zoo ANIMALS and birds are subject of series of television programs from washington Zoo every Friday at 3:30 p.m. on wNBW Washington. Dr. Wil-liam Mann, director of the Parks, in-troduces outstanding animal attrac-tions to the video audience. Feeding time shifts for the day so that the birds will be active while in front of the audience. Cameras are placed in-side cages early so animals will becom-used to the strange equipment. This is regular feature of the "RCA Victor Varieties" series and replaces local high school football games.

'Pages of History'

Pages of History' SERIES of educational programs based on lives of famous Americans are heard over KEX Portland, Ore. In conjunction with Portland Public Schools, programs parallel current curriculum being taught in grammar and high school American history classes. Scripts are prepared to the in with subject matter under discussion in the classes. Titled "Pages of History," first program was based on life of Andrew Jackson.

TOWARD MORE HOUSES WMCA Attempts to Get Action With New Series

WMCA New York, in a bold bid for civic betterment, has scheduled a series of nightly broadcasts spotlighting New York's critical housing shortage. The series will begin Jan. 5 and continue until it gets results, Nathan Straus, the sta-tion's president, announced last week.

Aimed at inducing New York's Mayor William O'Dwyer to call an open hearing on housing, the series will advocate the building of selfsupporting public housing, Mr. Straus said. Broadcasts will be heard Monday through Friday, 10:03-10:30 p.m.

All the techniques of radio will be employed, including documentary treatment and spot announcements, Mr. Straus said, in an effort "to induce the city government to substitute deeds for promises, action for talk" to meet New York's housing emergency.

Mr. Straus himself is a housing expert of international reputation, having served as first administrator of the U.S. Housing Authority and as a member of the New York Housing Authority. The impending WMCA series has been in preparation under his direction for the last six months, he said. Describing its scope, Mr. Straus declared . "There have been many good radio programs on the subject of housing, but all of them have been devoted to investigation and discussion. Our programs are designed to begin where others have left off . . . The WMCA series will be devoted to a dramatic presentation of a demand for action . . ."

Progress at WWNY (FM)

WWNY (FM) Watertown, N. Y. has completed transmitter tests, has studio construction nearly finished, and is expected to make its program tests in the near future. The station is licensed to Watertown Daily Times, and will begin operations around the first of the year on channel 265, with 8.8 kw effective radiated power. Because of heavy snowfall in the area, equipment has been moved with the aid of a toboggan and hauled to the transmitter site.

KDFC Construction

SUNDIAL Broadcasting Corp. has begun construction of transmitter building and tower which will radiate the 30-kw signal of FM station KDFC San Francisco. Besides main studios in the city, KDFC will have supplementary studios at the transmitter, located atop Mt. Beacon 1,200 feet above the town of Sausalito. New station, scheduled to take the air in approximately five months, will operate on Channel 271 (102.1 mc.).

CFRB Toronto is soon to erect a new 1-kw FM transmitter and tower at lo-cation of main studios in business secof Toronto.

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LeROY FIELDLER, transmitter supernamed technical director of that station. Mr. Fiedler's radio technical experience covers period of more than 20 years. He started as radio operator at WMAK Buffalo in 1926, going to WKBW in 1930.

WLBW III 1955. DICK REBER, veteran of Merchant Marine, has joined control room staff of WHAM Rochester, N. Y.

DICK HAAG has joined technical staff of KHUB Watsonville, Calif. He replaced CHARLES DOWLER.

EUGENE MEEHAN, technician at WRFD Worthington, Ohio, is the father of a girl, Kathleen. HARL A. HOCKEBORN Jr., staff engi-

HARL A. HOCKEBORN Jr., staff engineer of WFBL Syracuse, N. Y., and Annette Chaffee have announced their marriage.

New GE Video Receiver Projects 18 x 24" Image

LARGE-SCREEN television receivers (model 901) now being produced by General Electric should begin to reach dealers within the next few weeks, according to I. J. Kaar, manager of GE's Receiver Division at Electronics Park, Syracuse, N. Y.

Using a five-inch cathode ray tube, the new model projects an image 18 x 24 inches. Image is reflected by means of the Schmidt optical system on the reverse side of a translucent plastic screen. In addition to television, the receiver includes AM, FM and shortwave radio and an automatic phonograph. List price is \$2,250, plus installation charges, Mr. Kaar said.

A built-in Beam-a-scope is provided for AM and shortwave reception. For television and FM reception a dipole antenna is used.

CHEER FOR CHILDREN

4 Stations at Charleston Unite

Goal was to collect funds to buy gifts of toys, fruit and candy to be distributed among children in hospitals on Christmas Day.

The four-hour show is being supervised by program directors of the four stations, and all of the stations, as well as the newspaper, have been giving wide publicity to the project. On program committee for the show are: Jack Gelder, WKNA; Mrs. Sidney Davis, WGKV; Joe Hergert, WCAW; Dick Glaser, WTIP, and Sol H. Padlibsky, Daily Mail. John S. Phillips, WGKV, is general chairman.

ZENITH RADIO Corp., Chicago, has announced a new table model radio-phonograph combination containing Cobra Tone Arm. New model, named "The Century." contains new "dial speaker" and "glide-away' cabinet top.

BROADCASTING • Telecasting



A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

F OR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphonedsociety reporters described their dress.

ERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1-The first band to be maintained by a local radio station, WHOO's Society

WHOO Radio Station Representatives GEORGE P. HOLLINGSBERY CO.

> 307 North Michigan Avenue Phone State 2898

Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO LOS ANGELES ATLANTA NEW YORK Band. Also the first Western band, the WHOOT OWLS.

2-The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.



10,000 WATTS • ABC Owned and operated by SENTINEL-STAR newspapers ORLANDO, FLORIDA



KENNETH JOSEPH, staff announcer and studio manager at WNYC New York since 1946, has been named di-rector of program operations for that station. Mr. Joseph previously was with WOLF Syracuse. WPAT Paterson. N. J., WLIB and WEVD, both New York.

GORDON SHAW, announcer-producer at WMAL Washington, has resigned from that station to join WBUZ Bradbury Heights, Md., as program director, WBUZ, new FM station, is under con-struction and expects to be on the air soon

BOB HALL, formerly of WXYZ Detroit, has joined announcing staff of WSTC and WSTC-FM Stamford, Conn.

STU STRAND, formerly with WJR De-troit and WHK Cleveland, has joined announcing staff of WJBK Detroit.

MARSHALL KENT, Chicago freelance announcer and radio actor, has joined announcing staff of WGN Chicago.

LARRY VerDOUW, new to radio, has joined announcing staff of KABR Aberdeen, S. D.

HELEN WALD has replaced ANDRE PAUL as script writer of ABC western regional "What's Doin' Ladies."

ROBERT WALDROP has signed 52-week contract through McCann-Erick-son. New York, to continue for sec-ond year as narrator of "The Ohio Story," Ohio Bell Telephone Co.'s pro-gram heard three times weekly over a network of Ohio stations.

network of Ohlo stations. ROBERT ALLISON and DR. GEORGE CROTHERS, both in CBS education department, beginning first week in January will switch producing jobs, Mr. Allison will become producer of "Opinion Please," Friday afternoon series of the CBS "School of the Alr," and Dr. Crothers, current "Opinion

Please" producer, will take over pro-ducing assignment on "Invitation To Learning," heard Sun. 12 to 12:30 p.m. Learning," heard Sun. 12 to 12:30 p.m. DICK COLLIER, formerly with NBC New York, and BILL HANRAHAN, for-merly with KGHF Pueblo, Col., have joined announcing staff of WHAM Rochester, N. Y.

JON FARMER, m.c. of early morning show, "The Early Worm" on WAGA Atlanta, Ga., has been appointed a special deputy sheriff by Fulton Coun-ty's Sheriff A. B. Foster. Honor was given Mr. Farmer for his drive against reckless driving.

REODERICK CALDWELL. former an-nouncer at WSTV Steubenville, Ohio, has been named radio chairman of Steubenville Little Theatre Group, which produces half-hour dramatic show weekly on WSTV and WSTV-FM. show weekly on WSIV and WSIV-FM. EDDIE CHASE, record m.c. on CKLW Windsor, Ont., will move to Los Angeles shortly after first of year to start dally two-hour record program on KFVD Los Angeles, effective Feb. 1. He will con-tanget to has program on CKLW by transcritcion his program on CKLW by transcription

LOUIS W. KENDRICK, disc m.c. at WJLD Bessemer, Ala., has been chosen to reign as "King Noel" during annual Christmas Carnival, sponsored by Bes-semer Junior Chamber of Commerce.

PAUL EDUARD MILLER, former jazz editor of Esquire magazine and editor of that magazine's Yearbook of Jazz, has joined WSBC Chicago, as jazz consultant

Suitant. HARRY HARBER, formerly with WFAA Dallas and KNOW Austin, Tex, has joined announcing staff of WKY Okla-homa City, replacing NORMAN STURGES, who has joined announcing staff of KMBC Kansas City. TONY STEPHEN, former announcer

NOTICE OF TENDER

For Sale of Commercial Radio Broadcasting Stations

CKY, Winnipeg CKX, Brandon

Manitoba

Manitoba

In view of the decision of the Federal Government against the holding of commercial broadcast-ing licenses by agencies of provincial governments, the Government of Manitoba will consider offers for the purchase of commercial radio broadcasting stations CKY. Winnipeg and CKX, Brandon, Manitoba.

Offers will be considered separately for each station together with its full present broadcasting equipment including studio equipment.

Full information in each case should accompany any offer for either station, showing amongst other things on whose behalf the offer is made, and who it is proposed will own and operati-the station.

The following are the particulars of each of the said stations:

STATION CKY, WINNIPEG

Station CKY is at present operating on a frequency of 990 kilocycles with power of 15 k.w. Notice has been received from the Department of Transport that this frequency is to be changed as soon as the new proposed 50 k.w. Canadian Broadcasting Corporation transmitter becomes ready for operation in Manitoba. To replace CKY's present frequency of 990 kilocycles, a fre-quency of 1080 kilocycles has been assigned, and will be available to the purchaser who will have a soon as the course of the statements in this regard, of The Department of Transport of the Government of Canada. Ottawa.

Station CKY is at present amiliated with the Trans Canada Network of the Canadian Broad-casting Corporation. This Corporation has announced its intention of maintaining a new 50 k w. station in the Winnibeg area on a frequency of 990 kilocycles as the outlet for the Trans Canada Network as soon as such station is ready for operation.

STATION CKX. BRANDON

Station CKX is operating on a frequency of 1150 kilocycles with a power of 1000 watts and is affiliated with the Dominion Network of the Canadian Broadcasting Corporation. There has been no intimation of any change in the frequency used by this station or in its network affiliation.

The sale of each station and the transfer of its license is subject to the usual approval of federal authorities under regulations made under The Radio Act, 1938. Possession of each station can be arranged immediately on completion of sale. Any offers which are made must apply separately to the said two stations. Only separate sealed offers received by The Honorable William Morton. Minister of Telephones, Leginative Building, Winnipeg, Manitoba on or before January 20th, 1948 will be considered and auch offers must be marked, "TENDER - RADIO". In connection with each station, studio and office space if required by the purchaser. will be made available in the present location by the vendor for a rental to be negotiated.

Station CKY will be offered for sale subject to a reserve bid.

Station CKX will be offered for sale without a reserve bid.

Inspection of the facilities of each station and of the financial statements and related detail for each station may be arranged and further information obtained through The Commissioner of Telephones, Telephone Building, Winnipeg, Manitoba. The lowest or any offer not necessarily accepted.

Winnipeg,

December 11, 1947.

• ŀ

William Morton. Minister of Telephones.

Respects

(Continued from page 44)

reports on Newspaper of the Air, and the move met with excellent response. The touches of humorous news gave listeners an escape from war reports that were endlessly repeated.

A program similar to Newspaper of the Air was created by Art Kirkham in October 1932. It was a show built around good cheer, human interest stories. travel, verse, philosophy and good music. The program developed to a point where more than 75% of the material used on the air was contributed by listeners. Their own philosophy, unusual experiences, travels, verse and stories crowded the daily mailbag.

Strictly informal, the program was regarded by thousands as a friendly visit each morning, and as a real inspiration for the beginning of the day.

1935 Advancement

Mr. Kirkham stepped into the job as public relations director for KOIN in September 1935. His gift of genially meeting people made a special niche in peoples' hearts for him wherever he traveled. In the early days, when radio was in the throes of growing pains, he roamed throughout Oregon and Washington spreading the message of what radio had to offer. He addressed civic, business and wide range of community groups, telling them of radio's powerful potentialities as a public service

and newscaster with KSEL Lubbock and KPET Lamesa, Tex., has joined KVAI Amarillo, Tex., as chief announcer and newscaster

newscaster. LES EUGENE, program director of KTFS Texarkana. Tex., has been elected secretary of Texarkana Civitan Club

FRED KNIGHT, announcer at WIBG Philadelphia, is the father of a girl, Nora Christine DeSloovier, born Dec. 11. RON HARMON, formerly with AFRS, Tokyo, has joined announcing staff of CJBQ Belleville, Ont.

JIM O'LEARY, formerly of KOAT Albu-querque, and DALE DWELLY, formerly of KSFO San Francisco, have joined announcing staff of KHUB Watsonville, Calif. DON DeWALD, traffic manager, cas been promoted to station program has been director.

ELLIOT DANIEL has been named mu-sical director of CBS "Danny Thomas Show" (Sanka), which starts Jan. 2. EARL NIGHTINGALE, announcer-writer of KTAR Phoenix, is the father of girl born Dec. 11.

ILENE WOODS, vocalist, has bee signed for NBC "Sealtest Village Store has been Signed for NBC Scalest vinage solid: LUM 'N' ABNER (Chet Lauck and Nor-ris Goff, respectively) start road tour in support of March of Dimes, with first program from Kansas City, Mo., Jan. 15. Other Cities on tour are St. Louis, Indianapolis, Louisville, Atlanta.

Indianapolis, Louisville, Atlanta. GRANT. PAGE, announcer-m.c. on WTOP Washington under name of BILL JENKINS, has been named director of Housewires' Protective League programs on that station starting Dec. 29. Before taking over new assignment, Mr. Page is spending two weeks in New York office working with GALEN DRAKE.

CATHY LEWIS, co-star of CBS "My Friend Irms," has signed to play op-posite Joseph Cotten in series of tran-scribed dramatic programs being pro-duced under aegis of Mr. Cotten.

DWIGHT HAUSER, ABC Hollywood producer-writer, is the father of a boy born Dec. 12.

ROSEMARY DeCAMP, who plays Nurse Judy Price on CBS "Dr. Christian" series, is the mother of a girl, Valerie Dorothy, born Dec. 14.

10.000-Voice Choir

A CHOIR of 10,00 voices is being sought for a Christmas program to be carried over WFIL and WFIL-TV, the Philadelphia Inquirer stations, under joint sponsorship of the newspaper and the City Bureau of Recreation. Purpose of the choir is to help Philadelphians share the Christmas spirt by singing carols on Reyburn Plaza, public square across from the Quaker City's city hall. The concert will be known as Christmas Carol Jubilee. Rehearsals are being held in five of the city's recreation centers.

medium. Since January 1934, he has made 624 major addresses.

The preservation of Oregon's forest treasures and scenic beauties has for years been his compelling interest. As a result, he is recognized as one of the state's foremost authorities on its scenic wonderland. When questioned about the state's annual rainfall, Mr. Kirkman booms, "Well, that's what makes Oregon green!" In connection with his efforts for scenic preservation, this year he was appointed chairman of the recreational resources committee and a member of the tourist and convention committee of the Portland Chamber of Commerce. He has served on both groups for the past eight years.

Sportscasting has been another activity that has come into his wide scope of experiences during his quarter century in the radio industry. His vivid and colorful description of football, boxing, wrestling and ice hockey between 1929 and 1941 made his name a by-word on the Pacific Coast for excellent sportscasting.

Three Sons

He is married to the former Lorena E. Marr, and the two of them are quite apt to brag about their three boys, Art Jr., 24, George, 22, and Roy, 17. The two older boys saw a good deal of service in the recent war, following in the footsteps of their dad, a veteran of World War I. Art Jr. was in the Seabees for three years, and George was in the Army three and a half years, serving with Patton's army in Europe.

Mr. Kirkham is past president of Portland Kiwanis Club; president of Save the Myrtlewoods Inc., a conservation movement, and president of Old Oregon Trail Inc. He is a member of the Portland Chamber of Commerce and numerous similar organizations. But his main time is spent spreading the gospel of the "Oregon Wonderland."

ELLERY QUEEN AVAILABLE on ABC only \$4,000

For six years Ellery Queen has averaged a 10.1 Hooper!

Attention, advertisers! Here's the best buy in radio today! Ellery Queen has a large, loyal audience—ready and waiting for you! (Did you know that Ellery Queen's stories are the No. 2 best-sellers among all American mysteries?) Regardless of sponsor, time or network, the program has consistently rated among the top detective shows on the air since 1942. The price is low—the time is good—the return is assured. What more could a sponsor ask?

ABC

PROGRAM DEPT. 30 Rockefeller Plaza

CIrcle 7-5700 New York, N. Y.

BROADCASTING . Telecasting

New Time 7:30 R.M. EST Thurs. 7:30 R.M. EST



Richard C. KOSTER, publicity di-rector of WFIL Philadelphia, has been transferred to staff of faesimile edition of Philadelphia Inquirer, which is scheduled to start regular service over WFIL-FM in near future. **ECORGE A. KOEHLER**, of WFIL promotion staff, has replaced Mr. Koster as publicity director. **PAUL M. FRALEY**, produc-tion manager, has joined promotion de-partment to handle special program exploitations. partment to exploitations.

PATRICIA KEOUGH has joined WHAM Rochester, N. Y., as assistant to ART KELLY, promotion-publicity director.

JOHN F. HURLBURT, formerly with Syracuse Herald-Journal. has joined WSYR Syracuse, as promotion manager.

Holiday Display

DISPLAY windows in studio lobby of KROW Oakland have been decorated in holiday motif to attract attention of large Christmas crowds. Eight dis-play windows are illuminated, giving up announcements of "top" entertain-ment programs now on KROW. Just above windows, billboard technique has been used with banner reading: "A Holiday of Fine Shows on KROW. ... There's Showmanship Plus ..." Top-ping off lobby promotion is huge Christmas tree inside foyer. Christmas music played in lobby completes over-all holiday plan.

'Farsighted Sponsor'

'Farsighted Sponsor' PROOF that people enjoy listening reg-ularly to programs of classical music is offered by NBC Western Network in its four page two-colored brochure issued to the trade. Titled "The Case of the Farsighted Sponsor," folder plc-tures on front page a man looking through telescope, and on one inside page symphony orchestra with rapt audience. Copy explains how its "Standard Hour" program is example for success of program featuring straight classics.

WOOK House Organ

HOUSE ORGAN titled "Look to WOOK" is to be published monthly begin-ning in January by WOOK Silver Spring, Md. Paper will be distributed to listeners and contain full program achedule, features and photos of tai-ent and advertisers' radio success stories. Editor will be Richard Eaton, WOOK manager.

Christmas Havride

CHRISTMAS hayride will be given for all teen-agers who have appeared on "Teen Time" show over WALB Albany, Ga., to promote interest in the pro-gram. All expenses will be paid by sponsor of the show. Show is heard every Friday afternoon.

WGAT Billboards

DOUBLE FACED billboards carrying call letters of WGAT Utica, N. Y., have been placed on three main arterles en-tering Utica. Billboards are covered on both sides so as to be read in both directions. Other billboards will be placed on three lesser traveled roads in eight directions. License plates carrying WGAT call letters, citv location and kilocycle number also have been fur-nished to all WGAT personnel.

WKY's New Studio

WKY's New Studio COLORFUL brochure featuring sta-tion's new mobile studio has been dis-tributed by WKY Oklahoma City. Headed "Here Comes WKY's New Stu-dio . . On Wheels," brochure pre-sents detailed pictures of large bus recently acquired by station and com-pletely outfitted as mobile studio [BROADCASTING, Nov. 24]. Center spread of brochure displays cut-in pic-ture of entire bus, with separate pic-tures showing details of different sec-tions. tions

Continues FM Promotion

Continues FM Promotion CONTINUING its heavy schedule of FM promotion, WCSI (FM) Columbus, Ind., has completed arrangements with one of Indianapolis's leading night clubs for use of bandleaders on station. All bandleaders appearing at the club will appear on WCSI's "Music Makers Club" program, and in return station will give courtesy announcements of band's appearance in Indianapolis. As further promotion, WCSI is conduct-ing FM demonstrations in various areas of state. All types of FM sets are displayed at these meetings, show-ing difference in FM and AM produc-tion. tion

BROADCASTING . Telecasting



Local 'Hush' Contest

Local 'Hush' Contest MINIATURE "Who is Miss Mush?" contest conducted on KPRC Houston, drew total of 1,267 replies, station reports. As bec 6 broadcast of NBC "Truth or Consequences" approached, in Miniature." Realizing that hundreds of people who prob-ably had guessed the lady's identify would have no op-portunity to prove it, KPRC secured permission of Procter & Gamble for the contest. Station offered box of Duz or ticket to local theatre to everyone who could correctly identify Miss Hush. Contest was announced on "Sunrise Serenade" program, with only rule stipulated that contestants must send in entry ot later than 7.30 p.m., Dec 6, time of NBC broadcast. Of 1,267 entries, station reported that 743 correctly identified Miss Hush as Martha Graham.

Package Deal

Package Deal IT WAS a "package deal" for WORD Spartanburg, S. C., in that city's an-nual Christmas parade. WORD entered the parade with a novel float designed as a huge glft box. Float was con-structed by station personnel and mounted on jeep. Driver of float could not be seen by spectators as he was concealed beneath big holly-bow on top package, which gave effect of large float moving down street unassisted. Sides of float carried inscription. "Good Things For You ... The Whole Year Thru ... WORD."

Window Display

Window Display TO SHOW Bostonians the part radio plays in department store advertising, R. H. White Co., local store, has ar-ranged seven window displays featuring Nancy Dixon, who conducts "What's News in the Store," heard on WCOP Boston. Station reports that this is first display of this type in Boston and is important step as it illustrates trend of ratilers toward taking advantage of radio to attract customers and sell merchandise. Magnayay Paintings

Magnavox Paintings

COLLECTION of paintings of famous musicians is being utilized by Magna-vox Co. as sales promotion at retail level. Magnavox dealers have been is-sued kits containing full-color prints of paintings with instructions to pre-sent the kits to directors and leading sent the kits to directors and leading artists of community musical organi-zations. Project is almed not only at fostering good will and sales but also at developing greater appreciation of classics among music lovers, company states

Rooster Is Assistant

Rooster Is Assistant UNUSUAL feature of early morning show, "Breakfast On Sunrise Ridge." heard on WLAM Lewiston, Me, is as-sistant mc.—a rooster. John Gould, who conducts the show, has been using the rooster as regular staffer for some time, but has had no name for his assistant. Listeners were recently in-vited to submit names for the pet in a contest conducted by Mr. Gould and WLAM. Name "Sunrise Si" was selected from hundreds of entries submitted during week-long contest. "Breakfast On Sunrise Ridge" is now officially billed as "starring John Gould and Sunrise Si." KITE Brochure

KITE Brochure

KITE Brochure BROCHURE stressing that "you don't have to imitate the other guy to do a good job," has been sent to the trade by KITE San Antonio, Tex. Cover, printed in red on white background, is highlighted by attachment of a hairpin and a bobby-pin, illustrating two things that do the same job but in a different way. Inside pages dis-cuss techniques used by other stations as compared to those of KITE, empha-sizing that KITE features music and news with no murders, quizzes, tear-jerkers, etc. Small folder is inserted which lists products and services adver-

tised on KITE. Back cover points out; "People are funny. . . they like KITE because it doesn't sound like every other station in town." This is fol-lowed by comments from various lis-teners in area.

Wedding Gown Contest

Wedding Gown Contest REPLICA of Princess Elizabeth's wed-ding gown will be awarded winner of contest being conducted by Morris B. Sach's "Amateur Hour," over WENR-WCFL Chicago. Persons entering con-test, which closes Jan. 10, 1948, are asked to finish in 50 words or less sentence. "I would like to be married in a replica of Princess Elizabeth's valued at \$3000. Meaning of Christmas

Meaning of Christmas

Meaning of Christmas "WHAT Christmas Means To Me" is subject of contest which has been conducted on WRFD Worthington, Ohio, by the "Kitchen Kettle" program. Lis-teners were asked to write a short let-ter on the subject, with no word limit. First prize winner received Emerson kitchen radio, and electric kitchen clock went to the second place winner. Ten other prizes were awarded. "Newsweek" Reorints

winner. Ten other prizes were awarded. 'Newsweek' Reprints REPRODUCTIONS of the cover feature and story of Arthur Godfrey, which ap-peared in Dec. 8 issue of Newsweek magazine, are being distributed by WCBS New York. Cover shows Mr. God-frey at the mike. and inside spread gives the story of his life in radio, which ap-peared in the magazine. Story tells of his public life, his long hours and how he has won his large audience. Mr. God-frey has two CBS shows, Mon.-Fri. 11-11.30 a.m. and Mon. 8:30-8:55 p.m., plus local morning shows over WCBS and WTOP New York. Football Bonuses SCORING BONUSES have been pre-

Football Bonuses SCORING BONUSES have been pre-sented to members of Chicago Bears and Cardinals professional football teams by "Kickof Preview." WIND Chicago program which has preceeded Bears' football broadcasts all season. Karoll's Men's Shop, which sponsors "Kickoff Previews," sent a dozen white shirts to each Bear and Cardinal player who scored first for their respective team. In addition, each player on winning team received a shirt as bonus for his part in the victory. WPEN Auditions

TEEN-AGERS is a solution of the life part in the victory. WPEN Auditions TEEN-AGERS swamped studies of MPEN Philadelphia fortnight ago in reply to announcement of competi-tion to be held to pick boy and girl to sing with Vaughan Monroe Dec. 16 at Click Restaurant. Station reports that more than 750 hopefuls applied for auditions at station after only five spot announcements. Number of applicants preved so great that WPEN had to discontinue its announcements. Station choese top six girls and top six boys and from these Mr. Monroe picked two winners. "Radie at D U."

'Radio at D. U.'

'Radio at D. U.' STORY of radio courses and their development at the University of Den-ver is told in brochure titled "Radio. at D. U., "recently Issued by that school. Background of cover sheet is scramble opportunities in radio field. Augmented with pictures throughout, brochure is divided into following sections: "Radio Is an Expanding Field", "So D. U. Went to the Industry", "And Came Up With This Plan", "Radio Is a Co-ordinated Program"; "Students Have Their Own Station"; "... Outstand-ing Radio Instructors"; ... Offer Many Advantages"; and "How To Sign Up for D. U. Radio Training." Center spread presents complete list of radio course offered. KFBK 'No. 1'

KEBK 'No. 1'

KFBK 'No. 1' FORTY-FOUR reasons why Sacra-mento, Calif. is nation's No. 1 test market city are presented in latest brochure released by KFBK Sacramento. Station reports that 156 national ad-vertisers and agency executives re-cently picked Sacramento as No. 1 American city for conducting test campaign. Two-color brochure lists 44 reasons for selection of Sacramento with KFBK "Sacramento's No. 1 sta-tion for any type of campaign..."



THE STANDARD OF COMPARISON IN BROADCASTING

RCA Tubes for AM

YES. WE HAVE THEM in a complete line for standard-band and short-wave services. And they're famous.

Why? They're conservatively rated. They stand up. They give broadcasters top program service and operating economy. Your engineer can tell you a great deal about RCA tube performance. Ask him.

Take the 833-A, for instance. Originally designed by RCA engineers, this power triode fea-tures a large Zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads.

