EIGHTEEN YEARS AGO—about seven years after we first began pushing sound out of this station—a not-very-enthusiastic young man came to dinner at our place.

Put his product on the air? Pipe good money into space? Buy something he couldn't SEE—FEEL—COUNT the pages of? Well—he would! And he did! And he's used WOR for 18 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've said so much about. Flanking it is the story of a maker of bread who also has used WOR for 14 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 15 years. Another man has had us coast his entertainment into the greatest group of markets in America for 13 years—two others for 12 years—two for 11 years—three for 10 years—seven for 9 years—six for 8 years—twenty-five for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells a lot of things—fast—at low cost—to more people—more often.
Huddling close to the radio, Chicago youngsters follow every word—exclaim with quick delight at a right answer, cry out "I know that one!"

And they do, for WLS Quizdown is aimed at average children, the questions sent in by other children and based on current 4th, 5th and 6th grade curricula.

Because teams represent two different schools each week, alternately public and parochial, interest has spread across the entire city. Teachers and principals encourage Quizdown listening for sound reasons of their own—as Dr. Don C. Rogers, assistant superintendent of Chicago Public Schools, said:

"(Quizdown) . . . has probably motivated a considerable number of pupils who listen regularly, to study and review their classroom work."

Another leader points out that children and teachers find WLS Quizdown an opportunity to demonstrate to parents exactly the sort of work that is being done in the schools. Youngsters who appear (12 each week) gain confidence and experience with a vital medium of communication.

Pupil-interest is actively demonstrated by the weekly average of 2,000 requests for tickets to the broadcast, though it takes precious Saturday playtime. Youngsters submit far more questions than the show can ever use. The Very Rev. Msgr. D. F. Cunningham, Superintendent of Schools, Archdiocese of Chicago School Board, says: "The response of our schools has been most enthusiastic . . . our teachers and supervisors are convinced the program has real educational value."

Like Dinner Bell and Morning Devotions, like School Time and WLS Feature Foods, the markets, the weather, the news—Quizdown is a basic service to fill a need—a friendly program for people.

That's why its creator, Carol Moody, can announce Quizdown has now spread to more than a dozen other cities, after its start by WLS and the Chicago Times a year ago. It entertains as it educates—pleases pupils, parents and teachers.
TOM HARMON PREDICTIONS
Fri. 7:15 to 7:30 p.m.
Sponsored by White Shirt Toiletries—Kay Daumit

NICK CAMPOFREDA—SPORTS
Mon. thru Sat. 6:15 to 6:30 p.m.
Sponsored by Earl Marshall Cigar

SINGIN' SAM
Tues., Thurs., Sat., 10:30 p.m.
Sponsored by Free State Brewery

ART BAKER
AND HIS NOTEBOOK
Mon. thru Fri., 3:30 to 3:45 p.m.
Sponsored by Montgomery Ward & Co.

FLIGHT WITH MUSIC
Sunday—2 to 2:15 p.m.
Sponsored by Renee Watch

SPORTS QUIZ N'TELL—Mon. 7 to 7:15 p.m.

SCHOLASTIC SCRAP BOOK—Thurs. 7 to 7:15 p.m.

HOBBY CLUB OF THE AIR—Sat. 11 to 11:30 a.m.

HOUR OF SONG—half hour Sunday afternoon

WFBR—Baltimore's one living, breathing radio station—Radio City in replica.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
BOMB SHELL may pop at American Bar Assn. Convention in Atlantic City next week. Resolution protesting FCC Blue Book as infringement of freedom of speech and looking askance upon American Civil Liberties Union defense of that controverted document is in hopper and should come up for vote.

IF he evinces any interest at all in it, OPA Administrator Paul A. Porter probably can have on silver platter presidency of Broadcast Music Inc., radio-owned music reservoir at $53,000 or $46,000 per year. Still in suspended animation is that Porter shift back to FCC chairmanship.

ANNOUNCEMENT will be made shortly of sale of WTBQ Cumberland, Md., by Aurelia & Co., 75% owner and manager, and Charles V. Haskell, Cumberland city attorney, 25% owner, for $275,000. Purchase is Cumberland-Allleighenian, Cumberland's only newspaper. Terms agreed to with papers to be executed for FCC approval within a few days.

FM and television due to get recognition in C. E. Hooper program ratings. Suggestion made by Fred Weber, WDSU New Orleans, that audience measurement analysis under "all others" include FM stations. Hooper added TV. While audience measurements generally now are less than requisite 1%, footnote will explain that and permanent base for FM and TV ratings thus will be established.

CINCINNATI radio dealers reportedly irked because of "Don't Buy A Set Without FM" campaign by Cincinnati Times-Star and WKRC campaign dealers stocked with first models. Reliable reports say Times-Star and WKRC campaign so effective Cincinnati dealers face cutting prices to clear shelves of table model AM sets. Similar reports have emanated from other cities.

FURTHER streamlining of FCC procedure to speed handling of hearing docket cases already under way. Issuance last week of three-page report on controverted 970 kc case wherein WICA Ashatubula, Ohio, was given fulltime, started new process. Proposed decisions in such cases usually run five times as long. "Short form" will be used henceforth to cut into terrific docket-case backlog.

IS WEEI Boston on that auction block? Such was unconfirmed talk about NAB Convention. Story was if CBS does sell, it hopes to acquire substitute O. & O. station, probably KQW San Francisco, which it has contracted to buy for $950,000, but which FCC proposed to deny on grounds of ownership concentration.

TAYLOR-HOWE-SNOWDEN, national station representatives, shortly will announce (Continued on page 102).

VIDEO THEATRE OUTLOOK DISCUSSED AT SMPE MEET

THEATRE television making tomorrow's movie theatre amusment and cultural center of neighborhood envisioned by Ralph B. Austrian, president RKO Television Corp., before 500 semi-annual convention of Society of Motion Picture Engineers, Hollywood. Fred Albin, engineer of RCA Victor Division, disclosed RCA 16 mm. television projector already in production, with device converting 24 frame to 30 frame for video, Balaban and Katz, Chicago (WBKB), first user. Harry R. Lubeke, Don Lee, Hollywood, director of television, stressed importance of uninterrupted television program performances.

LETTER from Hughes Tool Co. asking FCC to delete Hughes conditional FM grant for San Mateo, Calif., received by Commission Friday (earlier story page 101).

NEW NAB Board of Directors at first meeting Friday put it right up to BMB board to prove to satisfaction of broadcasters that national advertisers and agencies really need BMB information and that BMB will help stations in selling local and regional accounts. BMB was asked to report to board at next meeting, at San Francisco in January. Resolution specifying these requests adopted unanimously. (Text of resolution on page 102.)

President Justin Miller was instructed to start exploratory discussions with John G. Paine, ASCAP general manager, looking toward 1948 contract renewals. NAB officers instructed to go along with members in support of BMI.

President Miller was authorized to discuss proposals of proposed transcription rule 3.407 with FCC.

C. E. Arney Jr., secretary-treasurer, instructed to prepare 1947 budget for next board meeting, with Finance Committee authorized to adopt interim budget. President Miller authorized to pay for remodeling of new headquarters.

Plan to hold eight area meetings yearly in lieu of "sea circus" was favored though autonomy of districts is to be retained. Area meetings would be held, with districts represented then breaking up into separate meetings. Mr. Arney will sound local sentiment on proposal. Eight areas will comprise: Area A, Districts 15, 16, 17; B, 14; C, 10, 12, D, 8, 9, 11; E, 13; F, 5, 6; G, 4, 7; H, 1, 3, 5, Pacific states. Area A agreed to meet in San Francisco in January adjacent to board meeting.

Board tabled until next meeting proposal of old board that NAB participate in Inter-American Radio Congress to promote freedom of radio in America. Hugh L. Half, WOAI San Antonio, and Campbell Arnoux, WTV Galveston, attended Congress meeting last month at Mexico City as NAB observers. No action was taken on Petriello or AFM contracts other than routine discussion.

Mr. Arney was authorized to set up plans for 1947 and 1948 conventions. Chief candidates for 1947 are Atlantic City, New York and Cleveland.

At last meeting of old board 149 new members admitted, bringing total membership to 1159. Resolution for joint NAB-Radio Manufacturers Assn. liaison committee approved.

Present besides NAB officers were Messrs. Morency, Hanna, Coleman, Arnoux, Borton, Harris, Johnson, Hayek, Way, Terry, Smullin, Spence, J. Harold Ryan, Craven, Shafer, Mccullough, Stanton, Russell and Kobak (observer).

BUSINESS BRIEFLY

FIRE GROUP ON 'MCGARRY'

YOUNG & RUBICAM, New York, has option on McGarry and His Mouse until Nov. 7. Understood agency may use as replacement for General Foods (Sanka) Tins Man Fri., 8:30-8:55 p.m. on CBS after first of year.

RADIO SALES DETROIT BRANCH

this progressive station reaches a rich area right in the heart of Pennsylvania. For full information, write 8 West King Street, Lancaster, Pa., or

Sales Representative
RADIO ADVERTISING CO.
New York Chicago
San Francisco Dallas Hollywood
Were We Surprised and Pleased!

New BMB Audience Report gives KOIL 300% more coverage than claimed.

The Broadcast Measurement Bureau's Station Audience Study No. 1, just released, gives a tremendous boost to KOIL's accredited audience.

KOIL has always made certain that its statements were correct. Coverage has never been exaggerated. A top-flight selling job for the great Midwest market of Omaha and Council Bluffs has always been claimed by KOIL. Now, it seems, we're doing a better job than we thought.

Should we blush with modesty? Should we think of ourselves as neglecting our own drum-beating efforts? No. We still don't reach Omsk, Okinawa, Alaska, or the South Sea Islands. But we and our advertisers are glad to have these facts which prove KOIL's territory to include a much larger audience than ever before reported or claimed.

A GREATER BONUS IN A GREAT MIDWESTERN MARKET

KOIL
GORDON GRAY, VICE PRES., AND GENERAL MANAGER

Page 6 • October 28, 1946
IT'S RIGHT THERE!

You can't cover the country... you can't even cover the South... without the tri-state area we call Ark-La-Tex.

Here is an oil-rich, cotton-rich, cattle-rich area that is a parts of three states with a spendable income equivalent to many of the nation's largest cities—an income that is spent in large measure, by loyal KWKH listeners. Get acquainted with 50,000-watt KWKH—remember KWKH

in your next sport schedule.

KWKH
CBS * 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA

Represented by The Branham Co.
“Martha's Vineyard
Sure! Martha’s Vineyard is 80 miles from the Boston Common. But it’s “in Boston” radio-wise. Smart advertisers know that when they “Buy Boston” the WEEI way, they get Martha’s Vineyard — plus more than two million other listeners living “outside” the Hub.

The Boston (and the WEEI) market ranges 270 miles along the New England coast from Martha’s Vineyard to Rockland, Maine. In between are fifty-four cities and towns with from 10,000 to 110,000 population —plus the City of Boston.

The WEEI listeners “outside” of Boston—in Maine, New Hampshire and Massachusetts—account for most of the Boston market’s huge buying power. Alert advertisers know that WEEI delivers consistently high ratings among urban and rural families everywhere “in Boston”—including the “Bostonians” who harvest potatoes in Maine and cranberries on the Cape as well as Beacon Hill apartment dwellers.

When you “Buy Boston”, better be sure you buy all of it—770,000 WEEI listeners in the Hub—plus your big share of WEEI’s 2,000,000 listeners in the huge “outside” market.
Feature of the Week

BECAUSE human ears are directional and capable of discriminating among many sounds, high fidelity in FM, as long as it must come from a single loudspeaker, is of no help in making a program pleasing.

So maintains Lawrence Twombly of the Engineering Dept. of KSY St. Louis, who believes that certain fundamentals in the hearing of sound have been overlooked in the FM high fidelity controversy.

Music heard in a studio, Mr. Twombly says, would include the notes themselves, their overtones and reverberations from the walls, yet when all the sound is coming from a single loudspeaker this is impossible.

"An important thing about the sensation of hearing is that it is the result of the response to sounds by two ears," Mr. Twombly says. "Your left ear is more sensitive to a sound on your left side than is your right ear to the same sound. In other words, each ear is directional . . ."

The directional characteristic, according to Mr. Twombly, enables the hearer to concentrate on and understand what is being said on the other side of a noisy room.

While oblivious to louder sounds near to him.

Since a program coming from a loudspeaker must come from only one point, the sensation associated with two ears listening to many sounds coming from different directions is lost—and with it the sense of naturalness of the sound.

The remedy, which Mr. Twombly admits is impractical, would be a binaural system with two separate audio channels from two microphones to the listener's two ears.

 Sellers of Sales

MANY A Canadian youth goes to the United States to make his way in a career because of greater opportunities, but few come back to do better in Canada than they did in the United States. Edward Gould is one of the exceptions. He left Toronto for New York fresh out of high school, made his way in the moving picture industry, then decided that he really belonged in Canada. Now he is radio director of McConnell, Eastman & Co., a major Canadian advertising agency with branches throughout Canada.

Eddie, as he is called throughout the radio trade, was born in Owen Sound, Ont., December 4, 1905, and early in life moved with his parents, bothers and sisters to Toronto where he received his education. He left Toronto for New York in 1924, determined to make his way in the entertainment world. For nine years he was associated with moving picture companies, the greater part with Pathé Pictures and Hugo Riesenfeld, and did work for the Famous Players chain of theatres.

In 1933 the call to Canada became too great and he came home to Toronto to start a General Motors agency with a brother-in-law. In 1935 he gave up the automotive trade and joined McConnell, Eastman & Co. at Toronto as an account executive and, because of his entertainment experience, as radio director.

He supervises and produces one of the major musical radio shows in the Dominion, the Tip Top Tailors Sunday evening Music for Canadians on the Trans-Canada Network. He also supervises other radio accounts of the agency, including Canadian Food Products, Perfect Circle Co., Libby, McNeill & Libby of Canada, Progressive Conservative Party, Swift Canadian Ltd. (soaps and cleanser division), St. Lawrence Starch Co. Ltd.

For diversion he likes to read, his range being from straight fiction to economics. He married in 1940 and is a member of the Primrose Club and the Radio Executives Club of Toronto.
"Wake Up New York" is a carefully planned show that rates high among early morning programs. From 7:00 to 8:30 every weekday morning, it is doing a great job for participating sponsors. A few spots are available.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

*If you are a local or regional advertiser who wants to get a bigger and better BANG out of business—F&P has some ideas that will appeal to you.

Dozens of times in the past fourteen years, F&P has worked with ambitious manufacturers and agencies to create new business for everybody concerned—has helped, first, to plan and execute small test campaigns—has then pitched in on merchandising and advance work in new markets—has really assisted in the birth and growth of some of today’s recognized advertising successes.

Whether your ambitions are large or small, you’ll find F&P more than eager to put out the extra effort you need to "go places" in spot broadcasting. Shall we get together?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE   ROB  BALTIMORE   WCBM
BEAUMONT   KFOM  BROOKSVILLE   KYAL
BUFFALO   WGR-WKBW  CHARLESTON, S. C.   WSCC
CINCINNATI   WCKY  COLUMBIA, S. C.   WIS
CORPUS CHRISTI   KRIS  DAVENPORT   WOC
DES MOINES   WHO  DULUTH-SUPERIOR   WDSM
FARGO   WDAY  HOUSTON   KXYZ
INDIANAPOLIS   WISH  KANSAS CITY   WMEC
LOUISVILLE   WAVE  MINNEAPOLIS-ST. PAUL   WTCN
OKLAHOMA CITY   KOMA  PEORIA-TUSCOLA   WMBD-WDA
RALEIGH   WFTF  ROANOKE   WOBJ
SAN DIEGO   KSDJ  ST. LOUIS   KSD
SEATTLE   KIRO  SYRACUSE   WBFL
TULSA   KTUL

Franklin 6373  Plaza 5-4130  Cadillac 4235  Sutter 4333  Hollywood 2151  Main 5667
Convention Realism Presages New Era

Mature Awareness Characterizes Session

By ROBERT K. RICHARDS

“I HOPE this may be the beginning of a real new era.”

There appeared to be none among the hundreds of delegates who heard President Justin Miller of the NAB say it who doubted it.

He said it following the address of FCC Acting Chairman Charles R. Denny Jr. What Mr. Denny had told about 1200 of the 2000 delegates in the Palmer House’s Grand Ball Room gave the hope strength.

Perhaps there was significance, too, in the fact that the words were uttered spontaneously. The voice carries greater sincerity when the eyes are not following text.

Certainly many among the audience—two above all others—could remember words spoken with equal spontaneity in 1941 at a convention in St. Louis. Maybe that’s when the fuses began. Perhaps this was where it ended.

But though the areas of disagreement between the Government and the broadcasters had been narrowed considerably, they had not been obliterated.

This was evident in a panel discussion on freedom of speech Wednesday night when Mr. Miller and Mr. Denny engaged in a debate on the issue of freedom of radio.

Although the two—one representing broadcasting and the other the Government—had found common cause on most matters, it was still apparent that the aggressive and eloquent lawyer had not in this case, changed the judge’s mind about constitutional liberty.

Lest to many in the dramatic circumstances which attended this exchange was a development perhaps more significant than all others. Byron Price (distinguished editor, wartime censor and now vice president of the Motion Picture Assn. of America) and John S. Knight (outgoing president of the American Society of Newspaper Editors) said that radio’s fight was their fight.

They asserted that radio was the most vulnerable of all media, that it was the first line of defense against encroachment on freedom of speech. That they believed it, and said it, and pledged their aid could mean only that radio had won to its cause the most powerful allies within its reach. This victory, more surely than any other, signified that American radio reached maturity at 25. Mr. Miller said he “hoped” this was the beginning of a new era. Except for one factor, it may have been a sentiment stronger than hope. That factor was the Blue Book. In his frank and fact-packed address before the convention Wednesday noon, Chairman Denny took up the Blue Book as the first order of business. Stating that he spoke with unanimous consent of the Commission, he outlined the Commission’s definition of the March 7, 1946 “report on public service responsibility of American broadcasters.”

“That is the Blue Book,” he said. “We do not intend to bleach it.”

Summarizing, he observed: “I say that as applied to the Blue Book the cry of ‘free speech’ is a red herring.” Those close to the rostrum heard him mutter under his breath, “in the moonlight.”

Mr. Miller, rebutting his statement, carried out the piscatorial analogy: “I say it is not a red herring. I say it is a whale of a big problem.”

He found one important partisan later in Mr. Price who told the audience at the freedom panel: “the power to license is the power to censor.”

The “new era” portends another

(Continued on page 88)

Clears Develop Revolutionary Plan

At Least 20 Stations Would Increase To 750 kw

A REVOLUTIONARY PLAN for realignment of clear channel stations whereby a minimum of 20 outlets would get 750,000 w each and would be rehashed so that each of the four major networks would have five such stations to provide four different program services was approved last week by the Clear Channel Broadcasting Service for presentation to the FCC.

While no formal announcement was made, Broadcasting learned authoritatively that CCBS, meeting in executive session in Chicago Oct. 20, gave its unanimous approval to the plan. Word, however, seeped out and the project became a topic of corridor conversation at the NAB Convention in the Palmer House.

Naming call letters in some instances, the plan evoked prompt but publicly unexpressed opposition from NBC and CBS. ABC and Mutual, which presumably would stand to benefit, however, made no audible protestations.

The plan, evolved after months of engineering studies and economic researches, will be presented by CCBS at the final hearing on the clear channel case to get under way sometime in January before the Commission en banc.

The hearing issue, succinctly, is whether some or all of the remaining two dozen clear channels shall be duplicated or, in the alternative, whether they should be retained with power beyond the present 50,000 w limitation. The objective is to provide greatest possible service to the nation as a whole, filling in the “white spaces” which show up on official coverage maps.

Louis G. Caldwell, general counsel of the clear channel group, Victor Sholis, CCBS director, Col. John H. DeWitt and Andrew W. Ring, Washington consulting engineer, jointly evolved the technical plan. Col. DeWitt has maintained a staff of engineers, researchers and statisticians aggregating more than 20 in the analysis of data used as the plan base.

He has devoted full time to this project since his release from the Army Signal Corps some six months ago after he had “shot the room” by radar.

The plan proposes power of the order of 750,000 w not only for the member stations of CCBS but also

(Continued on page 100)
Radio's 'Operations Crossroads'

Radio had its own Operations Crossroads in his debut before an NAB convention as acting chairman of the FCC. Neither avoided the issues. Both looked for the self-destruction that inevitably accompanies overly stringent regulation.

There were new performers in a new setting. Justin Miller made his first appearance as an NAB president. Charles R. Denny Jr., made his debut before an NAB convention as acting chairman of the FCC. Neither avoided the issues. Both looked for the self-destruction that inevitably accompanies overly stringent regulation.

Before the youthful, eloquent and persuasive Mr. Denny had unburdened himself, the NAB under guidance of Judge Miller, had embarked upon its project to forcibly lift radio-programming by its bootstraps. Other leaders, like CBS' William S. Paley, and NBC's Niles Trammell, had called for action from within, before the time of criticism from without.

Whether this reduction was accomplished, he decrepitated the use by Judge Miller in past utterances of truculent adjectives describing the Blue Book advocates. He didn't try to duck it. He did try to minimize it. He decrepitated the use by Judge Miller in past utterances of truculent adjectives describing the Blue Book advocates.

Despite attempts at camouflage, the Blue Book stood out as the one, main, burning issue. Mr. Denny didn't try to duck it. He did try to minimize it. 

There were no personal feuds or undignified conflicts. There were no personal feuds or undignified conflicts. There were no personal feuds or undignified conflicts.

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In a little-heralded and sparsely-attended session Wednesday night—after the big show was all but over—there came the biggest show of all. The impact may have been missed by some. But in importance, it overshadowed all else. It was there, in a discussion, that the FCC had its own Operations Crossroads in his debut before an NAB convention as acting chairman of the FCC. Neither avoided the issues. Both looked for the self-destruction that inevitably accompanies overly stringent regulation.

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Mr. Petrillo: No Protestations

By FRED SAMPLE

RADIO’S DAVID — the transcription industry — was unable to duplicate the Biblical ending in its encounter with the Goliath of the American Federation of Musicians — James Caesar Petrillo — at the end of two days of hectic arguments over the president’s demands of a flat 50% increase.

As BROADCASTING went to press it appeared evident the transcription companies would have to meet the demands or find themselves without musicians. Although Mr. Petrillo told them he was “happy to compromise” his original offer made Monday of a 65% increase over the old wage contract, he refused point-blank to retreat further than the blanket 50% increase for all categories, including open-end, spot, custom-built and library transcription performances.

This would boost the platter musicians’ pay from $12 per hour, plus $12 per hour rehearsal, to $27 per hour. Under terms of both the old and new contracts, no AFM musician may play for more than 14½ minutes without a recording during the one hour period.

On Oct. 18 Mr. Petrillo settled with the record companies for 37½% over the old wage scale of $30 per hour of playing time during which more than five minutes could be recorded (BROADCASTING, Oct. 21).

12-Hour Session

Mr. Petrillo ended the 12-hour Wednesday session in the full-filled Palmer House suite by informing the transcription men they had until 2 p.m. Saturday to place their newly-signed contracts on the desk of Ray Riccardi in the AFM New York office. Unless they comply, he told them, they could expect to go into retirement on AFM’s “unfair” list.

Representatives of the open-end production firms such as Frederick W. Ziv, asked permission to break away from the other transcription firms to attempt to negotiate with Mr. Petrillo on their own, but the union wished to keep any special deal that would improve their situation.

The 50% increase was not swallowed without protest. Aside from the increased cost of producing the scores of musical programs which have become a vital part of the radio industry, the transcription men were unanimous in their disgust at the whipping boy position in which they found themselves.

Each of the 20 representatives felt that he was substituting by proxy for the industry which was holding its 24th annual convention — the NAB.

‘Don’t Make Me Laugh, He Says of Offer By Transcription Companies

The majority of their arguments against Mr. Petrillo’s proposals were voiced firmly but without conviction. Mr. Petrillo himself lost no time in telling why they had been summoned before his board. Radio, he shouted time after time, was making too much money. Many small stations were growing fat off their advertising diet without asking the local union to sit down at the feast.

Comments on NAB

The few printable comments he had to make about the NAB, whose delegates frequently barred his way into the Palmer House elevators, were to the effect that it was merely a hired hand of a rich band of merchant princes. Mr. Petrillo said he had no intention of meeting at any date with NAB President Justin Miller to discuss mutual problems.

He was particularly bitter about the Lea Act, which he said was instituted with malicious intent to slander and defame him. He said he had no doubt as to the outcome of his pending trial before the U. S. District Court in Chicago, nor of the outcome should it go before the U. S. Supreme Court, which he is certain will not. No law so discriminatory, he said, that it is used only for the prosecution of one individual can be called Constitutional.

The transcription people made their protest — and futile — attempts to return to the original subject of discussion. But Mr. Petrillo was adamant both in his wage demands and his annoyance at the radio industry which the transcription people serve.

Acting as spokesman for the defense, Gerald (Jerry) King, partner in the firm of Standard Radio, told Mr. Petrillo he was not offering an increase of $3.75 over the old $18 minimum wage scale. Mr. Petrillo’s answer was an abrupt “don’t make me laugh.”

The transcription companies also attempted without success to point out the different profit levels between record and transcription companies. They presented facts to show that last year record companies grossed in excess of $100,000,000 from the sale of records to retail outlets, juke boxes and radio stations. In contrast, the transcription industry’s gross sales were only $5,000,000.

Mr. Petrillo readily admitted that the record industry, under the terms of last week’s wage contract of 37½% increase would contribute proportionately less to the AFM coffers than the transcription services. But, he said, pounding the table, transcriptions help radio stations reap tremendous profits and radio stations must, even if by instruction, pay for putting unknown musicians in small cities out of business.

He was told that according to figures submitted by the AFM in its annual report to the U. S. Treasury that phonograph companies contributed $1,500,000 in 1945 for musicians’ fees, while the transcription people nearly matched that amount to the extent of $1,400,000. Didn’t Mr. Petrillo think, in the light of the district office, that an industry representing the United States as a whole needs more than a $1,000,000 contribution?
Criticism of BMB Withheld at Chicago

Failure of Battle To Materialize Is Surprise

By BRUCE ROBERTSON

The BMB session Tuesday afternoon turned into a surprise party for the more than 1,000 broadcasters attending the session when a call for questions by the session’s chairman, NAB President Justin Miller, failed to evoke a single response.

Station criticism of BMB’s recently issued Station Audience Reports, amounting in the case of one station, WKY Oklahoma City, to outright repudiation of the BMB data (Broadcasting, Oct. 14), had led to expectations that BMB spokesmen would be in for a stormy question period at the convention. That this did not come about is high tribute to three factors: The exhaustive explanation of BMB president Hugh Feltis on exactly what BMB data mean and what they do not mean; the praise given Mr. Feltis by his organization and its operations to date by the presidents of the American Assn. of Advertising Agencies and the Assn. of National Advertisers; and the summing up by Judge Miller to the effect that the less one knows about a thing the easier it is to criticize and that for himself the fact that the research experts of advertisers, agencies and broadcasting organizations have approved the BMB techniques was sufficient.

Traces Research History

J. Harold Ryan, vice president, Fort Industry Co., BMB board chairman and moderator, opened the session with a brief history of BMB’s basic techniques are as sound today as when the formula itself was evolved did they find one that was acceptable to advertisers, agencies and broadcasters alike.

He described the tripartite set-up of BMB, with every step in its procedure approved in advance by representatives of all three groups, and hailed this cooperation between broadcasters and their customers as second in importance only to the BMB formula itself. He warned the audience not to mistake surface errors for fundamental ones, declaring that BMB’s basic techniques are as sound today as they were two years ago when they were unanimously adopted by NAB.

Stressing the joint effort of broadcasters, advertisers and agencies whose researchers and executives together “set the BMB pattern, established the standards and assured the representativeness of the sample,” Mr. Feltis stated that these men from all three groups “have agreed and are prepared to demonstrate to anyone that the techniques and the methods and the size and the distribution of this study are adequate to measure how many families listen to a station and where these families live.

BMB’s Dimensions

“BMB,” he declared, “has measured the how many and the where of station audiences. These are the two basic dimensions which BMB set out to measure and which BMB has accomplished. And that is all we proposed to do in this study.”

BMB does not measure, he continued, “how often they listen, how many hours they listen, how often they listen, how many programs they listen to or average-minute listening.” BMB’s reports, he said, do not show individual program audience, available program

(Continued on page 36-D)

NAB Chooses Eight Directors; Four Reelected From Stations

Eight NAB directors were elected at the Wednesday business session—two directors at large for small medium and large stations, and one each for NBC and CBS. MBS refused to sit on the board other than as an observer. Elected for small stations were: Clair R. McCollough, WGAL Lancaster, Pa., who was reelected, and Wayne Coy, WINX Washington. For medium stations: T. A. M. Craven, WOL Washington (reeelected) and G. Richard Shafto, WIS Columbia, S. C. (reeelected). For large stations: J. Harold Ryan, WGBS Miami (reeelected), and Harold Hough, WBAP Ft. Worth.

NBC nominated Frank M. Russell, Washington vice president for network member. CBS nominated its president, Frank Stanton. Both were reelected. Mr. Hough replaced J. Leonard Reinsch, WSB Atlanta. Mr. Coy replaced Matthew H. Bonebrake, KOBY Oklahoma City.

New Members of NAB Board of Directors were guests at final meeting of the old board Monday night. Around table, starting with President Justin Miller and Frank Stanton, CBS, at the right end of the table are (clockwise around table): William B. Smullin, KIEM Eureka, Calif.; Edgar Kobak, MBS; Harry R. Spence, KXRO Aberdeen, Wash.; Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver; John E. Fetzer, WKZO Kalamazoo; C. Bruce McConnell, WJRT Lansing; J. Harold Ryan, Fort Industry Co.; Wiley Harris, Jackson, Miss.; Hoyt B. Wooten, WRFC Memphis. New members are Messrs. McConnell and Harris, succeeding Messrs. Fetzer and Wooten respectively.

Page 16 • October 28, 1946

Broadcasting • Telecasting
Promotion Group Arises Following Death Of FMBI
By BILL BAILEY
A NEW FM organization, known temporarily as the FM Committee, was born last week during the NAB Convention in Chicago a few minutes after FM Broadcasters Inc. officially passed into history.

Heading the new organization is Roy Hofheinz, operator of KTHT Houston and an FM applicant. He was named chairman of a Steering Committee of 11 to formulate plans for a nationwide promotion campaign to sell FM to the public.

At the seventh annual meeting of FMBI—which proved to be the last—the membership voted 42-8 to dissolve. Meeting in the Palmer House, the session was punctuated by demands from the floor for a promotional organization.

Led by Ira Hirschman of WABF New York, independent FM outlet, the move to set up a new organization—not a trade association but purely a promotional group—gained momentum as member after member demanded that “immediate steps be taken to properly present FM to the public.”

Walter J. Damm, FMBI president, pointed out that the NAB could not use its funds to promote an FM single segment of broadcasting. At the opening NAB Convention session on Monday he stated he was opposed to two trade associations and suggested that NAB could do a job for FM broadcasters.

Refund From FMBI

When the members formally killed FMBI after seven years of a hectic life, they approved a resolution adopted by the board of directors earlier to refund on a pro rata basis any remaining funds in the treasury. FMBI had a balance, as of Oct. 18, of $344.00. After necessary liquidation expenses are deducted, it was estimated the refund would aggregate about $6,000.

At its sixth annual meeting Aug. 14, 1945, the FMBI voted by proxy to merge with the NAB on a year’s trial basis. Three FMBI board members, together with President Damm, were named to serve with three NAB board members on a special NAB FM executive committee.

Last May the FMBI board discussed a recommendation to dissolve FMBI but there was some dissension on the part of some members who felt that an organization was needed to do a promotional job. President Damm told the final membership meeting the FMBI had three alternatives: (1) to dissolve FMBI, recognizing the ability of NAB to serve as an overall trade association for all forms of broadcasting; (2) to merge with the NAB on a year’s basis.

Three NAB board members on a year’s basis.


The resolution adopted by the FMBI board, which met in Chicago Sunday, Oct. 20, recommending the dissolution of FMBI was passed enthusiastically.

Under the temporary merger arrangement with NAB, FMBI members’ dues are paid to Nov. 1, Mr. Damm explained. After that former FMBI members will be classified as any other regular NAB member.

Immediately following the dissolution, Mr. Hirschman said FMBI had the backing of a group of more than 35 in a corner of the meeting room and was elected as chairman of the rump session.

Among those attending were nine former FMBI board members, including Wayne Coy of WINX and WINX-FM Washington, one of the leading proponents of a free radio and strong FM organization of the old FMBI.

Committee Members

The small group, on motion of Mr. Coy, elected a Steering Committee of 11 to formulate plans for a new organization which will undertake the job of promoting FM on a national and regional basis. On that committee are: Mr. Hofheinz, chairman; C. M. Jansky Jr., Jansky & Bailey, Washington; Everett Dillard, Commercial Radio Equipment Co., (KOZY-WSDC); Mr. Coy, Stanley Ray, WRCM New Orleans; Gordon Gray, WMIT Winston-Salem, N. C.; Raymond F. Kohn, Allentown, Pa., FM grantee.

(Continued on page 68-A)
Censorship

Denny Is Reassuring, Miller Not So Sure Of Air Freedom
By J. FRANK BEATTY

THE SPECTRE of FCC censorship of radio, held over broadcasters since the Commission handed down its dangerously nebulous Mayflower decision several years ago, was at least partly dispelled Wednesday night at the NAB convention by Acting Chairman Charles R. Denny Jr.

Towards the winding minutes of a discussion in which all participants in a radio freedom panel agreed that movies and newspapers were free but radio had a few shackles on its vocal cords, one of the most dramatic incidents in broadcasting history developed.

Major Engagement

Entirely without planning, Chairman Denny and NAB President Justin Miller performed a half hour of legal surgery on the regulatory carcasses. They operated in the glare of five RCA and Balaban & Katz television floodlights as 500 banqueters watched. The two leaders, historically labelled as antagonists, took off their coats in what might have developed into just another skirmish but became a major engagement, most agreed.

Chairman Denny forgot forensics to discuss with ex-Justice Miller the regulatory flaws that have accumulated in a score of years of federal regulation.

Mr. Miller started the discussion by asking Moderator Edgar Kobak, MBS president, if he might add a few observations. The freedom of speech panel seemed to be succumbing because everybody was in favor of freedom of speech.

Mr. Miller delivered a lecture on the evolution of constitutional law affecting broadcasting.

The Constitution protects broadcasters, he said, and court decisions are broad enough to cover technological progress.

The Communications Act itself was passed by Congress under authority of the Commerce Clause, he said, and the First Amendment expressly limits FCC's powers.

Sec. 326 of the statute specifies that FCC shall hand down no regulations or impose no conditions which interfere with freedom of speech, he said.

NAB wants a chance to take both the freedom of speech and censorship issues to the Supreme Court, Mr. Miller concluded, bringing up the threats inherent in the still effective Mayflower decision. (This same ruling frightened a broadcast station into promising it never again would take sides in political campaigns.)

Denny Responds

Moderator Kobak invited Chairman Denny to respond. He accepted, and agreed that FCC's power flowed from power of Congress to regulate interstate commerce. Moreover, the First Amendment's protective provisions applied to radio and facsimile. He agreed that Sec. 326 specifically forbids the Commission from issuing any regulation abridging freedom of speech. And he writes this in a thousand letters a week to listeners who want the FCC to ban programs or talent, he said.

Mr. Denny agreed that the Mayflower decision infringes on freedom to editorialize. He agreed that newspapers operating facsimile stations deserve the same freedom to editorialize on this service they enjoy.

Enthusiasm Greets New Color Process

 Intervention Is Planned By Thomascolor At Hearings

A NEWCOMER in the color vs. black & white television embroglio moved into focus last week in Chicago with the first trade demonstrations of Thomascolor, full color film process developed by Richard Thomas, West Coast inventor.

While no claim is laid to development of a full electronic color video system, engineers who viewed the motion picture projections (no television-electronic system has been developed) contended that the system should be adaptable to low band black-and-white transmission without fundamental change in transmission or scanning methods. It logically followed, said these engineers, that high-band television could be adapted.

Among those who witnessed full color motion projection of Thomascolor were Acting Chairman Charles R. Denny Jr., and E. K. Jett, along with FCC Chief Engineer George P. Adair, T. C. Streibert, president of WOR New York, and J. R. Petele, WOR chief engineer; Carl Myers, chief engineer of WGN Chicago; E. C. Page, vice president and chief engineer of Mutual, and several top engineering representatives of broadcast and television equipment manufacturing companies, also saw private demonstrations of it at the Blackstone Hotel.

FIRST TRADE demonstrations of the new color process, Thomascolor, were viewed with tremendous interest in Chicago last week. Though no television-electronic system has been developed for it yet, it is believed to be easily adaptable to low-and high-band video. Real test will come if its inventor, Richard Thomas, intervenes in CBS color hearings before the FCC Dec. 9.

Immediate intervention in the hearings scheduled for Dec. 9 before the FCC on standards for color television, based upon the petition filed by CBS [BROADCASTING, Oct. 14] is contemplated by Thomascolor Inc., of which Inventor Thomas is president and principal stockholder.

Although Thomascolor is not an applicant for television facilities, Mr. Thomas explained it does have a fundamental interest in the setting up of standards for color transmission and plans to make a full presentation at the FCC hearings. Both legal and engineering counsel will be retained.

Mr. Thomas is the holder of a number of patents on color photography. The process also can be used in color separation plates for photoengraving, substantial reduction of broadcast and the cost factor. It has many other adaptations in which full color reproduction is desired.

Stockholders in Thomascolor Inc. include Carl Haverlin, vice president of Mutual in charge of station relations, who has known Mr. Thomas for more than a decade. Mr. Haverlin was Mr. Thomas' next-door-neighbor in Beverly Hills when the former was general manager of KFI, and became a stockholder and vice president of the company at that time. No television connection, however, was in contemplation then.

Another stockholder is Fleetwood Southcott, well-known motion picture director (Continued on page 97)

Rep. Martin Asks FCC Investigation

Accuses Federal Censorship And 'One-Sided Propaganda'


Slated to become Speaker, should the Republicans win control of the House next week at the Nov. 5 elections, Representative Martin asserted: "It is a matter of common knowledge that unfair government censorship and one-sided propaganda have been imposed on the operators of both stations and networks through the agency of the FCC. A free radio, like a free press, "should be determined by the natural interests and tastes of the American people."

"Attempts by the FCC to exert undue influence over programming can be interpreted in only one way--as an attempt to fasten an un-American concept and a direct violation of Constitutional principle on the operations of the radio industry," he declared.

On the Blue Book, the Minority Leader had this to say: "The FCC Blue Book, unauthorized attempts by FCC personnel to control the percentage of commercial time, suspected political conspiracy against licensee, and many other policies and actions warrant a full investigation of the Commission by the Congress."
Jansky Flays FCC 'Discrimination'

Tells School Broadcasters FM Can Make Real
Free Radio

HIGHLIGHTING the three-day School Broadcast Conference in Chicago, Oct. 21-23, C. M. Jansky, of Jansky & Bailey, consulting engineers, Washington, D. C., threw a verbal bombshell into the midst of 1,100 delegates attending the tenth annual meeting of the nation's educational broadcasters by an attack on the FCC and what he termed its "discrimination against one licensee in favor of another.

After three days of speeches, panel discussions, and forums lauding the importance of radio in its role of educating the nation's youth, the educators prepared to listen to additional panes of praise for the anticipated future of FM educational broadcasting.

Instead, Mr. Jansky, after a brief explanation of the basic differences between FM and AM, launched into an indictment of the FCC for pressure to reduce existing powerful stations "in favor of more and more small stations with restricted audiences."

As a result, it will be increasingly difficult to fulfill the public service obligations desired by the Commission of its AM licensees, he said.

"What is taking place today as a result of yielding to the demand for more facilities and constant deterioration of the size of the coverage areas of existing stations to the point where coverage obtained by each is gradually growing less and less," he declared.

FCC Contradictory

Mr. Jansky told his audience that freedom of speech guarantees the right to anyone to have a hire, collect an audience and, within the bounds of decency, say anything he chooses.

 Freed of press, he maintained, gives each person the right to start a newspaper or magazine and within reason publish in it anything he wishes.

But, asked Mr. Jansky, does this situation exist in broadcasting today?

He recited the Commission's own ruling in the "Mayflower decision" of 1941, in which it maintained that to operate in the "public interest" the broadcaster cannot be an advocate.

Mr. Jansky said a newspaper editor or a public speaker is subject only to the laws of libel or slander. Such a person can support candidates or his friends, as well as the principle which happens to favor, he declared.

"In brief, he can be an advocate. These rights are guaranteed to him by the Constitution. Apparently, however, the broadcaster can do none of these things."

He said it was a physical impossibility for AM broadcasting to operate as a "free radio" due to the limitations of the AM band itself.

Regulation

"So long as a Government agency to prevent interference grants station licenses to some and at the same time denies licenses to others we can expect that the program activities will be regulated in what is loosely defined as the 'public interest,'" he said.

Mr. Jansky told his audience that the only "reasonable" and "quantitative definition" of the term "public interest" was the remark of a friend: "It is what four members of the Federal Communications Commission think upon a particular subject at a particular time."

"Discrimination by the Commission in favor of one licensee over another is, he believes, the inevitable result of confining broadcasting to a system the outstanding characteristic of which is limitation of physical qualities."

Champions FM

Mr. Jansky then proceeded to champion FM as having none of the physical limitations of AM, nor a reason to compete for mass audiences with increased power or selected frequencies.

The establishment of a truly free American radio needs only the creation of an allocation structure extensive enough to provide enough stations with adequate coverage to permit the issuance of licenses to all who desire to operate them, he said.

Mr. Jansky cited five advantages of FM over AM. They are, he said, (1) FM can deliver larger coverage areas from single transmitters than can be obtained from any of the existing AM stations except those few fortunate enough to enjoy.

(Continued on page 99)

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President Lauds Radio's News Work
In Letter to First CARNE Session

PRESIDENT Harry S. Truman, in a letter to the first national convention of the National Association of Radio News Editors in session at Cleveland last week, praised radio for its tremendous job it has done in helping the American people of today become more aware of domestic and international events than ever before.

The President's letter to the convention was read by John F. Hogan, convention chairman and news editor of WCHS Portland, Me.

The President, extending his greetings and best of wishes in the sound and steady growth of the new organization, stated in the letter, "The people will look to their radio to develop this (news) service as much as possible in the future. An informed democracy is our best hope for the strength and unity we must have if we are (Continued on page 97)
Facsimile Comes of Age in Chicago

Increased Speed, and Lowered Costs Make Widespread Use Possible

Facsimile reception has progressed from a prewar speed of four square inches a minute to 45 square inches on standard communications machines today, with experimental speeds up to 88 square inches in a minute achieved in the laboratory, Capt. W. G. H. Finch, owner-operator of FM-facsimile station WGHF New York and president of Finch Telecommunications, told an NAB session on facsimile.

Speaking as head of the facsimile committee of Radio Manufacturers Assn., Capt. Finch said that tentative standards to insure that all purchasers of facsimile recorders can receive service from all stations in their areas have already been agreed on by the committee and will shortly be submitted to the Radio Technical Planning Board and then to the FCC for consideration. If the commission approves, the standards will be as follows, he reported:

"The page will be four newspaper columns wide plus margins and printed with a definition of 101/2 lines per inch or four standard size letterheads of 8 1/2" by 11", each page will be sent at the rate of 360 scanning lines per minute, which gives a speed of about 28 square inches of actual printed matter per minute. At the beginning of each line a short timing or framing pulse will be sent for the purpose of aligning the line printed by the receiver with the preceding and following lines."

Capt. Finch stated at the session Monday afternoon that the paper cost has been reduced from $3.00 to 50c for a 100-foot roll of paper 8 1/2 inches wide, so that a 15-minute broadcast would now cost the recipient two cents in paper.

Of the commercial possibilities of facsimile, he said: "It is ideally suited to putting attractive, effective advertising in the hands of potential customers. It is possible to illustrate—to depict the items for sale as well as describe them. Not only can the customer see what is for sale—he can keep the picture record instead of getting a mere fleeting glimpse as in television, and be reminded of the items later in case they should slip from his memory. For the first time we have a radio device which can readily make retail sales."

Description

Capt. Finch expressed the belief that as FM grows to the point of having two or three stations in the hands of the public, "we can expect at least one fifth of them to be equipped with facsimile recorders, and in time most of them if the facsimile broadcaster offers inviting and acceptable programs to the public, we confidently expect to be able to sell to the public a type of facsimile recorder together with the FM-AM chassis, housed in an attractive cabinet, for less than $300."

James D. McLean, manager of transmission, General Electric Co., described modern facsimile broadcasting equipment, reporting that a complete unit occupies a floor space of only 1 by 2 feet, and that it feeds into any FM transmitter the same as aural broadcasting equipment.

We Should Not be Complacent, Says Trammell

Following is the portion of the NAB Convention address by Niles Trammell, NBC president, dealing with "Advertising, a Bulwark of Free Press, Free Radio."

In the United States, radio advertising not only pays for the performances on the air, but the sharp competition between our many stations, networks and advertisers is responsible for the best and most reliable news information and the highest artistic performance. This is all the more important since the radio reaches by far the largest audience of any communications medium.

Opinions may differ as to which kinds of programs are most heavily weighted with public interest—news or community interest—music or the lighter variety; a political contest or a football game; a debate between two college professors or a debate between Fibber McGee and Molly. But to Public Interest.

I shall not attempt to answer those questions. However, it seems appropriate in this connection to state one very simple proposition. It is this: The broadcasting of any radio program which has a substantial proportion of the available audience wants to listen to at the time it goes on the air is an example of broadcasting in the public interest. This holds true regardless of whether the program is commercially sponsored or is supplied by station or network.

Among those who do not care to listen to the radio, it has become the fashion to jeer at radio commercials and some of the programs sponsored by advertisers. Soap advertising is a favorite target. In this connection I am reminded of an old European proverb that "the culture of a nation is determined by its use of soap"—and that the United States, with six percent of the world's population, uses one-third of the world's soap supply.

Broadcasters are mindful of the fact that the sponsors of serial dramas pioneered in the daytime use of radio. They helped broadcasters build a new daytime service; and in doing so, they brought pleasure and relief from drudgery to millions of American housewives. Criticism of these programs pioneers overlooks their contribution both to the American system of broadcasting and to the American housewife.

Story-telling is one of the oldest of the arts. The popularity of the serial drama represents a basic emotional response to a human-interest story. Such stories have a rightful place in a well-balanced program schedule.

There is the criticism that there is too much advertising on the air. Since American broadcasting is entirely supported by advertising and the press not entirely, so, it might be natural to expect that advertising messages would occupy a larger proportion of radio program time than they occupy in the white space of newspapers or magazines. The reverse is true.