For information on any RCA tube, write RCA, Sales Division, Section P-36L2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA



BY THE COMMISSION Petition Denied

Petition Denied The Highlands Bestg. Co. and WSIR Winter Haven, Fla.—Denied petition of WSIR and Highlands requesting (a) that latter application for new sta-tion (which is contingent upon grant of WSIR application) be designated for hearing in consolidated proceeding in-volving applications of Coastal Bestg. Co., Lakeland, Fla. and WSIR which re-quest 1230 ke 250 w unl. at Lakeland and Winter Haven respectively; and (b) inclusion in Said consolidated hear-ing of application of Deland Bestg. Co. seeking 1490 ke 250 w unl. at Deland, Fla. Fla.

Fla. Kosciusko Bestg. Corp., Warsaw and Logansport Bestg. Corp., Logansport, Ind.—Denied joint petition requesting that Issues No. 1. 3. and 7 contained in Commission's order of 11-24-47, des-ignating for hearing petitioners' appli-cations for CPs be stricken; denied re-quest for oral argument on petition before full Commission.

December 15 Decisions . . .

BY COMMISSION EN BANC Designated for Hearing

Designated for Hearing Empire Coil Co. Inc., Allison Park (Pittsburgh), Allegheny Bestg. Corp., Westinghouse Radio Stations and WPIT Inc., Pittsburgh-Designated for consolidated hearing applications for new commercial TV stations by Em-pire Coil Co. Inc., Westinghouse Radio Stations and WPIT Inc.; granted pe-tition of Allegheny Bestg. Corp. to re-instate its application and designated it for hearing in this proceeding. Conditional FM Grants

Authorized CPs for three Class A and six Class B FM stations. See story on page 26.

Request to Vacate

The World Co., Lawrence, Kan.-Granted request to vacate CP issued for Class B station; dismissed application.

Augusta Chronicle Bestg. Co., Au-gusta, Ga.—Same.

Siskiyou Bestg. Co. Inc., Ashland, Ore.-Same. EM-93.5 mc

WCFR Fall River, Mass.-Authorized change to Channel 228, 93.5 mc, from Channel 265, 100.9 mc. FM-95.5 mc

WLDM Detroit—Authorized change to Channel 238, 95.5 mc, from Chan-nel 234, 94.7 mc.

Rule Proposed

Approved notice of proposed rule making proposing to amend Secs. 3.218 and 3.518 of rules to provide for or derly schedule for renewal of FM stations

Transfer of Control

WBLW Lake Worth, Fla.—Granted consent to transfer of control from James K. Edmondson, Charlotte Ed-mondson, Frank R. Knutti and Bhaine Knutti to Clarence L. Menser for total consideration not to exceed \$12,-714 (Comrs. Walker and Durr for hearing.) hearing.)

Assignment of License

Assignment of License KINY Juneau and KTKN Ketchikan, Alaska-Granted consent to voluntary assignment of license of stations KINY and KTKN from Edwin A. Kraft to William J. Wagner, tr/as Alaska Bcetg. Co., for total consideration of \$140,000 for both stations. (Comrs. Durr and Hyde for hearing).

Hearing Designated

WWOK Flint, Mich.—Designated for hearing application for consent to assignment of license of WWOK from Drohlich Brothers, partnership, to Co-operative Radio Co., corporation. (Comrs. Jett and Webster for grant.)

Assignment of License

Assignment of License WDSU WDSU-FM New Orleans-Granted voluntary assignment of li-cense of station WDSU and CP for WDSU-FM from Stephens Bestg. Co. to Stephens Bestg. Co. Inc., corporation. License Renewal

KGLU Safford, Ariz.-Granted renewal of license for period ending Nov. 1, 1950. (Comr. Durr for hearing.)

ACTIONS ON MOTIONS

(By Commissioner Webster)

The Connecticut Bests. Co., Hartford, Conn.-Granted petition to accept late appearance in re application for tele-vision station. Empire Coil Co. Inc., New Rochelle, N. Y.-Same.

WPAT Paterson, N. J.-Granted pe-

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DECEMBER 12 to DECEMBER 18.

CP-construction %rmit DA-directional antenna ERP-effective radiated power ST-studio-transmitter synch. amp.-synchronous amplifier

its application.

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son.

Dec. 17 Jan. 23.

tended to Jan. 21.

ing now at Utica.

tition to accept late appearance in re

Radio Television Corp., Medford, Ore. —Granted petition to dismiss without prejudice its application and further ordered that application of KTFI be re-moved from hearing docket.

moved from hearing docket. WILS Lansing, Mich.—Granted con-tinuance to Jan. 19 of consolidated hearing presently scheduled for Dec. 19 in re Docket 8217 et al. Radio Phoenix Inc., Phoenix, Ariz.— Granted petition to dismiss without prejudice its application.

Central Michigan Radio Corp., Lans-ing, Mich.—Granted petition for leave to amend its application to add new stockholder.

Dr. Azra C. Baker, Seymour, Ind.-Granted petition for leave to amend his application to specify 500 w on 1390 kc in lieu of 250 w.

WBBZ Ponca City, Okla.-Granted petition to accept late appearance in re its application.

re its application. Hector Reichard, Aguadilla, P. R.— Granted petition for leave to amend his application to include further en-gineering information.

gineering information. Eugene Restrs. Inc., Eugene, Ore.---Granted petition for leave to amend its application to specify 1400 kc 250 w unl. in lieu of 1280 kc 1 kw unl. Amendment was accepted and applica-tion removed from hearing docket, and further ordered that application of KUGN be removed from hearing doc-bet

Utica Bestg. Co., Utica, N. Y.-Grant-ed petition for continuance of hear-ing now scheduled Jan. 22 to Feb. 2,

at Utica. KOY Phoenix, Ariz.—Granted peti-tion for continuance of hearing sched-uled Dec. 19 to Jan. 8. WMAC Pottstown, Pa.—Granted peti-tion for leave to amend its application to correct engineering exhibit filed with application.

Texas Star Bestg. Co., Dallas, Tex.--Granted petition for leave to amend application to revise engineering data with respect to DA.

Ohio-Michigan Bestg. Corp., Toledo, Ohio-Granted petition for leave to amend its application to specify 730 kc 250 w D in lieu 980 kc 5 kw unl. etc. Amendment was accepted and applica-tion removed from hearing dockst.

tion removed from hearing docket. Gifford Phillips, Denver, Col.--Granted petition for leave to amend his application to specify 1430 kc 1 kw D in lieu 1450 kc 250 w unl. etc. Amend-ment was accepted and application re-moved from hearing docket. Further ordered that request for immediate grant of application be dismissed.

KYUM Yuma, Ariz.—Granted peti-tion for leave to amend its applica-tion to specify new ant. site and change certain paragraphs with re-spect to technical data, and application was removed from hearing docket.

George Arthur Smith, Jackson, Tenn. —Granted motion for continuance of further consolidated hearing now scheduled Dec. 17 at Jackson, Tenn. and continued same to Feb. 19 at Jack-

SON. Times-Star Pub. Co., Alameda and D & K Bostg. Co., Palo Alto; Calif.— Granted joint petition to reopen record for sole purpose of receiving certain engineering exhibits filed Dec. 11. Said exhibits were made part of record in this proceeding and it was thereupon ordered that record be closed. KWK St. Louis—Grant petition for Continuance of hearing scheduled for Dec. 17 and same was continued to Jan. 23.

WGKV Charleston, W. Va.—Granted motion for additional time in which to file exceptions to Commission's pro-posed decision adopted Nov. 28 in re Dockets 6558 et al, and time was ex-

Lycoming County Bestg. Co., Wil-liamsport, Pa.-Granted motion for leave to file proposed findings and

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ant.-antenna D-day N-night aur-aural vis-visual

cond.-conditional

LS-local sunset mod.-modification trans.-transmitter unl.-unlimited hours

conclusions in re its application 20 days after Dec. 12, 1947. WAAT Newark, N. J.—Granted peti-tion insofar as it requests striking of Issues No. 1 and 3 in re its applica-tion; denied insofar as it requests striking of a portion of Issue No. 2. Towar Bealty Co.

Tower Realty Co., Baltimore—Re-ferred to Commission motion to amend and remove its application.

KNOE Monroe, La.—Referred to Com-mission petition to amend, remove and grant application.

Model City Bestg. Co., Anniston, Ala. —Referred to Commission petition to consolidate application with applica-tion of KNOE.

December 15 Applications . . . ACCEPTED FOR FILING

AM-1450 kc

KXLR North Little Rock, Ark.-CP install new trans.

Assignment of License

WNAB Bridgeport, Conn.-Voluntary assignment of license from Harold Thomas to WNAB Inc.

WATR Waterbury Conn.—Voluntary assignment of license from Harold Thomas to WATR Inc.

Modification of CP

Modification of CF WDWD Dawson, Ga.—Mod. CP which authorized new standard station, to change type trans, for approval of ant, trans. and studio locations. KSMN Mason City, Iowa—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Assignment of License

KWBW Hutchinson, Kan.-Involun-tary assignment of license from William Wyse, Stanley Marsh, deceased and Bess Wyse d/b as The Nation's Centre Bcstg. Co. to William Wyse and Bess Wyse, partnership d/b as Radio Sta-tion KWBW.

AM-950 kc Bunker Hill Bcstg. Co., Boston-CP new standard station 950 kc 1 kw D. AMENDED re officers, directors and stockholders.

Transfer of Control

WLLH Lowell, Mass. — Involuntary transfer of control of licensee corpora-tion from Albert S. Moffat, deceased, to Ethel A. Moffatt, testamentary ex-ecutrix of estate.

WMAS Springfield, Mass.—Involun-tary transfer of control of licensee corp-oration from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary execu-trix of estate.

Assignment of License

WROX Clarksville, Miss.—Involuntary assignment of license from Birney Imes Sr., deceased. to Birney Imes Jr., ad-ministrator of estate.

Transfer of Control

WSYR Syracuse, N. Y.--Voluntary transfer of control of licensee corpora-tion from Harry C. Wilder, Mark S. Wilder and associates to Radio Proj-ects Inc.

AM-1470 kc

The Midwestern Bestg. Co., To-ledo, Ohio--CP new standard station 1470 kc l kw DA-DN (DA-2) uni. AMENDED to change ground system and to change trans. location.

Modification of CP

KSMI Seminole, Okla. — Mod. CP which authorized new standard station. for approval of ant., trans. and studio locations.

AM-1450 kc

WMAJ State College, Pa.-CP install new trans. Modification of CP

KHBR Hillsboro, Tex.--Mod. CP, as mod., which authorized new standard station to change type trans., make changes in vertical ant., and to change studio location.

WRGA-FM Rome, Ga.-Mod. CP, as mod., which authorized new FM station

for extension of completion date from 1-10-48 to 4-10-48.

WQDI Quincy, Ill.—Mod. CP which authorized new FM station for ex-tension of completion date from 1-6-48 to 7-6-48.

Assignment of CG

Assignment of CG KWBW-FM Hutchinson, Kan.—Invol-untary assignment of conditional grant to William Wyse and Bess Wyse part-nership d/b as Radio Station KWBW. Modification of CP

WPAY-FM Portsmouth, Ohio-Mod. CP, as mod., which authorized new FM station for extension of completion date from 1-6-48 to 4-6-48.

Irom 1-6-48 to 4-6-48. WFBR-FM Baltimore—Mod. CP, as mod., which authorized new FM sta-tion to change ant. height above aver-age terrain to 498 ft; make changes in ant. system and change commence-ment and completion dates from 12-30-46 and 3-31-48 to 60 days from date of grant and 180 days thereafter, re-spectively.

Transfer of Control

WILH-FM Lowell, Mass.—Involuntary transfer of control of permittee corp-oration from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary execu-trix of estate.

WMAS-FM Springfield, Mass.—Invol-untary transfer of control of permit-tee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamen-tary executrix of estate.

Georgaed, D. Strief, A. Monat, testamen-tary executifx of estate.
KVOX-FM Fargo, N. D.--Voluntary transfer of control of grantee corpora-tion from David C. Shepard, Howard S. Johnson and Richard S. Felhaber to J. J. Bowers, Dr. J. R. Dillard, Roy S. Dwyer, Sam Field, Abel W. Hedlund, Ben Horvick, Isadore Horwitz, Lee Johnson, Jacob F. Klefer, John T. Lamb, Manny Marget, Oscar C. Martin-son, A. W. McConn, E. J. Kellar, Arn-old F. Miller, Memfred Nelson, Henry Neubarth, Henry R. Peterson, O. S. Roberts, A. S. Sigurdson, Sam Stern, William Stern, Franklin J. Van Osdei, George M. Vigestad Edwin C. Werre and Louis P. Goldberg. License for CP

WBNY-FM Buffalo, N. Y.-License to cover CP, as mod., which authorized new FM station.

Transfer of Control

WSYR-FM Syracuse, N. Y.-Volun-tary transfer of Control to Radio Proj-ects Inc.

Modification of CP

WISE-FM Asheville N. C.-Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date from 1-1-48 to 7-1-48.

WHKY-FM Hickory, N. C.-Mod. CP, as mod., to make changes in ant. and change commencement and completion dates from 2-4-47 and 2-4-48 to 60 days from date of grant and 80 days there-after, respectively.

WAND-FM Canton, Ohio-Mod. CP which authorized new FM station for extension of completion date from 12-14-47 to 3-14-48.

WWST-FM Wooster Ohio-Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date from 12-17-47 to 1-1-48.

WPIT-FM Pittsburgh-Mod. CP which authorized new FM station for exten-sion of completion date from 12-25-47 to 5-25-48.

WCAC Anderson, S. C.-Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date from 12-23-47 to 3-30-48.

License for CP

WMRC-FM Greenville, S. C.-License to cover CP. as mod., which authorized new FM station.

Modification of CP

WSIX-FM Nashville, Tenn.—Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date from 1-3-48 to 7-3-48.

KFTG Fort Worth, Tex.-Mod. CP which authorized new FM station for extension of completion date from 12-10-47 to 12-10-48.

KING-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station to change name to KING Bostg. Co.

WOSH-FM Oshkosh, Wis.-Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date from 12-18-47 to 3-18-48.

WUOM Ann Arbor, Mich.—Mod, CP, as mod., which authorized new noncom-mercial educational station for exten-sion of completion date from 12-16-47 to 6-16-48.

(Continued on page 66)

BROADCASTING • Telecasting



Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY 2038 Farmers Bank Bldg., Pittsburgh 22, Pa. BLAW-KNOX Antenna TOWERS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY Executive Offices National Press Building Offices and Laboratories 1339 Wisconsin Ave., N. W Washington, D. C. Adams 2414	MCNARY & WRATHALL 904 NATIONAL PRESS BLDG. DI. 1209 WASHINGTON. D. C.	PAUL GODLEY CO. LASS: GREAT NOTCH, N. J LITTLE FALLS 4-1000	GEORGE C. DAVIS 501-514 Munsey Bidg. — District 8456 Washington 4, D. C.
Commercial Radio Equip. Co. INTERNATIONAL BLDG. DI. 1319 WASHINGTON, D. C. PORTER BLDG. LO. 8821 KANSAS CITY, MO.	RING & CLARK 25 Years' Experience in Radie Engineering MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C.	There is no substitute for experience GLENN D. GILLETT AND ASSOCIATES 962 NATIONAL PRESS BLDG. NA. 3373 WASHINGTON, D. C.	JOHN BARRON Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Warner Building, Washington 4, D. C. Telephone NAtional 7757
RAYMOND M. WILMOTTE PAUL A. deMARS ASSOCIATE 1469 CHURCH ST., N.W. DE. 1234 WASHINGTON 5, D. C.	JOHN J. KEEL A Complete Consulting Service WARNER BLDG, WASHINGTON. D. C. 13TH & E STS., N. W. NATIONAL 8513-6515	LOHNES & CULVER MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.	FRANK H. MCINTOSH 710 14th St., N.W.—Metropolitan 4477 WASHINGTON, D. C.
RUSSELL P. MAY 1422 F St., N.W. Kellogg Bidg. Washington, D. C. REpublic 3984	HAROLD B. ROTHROCK GEORGE B. BAIREY ASSOCIATE 1909 EYE ST., N. W. NATIONAL 0196 WASHINGTON, D. C.	GARO W. RAY 991 BROAD STREET PHONE 5-2055 BRIDGEPORT, CONNECTICUT	WORTHINGTON C. LENT CONSULTING ENGINEERS WASHINGTON, D. C. 1200 18th St. N. W. Room 1210 DISTRICT 4127
HERBERT L. WILSON 1025 CONNECTICUT AVE., N.W. WASHINGTON 6, D. C. NA. 7161 1000 No. Seward St. Ho. 6321 Hollywood, 38, Cal.	HOLEY & HILLEGAS 1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328	ANDREW CO. CONSULTING RADIO ENGINEERS 363 E. 75TH ST. TRIANGLE 4400 CHICAGO 15. ILLINO 15	DIXIE B. McKEY & ASSOC. 1730 Connecticut Ave., N.W. Washington, D. C. ADams 3711
WELDON & CARR Washington, D. C. 1005 Connecticut Ave. Mi. 4151 Dallas, Texas 1728 Wood St. Riverside 3611	E. C. PAGE CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.	CHAMBERS & GARRISON 1519 Connecticut Avenue WASHINGTON 6, D. C. Michigan 2261	KEAR & KENNEDY 1709 k St., n.w. Republic 1991 washington. d. c.
A. EARL CULLUM, JR. HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 8-6108	WILLIAM L. FOSS, INC. Formerly Colton & Foss, Inc. 927 1974 ST., N.W. REPUBLIC 3883 WASHINGTON, D. C.	JOHN CREUTZ 319 BOND BLDG, REPUBLIC 2151 WASHINGTON, D. C.	GILLE BROS. 1100 LILLIAN WAY GLADSTONE 0170 HOLLYWOOD, CALIFORNIA
WILLIAM E. BENNS, JR. Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Bessemer 3690	ANDERSON & MERRYMAN New York City New Orleans 33 W. 42nd St. American Bk. Bldg. Longacre 3-6029 Lake Charles. La. 6-1480	GUY C. HUTCHESON 1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS	NATHAN WILLIAMS Allecation & Field Engineering 20 Algoma Bivd. Ph. Blackhawk 22 Oshkosh, Wisc.
PREISMAN & BISER AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N. W. Washington 10, D. C. ADams 7299	A. R. Bitter CONSULTING RADIO ENGINEERS 622 Madison Avenue TOLEDO 4, OHIO	Meri Saxon 3524 South Henderson Telephone 4-5440 Fort Worth, Texas	ROBERT M. SILLIMAN CONSULTING RADIO ENGINEER Specializing in Anteane Probleme 1011 New Hampehire Ave. RE 6646 Washington, D. C.

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G ILBERT CHASE, former supervisor of music for NBC's "University of the Air," has joined educational sales departiment of RCA Victor Div. As educational recordings specialist, he will survey entire field for educational recordings. Prior to joining NBC Mr. Chase was for three years Latin America Specialist in Div. of Music, Library of Congress. He has written extensively in music field and currently is preparing definitive history of music in Latin America.

WILLIAM CLAUSEN has been elected vice president in charge of manufacturing of Farnsworth Television & Radio Corp., Fort Wayne, Ind. Mr. Clausen was former vice president and general manager of Victor Products Corp., Hagerstown, Md.

Corp., Hagerstown, Md. LT. COL. DOUGLAS MESERVEY, executive vice president of Simmel-Meservey Inc., Beverly Hills, Calif., educational film and record producer, has been recalled to active duty by War Dept. for 90 days, stationed in Washington, D. C. Colonel Meservey formerly was program executive with NBC, and was deputy director of OWI domestic radio bureau. He joined Simmel-Meservey in August 1946.

JOHN A. BAER, formerly of Cape Cod Standard-Times, Hyannis, Mass., has joined Rider & Keister, New York publicity agency.

ENTERTAINMENT ENTERPRISES Inc., New York, has moved into new location at 38 Central Park South. Telephone: Plaza 9-1120. Former location was 1450 Broadway.

UE to Ask Wage Boosts From 4 Major Employers

THE UNITED Electrical, Radio and Machine Workers (CIO) will ask wage increases from four major employers for 300,000 UE workers, the union announced in New York last week after a meeting of its general executive board.

Albert J. Fitzgerald, UE general president, said contract demands for employes of General Electric, Westinghouse, General Motors electrical division, and Sylvania Electric Products will be drawn up at conferences to be held in New York Jan. 5-6 by employe delegates from each firm.

These demands then will be presented to local unions for ratifications. Negotiations with the four companies are to begin early in January.

RCA Victor Ballot

RCA VICTOR Division of RCA has been directed by the National Labor Relations Board to hold a secret ballot election among all of its production and maintenance employes at its Harrison, N. J., plant and its Jersey City warehouse to determine whether or not they wish to be represented by the Radio Communications Assemblers Union Inc. for purposes of collective bargaining. The board issued its order Dec. 10, and directed that the election be conducted as early as possible but not later than 30 days from the date of the order. SHURE LUCKY SHURE BROS. Inc., Chicago. is accustomed to selling its microphones and other acoustic products throughout the world, but recently the company received promotion from afar in an unusual way. Its "556" broadcast dynamic microphone is now illustrated on a Philippine commemorative stamp. Stamp commemorative stamp. Stamp commemorative stamp. Stamp comment, and features picture of inauguration of President Roxas. Shure's "556" mike is clearly shown in scene as President Roxas takes oath of office.

Shure Lucky

A. C. NIELSEN Co., Chicago, has announced signing of Armour & Co., Chicago (meat packer), for its NRI analysis service. Reports relating specifically to Armour will be rendered also to Foote, Cone & Belding, company's agency.

ARTHUR G. KEMP has been appointed district manager of new sales district for Detroit, Toledo, Cleveland, Buffalo and Rochester territories for Bendix Radio.

WIRE RECORDING Corp. of America. Brooklyn, N. Y., last week announced its incorporation and acquisition of assets and manufacturing facilities of St. George Recording Equipment Co.. New York, J. J. SULLIVAN is president of the new firm, which will make and distribute Wireway Wire Recorder in portable and cabinet models.

H. H. RANIER, manager of distributor sales of Radio Tube Div., Sylvania Electric Products Inc., will be transferred from Chicago to New York effective Jan. 1 to enable him to work more closely with Sylvania's general sales and advertising offices in New York.

anu auvertising offices in New York. STROMBERG-CARLSON Co., Rochester, N. Y., has prepared institutional slide color film to acquaint its radio dealers and dealer-salesmen with step-by-step manufacture of firm's radios. Intended primarily for dealer sales meetings, film takes its audience through entire Stromberg-Carlson plant, with accent on radio receiver and cabinet production.

tion. SOUNDSCRIBER Corp., New Haven. Conn., manufacturer of electronic disc recording and transcribing equipment, has announced appointment of Philips Export Corp., New York, as its exclusive distributor in Brazil, Colombia, Venezuela, Union of South Africa, Greece, Portugal, and Spain.

SURVEYS Inc., Palo Alto, Calif., headed by DR. KEITH VAN ALLYN and J. HERMAN MATTSON, has been organized to specialize in economic surveys, job evaluation methods and similar studies.

R. P. (Bob) ALMY has resigned as assistant general sales manager of radio division of Sylvania Electric Products Inc. effective Jan. 1. He has acquired part-ownership in Dixle Radio Supply Co., Columbia. S. C. and will become vice president and assistant general manager of that company.

SIDNEY N. WAGNER, Chart-Facts director of research and former Standard Brands Inc. research analyst, has joined Broadcast Music Inc. as statistician.

R. W. ANDREWS, merchandise manager of Sylvania Electric Products Radio Tube Div, has transferred from Williamsport to Emporium, Fa., to direct all factory sales and manage merchandising of Radio Tube Div. products.

products. R. M. BROPHY, president of Rogers Majestic Lt., and Rogers Electronic Tubes Lt., Toronto, has been re-elected president of Canadian Radio Technical Planning Board (CRTPB). R. A. HACK-BUSH, vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was re-elected vice president, and S. D. BROWNLEE, executive secretary of Radio Migrs. Assn. of Canada, was re-elected secretary-treasurer.



BROADCASTING . Telecasting

December 22, 1947 • Page 59

delivery of BROADCASTING Magazine.



Central Iowa

Remember! KSO is the ONLY CBS

Station Serving Iowa's RICHEST Market

You Can Reach this **Rich Market** at **A Low Cost** Per Listener over KSO



MURPHY BROADCASTING COMPANY

Kingsley H. Murphy PRESIDENT Headley-Reed Co. NATIONAL REPRESENTATIVES



HAT RESEARCH FOUNDATION, New Beiding, New York, to handle its ad-vertising as of February. Tentative plans include use of radio. Grey Adv., New York, currently handles the ac-count, which uses spot radio in 22 cities and television spots in five cities throughout the country.

throughout the country. MORE THAN 100 tolerance jingles, originated by WNEW New York, will be alred on Christmas and New Year's Day by three New York sponsors who heretorore have eliminated commercials altogether on holidays. Firms are BARNEY'S CLOTHES, CANADIAN FUR Corp. and NATIONAL SHOE STORES, who will sponsor jingles on WHN WMCA WHOM WINS, all New York Stations, Agency for the accounts is Emil Mogul Inc., New York.

TILLAMOOK COUNTY CREAMERY Assn., Tillamook, Ore. (cheese), Dec. 27 renews for 52 weeks "Benny Walker's Tillamook Kitchen" on seven NBC stations, Sat. 9:45-10 a.m. (PST). Agency: Botsford, Constantine & Gard-ner, Portland.

ROY M. HORSEY, formerly with du-Pont Nylon Co., has been elected ex-ecutive vice president of Orange Crush Co. of III. and Inter-American Orange Crush Co.

R. H. FYFE & Co., Detroit (shoes), has appointed Dundes & Frank Inc., New York, to handle all national advertis-ing. Local radio, both spots and par-ticipation, will be used in Detroit in March. Tentative plans are to use re-gional radio thereafter.

WILLIAM T. WHITE, sales manager of Wieboldt Stores Inc., Chicago, and president of Chicago Federated Adv. Club, has been named a divisional vice president of the department store chain.

LIDO PRODUCTS Ltd., Montreal (floor wax), has started thrice-weekly spot an-nouncement campaign on eastern Ca-nadian stations, as test. Account was placed direct.

GENERAL FOODS, Ltd., Toronto (Max-well House coffee), planning twice-daily spot announcement campaign on a number of Ontario and Quebec sta-tions, to start in January. Agency: Baker Adv., Toronto.

BROADWOOD HOTEL, Philadelphia, sponsored telecasts of Philadelphia Eagles professional football games over WPTZ Philadelphia, Dec. 7 and 14. Commercials featured hotel's swim-ming pool and health services.

DRACKETT Co., Toronto (draino cleanser), has started spot announce-ment campaign on number of Canadian major market stations. Agency: Young & Rubicam, Toronto.

CANADIAN MARCONI Co., Montreal (featherweight iron), is using test campaign, twice-daily spot announce-ments, for 26 days on 9 Canadian sta-tions. Agency: Young & Rubicam, To-ronto.

DOUBLEDAY & Co., publisher, will spend \$13,000 weekly to promote Dollar Book Club through announcements on 43 stations starting Jan. 4, and \$5,000 weekly on behalf of Omnibook Maga-zhe over 12 stations. Agency: Huber Hoge Agency, New York.

CANADIAN COOPERATIVE WOOL-GROWERS Ltd., Toronto, plans cam-paign on rural Canadian stations in January. Agency: E. W. Reynolds & Co., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), plans five-minute program Mon.-Fri. on number of rural stations throughout Canada. Agency: Spitzer & Mills Ltd., Toronto.

KRONKE AWNING Co., Oakland, Calif. (manufacturer of fiesta fabrics), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio will be used starting in January.

R. J. REYNOLDS TOBACCO Co., Wins-ton-Salem, N. C. (Camel cigareties and Prince Albert tobacco), will sponsor New Year's Day Cotton Bowl football game between Southern Methodist U. and Penn State over MBS. Broadcast

will originate in Dallas starting at 2:15 p.m. and will be heard over entire MBS system except for Texas stations. system except for Texas stations. Agency: Wm. Esty & Co., New York.