6.8 Percent Commercial Time

In the case of the great majority of successful newspapers and magazines, 50% or more of their total space is occupied by advertisements. In the case of a network with which I am familiar, only 6.8% of the network's total program time is devoted to commercial announcements. In other words, out of the 1080 minutes this network is on the air each day in the week, the commercials take an average of only 74 minutes.

This difference is due to the nature of the two kinds of media. It does not imply that advertising is more effective in one than the other. There are certain limitations imposed upon radio advertising by the special characteristics of the broadcasting medium. It is obvious, however, that broadcasting is not so heavily burdened with advertising as some critics make it out to be.

On the other hand, we should not be complacent in regard to criticism. Radio broadcasting has made possible a type of advertising which permits and encourages a mass appeal couched in individual terms. It speaks to members of the crowd one by one, not friend to friend, in the solitude of their homes. It is clear that the advertisement broadcast over the air should have brevity and tact and good manners to a degree that is not demanded of publishers of print.

If we are to continue to raise the American standard of living and expand our free economy, the elevation of advertising standards must keep pace with the growth of
Trouble shooters

Keep the lines of communication open! That was a "must" in the war. And likewise today in industrial, peaceful America.

It's those trouble-shooting fellows who climb the poles to fix the wires that get your messages through in good weather or bad.

We do some trouble shooting of our own down here in Baltimore radio. If you're having trouble reaching people in this 6th largest city, let W-I-T-H do a repair job for you.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town. It's W-I-T-H, the independent, that's your buy when you want sales to click.

W-I-T-H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, President  
Represented Nationally by Headley-Reed

October 28, 1946  
Page 21
Iowa Poll Shows Listening Increase

Majority Think Stations Devote Enough Time To Public Service

MOST IOWANS think radio stations are "generous" or "about right" in the time they devote to public service programs.

Better than nine out of ten (96%) regard themselves as "radio listeners," and (42%) listen more today than they did five years ago.

A majority generally can find a program they want to hear at a time when they want to listen. More can think of commercials they consider good than can think of any they regard as bad.

These were among the findings reported last week by the Iowa Poll of the Des Moines Sunday Register, affiliated with KXNT Des Moines, as part of one of its regular biweekly surveys covering Iowa. The study was based on personal interviews with persons representing a cross-section of the State.

Released by Henry J. Kroeger, general manager of the Poll, the results showed that 30% of the interviewed listeners thought stations are "generous" in the time they give to public service programs, while 51% thought they are "about right." Eleven percent thought there are not enough such programs and eight percent were "uncertain."

More women than men (33% to 23%) and more city than farm residents (33% to 29%) shared the view that stations are generous in time devoted to public service broadcasts. The trend was reversed among those who answered "about right." More men than women (13% to 9%) and slightly more city than farm listeners (12% to 11%) felt not enough time is given to this type of program.

Eighty percent of the listeners believed that Government officials in Washington get "their share" (55.9%) or "too much" (25.3%) free time for talks. Ten percent thought officials get "not enough" free time, and an equal number were "uncertain."

Men and women had almost identical views on this subject except that more men (12%) than women (8%) thought additional time should be provided for such talks. Slightly more city listeners (11%) than those on farms (10%) answered "not enough."

Asked whether they could think of any commercials they consider "especially good," 40% answered yes, while 35% could recall commercials they think are "especially bad." Similarly, 51%

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Oh Steve, We Grieve

BROADCASTING, Oct. 14, somehow identified Stephen P. Willis, general manager of WJNO West Palm Beach, Fla., president of the West Palm Beach, Calif., Chamber of Commerce. Broadcasting regrets this sinister error. A probe of possible overification Hollywood (Calif.) infiltration in the staff has been ordered.

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Is it Your Brand?

Your product should get a share of the 52 million dollars spent each year in grocery stores of the Nashville area... With over 4,000 such outlets, a sales call to each store would be almost impossible... But, use WSIX's great audience and reach a large part of the owners as well as shoppers... Your message can sell both—and at reasonable listener cost over WSIX!
**One check pays**

*For all national spot advertising on each of the stations served by THE KATZ AGENCY*

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<td>WWL</td>
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<td>WNY</td>
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<td>KGU</td>
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</tbody>
</table>

*Each Katz Agency station receives one check each month covering all national spot advertising. The Katz Agency not only bills and collects but also guarantees full payment for all national advertising on its client stations.*

**THE KATZ AGENCY, INC.**

**Station Representatives**

New York • Chicago
Detroit • Kansas City
Atlanta • San Francisco
Los Angeles • Dallas

$200,000,000 IN WHOLESALE SALES. That's Mobile's approximate per year. A most excellent "purchasing capacity" barometer.

$101,513,000 RETAIL SALES in Mobile County alone. Proof that the people in this area have the Buying Power—and use it!

The fact that Mobile is the home of some of the largest paper and pulp mills and aluminum ore installations in the nation means large, steady payrolls—which spell "purchasing capacity"—plus.

WMOB Delivers...

...a telling, selling impact in this lush market that brings substantial, quick returns to the advertiser. Forceful penetration of the populous areas of this busy market makes WMOB a worthy investment for time-buyers.


ATTENDING meeting of CBS affiliates in Southwest Division, held at San Antonio with KTSAs as host, were (seated 1 to r): J. Kelly Smith, CBS director of station relations; Bill Finnebraber, CBS program service director; George W. Johnson, KTS A general manager; Kenyon Brown, general manager, KOMA Oklahoma City; Ned Midgley, CBS director of sales service. Standing (1 to r): Rex Presi, commercial manager, KTS A; Troy McDaniel, general manager, KGBS Harlingen, Tex.; Bill Roberts, commercial manager, KRLD Dallas; Bill Hughes, general manager, KEYS Corpus Christi; Merrill Myers, program manager, KTS A; Frank Junell, commercial manager, KROD El Paso; B. F. Orr, general manager, KTRH Houston; J. C. Kellam, general manager, KTBC Austin; H. B. Lockhart, program director, KEYS; John Esau, general manager, KTUL Tulsa.

Public Notice Posted on KNET Sale; Hawley Seeking Assignment of WLAT

COMPETING bidders for KNET Palestine, Tex., being sold subject to FCC consent to a firm headed by Gordon B. McLendon [BROADCASTING, Oct. 14], have 60 days after Oct. 11, date of the transaction's first public notice, to file contesting applications. Notice of the $37,500 sale was reported by FCC in the Federal Register.

Mr. McLendon, who is also seeking a new 1-kg daytime station at Oak Cliff, Tex., will be associated in ownership of KNET with John F. Long (39%) and Joe J. Brown (10%), both employed by the Long Theatres in Bay City and Palestine, Tex. Mr. McLendon will have 51%. Present owners of the station, Billy A. Laurie (49%), his wife, Leita M. Laurie (1%), and his father, Ben A. Laurie (50%), are withdrawing in order to devote their "efforts to KEBE, new Jack- sonville, Tex. station" for which Billy Laurie holds the construction permit. KNET is on 1400 kc, with 100 w fulltime. The transfer application reported that Mr. McLendon and his associates planned extensive improvements in KNET's service, including efforts to increase the power from 100 to 250 w.

WLAT Assignment

The FCC also reported an application for the assignment of license of WLAT Conway, S. C., from Loys Marsdon Hawley to Coastal Broadcasting Co., a partnership comprised of Mr. Hawley and Herman Lee Hanks, former chief engineer of WLAT and WOLS Florence, S. C.

In a letter to the Commission, filed with the application, Mr. Hawley revealed that Mr. Hanks had been a partner in the operation of the station for some time but due to a "misunderstanding" of the Commission's rules the proper notification had not been filed. Commission authorities indicated that the application would be returned to Mr. Hawley due to a minor discrepancy in the application.

Farm Radio Set Figures Listed for Mich., Okla.

CLOSE to 90% of Michigan farms have radios, according to the 1945 Census report just released. The next highest percentage of facilities or equipment reported applied to automobiles, which reached 85%. No comparative data are available for the previous, 1940, census.

Radios are also in the lead in facilities on Oklahoma farms, as shown in the Oklahoma farm survey released simultaneously with the Michigan report. Oklahoma reports three out of four farms in the State have radios, or almost 75%. One out of four farms reported having telephones for the same period.

Seek Foy

J. WALTER THOMPSON Co., New York, is currently negotiating with comedian Eddie Foy Jr. to replace Edward Everett Horton, on the Kraft Music Hall show, Thursday, 9-9:30 p.m. on NBC effective Jan. 1. If Mr. Foy can be released from his commitment with The Red Mill, a legitimate production, he will take over the radio assignment.

KPDR to Mutual

KPDR Alexandria, La., joins MBS Nov. 1. On about the same date, KPDR-FM will go on the air with 1000 w, Joel M. Hirsch, manager of Central Louisiana Broadcasting Corp., the licensee, announced. KPDR, which is on 1490 kc with 250 w, has been operating since June 13.
Along the Inland California Beeline

U.S. Department of Agriculture reports show more than 17% of the nation’s commercial vegetables are grown in Beeline counties.

Asparagus, strawberries, celery, onions, spinach, carrots, melons...such eatables are mass produced in vast Beeline truck gardens. They’re shipped out fresh, quick frozen, canned — and how the money rolls in!

The Beeline area in 1945 grew 56% of California’s vegetables harvested for sale. In crop value by U.S. counties, Monterey County ranked second, San Joaquin County third! So here’s another reason why Beeline families have more than two billion spendable dollars each year!

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada...a 42 county market which ranks with Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

To radio-sell these inland valleys you need Beeline stations. For Beeline stations operate inside the mountain ranges that march around the valleys. They give you close up coverage that outside stations don’t even claim to match!

Facts for Time Buyers about the
5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for thorough coverage. These stations together blanket California’s mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

KERN
Bakersfield. Established 1931. CBS. Primary coverage of oil rich Kern County with a population of 141,500. Carries heavy schedule of CBS network programs. 1000 watts — 1410 kilocycles.

KOH Reno (NBC) Established 1928

KMG Fresno (NBC) Established 1922

KWW Stockton (ABC) Established 1921

KFBB Sacramento (ABC) Established 1922

McClatchy Broadcasting Company
Sacramento, California
Paul H. Raymer Co., National Representative
The rapid progress of FM, dealt with during Monday's NAB general convention sessions, was even more effectively demonstrated in the exhibit space adjoining the meeting room, where FM completely dominated the transmitter displays, relegating AM to a relatively minor position, with every major manufacturer featuring FM in his exhibit. Television, not on the convention agenda at all, was given convention prominence by RCA, which not only displayed video apparatus and receivers in its exhibit space, but also put two cameras into the meeting room to cover all general sessions, the pictures and sound being reproduced on ten receivers in a special viewing room back of the RCA exhibit for the benefit of the overflow crowd. The sets were mostly table models with 10-inch viewing screens, now in quantity production, to turntable FM antenna tower, available in about six months, priced at about $2,495. A di-fan FM and television receiving antenna was shown by Andrew Co.

Audio Devices presented a sound color film depicting the manufacture of the company's recording bands.

Magrecord Inc. showed its high fidelity wire recorder, SD-1, a studio unit designed for professional quality recording, priced at about $1,500 and available December 15. A battery operated portable wire recorder was shown by Wirecordex Corp, Unit, good for one hour's continuous operation at a loading, weighs 15 pounds, its batteries weigh another 24 pounds. Priced at $554, it will be available in December.

Preto Recording Corp. exhibited several new models of recording turntables, both gear and rim driven. Recording equipment was also shown by Rek-O-Kut Co. U. S. Recording Co. featured its pana- coustic portable transcription player, $520 and immediate delivery, in its display room.

Fairchild Camera and Instrument Corp. introduced its "Language Master" portable playback machine at the convention. Equipped with a word spotting device that enables the operator to set the record to start at the exact spot desired, instrument was designed primarily for use in studying languages from records, but can also be used for cueing sound effects or other recordings for broadcast use.

Matchett Labs. exhibited a variety of electron tubes for radio and industrial uses, featuring a new metal tube, 2C 39, about two inches long, which operates on frequencies in the neighborhood of 2,000 mc.

LATEST DEVELOPMENTS in engineering were reviewed by Engineering Committee. Taking part in closed session were (1 to r): K. W. Pyle, KFBI Wichita; L. S. Bookwalter, KOIN Portland; E. C. Page, MBS; William B. Lodge, CBS; G. Porter Houston, chairman, WCBM Baltimore; James Middlebrooks, NAB; K. B. Hoffman, WGR Buffalo; J. D. Bloom, WWL New Orleans; J. B. Fugac, WGAC Augusta, Ga.

FM Dominates Transmitter Display

Video Is Exhibited By RCA Displays At Convention

FM took the spotlight from AM in the transmitter displays at the NAB Convention, with television running a close second by virtue of RCA's unscheduled demonstrations. Virtually all "name" manufacturers were represented, with Associated Music Publishers' Yellow Dog ritual in the recording exhibits becoming the talk of the Convention.

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Available about the middle of January at $23,000, REL exhibited also at a new complex receiver for broadcast station use in evaluating its own signals or for picking up remote programs for rebroadcast. Unit can be mounted in a standard REL shelf receiver, for use in an automobile, is $230. REL's new studio speech console, first shown at the convention, is designed especially for FM, is $1550 complete, will be available in January.

RCA Shows Two

RCA exhibited two FM transmitters: a 250 w unit, available in November, at $4500, and a 3 kw unit, available in February, at $12,300. Not shown were the 1 kw unit, ready in January at $9,200, and the 10 kw unit, now on test and expected to be ready next September, at $22,750. AM transmitters and an array of tubes, parts and studio equipment were also shown by RCA.

General Electric Co. exhibited covered AM, FM and television transmitters and equipment. In GE's FM transmitter line, 250 w exciter units, priced at approximately $4,250, will be ready for delivery in 30 to 60 days; 1 kw transmitters, at $8,500, are now coming off the line; 3 kw exciter units, at $12,175 are about ready; 10 kw's, at $23,000, will be ready by spring; and 50 kw transmitters, at $72,500, next fall. All prices are approximate.

Western Electric Co. exhibited at the convention the first of its new Model 503 B-2 one kw FM transmitters to come out of the factory. This unit has been sold to WELL Battle Creek, Mich., and was shipped to that station at the close of the Chicago meeting. Called "Transview" because of the full length glass front, the new WE-FM line will comprise 1 kw units which are being shipped now, priced at approximately $9,000; 3 kw transmitters, at approximately $15,000, and 10 kw, at approximately $55,000, which the company will start shipping during the first half of next year.

Gates Radio Co. FM transmitters will be available late in February, ranging in price from about $4,000 for the 250 w transmitter to about $10,000 for the 3 kw unit. Company also exhibited AM transmission and studio equipment.

Latest model film and tape recording units were shown by Frederick Hart & Co. in the convention floor exhibit space, and BMI displayed its achievements and distributed literature in a booth at the entrance to the room.

Yellow Dog

Most talked of among the recording company exhibits were the knot-hole on the fence of Standard Radio and the Yellow Dog ritual presented hourly through the day by American Music Publishing Co. Scarcely a convention visitor failed to sport a Kilroy pin and a Yellow Dog button before convention's end.


"Progar," a new metal tube, 2C 39, about two 15 pounds, its batteries weigh another 24 pounds. Priced at $554, it will be available in December.

Federal Display

Federal Telephone & Radio Corp. demonstrated as well as displayed its new 10 kw FM transmitter (to be available in quantity production as soon as the convention ended) by operating it in the hall, the programs being received on a home receiver in a simulated living room at the other end of the room. In addition to this 10 kw model, priced at $23,200 and now in production, Federal's 3 kw FM transmitters, $12,500, are being delivered regularly.

The "Cascade" system, announced as an "entirely new, greatly simplified, more dependable system of phase shift modulation," is featured in the new FM transmitter line shown by Raytheon Mfg. Co. The 250 w units, priced at $4,000, can be delivered in about 45 days; the 1 kw unit, $7,900, in 60 days; the 3 kw unit, $12,000, in 90 days, and the 10 kw unit, $20,000, in 120 days.

Radio Engineering Labs displayed its first completed 10 kw FM transmitter, which will be
Plain, unvarnished, fundamental facts

FACT 6 New England states spend more than 3 billion dollars in retail sales annually.

FACT 75% of New England's day-to-day necessities comes from outside sources.

FACT 50,000 watts (plus popular NBC and local programs) make WBZ a star salesman for this market.

FACT More than 750,000 people live in metropolitan Boston alone, where WBZ is the leading station.

FACT 150,000 people live in Springfield, home of WBZ's synchronous companion-station, WBZA.

Five fundamental facts! A five-point guide to successful sales programs in New England!

WBZ BOSTON
WBZA SPRINGFIELD
WESTINGHOUSE RADIO STATIONS Inc
KDKA WOWO KEX KYW WBZ WBZA
National representatives, NBC Spot Sales (except for KEX). For KEX, Paul H. Raymer Co.

"HELP CELEBRATE NATIONAL RADIO WEEK"
Chicago Origination Set For Two NBC Programs

TWO of NBC's top public service shows, World's Great Novels and American Medical Association, are scheduled for Chicago origination when they open their new fall series.

Former show, an NBC University of the Air program, will return for its third year Nov. 1 10:30-11 p.m. CST. Supplanting the program NBC has published two handbooks about the novels and their authors. Homer Heck, NBC Central Division production-director, will direct the series.

Latter show will be for 26 weeks beginning Dec. 7, 3-3:30 p.m. CST. Programs will delve into American medical history, dramatizing lives of outstanding members of medical profession. Norman Felton will direct; William Murphy, NBC Central Division manager of scripts, will write the series.

New RCA Television Test Equipment Is Explained at the NAB Convention

TELEVISION test equipment now being built by RCA Engineering Products Dept. can speed up mass production of television receivers and transmitters and provide stations with a means of checking their transmitting systems.

This was announced at the NAB Convention by W. W. Watts, vice president in charge of engineering products of RCA. The equipment, which supplies a television test signal of known quality, consists of three related units: A synchronizing generator, a monoscope camera, and a distribution amplifier.

Test Pattern

The monoscope camera produces a composite test pattern which is known to be linear and of proper amplitude and frequency, simulating the signal received from the air. This permits the technician on the production line to determine at a glance the reproduction qualities of a receiver under test and allows for proper adjustment. It is also of use in television studios to determine whether the telecasting equipment is properly aligned.

"Brain center" of a television broadcasting system, the synchronizing generator furnishes the five fundamental timing and synchronizing impulses necessary for the operation of the RMA standard television scanning system. The new RCA Type TG -1A synchronizing generator not only provides these impulses to the studio cameras but also feeds to the transmitter the impulses which actuate the scanning beam in the home receiver and keep it in step with the output of the cameras.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than a quarter of a century.

RCA MONOSCOPE television camera (top section of cabinet), distribution amplifier (center) and regulated power supply (bottom) are used to test television equipment in stations and on assembly lines. They are used in conjunction with an RCA synchronizing generator.

MUSIC has power—WDAS is the only Philadelphia radio station featuring three hours of classical music every day...

In addition to the usual musical programs, Philadelphia's Outstanding Full-time Independent Station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

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With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than a quarter of a century.

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Co-ops Sold 100%

WHAT is said to be a record for sale of co-op programs has been set by WJOI Florence, Ala., ABC affiliate. Station has sold ABC co-ops 100%. Station went on the air April 30 of this year.
October's back — and CARSON's got 'em!

New Fall shows! New CBS stars! More WMT listeners than ever in Eastern Iowa

No wonder everybody's happy in Eastern Iowa! Farm income is greatest in history — industry is roaring at a new high — and WMT has all those good, good CBS programs on the air for happy listening. What better place to do an outstanding job for your client? WMT is Eastern Iowa's (see map) only CBS station and offers an audience of 1,131,782 people — a larger population within its 2.5 MV line than that of any other station in Iowa. Get all the facts now — and get on WMT.

WMT's story is a big one to tell — an important one to hear.

Contact Your KATZ AGENCY Man at Once!
FCC Almost Keeps Up With Applications

Will Try to Speed Engineering Cases

FCC's turnout of decisions almost—but still not quite—kept pace with the inflow of new AM applications during the last two months, it was revealed last week as the Commission issued another list showing the status of each standard broadcast application.

The new report covered 871 applications—12 more than the 859 in the comparable Aug. 16 list. The Aug. 16 announcement counted in last week's figure were not listed individually. Hearing cases involving conflict with announced applications were counted in last week's figure but were not listed individually.

In releasing the current list, first since establishment of the "processing line" system was announced with the Aug. 16 report, the Commission asserted it was "not satisfied with the progress that has been made on Line 2 cases and is taking all possible steps to speed up the processing of applications in this line."

Line 2 is composed of cases "which involve complicated engineering problems and are much more difficult to process," it was pointed out. FCC gave no indication of why Line 2 progress has been unsatisfactory, but observers thought a need for more engineers is a main factor. This belief was buttressed by a separate announcement that the Standard Broadcast Division has "several positions open" for experienced engineers in Civil Service grades up to and including P-4 (see story page 50).

Gain Of 15

A gain of 15 applications was noted in Line 2 since the first list appeared: 145 now as compared with 130 on Aug. 16. The number in Line 1, consisting of 250-w local and daytime-only applications which are "relatively easy to process," dropped from 134 to 75.

The total of those which have been through Lines 1 or 2 and are now being studied by other departments is now 93, as against 64 on Aug. 16. The number in the pending files (including those on which processing can not continue until requested supplementary information is submitted, and also those involving conflict with announced policy) increased from 27 to 41.

Cases

Insofar as possible, the current AM list is as follows:

### PROCESSING LINE No. 1

#### Under Examination by Engineering Department

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<td>Bismarck, N.D.</td>
<td>D. 1415</td>
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<tr>
<td>B3 - P-5217</td>
<td>WWTC</td>
<td>Beloit, Wis.</td>
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<td>WYDI</td>
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<td>WQOK</td>
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<td>D. 1418</td>
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<td>WRIK</td>
<td>Brownsville, Tenn.</td>
<td>D. 1419</td>
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<tr>
<td>B2 - P-5223</td>
<td>WRRF</td>
<td>Butte, Mont.</td>
<td>D. 1420</td>
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### Current List

The processing line procedure provides for consideration of applications in the order in which they were filed, insofar as possible. The current AM list is as follows:

<table>
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### KCKN Programs

You reach ready buyers with ample buying power when you deliver your sales message through KCKN. For KCKN is the only Kansas City station which directs ALL its attention to this concentrated mass-market—a market with a nine hundred million dollar buy-ability.

KCKN programs specifically for city listener tastes. Thus Kansans know they can turn to KCKN for the kind of radio entertainment they enjoy.

And so, without the rate penalty of outstate coverage, you'll reach an eager-to-buy, in-the-money market (the market that counts most) when you hire KCKN.

Wire or phone your nearest Capper office for availabilities TODAY.

**The Voice of Greater Kansas City**

BEN LUDY, GENERAL MANAGER. KCKN, KANSAS CITY ... WIBW, TOPEKA

ELLIS ATTETBERRY, MANAGER. KCKN, KANSAS CITY

**Capper Publications, Inc.**

NEW YORK 17: 420 Lexington Avenue
SAN FRANCISCO 4: 1207 Russell Building
CHICAGO 1: 180 North Michigan Avenue CENTRAL 9797
KANSAS CITY 6: 300 Waltover Building VICTOR 3864

Page 50 • October 28, 1946
They say that gentlemen prefer blondes... we don't know the answer to that one... but we do know that radio listeners in Chicago and the middlewest prefer WGN.

WGN has "S.A.", too... Station Awareness, that is! And we say this with confidence, because we know that:

1) Personal interview surveys show WGN voted first as Chicago's outstanding station, both in 1940 and 1946... and,

2) When Chicago's major stations carry an identical program, such as a presidential speech, special Crossley surveys show WGN with the greatest audience... and,

3) The Nielsen Radio Index shows that WGN reaches more families in the Chicago station area, both daytime and evening, than any other outlet.