Commercial Lullaby

Commercial Lullaby PROOF that people do like sing-ing commercials is offered by Kai Ehrlich & Merrick Adv., Washington. Agency recently re-ceived a call from a man asking to buy a recording of the Mc-Kee-Pontiac singing commercial produced by Kai, Ehrlich & Merrick. It seems that the call-er's 18-month-old son won't go to sleep until he hears the tran-scription. He has outgrown the early bedtime hour of 5:30 p.m., time at which the commercial is aired, so his parents wanted to buy the record for home use. Agency gladly supplied the rec-ord and now parents report that the boy hears his commercial ullaby each evening and sleeps happily.

COCA-COLA of Canada Ltd., Toronto (soft drink), starts soon transcribed program "Claudia" on 8 Canadian ma-jor market stations. Agency: D'Arcy Adv., Toronto.

UNITED STATES RUBBER Co., New York, for second consecutive year will bring the Christmas Eve "Candlelight Service of Carols" of Grace Protestant Episcopal Church in lower Manhattan to televiewers in New York area over WABD New York. Audience response to first telecast was so favorable that company hopes to make it an annual event. event.

STANDARD BRANDS Ltd., Montreal (Royal puddings), has appointed Mac-Laren Adv., Montreal, as agency. No data available yet on radio plans.

JACK QUINN Co., Lafayette, Calif. (garden supplies), has appointed Ad Fried Adv., Oakland, to handle its ad-vertising. Radio will be used.

BRODIE & HARVIE Ltd., Montreal (flour), Dec. 17 renewed to March 10, "Radio Charades," on 2 French net-work stations, Wed. 8:30-8:55 p.m. Agency: J. J. Gibbons Ltd., Montreal. ABRAHAM & STRAUS Inc., Brooklyn (department store), has appointed Klesewetter, Wetterau & Baker Adv., New York, to handle radio advertising. No immediate campaign plans have been made.

JACKSON Bros., New York (shoes), has appointed Hoot Adv., New York, to handle its advertising campaign. Radio will be used.

BELL TELEPHONE Co., Toronto (yel-low pages), plans 15 spot announce-ments weekly for seven weeks in 1948 on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto. CANADIAN CHEWING GUM Co., To-ronto (Chiclets), starts half-hour quiz show on CFRD Toronto, Jan. 14, as test program, which may be recorded for placing on other stations through-out Canada. Agency: Baker Adv., Toronto.

UNION OIL Co., Los Angeles (gaso-line), Jan. 1 will sponsor three-hour telecast of Pesadena Rose Bowl Parade on KTLA Hollywood. Agency: Foote, Cone & Belding, Los Angeles, W6XAO Hollywood, experimental station of Don Lee Broadcasting System, also will car-ry program, sustaining.

BRITISH AMERICAN OIL Co. Ltd., To-ronto (oil and gasoline), to use flash campaign four times daily five days weekly on Ontario stations. Agency: Stewart-Lovick, Toronto.

JOHN A. HUSTON Co., Toronto (Dolcin remedies), planning spot announcement campaign on large number Canadian stations. Agency: St. Georges & Keyes, New York.

WGY Schenectady has received Award of Honor for distinguished service to safety by National Safety Council.



A REGAL though mock ceremony was held backstage in the Queen for a Day show when honeymooning Mr. and Mrs. Albert G. Wade II visited the program on the West Coast. Mr. Wade (Jeff), an executive of the Wade Advertising Agency, Chicago, is being crowned by Jack Bailey, m.c. for the Mutual program, as "Queen" Mutual program, as Marie Bailey, wrapped in ermine, She is from Durban, smiles. Natal, South Africa.

NETWORK ACCOUNTS

Renewal Accounts

GURNEY FOUNDRY Ltd., Montreal (stoves), Jan. 6 renews to March 30 "Au Coin du Feu" on 10 CBC French network stations. Tues. 7:30-8 p.m. Agency: Harry E. Foster Agencies, To-ropto ronto

network stations. Tues. 7:30-8 p.m. Agency: Harry E. Foster Agencies, To-ronto. STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee), Jan. 4 re-news to Dec. 26, "Charlle McCarthy Show" on 28 Trans-Canada network stations, Sun. 8-8:30 p.m. Agency: J. Waiter Thompson Co., Montreal. STERLING DRUG Inc., Windsor, Ont. (aspirin), Jan 25 renews to Jan. 16, 1949, "Aibum of Familiar Music" on 31 Trans-Canada network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago. STERLING DRUG Inc., Windsor, Ont. (Phillip's milk of magnesia), Jan. 23 renews to Jan. 21, 1949, "Waitz Time" on 30 Trans-Canada network stations, Fri. 9:30-10 p.m. Agency: Dancer-Fitz-gerald-Sample, Chicago. COLGATE-PALMOLIVE-PEET Co., To-ronto (Colgate toothpaste and tooth-powder, Palmolive soap), Jan. 1 re-news to June 11, Sept. 13-Dec. 31, "The Happy Gang" on 28 Trans-Can da network stations, Mon. thru Fri. 1:15-1:45 p.m.; (Palmolive shave cream, Halo shampool Jan. 3 renews to June 19, Sept. 18-Dec. 18, "Share the Wealth" on 32 Trans-Canada network stations, Sat. 8:30-9 p.m. with repeat to Pacific coast 11:30 p.m.: 12 midnight. Agency: Spitzer & Mills, Ltd., Toronto. CARNATION MILK Co. Ltd., Toronto (evaporated milk), Jan. 1 renews for one year "Le Quart d'Heure de De-tente" on 7 CBC French network sta-tions, Tues. & Thurs. 1:45-2 p.m., and Jan. 5 renews to Dec. 27, "Carnation Contented Hour" on 31 Dominion net-work stations, Mon. 10-10:30 p.m. Agency: Baker Adv., Toronto.

Net Changes

CHARLES E. HIRES Co., Philadelphia, Jan. 4 changes "Hire's To You" on CBS from Sun. 2:45-3 p.m. to Sun. 5:15-5:30 p.m. Agency: N. W. Ayer & Son, New York.

York. PRUDENTIAL INSURANCE Co. of America, Philadelphia, Jan. 4 changes "The Family Hour" on CBS, from Sun. 5-5:30 p.m. to Sun. 6-6:30 p.m. Agency: Benton & Bowles, New York.



That client who "comes from Missouri"

may toss these questions at you

Take the case of adman Wilson:

Mr. Wilson's client makes high grade flour, sold mostly to farm women who do their own baking. Mr. Wilson recommended a strong radio campaign...proposed a half-hour evening comedy program. His client came back with three important questions:

- 1. What proportion of the program's audience is farm women?
- 2. Can we reach farm women economically with this nighttime program?
- 3. How does the program's audience break down into economic groups?

Since the program he favored was on a Radio Sales represented station, Mr. Wilson passed the questions on to Radio Sales' Bill Jennings. Four days later he had the answers. They showed: a valuable and clearly defined audience among farm women — reached with real economy; data on education and buying power. That's what Mr. Wilson needed to convince his client. That's what the *extra* in Radio Sales research was able to provide.

It's an *extra* which analyzes audiences living far beyond the limits of inside-the-city listener studies. It explores late evening and early morning listening, audience flow from program to program, psychological reactions to individual programs, program types and commercials.

We think that a Radio Sales man can be more helpful to an advertiser than someone who does not have this fund of knowledge available. Mr. Wilson thinks so too. So, we think, will you. When you have a radio choice that may mean more effective selling, let Radio Sales tell you how these great stations can work effectively for you.



Radio Stations Representative ... CBS

WCBS	KNX	KMOX	WBT	WRVA	WCCO	Calumbia
50,000 watts	50,000 watts	50,000 watts	50,000 watts	50,000 watts	50,000 watts	California
New Yark City	Los Angeles	St. Louis	Charlotte	Richmond	Minneapolis-St.Paul	Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City (as of Jan. 1. 1944)	WCBS-TV CBS Television New York	

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE-Checks and money orders only Minimum \$1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, \$12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Help Wanted (Cont'd)

Transmitter engineer. Single man pre-ferred. Contact Chief Engineer. WDAD, Indiana, Penna.

New England network affiliate in me-dium sized market has opening for an-nouncer. Good base pay and talent opportunity for versatile man. Send full information and three references first letter to Box 163, BROADCASTING.

letter to Box 163, BROADCASTING. Program director—Opportunity for ex-perienced man to become associated with one of New England's most progressive independent stations in a 200,000 market. Want aggressive, com-mercial-minded program man, one with 10 years radio experience, preferably on an independent station. One who can originate saleable programs in a highly competitive market and pos-sesses organizational ability. Position promises permanent and pleasant asso-ciation with very active station. attrac-tive salary to right man. Send complete details with recent photo to Box 182, BROADCASTING.

Woman to write, produce and announce women's programs. New 250 watt mid-west station in metropolitan market. State lage, experience and salary re-quirements. Box 189, BROADCASTING.

Good morning man needed first of year by small western North Carolina inde-pendent. An experienced man who's not afraid to keep his tongue idle much of the time, Raytheon console experience desirable. Send disc, photo and qualifi-cations to Box 197, BROADCASTING.

New England station needs commercial continuity and script writer. Young woman with experience preferred. Send full information and sample work to Box 164, BROADCASTING.

HELP WANTED

We have a small station operating since 1925 in a town of 7000, Mutual Network, successful operation, finest equipment, our studios are not pretentious, our programming is good, we are particular, our commercial schedule is heavy. We want a man who knows his business and can use his head, announce, write continuity, operate a control panel, take complete charge if necessary, in short, knows small towns and small stations and has no ideas of being big time, but knows he is good small time, such a man will have a fine job where hard work means a good salary, must be able to accept responsibility. It is an opportunity for the right man. We invite correspondence and references.

Bert Wick Manager **KDLR** Devils Lake, N. D.

• . . Two salesmen needed for two top mid-south markets. Draw and commission; excellent potential. Want also combina-tion program director-traffic man and combination continuity-traffic girl. Box 202, BROADCASTING.

Farm editor-announcer, able to handle on-the-spot interviews. New 250 watt midwest station. State age, experience and salary expected. Box 203, BROAD CASTING

Wanted—Announcer-operators by 250 watt north midwestern resort town sta-tion. Also, wanted, operators. Send complete details to Box 206, BROADcomplete CASTING.

CASTING. Wanted-Will pay top salary to exper-ienced continuity writer to take over continuity department Michigan re-gional daytime station 200,000 popula-tion. Want permanent man only. Box 212, BROADCASTING.

Wanted—Commercial manager, estab-lished territory. Commission with draw-ing account. Box 213, BROADCASTING. ing account. Box 213, BROADCASTING. A radio gal who can handle all phases of station publicity and promotion and do a women's show on the air. Salary \$50.00 a week, 5 kw in Florida metro-politan market. Send complete back-ground plus photograph with first ap-plication. Box 215, BROADCASTING, Exceptional opportunity for thoroughly experienced disc jockey. Must be an "air character" with a sense of responsi-bility. Require man who reads and fakes at plano and does acceptable singing job. Ability to handle commer-cials in "off the cuff" style necessary. Neat appearance and temperance on productivity. Send picture and all with first letter. All inquirles answered. Our staf knows of this advertisement. Box 218, BROADCASTING. Salesman who can and will sell, wanted

Salesman who can and will sell, wanted by 250 watt Alabama station. ABC affiliate. Nearly all co-op shows and plenty local time open. Moderate salery and commission or drawing acceunt to be charged against a 15% commission. Town tough to crack so don't answer if you aren't a producer or are easily discouraced. Write Box 222, BROAD-CASTING.

Announcer-1 kw daytime in competi-

N. C. We have a job open for a good an-nouncer. Good community in south-eastern U. S. congenial staff. pleasant surroundings, new equipment, good salary. Need in two weeks. Well estab-lished network station. Send letter. picture and disc. Box 136, BROADCAST-ING.



Help Wanted (Cont'd)

Salesman wanted (confid wat ABC affiliate located in high altitude south-western city. Dry clear climate. \$250 per month guarantee and commission. Mail photograph and resume of exper-ience to Charles R. Baker, General Manager, KTRC, Santa Fe, New Mexico. All replies confidential.

Commercial manager with proven ability and good background of educa-tion and experience wanted by success-ful thousand watt modern station. Excellent opportunity. WBBO, Forest City, N. C.

Combination man, experienced announ-cer-operator with first phone ticket. Wanted immediately for new pro-gressive 250 wait network station, #55.00 per week. New three room apartment available \$35.00 per month. Send photo, disc and references by airmail. WVVW, Fairmont, W. Va.

New 1000 watt regional station going on air February 1 needs complete staff. Specially interested good all-round announcers, one experienced copy-writer, salesman who knows how to get business. We want the best-will pay accordingly. Send audition tran-scription, photo and qualifications to Magnolia Broadcasting Company, Mag-nolia, Arkansas.

Program director, announcers, engirrogram director, announcers, engi-neers, operators, preferably combination --for new regional daytime station. Ex-ceptional opportunity for key positions. State qualifications, salary, etc., in re-ply to WWNH, Rochester, New Hamp-shire.

Top jobs for top announcer-engineers with two top Pacific coast small market network affiliates. Start at \$70 for 40 hours. Phone for interview. Manager, KFLW, Klamath Falls, Oregon.

Wanted-Chief announcer who can write commercial copy and knows something about programming by estab-lished 1000 watt DL-MES affliate. Salary minimum \$55.00 weekly. Position open immediately. Send photo, audi-tion, details KRLC. Lewiston, Idaho. Play-by-Play sports announcer wanted. Must have three years experience, good commercial voice for staff duty and ability to do emcce jobs. Salary and talent. Phone or write WPLH, Hunting-ton. W. Va.

Wanted-Chief engineer for station in Wilmington, North Carolina. For fur-ther information call Henry A. Jones, WGNI, Wilmington, N. C.

Announcer-program director wanted for fast growing Florida station. Must be sober and energetic. Write or wire qualification, WTRR, Sanford, Florida. Engineer-Must have actual broadcast-ing experience of several years. New 1000 watt fulltime regional AM station located in central Florida, Fine living conditions year around. Rush complete detail to Radio Station WEUS, Eustis, Florida.

Wanted immediately. Program director and two good announcers. Must be ex-perienced. WJOC, Jamestown, N. Y.

Program director - Young man with some experience to take full charge of that department on well established 250 watt Indiana station with network affiliation. Box 234, BROADCASTING.

Copywriter who can produce good sell-ing copy for 40 to 50 accounts per week, on 1000 watt independent daytime sta-tion in central New England city. Give full details including experience, sal-ary and availability. Box 233, BROAD-CASTING.

Tri-state market station has openings for two experienced announcers and one experienced salesman. State age, education, marital status and compen-sation expected. Enclose references and photo first letter. All replies confiden-tial. Manager, Radio Station KOKX, Keokuk, Iowa.

Personality announcers, salesmen that sell, construction engineers, program di-rectors. Negro announcer-technician. RRR Employment Service, Box 413, Philadelphia.

ſ	HELP WANTED
1	Engineer-Experienced with studio
	and transmitter operation. Must be capable of producing studio shows.
	Starting at \$70.00 weekly, plus
8	bonus. Personal interview advisable. WPWA, Chester, Penna.
	WFWA, Cnester, Penna.

Situations Wanted

Sportcaster-11/2 years experience all sports, including writing scripts and play-by-play. Also, experienced news, platter shows. control board. 29, married, sober, dependable, college. veteran. Available immediately. Box 66, BROADCASTING.

Got news problems? Talk 'em over with newsman who knows the score. No ob-ligation. Box 129, BROADCASTING.

Itigation. Box 129, BROADCASTING. Thoroughly experienced, versatile an-nouncer seeking progressive station. Top references. Box 143, BROADCASTING. Announcer — Specializing in news. Twenty two years of age with almost three years of continuous experience, currently on NBC affiliate. Best per-sonal and business references available. For audition disc and personal data, write Box 166, BROADCASTING. Available January 15th—Chief engineer or technical supervisor. 13 years experi-ence radio broadcasting, mostly in supervisory capacity, FM installation and operation since 1942. Qualified ref-erences furnished, salary open. Inter-ested only in permanent employment with financially stable company. Prefer east or southeast. Box 168, BROAD-CASTING.

CASTING. Continuity writer—College graduate. Local network station experience. Writing, programming, announcing. Veteran. Single. Box 179, BROAD-CASTING. CASTING.

Your television station requires chief Your television station requires chief engineer capable of handling broadcast-ing's most complex technical responsi-bility. University graduate engineer, six-teen years development design and supervision experience, radiotelephone first license, senior member IRE, inter-ested. Box 180, BROADCASTING.

ested, Box 180, BROADCASTING. Chief engineer—Sixteen years experi-ence construction, maintenance, op-eration, directional antennas. Desire connection with progressive or new sta-tion interested in highly qualified en-gineer. Excellent references, All in-quiries answered, Available immediate-ly. Box 181, BROADCASTING.

19. Box 181, BROADCASTING. News editor-newscaster. College grad-uate, journalism. Married, veteran, 26, formerly with 100,000 watt station over-seas. Good voice and excellent knowi-edge of music, promotion, administra-tion. Immediately available for inter-view. Prefer southwest, southeast or middleswest. \$60 per week. Box 183, BROADCASTING.

Engineer—Four years various radio ex-perience. Transmitter operation and maintenance experience. Young, single and have car. Prefer midwest or west, but all replies carefully con-sidered and answered. Box 184, BROAD-CASTING.

Technician. 1st phone. Grad RCA In-stitutes. Prefer middle-Atlantic states. Box 185, BROADCASTING.

Radio script writer. NYU School of Ra-dio graduate seeks staff opportunity. Musical continuity experience, lang-uages, research, monitoring, Age 33. Box 186, BROADCASTING.

Program director—Experienced in local and regional network programming and production; also special events and out-standing public service. Box 187, service. BROADCASTING.

Announcer—3 years experience. Avail-able immediately for combination FM-AM or FM station only. Personal inter-view or disc and photo. Box 188, BROADCASTING.

Announcer. Veteran. Single. travel. Available immediately. Little experi-ence, much ambition. News, commer-cials, platter shows. Personal audition or disc. Box 191, BROADCASTING.

Announcer-5 years experience. Vet-eran, married and have a child. Avail-able February 1st. Can arrange live audition for Philadelphia-Pittsburgh area. Box 192, BROADCASTING.

Manager or program director. Available immediately. 13 years radio. Experienced all phases. First ticket-annoncer. Can handle construction and organization new station. Box 193, BROADCASTING.



BROADCASTING • Telecasting

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Announcer — Experienced, topflight newsman, special events reporter, out-standing platter personality. Seeking future with progressive organization. Box 194, BROADCASTING.

Chief engineer, fifteen years experience in broadcasting, audio, electro-acous-tics, electronics. Prefer midwest, north central or west coast. Opportunity and salary must be good. No daytimers or locals considered. Box 196, BROAD-CASTING.

Announcer. Grad leading NY radio school. Experienced commercials, news. Can handle platter shows. Seeks posi-tion with small growing station. Pic-ture and disc. Box 198, BROADCAST-ING.

Chief or director of engineering for AM-FM station or FM group. Construction and extensive FM experience. Good reason for changing employment. If you require a high caliber man with both theoretical and practical back-ground, write or wire Box 199, BROAD-CASTING.

Small market manager-assistant man-ager. Ten years general radio station experience from bottom up. Youthful ambition backed by knowledge, experi-ence and earnest desire to accomplish. Box 201, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest require-ments. Box 204, BROADCASTING.

Chief engineer---8 years experience--21/2 years supervisory. Presently chief 250 w network affiliate. Desire change on or about January 15. References. Would like interview. Box 205, BROADCAST-ING.

Chief engineer for progressive AM or FM station or technical director for group. My qualifications are 20 years ex-perience in design and construction and supervision of personnel and op-erations plus the best of recommenda-tions from satisfied employers. Box 211, BROADCASTING.

GENERAL MANAGER Here is a man well worth investigation for executive duties in your organization. Only 34, he has 11 years experience in broadcasting, 2 with major market newspapers plus 4 years college training (and degree) in advertising. He has only worked for 2 organizatians, the first for 12 years. 4 years as local time salesman, 4 as sales manager, 3 as general manager. No markets under 1,250,000. Stations worked for affiliated with NBC, MBS, independent. Power-5 ta 50,-000 watts. Experienced and result getting in national and local selling, labor union and talent contract negotiations as well as overall administration of radio station. A-1 references include past employers, newspaper affiliates and agencies. Will adjust salary for employment by company where it is possible to grow with televi-

sion. Every organization wants imaginatian combined with sound judgement. This man has the combination. A note will give you a complete prospectus. Dictate it now to

> BOX 219, BROADCASTING

Situations Wanted (Cont'd) Station managers—I am looking for permanent spot with solid, progressive station. I offer eight years commercial radio, four years as combination chief announcer and sports editor, two as disc jockey. Specialty play-by-play sports, news and special events. Just concluded season as play-by-play an-nouncer for one of country's top foot-ball sponsors. Excellent references from all former employers. Thirty five years old, married, no children. Go anywhere for right connection. Box 209, BROAD-CASTING.

Combination man—Experienced, first phone, single. Prefer Florida coastal city or vicinity. Available immediately. Box 210, BROADCASTING.

Announcer-newscaster—4½ years ex-perience all phases of radio. Now em-ployed as announcer in the Pittsburgh district. Minimum salary \$70.00 per week. Box 216. BROADCASTING.

Experienced announcer-disc jockey, 3 years. Versatile, married, willing to travel. Box 217. BROADCASTING.

Experienced program production direc-tor with announcer background look-ing for job in east coast area. Looking for progressive station. Lots of new ideas. Not a floater. Navy veteran. Box 2009 DPOA DCASTING 220, BROADCASTING.

Continuity director 5000 w CBS sta-tion. Experienced all phases of radio writing. Age 24. single, presently em-ployed. Write Box 221, BROADCAST-ING.

Chief engineer AM-FM or television sta-tion. Capable complete station installa-tion. 21 years experience 5 kw stations. Irwin Wolfe. 133 Schenck Ave., Brook-lyn, N. Y.

Vet, married, 25, trained in all phases. West preferred. Disc on request. David Epstein, 1315 S. Harding, Chicago, Iil. Versatile announcer, 24, very pleasing Versatile announcer, 24, very pleasing volce, speciality newscasting, Experi-enced on FM and network affiliates. \$50 minimum salaty. Desires spot near Chi-cago. Available immediately. Contact Victor Petrolis, 2906 Emerald Ave., Chicago, Ill.

Chief engineer, AM-FM-TV installation, operation, college graduate, degree. Consulting engineering experience, ex-Bureau Standards technician. Supply staff. Box 1298, Hollywood, California. Radio engineer, 1st phone, married, AM, FM experience. Clarence Simpson, Prai-rie Grove, Arkansas.

He Grove, Arkinsus. Hal Styles may solve your problem with a young, ambilious, capable man, vet-eran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in an-nouncing, newscasting, control opera-tion and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Callf.

For qualified technicians, write or phone: Employment Department, Mel-ville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

ADVERTISING EXECU-TIVE WITH COMPLETE KNOWLEDGE of STATION

OPERATION seeks oppor-

tunity with established sta-

tion, preferably in west, where he is well known.

WOULD MAKE EXCEL-LENT MANAGER OR SALES MANAGER: suc-

cessful sales record; extreme-

ly adept in public relations

and programming, plus com-

plete understanding of sta-

tion obligations in the public

-inquire-

THE THOMAS COMPANY

• Radio Program Counsel •

6700 Sunset Blvd.

Hollywood 28, Calif.

interest.

Situations Wanted (Cont'd)

Announcer-No experience. Wants new showmanship station. Versed in lang-uages, knows music. Versatile. Ad-lib-ber. Fine voice. Eloquent. College. Tute-lage in drama, radio by "networkese", J. Carbone, 440 Schiller, Chicago.

Announcer-Good voice, capable, am-bitions Well trained in Chicago's Announcer-Good Voice, capacie, am-bitous. Welt trained in Chicago's leading radio school. 2½ years college. Vet, married, 27. Will send disc. Fiorida preferred. Joseph Cooper, 2255 W. Cor-tez St., Chicago 22, Illinois.

lst phone and telegraph, interested an-nouncing. Some control experience. 2 years experience chief radio operator Merchant Marine. Graduate RCA. 21, single. References NBC New York. Available immediately. Herbert Holz-berg, 1233 Evergreen Ave., Bronx, New York.

Station manager—7 years in all phases of radio broadcasting which includes engineering, selling, previous manager experience. Single. Box 224, BROAD-CASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Announcer and engineer, a two-man team, with the highest possible recom-mendations are looking for employment at any station in the country where there is "guaranteed" congenial own-ership and management. This is the most important consideration of any offers. The team represents 20 years of high calibre radio experience. Box 227, BROADCASTING. BROADCASTING.

Experienced traffic manager, excellent background. Available January 1, 1948. Box 45, BROADCASTING.

Engineer. Chief or operator. 27 years' experience broadcast police, aviation, military, point-to-point, sales engineer-ing domestic and foreign. Familiar FCC procedures. Capable handling complete installation or expansion of facilities, 41 and married. Best of references and personal reputation. Available approxi-mately October 1. Reply Box 229, BROADCASTING.

Engineer, first phone, vet, single, 3 years experience desires permanent po-sition. Box 230, BROADCASTING.

Experienced announcer. 2 years com-mercial, news, ad-lib D.J. Know sports thoroughly; no play-by-play experience. Box 232, BROADCASTING.

For Sale

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insu-lators with one new set transmitter tubes complete. Box 965, BROADCAST-ING. ING

For sale-100 per cent of stock in 250 watt local station. Write or wire Box 156. BROADCASTING.

Brush BK-401 tape recorder modified to CBS engineering specifications. Com-plete with portable carrying case. \$200. Gridhall Recording Studios, Box 2867, Orlando, Florida.

(Continued on page 64)

FOR SALE EASTERN

1 KW STATION

Opportunity for qualified broad-caster to acquire a fine facility at essentially cost.

at essentially cost. This station has lost money, but capable on the spot management can produce important profits. Located in a splendid central eastern market. It is well equipped, has a large coverage and a good network affiliation. Price \$55,000. Write exclusive representatives

BLACKBURN-HAMILTON CO.

Padio Station Brokers

KODIO SIGIIO	I DIOKOIS
WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hamp-	235 Montgomery
shire Ave.	St.
National 7405	Exbrook 2-5672



work G. I. students available for

on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MENI

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

THE NATIONAL ACADEMY OF **BROADCASTING. INC.**

3338 16th Street, N. W. Washington 10, D. C.

America's	Pioneer	Broadcasting
	School	1

CORRESPONDENCE **COURSES OFFERED** BEGINNERS AND PROFESSIONALS

G-I	APP	RO	VED
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NATIONAL ACADEMY OF BROADCASTING. Dept. 111 3338—16th. St., N.W. Washington 10, D. C.
Please send information concerning Correspondence Courses
Name
Address

Sinte

Calif.

N.Y.C. Longatre 4-0540. Experienced announcer-engineer with first class license wants combo job. Preferably announcing, no streight en-gineer. Available after January 1st. Roger Du Hon. South Parkerson, Crow-ley, Louisiana.

For Sale (Cont'd)

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Equipping new station? Save'by buying our spare Raytheon limiting amplifier. A-1 condition, used only three months, excellent performance. Wire or write offer to L. W. Miller, KXOA, Sacra-mento, California.

mento, California. 3 Fairchild recorders 539-B with mag-netic recording heads with advance ball: \$650 each and 3 Rek-O-Kut tables in Presto cabinets with Western Elec-tric 9-A pickups: \$450.00 each. Sono-craft Co., 45 West 45th St., New York City. City.

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Y

Bandwagon

City. **Ewo** new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Company, 64 E. Lake Street, Chicago 1, Illinois. Will sell for \$5200.00 F.O.B. Sioux City, Iowa-One new 350 foot heavy Win-charger tower complete. Will support an FM array. Can make immediate de-livery. Frank Carman, Radio Station KUTA, Sait Lake City, Utah. 1 25-B speech input console. For fur-

KUTA. Sait Lake City, Utah. I 25-B speech input console. For fur-ther information call or write Henry A. Jones, WGNI. Wilmington, N. C. For sale-Blaw-Knox tower, lighting equipment, 154 feet above insulators and 50 foot sub-structure. KCMC, Tex-arkana, Texas. Southern metropolitan, well established, profitable station for sale. Fending ap-plication for best regional facilities in area. Price well under hundred thou-sand. Will deal only with financially qualified principals. Box 225, BROAD-CASTING. RCA 250 K transmitter, frequency and

CASTING. RCA 250 K transmitter, frequency and modulation monitors and spare oscil-lator. All are complete and in perfect condition for immediate operation. This equipment available only because high-er power transmitters now being used. Out of service one month. Make us offer. WBOC, Salisbury, Md. Tape recorder, BK 403 Brush sound mir-ror, like new; \$300.00. Box 236, BROAD-CASTING.

CASTING.

Wanted to Buy

Radio executive with 17 years' experi-ence wants to buy interest in local AM station and take active part in manage-ment. Network affiliate preferred. Hox 836, BROADCASTING.

539, BROADCASTING. Broadcaster wants purchase whole or part interest existing AM station or CP, Box 6, BROADCASTING. Small station, presently unprofitable unit preferred. Box 69, BROADCASTING. Approximately 200 4 art descent and approximately 200 4 art descent approximately 200 4 art de

Approximately 300 foot tower capable of supporting FM. Box 190, BROAD-CASTING. Small station, operating unprofitably or a CP preferred. Box 200, BROAD-CASTING.

Wanted—Approved frequency monitor. Box 1644, Reno, Nevada.

All or any part equipment for 250 watter. Box 1644, Reno, Nevada. Wanted to buy-Going FM station with-out AM affiliation. Box 223, BROAD-CASTING.

Profitable metropolitan stations! Re-gardless of power or location. Box 120, BROADCASTING.

Arizona radio station by veteran radio-man. Box 231, BROADCASTING.

Miscellaneous Miscentaneous Announcing for Radio-Klimer. Newest publication in its field. Used by nine universities, 300 stations. \$2.50. Uni-versity Radio Publications, Box 1136 University Place Station, Des Moines. Lowa

Jockey's comedy script collection, \$5.00. Kleinman, 1735-T N. Bronson, Holly-wood, 28, Calif.

Engineer partner wanted, degree. Con-suiting-survey. Box 1298, Hollywood, California.

California. New AM applicant in one of nation's largest markets needs additional fi-nancing to obtain CP. No curiosity seek-ers need apply; only responsible parties. Box 228, BROADCASTING.

Amateur Amendment

FCC has adopted new Sec. 12.7 and amended Sec. 12.64 of its rules governing amateur radio service to facilitate application procedure and operation of remote control facilities by amateurs. The Commission indicated the move would be in accord with its work load reduction program and also encourage experimentation in higher bands.

TOP HOOPER PROGRAMS—December 15

NIGHTTIME PROGRAMS

						ieui Ay	j u	
Program	No. of Stations	Sponsor	Agency	Hooper- ating	Hooper	Gain or de- crease	Posi- tion	
loxing Bout (Louis-Walcott)	226	Gillette	Maxon Inc.	41.5	6.4	+35.1	119	
ack Benny	161	American Tobacco	Foote, Cone & Beiding	27.7	27.4	÷ 0.3	4	
ruth or Consequences	137	Procter & Gamble	Compton Adv.	26.8	14.9	+11.9	24	
red Allen	143	Standard Brands	J. Walter Thompson	25.9	27.6	- 1.7	3	
ibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	25.8	27.8	<u> </u>	2	
harlie McCarthy	143	Standard Brands	J. Walter Thompson	24,2	29.7	<u> </u>	1	
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	24.0	21.6	+ 2.4	10	
tadio Theatre	151	Lever Bros.	J. Walter Thompson	23.3	23.0	+ 0.3	8	
юь Норе	128	Pepsodent DivLever	Foote, Cone & Belding	22.4	26.5	- 4.1	5	
Ar. District Attorney	134	Bristol-Myers	Doherty, Cliff. & Shen.	20.8	19.1	+ 1.7	12	
Arthur Godfrey's Talent Scoul	ts 145	Thos. J. Lipton-Lever	Young & Rubicam	20.5				
Walter Wincheli	217	Andrew Jergens	Robert W. Orr	20.3	23.3	- 3.0	7	
ted Skelton	160	B & W Tobacco	Russel M. Seeds	20.0	23.5	- 3.5	6	
Av Friend Irma	145	Lever Bros.	Young & Rubicam	19.3				

DAYTIME PROGRAMS

L. W. Ramsey

F. W. Fitch

159

						'ear Ag	10
	No. of				1	Gain	
Program	Stations	Sponsor	Agency	Hooper- ating	Hooper	or de- crease	Posi- tion
Sig Sister	71	Procter & Gamble	Compton Adv.	7.9	6.7	+ 1.2	11
Romance of Helen Trent	77	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.5	6.8	+ 0.7	10
Ma Perkins (CBS)	80	Procter & Gamble	Dancer-Fitzgerald-Sample	7.4	7.1	+ 0.3	6 -
Dur Gal, Sunday 🗅	79	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.3	7.9	- 0.6	3
orenzo Jones	142	Sterling Drug	Dancer-Fitzgerald-Sample	7.2	6.5	+ 0.7	12
Nhen a Girl Marries	76	General Foods	Benton & Bowles & You	ng			
			& Rubicam	7.2	8.4	- 1.2	1
itelia Dalias	142	Sterling Drug	Dancer-Fitzgeraid-Sample	7.1	6.4	+ 0.7	14
Backstage Wife	143	Sterling Drug	Dancer-Fitzgerald-Sample	6.9	6.2	+ 0.7	16
Portia Faces Life	87	General Foods	Benton & Bowles & Fool	e,			
			Cone & Belding	6.4	7.6	- 1.2	4
Young Doctor Malone	51	Procter & Gamble	Compton	6.3	5.9	+ 0.4	22

Extra News by Chicago Stations Being Dropped

ALL was relatively quiet on the Chicago newspaper front as six metropolitan dailies entered their fifth week without service of the striking members of the International Typographers Union.

Altho typographers continued to picket, Chicago's radio stations considered the "emergency" at an end and were gradually dropping additional newscasts which were ordered into effect the day of the strike, Nov. 24.

WIND, Chicago independent, owned and operated by the Chicago Daily News, one of the first stations to increase its news service returned to its "news on the hour" schedule Dec. 8. WIND, together with WGN and WJJD, had operated a "news pool" in which quarter-hour newscasts were sponsored jointly by the six news-papers. Should other unions associated with the publishing of Chicago papers go on strike in sympathy with the ITU, when their respective contracts expire, local radio stations indicated they would be prepared to offer full news service. Without exception, the Chicago stations reported little time available for sponsorship.

WESTERN ELECTRIC Co. board of di-rectors has declared a dividend of \$1.00 per share on outstanding capital stock, payable Dec. 31 to stockholders of rec-ord Dec. 23.



ROBERT FAHS, former UP staff member in London and pre-war Fresno UP bureau manager, has joined KYNO Fresno, as news editor.



ocratic National Committee for the Roosevelt fourth campaign, later joining MBS.

ing MBS. RUSS KABER, formerly with KDLR Devils Lake, N. D., has joined news and sports department of KABR Aberdeen, S. D., replacing BOB BAILEY, who has joined KILO Grand Forks, N. D. ALBERT J. ZACK, chief of news bureau of WSPR Springfield, Mass., has re-signed effective Dec. 27 to become chief of public relations for Ohio CIO Coun-cil in Columbus. His new appointment is effective Jan. 5.

JOHN E. DREWRY, dean of the Henry W. Grady School of Journalism, U. of Georgia, has been named president of the U. of Georgia Alpha Chapter of Phi Beta Kappa, national scholarship fra-ternity.

ternity. WALTER WINCHELL, ABC commenta-tor, has been cited by Ebony Maga-zine, Negro monthly, as the radio figure who "did most to improve interracial understanding" during 1947.

ARTHUR FLYNN, commentator for WLAW Lawrence, Mass., has been named chairman for Lawrence's Mile of Dimes campaign.

PIE TRAYNOR, sports director for KQV Pittsburgh, has been named base-ball advisor for Duquesne U. in Pitts-burgh. Mr. Traynor formerly was man-ager of Pittsburgh Pirates. He will con-tinue his duties with KQV.

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DREW PEARSON, ABC commentator, planned to leave for Europe last week to witness arrival of Friendship Ships with food for the hungry of France and Italy. Mr. Pearson originated the idea of Friendship Trains, from which the ships were loaded.

LILIAN SUPOVE, who has been on executive staff of WNYC New York for past five years and is director of news, publicity and special events, and Ed-win James Blake, have announced their marriage marriage.

HENRY GUERRA, newscaster for WOAI San Antonio, Tex., has been appointed a radio representative to serve on the National Screen Council.



West Coast Group Begins New Shows Broadcasters' Guild Reports Membership in 48 States

TWO NEW PROGRAMS will soon be available to members and prospective members of the Broadcasters' Guild, according to James Parks, Hollywood vice president in charge of programs.

Starting date of Feb. 2 has been set for Smiley Burnette Show, six weekly, one hour transcribed program of music and patter, written and produced by Jack Mitchell. Program has been produced in such manner as to be broken up in quarter-hour or half-hour segments, according to Mr. Parks.

Although no starting date has yet been fixed, the second program available is *Michael Shayne*. Written by Larry Marcus and produced by Bill Rousseau, series features Jeff Chandler, otherwise known as Ira Grossell. In addition to these two programs, Broadcasters' Guild is also offering *Cliff Edwards Show* which it has taken over from AP.

Discussing progress of firm's growth, Mr. Parks stated that memberships exist in 48 states and Hawaii. But he added that they would not cease campaigning until they had attained a membership in every market where there's a radio station.

Among membership an advisory board now exists, consisting of Glenn Snyder, general manager WLS Chicago; John Gillin, president and general manager WOW Omaha; Fred Weber, general manager WDSU New Orleans; King Robinson, director of public relations and promotion KTRH Houston; Wayne Sanders, general manager of KCNA Tucson.

Farnsworth Profit

FARNSWORTH Television and Radio Corp.'s net profit, after taxes, for the first six months of the company's fiscal year, ended Oct. 31, was \$538,356, E. A. Nicholas, the firm's president, reported last week. For the first six months of the preceding fiscal year the company showed a net loss of \$259,075 after tax carryback credits. Demand for television receivers is far in excess of what had been expected, Mr. Nicholas said, and he added that Farnsworth plans to introduce receivers into new markets in the near future.



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Mayor Pace cuts the ribbon. News Editor Lou Martin is at left, Rabbi Ernst Grey at right. In background are Hiram Nakdimen (l), secretary-treasurer, and Ed Harvey, program director.

KWHN's studios and Radio Center in Fort Smith, Ark., were opened with elaborate ceremonies late last month. The fulltime station is on 1320 kc, with 5 kw, licensed to KWHN Broadcasting Co.

Present and participating in the opening broadcast were: Allen Whiteside, KWHN president; Edd Lemon, WKY Oklahoma City; Marcus Cohn of Cohn & Marks, Washington law firm; Mayor Jack Pace and religious civic, labor and Army and Navy representatives.

During the ceremonies the staff was introduced, including: Cliff Goodman, of WMC Memphis, station manager; Ed Harvey, of WBAL Baltimore, program director; Bruce Dennis, chief engineer; Jack Clark, farm director.

As souvenirs of the opening, KWHN sent out the "KWHN Album" with a Gay Nineties motif. The booklet contains pictures of KWHN's Radio Center and the old Opera House across the street, and contrasts the two. The Album was sent to advertising agencies and executives.

The station also mailed a farm folder, describing that service to 5,000 farm families in Western Arkansas and Eastern Oklahoma, the KWHN coverage area.

Form UN Group

COMMITTEE, of U.S. Broadcasters at the United Nations has voted to encourage foreign radio representatives to present their UN coverage problems to the American group, it was announced last week. Wells Church, CBS director of news broadcasts, is chairman of the committee. Albert Grobe of WQXR New York has been named head of a sub-committee on organization. Robert S. Wood, WOR New York, is chairman of the rules and regulations subcommittee, and John McTigue of ABC is public relations officer.

College Athletics Telecasts Studied

Eastern Conference Launches Plan for 'United Front'

FORMATION of a committee to study the relation of television to college athletic events was voted at a meeting of the Eastern College Athletic Conference in New York last week. This followed by a week similar action by the National Baseball League.

The committee, of which Ralph Furey, Columbia U. athletic director, probably will be ex-officio chairman, is expected to outline plans for cooperation with other regional college athletic groups to present a "united front" in handling the video situation.

Mr. Furey, who is president of the ECAC, declared that "in the final analysis the television problem will have to be dropped into the lap of the National Collegiate Athletic Assn., which meets here (New York) next month."

A television symposium among the college athletic directors attending last week's conference was led by H. Jamison Swarts of the U. of Pennsylvania. Penn's football games have been telecast for the last two seasons. Mr. Swarts maintained that in the future television will cut seriously into college grid gate receipts, especially when the weather is bad. (Penn's football attendance at home games has ranked near the top for the nation for several years.)

Conversely, Mr. Swarts pointed out that radio broadcasts of college games were originally forbidden by the Eastern Intercollegiate Football Assn. which a short time later recinded its ban, leaving such decisions to the individual colleges.

NBC has scheduled elaborate series of programs for Christmas Eve starting with description of tree-lighting ceremony on the White House grounds at 5 p.m. and ending with musical program from Hollywood. President Truman's holiday message will be heard during the 5 p.m. broadcast on Dec. 24.

Lancaster TV Relay

THROUGH the cooperation of the Canastoga County Television Assn., a group of video operators made up of engineers from the RCA tube plant in Lancaster, Pa., executives of the Hamilton Watch Co. in Lancaster, which has no television service, will be able to see the NBC telecast sponsored by Hamilton on Christmas Day. Association has erected a relay station on Walsh Mountain, some 20 miles from Lancaster, and installed special receivers in the cafeteria of the RCA plant, where the watch company officials will view their program as picked up from WPTZ Philadelphia



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DIEGO

KFMB is the "listening h'ub" in Southern California's second greatest market. San Diego leads every city in the country in per capita retail sales. Use the station with the "inside" oppeal to 465,720 people within 15 miles of our antenna.



Represented by BRANHAM CO.

FCC Actions

(Continued from page 56)

Applications Cont.:

TV-198-204 mc

KROW Inc., Oakland, Calif.--CP new commercial television station on Chan-mel 11, 198-204 mc. ERP vis 28.2 kw, aur 14.8 kw uni.

Modification of CP

Modification of CP WDEL-TV Wilmington, Del.-Mod. CP which authorized new commercial tele-vision station to change trans. location, change type equipment and ant. sys-tem and extension of commencement and completion dates to 60 days from date of grant and 180 days thereafter. WOIC Washington, D. C.-Mod. CP which authorized new commercial tele-vision station for extension of com-pletion date from 12-23-47 to 6-23-48. Also mod. CP to change equipment and change ant. system.

TV-76-82 mc

Isle of Dreams Bestg. Corp., Miami, Fla.—CP new commercial television sta-tion on Channel 5, 76-82 mc, ERP vis 23.87 kw, aur 12.65 kw and unl.

The Atlanta Journal Co., Atlanta, Ga. CP CP new commercial television station Channel 5 or 8, 76-82 or 180-186 mc, ERP vis 21.6 kw aur 11.375 kw unl.

Modification of CP

WDLT Detroit-Mod. CP, as mod., for extension of completion date from 12-10-47 to 6-10-48.

KSTP-TV St. Paul-Mod. CP, to change trans. location, change studio location, change EEP to vis 24.7 kw aur 17.31 kw, change equipment and ant. and extension of commencement and completion dates to 10 days from date of grant and 180 days thereafter.

TV-210-216 mc

Miami Valley Bestg. Corp., Dayton, Ohio-CP new commercial television sta-tion on Channel 13, 210-216 mc, ERP vis 23.94 kw, aur. 25.2 kw unl.

TV-180-186 mc

Lehigh Valley Bostg. Co., Allentown, Pa.-CP new commercial television sta-tion on Channel 8, 180-186 mc, ERP vis 440 w, aur 324 w and unl.

TV-198-209 mc

Wyoming Valley Bostg. Co., Wilkes

Barre, Pa.—CP new commercial televi-sion station on Channel 11, 198-204 mc, ERP vis 15.2 kw aur 16 kw unl. License Renewal

License Renewal Standard station renewal of licenses accepted for filing from KOPO Tucson, Ariz.; WRHP Tallahassee, Fla.; WILM Wilmington, Del.; WLAP Louisville, Ky.; KWCJ Natchitoches, La.; WTBO Cum-berland, Md.; WTOK Meridian, Miss.; KSGM Genevieve, Mo.; KBRL McCook, Neb.; WKXL Concord, N. H.; WKIP Poughkeepsie, N. Y.; KGFF Shawnee, Okla.; WFMJ Youngstown, Ohlo; WMAJ State College, Pa.; WRIA Caguas. P. R.; KMHT Marshall, Tex.

TENDERED FOR FILING

Assignment of License

KTOP Topeka, Kan.—Consent to as-signment of license to T. Hall Collinson d/b as Collinson Bestg. Co. AM-830 kc

WNYC New York—Application for in-crease in power from 1 kw to 1 kw-N, 5 kw-LS and make changes in DA.

Assignment of License

WCSC WCSC-FM Charleston, S. C.-Consent to assignment of CP and ll-cense of standard station and CP of FM station and licenses of remote pickup stations to WCSC Inc.

December 16 Decisions . . .

BY COMMISSION EN BANC

AM-930 kc

Yolo Bestg. Co., Woodland, Calif.-Granted CP new station 930 kc 1 kw D; engineering cond.

Modification of CP

KWDM Des Mointeation of Cr KWDM Des Moines-Granted mod. CP to make changes in DA and change trans. and studio locations, subject to such interference as may be received from KSAL Salina, Kan., in event its pending application for 5 kw is granted. pending application for 5 kW is grained. WHKC Columbus, Ohio - Granted mod. CP to change type trans., make changes in DA, mount FM ant. on top of AM tower, and extend completion date; engineering cond.

SSA-780 kc

KSPI Stillwater, Okla.—Denied re-quest for special service authorization to operate from 6 a.m. to 7:30 p.m. (CST) on 780 kc 250 w.

Petition Granted

Johnson County Bcstg. Corp., Iowa City, Iowa-Granted petition requesting



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reconsideration and grant without fur-ther hearing of its application and ap-plication for new station was granted, 800 kc 1 kw D DA.

Hearing Designated

WBET Brockton, Mass. — Designated for hearing application to increase power from 250 w to 1 kw on 990 kc, in consolidated proceeding with appli-cations of Northeast Radio Inc. and Viking Bacts. Co. Denied joint petition of Viking and Northeast Radio to re-more from hearing and creat applice. move from hearing and grant applica-

Petition Granted

Petition Granted KRGV Weslaco and Mid-County Bestg. Co., Port Noches, Tex.--Adopted order granting petition of KRGV insofar as it requests leave to amend its application for increase in power to 5 kw, install DA and change trans. site, operating on 1290 kc; insofar as petition requests reconsideration and grant of applica-tion it is denied; and granted petition of KRGV that application of Mid-County Bestg. Co. for new station 1290 kc 500 w D be designated for hearing in consolidated proceeding with its application above.

Hearing Designated

Brownsville Bcstg. Co., Brownsville, Tex.—Designated for hearing applica-tion for new station 1150 kc 1 kw D.

Continental Bestg. Co. and The Mid-western Bestg. Co., Toledo, Ohio-Des-ignated for hearing in consolidated pro-ceeding application of Continental Bestg. Co. and that of Midwestern Bestg. Co., each requesting new sta-tion 1470 kc 1 kw DA unl.

Petition Granted

Petition Granted Northwest Public Services, Kelso, Wash,—Granted petition of Tom Ol-sen, licensee of KGY Olympia, Wash., requesting that application of North-west Public Services be designated for hearing because of interference to KGY, and said application for new station 1240 kc 250 w unl. was designated for hearing and KGY made party to pro-ceeding. ceeding.

Transfer of Control

Transfer of Control WISH WISH-FM Indianapolis, Ind.— Granted consent to voluntary transfer of control of Capitol Bestg. Corp., Il-censee of WISH and permittee of WISH-FM, from C. Bruce McConnell. Earl H. Schmidt, John E. Messick and Ed-ward W. Harris, to Universal Bestg. Co. Inc., for sum of \$554,000 representing 5625 issued and outstanding sh. capital stock of licensee, subject to surrender, within 15 days, of CP for FM station at Indianapolis presently issued to transferee. transferee.

AM-1050 kc

Crookston Bestg. Co., Crookston, Minn.-Granted CP new station 1050 kc 1 kw D; engineering cond.

Petition Granted

Petition Granted Medford Radio Corp., Medford, Ore. -Adopted order granting petition by Medford Radio Corp., competing as-signee, for waiver of that portion of Sec. 1.321(d) of rules requiring peti-tioner to file with Commission contract for assignment of KMED from Mrs. Virgin to petitioner within 30 days from date of final decision, and time within which contract need be filed with Commission between Mrs. Virgin and petitioner assigning license of KMED and FM CP is extended for period of 60 days from Oct. 29, 1947, date of decision. (Comr. Jones dis-senting). Hearing Designated

Hearing Designated

Hearing Designated WMIK Middlesboro, Ky.—Adopted or-der designating for hearing petition of WMIK requesting reinstatement of CP granted to it on Dec. 5, 1946, in con-solidation with hearing to be held in matter of revocation proceeding of sta-tion WWPN, to determine with more particularity facts and circumstances relating to certain allegations set forth in order.

in order. WWPN Middlesboro, Ky.—Adopted or-der designating for hearing on matters specified in Commissions order of re-vocation dated Oct. 16, commencing Jan. 15, 1948, at Washington, D. C.; further ordered that said hearing testi-mony also be taken concerning facts and circumstances surrounding (a) agreement dated Jan. 20, 1947, between partners in Pinnacle Bestg. Co. and (b) filing of application by per-mittee of WWPN for voluntary as-signment of its CP to Smithfield Bestg. Co.: ordered further that petition of WWPN requesting suspension of time limits for commencement and comple-tion of construction of station is granted, and that said time limits be suspended until further notice.

Petition Granted Charlotte Bestg. Co., Charlotte, Mich. --Adopted order granting petition of Charlotte Bestg. Co. requesting that its application for new station be con-solidated for hearing with applications of Central Michigan Radio Corp. and WILS: designated for hearing applica-tion for new station 1320 Kc 1 kw DA uni., in consolidated proceeding to be held in Washington Dec. 19, and made Kankakee Dally Journal Co., licensee of WKAN Kankakee, Ill., party to pro-ceeding, and further ordered that Com-mission's order of Nov. 20, designating Co. applications for hearing, be amend-ed to specify King-Trendle Corp. as li-censee of station WOOD in lieu of Lib-erty Bestg. Inc., and to include applica-tion of Charlotte Bestg. Co. Petition Denied

Petition Denied

KERS Elko, Ner.-Denied petition re-questing waiver of publication require-ments of AVCO rule (Sec. 1.321) with respect to proposed assignment of per-mit from Herschel Bullen to Elko Bostg. Co., corporation.

Co., corporation. Mahoning Valley Bcstg. Corp., Youngstown, Ohio-Denied petition for reconsideration and grant without bearing application for new station; hearing to be on sole issue of deter-mining whether application meets Com-mission standards particularly in re-spect to coverage.

Action Set Aside

Action Set Aside KHON Honolulu, T. H.-Set aside Commission action of Nov. 28, 1947, in granting consent to transfer of con-trol from Raiph M. Fitkin to Louis Roy Turner; ordered that publication will be required under Rule 1.321 for that application as well as ap-plication requesting consent to trans-fer of control of KHON from James C. Hardy to Webley E. Edwards.

Petition Granted

Petition Granted KANS and KAKE Wichita, Kan.-Adopted memorandum ophnion and or-der granting petition of KANS for re-consideration and grant, and granted application of KANS to change from 1240 to 1480 kc, and increase power from 250 w uni. to 1 kw-N 5 kw-LS, DA-DN, subject to approval of pro-posed trans. site and ant. system by CAA and further provided that no op-cration of KANS be granted to change operation of KAKE begins operation on 1240 kc; further ordered that applica-tion of KAKE be granted to change operation from 1490 kc to 1240 kc, with 250 w uni. subject to condition that no operation of KAKE on 1240 kc shall take place until KANS begin operation on 1480 kc. (Comr. Walker not partici-pating.)

December 17 Decisions . . .

DOCKET CASE ACTIONS

DOCKET CASE ACTIONS Announced order setting aside and vacating decision of Oct. 21, 1947, in New York FM cases and ordered oral argument before Commission en banc on Jan. 12, 1948, and that parties address themselves not only to pro-posed decision of April 9, 1947, but to indings of fact and conclusions of law contained in Oct. 21 decision and contentions raised in petitions for re-hearing. Any party desiring to file a brief may do so within 20 days. Announced order setting aside and vacating decision of Sept. 5, 1947, in Brockton, Mass., AM cases and ordered oral argument before Commission en banc on Jan. 12, 1948, and that par-ties address themselves not only to

WORLD'S BEST TOBACCO MARKET W B T M - F M **DANVILLE, VIRGINIA** 32,000 WATTS 97.9 MEGACYCLES GEORGE P. HOLLINGRERY CO. National Representatives

WORLD'S BIGGEST TEXTILE MILLS



TESTING General Electric's model 901 large-screen television receiver which is expected to reach dealers in video cities soon are two GE engineers, D. W. Pugsley (1) and R. F. Foster. New set (list price, \$2,250) also includes AM, FM and shortwave radio and an automatic phonograph.

proposed decision of March 24, 1947, but to findings of fact and conclusions of law contained in Sept. 5 decision, and to contentions raised in petitions for rehearing. Any party desiring to file a brief may do so within 20 days.

BY THE SECRETARY

KTLW Texas City, Tex.—Granted mod. CP to change studio location. KATE Albert Lez, Minn.—Granted CP install new vertical ant. and new trans., and to change trans. and studio loca-tions

tions

KOMW Omak, Wash.—Granted li-cense for new station 680 kc 1 kw D. WDBJ-FM Roanoke, Va. — Granted mod. CP to extend completion date to 4-1-48.

KYNO Fresno, Calif,-Granted li-cense for new station 1300 kc 1 kw DA unl. and to change studio location.

cense for new station 1300 kc 1 kw DA unl and to change studio location. Following were granted mod. CPs for extension of completion dates as Indi-cated: WLAK Lakeland, Fin., to 2-1-48; WUOA Tuscaloosa, Aia., to 3-27-48; KMDS-FM St. Louis, to 3-16-48; WHYN-FM Holyoke, Mass., to 3-16-48; WHYN-FM Holyoke, Mass., to 3-16-48; WHYN-FM Holyoke, Mass., to 3-16-48; WHYD-FM Los Angeles, to 7-1-48; WFRO-FM Salis-WTAD-FM Quincy, 111, to 3-30-48; WGYN New York, to 3-148; WFRO-FM Salis-bury, Md., to 3-15-48; WHOX Fater-son, N. J., to 3-15-48; WHOX FAter-son, Kan., to 7-148; WIES-FM Berton to 5-1-48; WFDA-FM Columbus, Ga., to 3-30-48; WFBC-FM Altona, Fa., to 3-148; WFMO-FM Columbus, Ga., to 3-30-48; WFBC-FM Altona, Fa., to 3-148; WFMA-FM Columbus, Ga., to 3-30-48; WFBC-FM Altona, Fa., to 3-1-48; WFMA-FM Columbus, Ga., to 3-10-48; WFMA-FM Columbus, Ga., to 3-10-48; WFMA-FM Columbus, Ga., to 3-10-48; WFMA-FM Columbus, Ga., to 3-148; WFMA-FM Actiona, Fa., to 3-148; KHDO-FM Bolse, Ida., to 3-11-48; KMHB Belton, Tex., to 3-15-48; KMA-FM Hollywood, Calif., to 3-28-48;



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KWJJ Portland, Ore., to 3-31-48; KFBK Sacramento, to 6-29-48; KGFM Great Falls, Mont., to 6-29-48. WCOM Parkersburg, W. Va.-Granted license for new station 1230 kc 250 w

KSTA Coleman, Tex.—Granted cense for new station 1000 kc 250 D.