It all adds up to an intriguing "S.A." for WGN and further proof that WGN is the radio answer to Chicago and the midwest market.

* "STATION AWARENESS"

A Clear Channel Station......

Serving the Middle West
Sil Aston Wins BROADCASTING Golf Cup

Gets Low 61 Score

To Top 50 Other Participants

IT WAS a field day for Chicago station representatives Sunday, Oct. 20, at Acacia Country Club when Sil Aston, Howard Wilson Co., turned in a net 61 to win the BROADCASTING Magazine silver golf tournament donated in the 11th NAB golf tournament.

Net content with top honors awarded under the “Peoria handicap” system, Lou Smith, of Edward Petry & Co., Chicago, was low gross medalist with a five over par 77.

Mr. Aston added the trophy to Top 50 Other Participants when he was awarded under the “Peoria handicap” system, Lou Smith, of Edward Petry & Co., Chicago, was low gross medalist with a five over par 77.

Mr. Aston added the trophy to Top 50 Other Participants when he was awarded under the “Peoria handicap” system, Lou Smith, of Edward Petry & Co., Chicago, was low gross medalist with a five over par 77.

LONDON wasn’t calling here. (1 to r) Joe Bernard, KOMA Oklahoma City; Ed Murrow, CBS vice president, famed for his London war broadcasts, and Jones Scovern, Free & Peters, New York.

James Carpenter, WKBB Dubuque 94 18 76
Neville Miller, Washington Attorneys 99 24 75
Sam Fantle Jr., KELO 85 9 76
Stuix Fales 85 9 76
Frank E. Pellegrin, NAB 87 15 72
Harry McGuffin, WYN 95 24 71

Handicap Gross cap Net

The players and their scores:

Top honors reached on WSBT. People here who are 50 years old started listening to this station when they were 25. Those who are 25 or younger had their birth announced over this station. South Bend people have grown up with WSBT. They love it. A terrific "Hooper" proves it.

All age groups are reached on WSBT. People here who are 50 years old started listening to this station when they were 25. Those who are 25 or younger had their birth announced over this station. South Bend people have grown up with WSBT. They love it. A terrific "Hooper" proves it.
NOT THE SMITH brothers but advertising-minded nevertheless. (L to r) Lou Smith, Edward Petry & Co., Chicago, who shot the low gross 77 for the tricky Acacia course; Earle Smith, Petry San Francisco office; Horace Stovin, Stovin & Co., Toronto.

HERE'S ONE Miller who loafed. Neville Miller (second from left), played his first NAB tournament. He served as NAB president from 1938-1944. (L to r) Frank E. Pellegrin, director of broadcast advertising, NAB; Mr. Miller; Marshall Pengra, KRNR, Roseburg, Ore.; Robert Mason, WMRN Marion, Ohio.

CUE-TIES OF THE COURSE, from native Chicago, all. (L to r) Robert Savage, WBBM; William Clarke, Howard Wilson Co.; Jules Herbuveaux, NBC; Walter Preston, CBS.

FIVE SHADES of radio with a single thought. (L to r) Kenyon Brown, KOMA Oklahoma City; Charlie Caley, WMBD Peoria; Russel Woodward, Free & Peters, Chicago; Robert Ridder, WDSM Superior, Wisc.; Don Petty, NAB general counsel.

HE FLOWED GENTLY, sweet Aston. Before the tee-off, Sil Aston, Howard Wilson Co. (third from left) with his playmates. He romped off with the Broadcasting trophy with a 61 low-net. Others (L to r) Robert Harrington, WSVA Harrisonburg, Va.; James D. Carpenter, WKBB Dubuque, Ia.; Champ Aston, Hugh Boice Jr., WEMP Milwaukee.


THREE UP and 18 (holes) to go. Aaron Bloom, Kasper-Gordon Co., Boston; Ed Bronson, WJEF Grand Rapids; Ed Kasper, Kasper-Gordon, Boston.

LOCAL DIVOT DIGGERS made a noble try too. (L to r) Neil Murphy, NBC Chicago; Jerry Vernon, ABC Chicago; Fred Klein, Dancer-Fitzgerald-Sample, and Rudi Neubauer, NBC Chicago.
Frequency, Call, Location, File No.

1050 - New
1490 - WRLD
1470 - New
1400 - New
1450 - WJXN
1340 - New
1230 - New

Waiting Engineering Study

710 - KMPG - Los Angeles, Calif. B5 - MP - 2186
1510 - New
1500 - San Diego, Calif. B5 - MP - 3744
950 - WLOF - Orlando, Fla. B5 - MP - 3973
1560 - Wopol, Kans. B5 - MP - 3939
1280 - New
1910 - Stockton, Calif. B5 - MP - 4015
1250 - Dakotav, Va. B5 - MP - 4113
1330 - WBTM - Dakotav, Va. B5 - MP - 4137
970 - New
1960 - Pebble, Ill. B5 - MP - 4177
1270 - New
1990 - Pierre, S.D. B5 - MP - 4200
1460 - New
1940 - Rapidcity, S.D. B5 - MP - 4239
1560 - New
1960 - Annapolis, Md. B5 - MP - 4318
850 - KONO - San Antonio, Tex. B5 - MP - 4329
1150 - MSAL Salina, Kans. B5 - MP - 4346
1480 - New
1990 - SAR - Peral, Mass. B5 - MP - 4386
790 - New
1990 - Spokane, Wash. B5 - MP - 4402
1390 - New
1990 - Aichi, N.C. B5 - MP - 4541

750 - KXL
790 - New
930 - WPAT - Paterson, N.J. B5 - MP - 4597
590 - WDLP - Panama City, Fla. B5 - MP - 4629
930 - KHBC - Hilo, Hawaii B5 - MP - 4682
909 - WFMU - Frederick, Md. B5 - MP - 4713
905 - New
2030 - VGH - Pueblo, Colo. B5 - MP - 4787
1350 - New
2000 - Ogdent, Utah B5 - MP - 4797
1520 - New
2000 - Asheville, Ala. B5 - MP - 4829
1510 - KGB - Oakland, Calif. B5 - MP - 4857
1560 - New
2000 - Knoxville, Tenn. B5 - MP - 4887
1510 - KGD - Portland, Ore. B5 - MP - 4917
1510 - KGB - Binghamton, N.Y. B5 - MP - 4947
1500 - New
690 - New
690 - Los Angeles, Calif. B5 - MP - 5005
690 - New
690 - Seattle, Wash. B5 - MP - 5015
1520 - New
690 - Athens, Tenn. B5 - MP - 5047
1510 - KGB - Altoona, Pa. B5 - MP - 5077
1520 - New
690 - Greensboro, N.C. B5 - MP - 5079
1560 - New
690 - Fort Worth, Texas B5 - MP - 5079
450 - New
690 - Savannah, Ga. B5 - MP - 5109
1530 - KGB - Buffalo, N.Y. B5 - MP - 5129
1510 - KGB - St. Louis, Mo. B5 - MP - 5159
1500 - New
690 - Denver, Colo. B5 - MP - 5189
1510 - KGB - Chicago, Ill. B5 - MP - 5219
1510 - KGB - Dallas, Tex. B5 - MP - 5249
1510 - KGB - Las Vegas, Nev. B5 - MP - 5279
1510 - KGB - Quincy, Ill. B5 - MP - 5309

Page 34 • October 28, 1946

BROADCASTING • Telecasting
WLAC GOES TO THE TENNESSEE STATE FAIR

More than 207,000 paying customers clicked the turnstiles during the six days of the Tennessee State Fair at Nashville. An all-time, nationwide record for carnival receipts was set by the Johnny J. Jones Exposition with a shattering total of $137,116.40 for the week. WLAC, 50,000-watt CBS affiliate, originated five programs daily from the Fairgrounds, bringing many of the most interesting features of the fair "home" to thousands of people who were unable to attend.

Exclusive . . . Formal opening ceremonies at the Tennessee State Fair were arranged for broadcast by WLAC and included brief talks by Governor Jim Nance McCord, Davidson County Judge Litton Hickman and State Fair Manager Phil C. Travis. Speakers were introduced by Station Manager F. C. Sowell.

Exclusive . . . Twice a day, from a specially constructed broadcast booth, WLAC's Esso Reporter aired last minute world and local news. Both the reporter and the United Press teletype machine proved interesting attractions for thousands of Fair visitors.

Exclusive . . . "Do-Nuts to Dough", five-a-week quiz show with Chef Daryl Laub as MC, was broadcast from the stage of the Merchant's Building throughout the week of the fair, "blocking traffic" with each performance.

Exclusive . . . Agricultural exhibits were accorded their share of attention by WLAC microphones. Herman Grizzard, well-known to farm audiences for his daily hour-long "Daybreak in the Barnyard" show, interviews a County Agricultural Agent.

Exclusive . . . Fairgoers enjoyed the novelty of hearing their own voices when WLAC demonstrated the station's wire recorder. Program Director Paul Oliphant at the microphone.

Exclusive . . . WLAC's radio audience was treated to a spine-tingling thrill when the station broadcast the auto races. Herman Grizzard gave a vivid microphone picture of the 1946 speed classic.
Broadcasting Is Not Public Utility, He Asserts

FRANK MULLEN, executive vice president of NBC, last week took issue with radio critics who urge governmental dabbling in radio programming, in an amplification of his speech to the New York Radio Executives Club a fortnight ago [BROADCASTING, Oct. 7].

Mr. Mullen, who found reason to quarrel with governmental interpretation of the original Radio Act creating the FCC, said that there was much talk about "public service" responsibilities of broadcasters, but that the talk was mostly from persons who were uninformed of the nature of the Act.

The writers of the Radio Act, he said, specifically omitted the classification of broadcasting as a public utility. Since broadcasting is not a public utility, it fundamentally has no legal obligation to perform "public service," he said. Yet the course which governmental regulation of the industry has taken suggests that authorities regard radio as a utility, he said.

Define Public Service

"If the Congress wants broadcasters to give public service, it has to say what public service is," said Mr. Mullen. It would need to issue rules designating how much time and when what kinds of programs would be aired.

In some ways, said Mr. Mullen, Federal enforcement of the Radio Act has been more stringent than its interpretation of the laws pertaining to public utilities. Broadcasting, he pointed out, occupied a unique position. For example, he said, there was frequent mention of the "right to free time" on the air.

But "can anybody ride a railroad free?" Mr. Mullen wanted to know.

The executive vice president saw no essential difference between the press and radio as far as their basic operations and responsibilities were concerned.

"You can't go to a newspaper and demand space on the front page," he said, yet broadcasters are often asked (and they often give) time on the air to groups seeking a platform.

The extension of governmental regulation to future broadcasting developments may create new confusion, he said. When newspapers begin delivering by facsimile broadcasting, which the FCC will regulate, "can the government demand public service from these newspapers?" he asked.

"The best service that broadcasting can do for the American public is to stay solvent," Mr. Mullen said. To keep his economic health, the broadcaster must keep his audience. "Anybody knows that the only way you can prosper is to hold your listeners," he said. If large audiences are intrigued by radio, the broadcaster must be giving them what they want to hear, Mr. Mullen said.

Mr. Mullen's answer to critics who protest that radio enjoys limitless profits was that as long as the present economic system obtains, broadcasters are entitled to profits. He said that most critics were uninformed and that the profits of most broadcasters had been meager.

Broadcasters, he pointed out, were primarily occupied with building and keeping audiences. To do so, they had to observe the responsibilities of taste, education, information and entertainment, else their audiences would revolt.

"I think broadcasters have done a pretty good job of serving the public," he said. "And the character of the American broadcasters is as good as that of any other group of business people in America."

Radio Set Production Reported Up for August

AN INCREASE of 31% over July production of radios was reported last week in the August census report, released last Monday. August radio production totaled 1,600,000 sets. Production was 57% over the average monthly output during 1941, according to the Census Bureau. There were also approximately 95,000 electric phonographs produced during August. Figures are based on reports filed by 108 manufacturers.

Home set production—exclusive of battery sets and radio phonograph combinations—was up 49% over July, with 1,000,000 sets produced. Console models represented less than 10% of the total, and current production was but 18% of the monthly output of consoles during 1941.

Figures are not broken down for television set production, but television sets wired radio-phonograph combinations are included.

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Television, which will use newsreels made by newsreel companies which currently are unregulated by Government, may well introduce an element of Government control into newsreel operations themselves, he said. "In that case what would be the newreel companies' responsibility for public service?" he asked.

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For shows that are first in their fields...

Listen to ABC
AMERICAN BROADCASTING COMPANY

DRAMA
Theatre Guild on the Air
Radio's most distinguished dramatic program — broadcasts of outstanding stage hits starring world-famous players — on ABC Sunday nights, 10:00 to 11:00 EST. Above, Walter Huston as he appeared recently in a Theatre Guild on the Air production. (U. S. Steel)

NEWS
Walter Winchell
The nation stays home to hear Walter Winchell — first in the field of news broadcasting — as he reports and comments about the world and the people in it. On ABC, 9:00 p.m., EST, Sundays. (Jergens)

OPERA
Metropolitan Opera
First in the field of great music, ABC brings you the entire season of Saturday afternoon operas direct from the stage of the Metropolitan Opera House. The series begins Saturday, Nov. 16, at 2:00 p.m., EST. (The Texas Company)

SPORTS
Cavalcade of Sports
Major sports events such as the National Open Golf Tournament and the Louisiana Superdome — which draw the biggest audiences of any commercial radio program in history — are broadcast exclusively by ABC. And there's always a good fight Friday nights at 10:00 EST all ABC stations. (Gillette)

For each year, the American Broadcasting Company tries to give its millions of listeners the best of as many different kinds of radio programs as possible.

The Theatre Guild on the Air, for example, is now acclaimed by millions as radio's outstanding dramatic program. The Metropolitan Opera and the Boston Symphony have helped build ABC's reputation for great music. Among discussion programs dealing with national affairs, America's Town Meeting of the Air is the nation's most consistent winner of top awards. And now, with Bing Crosby's return to the air, ABC adds still another program to its list of number one shows.

Leading advertisers buy time on ABC
Everharp, Philco, Swift, Sterling Drug, U. S. Steel, General Mills, Westinghouse, Kellogg, Quaker Oats, Jergens, Bristol-Myers, Procter & Gamble — all outstanding American businesses — are among the great companies now advertising via the American Broadcasting Company. The reason: ABC reaches all the people who live in 22,000,000 radio homes — at economical rates that make possible a low cost per thousand listeners. If you are an advertiser, remember: a good ABC time period bought today means a valuable franchise for years to come.
habit is not a "sometime" thing!

In the Mid-South area, most people have the rather pleasant habit of listening to WMC programs. This habit is not an occasional listening spree, but a week in and week out following of top NBC, regional and local shows over this pioneer Mid-South radio station.

This habit was first planted back in 1923 when the Commercial Appeal's "public service" radio station was first launched. Since that time, and backed by the prestige, publicity, and the weight of the Commercial Appeal's pages, WMC has grown and become a part of the every day lives of 405,110* radio homes in the Mid-South.

Such a loyal audience—such an extensive audience—is fertile field for your advertising.

Labor Troubles Demand More Attention, Doherty Declares

MANAGEMENT and labor must get together and solve their differences or the nation may see the end of the capitalistic system and the advent of complete government control and bureaucracy.

That warning was sounded Tuesday at the NAB Chicago convention by Richard P. Doherty, director, NAB Employe-Employer Relations Dept.

"The Number One challenge that faces the United States today is labor-management relations," said Mr. Doherty. "If we face another series of strikes in the next few months as we have in the past year, we will be on the threshold of depression."

He called particularly on broadcasters to establish good employe relations, declaring that "bad employe relations, particularly in radio, breed bad public relations. Despite the bigness of radio as an industry," he continued, "the individual station is a small scale unit, in terms of labor relations. This creates both a problem and an opportunity."

Mr. Doherty blamed management for part of today's troubles, labor for part, but declared "there is nothing management can do under our present labor laws. Labor-management relations must be free if we are to have sound economic conditions."

No Simple Formula

No simple magic formula will produce industrial peace, said Mr. Doherty. The road to industrial peace has three lanes, he continued, listing them as follows: (1) The environment of collective bargaining; (2) management must practice industrial relations, such as major executive function, and (3) development of employe-employer relations.

Under present laws collective bargaining is difficult, he explained, primarily because Government agencies "call the plays, determine the gains and fix the score."

"Under existing legislation we have legally protected the rights of the worker to unionization—if he so chooses—but we definitely have not created a genuine national labor policy which seeks to make collective bargaining work as a process of industrial peace," said Mr. Doherty. "What American businessmen and the American public itself must demand of Congress is realistic legislation so that collective bargaining may truly be a two-way street with the same rules applying to both sides of the traffic."

Mr. Doherty gave broadcasters these suggested rules of operation to help make collective bargaining effective:

"A—Industrial relations must be taken over as a top executive function. It is not a legal task. This is a big job and it requires executive direction, skill and understanding."

"B—Don't be misled into thinking that collective bargaining consists primarily of negotiating a yearly contract which you regard as mainly a game of wits and economic crapshooting."

"C—Management must learn the technique of working with unions including the strategy of contract negotiations. For years business has devoted endless hours to the fundamentals of sound merchandising, to scientific production, etc., yet few businessmen devote any real professional attention to the complicated process of union relations. When management learns effective techniques and practices, unions will be forced to match their well-developed skills and strategies with the proficient practices of executive leadership. The bargaining table may then be far better balanced."

Realism Needed

With or without unions, said Mr. Doherty, management has the mandate to "take its head out of the sand" and look realistically at the essential challenge of promoting sound and effective employe-employer relations.

Made-work and featherbedding practices have been fostered in radio partly because "top management has been too busy looking at the bottom line" and looking realistically at the challenge of promoting sound and effective employe-employer relations.

Under present laws collective bargaining is difficult, he explained, primarily because Government agencies "call the plays, determine the gains and fix the score."

"It is high time we were on the threshold of developing a program which recognizes the desires and wants of the workers, and which recognizes the desires and wants of the management," he continued. "But if this is to be done, management must practice good employee relations. It is high time that management stop letting unions carry the ball."

To accomplish good employee relations management must establish a program which recognizes the desires and wants of the workers, he said. "In the radio industry, we possess a degree of total employment stability which is not common to industry as a whole. There is no earthly reason why broadcasters cannot capitalize upon this fact (Continued on page 87)


Luncheon—Music for the noon hours with "Three Quarter Time," featuring the waltzes of Harry Horlick (three 15 min. weekly) and "Jerry Sears Presents," high-styled swing and classics (three 15 min. weekly). Subscribers report record sponsorship for both in recent poll.

Afternoon—Tequila tempos to enliven the cocktail hour with "South of the Border" (three 15 min. weekly). Alternate with "All Star Dance Parade," featuring such stars as Jimmy Dorsey, Woody Herman, Johnny Long, Harry James, Les Brown. (Six 15 min. weekly).

Dinner—Let early evening listeners "Lean Back and Listen" (six 15 minute periods a week) to light classics, musical comedy favorites and standard salon selections. Like all other World Continuities, this show can be used to fill any special station time, any desired number of times weekly.

You can build over seven hours a day of varied programs to boost your time sales and increase your ratings with World Library Service. For in addition to World Continuities, World Library gives you thousands of musical selections with which you can build your own programs. However you use World transcriptions, World's outstanding talent assures you of success... World's expert engineers guarantee life-like reproduction through their skilled use of Western Electric Vertical Wide Range Recording equipment. Remember: More stations subscribe to World Library than to any other similar service. Get in touch with us today. We've got your numbers.
BMB Session (Continued from page 16)

audience, share of audience, or type of listener, and they should not be used to compute cost-per-thousand listeners to individual programs. He also warned that BMB audience and ANA circulation are not directly comparable.

"Being new and having been set up to fulfill a great need," Mr. Felts explained, "BMB may wishfully be thought to be an instant success and other needs. BMB is not a substitute for other measurements of radio listening. Nor is it a substitute for judgment and experience of the timebuyers and advertisers. BMB is an additional tool which can be used to reinforce judgments and to make judgments and decisions easier and more valid.

First Figures

Turning to BMB's output, Mr. Felts cited its first publication, Radio Fairness Index which showed the number of families and the percent and number of radio families by county and city, as "a tremendously worthwhile contribution by BMB to the knowledge of our industry." The just-issued Station Audience Report by maps and figures, shows daytime and nighttime audiences for each substation in all counties in which 10% of the radio families listen to the station at least once a week, he said. The BMB audience in some cases will be less than a million, in others, it will be a million and in others "it is going to be hundreds of millions," he said. BMB data, the audience, he added, that in the latter instance each broadcaster is perfectly free to claim as your own, and that no other system has ever been able to approach it. Yet in all the intervening years it has not been possible to secure universal acceptance of even that system of life.

December Report

BMB's next report, the U. S. Area Report, will be published in December, Mr. Felts said. It will be a 700-page volume showing by county and city all stations having BMB audience figures with their day and night audience figures. Station subscribers, AAAA agencies and ANA advertisers will each receive one copy, with extra copies generally available at cost, about $35. The Network Report, similar to the area report but showing unduplicated network audiences for each network, will be published in January and distributed the same as the area report.

Speaking of the use to which stations may put these maps, Mr. Felts said: "BMB recognizes its responsibility to test and explore and refine the whole measurement and to agree upon and recommend the most usable standards for the industry. BMB believes that such standards can be established and proven significant and usable. This work will be undertaken immediately."

Endorsements Given

Frederic Gamble, AAAA president, and Paul West, ANA president, expressed the same confidence in BMB and its work that they had done two years ago, Mr. Felts said. "I have never seen a better one nor one better organized than BMB," he added.

Discussing BMB's future plans, Mr. Ryan explained that the decision was made not to add another station to the report until 1948 was based largely on the fact that many new stations are expected to begin operation next year that would not be included in a March study and also on the need for evaluating the first study and developing new and refined techniques for the next one. In addition, he said, BMB will promote the full use of the first study findings, will solicit present and new subscribers for continued support of BMB activities, and will aid subscribers in interpreting and presenting BMB data correctly.

Relies on Experts

In his summation Chairman Miller cited his judicial experiences that when highly technical evidence is going to be accepted, the expert's evidence is going to be relied on the testimony of experts. "The less you know about a thing the easier it is to criticize it," he said. "But what's the use? It is better to find out what the experts are and ask them if the methods used and the conclusions based on them are right. The ad-mitted experts on the BMB board need to prepare for the next one to go ahead on their say so.

The failure of any BMB critic to speak out in meeting of course does not mean that they were all completely satisfied or that there was no criticism leveled at the organization and its operations. Previewing the first draft of his convention report before a group of New York broadcasters and station management, Mr. Felts said, "I have come to realize that we want you to make your value as a market maker clear to the possible objection to our use of BMB data as presented in these articles and published in three articles in Broadcasting, during September.

Following that meeting BMB issued a statement explaining that the uses had been suggestions only and were not intended to represent BMB recommendations for the use of its data. At a subsequent meeting Mr. Felts presented a revised draft of his report which was submitted to the convention with the full endorsement of his former critics [Broadcasting, Sept. 14].

Dis satisfaction Expressed

After the convention session a member of the New York group, who declined to be quoted, told Broadcasting that while they had reached a full agreement with Mr. Felts, they were still not satisfied with what they consider to be the failure of the NAA as previously agreed upon to protect adequately the interests of the broadcasters and that action on this problem is likely to be taken in the near future.