KOKX Keokuk, Iowa-Granted license for new station 1310 kc 250 w D. KTXL San Angelo, Tex.—Granted li-ense for new station 1340 kc 250 w

WHUC Hudson, N. Y.-Granted li-ense for new station 1230 kc 250 w

WSWN Belle Glade, Fla.—Granted mod. CP change type trans. WHBC Canton, Ohlo—Granted CP in-stall old main trans. for aux. purposes

stall old main trans. for aux. purposes with 1 kw DA-N. KRAM Las Vegas, Nev.—Granted mod. CP to make changes in vertical ant., change trans. location and studio lo-cation.

KESD-FM San Diego, Calif.-Granted nod. CP to extend completion date mod. CP to 3-5-48. to

to 3-5-48. KHJ-FM Los Angeles—Granted mod. license to change name to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bests, System. Same for KTSL Los An-geles, W6XAO W6XDU W6XNO area Los Angeles, KABB San Francisco, KDB Santa Barbara, KFRC San Francisco, KGB San Diego, KHJ Los Angeles. KIOA Des Moines, Iowa—Granted mod, CP to change type trans. KDSH Bolse, Ida.—Granted mod. CP to change type trans, and changes in ant.

to change type trans. and changes in ant. Following were granted mod. CPs for extension of completion dates as in-dicated: WRGA Rome, Ga., to 2-29-48; KEIO Pocatello, Ida., to 6-29-48; KFXM San Bernardino, Calif., to 2-21-48; KSAL Salina, Kan., to 6-1-48; WSRB Uurham, N. C., to 1-27-48; WFRB Utica, N. Y., to 5-9-48; WEHS Chicago, to 5-1-48; WICA Ashatabula, Ohio, to 6-28-48; WMAAW Milwaukee, Wis., to 2-15-48; KSBW Salinas, Calif., to 3-5-48; WFRR-FM Wisconsin Rapids, to 4-25-48; KIXL-FM Dallas, Tex., to 5-30-48; WNXC Lima, Ohio, to 3-22-48; WRCM Medford, Ore., to 3-1-48; WHMA-FM Medford, Ore., to 3-1-48; WRCM Anniston, Ala., to 6-23-48; KCVN Stock-ton, Calif., to 2-1-48; KRED Eureka, Calif., to 2-22-48. ant.

December 17 Applications . . .

ACCEPTED FOR FILING License for CP

License for CP WGWD Gadsden, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. WKAB Mobile, Ala.—License to cover CP, as mod., which authorized new standard station, and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJJJ Montgomery, Ala.-Mod. CP which authorized new standard sta-tion, to change type trans, and to specify studio location.

AM-910 kc

AM--910 kc John C. Mullens, Phoenix, Ariz.--CP new standard station 920 kc 1 kw D. Amended to change name of appli-cant from John C. Mullens to Desert Bestg. Co. Inc., change frequency from 920 kc to 910 kc, increase 1 kw to 5 kw, change hours from D to uni., change type trans., install DA-N and change trans. site. trans. site.

License for CP

KXAR Hope, Ark.—License to cover CP, as mod., which authorized new standard station and authority to de-termine operating power by direct measurement of ant. power.

AM-870 kc

KIEV Glendale, Calif.—Authority to determine operating power by direct measurement of ant. power.

AM-680 kc

KNBC San Francisco-CP install new vertical ant.

License for CP

KGYW Vallejo, Calif.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WWDC Washington, D. C.-License to cover CP which authorized to make changes in vertical ant, mount FM ant, on top of AM tower and move synch, amp, and make changes in ground system and authority to de-termine operating power by direct measurement of ant. power.

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Modification of CP

WJAX Jacksonville, Fla.-Mod. CP which authorized increase power, in-stall DA-N, for extension of comple-tion date.

License for CP

WWPB Miami, Fia.-License to cover CP, as mod., which authorized new standard station and authority to de-termine operating power by direct measurement of ant. power.

Modification of CP

WIOD Miami, Fla.-Mod. CP which authorized make changes in DA and mount FM ant. on top of AM tower, for extension of completion date.

License for CP

WHOO Orlando, Fla.-License to cover CP, as mod., which authorized new standard station, specify studio location and authority to determine operating power by direct measurement of ant. power.

AM-1230 kc

WJNO West Palm Beach, Fla.—Au-thority to determine operating power by direct measurement of ant. power.

License for CP

WSB Atlants, Ga.-License to cover CP, as mod., which authorized install new trans. and authority to determine operating power by direct measure-ment of ant. power.

AM-1060 kc

WIBV Belleville, III.—CP increase 250 w to 1 kw and make changes in trans. equipment.

License for CP

License for CP WLBK DeKalb, III.-License to cover CP which authorized new broadcast station and authority to determine op-erating power by direct measurement of ant. power.

Modification of CP

WJPS Evansville, Ind. — Mod. CP which authorized new standard sta-tion for extension of commencement and completion dates.

WLOI LaPorte, Ind.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

AM-940 kc

Eastern Indiana Radio Corp., Muncie Ind.—CP new standard station 940 ko 250 w D.

Modification of CP

WTCJ Tell City, Ind.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KICM Mason City, Iewa-Mod. CP hich authorized new standard sta-on, for approval of ant. and trans. which tion, for location.

License for CP

KIND Independence, Kan.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. direct

WEEZ New Orleans, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WBMD Baltimore-License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WCMD Cambridge, Md.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.
WSID Essex, Md.—License to cover CP, as mod., which authorized new standard station and authority to de-termine operating power by direct measurement of ant. power.
WTTH Port Huron, Mich.—License to cover CP, as mod., which authorized new standard station.
WEVE Eveleth. Minn,—License to

WEVE Eveleth, Minn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KREI Farmington, Mo.-License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measure-ment of ant. power.

(Continued on page 68)







WHB **Kansas City**

 MUTUAL NETWORK COMING! FULL TIME • 5000 WATTS • 710 KILOCYCLES

+ •

FCC Actions

(Continued from page 67)

Applications Cont.:

Modification of CP

KSD St. Louis-Mod. CP, as mod., which authorized increase power, in-stall new trans. and DA-N and change in trans. location, for extension of completion date.

License for CP

KWRN Reno, Ner-License to cover CP, as mod., which authorized new standard station and authority to de-termine operating power by direct measurement of ant. power. Modification of CP

WFPG Atlantic City, N. J.-Mod. CP which authorized to install new ant. and change trans. location, for exten-sion of completion date.

License for CP

WNJR Newark. N. J.-License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measure-ment of ant. power

ment of ant. power. WDOS Onconta, N. Y.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. WVET Rochester, N. Y.-License to cover CP, as mod., which authorized new standard station and change stu-dio location and authority to determine operating power by direct measure-ment of ant. power. Modification of License WGNI Wilmington. N. C.-Mod. 1:-

WGNI Wilmington, N. C.-Mod. li-cense to change main studio location. Modification of CP

KWBM Williston, N. D.-Mod. CP which authorized new standard station to change type trans, and for approval of ant., trans. and studio locations.

WCOL Columbus, Ohio-Mod. CP, as mod., which authorized install FM ant. on AM tower, for extension of comple-tion date.

SSA-910 kc

WPFB Middletown, Ohio — Special service authorization to operate on 910 kc 1 kw-D 100 w-N unl. for period not to exceed license period.

License for CP

WPTW Piqua, Ohio-License to cover CP, as mod., which authorized new standard station and authority to de-termine operating power by direct measurement of ant, power.

WLEC Sandusky, Ohio-License to cover CP which authorized new stand-ard station and authority to determine operating power by direct measurement of ant. power.

KWIL Albany, Ore.—License to cover CP, as mod., which authorized to make changes in vertical ant. and mount FM ant. on top of AM tower, and suthority to determine operating power by direct measurement of ant. power.

AM-1340 kc

KBND Bend, Ore.--Authority to de-termine operating power by direct measurement of ant. power.

License for CP

License for or KOAC Corvalis, Ore.—License to cover CP, as mod., which authorized in-crease power, make changes in DA and authority to determine operating power by direct measurement of ant, power.

Modification of CP

WKVM Arecho, P. R.-Mod. CP, as mod., which authorized change fre-quency, increase power, install new trans. and DA-DN and change trans. and studio locations, for extension of completion date completion date.

AM-1540 kc Voice of Little Rhody, Newport, R. I. -CP new standard station 1540 kc 1 kw D.

AM-1400 kc

WCOS Columbia, S. C.--CP install new vertical ant. and change trans, location.

Modification of CP

WAIM Anderson, S. C.-Mod. CP, as mod., which authorized install new vertical ant, and mount FM ant. on top of AM tower, for extension of com-pletion date.

WIS Columbia, S. C.-Mod. CP, as mod., which authorized install new trans, and mount FM ant. on No. 2 AM tower, for extension of completion date.

WVRA Orangeburg, S. C.-Mod. CP which authorized new standard station, to change type trans., for approval of ant, and trans. location and to specify studio location

SSA-1030 kc

KWBU Corpus Christi, Tex.—Exten-sion of special service authorization to operate on 1030 kc 50 kw non-DA, dur-ing hours from local sunrise at Boston to local sunset at Corpus Christi. Period not to exceed six months from 12-15-47. AM-710 kc

KURV Edinburg, Tex.—CP increase power from 250 w D to 1 kw DN, change hours from D to unl., install new trans. and DA-N.

License for CP

KREL Goose Creek, Tex.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

measurement of ant. power. KTRE Lufkin, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTAE Taylor, Tex.-Mod. CP which authorized new standard station, to change type trans. for approval of ant. and trans. location and to specify stuand trans. lo dio location.

AM-1230 kc

KCMC Texarkana, Tex.-CP reinstate application which authorized to make changes in vertical ant., mount FM ant. on top of AM tower and change trans. location.

License for CP

WSKI Montpelier, Vt.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM-1270 kc

Winchester Bestg. Corp., Winches-ter, Va.-CP new standard station 1270 kc 1 kw D. AMENDED re change in officers, directors and stockholders.

License for CP

KWRT Renton, Wash.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WLOH Princeton, W. Va.-License to cover CP, as mod, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM-98.3 mc

Lake Bostg. Co., Leesburg, Fla.—CP new FM station (Class A) on Channel 252, 98.3 mc, ERP 1 kw. Modification of CP

WAGA-FM Atlanta, Ga.-Mod. CP which authorized new FM station, to change ERP to 50 kw, make changes in ant and extension of commencement and completion dates.

WKIL Kankakee, Ill.—Mod. CP, a mod., which authorized new FM sta tion for extension of completion date. sta-

WFAM-FM Lafayette, Ind.—Mod. CP, as mod., which authorized new FM sta-tion, for extension of completion date.

WPAG-FM Ann Arbor, Mich .-- Same, WUSJ Lockport, N. Y.-Mod. CP which authorized new FM station to change trans. site, ERP to 809 w, ant. height above average terrain to 271.5 ft., change studio location, make changes in ant. system and change com-mencement and completion dates.

WFSS Long Island, N. Y.-Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date. WGPA-FM Bethlehem, Pa.-Same.

KAMT College Station, Ter.-Mod. CP which authorized new FM station to change type station to Class A, fre-quency to "to be assigned by FCO," specify trans. site, type trans. ERP as 227 w, ant. height above average ter-rain as 272 ft. and specify ant. sys-tem.

TV-192-198 mc

Pearl Lemert, Bakersfield, Calif.-CP ew commercial television station on hannel 10, 192-198 mc, ERP vis and new comme Channel 10, aur 1 kw, u unl.

Assignment of CP

KLAC-TV Los Angeles — Assignment of CP to KMTR Radio Corp. TV-76-82 mc

Hawley Bcstg. Co., Reading, Pa.-CP new commercial television station on Channel 5, 76-82 mc, ERP vis 4 kw aur 0.338 kw, unl.

TV-192-198 mc

Texas Television, Dallas, Tex.—CP new commercial television station on Chan-nel 10, 192-198 mc, ERP vis 30.24 kw aur 15.925 kw, unl.

Remote Pickup

nemote Fickup The Ohio State University, area of Columbus, Ohio-CP install new trans. and increase power remote pickup WSOH.

TENDERED FOR FILING

AM-1340 kc Muri Edmund Fulk, Glendale, Ariz. -OP new standard station 1340 kc 250 vuni. (Contingent on KRUX Glen-ale, Calif., being granted change in dale facilities).

AM-1460 kc

Carmi Bestg. Co., Carmi, Ill.—CP new standard station 1460 kc 1 kw unl. DA-N.

Modification of CP WBCK Battle Creek, Mich.-Mod. CP change proposed trans. location and for approval of ant.

AM-1480 kc KGCX Sidney, Mont.-CP increase 1 w to 5 kw and install DA-DN. kw AM-630 kc

Edmond H. Smith Jr., Hickory, N. C. --CP new standard station frequency 630 kc 1 kw D. **Transfer of Control**

WETB Johnson City, Tenn.—Consent to transfer of control to Press Inc.

Stock Transfer

Stock Transfer KSST Sulphur Springs, Tex.—Consent to transfer of stock in licensee corpora-tion from Howard S. Smith, Howard Hicks, R. E. Fratt, Ross Bohannon and John A. Hicks, to Earl Fletcher, Truett Kimzey, Jack C. Elliott, Wm. N. Ed-wards and J. Warren Day.

Modification of CP

Morfolk Bestg. Corp., Norfolk. Va.-Mod. CP change hours from D to unl., frequency from 1220 kc to 1230 kc and approval of ant. and trans. location.

License Renewal

License Renewal Applications filed for renewal of fol-lowing television stations: Allen B. Du-Mont Labs. Inc.-W3XHC W3XHD area of Washington, D. C., W2XVT area Clifton, N. J., W2XEM W2XNG W2XQW W2XQX area of New York; National Bestg. Co. Inc.-W3XJA area of Wash-ington, D. C., WNBT New York; W2XBT W2XSE W2XWJ area of New York; Zenith Radio Corp.-W9XZC W9XZV Chicago; Radio Corp. of America, W3XAD W3XEP area of Camden, N. J.; Columbia Bestg. System Inc.-WCBS-

V M PS MEMPHIS THE DIFFERENCE On Your Ractio 10,000 W DAY TIME 5.000 W NIGHT TIME YOU CAN HEAR THE DIFFERENCE REPRESENTED BY TAYLOR + HOWE + SNOWDEN Radio Sales

BROADCASTING • Telecastin

Show Goes On!

LUNCHEON AT SARDI's was served a la fire department last week. While Bill Slater and his undaunted program guests groped about by flashlight during the 1-1:30 p.m. show broadcast over WOR New York, a three-alarm blaze sent flames whipping around Sardi's kitchen. The lack of electric current discouraged visitors, but only inspired the cast. WOR engineers supplied their own power, and the show went on.

TV New York, W2XCS W2XLU W2XSA area of New York: Philco Television Bcstg. Corp. — WPTZ Philadelphia, W3XPD W3XPE W3XPH W3XPI W3XPK area of central and northeast Maryland, southeast Pennsylvania and Washington, D. C., W10XAD W10XAF W10XPA W10XPR area of Washington, D. C., Philadelphia and New York.

December 18 Decisions . . . BY COMMISSION EN BANC **Conditional** Grants

Conditional Grants Authorized conditional grants for one Class A and four Class B FM stations, Granted requests of four Class A and one Class B station to vacate grants, Authorized CPS for three Class A and nine Class B FM stations; also CPS in lieu previous cond. for six Class B outlets (see story this issue). WFEA and aux. Manchester, N. H.--Granted renewal of license for period ending Nov. 1, 1950.

KATL Houston, Tex.-Same. KPBX Beaumont, Tex.-Same.

KINY Juneau, Alaska-Same (Comr. Durr for hearing):

WPAB Ponce, P. R.—Designated for hearing application for renewal of li-cense, and extended present license to June 1, 1948, pending decision in this

WKLF Clanton, Ala.—Granted as-signment of CP from J. Kelley Robin-son, J. S. Robinson and Hugh I. Webb, d/b as Southeastern Bcstg. Co. to Southeastern Bcstg. Co. Inc. No mone-tary consideration involved. Ownership is upchanged tary considera is unchanged.

WHAR Clarksburg, W. Va.—Granted voluntary assignment of license from Glacus G. Merrill and Andrew Kovlan d/b as Mountain State Bostg. Co. to Mountain State Bostg. Co. Inc., newly formed West Virginia corporation of same interest.

same interest. WJEL and WJEM Springfield, Ohio--Granted voluntary assignment of license of AM station WJEL and conditional grant of FM station from Delbert Jo-seph Parsons, John Edward Harwood and Bill Erin, a partnership, to Champion City Bestg, Co., an Ohio corporation of same people.

Suwannee Bostg. Co. Inc., Live Oak, Fla.—Granted CP new station 1220 kc 250 w D; engineering cond.

The Bristol Bostg. Corp., Bristol, Conn.-Granted CP new station 1440 kc 500 w D; engineering cond. Roxhore Bests, Co., Roxhoro, N. C.-Designated for hearing application for new station 1230 kc 100 w uni. and made WMFR High Point and WCBT Roanoke Rapids parties to proceeding.

Community Bestg. Service, Aliquippa, Pa.—Designated for hearing application for new station 990 kc 250 w D and or-dered WWSW Pittsburgh be made party to proceeding. Charles City,

Inland Bestg. Corp., Charles Cit Iowa-Designated for hearing applic tion for new station 1580 kc 250 w D.

Independent Bests, Service, Oak Park, III.—Designated for hearing application for new station 1350 kc 500 w D DA and made WJOL Jollet, III., party to pro-ceeding.

WHOM Jersey City, N. J.—Granted mod. CP to change trans. location and make changes in DA; engineering cond. (Comr. Jones for hearing).

(Comr. Jones for hearing). WJBK Detroit and WABJ Adrian, Mich.—Designated for hearing in con-solidated proceeding application of WJBK to change from 1490 kc to 1500 kc, 250 w to 10 kw DA uni, and ap-plication of WABJ to change from 1500 kc 250 w D to 1490 kc 250 w uni, and made WMRN Marion, Ohio, party to proceeding.

proceeding. KFDM Beaumont, Tex. — Adopted memorandum opinion and order de-nying petition of KFDM for recon-sideration of action taken Aug. 21, 1947, by board of Commissioners, mod. ac-tion of commission of Feb. 22, 1947. (which granted without hearing appli-cation of petitioner, so as to make it conditional upon acceptance of inter-ference in certain proposed opera-tions), and said action of board of Commissioners is affirmed.

December 18 Applications . . . ACCEPTED FOR FILING

License for CP

WKLF Clanton, Ala. - License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. Modification of CP

KWAK Stuttgart, Ark.-Mod. CP, as mod., which authorized new standard station to make changes in trans. and change from 1240 kc to 1230 kc.

KMYC Marysville, Calif.-Mod. CP, as mod., which authorized to make changes in trans., install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

KRNO San Bernardino, Calif.--Mod. CP, as mod., which authorized new standard station, for extension of com-pletion date.

AM-1360 kc

The Mount Carmel Bestg. Co., Mount Carmel, Ill.--OP new standard station 1560 kc 250 w D. AMENDED to change from 1560 kc to 1360 kc, increase 250 w to 500 w and change type trans.

Assignment of License KWHK Hutchinson, Kan.—Voluntary assignment of license from James E. Murray to KWHK Bestg. Co. Inc.

Modification of CP

KJAY Topeka, Kan.-Mod. CP, as mod., which authorized new standard



BROADCASTING . Telecasting

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station to change power from 5 kw D l kw N to 5 kw DN and specify studio location.

License for CP

WSFC Somerset, Ky.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by di-rect measurement of ant. power.

Modification of CP

MULTICATION OF CF WJBO Baton Rouge, La.-Mod. CP, as mod., which authorized change in trans. location and install FM ant. on top of center element of DA, for extension of completion date.

AM-1450 kc

WNOE New Orleans—Authority to de-termine operating power by direct measurement of ant. power.

Program Authority

Evangelistic Mission, Pontiac, Mich. —Authority to transmit programs from Pontiac, Mich. to Canadian station CKLW Windsor, Ontario. AM-950 kc

Boone County Bestg. Co., Columbia, Mo.--CP new standard station 950 kc l kw (DA-1) uni. AMENDED to change trans. location and studio location. Modification of CP

WFLB Fayetteville, N. C.-Mod. CP, as mod., which authorized new stand-ard station, for extension of completion date.

Assignment of License

WJMO Cleveland-Voluntary assign-ment of license from W. J. Marshall to WJMO Bcstg. Co.

License for CP WHBC South Canton, Ohio-License to cover CP which authorized install old main trans. for aux. 1 kw DA-N. Assignment of License

Assignment of License WPIT Pittsburgh-Voluntary assign-ment of license from John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Jo-seph Troesch and John L. Merdian, partners d/b as Liberty Bcstg. Co. to WPIT Inc. WPIT Inc. 'Modification of CP

WPRA Mayaguez, P. R.-Mod. CP, as mod., which authorized increase power, changes in trans. install DA-DN (DA-1) and change trans. location, to make changes in trans.

WVEC Hampton, Va.-Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

WGH Newport News, Va.-Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, to make changes in vertical ant.

License for CP

WHLF South Boston, Va.-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by di-rect measurement of ant. power.

WJPG Green Bay, Wis-License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. Modification of CP

KFSA-FM Fort Smith, Ark.--Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date. KFPW-FM Fort Smith, Ark .-- Same.

WCON-FM Atlanta, Ga.—Same. WGST-FM Atlanta, Ga.—Same. WKRS Waukegan, Ill .-- Same. KSTP-FM St. Paul, Minn .-- Same.

License for CP

KENO-FM Las Vegas, Nev.—License to cover CP, as mod., which authorized new FM station. Modification of CP

WBBB-FM Burlington, N. C.-Mod. CP, as mod., which authorized new FM itation for extension of completion CF date.

WFMY Greensboro, N. C .- Same. KOIN-FM Portland, Ore .-- Same. WCED-FM DuBois, Pa .-- Same. WMCK-FM McKeesport, Pa.-Same. WCAU-FM Philadelphia-Same.

KQV-FM Pittsburgh-Same. Assignment of CP

WPIT-FM Pittsburgh-Voluntary as-signment of CP to WPIT Inc. License for CP

WPIC-FM Sharon, Pa.-License to cover CP, as mod., which authorized new FM station.

TV-210-216 mc

. . .

South Bend Tribune, South Bend, Ind.—CP new commercial television sta-tion on Channel 13, 210-216 mc, ERP vis 0.83 kw, aur 0.565 kw unl.

(Continued on page 70)



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FCC Actions

(Continued from page 69)

Applications Cont.:

Modification of CP

WSAP-FM Portsmouth, Va.—Mod. CP, as mod., which authorized new FM sta-tion for extension of completion date. WLEE-FM Richmond, Va .--- Same. WRNL-FM Richmond, Va.--Same. TV-198-204 mc

Summit Radio Corp., Akron, Ohio-CP new commercial television station on Channel 11, 198-204 mc, ERP vis 31 kw, aur 16.37 kw unl.

TV-192-198 mc

WPIT Inc., Pittsburgh-CP new com-mercial TV station on Channel 10, 192-198 mc, ERP vis and aur 28.3 kw unl. A. H. Belo Corp., Dallas, Tex.-CP new commercial TV station on Channel 10, 192-198 mc, ERP vis 17 kw, aur 18 kw upl unl.

TENDERED FOR FILING

Modification of License WDLP Panama City, Fla.--Mod. li-cense change from DA-DN to DA-N.

AM-1540 kc Sarasota Bostg. Co., Sarasota, Fla.-CP new standard station 1540 kc 1 kw D.

SSA-830 kc

WNYC New York-Request for SSA 830 kc 1 kw from 6 a.m. to 10 p.m. EST with DA from sundown, Minneap-oils, to sign-off. Period of time, six months from March 2, 1948, or until such time as final determination has been made in clear channel hearing.

Modification of CP

Northwestern Ohio Bcstg. Corp., Lima, Ohio-Mod. CP to change from DA-DN to DA-N using 1 kw on 1150 kc. WHJB Greensburg, Pa.-Mod. CP to make changes in DA and ground sys-tem.

Hearings Before FCC . . . DECEMBER 22

AM-Hearing

Anderson Bestg. Co. Inc., Anderson, S. C.--CP 1070 kc 1 kw D. Carolina Bestrs., Anderson, S. C .---

Sam

WJMR New Orleans-Mod. license 990 kc 250 w unl. DECEMBER 23

AM-Hearing

Foundation Co. of Washington, Washington, D. C.-CP 580 kc 5 kw unl. DA. Party respondent: WQW Washing-ton; Intervenors: WHP Harrisburg, Pa., and WIAC San Juan, P. R.

WCOP Boston and Jr. Achievement Co. are conducting weekly shortwave broad-cast to Europe via WRCU, international shortwave station, to educate children overseas in American methods of radio overseas in A broadcasting.



FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations-1,498 licensed, 468 construction permits. 262 applications in pending file, 378 applications in hearing; FM-83 licensed, 249 conditional grants, 713 CPs (of which 280 are on air under special temporary authority), 57 applications pending, 55 applications in hearing; television -six licensed, 65 CPs (of which 11 are on air), 31 applications pending, of which 33 are in hearing.

TV Preview in Boston

BOSTON'S public got an advance look at television last Wednesday when Filene's Department Store provided a day-long video program over 14 sets placed in street floor show windows. Films and store promotion programs were augmented by John Reed King's Missus Goes a-Shopping, which was sent to Boston from its originating station, WCBS-TV New York, by AT&T's microwave radio relay circuit between the two cities. As there is no video station in Boston yet, the live program and a couple of films were fed from the phone company's Boston terminal via video loop to the store and then projected on the window sets. Sound synchronization was provided by a special speaker system installed around the building.

Karl A. Hildebrecht

KARL HILDEBRECHT, 35, eastern sales representative of the record department of RCA Victor, was killed Dec. 16 in a motor accident in Philadelphia. He is survived by his wife and three young children.



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FCC Announces Grants for 1 Class A, 4 Class B's; 5 Withdrawals Reported

(Earlier FM grant story, page 26)

CONDITIONAL grants for one Class A and four Class B FM stations were announced last Thursday by FCC. At the same time withdrawal of four Class A and one Class B conditional grantees were reported.

This raised total FM grants for the week to four Class A and 10 Class B with the total of grants vacated amounting to four Class A and four Class B.

On Thursday FCC also announced issuance of construction per-mits for three Class A and nine Class B FM outlets. In addition CPs in lieu of previous conditions were awarded for six Class B stations.

The Copely Press Inc., publisher of the Elgin, Ill., Courier-News and the Joliet, Ill., Herald-News, was granted its request to vacate Class A grants in both of those cities. The firm stated it does not wish to proceed with construction at this time, reporting that Ira Copley, principal stockholder, died about a month ago. Tri-State Broadcasting Co. vacated its Class A grant for Sioux Falls, S. D., as it has found conditions such that it does not wish to proceed at this time. Firm has an AM application designated for hearing. Sentinel Radio Corp., Evanston, Ill., likewise gave up its Class A grant as circumstances have changed since filing.

John F. Pidcock Sr., licensee of AM station WMGA Moultrie, Ga., was granted request to give up for the present his Class B permit. No reason was cited.

The new conditional grantees:

Pratt, Kan., Tribune Pub. Co.- Class A, proposed Channel 265 (100.9 mc). Firm publishes daily Pratt Tribune.

rırm publishes daily Pratt Tribune. Corinth, Miss., The Corinth Broad-casting Co. Inc.-Class A, proposed Channel 268 (101.5 mc), Firm is licen-see WCMA that city. Popiar Bluff, Mo., Radio Station KWOC-Class B, proposed Channel 233 (94.5 mc). Grantee is licensee KWOC that city.