Felts to Speak

HUGH FELTIS, BMB president, will be the feature speaker at the Nov. 4 luncheon meeting of the American Marketing Assn. Radio Group to be held at the Hotel Sheraton, New York. Subject of Mr. Felts' address will be "First Reaction to BMB Following the Release of Actual Station Reports."
America's only radio chapter of the Izaak Walton League, headquartered at KVOO with sportscaster Bud Jackson as its founder and permanent president, is now the proud recipient of the Oklahoma Izaak Walton League Banner Chapter cup for the third consecutive year. This entitled the Chapter to permanent possession of the cup, the first time such an award has been made. Thus is evidenced, once again, another public service activity of KVOO, for the Radio Chapter was originated and founded by KVOO's Bud Jackson during the war as a means of furthering the interests and activities of the Izaak Walton League of Oklahoma through that difficult period of limited tires, gasoline and manpower. It has already paid rich dividends to Oklahomans and it will continue to do so through many years ahead as its present work bears fruit in better game laws, soil conservation, increased wildlife, and a recognition by the public at large of the value and importance of the many other projects furthered by this chapter.

Bud Jackson is a two time winner of the League diamond founder's pin awarded by the National headquarters to the individual signing up the greatest number of members in a year's time, a 28 time winner of the blue and silver founder's pin, a State and National director of the League and a recognized authority on hunting and fishing in the Southwest.

"Short Casts and Wing Shots", Bud's popular Saturday night feature program is the vehicle on which this great Izaak Walton Chapter has been carried to its enviable success.

It is another outstanding Public Service Feature of Oklahoma's Greatest Station.

Bud Jackson, KVOO Outdoors Editor

EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES
In hunting or in advertising the story is the same—one well-aimed shot gets more results than a dozen poorly-placed ones.

In the Great Northwest there is one advertising medium that hits home. KFYR covers the Dakotas and eastern Montana as no other medium or combination of mediums can. KFYR’s area includes more than a million of the nation’s best-heeled farmers—who consistently turn to KFYR for their news and entertainment.

ATTACHMENT D

CASEx PLACED IN PENDING FILE

By Engineering Dept.

1150 -New—Burlington, N.C.
1280 -New—Cheyenne, Wyo.
1340 -New—Charleston, S.C.
1400 -New—Clarksville, Tenn.
1240 -New—Bennett, S.C.
1340 -New—Charlotte, N.C.
1240 -New—Eastern, N.C.
1340 -New—Nogales, Ariz.

By Accounting Dept.

1230 -New—Alamosa, Colo., N.M.
1240 -New—Anchorage, Alaska

APPEAL INDICATED BY FOUNDATION CO.

APPEAL from FCC’s denial of Foundation Co. of Washington’s petition requesting reconsideration of a grant to Metropolitan Broadcasting Co. for a new Washington station [BROADCASTING, July 8], was indicated last week by Elmer Pratt, president and counsel of Foundation Co.

Mr. Pratt said decision on whether to appeal to the District Court of Appeals could not be reached until the text of the Commission’s decision was released. FCC sources said the text would be released shortly.

Foundation in its petition charged that Metropolitan (WQW) was “unqualified to render service in the public interest”; that the “grant was made without a hearing to determine the qualifications of the applicant,” and that Metropolitan’s daytime-only operation at 1670 kc would result in “a relatively inefficient use of broadcasting facilities in the Washington area.” Foundation’s application for 5 kw fulltime on 650 kc filed simultaneously with the petition, has been accepted for filing and is now awaiting Commission action. Present FCC rules require a 40-kc separation for stations using the same frequency.

Metropolitan, owned by some 75 stockholders of varied professions, is managed by Edward Brecher, former FCC economic analyst and co-author of the Commission’s Blue Book.

Finch Names Kent

HERBERT A. KENT, president, P. Lorillard & Co., has been elected director of Finch Telecommunications Inc. at annual stockholders’ meeting, Other directors reelected: W. G. H. Finch, president; Raymond K. Littlefield, Herbert L. Petey, Frank H. Bottenus, Frank R. Brick Jr.
Starts Today!
October 28th

Ted Husing's Bandstand

available for participating sponsorship

Today one of radio's most versatile personalities takes to the turntables as a disc-jockey par excellence. Each participating advertiser will enjoy the magnetic audience appeal of the nation's favorite recording stars playing and singing the top tunes. The inimitable Ted Husing will handle the whole show, and deliver the commercials, too, in that friendly, smooth style as only he can.

Audience-building Promotion

Full-page announcements in today's New York Times, Herald-Tribune, and Sun—plus large space ads in twenty-three other New York, New Jersey and Connecticut dailies—are the opening barrage in high-powered campaign to establish the largest possible audience right from the start. Extra audience promotion now means extra results now!

Broadcast Time
Monday through Saturday—10:00 A.M. to 12:00 Noon and 5:00 P.M. to 6:30 P.M.

Represented by Rambeau
STORY OF AN AMERICAN OPERA * “Cross-Eyed Butcher,” “Flop-Eared Mule,” “Chittlin’ Cookin’ Time Down in Cheatham County,” “No Drunkard Can Enter There,” “Rabbit in the Pea Patch”—these are a few of the hundreds of native arias heard nation-wide in that great American opera, Grand Ole Opry.

On Saturday nights when the fiddles scratch and Red Foley’s cheerful voice opens the Grand Ole Opry, something refreshing happens throughout America. In Manhattan, when the Old Hickory Singers render an old-time ballad, tired cliff-dwellers pause to listen and dream of the farms, lanes and woods they wandered as children. The Deep South echoes with the laughter of listening millions who recognize in the broad humor of both Minnie Pearl, reporter of the Grinders Switch Gazette and Whitey Ford, the Duke of Paducah, a good-natured reflection of their own way of life. Throughout the great Middle West, Saturday night is party night and in millions of rural and urban homes the fun is enlivened with the music of the Grand Ole Opry Square Dancers. Over the ranchlands and the desert of the West, where miles separate homesteads, the songs of Red Foley’s Cumberland Mountain Boys and Wally Fowler and the Oak Ridge Quartet banish loneliness and bring good cheer out of the night. Up and down the Pacific Coast—trail’s end of
The Covered Wagon—millions more Americans thrill to the beloved old folk tunes strummed out by the Turner Boys on their guitars.

It started in November, 1925, when George Dewey Hay, radio's Solemn Old Judge, introduced 80-year-old Uncle Jimmy Thompson, who fiddled for an hour while Hay supplied a running line of patter over WSM in Nashville.

In October, 1939, Grand Ole Opry went on a sorghum circuit of NBC southern stations. In 1943 the Dixie Horseshoe of the Grand Ole Opry curved from coast to coast on an NBC nation-wide network.

Today, under the sponsorship of the R. J. Reynolds Tobacco Company, Grand Ole Opry covers the 48 states with the fragrance of Prince Albert Smoking Tobacco, piped to 145 NBC affiliated stations.

How to build an American institution? Found it with the hearty, homespun talent that makes up the Grand Ole Opry. Give it a sponsor who believes firmly in the traditional American customs. Circulate it on the powerful facilities of the NBC Network. Send it to the vast NBC audience with the support of other great NBC shows which have become American institutions. The result: a program eagerly anticipated—and listened to by every American who has known, or would like to know rural America.

...the National Broadcasting Company
Denny

(Continued from page 14)

by my host in discussing this report. I am expected to reply in purple words. Many have said that they hope I will. They are doomed to disappointment.

This is not going to be a fight. A quarrel would serve no purpose. Instead, it would divert attention from the real issues of the Blue Book. And it would hinder the closer cooperation between the industry and the Federal Communications Commission which is necessary for the solution of this and other important problems.

I have felt that we have been moving closer and closer toward a healthy but proper arm's length working relationship between Government and industry in the communications field. We at the FCC want to continue in this direction. That is why a quorum of the Commission and its principal staff officers have moved here to Chicago for your convention. We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can.

It is our objective that the FCC shall not in your mind be a house of mystery, a dark chamber where schemes are hatched to plague you. And in this connection I want to say that, if I were a broadcaster and if I believed some of the things that have been said and some of the things that have been written, I would spend many a sleepless night. I am sure that while trying to count sheep I would instead find myself counting six FCC Commissioners jumping over the fence.

First, I wish that you would put aside some of the things that you have heard and read that purport to sum up what the Blue Book says. Then, I wish you would sit down and actually re-read the Blue Book. If you did, this is what you would find. It makes these points:

1. The Blue Book says that when an applicant represents that he is going to do certain things, that he should in fact do something reasonably close to that which he said he would do.

2. The Blue Book says that a reasonable amount of time including some time in the desirable parts of the broadcast day should be devoted to sustaining programs. This is to keep the broadcaster's hand free to offer the balanced program that every real broadcaster has always been eager to offer. Don't let anyone tell you that the Commission has said that a commercial program cannot be a public service program. The book says no such thing and the Commission intends no such thing.

3. The Blue Book says that a broadcaster should devote a reasonable amount of time to local live programs. I shouldn't think that there could be any dispute about this. If a man is truly to call himself a "broadcaster" he would, I should think, want to originate some programs of his own so that the community he is licensed to serve will have an outlet for the discussion of its local problems and for the development of its local talent and resources. A true broadcaster will not content himself simply with plugging his transmitter into a network or a turntable and going off to Florida for the winter. Unless there is to be some organization of local live programs we don't need radio stations in the various communities; all we require are unattended boosters.

4. The Blue Book says that radio should not content itself with being simply an entertainment medium, leaving it to the press and the movies to keep the American people informed on the important issues of the day. Radio, it says, should make an adequate amount of time available for the discussion of public issues.

5. The Blue Book says that advertising plays an indispensable part in our system of broadcasting. But that should not mean that broadcasting should be run solely in the interest of the advertisers rather than that of the listeners. Specific advertising excesses are described. Financial statistics are cited to show it is not necessary for the industry to indulge in these advertising excesses to enjoy a decent profit.

6. The Blue Book then comes to the question of what can be done. First it says that the primary responsibility for corrective steps "rests with the licensees of broadcast stations, with the networks and with the trade associations. Finally, it points out that the Commission has a statutory responsibility for the public interest. The Commission says that in discharging this responsibility it will, in examining license renewal applications, take into account the principles I have just summarized.

That is the Blue Book. We do not intend to dwell on it. We at the Commission sincerely believe that every principle enunciated in it is calculated to increase the stature of the individual broadcaster, to encourage him to exercise greater control over his own business and to assist him to escape from the dictates of the advertiser.

Believe in Free Speech

However, my host in various public statements over the nation since the publication of the Blue Book has been teasing the Commission, saying we are stooges for the Communists. He has said that we have violated the First Amendment which guarantees freedom of speech. He has called us "obfuscators", "intellectual smart-alecks", "professional appeasers", "guileful men", "astigmatic perverters of society."

Now those comments haven't cooled our friendship because, you (Continued on page 44)
The COMBINATION to GEORGIA

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job—at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
Denny
(Continued from page 42)

see, we believe in free speech.
The Blue Book says that American radio is over-commercial. If it is not over-commercial, let’s have the facts which prove it. If it is, then let’s provide remedies to eliminate the excesses. Don’t use a sacred constitutional freedom as a shield to ward off charges that your industry is too commercial. The Blue Book was written by men who believe in American radio, who believe that it is the best in the world.

I say that as applied to the Blue Book the cry “free speech” is a red herring.

Of the 322 applications pending for renewal at the time the Blue Book was issued, seven have now been set down for hearing.

These are not the only stations which present problems but the Commission felt that no useful purpose would be served by wholesale license renewal proceedings. We are proceeding slowly toward a solution of this problem. We do wish to add information on this problem as we go along. As announced in the report we hope that the public and the industry will do their part. We are waiting for you to ask the Commission for information that action will produce constructive measures for the solution of this problem, so that broadcasting will raise its sights and go on to still greater achievements.

AM Licensing Policy

My next subject is one which should have been handled in complete agreement. It is the Commission’s AM licensing policy.

When the war ended there were 986 AM stations. We announced that the war-time freeze on broadcast construction was being lifted and that we would be back in business at the same old stand beginning October 8, 1946.

A year has passed. We’ve got what was left and what was given to us. We have granted 448 permits for the construction of new AM stations and we still have 650 more AM applications pending.

Applications who are waiting for their file numbers to be reached in our application processing lines (and incidentally no one has succeeded in inventing a way for getting his case considered ahead of his turn), and the applicants who are in hearing say that we are moving at a snail’s pace.

On the other hand, there are a few broadcasters who joined the lodge prior to October, 1945 who fear that the Commission is introducing competition to their communities with “irrational haste.”

To the applicants who say we must move too slowly, with the over 100 stations which in the last 12 months we have done almost 11 years work. In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations. And, as I have said, there were only 173 stations between October 1945 and October 1946 we authorized 448 new stations, only 3 short of equalizing the total allocations of the preceding 11 years. Six hundred fifty-eight AM applications are still pending.

Now my next remarks are addressed to the handful of broadcasters who say we are not moving fast enough. We have no secret that this new competition as un welcomed. They cry for the Commission to preserve the position they have enjoyed as a result of the wartime freeze on the construction of new stations. They ask the Commission to make an economic determination as to the number of stations their community will support. I don’t believe they realize the degree of federal regulation which they invite.

This is what would be involved:

Advertising Estimate

First, the Commission would have to make an estimate of the potential radio advertising revenue in the market. This would, of course, vary depending upon the efficiency of the operators to tap that potential.

So the second step would be to make an appraisal of the efficiency of the present broadcaster and the new applicant.

Third, the Commission would have to determine what a fair revenue would be for the existing broadcaster would be. This would be necessary in order to ascertain whether there would be enough left over for a new station.

Fourth, to be certain that all similarly situated existing broadcasters are treated alike we would have to prescribe a uniform system of accounting.

Fifth, this would involve a revision of your entire capitalization, your income account, and your operating expenses, including the salary you pay yourself and your office boy.

In other words, the suggestion is that the Commission concern itself with the details of your business activities even to the point of saying what your income shall be. In fact, like the Indians, you would become wards of the Government.

I do not think the industry wants this. Fortunately the Communications Act would not permit such regulation. The Act provides for free competition and the wisdom of this system has been demonstrated by 20 years of experience.

I recognize that new competition will bring with it change. It will bring men with new ideas, new ways of doing business, new ways of programming. To meet this you will find new and better ways of serving the public. By this process you yourselves advanced American radio when you entered the field. And by this process we shall advance still further.

As new stations appear around the tables, don’t assume that they will have to be served from the same pie and that your slice will be that much smaller. There are vast opportunities for this business which are as yet un exploited. Today’s pie will not have to feed us tomorrow. As the newcomers take their places beside us the pie will grow larger.

Under-Served Areas

In this connection I should like to point out that 52 percent of the stations granted last year have gone to communities which heretofore have had no station. Certainly these will not take the bread out of anyone’s mouth. Twenty-two percent went to towns where before there was only one station.

My next subject is FM. The Commission has expressly authorized me to say to you again that it is our opinion that FM is the finest aerial broadcasting system available in the present state of the radio art. FM is not coming; it’s here. And it is growing fast. Already there are 66 stations in operation and 66 more are being built (both construction permits and conditional grants). In addition, there are 307 applications pending. Our long range plans for FM are for it to come forward throughout every square inch of every state from the Atlantic Ocean west to the middle of the Dakotas, Nebraska, Kansas, Oklahoma and Texas will be based upon the sound and satisfactory FM signals. Similarly, FM signals solidly will blanket the Pacific Ocean states. The area in between these two sections is what is now the poorest served portion of our country. FM will serve large parts of it but cannot reasonably be expected to serve it all. Here our long-range plans look for a revamped AM service to fill in the gaps.

Most AM broadcasters are pulling for FM. And well they should. Many local channel operators will, when they get FM, be able for the first time to sit in their homes in the evening and hear their own stations. Thus, it is not hard to understand why 579 (65%) of the established AM stations licensed prior to October, 1945 have applied for FM. There are 215 (25%) who have not applied. Of these, 215 are locals and I urge them to get their applications in just as fast as they can. Of the 100 remaining holdouts.

(Continued on page 43)
Director of Sports At

KLAC

SAM BALTER

America's First Coast To Coast
SPORTS BROADCASTER

IS NOW DIRECTOR OF SPORTS AT...

KLAC

LOS ANGELES

"SPORTSBOOK"

6:30 - 6:45 P.M. • MON. THROUGH SAT.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago
Denny
(Continued from page 44)
83 are regionals and 17 are 1A and 1B clear channels, who may be relying on their higher power to shelter them from FM. They may find it won't work that way. I believe they should review their position.

I have heard it said that some broadcasters are afraid that FM is a booby trap. They say they have been told that if they get an FM station, then the duopoly rule will spring into play and they will be forced to sell their AM. As we see it today, the AM broadcaster who goes into FM will continue to operate his AM station until FM replaces AM in that area.

Today there is one loud discordant note in FM—receivers. While the manufacturers have turned out an unprecedented quantity of low-priced AM sets, the FM sets have been coming very slowly except from the production lines of several manufacturers who are solidly behind FM. Some say that the other manufacturers are sabotaging FM. I do not go this far. I am convinced that some manufacturers who believe in FM have been handicapped by production difficulties and inability to get materials. Others have been lethargic and said "FM can wait—right now there is a lush market for cheap AM receivers and I'm going to get my share."

I am convinced, however, that the majority of the manufacturers recognize the role that FM is destined to play in our broadcast structure and will do their part. After all, 12 months from now when we have hundreds of FM stations on the air, there is going to be a tremendous demand for FM receivers.

Get FM Moving

In a sentence, the way to get FM moving still faster is for you to get stations on the air and the public will demand receivers. I know it's hard to convince yourself that you should spend money to put on a program that nobody can hear. But it's even harder to convince the public that it should buy sets when there is nothing to listen to. It's your next move. Give this new superior broadcast service to the people as soon as possible.

The Commission also sees a bright and important future for television. We are convinced that the American people want television and that they need television. Television will not be simply a luxury entertainment service. Its educational potential is unlimited. It will be the most powerful communication tool of them all. Already 41 television stations have been authorized and receiver production lines are in motion.

I am not going into detail on television this afternoon because the Commission on December 9th

WINNING ENTRIES in Longines-Wittnauer Co. contest for World's Most Honored Flights, are examined (1 to r): Charles S. Silver, treasurer and account executive, Arthur Rosenberg Co., New York, Longines agency; Harison J. Cowan, L-W advertising director, and M. Fred Cartoun, Longines board chairman.

will hold a hearing where we hope to obtain a great deal of information. After the hearing we will inform the industry and the public of everything we have learned.

The clear channel proceeding, contrary to some reports, is not a dead duck. There will be no further sessions in 1946. The reason is that the Commission and industry engineers are busy making studies looking toward concrete proposals for revamping clear channels so as to get service to the white unserved areas on the coverage map. I don't know what the engineers will come up with but I believe that it should be possible to make some changes so as to bring a measure of relief to people without service. I don't know whether the answer will be breakdown of clear channels, reallocation of clear channels, or higher power but certainly by one means or another or by a combination of all three we look forward to substantial improvements.

We look for a breakdown of clear channels so as to provide further service to urban areas that are already saturated. The purpose of the proceeding is to get service to people who don't have it.

Also be assured that if new assignments become available, everyone who is interested in applying will be given an equal change. The fellow who is sitting on the frequency daytime only or on an adjacent channel will not have a head start.

Many government services will have to be shuffled around and NARBA must be revised before 540 kc can be added to the broadcast band. Don't expect the final answer for at least another year.

We are trying to frame rules and regulations which will guide you in determining whether any particular program does or does not violate the lottery prohibition of the Communications Act. If we need a vote on something on paper that looks pretty good to us, we will issue it as a proposal and hold oral argument.

Oral argument on a proposed new rule is scheduled November 25. Don't assume that the Commission has made up its mind to adopt the proposed rule. We have advanced it simply so that there will be a concrete proposal for discussion at the hearing. The date of the argument has been purposely postponed until after this convention so that you will have an opportunity to consider the question at this meeting.

Thus far in this election year radio has an excellent record. There have been few complaints of discrimination in the handling of political talks. I urge you to keep it that way. You play a vital role in our democratic processes and it is imperative that you earn and keep the reputation of being scrupulously fair to all sides.

Your responsibility, as we see it, does not stop with treating candidates of all parties on exactly the same basis. You have, in addition, the affirmative responsibility to make your facilities fully available to every candidate your corporate may be thoroughly informed.

Station Practice

I respectfully suggest that at this Convention you review the practice which is still prevalent in some quarters of the industry of charging twice as much for a political broadcast as you do for a commercial program.

That, I believe, brings you pretty well up to date. I have told you all our secrets. I hope you sleep well tonight.

It is not, however, enough for me to tell you all of our problems; we must know your problems. To help make this possible, Judge Miller has suggested that I should have luncheon not just once each year but once a month, I have accepted and I am looking forward to these regular luncheons where we will discuss each other's problems.

At the time of your last convention in 1944 the world was in the flames of war. American radio certainly did its part to speed the day of victory.

Now, at the time of this convention we are at one of the most critical turning points in human history. Problems of baffling complexity beset the road to permanent peace, recovery, and progress. To fall in conquering these problems means chaos. No force in our society has a greater opportunity or a greater responsibility in this struggle than you broadcasters. No one else can arm the people with facts so fully or so quickly on all phases of the issues. No one else can inspire the people so effectively to exert their highest intelligence and their noblest impulses as responsible citizens in a free democracy.

The Commission pledges you every cooperation in enabling American radio to meet the challenge.
"BUT MYRTLE, A NERN STATION SAID THIS NEW CANDY BAR WAS A MEAL IN ITSELF."

And that settles it, Myrtle, once and for all. Of course the candy bar is a meal in itself—a damned good meal. If it’s an innovation to serve it as an entree at a formal dinner, the answer is perfectly obvious: the Mrs. lives, breathes and eats by a NERN station’s advice and accepts its verdict on all questions without reservation.

NERN COVERAGE
New England — where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation’s retail goods are consumed annually.
New England — where 11% of the capital resources of U.S. banks are held.

NERN TIME
A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

NERN STATIONS

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<tr>
<th>Station</th>
<th>Frequency</th>
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<td>WEZ</td>
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<td>WTCN</td>
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— These stations are NBC affiliates and carry the nation’s popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit
San Francisco Hollywood

‘WHEN YOU BUY NERN YOU BUY A NETWORK’

HARTFORD, CONNECTICUT

BROADCASTING • Telecasting
Trammell

(Continued from page 20)

advertising volume. Constant vigilance must be exercised to control abuses and maintain a high ethical concept of the advertising function.

Standard of Truth

Our basic standard must always be "Truth in Advertising." Good salesmanship is not enough. It must be truthful salesmanship—truthful not only in what it says but also in what it implies. This maintenance of truth is a responsibility which must be shared, not only by the advertiser who pays the bill, and by the advertising agency which prepares the copy, but also by the broadcaster who accepts and transmits the message to the public.

We broadcasters, who are the stewards of radio's service to the public, must be vigilant in preserving its good name and reputation. No one station, no one network, can fulfill this responsibility alone. It must be fulfilled by the entire broadcasting industry, united in the conviction that the only kind of advertising which serves the best interest of broadcaster and sponsor is that which serves the best interests of the public.

To be effective, the commercial message should be as welcome a guest in the home as the program itself. If as much brains and experience and creative ability are put into the advertising message as are put into the radio entertainment, both advertiser and public would benefit. Public indifference or resentment to advertising has, been, and always will be, a result of unintending, unprepared advertising.

The subject of commercial announcements deserves careful, continuous scrutiny by broadcasters, and by advertisers and agencies. Many commercial announcements can be made more effective than they now are. They can be improved—to make them sound better and sell better.

The content of the advertising message, its length, its placement, and its blending into the rest of the program, require extensive research and the best efforts of all who are interested in making broadcast advertising more effective.

Competition and Freedom

In conclusion, let me express the conviction that the ingenuity and resourcefulness inherent in the competitive spirit of the American people have never been fully tested. Every man who was a member of our fighting forces will tell you that his company, his regiment, his ship, his army was the best outfit in the entire war. That spirit of rivalry and competition was in the finest American tradition.

And if in our industrial and economic system is not only necessary to the operation of modern industry, but it is the very keynote of the expression of the free competitive spirit which has made our standard of living. There can be no freedom without competition and no competition without freedom.

Therefore, not only is advertising in the public interest, but it is the very expression of that interest—in all that is new, all that is better, all that inspires, stimulates, and drives us to make this world of peace, of strength, of freedom, of equal opportunity for all.

New Miami Station

Protested by WKAT

PROTEST against consideration of Biscayne Broadcasting Co.'s application for a new Miami Beach 1 kw daytime station on 800 kc was filed with FCC last week by WKAT Miami Beach, whose application for 820 kc had been dismissed without prejudice pending settlement of the clear channel question.

A. Frank Katzentine, WKAT licensee, pointed out in a petition that FCC's separation requirements make Biscayne's application mutually exclusive with the WKAT request to change from 1360 to 820 kc and increase power to 60 kw, which was dismissed last February. He asked that (1) the Biscayne application be put into the pending file, or (2) that both applications be considered in a consolidated proceeding.

Canadian Production

Radio Receiver Production

in Canada is now averaging about 40,000 sets a month, according to the Radio Manufacturers Association of Canada. Production in August was 44,558 sets, which figures are available, was 389,209 sets, bringing to a total of 389,209 sets made from October 1945 to Aug. 31, 1946. Production was in May with 51,000 complete sets. Total unit sales for same period is reported at 376,743, with August sales amounting to 46,599 sets.

Auburn sales were 158,000, and for the first eight months of 1946 a total of 1,700,000.

Launches Drive

Kate Smith Launches

KATE SMITH launched the Washington, D. C., Community Chest Drive at the White House in the presence of President Harry Truman and received an award for her services in the war effort from the Washington Advertising Club on Oct. 22. Her CBS program originated from WTOP on that day. She received the award at a luncheon at the Hamilton Hotel, at which the guest speaker was Charles G. Mortimer Jr., vice president in charge of advertising for General Foods, sponsor of the Kate Smith programs. After the luncheon she launched the Community Chest Drive from the steps of the Treasury Dept. Bldg.
The GATES 5,000 Watt Transmitter
Recently Installed at Station KMLB

CONGRATULATIONS
TO KMLB — YOUR STEADY GROWTH ATTENDS TO YOUR OUTSTANDING SERVICE

It was back in the early 30's when the Liners started Station KMLB, Monroe, La., with a power output of but 50 watts. From this small beginning the Station was raised to 100 watts, then to 250 watts. KMLB operated at this level for twenty years before stepping up the power output to 5 kilowatts during the day and 1 kilowatt by night on a frequency of 1440 kilocycles—a tremendous 'boost' from its pioneer days. With the recent installation of the new GATES BC-5A Transmitter shown herein, KMLB thus becomes one of the leading broadcasting stations in its Southern territory. In 1942 KMLB joined the Blue Network, and when the former was divorced from NBC and was renamed the American Broadcasting Company, KMLB retained its franchise and has since carried a majority of the programs originating over ABC. To the Liners go our congratulations for their pioneering spirit and success in this important field of communications. May it ever continue as the years pass.

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

“More Power to KMLB!”

MONROE, LA., BROADCASTING STATION STEPS UP ITS EFFICIENCY WITH A GATES BC-5A TRANSMITTER

Now, with the new GATES installation shown above raising the power output of Station KMLB from 250 to 5000 watts, it becomes one of the leading Stations in the northern Louisiana territory. Only KWKH at Shreveport is now more powerful.

GATES is proud to serve and to share in the stepped up efficiency of this important ABC Outlet. KMLB's preference for GATES Transmitters and adjunctive equipment, also shown, attests to GATES leadership and contribution to radio broadcasting technique and improvement.

Other Stations Will Be Interested in the Complete Specifications of The GATES BC-5A Transmitter — Write Today

GATES RADIO CO. QUINCY, ILL.

SOLD IN CANADA by:
Canadian Marconi Co., Ltd. Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922
Ashbacker-Fetzer Case Argued Again

Exceptions Contend
FCC Did Not Make
Proper Findings

THE ASHBACKER-FETZER CASE, which made one trip to the U.S. Supreme Court, was being argued again last week in exceptions—and an answer to the exceptions—to the proposed decision FCC handed down in September after consolidated hearing on the two applications. Date for oral argument has been set for Nov. 6.

The proposed decision anticipated a grant for a new 250-w Fetzer Broadcasting Co. station on 1290 kc at Grand Rapids—WJEF—on grounds that more equitable distribution of radio service would result than from a grant of Ashbacker Radio Corp.'s application to change its WKBZ Muskegon to 970 kc with 250 w fulltime, seeking operation with increased power: 970 kc and fulltime directionalized at night.

Exceptions Filed

Exceptions to the proposed decision were filed for Ashbacker by Philip J. Hennessey of the Washington law firm of Segal, Smith & Hennessey, which won a Supreme Court decision overturning FCC after the Commission in 1944 granted the Fetzer request and, at the same time, set Ashbacker's for hearing. The Supreme Court said mutually exclusive applications must be given comparative consideration. The hearing was held last April.

Ashbacker's exceptions to the proposed decision contend FCC failed to make proper findings in many instances and was not justified in finding that its multiple ownership rule (Sec. 3.38) should not apply. It is "clearly evident," the brief declares, that WJEF and WKZO Kalamazoo are owned by the same person and that WKZO overlaps a "substantial portion" of the WJEF daytime primary service area.

The "evidence clearly establishes," the Ashbacker brief continues, that Fetzer Broadcasting Co. will, in fact, operate WJEF as a mere booster station for WKZO. If these practices are inimical to good broadcasting in a single community, the extension to them of two communities compounds, rather than corrects, the evil sought to be remedied by Sec. 3.38.

"The practical effect of the Commission's proposed decision in this case," Ashbacker continues, "is to continue Muskegon as a one-station city in order that listeners in Grand Rapids may have three services instead of the two they now enjoy."

Reply to Ashbacker's exceptions was filed by Percy H. Russell Jr. of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for Fetzer Broadcasting Co.

"As the Commission found," the reply asserts, "the granting of the Ashbacker application would not provide an additional radio outlet to Muskegon. If the application were granted, WKBZ would serve not more than an additional 1,756 persons during the daytime and 7,600 persons at nighttime, all of whom receive service from several existing stations. On the other hand, the granting of the Fetzer application provides a new broadcast service in the city of Grand Rapids and surrounding area, a city having a population according to the 1940 census of 164,292 and a metropolitan district population of 209,873."

FCC Proposes To Give Fulltime Use Of 970 kc to WICA Ashtabula, Ohio

WICA Ashtabula, Ohio, a 1-kw daytime station on 970 kc, won an FCC proposed decision last week looking toward fulltime use of the channel with 5 kw day and 1 kw directionalized at night.

Because they are mutually exclusive with the WICA request, the Commission proposed to deny three other applications for changes to 970 kc and fulltime operation with increased power: WWSW Pittsburgh, now on 1490 kc with 250 w fulltime, seeking 970 kc with 5 kw directionalized day and night; WSVA Harrisonburg, Va., a daytime station on 550 kc with 1 kw, requesting 970 kc with 5 kw fulltime, directional antenna at night; WEBR Buffalo, on 1340 kc fulltime with 250 w, applying for 970 kc with 5 kw directionalized fulltime.

Need for additional broadcast coverage, the key to the decision, was found greatest at Harrisonburg, which has no nighttime station of its own and no existing nighttime primary service in the area. WSVS presents to serve. But FCC noted that WSVS's proposed operation would lose 91,605 daytime due to the switch from 550 kc, while gaining 21,935 persons at night. The Commission also pointed out that interference would be increased to CKWU Santiago, Cuba, and to existing stations in Portland, Me., Louisville, Ky., and Fargo, N. D.

Ashtabula, which like Harrisonburg has no nighttime station but which receives from other stations some nighttime primary service in both residential and rural areas, was ranked next to Harrisonburg in need for additional service. WICA's proposed operation, the Commission pointed out, would add 44,100 persons nighttime and 162,140 daytime, without causing interference to any existing station.

Need for additional service in Buffalo and Pittsburgh was found "nowhere nearly as great" as at the other two cities, with Buffalo ranked third and Pittsburgh fourth. Interference factors, the Commission said, would make it undesirable to grant either WEBR's or WWSW's application along with WICA's.

It was pointed out that after the record in the case was closed, Canada, notified the U. S. on Aug. 18 that a 1-kw station is being constructed on 970 kc at Hull, Quebec. FCC noted that the Canadian operation would not cause interference to any U. S. station or to any of the operations proposed in the 970 kc proceeding. However, the Commission said, only the WICA proposal would fall to cause at least "substantial" interference to the Canadian operation.

FCC Engineers

SEVERAL vacancies in the Standard Broadcast Division of FCC are open to engineers with a degree in electrical engineering and two years' experience in broadcast engineering work other than operating, FCC announced last week. The Commission said it is primarily interested in Grade P-3s ($4,149.00-$4,902) and P-4s ($4,902-$5,905) to meet the minimum requisites of the Civil Service Commission. Two years of college in addition to more experience in broadcast engineering are acceptable.
For MAXIMUM coverage of the West Virginia - Kentucky - Ohio TRI-STATE

Now you can really cover the prosperous and important Tri-state area of more than 1,000,000 population with all the ease of "one station selection."

WSAZ's five times more powerful signal blankets such desirable markets as Ashland, Kentucky . . . Portsmouth, Ironton, Jackson and Gallipolis, Ohio . . . Charleston, Logan, Williamson and Point Pleasant, West Virginia . . . and of course, Huntington, West Virginia's Largest City.

ABC Programs

WSAZ

HUNTINGTON, W. VA.

Represented Nationally by THE BRANHAM COMPANY
For Best Results
—Years of Practice

Looks easy, doesn't it? Just reach into the coat, and presto! a rabbit. Actually, though, it's not quite that simple. For back of this trick are years of painstaking practice... the attainment of a skill other men do not possess.

We are not prestidigitators, but we know some tricks about the station representation business. Mature business judgment, knowledge of advertising accounts and true sales ability can be acquired only with time and practice.

The spot advertising business on our stations is far too important to be entrusted to any but the most experienced hands.
Editorial

BMB Bombshell

BROADCAST Measurement Bureau weathered its first NAB Convention last week, but under conditions that left the atmosphere overcast, with gales of cyclonic force coming up.

Broadcasters have upwards of $1,000,000 invested in BMB. Many of them aren't satisfied with the improvement in audience reports, recently distributed. They think the formula is wrong. We know quite a few of them who planned to express themselves at the NAB Convention. Technically, the opportunity to get their point of view, and to arrive at intelligent conclusions. This can only be accomplished without the ponderous deliberations of the NAB district meetings or other gatherings. If such is the reward, we will even be happy that we took the advice of Audience Surveys Inc. and kept our nose out of their business.

Opinions of broadcasters, advertising agency executives, advertisers and others will be solicited. A sufficient number of opinions will be gathered to insure a consensus that is as close to accurate radio sentiment as any poll can be.

These opinions, when analyzed, will be presented in every other issue of the magazine. There have been opinion polls before, many of them flying the banner of “miscellaneous.” Some of them are good and, as we have found occasion to observe here before, some of them are irretrievably bad.

The editors of BROADCASTING Magazine feel that any such poll as this, to be productive and effective—and must bear two virtues:

1. It must be supervised by specialists who know their business.
2. The editors must keep their fingers out of the porridge. (Ed. Note: We didn’t like this second stipulation. We have a lot of ideas about current radio questions, and we’re not hesitant about expressing them. But Robert Balk and his conferences at Audience Surveys Inc. pointed out, with unassailable logic, that we’re after EVERYBODY’s idea, not ours alone. That’s good enough for us).

We have great hopes for this new feature. We believe it to become a forum for broadcasters and for all who earn their livelihood in radio and its allied fields. We believe, through proper direction of such a feature, opinions on critical issues can be reached. As a peak listening time, BMB and numberless other problems can be crystallized without the ponderous machinery which attends mass meetings.

If the series can perform this service, BROADCASTING’s editors will be fully repaid for their efforts. The Radio Manufacturers Association will be those who participate in the opinion panels by filling out questionnaires.

If such is the reward, we will even be happy that we took the advice of Audience Surveys Inc. and kept our nose out of their business.

Make Radio Week Work

PLANS for observance of National Radio Week Nov. 24-30, are in the final stages. This will mark the second annual observance of what is likely to become a permanent promotion for all radio stations, both in the art, and in the direction of such a feature, opinions on critical issues can be reached. As a peak listening time, BMB and numberless other problems can be crystallized without the ponderous machinery which attends mass meetings.

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Radio’s Self Diagnosis

THE NAB CONVENTION demonstrated two points clearly:
(1) There are a lot of broadcasters.
(2) There are a lot of problems.

In fact there are so many broadcasters that to assemble them under one convention roof and expect them to dispose of the multifarious problems facing the art in four days’ time is asking almost too much.

But the problems remain, as do the broadcasters. There should be some method to keep before all in radio these serious questions affecting the future of broadcasting; there should be some method to keep the questions alive, to collect and collate informed opinion and to arrive at intelligent conclusions. This is a continuing enterprise, and not to be left to NAB district meetings or other periodic parleys.

The editors of BROADCASTING believe they have found the answer. In the November issue we will publish the first in a continuing series of features on opinion about current broadcasting problems. Authoritative and scientific surveys—handled under contract with this magazine by Audience Surveys Inc. in New York—will be conducted each month.

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Our Respects To—

CHARLES EVANS CLAGGETT

ALTHOUGH entered in law school for the fall of 1931, Charles Evans Claggett, who has been in charge of the popular children’s show, Tom Mix, for 10 years, was lured into advertising by H. S. Gardner of Gardner Adv. Co., St. Louis.

He became a copywriter and soon persuaded the Gardner agency to let him organize a radio department. That started things. Having studied dramas at Princeton and developed an interest in show business, Mr. Claggett had some definite ideas about production. “A kid show to hold an audience . . . ,” in his opinion, “must offer a well balanced fare of entertainment. It is important that the plot be simple and easy to follow and each scene must move the story forward. There should be a fine balance between action, human interest and comedy, with plenty of mystery and surprise twists thrown in. Reliabilnity is extremely important at all times.”

Application of these ideas has taken Mr. Claggett to a vice presidency in his agency and he has brought him credit for a number of top productions on the air. Tom Mix has been the ranking children’s show of the year, and was recently awarded first prize by the Chicago Federated Advertising Club as the outstanding network children’s show originating in Chicago.

Mr. Claggett believes that educational and public interest features as well as commercials may be worked into a program so as not to mar its dramatic interest in the least. He points to the recent week in which the sponsors of Tom Mix, Ralston Purina Co., devoted to child safety.

“The episodes were plotted to dramatize the importance of child safety. Response from both children and their parents indicated that the safety messages not only got over to the listeners, but that the program itself maintained a peak listening audience during the drive.”

To keep commercials entertaining and interesting, Mr. Claggett uses various devices. “Commercials are often dramatized and frequently woven into the dramatic portion of the program itself so that they become an integral part of the show. The principal characters in the program often deliver commercials, as experience has shown that ‘personality selling’ is the strongest type of selling to children.”

In 1945 Mr. Claggett won the St. Louis Women’s Advertising Club Award for the best radio commercials written in St. Louis. He is at present account executive for Knapp-Monarch Co., Frisco Railroad, Cupples Co. and (Continued on page 56)
It's the Texas Winter Garden

It's known as the "Winter Garden," this fabulously productive area in Southwest Texas but, winter or summer, its fertile land is burgeoning with great crops of fruits and vegetables to freshen the tables of the nation.

It is natural that a region such as this should become a packing center and it is only natural, too, that the people should rely on WOAI's broadcasts to keep them informed about weather and markets—two extremely important factors in such a business.

Mr. S. C. Freed of the Freed Packing Company, Crystal City, expressed himself fully and enthusiastically on the subject in a conversation with Bill Shomette, WOAI's Farm and Ranch Director:

Said Mr. Freed:

"I don't feel like my lunch is complete unless I can listen to the Market News at 12:15, conducted by Henry Howell. Recently the Market News helped me market a large crop of grain at a very profitable price. WOAI's farm services bring farmers and ranchers up to date. The Market News keeps buyer and seller on an equal footing. No longer is the seller in the dark, with day-old Market News that is often far different from the current quotations. WOAI's farm features rule out many disadvantages that at one time were harmful to the farmer and rancher."

The Freed Packing Company is one of several canneries located in this part of Southwest Texas from which is sent carload after carload of canned vegetables to all parts of the country.

WOAI is the only 50,000 watt, clear channel broadcasting station serving Southwest Texas. In this territory, there is a great diversity of agriculture and industry. Farmers, ranchers, oil men and many others depend on WOAI for information pertaining to business—and all depend on it for relaxation and entertainment.

That WOAI serves them well is evidenced by thousands of statements of satisfied listeners who, like Mr. Freed, feel that something is lacking in their day if they miss their favorite WOAI program.
the Luyties Pharmacal Co.
Born in Jefferson City, Mo., in 1908, Mr. Claggett attended St. Louis Country Day School, and from the age of 15 to 19 was a gymnastic champion for three years. He was also a member of the Princeton Board of Athletic Control and the Cottage Club.

In St. Louis, Mr. Claggett belongs to the Stack Club, a business men's luncheon group, and the St. Louis Country Club. He is a widower and has no children. His hobbies are horseback riding and hunting—with ducks preferred.

New CHUM Building
CHUM Toronto is building new studios on Mutual St., near Carlton St., new business and theatrical center. One story building now going up will have four studios as well as offices for the station. Building is to be ready next spring. At present CHUM's offices and studios are in a number of buildings in downtown Toronto.

EDUCATIONAL RADIO GROUP LAUDS DURR
A RESOLUTION commending FCC Comm. Clifford J. Durr for his fearless and effective leadership in the interests of public service radio in America" has been adopted by the National Association of Educational Broadcasters.

To be presented to him when he returns from the five-previous telecommunications conference at Moscow, the resolution, signed by NAEB President Harold Engel, reads:

"Resolved, that the National Association of Educational Broadcasters express to Clifford J. Durr, chairman of the educational committee, its appreciation for his leadership in the cause of educational broadcasting and commend him for his fearless and effective leadership in the interests of public service radio in America."

Committee Expands
BMB IS EXPANDING technical research committee from nine to 12. New members: E. P. H. James, MBS manager, sales operations, appointed by NAB; Marion Harper Jr., vice president in charge of research, McCann-Erickson, N. Y., appointed by AAAA; Albert S. Demepewoff, assistant to advertising director, Celaneese Corp. of America, appointed by ANA.

Craft Tie-Up Urged
TIE-UP of Hollywood radio craft unions into a coordinate group has been proposed by Radio Directors Guild. Unions invited to consider proposal are Radio Writers Guild, AFRA, IBEW, NABET and AFM. Further consideration is to come at meeting of all concerned.

Contracts in Electronics Changed by War Assets
WAR ASSETS Administration announced last week that new contracts paying fixed commissions on sales of electronic material by WAA distributing agents will go into effect Dec. 1. New contracts replace the cost-plus-fixed-fee system of payment. Agents or their representatives began signing the new contracts in Washington last Wednesday. Under the agreement, agents will be paid a flat commission, from 10 to 35% on the amount of material actually sold. If material is repaired, reprocessed or converted, under the direction of WAA, such work will be paid for separately.

In an earlier action affecting the electronics industry, WAA ordered a speed-up of the machine tool disposal program to increase the output of radios, automobiles, etc. Machine tools which produced war material will be used. WAA's 33 regional offices, well as 3,000 WAA approved machine tool dealers, have copies of the fixed price catalog.
WE HAD A HUNCH our programming at KFBK was on the right track. And the recent Hooper survey that gave us an astounding 18.6 during KFBK’s baseball broadcast proved it.

You don’t earn a 60.5% share of the estimated total radio audience — with a local feature — unless you are consistently giving listeners what they want. That’s been our policy for years and years. Programs like KFBK’s dramatic sports broadcasts, popular newscasts and lively special events bolster a heavy schedule of American Broadcasting Company’s top-flight network shows. Result: by far the largest and most loyal radio audience in the Sacramento area. During the Hooper survey period, 9:00 to 9:30 P.M., P.S.T., KFBK outstripped the next best station nearly 6 to 1!

Talk to your Raymer man about this dominant station of the rich Sacramento market and ask to see the Continuing Measurement of Radio Listening.

KFBK Sacramento
Baseball Pushed the HOOPER up to

18.6

HOOPER RATING ON SACRAMENTO STATIONS
Period: 9:00-9:30 P.M., Tuesdays through Saturdays
August 13 through August 31, 1946

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAM</th>
<th>RATING</th>
<th>SHARE OF AUDIENCE</th>
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<tbody>
<tr>
<td>KFBK</td>
<td>Baseball</td>
<td>18.6</td>
<td>60.5</td>
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<tr>
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<td>Misc.</td>
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<td>5.6</td>
</tr>
<tr>
<td>B</td>
<td>Misc.</td>
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<td>10.8</td>
</tr>
<tr>
<td>C</td>
<td>Misc.</td>
<td>2.5</td>
<td>8.2</td>
</tr>
<tr>
<td>D</td>
<td>Misc.</td>
<td>2.4</td>
<td>7.7</td>
</tr>
</tbody>
</table>

Safe at Home... a Cartoon Sent in by Appreciative Fans

SACRAMENTO, CALIFORNIA
A Beeline Station
10,000 WATTS - ESTABLISHED 1922

Paul H. Raymer Co.
National Representatives
October 28, 1946 • Page 57
When an advertiser uses a station for the first time...he attempts to forecast results. But when an advertiser renews his use of the station again and again...that means his sales future is assured. Over 40 regional and local advertisers (not including network advertisers) have renewed use of KXOK from 2 to 7 consecutive years. No wonder more and more leading advertisers are putting their OK on KXOK.

RENEWALS

ARE JUST ANOTHER WAY
OF SAYING...

Your Sales Have a
Brighter Future on
KXOK

SPENCER L. ROWE after service with the Navy and formerly with Lambert Pharmaceutical Co., has joined Gray Adv. New York, as account executive. Previously Rowe was associated with J. Walter Thompson Co., Chicago. He will be the Gray Adv. office's third addition in six months.

PAUL R. KLOCK, released from the Army, has joined the plans and copy staff of Smith, Bull & McCreery, New York.

BEN CONERY has rejoined Peck Adv., New York, as production manager following a year and a half with BBD, Los Angeles.

A. S. GOODLEY, former account executive with Gussow, Kahn, New York, has joined Advertising in Shorts, New York, as account executive and director of public relations.

LYLE BRYSON, formerly in the advertising department of Consmomac Magazine, has joined Mears Adv., New York, as account executive.

BETTY HOLMES, formerly of Compton Adv., New York, has joined the creative staff of Deering and Smith, New York, as director of public relations.

J. B. DYSON, has been appointed manager of McGowan-Bricklin offices in San Francisco, replacing WILLIAM H. BRAY, Mr. Bray has been transferred to the New York office.

J. PORTER REILLY after service with the armed forces, has rejoined J. Walter Thompson Co., New York, as media director.


MORT MAZOR, formerly in the media department of Donahue & Coe, New York, has joined Arthur Cohn & Assoc., New York, in same capacity.