Buffalo, N. Y., Western New York Broadcasting Co.-Class B, proposed Channel 277 (103.3 mc). Firm is per-mittee of new AM station at Kenmore. N.Y.

Tacoma, Wash., Tacoma Broadcast-ers Inc.—Class B, proposed Channel 243 (965. mc). Grantee is licensee of KTBI that city.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain):

Modern Bostg. Co. of Baton Rouge Inc., Baton Rouge, La.—Class B, 104.3 mc (Channel 282), 3 kw, 335 ft.

WREV The Reidsville Bcstg. Co., Reidsville, N. C.—Class B, 102.1 mc (Channel 271), 1.6 kw, 330 ft.

Wm. H. Miller, Painesville, Ohio-Class , 101.7 mc (Channel 269), 970 w, 170

ft. WBUT Eagle Printing Co. Inc., But-ler, Pa.—Class A, 103.9 mc (Channel 280), 600 w, 310 ft. WESC-FM Greenville Bostg. Co., Greenville, S. C.—Class B, 92.5 mc (Channel 223), 12 kw 360 ft. WBFK George M. Hughes, Florence, S. C.—Class B, 94.1 mc (Channel 231), 14 kw, 485 ft. S. C.-Class D 14 kw, 485 ft.

Scripps-Howard Radio Inc., Knox-ville, Tenn.—Class B, 103.7 mc (Chan-nel 279), 280 kw, 600 ft.

KECK-FM Ector County Bestg. Co.,

Odessa, Tex.-Class B, 97.5 mc (Chan-nel 248), 1.7 kw, 400 ft. KABC-FM The Alamo Bostg. Co., San Antonio, Tex.-Class B, 97.3 mc (Chan-nel 247), 31 kw, 350 ft.

KNOW-FM Frontier Bostg. Co. Inc., Austin, Tex.—Class B, 95.5 mc (Chan-nel 238), 52 kw, 420 ft.

WACO-FM Frontier Bestg. Co. Inc., Waco, Tex.—Class B, 98.7 mc (Channel 254), 48 kw, 320 ft.

KOPP-FM James B. Littlejohn, Og-den, Utah-Class A, 103.9 mc (Channel 280), 480 w, minus 160 ft.

The following were authorized CPs in lieu of previous conditions:

WAFM Voice of Alabama Inc., Bir-mingham, Ala.-Class B, 99.5 mc (Chan-nel 258), 515 kw, 840 ft.

WCSI Syndicate Theatres Inc., Colum-bus, Ind.—Class B, 93.7 mc (Channel 229), 71 kw, 250 ft. and for extension of completion date.

WMSA-FM The Brockway Co., Mes-sena, N. Y.-Class B, 105.3 mc (Chan-nel 287), 13 kw, 335 ft.

WGBR-FM Eastern Carolina Bostg. Co. Inc., Goldsboro, N. C.—Class B, 93.3 mc (Channel 227), 35 kw 360 ft.

WEAL Ohio-Michigan Bostg. Corp., Toledo, Ohio-Class B, 107.9 mc (Chan-nel 300), 65 kw, 220 ft.

WFLN Franklin Bostg. Corp., Phila-delphia—Class B, 95.7 mc (Channel 239), 20 kw, 500 ft.

3 Stations Win Plaques For Promotion Activity

THREE Midwestern stations. WBOW Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques for "outstanding skill and ingenuity" in exploiting the daytime serial, Linda's First Love.

The Kroger Co., Cincinnati, promoted the contest in conjunction with its current advertising campaign, and all 27 stations carrying the show participated in the promotion by using courtesy announcements, station breaks, quarter and half hour shows, etc.

Stations receiving Honorable Mention certificates were WBNS Columbus, Ohio, WLW Cincinnati, WOOD Grand Rapids, Mich., and WOWO Fort Wayne, Ind. Bruce Robertson, senior associate editor in the New York bureau of BROAD-CASTING, assisted in judging the contest.

S ななななななななななななななななな Merry Christmas

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BROADCASTING • Telecasting

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Four Stations Transfer Cases Are Given Approval of FCC

APPLICATIONS for consent to transfer of KTOP Topeka, Kan.; KVOX Moorehead, Minn., and associated KVOX-FM Fargo, N. D., and WGNR (FM) New Rochelle, N. Y., have been filed with FCC. Considerations total \$132,000.

Transfers involving no monetary considerations or ownership changes also have been filed at the Commission for four AM outlets, an FM and a television station.

Norville G. Wingate, one-half owner of KTOP (250 w 1490 kc), has retired from radio because of his health and had sold his interest to his partner, T. Hall Collin-son, for \$34,027.75. Pair have been doing business as Collinson-Wingate Broadcasting Co.

Because they believe local ownership will better serve public intesest, three St. Paul businessmen have sold their interests in KVOX (1340 kc 250 w) and KVOX-FM to a group of local residents for sum of \$92,000. The retiring owners, David C. Shepard (99 shares), Howard S. Johnson (99 shares), and Richard S. Felhaber (25 shares), dispose of their holdings to E. J. McKellar, owner-operator of E. J. McKellar Co., Fargo, and 25 others. Mr. McKellar would purchase 139 shares while the remainder of 248 shares outstanding would be divided among his associates. None would have more than 10 shares.

Two Vet Owners

Two veterans, Edgar Sandford and Lawrence Goldring, equal owners of WGNR, sell that station to Julian H. Gins, secretary and part owner of Julienne Sportwear, New York, for \$6,000. The consideration covers expenses to date and does not involve either equipment or property.

The veterans stated that it has been 1½ years since filing for the outlet and they since have found gainful employment in other fields. They said the risks and further delays before a return of investment is realized do not warrant continuance of WGNR. Mr. Gins stated that if the transfer is granted he would move to New Rochelle, sell his other business interest and begin construction immediately.

The other transfers:

The other transfers: KNAF Fredericksburg, Tex.—Assign-ment of construction permit from Wal-ter T. McKay and Arthur Stehling, do-ing business as Gillespie Broadcasting Co., to a new corporation of the same name. Mr. McKay and Mr. Sterling each would have 40% interest while Jerald P. Fisher, station manager, would ac-quire 20%. No consideration was given in the application. Station is assigned 250 w on 1340 kc. WLBZ Bangor, Me.—Assignment of license from Maine Broadcasting Co. Inc. to Eastland Broadcasting Co. Inc. to Eastland Broadcasting Co. Inc. to Eastland Broadcasting Co. Perielated in ownership with WCSH Port-land and WHDO Augusta, Me. KLAC-TV Los Angeles—Assignment of

KLAC-TV Los Angeles—Assignment of CP from Mrs. Dorothy S. Thackrey to KMTR Radio Corp., solely owned by Mrs. Thackrey.

WJMO Cleveland—Assignment of li-ense from W. J. Marshall, sole owner, WJMO Broadcasting Co., new firm

owned entirely by Mr. Marshall, who is president. David M. Baylor is vice presi-dent and James A. Rees, secretary-treas-urer. WJMO is assigned 1 kw D on 1540 kc.

1540 kc. WPIT and WPIT-FM Pittsburgh-As-signment of license for AM and CP for FM from John J. Laux, Myer Wiesen-thal, Richard Teitlebaum, Alex Teitle-baum, Louis Berkman, Jack N. Berk-man, Charles G. Swaringer, Joseph N. Troesch and John L. Merdian to WPIT Inc., new firm owned by same individ-uals whose interests are not changed. Messrs Troesch and Merdian each have 4.5% while all others each hold 13%. WFTB Johnson City, Tenn-Transfer

WETB Johnson City, Tenn.—Transfer of control from Fast Tennessee Broad-casting Co. to Press Inc., owned by same individuals whose interests resame individuals whose interests re-main unchanged. Owners of both firms: Carl A. Jones Jr., 40%; H. L. (Buddy) Jones, 30%, and Mrs. Dorothy Jones Clark, 30%. Press Inc. has made cash advances totaling \$60.000 to station, ac-cording to application.

Crosley Appoints Allison To Head Its Video Sales MILTON F. (CHICK) ALLISON has been appointed head of sales and promotion for the television operations of the Crosley Broadcasting Corp. The appointment, ac-

> cording to a joint announcement by James D. Shouse, president, and R. E. Dunville, vice president and general manager of Crosley, represents the firm's first step toward establishing commercial operation of its video sta-

tions. Company already has dis-closed plans to put its Cincinnati television outlet, WLWT, on a commercial basis early in 1948.

Mr. Allison is returning to the Crosley staff after a year and a half as sales manager of WPEN Philadelphia. He was sales promotion manager of Crosley's Cincinnati AM outlet, WLW, from 1940 to 1944. He served as a member of the NAB Retail Promotion Committee in 1943.

Mr. Allison will report to J. R. Duncan, acting director of television operations for Crosley.

WCBS-TV Adds Friday

TELECASTS of the address of Secretary of State Marshall to the nation last Friday, carried by all three New York video stations, inaugurated the addition of Friday to the operating schedule of WCBS-TV, now on the air with programs five evenings a week, Wednesday through Sunday. On Dec. 26 the station will televise the professional tennis matches from Madison Square Garden. WCBS-TV will now telecast about 25 hours a week of program service, plus six hours of test patterns each weekday. Test pattern schedule was recently doubled to assist video servicemen in the installation of new receivers.

Fire Call Aired

IN a Portland, Ore., firehouse KGW's special events director, Bob Thomlinson, was interviewing members of a fire department crew who were face-lifting toys for the community's needy children. While Mr. Thomlinson asked questions the alarm sounded. The firemen dropped their toy repairing and turned to their regular duties. Within 28 seconds they were on their way. Meanwhile Battalion Chief E. L. Boatright, who originated the "Toy and Joymakers" campaign, was on hand to aid the station's pickup of the fire alarm excitement. What started out to be a broadcast about toy mending was transformed into a dramatic broadcast of the fire call.

Philco Corp. '47 Sales

SALES of Philco Corp. in 1947 should run well over \$215,000,000, almost three times the 1941 volume, it was announced last week by John Ballantyne, president, in a letter to stockholders accompanying Dec. 12 dividend checks covering the regular quarterly dividend of 37½ cents and a year-end dividend of 50 cents a share.

Editorializing

(Continued from page 15)

tion of the manager; 18% would place it in the hands of an editor; and 17% feel it should rest with the station owner. Only 4% would delegate it to the program manager. Among the other choices were: An editor-under the direction of an editorial board; a local council carefully chosen for equal representation, "no one person at any time."

"Do you feel that editorializing would result in added station prestige?" (See Table VI) *

Eight out of ten stations believe that station prestige will gain by editorializing, while 13% disagree. 8% are uncertain or failed to give an opinion.

Table VI

"Do you feel that editorializing would result in added station prestige?'

%	of all
r 0 5	pondents
Yes	79
No	13
Don't know	2
No answer	6
TOTAL	00







Mr. Allison

INVEST YOUR DOLLAR

WCK



s-ly

WE'RE **RARIN**' TO GO!!

Soon after Dec. 15 our modern WMGW will be new on the air . . . and believe me we can hardly wait to offer the advertiser this rich Crawford County market. Crawford County is the leading dairy producing county in the State of Pennsylvania, and Meadville, our headquarters, is the County Seat of Crawford. You might be interested to knaw that retail sales in Meadville alone were well over \$26,000,000 in 1946. A 20% increase for 1947 would place the total sales for the current year at \$32,-000,000. You can't go wrong in a market like this.

Studio & Offices FIRST NAT'L BANK BLDG. MEADVILLE, PENNA. Victor C. Diehm. . . Gen. Mgr.

Page 72 • December 22, 1947



TWO CITATIONS were received by WNHC New Haven, Conn., as it celebrated its third anniversary early this month. One was an award from the U.S. and Connecticut Junior Chambers of Commerce for station's participation in "Voice of Democracy" contest. Accepting this award is Aldo DeDominicis (second from 1), secretary-treasurer of Elm City Broadcasting Corp., WNHC licensee. Presentation was made by Joseph Fitzpatrick (far l), president of Connecticut Jaycees. The second award, a citation from the National Guard for WNHC's special broadcasts during the Guard's recent recruiting drive, was presented by Col. John Chamberlin (far r) to Michael Goode (second from r), brother of WNHC's president, Patrick J. Goode.

New Procedure for Election of NAB Directors-at-Large Voted by Members

NEW procedure for mail election of NAB directors-at-large and directors from even-numbered districts was approved last week by the membership. The vote was 749-9 in favor of an amendment to the By-Laws required by the change of NAB conventions from autumn to spring, according to C. E. Arney Jr., Secretary-Treasurer.

With adoption of the amendment, entirely new procedure for elections will be put into effect. The amendment rounds out an election plan adopted by the membership last summer.

Heretofore nomination and election of district directors has taken place at district meetings, with directors-at-large elected at annual conventions. Directors-at-large and district directors to be elected by mail will take office at the NAB convention in Los Angeles in mid-May.

The new procedure will operate in this manner: Ernst & Ernst will mail nominating forms Feb. 8 with the name of a certified representative for each station in even-num-

Sellers

(Continued from page 10)

happy to pay for-is the prestige that comes from sponsorship of the world famous musical group.

Jane has been happily married for five years and has achieved the ultimate in a woman's ambition, by successfully combining the role of career woman and housewife. She's just as adept with a mop as she is with a rate card. Right now her greatest interest is the 200-acre farm to which she and her hushand expect to move this month. Jane is 27, a native Chicagoan, and attended St. Marys of the Woods at Terre Haute, Ind.

bered districts. Each station in a district will nominate a candidate for director from that district. Nominating forms must be mailed by March 2. On March 15 Ernst & Ernst will mail election forms containing the names of all nominees. Each station will vote for one director to represent its district. (Odd-numbered districts will elect directors for two-year terms starting in 1949.)

Nominating forms for directorsat-large will be mailed Feb. 16. Only representatives of a particular class of station. will receive for that class. To be nominated are two directors-at-large for large, two for medium and two for small stations; one for AM (Class A) and one for FM (Class B).

To be nominated, at least five votes must be cast for a candidate. At least four must be nominated for the small, medium and large classes; two for each FM class. Ballots for elections will be mailed March 15.

If one person is nominated in

more than one class, he will be permitted to select the class he prefers.

NAB last week progressed in its organizational program for 1948, announcing names of additional committee members and scheduling meetings of committees [BROAD-CASTING, Dec. 15].

The tentative schedule of committee meetings follows:

mittee meetings follows: Jan. 5--NORC Subcommittee of Re-search Committee, BMB headquarters, New York. Jan. 5-Research Committee, BMB headquarters, New York. Jan. 8-9-Sales Managers Executive Committee, Washington (see story page 20).

20). Jan.

20). Jan. 13-14-Engineering Executive Committee, Washington. Jan. 14-16-Board International Ad-visory Committee, Washington. Mid-January-Board Standards of Practice Committee (originally sched-uled Jan. 5-6). Jan. 26-27-Program Executive Com-mittee, Statler Hotel, Washington (ten-tative).

Jan. 26-27—Small Market Stations Ex-ecutive Committee, Washington, Jan. 28-Program Executive and Pub-lic Relations Executive Committee, joint meeting, with noon luncheon for award of Volce of Democracy scholar-ships. 20 Bubble Delations Executive

Jan. 29—Public Relations Executive Committee, Washington. Feb. 9—Employe-Employer Relations Committee, Washington.

Membership of two more standing committees was announced last week by NAB, along with several board subcommittees. They follow:

week by NAB, along with several board subcommittees. They follow: Research Committee-Carl Burkland, WTOP WashIngton, chairman; Harry Burke, KPAB Omaha; Martin B. Camp-bell, WFAA Dallas; Dietrich Dirks, KTRI Sloux City; J. Archie Morton, KJR Seatale; William E. Ware, KSWI Coun-cil Bluffs; Earl W. Winger, WDOD Chat-tanooga. Board liaison members: Charles C. Caley, WMBD Peorla; Wil-lard D. Egolf, WBCC-FM WashIngton. Engineering Executive Committee-Orrin W. Towner, WHAS Louisville, chairmai; James V. Cosman, WPAT Paterson, N. J.; Paul deMars, Raymond M. Wilmotte Inc.; A. James Ebel, WMBD Peorla; Oscar C. Hirsch, KFVS Cape Gi-rardeau, Mo; Jack R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; R. J. Rockwell, WUW Cincinati; Board liaison members: T. A. M. Craven, WOI WashIngton; G. Richard Sharto, WIS Columbia, S. C. Board By-Laws Subcommittee — George D. Coleman, WGBI Scranton, Pa., chairman; Wiley P. Harris, WJDX Jackson, Miss; G. Richard Sharto, WIS Columbia, S. C. Board Convention Sites and Policy Subcommittee-Howard Lane, WJJD Guicago, chairman; Harold E. Pellows, WEEI Boston; Robert T. Mason, WMRM Marlon, O.; William B. Smullin, KIEM Culus a, Calft; William B. Smullin, KIEM Calon, Calf, William B. Smullin, KIEM Calon, Calff, William B. Smullin, KIEM

Eurera, Cann, Human Board Finance Subcommittee—Clair R. McCollough, WGAL Lancaster, Pa.; T. A. M. Craven, WOL Washington; C. Bruce McConnell, WISH Indianapolis; John F Meagher, KYSM Mankato, Minn.; Paul W. Morency, WTIC Hart-

Minn.; Paul W. Morency, WTIC Hart-ford. Board Membership Subcommittee--John J. Gillin Jr., WOW Omena, chair-man; Charles C. Caley, WMBD Peoria, Ill.; Gümore N. Nunn, WLAP Lexington, Ky.



BROADCASTING • Telecasting
WHOO ORLANDO, FLA. LAUNCHED ON 990 KC

LAUNCHING of WHOO Orlando, Fla., this month was a gala occasion for central Florida. The new 10-kw daytime outlet, affiliated with ABC, took the air on 990 kc at 12 noon Dec. 5, and from 7:30 to 8:30 p.m. same day broadcast a portion of the official opening ceremonies at Orlando's Coliseum.

Highlighting the Coliseum events was a formal dance attended by an estimated 4,000 persons, including U.S. Senator and Mrs. Claude Pepper, Representative Joe Hendricks, Florida's Fifth District representative in Congress, members of the Florida legislature and Orlando city officials. Bob Chester and his orchestra played for the dance, and Tommy Ryan, featured singer with the Sammy Kaye band, starred in the seven-act floor show.

Walter P. Speight Jr., WHOO's manager, acted as master of ceremonies. Finale of the show was the reading by Mr. Speight of a telegram from Paul Whiteman disclosing the name of the winner of the "Dinah Shore of Central Florida" contest. Mr. Speight then presented the winner--WHOO's girl singer, Peggy Heart---to the audience.

WHOO is owned by The Sentinel-Star Co., publisher of Orlando's Morning Sentinel and Evening Star. The Sentinel devoted an entire 14-page section Dec. 5 to news of WHOO's opening, and both newspapers gave front-page publicity to the launching. The station recently completed construction of its three 240-ft. towers and one 514-ft. tower. WHOO is being represented nationally by George P. Hollingbery Co., Chicago.

TV Job Opportunities

TRANSFERS of AM and FM technicians to television will create vacancies at these stations, with opportunity for employment, according to the December issue of *Labor Information Bulletin*, published by the Dept. of Labor. The bulletin says new stations going on the air will create openings and that servicemen with television training will have an advantage in seeking jobs.

WWJ-TV HAS MODEL STANDARDS Detroit Manager Says Television Codes Should

-Be Tougher Than Radio's-

AN INDEPENDENT CODE for WWJ-TV Detroit was outlined in a memo to its TV personnel by Harry Bannister, general manager of the *Detroit News* stations, WWJ, WWJ-FM and the video outlet. Mr. Bannister declared that the standards of good taste for TV should, "if anything, be stricter and more severe than in radio."

The code, which might well become a model of good taste for other TV staffs, is as follows:

" \ldots TV has grown to the point where a \ldots code is indicated. If anything it should be stricter and more severe than in radio.

"I feel that our TV programming should at all times be so meticulously proper and correct, that, like Caesar's wife, it will be above suspicion. There must be no use of 'blue material' or anything even remotely susceptible to double entendre.

"There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most strait-laced in our audience. Appearance, language, intonation or gesture must all be beyond re-

CKY, CKX Demise

CKY Winnipeg and CKX Brandon, Man., will cease operations as units of the Manitoba government telephone service after 24 years and 19 years, respectively, of operations, sometime next spring, it was announced by Premier Stuart Garson of Manitoba in a radio address at Winnipeg Dec. 11. Manitoba government will give up radio broadcasting, and the Canadian Broadcasting Corp. will erect its 50-kw CBW near Winnipeg. Mr. Garson did not state final disposition of the two stations. He reported that negotiations with CBC on sale price of the two outlets had resulted in Manitoba "insisting that we were not prepared to close the deal until we had tested the adequacy of the price in the market" [CLOSED CIRCUIT, Nov. 10].



proach. Racial comedy types must be avoided. References to God or religion must always be reverent. Crime and drunkenness, when used, must be condemned.

"I cite just a few taboos. There will be many others. In all cases, good taste, propriety, and the avoidance of offense must be the ultimate criteria."

Mr. Bannister reviewed the growth of a code in the radio industry, and pointed out that although the standards of decency in radio broadcasting are "mostly unwritten and tacit," they have been strictly observed. He urged the same strict observance upon WWJ video staff members.

Hoge Says Projection TV Receiver Has Big Future

THE VIDEO SET of the future will be a projection set rather than a direct-view model, Hamilton Hoge, president, United States Television Mfg. Co., predicted at a dealers' meeting in New York early this month. Declaring that "the public wants larger television pictures at lower cost," Mr. Hoge pointed out that increasing the size of direct-view pictures means increasing the size of the tube and the cost of the receiver, while projection makes it possible to increase picture size with a smaller tube.

"The potential cost reduction in projection television is great while in direct-view it is very slim," he stated, adding that while there are still many engineering problems to lick in making low-priced projection sets possible, "there is none that can't be solved."

CBS Gives Bonus

ALL CBS EMPLOYES, union as well as non-union, will get a Christmas bonus of one week's salary, according to a memo circulated last week under the signature of Frank White, CBS vice president and treasurer, However. ". . . . future year-end distributions, if authorized, will be limited to those whose positions are not covered by contract," Mr. White's memo announced.

NAB Disc Brochure

BROCHURE listing open-end transcriptions available for sponsorship will be mailed to NAB member stations this week [CLOSED CIRCUIT, Dec. 15]. The brochure was prepared by the NAB Broadcast Advertising, Research and Program Departments to provide reference material on discs. The Program Dept plans to maintain the service on a permanent basis, providing supplements for insertion in binders.



Three Boston TV

(Continued from page 17)

Lamb, Toledo attorney and substantial stockholder in Unity Corp. which operates WTOD and WTOD-FM Toledo and is applying for other stations, filed for Channel 12 (204-210 mc) at Erie, Pa. Construction costs were estimated at \$110,-000. It was pointed out that Dispatch Inc. is "closely allied" with Record Publishing Co. of Erie, which owns 8% of the stock. Mr. Lamb, president of the publishing firm, owns 40% and his wife 15.5%. Other stock subscribers in Dispatch Inc. include Paul Albracht and Austin J. White, respectively general manager and editor of Record Publishing Co. Unity Corp., it was pointed out, applied for television at Erie in 1945 but withdrew during the controversy over color viden.

Meanwhile, referring to the CBS Boston application, Lawrence Lowman, network vice president, declared:

"Our application for permission to operate a television station in Boston represents a vital factor in our plans for an Eastern Seaboard network. It is important to keep in mind that the eastern coastal chain is really only the first of many others like it that we have blueprinted to serve the country



WHOOPER'S SHOWING! FIRST, SECOND OR THIRD



National Representatives HEADLEY-REED COMPANY



TELEVISING sports events will help more than it will hurt, Daniel R. Topping, president, New York Yankees, said at a press conference following the signing of contracts for the Yankees home games in 1948 to be televised on WABD New York, sponsored by P. Ballantine & Sons. Asked what effect this would have on attendance at the games, he said that by attracting new fans to baseball he believed that television will help baseball in the same way as sound broadcasting has in the past. Asked about his team's pennant chances next year, Mr. Topping replied: "I wish I was half as sure that we will win the pennant as I am that television is here to stay."

separately and collectively, just as in radio today.

"Whether the development of network television will follow the precise pattern of the CBS radio network depends on at least two important factors: The cost and method of hooking up stations, and the specifics of affiliate contracts.

"This much, however, is perfectly clear to us—the concept of competitive networks for television is entirely sound and necessary. Everwidening orbits of the American public and business are entitled to enjoy the benefits of television as speedily and as economically as American ingenuity can deliver it to them. Networking obviously is the only logical way."

TV Spots Offered

BUCHANAN & Co., New York, is preparing a number of spot announcements and chain breaks for television in an attempt to interest its clients in the medium. Martin Jones, radio director of the agency, revealed that he was offering a variety of programs to the agency's clients including spots and breaks, films, animated cartoons and live programs. Mr. Jones said he feels that this is the time for clients to get into television. "Television is happening," he maintains.

CBS Christmas Show

CBS will present a special show titled *Two Hours of Stars* on Christmas afternoon, 4-6 p.m. featuring musical and comedy talent. Included in the program are Lauritz Melchoir, Harry James, Doris Day, Pied Pipers, Leonard Pennario, Lum 'n' Abner, Edgar Bergen and Charlie McCarthy, Bob Hope, Amos 'n' Andy, Cass Daley, Lou Silvers and others. Don Ameche will emcee the show, with Ken Carpenter announcing.

Same Announcers

(Continued from page 17)

viewer and that either the listener will not hear enough of the story to satisfy him; or, if he is satisfied, the video set owner who can see as well as hear will be bored with an excess of words.

Mr. Allen, however, said he had heard of many people who, wanting more details than they were getting from their video sets last year, tuned in the AM broadcast on a separate set to accompany their video pictures to get the full story. For that reason, he said, he believes that the two-medium broadcasts will work out alright.

The dual sponsorship of the sound broadcasts of the Yankee games, with Ballantine alternating sponsorship with White Owl Cigars on an every-other-game for each basis, will also present problems for the announcers working simultaneously in both media, as all the telecasts will be sponsored by Ballantine. Asked how he could give a beer commercial on television while delivering a sales talk on cigars for the sound broadcasting audience, Mr. Allen reminded his questioners that there are two announcers working on the broadcasts. A mike could be set up outside the broadcasting booth, he said, so that he or Mr. Hodges could run out between innings and give the AM commercial, while the other stayed in the booth to give the one on television.

The Yankees and the sponsoring company seem convinced that the dual set-up will work. The skeptics have their doubts, but both agree that whatever happens it will be an interesting experiment.

Bowl Announcers

MEL ALLEN and Harry Wismer, ABC sports director, will broadcast the New Year's Day Sugar Bowl game at New Orleans, starting at 2:45 p.m., Jan. 1 over ABC, it was announced last week by J. P. Spang Jr., president of the Gillette Safety Razor Corp., which is sponsoring the broadcast. Agency is Maxon Inc., New York.



AUTHOR Harnett T. Kane (seated) autographs his newest book, Natchez on the Mississippi, after presenting a review of the volume over KRUS Ruston, La., which took the air Nov. 8 [BROADCASTING, Nov. 24]. Standing behind Mr. Kane are Clarence E. Faulk Jr., KRUS owner-manager, and Mrs. Faulk, station's program director.

Video Transmitter Site Is Problem in Rochester DIFFICULTIES of Stromberg-Carlson Co. (WHAM Rochseter) in finding a site for a television transmitter were detailed by S-C President Dr. Ray H. Manson at a joint luncheon meeting last week of the IRE Rochester section and the Rochester Engineering Society.

No building in the city, he said, has a structure strong enough to support a high tower and a distant hill would not do because signals would not be strong enough for a satisfactory signal in the city and because shadows and reflections from Pinnacle Ridge, lofty hills near the city's edge, would cause ghosts and interference. The site on Pinnacle Hill desired by the company was vetoed by the city zoning board after protests from residents of that area.

City administration has appointed a video expert from the U. of Rochester to make a survey of all possible sites.