ED THOM, West Coast manager of network sales and television for Walter Thompson Co., has switched from Los Angeles to Hollywood to Los Angeles office to be nearer account executives.

PATRICK DOLAN, manager of Foote, Cone & Belding, Chicago, has joined McGann-McBride as office manager.

EDITH A. DRIVER, formerly in the copy department of H. W. Kastor & Sons Adv., Chicago, has changed name to A. James Rouse Adv., Los Angeles, 8511 Sunset Blvd. Telephone: Croftview 6-7777.

WILLIAM ROVEY is head of Rovey Assoc., new Hollywood establishment located at 4611 Hollywood Blvd. Telephone: Hophomet 8666.

ROBERT H. POWELL, president of the Detroit advertising agency specializing in radio and television for the War Dept., has joined the public relations department of the Toronto office of Harold F. Stanfield Ltd.

WAYLAND FULLINGTON is president and general manager of RALPH NELMS, his former account executive; J. W. FUSON Jr., radio director; and E. E. SIMON Jr., director of merchandising.

MARTHA SMITH, formerly with WOSC, is now in charge of all the agency's activities in the city's suburb of Huntington Beach.

RICHARD BARGGREN, copy writer for Garland & Guild, Los Angeles, has changed name to Smith, Bull & McCreery, New York, as account executive.

A. JAMES ROUSE ADV., Los Angeles, has changed name to A. James Rouse Co., and is now located at 699 N. La Cienega Blvd. Telephone: Bradsch 2-1772.

WILLIAM ROVEY is head of Rovey Assoc., new Hollywood establishment located at 4611 Hollywood Blvd. Telephone: Hophomet 8666.

PECK Adv., Los Angeles, has moved to 8311 Sunset Blvd. Telephone: Croftview 6-7777.

DON MANCHESTER, formerly of Poole, Cone & Belding as vice president, has rejoined Dancer-Fitzgerald-Sample, Chicago, as account executive on Oxydol account.

DONALD McVICKER, after service with Nye and formerly with Securities and Exchange Commission, New York, has joined Huntington Broadcasting Co. and is now in charge of the company's public relations department. He will be in charge of all advertising, public relations, and general management of the company.

HERBERT KAUFMAN, former assistant to the president and director of sales and advertising, Ever Ready Label Corp., New York, has joined Hivom, Inc., Adv., New York, as vice president.

L. HOWARD MOSS JR., formerly advertising manager and assistant editor of P. F. Collier & Son, New York, has joined Hearst-Brickel Adv., New York, as account executive.

GEORGE DURHAM, assistant account executive of Kastor, Farrell, Cheney & Clift, New York, has resigned.

WPLH in Huntington
Will Go on Air Nov. 9

WPLH, Huntington, W. Va., licensed to Huntington Broadcasting Co., will go on the air Nov. 9 with 250 w on 1450 as the only radio station in the city. Mr. Evans, in charge of the station, will be a Mutual affiliate. Transcriptions libraries include Standard and Capitol and the news service is AP radio wire.

UOPWA Negotiates

UNITED Office and Professional Workers of America (CIO) Radio Guild last week started negotiations with CBS for the network's white collar workers. The union asks a 55% increase in salaries, a union shop, a five day, 35 hour week, and a half hour for overtime after the regular eight hour day, plus double time for the seventh day.

BROADCASTING COMPANY
Diary survey shows WTIC averages 3 times the audience of the "Next Best" station!

There's nothing "invisible" about WTIC's audience! The recent Diary Study by Audience Surveys, Inc. which covered 7 Connecticut counties in which live 376,950 radio families, shows WTIC's average audience to be a third of all those listening to their radios! . . . an audience 3 times larger than that of the "next best" station!

Sets in use averaged 32.4% for the week. This audience was shared this way:

<table>
<thead>
<tr>
<th>STATION</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTIC</td>
<td>32.7%</td>
</tr>
<tr>
<td>STATION A</td>
<td>9.3%</td>
</tr>
<tr>
<td>STATION B</td>
<td>9.6%</td>
</tr>
<tr>
<td>STATION C</td>
<td>12.0%</td>
</tr>
<tr>
<td>STATION D</td>
<td>7.1%</td>
</tr>
<tr>
<td>STATION F</td>
<td>4.9%</td>
</tr>
<tr>
<td>STATION G</td>
<td>6.5%</td>
</tr>
<tr>
<td>STATION H</td>
<td>9.6%</td>
</tr>
<tr>
<td>ALL OTHER</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

These figures show how stations shared listeners during both day and night for the week as a whole. During specific periods WTIC's dominance in prosperous SOUTHERN NEW ENGLAND, beyond all other stations combined!

The complete survey upon which this data is based is now available. A call to your Weed and Company representative will bring it to your desk.

DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

BROADCASTING • Telecasting

October 28, 1946 • Page 59
OPA Allows Increase Of 14% on Radio Tubes

As a result of an OPA survey of the radio tube industry, OPA last Thursday authorized price increases of 14% over current prices for radio receiver tubes. The action brings the total increase on tubes sold to resellers to 26.8% over base date prices and the total increase on other sales to 45.4%. Last increase, May 2, this year, amended to 20% over base date prices on sales including sales to radio manufacturers.

The action also authorizes an 18% increase over base date sales prices on tube parts, the first increase authorized for tube parts. Tubes affected by Thursday’s action include radio receiver tubes, tubes for hearing aid appliances, audio amplifiers, public address systems and inter-communication circuits.

May Be Subpoenaed

JAMES CAESAR PETRILLO, AFL president, may be subpoenaed by House Campaign Expenditures Committee. On advice of counsel, Joseph Padway, music czar refused to answer questionnaire (one of 500 sent by committee). Chairman J. Percy Priest (D-Tenn.) said if Mr. Petrillo wouldn’t cooperate, committee would issue subpoenas. Three other AFL unions face subpoenas on same account.

Radio Important Peace Factor, Cohen Asserts

UNITED NATIONS welcomes “the opportunity to collaborate with American radio in mankind’s most important aim—an enduring peace for all people everywhere,” Bennet Cohen, assistant secretary-general of the UN, said last week in a telegram replying to greetings from Robert W. Sweazy, MBS vice president and general manager, who is vice president of New York Radio Executives’ Club.

“If radio devotes itself to the fight for lasting peace as it did for victory during the war there can be no question that a momentous contribution will be made toward the creation of a world united against war,” Mr. Cohen added. Wishing success to the first meeting of the UN General Assembly in the U. S., Mr. Sweazy pointed out how much the American broadcasting industry contributed to the promotion of better understanding between the peoples of the world and that the industry would continue to maintain these high principles during the postwar period.

Three Join CBS

THREE Mexican stations have affiliated with CBS Network of the Americas, bringing the total number of stations to 123. Stations are XEGW Acambaro, XEON Tuxtla Gutierrez and XEUV Villahermosa.

INTERCOLLEGIATE Broadcasting System has appointed Avery-Keeney, New York, as national representative in Canada. Firm will handle both spot sales and college network and its 23 member stations.

JACKSON, formerly of the commercial staff of WBBM Chicago, has joined the sales staff of CKMO Vancouver, B. C.

FRANK E. KOEHLER, sales manager of WBOB Boston, is the father of a boy, William Farthing.

HAL COOKE, formerly manager of WBOB, has joined the commercial department of CKY Toronto.

KERR, Manchester, N. H., has appointed The Walker Co. as national representative effective immediately. Station WBS-Yankton affiliate on 1240 kc has 350 w.

J. J. FLAMIGAN, commercial manager of WIBO Indianapolis for over five years, has resigned. ROBERT L. KEMPF joins station’s sales staff to succeed him. He now works in the office of William G. Rainbeau Co. Mr. Kempf has been in the music business and has work in the Army, had been agency manager for Turner’s of Indiana, farm implement distributor.

GEORGE JACKSON, former manager of WGW Terre Haute, Ind., has been named commercial manager of KSTT Dubuque, Iowa, succeeding ROBERT E. EVANS, now with the promotion department of NBC New York.

THE CLARK-WANDLES Co., New York, has been appointed as advertising sales representative in the following stations: "Emilora Nueva Granada," stations HJCB and HJCD Bogota, Colombia; "Radio Cenit," stations HJCN and HJCD Guayaquil, Ecuador; "Radio Mundial," stations OAASF and OAAXH Lima, Peru.

WORLD NETWORK, with regional group in New Mexico-West Texas area, has appointed Homer Griffin Co. as national representative. Group is composed of five stations with headquarters at KOAT Albuquerque, KBAT El Paso, KGAU Las Vegas, KGAK Gallup and projected stations in Santa Fe and El Paso.

HELEN MENTUS, formerly with WFCN Chicago, N. C., has joined WOOP Savannah, Ga., as traffic manager.

FRED KEMP, commercial manager of WBBM Hamilton, Bermuda, is in Canada to contact advertisers and agencies at Toronto and Montreal.

JOHN G. CAMPBELL has been promoted to sales manager, KSFO San Francisco, and KSFO recording department.

TEN NEWLIN has joined the sales staff of WWSW Pittsburgh.

Building Completed

NEW transmitter house has been completed at WCAT Utica, N. Y., ABC outlet soon to go on the air. The house, which has accommodation for personnel, is situated on a 50-acre tract near Marengo. Gates Radio Co. equipment is used with a 220-foot Lingo tower. J. Eric Williams, general manager, announced that Robert Blair has been put on the project, engaged by John Melville, publicity director. Howard H. Wilson is network representative.

WSM Opposes Use Of 650 kc in Va.

WSM NASHVILLE and the grantee firm for a new 1-kw daytime station at Crewe, Va., were engaged in an argument-by-petition last week over the effect of the Crewe grant on a possible future bid by WSM for power above 50 kc.

WSM, requesting reconsideration by FCC of its grant to Southern Virginia Broadcasting Co. for daytime operation on WSM’s Class I-A assignment—600 kc—said that the operation of the Crewe station will create “serious objectionable interference to WSM within its normally protected 100 mv/m contour,” and that it would jeopardize a WSM bid for higher power if higher power is permitted. The Crewe outlet, WSM added, “will likewise suffer interference...at times as high as its 38.6 mv/m contour.” Engineering exhibits from the contesting petitioners’ respective engineers, contradicted each other as to the amount of interference.

The Crewe permittee replied that argument for higher power is “specious.” WSM, the petition continued, “seeks refuge in one of the many claims that the channel proceeding designed purely to elicit information and data from the testimony of the various technical witnesses” appearing at the hearing.

The Crewe group argued that WSM’s “entire argument buttresses merely a declarated intention to file an application for 750-kw if its petition is denied. That argument for higher power is sheer speculation.” The Crewe group challenged in favor of that power on 650 kc. Petitioner has no vested interest in perpetum, WSM argued, and so was exercised through the Commission for the reduction of power on WSM.”

The Commission decided in favor of that power on 650 kc. Petitioner has no vested interest in perpetum, WSM argued, and so was exercised through the Commission for the reduction of power on WSM."
Time Buyers!

"Spot's" A SUPREME JUDGE OF PROGRAMS

Hear ye! Hear ye! “Spot” wishes to pass on to you the merits of the exhibits listed below. Programs you’ll marvel at. Programs—modern, fresh, entertaining. Programs that keep ‘em listening.

And since they’re broadcast over Spot’s 11 great stations in 11 great markets—your client’s story is heard by a greater, richer audience. To wit: 57% of our American families with 34.2% more money to spend than the U. S. average.

Want substantial evidence? Grab that ’phone. “Spot” will be glad to tell you about advertiser after advertiser who has upped sales fast with NBC-created programs.

- WEA F* New York
  “News at Noon, with Red Hall” — For several years this news period has commanded a loyal audience as reflected in outstanding sales results for its numerous sponsors. 12 noon to 12:15 pm, Monday thru Friday.

- WB Z Boston
  “Music Shop” — Ray Dorey, proprietor, and his rug-cutters offer Back Bay hep cats music on the solid side. 1:15-1:30, Monday thru Friday.

- WO Y Schenectady
  “Breakfast With The Brooks” — Ima and David Brooks, seasoned radio artists, carry on sprightly repartee to entertain and SELL A.M. listeners. 9:30-10:00, Monday thru Saturday.

- K Y W Philadelphia
  “KYW Hunting and Fishing Club,” with Joe O’Byrne — presented at an ideal time to contact sportsmen as they listen to football, baseball and golf results. Precedes “KYW’s Fishing Roundup.” 6:30-6:45 pm, Saturdays.

- WRC Washington
  “Nancy Osgood” — this sparkling personality makes the WRC Home Forum more than just the usual woman’s participation show. It’s informative, entertaining and SALES-PRODUCING. 9:30-10:00 am and 12:45-1:00 pm, Monday thru Friday.

- KD K A Pittsburgh
  “Main Street Editor” — One of the most potent news commentaries in the Tri-State area. Popular with advertisers as well as listeners. 6:45-7:00 pm, Saturday.

- WTA M Cleveland
  “The Modern Farmer” — a program of genuine service and real interest to the important farm audience. At the same time it can do a thorough job for advertisers. 6:00-6:30 am, Monday thru Saturday.

- WO WO Fort Wayne
  “The Dude Ranch,” run by the Black Hawk Valley Boys, presents good western ballads, popular and rural music, and comedy. On WOWO over seven years. 3:00-3:15 pm, Monday thru Friday.

- WMA Q Chicago
  “Final Sports Edition” — with this program you can reach Chicago’s ardent sports fans. Conducted by vibrant-voiced Don Elder, one of the country’s ace sports announcers. 11:15-11:30 pm, Monday thru Sunday.

- KO A Denver
  “Harkness of Washington” — this noted commentator delivers a ready-made audience to advertisers following the popular Denver Post News. 11:15-11:30 pm, Tuesday thru Friday. 11:30-11:45 pm, Mondays.

- K PO San Francisco
  “News of the World” — Morgan Beatty as commentator, plus on-the-scene reports from NBC’s seasoned news experts around the world, attracts a wide and faithful audience. 4:15-4:30 pm, Tuesday and Thursday.

*Effective November 2, 1946, becomes WNbc
I'm Tommy's Mother

Tommy Johnson's mother is no ordinary housewife. For one thing, she's Tommy's mother. But besides that, she likes variety in her day-time radio programs. (Can you imagine anybody like that?) She has her favorite "story" shows on WTCN, but she likes WTCN particularly because she gets variety. She doesn't want to listen to somebody else's troubles all day long! And we don't want to listen to your troubles, either. We want to do something about 'em.

Paul Capron has been appointed program director of WTVB Philadel-
phia, succeeding J. T. Connolly who was program director. Mr. Capron formerly had been with the Philadelphia Record. Bill Campbell has been named sports editor of the station. Charles C. Shaw, CBS foreign commentator, and site WBBM as commentator-analyst. He was news editor of KTRA San Antonio before going to London in 1943.

Barney Miller, member of the news bureau staff of KXX Hollywood, has been named night manager of the bureau. He succeeds Henry Konney who now is with Smith, Bull & McCreary as copy and promotion writer.

Milton Transchel, former newspaper and UP man, joins news bureau staff as Mr. Miller's replacement.

Harry W. Flannery, CBS news analyst, Oct. 28 is to address members of a history group of St. Louis Tech Paasheen, on "Eyes Front in a Cockeyed World."

Fulton Lewis Jr., MBS commentator, now has a flower named after him. Dedication of the flower, a new bronze-gold variety of Mum, was made while Mr. Lewis was stopping at WILF Erie, Pa. Flower was raised by D. S. Paschke, who has a Mum farm in North East, Pa.

Harry Wissner, ABC sports director, has been elected to the board of directors of the newly formed Athletic In-
tellectual Inc., Chicago. In his capacity he will represent the network on radio coverage planned by the institute.

Nick Gehrart, formerly with WOAI San Antonio, has joined KTBS Shreve-
port, La., as news editor. He also will handle sports programs sponsored by American Brewing Co., New Orleans.

Peter M. Keck, of Western Divi-
sion farm news editor, is in St. Johns Hospital, Santa Monica, Calif., for lowing operation for injury sustained during war.


Dale Morgan, special events director of WOL Washington, is the father of a new daughter.

E. S. Frost, out of the Canadian Army, has joined CKOV Kelowna, B. C., as news editor.

George Crowell, formerly of WCPB Boston, has joined KRBD Oakland, Calif., as news staff. He replaces Jack Crawford who resigned to become

WAYX to Move
WAYX Waycross, Ga., now in its tenth year of broadcasting, has purchased land for a new station building which will house studios, offices, transmitter and control room for the station. A new an-
tenna system will also be installed. Provisions have also been made for expansion in facilities in the future. Station is on 250-w fulltime opera-
ton, and is a Mutual affiliate. Jack Williams is owner.

WOW Video Training
TELEVISION training plan has been announced by WOW Omaha and Creighton U. WOW equipment including television cameras and six receivers will be installed at Creighton's auditorium, where programs will be produced by WOW staff members and Creighton students.

ARRIVING home after World Series, Dixie Walker (1) of Brooklyn Dodgers fame is interviewed over WTVB Birm-

mingham, Ala., by Ben Chapman, sports director of new station, which is now a month old. Sports director also is president and general manager of outlet, participates in discussion.

George E. Reddy Sr., former UP correspondent and member of the Washington staff of the Philadelphia Inquirer, has taken over the new spot on WOL Washington.

Dale Danford, New York writer, has joined the news and special events de-
partment of KOA Denver. He succeeds Al Tople, resigned.

Gordon Graham, who became di-
rector of public events for WIBC In-
dianapolis last July, has been given added duties as supervisory news station's news broadcasting activities.

Knoxville Mayor Competes To Buy 50% Of Gateway's Maryville, Tenn., Permit
FIRM headed by Cas Walker, mayor of Knoxville, last week sub-
mitted to FCC a competing application for the purchase of half interest in Gateway Broadcasting Co., permittee for a new Maryville, Tenn., station assigned 1400 kc with 250 w full.

The application, which FCC au-
dorities said was submitted on the last day for rival bids under the 

A casting aid. All directors will be assigned special periods to hear 

Mr. Smith, a former engineer at WNOX Knoxville, said he dele-

gated power of attorney to Charles H. Davis of Knoxville and later learned that his interest in the station had been sold to Mr. Dempster. He further charged that Mr. Davis "conspired with other parties, whether intentionally or not, and has thus adversely affected" his interests.

Mr. Davis was listed in the com-
peting application as one of the incorporators of Public Service Broadcasting Corp.

NBC Auditions
NBC last week announced several changes in its audition system. A permanent library of audition re-

ings, available at all times to NBC directors, has been set up as a casting aid. All directors will be assigned special periods to hear auditions. James Haupt, a program director, has been named to inter-

view applicants for music auditions, and Edward King, a dra-

matic director, will interview actors and announcers.

W2XJT to Give 3-Month Course in Television
THREE-MONTH course in practical television production will be given in the studio of experimental television station W2XJT at 148-18 Jamaica Ave., Jamaica, L. I., beginning Nov. 5, announced last week by William B. Still, owner and operator of the station.

Registration will be limited to 25 students in order to give each the maximum opportunity for prac-
tical studio training. The students will work with standard, full-defi-
nition, "live" television equipment at every session with the final month devoted to the preparation and production of an original television show.

Miriam Tulin is director of the training program and guest lectu-
res will be given by leaders in the industry. The course will be given on Tuesday and Thursday evenings, 7:30-10:30 p.m. from Nov. 5 through Jan. 30 for a tuition charge of $100. The course includes 24 ses-
sions, field trips and a total of 80 hours of training with live equip-
ment.

Catholic Digest Names
LYNN BURNS, formerly in the con-

continuity department of WILK Oklahoma City, has been named radio script writer for the Catholic Digest. Alles Handel, previously with WOL Port Wayne, Ind., has joined the publica-
tion as assistant to Al S. Hart, publisher.

Jack McLean, also formerly with WOL, has been named radio director and pro-
ducer.

The DOUBLE-DUTY STATION
Serving two-thirds of the state's buying power
rural-urban

ABC ... plus high-listener locals
FREE and PETERS
National Representatives
as meetings of several State associations, radio institutes, councils and conferences, and twenty-six meetings of NAB committees.

Let me take this opportunity, publicly, to express my thanks for the work of these committeemen, and of your Board of Directors, with which I have met, already, in six board meetings. You have placed in the hands of these men large power to determine policies and to direct the administration of the association. Needless to say, in an organization of this character, with so many members representing such diverse interests, it is necessary that its representatives shall be vested with authority to act, and that their judgments shall be respected as the judgments of the industry. The more smoothly an organization operates, the easier the operation may seem to one who is not close enough to be aware of how it is done. The smoothness of any performance—whether it be a well-acted play or a well-operated association—depends upon the ability and the skill of the actors. I am happy to report to you that I have found your Board of Directors an exceptionally able, interested and qualified group. They represent the industry in a manner of which it can well be proud.

As the year of my initiation went by, I discovered, quite unexpectedly, that being your president involved, also, membership in or upon the boards of several other organizations closely or collaterally related to NAB.

Your friends and neighbors have told me of the good work which you are doing; of the important role which you are playing in community life. Government officials have thanked me, as your representative, for the splendid work which you have done, in war and in peace. I have met your critics, your competitors, your regulators. I have met broadcasters, bubbling with optimism and enthusiasm—light-hearted and apparently unconscious of clouds upon the horizon. I have met others who told me, mournfully, like the refrain of the hillbilly song, that we are: “Headin’ down the wrong highway.” I can testify that you are as true a cross-section of the American people as can be found in any profession or industry or occupation. I am proud to be one of you.

New Facilities

On the other hand, I have had occasion to be glad that I come of a long line of hardy American pioneers. Some phases of my new assignment have been pretty primitive. Frankly, it was something of a shock to go from the quiet, air-conditioned, conveniently-arranged chambers of a Federal judge to the hot, stuffy, noisy, little bedroom of an old row house in Washington, which constitutes the office of your president. The new building which we have acquired will give us adequate room and facilities for service to which the members of a great national association are entitled.

You will find in the annual report, detailed information about the organizational structure of NAB. You have already begun to receive the benefits of reorganization. Some phases of this reorganization and the advantages which come from a full staff, properly organized. Needless to say, you could have better service with a larger staff, but it takes time to work out such reorganization and a certain amount of patience is necessary in doing so.

Some people have suggested that I desire to create a personal feud with the members of the FCC. Nothing could be farther from the truth. Several members are my old personal friends. For all the difficulty of their positions, individually, or the arduousness of their tasks, I take this opportunity, publicly, to proclaim the high importance of their duties, the chaos which would result if they did not vigorously perform them, and the large measure of success which has attended their efforts.

PLANS for expanded audience studies and statistical services were considered by Research Committee members (seated, 1 to r): Earl Winger, WDOD Chattanooga; Roger Clipp, WPIL Philadelphia; Charles E. Couche, KALE Portland; J. C. Tully, chairman, WJAC Johnstown, Pa.; Kenneth H. Baker, NAB director of research; Martin Campbell, WFAA Dallas. Standing, Oscar Katz, CBS; Hugh Beville, NBC; John Churchill, BMB; Dale Taylor, WENY Elmira; Elmo Wilson, CBS; Edward Evans, ABC; Dietrich Dirks, KTRI Sioux City; Ed Hayek, KATE Albert Lea; Frank Stanton, CBS, New York.

I go farther and say that it is not only their privilege, but their duty to assert and to exercise their full power; to interpret the law as they sincerely believe it should be interpreted; to present, clearly, any issues which may arise, and to defend their position, vigorously, in court whenever an occasion makes it possible and proper to do so.