WADC Appeal

(Continued from page 19)

cialized" service and that the Commission in its Blue Book and in a number of grants has sanctioned specialized programming, FCC declared:

The program service does not become a specialized service of interest to a segment of a large metropolitan community merely because it emanates from one source. Nor can a program service be considered a specialized service in the interests of the community where it consists of all types of programs with the single exception of programs directed to the particular needs and interests of the community.

By relying almost wholly upon network programs, the Commission contended, WADC would be improperly surrendering licensee responsibility.

In its appeal brief, WADC cited a study made by Louis G. Caldwell, Washington radio attorney and one of the FCC's severest critics on the free-speech question, as being "still the leading and most effective discussion of the problem" of program regulation by government. Replying, FCC itself cited a statement made by Mr. Caldwell, first general counsel of the old FRC, during Congressional hearings, in 1929. Mr. Caldwell was quoted as saying, with respect to the censorship provision of the Act:

This section provides that nothing in this Act shall be understood or construed to give this Commission the power of censorship.

power of censorship. I believe that was intended to mean, and does mean, the power of censorship over the dissemination of questions of public interest and does not refer to program service or matters of advertising, and all that sort of thing. That construction is being regularly followed by the Commission, and, so far, has not been seriously challenged by anyone. If the time should come when a different construction were given the provision by the courts, that it takes away from the Commission the power of considering program service and advertising, then I think some change should be made. ... I am convinced that the con-

... I am convinced that the construction giving this Commission the power I mention is the correct one, restricting it only from exercising any power to discipline stations in any manner for views on questions of public interest or importance.

The Commission said it felt this was "perhaps the best expression of the correct meaning" of the Communications Act's censorship provision.

WANTED

General Manager

For Independent Local 250 W Full Time Station

PLEASANT MID-WEST COMMUNITY

OF APPROXIMATELY 13,000

License application pending. Will be only station in town.

Attractive salary for the right man. Send resume of radio

Box 174-BROADCASTING

Burke Cross-Examined in 1-Day Continuation of WBAL Hearing

CAN A STATION "100% sold out" do a public interest job?

"Yes, depending on the structure of the programs, it could do a very good job," Harold C. Burke, manager of WBAL Baltimore, testified last week at further FCC hearing of the Hearst Radio Inc. station's renewal application and the competitive claim of Pearson-Allen to WBAL's clear channel assignment.

Leonard Marks, counsel for Columnists Drew Pearson and Robert S. Allen's Public Service Radio Corp., posed the question to Mr. Burke during the last of his crossexamination of the WBAL manager last Tuesday before FCC Comr. Rosel H. Hyde, presiding officer. Only one day was devoted to the hearing last week because of other Commission meetings. The hearing recessed until further notice after the holiday season.

Mr. Marks' inquiry was based on discussion of the Commission's Blue Book week of April 23, 1944. for WBAL, and other "typical" weeks from exhibits in the record. He earlier had questioned Mr. Burke on overall policy, national sales representation and annual revenues and expenses [BROAD-CASTING, Dec. 8].

Questions 'Normal' Week

John E. McCoy, FCC Counsel, asked Mr. Burke if the April 23, 1944 week reported in the Blue Book was a "normal" week. Mr. Burke replied that it was not "entirely normal" because of the many political broadcasts carried that week and the fact it was a "wartime week." When Mr. McCoy questioned whether the WBAL manager had ever advised the Commission of this point, Mr. Burke stated that he never had a prior chance to comment to FCC about it.

On re-direct questioning, William J. Dempsey, WBAL counsel, asked if the station logs were a reliable record of commercial time and commercial announcements during any period. Mr. Burke stated that they were since the record was employed in billing by the accounting department. He said the logs were not reliable in checking public interest material.

In response to Mr. Dempsey's inquiry on program balance, Mr. Burke stated he does not have any control over whether a network program is commercial or sustaining and that in planning a future schedule he must rely on his own estimate of the network programs. Mr. Burke said he did decide whether non-network programs would be commercial or sustaining.

To a question by Mr. Dempsey as to programs not appropriate for sponsorship Mr. Burke replied that appropriateness is a specific decision. He said he considered Presidential broadcasts inappropriate commercial fare but if the President wished to be sponsored he would not refuse to carry the broadcast. Mr. Burke also commented that sponsorship often adds a great deal to a program.

FCC Informed

Referring to previous questions by Mr. Marks on program proposals made in WBAL's application for 50 kw on 1090 kc (granted in 1940) and performance reported in subsequent renewal requests, Mr. Burke testified that FCC was kept abreast of conditions at least twice a year through program schedules made available and also through the annual report forms. He also mentioned surveys of logs during the war by FCC investigators.

In a concluding question, Mr. Marks asked if Mr. Burke as manager, and members of the WBAL staff, including executives of Hearst, have "control over programs broadcast regardless of origin." Mr. Burke replied, "I have control regardless of origin." He indicated this included both network and local programs as well as the amount of time sold or sustained.

At the conclusion of the session Mr. Dempsey stated his last witness for WBAL would be Maj. E. M. Stoer, vice president and general manager of Hearst Radio. However, Mr. Marks stated he would press for the appearance of William Randolph Hearst as he had indicated at the beginning of the hearing [BROADCASTING, Nov. 101.

Bond Campaign

GREY Advertising Agency, New York, has joined five other volunteer agencies in the preparation of the 1948 savings bond campaign for the U. S. Treasury Dept., Theodore S. Repplier, president of the Advertising Council, announced last week. Other participating groups are Young & Rubicam, J. Walter Thompson Co., G. M. Basford, Schwab & Beatty, Joseph Katz, and Albert Frank-Guenther Law Inc., all New York.

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Aid S. A. Project

KIMO Independence, Mo., planned to devote its entire broadcast day last Friday to the Salvation Army's drive for Christmas funds, according to Harry L. Becker, K I M O program director. Both sponsored and sustaining programs were to be given over to the Salvation Army theme, "Keep the Kettle Boiling," Mr. Becker said, with all pledges of one dollar or more acknowledged on the air.

1100 Transcribed Shows Sold to WAGA Atlanta

LARGEST SINGLE feature transcription program purchase negotiated by an Atlanta station has been concluded between WAGA and Charles Michelson, Inc., New York transcription producers. The purchase covered a total of 1100 quarter- and half-hour broadcasts.

Included in the featured dramatic series to be heard over WAGA are Blackstone, Magic Detective; The Avenger; The Sealed Book; Out of the Night; and several others. Details for purchase were arranged by WAGA's managing director James E. Bailey, and Charles Michelson of the program firm that bears his name.



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experience and programming ideas.

Industry Group Plans

(Continued from page 13)

were studying the situation. Some said they felt that the Taft-Hartley Act would nullify royalty payments after next July 1, a date fixed in the act, despite the fact that the contract had been entered into before the law's adoption. They pointed out that there was considerable legal precedent showing that Congress could impair the validity of contracts without abrogating Constitutional prohibitions against retroactive laws.

It was believed possible that this issue would eventually reach the courts for final decision.

Meanwhile, further negotiations between the networks and the union, looking toward renewal of contracts which expire Jan. 31, were in abeyance until, as Mr. Petrillo put it, "after the holidays."

One network executive surmised that the resumption of negotiations might be delayed as late as the latter part of January-after a mid-January meeting of the AFM Executive Council in New York. It was his belief that Mr. Petrillo wished to confer with his lieutenants on the questions of contracts covering television and FM broadcasting before proceeding with further discussion on these subjects with the networks.

"It looks," said the executive, "as though we will come up against the eleventh hour again." He said he doubted that any conclusive progress in negotiations would be made much before the Jan. 31 ex-



piration date of present contracts. The present temper of network officials, after four unproductive meetings with the AFM chief, was one of grim resignation, it was said. "I'm tired of this myself," said one. "We've been put to considerable inconvenience. I look at it this way: if he wants to talk to us, he can let us know. We're willing to talk to him but not to kneel.

Thus far, it was said, Mr. Petrillo's conversation with the networks had not taken the form of demands. He was known to have indicated that he would seek wage raises and repeatedly to have referred to his standard solicitation that employment opportunities among local unions be amplified.

The network executives were understood to have pointed out, however, that they would be unable to assist him in the matter of enlarging employment opportunities outside of the major radio production centers of New York, Hollywood and Chicago.

Pressure From Within

It was believed that Mr. Petrillo was under considerable pressure from local unions to improve job opportunities and hence could be expected to make enough of an issue in that regard to satisfy the locals that he had at least waged a vigorous fight on their behalf.

Network spokesmen admitted that program departments were busy making such musical recordings as would be needed for background and bridges and were considering program revisions necessary in the event of a strike by the AFM.

It was reported that advertisers had indicated a willingness to cooperate with the networks. Some, it was said, had even urged the broadcasters to take a firm stand against the union.

Whether those sponsors of purely musical programs would be willing to continue-in case of a protracted walkout - footing the bills for shows which of necessity would be seriously altered by the substitution of recorded music or by other means was, of course, conjectural.

U-I Video Short

UNIVERSAL - International Pictures, New York, claims a video first with a five-minute film specially made for television promotion of the forthcoming U-I feature picture, "The Senator Was Indiscreet." Featuring William Powell, who also stars in the picture, the five-minute short, is a telescoped story which includes highlights of the feature film. It is currently being televised daily on NBC's East Coast video network and WCBS-TV New York, in time bought by U-I to promote the film's New York premiere at Loew's Criterion Theatre the end of the month. Monroe Greenthal, New York, is the agency.



EXPERIMENTING to find out how well his wire recorder could pick up a radio broadcast, WILM Wil-mington, Del., news director William P. Frank transcribed the only verbatim report of a church sermon that shocked the citizens of Wilmington with its exposure of a housing scandal.

Sunday, Dec. 7, Mr. Frank set up his wire recorder in his living room and recorded a sermon by the Rev. F. Raymond Baker, pastor of the Second Baptist Church, who was speaking extemporaneously. The Pastor condemned the owner of 18 slum houses in Wilmington that had been sold to tenants at a 58% profit. He also declared that there was a violation of rent control laws and that the houses were "cancerous irritation and a blight" on Wilmington.

The story hit page one in Wilmington's morning and evening newspapers, and it was disclosed by the The Journal Every Evening, that the owner of the houses was Judge Elwood F. Nelson, Judge of the Family Court in New Castle, Del.

When this scandal was revealed, everyone wanted to know what were the exact words of the Pastor. Pastor Baker had only a few notes -but news director William Frank had it word for word. Pastor Baker was presented with a recording of his newsworthy sermon.

KXAR Hope, Ark., Makes Debut: Mitchell Manager KXAR, new MBS affiliate in Hope, Ark., made its debut Dec. 12 with 250 w on 1490 kc from the new

KXAR building on State Highway 29 in Hope.

KXAR is owned by the Hope Broadcasting Co. consisting of 10 local residents. Comprising the staff are Robert L. Mitchell, general manager; Luther B. Tooley, chief engineer; W. R. Nickels, commercial manager; Marshall Hendrix, program director and chief announcer; Leo W. House Jr. and



CELEBRATING 50 years of operation of Pacific National Advertising, Seattle, are firm's partners, H. O. Stone, secretary (1), and William H. Horsley, president (r). Each has been with organization almost 30 years. Picture was taken as the two executives read congratulatory wires at dinner marking anniversary.

Upcoming

Jan. 5: NORC Subcommittee, BMB Hdqrs., New York.

- Jan. 6: NAB Research Committee, BMB Hdqrs., New York. Jan. 8-5: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington. Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.
- Jan. 13-14: NAB Engineering Executive Committee, NAB Hdqrs., Washington.
- Jan. 19: Skywave and Clear Channel Hearing, Washington. Hearing, Washington.
 Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.
- Jan. 22-24: CBC Board of Governors Meeting, Ottawa.
- Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.
- Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.
- Jan. 26-30: AIEE General Winter Meet-ing, Pittsburgh.
- Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdgrs., and Statler Hotel, with Voice of De-mocracy luncheon.
- Jan. 29: NAB Public Relations Commit-tee, NAB Hdqrs., Washington.
- Feb. 9: Employe-Employer Relations Committee, NAB Hdors, Washington.

Neil R. Baird, announcers; and Gladman W. Upchurch and James D. Gardner, engineers.



BROADCASTING • Telecasting

In the Public Interest . . .

WJBK Is Gift Depot

SHUT-INS in Detroit area will have a brighter Christmas this year due to the efforts of WJBK Detroit. Station has designated itself as a gift depot to collect presents to be distributed to patients in local hospitals. Judith Lawton, WJBK program director, originated the idea and has solicited the help of fellow staff members to aid in the distribution. WJBK listeners are reminded daily to mail or bring gifts to the studio. Staff members will then visit hospitals to entertain patients and distribute the gifts.

* * *

WRC Doll House

FOR ELEVENTH consecutive year, WRC Washington is sponsoring its Doll House in downtown Washington for the collection of toys for underprivileged children of the area. Bill Herson, WRC morning man and m.c. of NBC's Coffee With Congress program, is again managing the house. Mr. Herson broadcasts his Timekeeper show from the house each morning from 6 to 9:15 and remains to collect gifts until 6 p.m. each day. Toys collected are distributed to needy children by the Council of Social Agencies of the District of Columbia. Last year the Doll House collected over 22,000 toys and \$1600 in cash.

* * *

WDAK Christmas Train

FOUR-CAR miniature train, labeled the "Christmas Friendship Train," started its journey through the streets of Columbus, Ga., Dec. 8, and will continue to tour the city until Christmas Day. Like the famous national Friendship Train, this little train is collecting food and gifts, but it has added Christmas to its name and the gifts collected will be distributed to needy families in Columbus. The idea was originated



by Tommy Tucker and Henry East of WDAK Columbus, and the station is backing the project with a promotion campaign. Family Service Bureau and the Muscogee County Welfare Dept. is sponsoring the train and will direct the distribution of the items collected. Schedules of the routes of the miniature train are being published. Train will visit all local schools and children contributing food will be given a free ride.

* * *

KOMA Collecting Gifts

"BUY a gift for a less fortunate child after you've bought for your own" is the slogan of KOMA Oklahoma City, in its Christmas drive conducted by Julie Benell. Miss Benell, who is featured on KOMA's Listen Ladies program, has conducted a similar project for the past six years. Listeners are urged to drop gifts into boxes located in stores of more than 50 local merchants. Gifts will be gathered, wrapped and distributed on Christmas Day to underprivileged and orphan children. More than 7000 gifts were distributed by the project last year. Entire program is sponsored by the KOMA Christmas Committee, headed by Miss Benell.

* * *

Flying Santa

LIGHTHOUSE keepers in New England are firm believers in Santa Claus, only they know that he comes in a plane instead of a sled. To them Santa is Edward Rowe Snow, adventurer and explorer who conducts a weekly program on the Yankee Network. Each year, prior to Christmas, Mr. Snow visits the lighthouses off the New England Coast and drops packages to the men and their families. He uses a plane for his annual missions and has become known to the children as the "Flying Santa of New England." This year, in addition to his flight, Mr. Snow dedicated his Dec. 13 program to the lighthouse keepers of the area.

* * * WOL Aids Needy

HOLIDAY series of programs started on WOL Washington Dec. 15 as beginning of its 10-day drive to support the city's ten neediest families. Case histories of the ten neediest families were obtained from the D. C. Board of Public Welfare with one day set aside on WOL to publicize each story on various programs. Wire recorded interviews also will be used so that listeners can better understand the needs of the families. Yellow Cab Co. has agreed to handle pickups of gifts pledged by listeners. WOL also is sponsoring special shows at movie theatres in suburbs of Washington to collect gifts for families in those areas.

ABC Time Sales

(Cont'd from page 20)

all may hear, mark, learn, and inwardly digest history in the making."

Text of Mr. Noble's statement: Another year takes its place on the long scroll of time. When history looks back to value it comparatively in its decade, 1947 will hardly be marked for distinguished accomplishment on either the national or the world scene. The termpo of affairs has gradually slowed down from the high pitch of the war period. Let's hope that it augurs an eventual return to sanity and peace throughout the world and for all mankind.

Once again a great demonstration of the workings of democracy ln our country will be given next November for all the world to see. More than fifty million voters will turn out to choose a president, governors, and many legislators. Those selected will be faced with unusual responsibilities in determining the policies of our internal economy and those governing our relations with the other peoples of the world. In a day when that world has shrunken to what is really but a neighborhood of nations, these decisions will resound around the globe. They will go far toward determining whether this world of ours is to be a one, two or muchdivided world.

Every person living today has a measure of responsibility for the future of mankind as a thinker, a worker, a voter. But we in the radio industry have an extra duty and a special privilege. It falls to us to hold a sounding board before a world in action so that all may hear, mark, learn, and inwardly digest history in the making. Our exposure has many facets-mews, analysis, music, drama, sports, and entertainment. Their impact on men's minds is tremendous, giving us importance in world developments far and away beyond our numbers.

It is again my privilege to say—"Well done" in reporting on the state of the radio industry. Duties have been performed, responsibilities executed, and privileges won—all in the name of public service. Broadcasting has maintained the high standards of performance now regarded as inherent in the business. The American Broadcasting Company has widened its coverage, increased its circulation, and gained in listener acceptance. ABC is an alphabetical arrangement found on your dial that no one wants to repeal.

To all who have helped in building this network—employees, speakers, artists, players, sponsors, and the listening public—we extend our grateful appreciation. With this goes a promise of increased effort. New and Improved facilities, fresh phases of the art, and a vigorous determination to broaden and deepen our contribution so as to make the American way a still better way and available to an ever greater number."

WLOW Toy Collection

MORE THAN 10,000 toys already have been collected by WLOW Norfolk, Va., for distribution to needy children on Christmas Day. Each year the Fire and Police Departments of Portsmouth, Va., collect old and broken toys and paint and repair them for underprivileged children. This year's drive had bogged down until WLOW came to the rescue. Station began a series of five announcements daily urging listeners to call and pledge toys. Police cars are detailed to pick up the toys from those who call. Station reports that within two days after the announcements began over 300 calls had been received.



The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress !



Spartanburg, South Carolina

5000 watts day and eight, 550 Ks. Rop. by Hollingbory COS Station for the SPARTANBURG-GREENVILLE Market



NAB Preparing for Geneva

(Continued from page 13)

voted increased funds to be used by the Engineering Dept. for additional personnel and participation in conferences. The board took the position that frequency protection is of vital importance, since without frequencies, there can be no stations.

With Mexico, Cuba, Newfoundland and Haiti among North American nations coveting allocations that would upset the whole hemispheric spectrum, the board felt the association should take an active part in all international meetings affecting U. S. broadcasters.

When he joins NAB Mr. Mc-Naughten will undertake a series of preparatory studies looking toward the NARBA conference to open in Canada Aug. 2. He is familiar with the demands of other nations and knows the intricacies of frequency negotiations. At the recent engineering conference held in Havana preparatory to the Canadian meeting Mr. McNaughten was an active member of the U.S. delegation. At Atlantic City last summer he took an important part in broadcast negotiations.

Mr. Howard plans to leave March 1 for the High-Frequency Broadcasting Planning Conference at Geneva. Five countries (India, Mexico, United Kingdom, United



WMBD

- has in the past—
- does now-
- will in the future-

dominate the

PEORIAREA



FIRST IN PEORIAREA-PEORIA, ILL.

CBS affiliate

5000 watts

EDGAR L. BILL, PRESIDENT

CALEY, EXECUTIVE VICE PRESIDENT

FREE

PETERS, NATIONAL REPRESENTATIVES

States, Russia) will draft a world frequency assignment plan. Each member will represent all countries. Mr. Howard plans to leave Geneva in time to attend the NAB anuual convention in Los Angeles in mid-May.

New feature of the NAB convention will be a two-day engineering conference, it being felt that the subject has assumed unprecedented importance since the spectrum problem has become so serious. Suspension of international meetings during the war and accumulation of spectrum difficulties have been responsible for much of this situation.

International matters are slated for discussion at the two-day main convention, in which top station officials will discuss problems on the management level. Workshop and specialized matters customarily discussed at NAB conventions will be taken up at the district and area meetings scheduled next autumn.

Montreal Meeting

The Canadian NARBA meeting, which will consider all the frequency demands of North American nations, is to be held in Montreal or Quebec, with Montreal favored because it has better accommodations. Starting Aug. 2, the meeting is expected to last perhaps three months. Mr. Howard will participate, along with Mr. McNaughten.

The NARBA delegates, judging by the trend of the Havana engineering meetings, will clamor for assignments that would require wholesale juggling of U. S. allocations and involve engineering and economic sacrifices of vast importance.

Scheduled Oct. 1 is a second 1948 meeting of the High-Frequency Broadcasting Planning Committee, preparatory to opening of the High-Frequency Broadcasting Conference in Mexico City. Should the Canadian meeting fail to wind up by October, a conflict will occur. Second conflict is possible, due to scheduled meeting of the Fourth Inter-American Radio Conference in October in Bogota, Colombia. This meeting involves North and South American nations, and postponement to early 1949 is being considered.

Bogota Sessions

The Bogota meeting is to resolve conflicts among nations of North and South America. It will consider suballocation of some regional frequency allocations and prepare frequency assignment plans for shared, fixed and tropical broadcasting bands.

Date for the next South American Regional Broadcast Conference may be set during the Bogota session. The U. S. is interested in this meeting, especially in high-



Mr. McNAUGHTEN

power operations and frequency tolerance.

Currently the U. S. High-Frequency Planning Committee, which handles frequency aspects of the "Voice of America" shortwave broadcasts, is holding meetings preparatory to the Geneva highfrequency session. Last meeting was held Tuesday.

Getting under way at Geneva are activities of the International Frequency Registration Board, of which Paul D. Miles, former chief of the FCC Frequency Services-Allocations Division, is chairman. This board is compiling a frequency list. Yet to be named is the Provisional Frequency Registration Board, which meets Jan. 15 at Geneva to allocate frequencies among countries and services.

Channel Scrutiny

In his planning for NARBA, Mr. McNaughten will study every channel in the broadcast band and analyze effects of demands of each nation. His participation in the second NARBA in 1946 as Secretary-General and his frequent trips to other nations on the continent provide him with exceptional background for the new NAB position.

Mr. McNaughten, though only 37, has been in radio a score of years. He started his own ham station in Pueblo, Col., in 1927 while attending high school and working spare time in a radio repair shop. After a year as paid instructor at Pueblo high school he entered U. of Colorado, shifting to a nonresident extension course because of financial difficulties.

In 1931 he started his own sales and servicing business, meanwhile studying communications with an eye to the future. In 1933 he joined KRGV Weslaco, Tex., with a first class ticket. He became chief engineer in 1934, leaving the station in 1941 to join the FCC. His first Commission assignment was in Puerto Rico where he built and operated a monitoring station.

The FCC sent him to the Allegan, Mich., primary monitoring station in 1942 as assistant supervisor of the Great Lakes monitoring area. There he was in charge of all radio intelligence operations and construction of the Adcock direction finding equipment as well as specialized receiving and transmitting equipment covering 160 acres.

In 1944 Mr. McNaughten was assigned to the International Division, Treaty Section, in Washington to make propagation studies for OWI. He was FCC representative on the Interdepartmental Radio Advisory Committee and handled interference problems among nations in the standard broadcast and other bands as well as among government and nongovernmental services.

At FCC he settled many conflicts between the United States and other nations. In March 1945 he was appointed to the Standard Broadcast Division as chief of the Allocations Section, and visited many nations in resolving disputes.

After the 1946 NARBA conference he prepared the first U. S. proposal for the third NARBA and coordinated foreign and U. S. proposals for the government-industry meeting prior to the Havana engineering meeting.

Mr. McNaughten is a member of the Institute of Radio Engineers. He is married and has a five-yearold daughter.

WMAL-TV TO TELEVISE PRINCETON CLUB SHOW

PRINCETON Triangle Club's 56th annual all-student production, "All Rights Reserved," will be televised in its entirety from the stage of Washington's Lisner Auditorium on Dec 23 by WMAL-TV Washington.

The Triangle Club, a non-serious dramatic club founded by Booth Tarkington, puts on a yearly show, written, directed and acted entirely by students. This year's production is a burlesque on the antics of big town publishers. It is the first time that the club's performance has been televised and is believed to be the first time that a musical comedy has been televised directly from a stage in Washington.

Arrangements are being handled by Burke Crotty, WMAL director of television and Harry Hoskinson, WMAL producer.



Mundt Bill Facing Complete Overhaul

Subcommittee Will Review U. S. Information Program Plans

COMPLETE OVERHAUL is in store for the much-discussed Smith-Mundt bill for an increased U.S. information program as a result of the Senate Foreign Relations Committee's decision to return the bill to subcommittee.

Meeting in closed session last Thursday, the Foreign Relations Committee voted for a revision of the bill by the subcommittee, which is scheduled to report back to the full committee when the regular session of Congress gets underway in January. The bill had been returned to committee by the Senate a forenight ago [BROADCASTING. Dec. 15].

Some of the changes reportedly being considered are: (1) Clarification of the bill's title, now considered ambiguous, (2) division of the proposed commission into cultural and informational sections. and (3) appointment of advisory groups from outside the State Dept. to consist of top-ranking radio, newspaper and movie men.

Sen. H. Alexander Smith (R-N.J.) has been named chairman of the subcommittee, which includes Senators Bourke B. Hickenlooper (R-Iowa), Henry Cabot Lodge (R-Mass.), Alben W. Barkley (D-Ky.), and Carl A. Hatch (D-N. M.)

Aggressive Campaign Planned

An indication that the "Voice of America" will become more active in the future was seen last week in the statement of Under Secretary of State Robert A. Lovett, who told newsmen that the U. S. plans a vigorous campaign to expose "falsehoods" in Soviet propaganda. He pointed out that this was a definite change from our former policy of ignoring Soviet propaganda.

Continuation of the "Voice" also was urged last week by Stanislaw Mikolajczyk, former Polish premier, who said the American news broadcasts were the only source of truthful information to countries in the Communist sphere.

In addition, Congress and the



VIDEO DEBUT of Ruppert Brewery was Dec. 14, when the com-pany sponsored a telecast of the championship game of the All-America Football Conference on the DuMont network, WABD New York and WTTG Washington. Picture shows contractual details discussed by (left to right) John McNeil, manager of commercial operations for the DuMont network; George E. Ruppert, board chairman of the brewery; Tom Doughton, manager of the radio department of Lennen & Mitchell, agency for Ruppert; Admiral Jonas H. Ingram, president of the All-America Conference.

State Dept. are said to be studying the possibility of broadcasting visual news bulletins to Paris and Rome via radiotype as a supple-ment to the "Voice." Estimates on the cost of installing such a system were being readied last week by Walter S. Lemmon, president of the World Wide Broadcasting Foundation and vice president, Globe Wireless Co.

As explained by Mr. Lemmon, bulletins would be sent over radio teletypes and "blown-up" at the receiving end for projection on a 10 or 12-ft. screen. Large screens would be placed in public places, with smaller ones elsewhere.

While the Senate continued to work on the Smith-Mundt bill, temporary provisions were written into the interim aid program. Sec. 5(c) provides for "full and continuous publicity by all available media (including government press and radio)" and Sec. 5(j) permits representatives of radio and press in the U.S. to observe and report the carrying out of the program.

Staff of WTTH WTTH-FM At Port Huron Announced

STAFF of the new WTTH and WTTH-FM Port Huron, Mich., was announced last week. Station operations are supervised by F. Granger Weil, assistant editor of the Port Huron Times-Herald. Herbert Michael is acting manager, Dick Noel acting program manager and Alex C. Goetz sales manager.

The stations, owned and operated by The Times Herald Co., Port Huron, were launched Dec. 6. WTTH is a daytimer operating on 1360 kc with 1 kw. WTTH-FM operates fulltime on 99.1 mc (Channel 256). Effective radiated power of WTTH-FM is 22 kw. Overall height of antenna plus the FM mast is more than 450 feet. Studios are located in newly-constructed facilities adjoining the Times Herald Bldg.

Patrick Will Head Bar's **Communications** Group DUKE M. PATRICK, Washington radio attorney, of the firm of Hogan & Hartson, has been named chairman of the standing Committee on Communications of the Ameri-

can Bar Assn. Other members of the committee, appointed by the association's new president, Tappan Gregory of Chicago, are Julius F. Brauner of New York, CBS general attorney; Edward B. Shea, Milwaukee; Charles R. Reynolds Jr., Washington; John A. Dienner, Chicago.

Mr. Shea is local counsel for the Milwaukee Journal Co., owner of WTMJ Milwaukee and associated FM and television interests and of WSAU Wausau, Wis. Mr. Reynolds is with American Telephone & Telegraph Co.

CP'S FOR 2 DAYTIMERS GIVEN BY COMMISSION

(See other grant story, page 32) CONSTRUCTION permits for two new daytime-only standard sta-tions at Live Oak, Fla., and Bristol, Conn-were authorized by FCC last Thursday. Suwannee Broadcasting Co. Inc. received 250 w daytime on 1220 kc at Live Oak and The Bristol Broadcasting Corp. 500 w daytime on 1440 kc at Bristol.

Earlier in the week the Commission granted three other daytime AM stations and approved new assignments for two existing outlets.

Ownership of the new grantees:

Ownership of the new grantees: Suwannee Broadcasting Co.-Princi-pals: G. Warren Sanchez, attorney, pres-ident and owner 40 shares; Kelly Wea-ver, partner Grantham Chevrolet Agency, director 10 shares; Fred J. Green, hardware and furniture busi-ness, director 10 shares; Claude J. Hackney, in grocery and hardware busi-ness, vice president 10 shares; J. Mar-vin Phillips, laundry operator and for-merly Live Oak Mayor for two years, treasurer 10 shares; and Duane F. Mc-Connell, assistant chief engineer WRUF Gainesville, Fla., secretary 40 shares. The Britch Broadcasting Co.-Princi-

Gainesville, Fia., secretary 40 shares. The Bristol Broadcasting Co.-Princi-pais: Dr. Benjamin Sachner, dentist, president; David Cramer, attorney, vice president; Fred W. Beach, director Bris-tol Savings and Loan Co. and Bristol Bank and Trust Co., treasurer; Francis V, Tracy, attorney, secretary; and Don-ald R, Funk, merchandise manager C. Funk & Son, furniture store. Each holds 200 shares.

HOXD Panama City, Panama, named the "Nation's Station," went on the air Dec. 4 with 1500 w on 940 kc, Pan American Broadcasting Co. has an-nounced. George Williams, radio vet-eran in Panama, is station manager, with Jack Allyn as program director, and Lee Yanders (formerly of KFI Los Angeles), Kully Kulbertson and Chick Leonards as announcers.



- Largest market in tilineis and . lowa, outside of Chicago.
- Over 200,000 urban population
- No outside station can compare with WHBF for right-athome SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)



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NAB Readies Industry Promotion Plan

Sales Committee Meeting To Get All Details Next Month

COOPERATIVE industry project to promote broadcasting as an advertising medium, already in the planning stage [CLOSED CIRCUIT, Dec. 15], will be unveiled at a meeting of the NAB Sales Managers Executive Committee to be held Jan. 8-9 at NAB headquarters, Washington. Committee chairman is Eugene Thomas, WOR New York.

Progress of the campaign to develop a motion picture promoting the broadcast medium will be explained by Gordon Gray, WIP Philadelphia, chairman of a special subcommittee handling the preliminary work. All segments of the industry would join in underwriting the project, which would far surpass the film of the early '40s, which led to the Joske clinic and excited wide interest in radio as a medium for retailers.

Another promotion project, in which a \$50,000 fund is proposed to finance an evaluation of retail radio advertising, will be taken up by J. Robert Gulick, WGAL Lancaster, Pa., chairman of the Retail Advisory Subcommittee.

Report on a sales administration



City stations during the daytime is very simple and it isn't a secret.

It is simply to present familiar good music and local news—the kind of programs Long Island's large quality market finds useful and compelling . . the kind of local programs Long Island merchants find pay off at their cash registers.



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study will be given by Jack Kennedy, WHAM Rochester, chairman of the Sales Practices Subcommittee, and Richard P. Doherty, NAB Director of Employe-Employer Relations.

J. Allen Brown, NAB Assistant Director of Broadcast Advertising, will discuss public relations in small markets. Mr. Gulick will take up retail sales aids and the NAB's Radio Advertising Check List by which salesmen can make progress reports on prospects and clients.

Lee Hart, Assistant Director of Broadcast Advertising, will explain the retail consulting services provided by the department.

On the second day of the meeting Ray Baker, KOMO Seattle, will review the plan for advertising agency recognition on the local level. A meeting will be held during the two-day program by the special committee, with Harold Soderlund, KFAB Omaha, and Joseph R. Matthews, WIRK West Palm Beach, Fla., participating.

Mr. Kennedy will lead discussion of the proposed Manual of Radio Sales Practices. Hugh M. P. Higgins, NAB Assistant Director of Broadcast Advertising, will review NAB sales promotion activities and the model speeches for membership use.

NRDGA Contest

Mr. Gulick and Miss Hart will discuss the NRDGA Radio Contest, now in its second year. The NRDGA screening committee will select best programs from a list of hundreds of radio series sponsored by retail stores. These will be submitted Jan. 7 to a board of judges. Winners will participate in the radio meeting during the NRDGA convention in New York Jan. 12-15. Radio session is scheduled at 2 p.m. Jan. 14, at the Hotel Pennsylvania.

Report of the Television Subcommittee will be submitted by Mr. Thomas. Progress in writing Standards of Practice, with emphasis on commercial sections, will be outlined by Harold Fair, NAB Program Director. C. E. Arney Jr., NAB Secretary-Treasurer, will explain plans for the 1948 NAB convention in Los Angeles next May, along with plans for autumn district meetings. Mr. Arney will meet with members of the Southern California convention committees Dec. 29-Jan. 4 while on a West Coast trip, and will confer with the Biltmore Hotel on details.

Kenneth Baker, NAB Research Director, will tell about current commercial projects. Arthur Stringer, FM Director, will discuss FM sales problems. Mr. Thomas will present a proposal to establish a subcommittee to work out recommended courses for universities, colleges, trade and high schools on radio advertising and related subjects.

Other topics on the committee's agenda include standardization of transcription labels; cooperation

. .

with Radio Manufacturers Assn.; extension of services to ANA and AAAA, etc.; distribution of the *Radio for Retailers* manual; proposed survey on extra charges for station services.

Members of the committee, besides those mentioned, are Odin Ramsland, KDAL Duluth; Harry Spence, KXRO Aberdeen, Wash., board liaison member; Joseph H. McGillvra, of Joseph Hershey Mc-Gillvra Inc., associate member; two associate members remain to be appointed.

General Foods

(Continued from page 20)

84%; B—in sixth month—80%; C—one year, intermittently—77%; D—second month after hiatus—76%; E—six weeks —71%; F—one-time event—68%. Recall checks of same programs made four to seven days after broadcast showed the following sponsor identifications: A— 35%; B—67%; C—41%; D—26%; E— 25%.)

8. A new opportunity for a new kind of commercial treatment—product demonstration and selling with full impact of sight and sound.

From their year's experience in producing video quiz, discussion, comedy, variety, interview, domestic science, documentary film and sports shows, as well as weather reports, the General Foods agencies, product and corporate sponsors and the television committee concluded:

That despite television's present technical limitations we can produce interesting, informative and entertaining studio programs.

That "outside" programs, such as sports events, are relatively simple to produce and readily adaptable for sponsorship.

That television offers both an opportunity and a challenge productionwise . . . that the potentialities of this new sight and sound medium have as yet been barely realized."

Their experience in producing video commercials for nine General Foods products as well as given types of corporate messages, the report stated:

"1. Proved that television can tell an advertising story quickly and attractively.

"2. Showed that length of commercial copy should be dictated by the inherent interest of the idea and the ingenuity and quality of its execution. "3. Demonstrated the usefulness in

"3. Demonstrated the usefulness in television of both the live and filmed commercial. Film commercials offer high production quality and a guarantee of performance, and live commercials offer lower cost, better integration and the flexibility of last-minute copy changes.

"4. Verified our belief that the dramatized, demonstration, comedy, animated jingle and bulletin types of commercials all have practical applications in this new medium."

CIO PROGRAM CUT OFF; WFOR TO EXPLAIN WHY

FCC was preparing last week to ask WFOR Hattiesburg, Miss., for a statement of its side of a controversy with CIO which originated when the station cut a CIO *America United* program off the air on Dec. 7.

The request, a customary procedure in cases of protest against stations, followed CIO charges that the incident represented "a major violation of the principles of free speech."

The program, a forum discussion of "Our Civil Rights—Are They in Danger?," was carried on NBC and cut off by WFOR about two-thirds through the broadcast. WFOR contended it was "too controversial."

CIO officials, who claimed the program was "a well-rounded presentation," quoted WFOR Manager C. J. Wright Jr. as telling them afterwards that: "We are in the deep South and you got off on the racial question. We cut it off here . . . telling the radio audience that this is a controversial issue and that both sides were not represented."

The CIO spokesmen responded in a press release that the program included "someone representing the South and someone representing the colored people." They asked FCC to take the "strongest possible action" and give the incident "due consideration" when WFOR applies for renewal.

Participants in the forum included Palmer Weber, research director, Political Action Committee; Frank Donner, assistant counsel, CIO; Leslie Perry, of National Assn. for Advancement of Colored People, and Fred Bailey, of National Grange.



FCC ALTERS ITS RULE ON CONVENING BOARD

FCC, which in recent months has operated at less than full strength more often than not, amended its procedural rules last week to provide for a continuing delegation of authority in a Board of Commissioners whenever a quorum is not present.

Heretofore the rules provided that FCC might "from time to time" authorize the chairman or acting chairman to convene a Board if no quorum is present, but the authorization in each instance had to be given a time limit. The new rule, effective immediately, makes the convening of a Board permissable at any time the chairman or acting chairman finds a quorum lacking. As in the past, such Board "shall be composed of all Commissioners present and able to act."

13 CBS Shows Will Omit Commercials on Dec. 25

SPONSORS of 13 CBS programs thus far have announced that they will forego regular commercial announcements on Christmas Day, the network said last week. The programs and sponsors follow:

Guiding Light, Rosemary, Jack Smith Show, Perry Mason, Ma Perkins, Procter & Gamble Co., First Nighter, Campana Sales Co., Wendy Warren and the News, General Foods Corp., Grand Slam, Continental Baking Co. Inc., Strange Romance of Evelyn Winters, Rose of My Dreams, Manhattan Soap Co., Our Gal Sunday, Romance of Helen Trent, American Home Products Co., Mr. Keen, Tracer of Lost Persons, Whitehall Pharmacal Co.

Gets the Bird

OFFICIALS of the American Forces Network in Frankfurt, Germany, naturally like fan mail, but a letter which they received recently from a German woman has them thoroughly perplexed. The listener wrote: "I have on my radio turned and most overjoyed was your special program of bird cries to hear. At this time it was at two after twelve, but I have not the program since to get been able. Can you me inform when again will come the bird cries? . . ." She was even able to identify many of the birds, and expressed her appreciation for such a fine program. Problem of the AFN directors is how to explain that the "bird calls" occurred as the result of engineering tests made with a tone oscillator-two hours after AFN had signed off the sir.

SCIENCE EXHIBITION COVERAGE CBS Taking Pains to Make Broadcasts Understandable

—To Laymen; Other Networks Announce Plans-

CBS CHICAGO announced last week it will "go all out" in its coverage of the International Science Exhibition in Chicago Dec. 26-31. Headquarters of the convention, sponsored by the American Assn. for the Advancement of Science, will be the Sherman and Stevens hotels.

In an effort to translate science in terms easily understood by the average layman, CBS plans to air a dozen or more programs based on reports and interviews. To do this, the network indicated, it will cancel three regular CBS programs while exhibition is underway.

Preceding the series of broadcasts, a team of CBS news, science, recording and engineering personnel, led by Quincy Howe, news analyst and science broadcaster, and John Pfeiffer, science director, will record interviews with groups of scientists and arrange special pickups from some of the sessions. Jamea Airmons and Hoel Tall, engineers, will supervise technical operations.

A feature of the CBS coverage will be the use of the network's special press room for contact with some 150 newspaper representatives assigned to the convention. A special symposium dealing with popularizing of science by the press is on the convention and CBS program report schedules.

All other networks indicated they would allot radio time to the exhibi-

Ad Council Shifts Public Service Campaign Staffs REASSIGNMENTS of public service campaigns to various staff executives were announced last week in New York by the Advertising Council.

Henry C. Wehde Jr. will handle a Naval recruitment campaign in addition to detail work of the Army prestige campaign. He will continue to supervise the food conservation campaign and the forest fire prevention project, and will work with the American Red Cross during its annual fund raising drive next March.

Edward Royal will do similar work for the Community Chest in addition to assisting with the CARE campaign, and the fat salvage campaign. He also will work as the Advertising Council's staff executive on its United America project, combatting interracial and interfaith intolerance.

Hector Perrier will continue with the American economic system, world trade, and U. S. Savings Bond campaigns.

CBS SPORTS Director Red Barber will do play-by-play account of Orange Bowl football classic between Kansas and Georgia Tech in Miami on New Year's Day. Gillette Safety Razor Co. will sponsor the game for ninth consecutive year over CBS, from 1:45 to approximately 4:15 p.m. tion by including pertinent discussions and/or appearances of science personalities on regularly scheduled network programs. Mutual's Northwestern Reviewing Stand will devote its Dec. 28 broadcast to a discussion of "Atomic Energy and Peace." In addition, MBS' Meet the Press program Dec. 26 will emanate from the Sherman Hotel with reporters asking questions of Dr. Harlow Shapley, director of Harvard Observatory.

NBC indicated its University of Chicago Round Table broadcast of Dec. 28 would cover some aspect of science, but the subject of the program was undetermined. In addition, NBC's owned and operated WMAQ, will build several of its news shows around the exhibition.

ABC has tentatively scheduled a forum broadcast (4:15-4:30 p.m. CST) Dec. 27 and plans to cover some phase of the science meetings on its *Headline Edition* program aired in the early evening. According to present plans, it also will have some guest scientists on a few of its audience participation shows.

Radio Pioneer Elected To Board Chairmanship



Mr. CRAIG

EDWIN W. CRAIG, WSM Nashville board chairman and president of the National Life and Accident Co., Nashville, has been elected chairman of the board of the Institute of Life Insurance, the public relations organization of the life insurance industry. He succeeds Leroy A. Lincoln, president of Metropolitan Life.

Mr. Craig has been active in radio since 1925, when he built WSM. In 1934 he organized the Clear Channel Broadcasting Serv-Ice, and has been its chairman since then. He has served as a director and a member of the executive committee of the NAB and in 1937 headed a committee to reorganize that body under paid executives.

WWPN-WMIK FCC CASE ORDERED FOR HEARING

ORDER was adopted last week by FCC designating for hearing the Commission's previous order revoking permit of WWPN Middlesboro, Ky., the petition of WMIK that city for reinstatement and the application of WWPN to assign its CP to a new party, Smithfield Broadcasting Co. The hearing is to be heard Jan. 15.

Revocation, requested by Cumberland Gap Broadcasting Co., which lost 250 w, 1490 kc assignment to Pinnacle Broadcasting Co. (WWPN) in earlier competitive hearing, was ordered by Commis-sion Oct. 16 because of alleged misrepresentations [BROADCASTING, Oct. 20]. FCC has reinstated Cumberland application. Last Jan. 20 Middlesboro Broadcasting Co. (WMIK) agreed to join Pinnacle in new firm to operate WWPN and to drop its own permit, but pact did not go through. Middlesboro now seeks reinstatement of its CP for 500 w day on 560 kc.

Following Cumberland's petition for revocation, Pinnacle filed application for assignment to Smithfield, partnership composed of Elmer Dennis Smith and Tom Crutchfield, local residents, for \$3,206.38.

In last week's order for hearing FCC granted WWPN request for suspension, until further notice, of time limits for construction commencement and completion.

3 Alaska Stations Join CBS; WCSC Now on 5 kw THREE ALASKA stations have become affiliated with CBS, raising the total number of member stations to 174, the network announced last week

New affiliates are KFQD Anchorage, operating with 5 kw unlimited time on 790 kc; KINY Juneau, with 5 kw unlimited time on 1460 kc, and KTKN Ketchikan, 1 kw unlimited time on 930 kc.

CBS also revealed that WCSC Charleston, S. C., began operating with its new 5-kw transmitter fultime on 1390 kc Dec. 13. The station had previously broadcast with 1 kw daytime and 500 w at night.

PROGRAM MANAGER

A 50,000 watt network station in a major eastern market is looking for a man to direct its program department.

gram department. He must be a fully qualified production man, with a successful record of experience at a wellprogrammed radio station. Aithough creative ability and the ability to recognize and handle creative talent are fundamental requirements, this man must also be able to assume sizeable administrative duties and supervise a large program staff.

To a man with these qualifications, this station offers one of the most unusual program setups in the industry, plus a splendid opportunity to build a reputation and a career for himself.

Please give full details in your first letter. This is an immediate opening. Box 237, BROADCAST-ING.

At Deadline ...

KWFT WICHITA FALLS SALE GETS APPROVAL OF FCC

APPROVAL of \$690,000 acquisition of KWFT and KWFT-FM Wichita Falls, Tex. by Edward H. Rowley and H. J. Griffith, Southwest broadcasters and theatremen, and Kenyon Brown, KWFT managing director [BROADCASTING, July 14, Sept. 22], was announced by FCC Friday. Sellers are Joe B. Carrigan (25%), who said he was retiring from radio on advice of physicians; his wife (25%); P. K. Smith 43% as trustee for Laura Lou Carrigan and 5% individually); Mrs. Elizabeth Carrigan Simpson (2%).

New owners bought station in name of KWFT Inc. Mr. Brown is president and owns 20%. Messrs. Rowley and Griffith hold 40% each. Transfer includes two relay stations as well as FM outlet and KWFT, which is CBS affiliate on 620 kc with 5 kw.

Mr. Griffith owns KEPO El Paso, now on equipment tests, and is applying for Norman, Okla., has minority interest in applicant for Freeport, Tex., and with Mr. Rowley is interested in Houston applicant. FCC used withdrawal of his Parsons (Kan.) application as occasion to speak out against one applicant's withdrawing from competitive proceeding and accepting reimbursement for out-of-pocket expenses from erstwhile rival; Mr. Griffith protested and has petition for reconsideration pending [BROADCASTING, Oct. 27, Nov. 17]. Mr. Rowley has interest in KXSA San Angelo, Tex., and in Corpus Christi as well as Houston applicants. Both he and Mr. Griffith have extensive theatre and other interests.

FCC APPLICATION FILED FOR TRANSFER OF KXYZ

APPLICATION filed Friday for FCC approval of sale of KXYZ Houston by M. Tilford Jones and group to Glenn H. McCarthy, Houston multimillionaire oil man, real estate jowner and philanthropist, for \$875,000 stripped of quick assets [CLOSED CIRCUIT, Sept. 29]. Station is ABC and Lone Star affiliate operating on 1320 kc with 5 kw.

Mr. McCarthy told FCC he planned to move KXYZ studios into \$12,0000,00 hotel he has under construction in Houston. He's buying Station in name of Shamrock Broadcasting Co., owned by himself and family. KXYZ is licensed to Harris County Broadcast Co., principally owned (about 90%) by Mr. Jones, with remainder held by his daughter and members of station staff. Mr. Jones is nephew of Jesse Jones, Texas financier.

Transfer application was filed through Abe Herman, Ft. Worth attorney for Harris County Broadcasting, and Andrew J. Haley, Washington counsel for Shramrock Broadcasting. Sale is subject to open-bidding procedures of Avco Rule.

TWIN CITY FM-TV PROJECT

TWIN-CITY Television Lab. has leased 11,000 square feet in Lyceum Theatre Bldg., Minneapolis, planning to operate FM and TV stations with priority on use of Lyceum stage and video rights to legitimate productions playing there as well as conducting training unit offering courses in video and production.

1 ...

TWO MORE PROTESTS ARE FILED AGAINST WFOR

PROTESTS by National Assn. for Advancement of Colored People and by People's Lobby, directed against action of WFOR Hattiesburg, Miss. in cutting CIO America United broadcast off air Dec. 7, were reported by FCC late Friday. Protest by CIO was disclosed earlier (story page 80).

Leslie S. Perry of NAACP, one of participants on Dec. 7 forum program discussing civil rights, claimed broadcast was "censored for purely arbitrary reasons" and asked FCC to "take the strongest action against the station that is possible under the law for violating the principle of free speech and sound public service."

Benjamin C. Marsh, executive secretary of People's Lobby, Washington, asked for "action to insure that there are no similar violations of civil rights." He added: "The CIO, like most other labor organizations, would be in a much stronger position if it had a basic economic program which would benefit the general public but it is entitled, under the law, not to have its plea for civil rights blocked by a conservative control of radio."

WPAB 'BLUE BOOK' HEARING

AT LEAST partial "Blue Book case" seen Friday in FCC action calling hearing on license renewal application of WPAB Ponce, P. R. FCC authorities said hearing would inquire into program service, past and future, with additional attention on failure of station to file rebroadcast or network agreements although reporting use of some network programs. WPAB is licensed to Portorican American Broadcasting Co. and is assigned 1370 kc with 5 kw. It's one of about 10 stations set down for hearing on program issues since FCC issued Blue Book programs report in March 1946. Pending hearing, its license was extended to next June 1.

TV ANTENNA SUIT

FOR removal of video antenna from apartment house roof, Irwin A. Shane, executive director of Television Workshop of New York and publisher of *Televisor*. magazine, has hailed his landlord and building superintendent into court charging them with malicious mischief. Case, said to be first of its kind, will be heard Dec. 23 in magnistrates court. Mr. Shane, who has been joined in his legal battle by other tenants, alleges that after receiving permission to erect antenna and buying video set he had been notified he must take it down or pay an increase in rent, and that when he refused to pay, antenna was torn down.

NEW OPERATOR RULING

COMMERCIAL radio operators beginning Jan. 1, 1948, will have to file application for renewal before expiration of their licenses, FCC reminded Friday. Special wartime provisions become ineffective after that date.

TELEVISION application for Channel 7 (174-180 mc) reported filed at FCC Friday by Buffalo, N. Y., *Courier-Express*. Investment estimated at \$228,250. (See earlier applications, page 17.)

Closed Circuit

(Continued from page 4)

ing advertising money, bearing fruit. NAB this week to send all set makers packet of sales material on how to use air medium, seeking to stimulate dealer cooperative campaigns.

SCHENLEY DISTILLERS Corp., New York, reportedly looking for radio show, presumably for wine, but no decisions made. Agency, Biow Co., New York.

BANDING together against Hollywood Legion Stadium, no manager of main event or preliminary fighters will agree to sign contract for 1948 card. As result, Jules Covey, counsel for Fabella Chavez, has delayed legal action against Don Lee Broadcasting System or Hollywood Legion Stadium. Following ruling of Los Angeles Superior Court which makes necessary withholding of television rights in contract all fighters' managers insist on such clause or else refuse to enter agreement with Hollywood Legion Stadium.

REPORTS PERSIST that Kenneth D. Fry will shortly leave his government spot as chief of State Dept.'s International Broadcasting Division to return to network radio. Former news head of NBC's central division, Mr. Fry joined OWI for wartime duty, subsequently transferring to State Dept.

POSSIBILITY of new AFM local embracing Hollywood radio and movie musicians is currently under consideration. Split from Local 47 is desirable, according to musicians, since they feel too many inactive members dominate Los Angeles meetings.

POSSIBILITY looms for IATSE jurisdiction over technicians of KTLA Hollywood video station operated by Television.Productions Inc. While no formal vote has been taken such action is expected early part of this week. In event of such development bargaining would cover approximately 20 employes.

CBX Edmonton, and CBW Winnipeg, new CBC 50 kw stations on 1010 kc and 990 kc respectively, are to go on air July 1, and will be basic stations of Trans-Canada network. CJCA Edmonton, and CFAC Calgary, will be taken off basic Trans-Canada, and are to be available as supplementary stations at option of advertisers until Aug. 1, 1949. CKY Winnipeg will also go off Trans-Canada, but Manitoba government has not yet announced whether station is being sold to private interests or CBC. No decision as to actual date for opening of 50 kw CJBC and CFRB Toronto, has been made yet by CBC. Two stations will switch frequencies.

COLLEGES in 11 western states considering annual radio conferences comparable to annual institute sponsored by Ohio State U.

WIRL, WHIO HEARING

FCC said Friday it had granted petition of WHIO Dayton, Ohio, for reconsideration of Commission's action of April 30 which granted without hearing application of WIRL Peoria, Ill., to boost power from 1 to 5 kw on 1290 kc, directional. New order modified WIRL permit to specify 5 kw and 1 kw night, directional, and designated nighttime 5 kw request for hearing with WHIO made party. Comrs. E. M. Webster and E. K. Jett voted for denial of WHIO petition. Dayton outlet is assigned 5 kw on 1290 kc.

BROADCASTING • Telecasting



Sou can't cover California's Bonanza Beeline

without on-the-spot radio

Beeline people are "worth" 2 Billion in buying power. Annually, they spend more on retail purchases than all San Franciscans and all Seattleites combined.

How do you catch the sales-ear of these prosperous shoppers? Only with on-the-spot radio. Because the Beeline is a part of California and Nevada that is literally surrounded by mountains... mountains that hinder outside radio signals.

In the Bonanza Beeline people have a long-standing habit of listening to the five BEELINE stations. Together these stations blanket the whole Beeline market ... individually they are local favorites. KWG Stockton, for instance, goes back 26 years! Buy the Beeline stations to fit your own needs... one station or all five.

MC CLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA . PAUL H. RAYMER CO., National Representative

KOH Reno (NBC) 1000 watts 630 kc.

KEBK

Sacramento (ABC) 10,000 watts 1530 kc. KERN Bakersfield (CBS) 1000 watts 1410 kc.

Stockton (ABC) 250 watts 1230 kc. KMJ Fresno (NBC) 5000 watts 580 ke.

KON-RENO

SACRAMENTO

- STOCKTON

FRESNO

KERN-BAKERSFIELD

The Oklahoma City Consumer Panel ready for distribution ĪS now

1-1 1 5 666

DVERTISERS may now take the guesswork out of such questions as "Who is buying my products" ... "How much of it?" ... "Where?" "In what size package?" in greater Oklahoma City.

report of

The Oklahoma City Consumer Panel is ready to place this information and much additional marketing data on your desk every 90 days.

The Oklahoma City Consumer panel, as its name implies, is a day to day record of purchases made by a representative group of greater Oklahoma City consumers for food, household, drug and cosmetic classifications. The information is furnished by the housewife, not the dealer. It is not a once a year or once a month inventory, but a continuous record of every purchase.

The Panel is conducted by Audience Surveys, Inc. Sampling procedure was planned by Dr. Raymond Franzen. Dr. Paul Edwards is serving as consultant on other technical aspects. Its soundness has been assured by an advisory committee of prominent advertising research authorities.

Reports are issued at the close of each quarter. The first, covering the July-September, 1947, period, is ready. Your inquiry about The Oklahoma City Consumer Panel and its application to your own particular problems is solicited.

THE OKLAHOMA CITY CONSUMER PANEL

issues regular reports on

Brands being purchased in Oklahoma City
 Number of families buying the product

- . . and each brand
- Units bought, by products and by brands Dollar volume, by products and by brands Weight or bulk, by products and by brands
- 6. Place of purchase, in terms of dollar volume

Because of the nature of The Oklahoma City Consumer Panel it is possible to extract almost any type of marketing information essential to manufacturers operating in or contemplating operating in greater Oklahoma City. Among special analyses possible are: Consumer purchases by income, age and racial groups; degree of brand loyalty; effectiveness of test campaigns. For full details of this special service, write today. No obligation, of course.

THE OKLAHOMA PUBLISHING COMPANY

OKLAHOMA CITY

RADIO STATION WKY THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

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