It has been said that this convention would be made the scene of a bitter feud over the Blue Book, issued last March by the FCC. Nothing could be farther from the truth. I have talked to you about the Blue Book at each of the district meetings. My purpose in talking about it was to prevent a default judgment being entered against you. If it had been possible to present the issues in a case pending on appeal from a decision of the Commission, I would have preferred to do so. No such opportunity being available, I have used the other alternative. I hope

(Continued from page 65)

A VAILABLE FOR NATIONAL SPONSORSHIP

"AROUND THE TOWN"

7:15 P.M.
Every Mon., Wed., and Fri.

with BILL FRANK

PREFERRED LISTENING

that’s why people stay tuned to

on your dial

WILM

THE VOICE OF MUTUAL IN WILMINGTON, DELAWARE

October 28, 1946 • Page 63

Miller

(Continued from page 14)
special

Prior to that, he was with CBS for seven years in charge of publicity and sales activities for the RCA Tube Dept., was guest speaker at the ninth annual Boston "Hannafest" Oct. 19. Mr. Owens spoke about new uses of electron tubes. The Eastern Massachusetts Amateur Radio Assn. and the South Shore Amateur Radio Club sponsored the Boston meeting for amateur operators.

DON CLARK, former head of news at BFDA, Amarillo, Tex., has joined staff of U. of Oklahoma as assistant professor of radio. He onetime was radio and speech instructor at Emporia State College. Upon his new post he will teach radio classes and do productions in the university's Radio Workshop, broadcasting on WNAD Norman, state-owned station.

ED MEAGHER, former city editor of Tacoma (Wash.) Times, has joined Bernie Milligan, Hollywood publicity organization.

STROMBERG-CARLSON, Toronto, has appointed Canadian distributor for electronic equipment manufactured by Sylvania Electric Products. Electronic tubes, industrial and electronic devices for communication applications, and laboratory devices are among types of Sylvania products which Stromberg-Carlson will distribute.

GORDON M. DAY Advertising Service, Boston, has opened an office in New York at 145 E. 53rd St. Telephone: Plaza 3-3689. Firm's services include advertising music for musical commercials, scripts and complete shows.

BRUSH DEVELOPMENT Corp., Cleveland, has started large scale consumer promotion campaign for new electronic recorder-reproducer, the Mail-A-Voice. Instrument makers are using old frying-pan blanks that can be mailed.

RUSSELL HUDSON, new network representative for The Mirror, Seattle, has proved capable of detecting small objects at ranges as short as 80 yards. Manufactured by Elgin, Ill., the new model CR-101 radar uses one of the highest frequency bands, 3.2 centimeters, and produces a picture of vessels at distances up to 35 miles, RCA said.

Marine Radar

NEW merchant marine radar equipment, tested aboard a Great Lakes steamer of the Pittsburgh Steamship Co., has proved capable of detecting small objects at ranges as short as 80 yards. Manufactured by Elgin, Ill., the new model CR-101 radar uses one of the highest frequency bands, 3.2 centimeters, and produces a picture of vessels at distances up to 35 miles, RCA said.

3,242 VIDEO SETS MADE IN SEPTEMBER

A TREMENDOUS increase in the production of television receivers —3,242 units for September as against 226 total for the previous eight months of 1946—was reported last Thursday by the Radio Manufacturers Assn.

Almost all of the television receivers produced last month were video-radio-phonograph combinations, of the direct-viewing type.

The output of radio-phonograph combinations for September 1946 exceeded the all-time peak of September 1941, RCA also announced. The association said that consoles without phonographs are declining because of consumer demand for combination radio-phonograph sets.

Although overall September radio set production, as reported by RMA members, was 1,283,291 compared with 1,442,757 in August, the RMA said that the decrease was largely attributed to the fact that 75,483 were of the two-way department.

Proportional and numerical increases in FM-AM receivers and radio-phonograph combination sets were achieved last month, according to the RMA. FM-equipped radio sets totaled 17,541 as compared with 13,892 in August. The production of consoles and console radio-phonograph combinations continued to rise, with 3,242 units made in September.

Music was pretty sad in those days, pannonimes Milton Blink (on chair), vice president and general manager of Standard Radio, Chicago, while Gus Hageman, of Standard Radio, Chicago, strains an ear to catch the notes from the Columbia Graphophone (clip = 1900) displayed at the transcription company's suite during the Convention.

Record Time Sale

RECORD time sale for new station is claimed by KFMY-Tulsa, which begins operation about Nov. 5, according to the general manager, Lawrence C. Taylor Station, to operate on 1060 kc with 1 kw daytime, has sold all of its newscasts to Vandervo, Tulsa's oldest department store. Schedule, using UP 24-hour service, covers 12 five-minute newscasts daily on the hour. It starts Nov. 5 and, according to Mr. Taylor, is third largest news schedule ever signed.

T.R. ALBERS, President, and F. W. ALBERS, Vice President, Albers Milling Co., Portland, Ore., has agreed to stop advertising that Friskies contains meat, will cure certain diseases or has won contest in competition with other dog foods. Albers uses milk.
the issue has been clearly made. Much of the heat which has been engendered during the past few months has come from non-professional comments about professional statements. Mr. Denny is a lawyer and understands that it is possible and proper to state issues and to take positions thereon — diametrically opposed to each other — without emotion, without heat and without any desire for personal feuds.

Personally, I do not believe that the controversy on such a level is necessary. Personally, I prefer to settle disputes by discussion, negotiation, mediation, arbitration and adjudication. But I recognize that there are psychological factors of publicity and prestige involved in the method of controversy. If the time for controversy comes, the world may as well know that I enjoy it just as much as any other lawyer. If any one has gotten the notion that the broadcasting industry is going to be "pushed around" during my administration, he has been very badly misinformed. On the level of lawyer's discussion or otherwise, I do not propose that we shall be intimidated, coerced, or otherwise put to an unfair disadvantage.

With that background, let me say that there are long-time issues involved in the Commission's report which it will be necessary for us to work upon with regard to which we must feel free to speak, as the months and years go by.

One of the long-continuing problems of radio broadcasting is that of Government relations. Specifically, we must be concerned with the actions of Congress, the Department of Justice, the Federal Trade Commission, the FCC and the Federal courts. As time goes by, we will, probably, become increasingly concerned with the actions of State legislatures, State courts, State taxing and enforcement agencies. To some, these relationships are very distasteful. They would like to put them behind them as quickly as possible and forget them.

Unfortunately, that is impossible. Only under a beneficent dictatorship would it be possible. And, as such dictatorships rarely continue to beneficent for long, even that solution would soon lose its sweetness. Whether we like it or not, we have come into an era of history in which the individual citizen and his representative associations must be constantly on the alert to require from Government careful and proper performance of the duties assigned to it, and equally careful respect for the rights of the people which it serves.

In Public Eye

A man who holds Government office should expect careful scrutiny of his acts.

On the other hand, one who assumes to perform professional or industrial services which come within the scope of governmental regulation should expect the same careful scrutiny and the same frequent reminders.

It is just as much your privilege to criticize the Communications Commission as it is to criticize the President of the United States, or the OPA, or Congress. And it is just as much your duty to exercise good judgment and discretion in the one case as the other. The fact that the Commission holds the power of life or death over your license makes no difference.

The Commissioners would be the last to let prejudice creep into their minds because of such an assertion of your rights.

We must give constant attention to the possibility of Congressional legislation with respect to broadcasting. It may be well to consider the advisability of taking a position on proposed labor legislation.

We should observe the swing of the pendulum in such legislation and decide whether we should have a part in it.

Labor's Advance

Many years ago the law discriminated harshly against organized labor. During the intervening years, friends and sponsors of labor succeeded in removing discrimination and, indeed, created a situation in which labor was put above the law, in several respects. Now, we see the beginning of a trend in the other direction. The Labor Act is an example. It has been suggested that further legislation is necessary; to ban outlaw strikes, to require strikes in jurisdictional disputes, to require cooling off periods, to require observance of union contracts, to require compulsory settlements of disputes by impartial arbitration boards, not under Government control.

We are faced constantly with the question whether we should look to Congress for clarification of the Communications Act. A good example of the need is found in the practice used by the Commission of deciding cases in favor of applicants or licensees, while, at the same time writing into their opinions legal philosophies and interpretations which are widely at variance from the Congressional intent and in conflict with the Constitution.

For example, in the Mayflower case, the requested renewal of license was granted, but it was granted only after a series of preliminary negotiations between the parties—the Commission and the licensee—during which the license was persuaded or coerced into an agreement not to use the station for editorial purposes. The technique of operation appears, clearly enough, from the decision itself.

Here we have, then, a case which strikes at the very heart of the First Amendment and at the provision of the Communications Act which prohibits the Commission from interfering in any way with freedom of speech. It is true that some evidence of reluctant repudiation of the Mayflower decision has appeared, but the case still stands as the Commission's interpretation of the law, and it was recently referred to, in the Commission's report, as the guiding precedent which will be used in dealing with...
JOSEPH WORTHY, staff announcer at WBBM Chicago, Ill., has been promoted to program director of the station. OLIVER THORBURN, former announcer at WLS Chicago and WGOA Atlanta, is added to staff.

HEIN MAYER, previously with WJZ Baltimore, Md., joins WGBS to present weekday series of children's programs as the Story Time Lady.

JIM TURNER, program director of KTBS Vancouver, B. C., has joined the continuing staff of WJNO Norwich, Conn., was appointed program director. He will continue his morning newscast and nightly commentary.

BOB WILLET, former CBS announcer and until recently production manager of CKMX Vancouver, B. C., has joined the continuing department of CKXO in Everett, Mass.

Lucy Elliott, former script writer at WWDW Washington, D.C., has been named head of production at WKLX in Mexico City.

Jim Turner, program director of KTBS Vancouver, B. C., has joined the continuing staff of WKXL in Norfolk, Va., as AFNS Casablanca, Oran and Rome, Community Chest Campaign.

Bud Sherman, former announcer at WOJ in Columbus, Ohio, is freelancing in that city.

Sidney Singer, announcer of the radio section of the public committee of Shreveport's 1946 Community Chest Campaign.

Ben Holmes has taken night announcing post at KOKA Oklahoma City following release from the Navy after 21 years of service. He was with station previously.

Frank J. Gazarek, formerly with AFP from Miami, Fla., has been named manager of the radio section of the public committee of Shreveport's 1946 Community Chest Campaign.

Richard E. Ziegler, Marine veteran, joins announcing staff of WKXK Concord, Mass.

Charles Vanda, CBS Hollywood executive producer who has been with the network since 1935, has resigned to establish his own radio production office in that city. In addition to servicing advertising agencies, he also will act as counselor to sponsors and artists.

 Plans for new firm will be put into operation when Mr. Vanda returns to West Coast from New York about Dec. 1.

Bud Sherman, announcer at WOL, Washington, D.C., is the father of a boy.

Evgeny L. Tidwell, veteran program man, has been appointed program director of KSDJ San Diego, Calif. Former production manager of KBS that city, Mr. Tidwell recently was released from the Army as a lieutenant colonel after five years in service. He installed radio stations in New Guinea and the Philippines area as a member of Gen. Douglas MacArthur's special staff. He also was a radio officer in the charge of the AFRS Jungle Network. New 5,000 w CBS affiliate on 1170 kc will begin operations about Nov. 1.

Ed Condit, former announcer at WEAF New York, is the new half-hour programs for KUSC-FM, U. of Los Angeles. He was chief of AFP continuity in New York for five years before joining the station.

Ira Reid and Robert McGall, graduates of the Academy of Radio Arts, New York, have joined the production department of CBL, Toronto.

Dick Brennan, announcer of KGO San Francisco, is the father of twin boys.

Gordon Hawkins, program and educational director of Westinghouse Radio Station, is suffering an attack of acute bursitis. He has been unable to attend School Broadcast Conference in Chicago.

John Corbett has reorganized the announcing staff of WFPL, Syracuse, N. Y., on part-time basis while attending Syracuse University.

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cuse U. Irene Dolebker is a new addition to station's program department.

Ray Cheyne, announcer, and Betty Thorne, script writer, both of WJW in Columbus, Ohio, have been added to staff of WSNY Schenectady, N. Y.

Bill Sherman, announcer, and Rosemary Mancuso, secretary, both of WOR, New York, Mr. Brown and his wife had to take room at Washington Hotel pending location of an apartment. Came the hotel strike and the morning was gone, so they went to telephone and as well as AFM member and picket lines mark hotel entrances.

Canadian Ratings

ONLY ONE Canadian evening program during September mad the populary, with the first two weeks of the month taking the top ten evening English-language programs, according to survey of Elloitt-Haynes Ltd., Toronto, just released.

The top ten programs of the first two weeks of September were led by Jeunesse Sensation, which was followed by Ma Perkins 13.8, Christmas with Charlie McCarthy with a rating of 10.4, and Affectionately Yours 9.0.

The second week of the month was led by Jeunesse Sensation, which was followed by Ma Perkins 13.8, Christmas with Charlie McCarthy with a rating of 10.4, and Affectionately Yours 9.0.

The third week of the month was led by Jeunesse Sensation, which was followed by Ma Perkins 13.8, Christmas with Charlie McCarthy with a rating of 10.4, and Affectionately Yours 9.0.

The fourth week of the month was led by Jeunesse Sensation, which was followed by Ma Perkins 13.8, Christmas with Charlie McCarthy with a rating of 10.4, and Affectionately Yours 9.0.

The fifth week of the month was led by Jeunesse Sensation, which was followed by Ma Perkins 13.8, Christmas with Charlie McCarthy with a rating of 10.4, and Affectionately Yours 9.0.
Miller  
(Continued from page 65)

ciding whether in particular cases the programming methods of licensees justify denial of renewal applications.

The same technique was used even more recently in a California case which, presumably, establishes the Commission's interpretation of the law to be, that each licensee who permits the broadcasting of religious programs must allow time for atheism. A similar question has arisen in a recent New York case in which a newspaper's editorial policy was admitted at a hearing upon an application for a broadcaster's license.

If we could get these cases to the Supreme Court for determination we could soon straighten out the law and have a reasonable degree of certainty in its administration. The trouble is that the present scope of judicial review is so narrow as to make appeal of such questions difficult. If, in the Mayflower case, the license had been denied instead of granted—on the ground that the operator was using the station for editorial purposes, or on several grounds including this one, it would have been possible to get a judicial review and determination.

Above the Law

The situation which results is that by using this device of writing into opinions restrictions upon the rights of licensees, or interpretations of the law which expand the powers of the Commission, while at the same time granting the applications of intimidated or over-persuaded licensees, the Commission becomes, practically speaking, above the law.

Broadcasters throughout the land are warned that unless they conform to the new philosophies and interpretations, they are in danger of losing their licenses when the renewal time arrives. Rather than jeopardize their investments, many conform to rules and regulations which may be entirely outside the law.

The danger is emphasized by the Commission's reliance upon the judicial rule of statutory interpretation which says that if those affected by its decisions acquiesce in them, this constitutes persuasive evidence of their correctness.

The problem becomes a more aggravated one in a case involving freedom of speech because it is the people's right—much more than the broadcasters—which is infringed. If by administrative manipulation the licensees— who are the people's trustees in this instance—are persuaded or coerced into acceptance of the Commission's decisions, the people may wake up some day and find that their Constitutional rights are washed away.

For all these reasons it seems that there is a situation which may best be handled by legislation. While it is true that the tendency of recent years has been, more and more, to restrict judicial review of administrative decisions, at the same time there has been a growing tendency to open the way for speedy judicial determination of Constitutional questions. Congress might well provide that any citizen has a sufficient interest to appeal from a decision of the Commission in which any way tends to violate the Constitution of the United States.

We may expect an increasing interest in broadcasting upon the part of State legislators and State taxing and enforcement officers. There is a large and tempting area. So far, it has been pretty generally conceded that broadcasting is exclusively interstate in character; hence properly within the scope of federal control under the Constitutional provision which gives to Congress power to regulate trade between the several States. This includes power to provide punishment for violation of acts which Congress may proscribe as crimes. Such an extension of power might give the Attorney General of the United States a large interest in broadcasting.

But there is good reason to suppose that the States, too, may enter this field. Already, there have been threats to prosecute station operators on the theory that certain programs contribute to the delinquency of children.

If we can maintain, successfully, that broadcasting, like newspapers and magazines, is an agency of free speech, we will have a secure basis upon which to resist punitive, confiscatory and disciplinary tax laws. It may be well for some who are interested only in the financial side of broadcasting to remember this fact.

As FM, facsimile and television develop we may well expect to have some experimental State legislation, designed to test whether these short range operations are entirely interstate in character.

No group of people have it more within their power to shape the public opinion of the country than have the broadcasters. The shape of things to come is largely a matter of our molding. Surely, no one can doubt that with such opportunities go great responsibilities.

I am not proposing that every broadcaster shall become a crusading editor; nor, even that each shall editorialize if he is not inclined that way. It is quite another thing to insist that the right and the privilege of editorializing is implicit in the First Amendment and in the provisions of the Communications Act. By way of comparison, I would not insist that each newspaper's editorial function is control of publishing character and content. We stand in a position of trusteeship, so far as the people are concerned. As licensees you—each of you—has power to say that this program shall be broadcast and that shall not. Except for a few extreme cases, such as obscenity, incitement to crime and violence, contempt of court, contributing to the delinquency of children, the licensed operator becomes arbiter of the character of information, education, entertainment, which goes out over the several frequencies. Some will say: "But your own examples are ones in which it has been necessary for government to assume control." Yes, indeed, and there are some people who would gladly turn over to government all such controls and operation, too; of transportation, of production, of communication, of religion, of education, of information, of professional service; of things of the mind and spirit, as well as of the body. There are many people who are not even aware of the difference between minimum controls for

(Continued on page 71)

AT MEETING of Music Advisory Committee were (seated, 1 to r): Joseph A. McDonald, ABC; Edward Souhami, NBC; Robert T. Mason, WMRN Marion; O.; Campbell Arnaux, WTAG Norfolk. Back row: Ted Streibert, WOR; Julius Brauner, CBS; J. Harold Ryan, Fort Industry Co.; Ed Yocum, KGHL, Billings, Mont.; Don Petty, NAB general counsel.

CLEVELAND'S Chief STATION

TAKES THE GAMBLE OUT OF TIME BUYING

WJW's daytime dialers give you an ace in the hole in the Cleveland billion area—more daytime listeners per dollar than any other regional station. Why gamble in the great Cleveland market—when WJW offers you a sure thing!
HERBERTS RESTAURANTS, Los Angeles (juice grapes for home wine making and preserving) has appointed Frederick-Clinton Co., New York, to handle its advertising. A radio campaign using five and 10-minute news shows will be started in regional markets immediately.

ELEANOR GREEN, San Francisco (women's dresses), has appointed Hugo Schebler Inc., Los Angeles, to handle all advertising.


ROYAL WINTER FAIR, Toronto, has announced events started spot announcements on stations in southern Ontario to announce events started on Oct. 28. Agency is Weiss & Geller, Chicago.

SANDERSON Elevator Co., St. Louis, has appointed Lieber Adv., Chicago. Plans include radio.


TURCO PRODUCTS, Los Angeles (Tay-detergent), Nov. 12 starts for 52 weeks sponsored by Rhineke Johnson on 23 Don Lee Pacific stations, Tues.-Thurs.-Fri. 4:45-4:55 p.m. (PST). Agency: Keel & Co., Indianapolis.

NET Change

S AND W FINE FOODS, San Francisco (food, coffee), Nov. 4 replaces for 32 weeks 'Here Miller—Commentary' with 'Mel Venter's Pictorial' on 40 Don Lee stations Mon.-Wed. 9-9:30 p.m. (PST). Agency: Brissacher, Van Norden & Staff, Los Angeles. Studebaker Pacific Corp., Los Angeles (autos), Dec. 2 starts for 30 weeks sponsoring Bob Goodwin on 15 CBS Pacific stations, Mon.-Wed.-Fri. 7-7:30 a.m. (PST). Agency is Roche, Williams & Cleary, New York.

WNRD Appoints

RAYMOND L. SERVATIUS has been appointed program director of WNRD Syracuse, N. Y., now in process of construction, and Paul Lee has been appointed chief engineer of the station. Patricia Farrell has been named publicity director and Jane Tulik continuity director. Paul Raymer Co. has been appointed national representative.

LENNEN & MITCHELL LOSE ORR, JERGENS

ROBERT W. ORR has resigned as assistant vice president of Lennen & Mitchell, it was announced last week by Phillip W. Lennen, president. Mr. Orr, who has been with the agency for the past 22 years leaves to open his own agency which will handle the advertising of all Jergens-Woodbury products. The radio advertising will be turned over to the Orr Agency on Dec. 1.

At the same time Mr. Lennen promoted Herbert J. Mitchell, who will replace Mr. Orr as head of the Jergens-Woodbury account. Mr. Mitchell will reach a new high for 1946—a figure of $15,000,000,—as a result of several new accounts which have been added to the agency's client list in recent months.

Mr. Lennen and Ray Vir Den, executive vice president of the agency, said the agency will continue advertising for the Ruppert Brewery and Cagney Productions accounts effective Nov. 1. These accounts are expected to add nearly $2,000,000 in billing next year.

World Series Ratings

ONE OR MORE games of the 1946 World Series was heard by 60.6% of all people interviewed in a special survey done for CBS and Maxon Inc., New York, by Crossley Inc. This represented an increase of 15.2% over last year's seven-game series. Games between the Boston Red Sox and the St. Louis Cardinals, sponsored by Gillette Safety Razor Co. on MBS, had an average daily rating for the seven days of 32.1%, representing 69.7% of total audience tuned-in. This was highest average rating ever recorded for a series in which no New York team was represented, and the third highest average for the baseball classic, Mutual reported.

Sign News Show

PETER PAUL INC., Naugatuck, Conn. (gum, candy), in addition to afternoon edition of Bob Garrett News on Nov. 12 starts sponsoring that program which currently air on 12 NBC Pacific stations, Tues.-Thurs.-Sat. 7:30-7:45 a.m. (PST). Firm sponsors the newcast Mon.-Wed.-Fri. 4:45-5:55 p.m. on that same list of stations. Placement is through Brisacher, Van Norden & Staff, Los Angeles. Studebaker Pacific Corp., Los Angeles (autos), Dec. 2 starts for 30 weeks sponsoring Bob Garrett News on 15 CBS Pacific stations, Mon.-Wed.-Fri. 7-7:30 a.m. (PST). Agency is Roche, Williams & Cleary, New York.

WIRL to ABC

WIRL, Peoria, III., Jan. 1 will affiliate with ABC as a basic network station bringing ABC's total number of stations to 229. Operating full time with 5000 w on 1290 kc, station is owned by the Illinois Valley Broadcasting Co. and will be managed by John Camp.
FM Committee

(Continued from page 17)

Mr. Hirschman; E. J. Hodel, WCFC Beckley, W. Va.; W. Russell David, General Electric Co., Syracuse; Frank Gunther, Radio Engineering Labs.

At the Tuesday morning breakfast session, to which several FM broadcasters in addition to the steering committee had been invited, Chairman Hofheinz set up the following committees:

Objectives—Mr. Dillard, chairman; Messrs. Coy, Hodel, Hirschman, Janaky, David, Leonard Asch, WBCA Schenectady.

Charters and By-laws—Leonard Marks, Washington attorney, chairman.

Temporary finance—Mr. Gray, chairman; Messrs. David and Gunther.

Nominations—Mr. Gunther, chairman; Messrs. Coy, Kohn, and Ray. (This committee also was authorized to select a paid executive secretary.)

The Committee on Objectives will meet in Washington at 10 a.m., Nov. 9 at the office of Mr. Dillard, 610 International Bldg. Mr. Marks, as a committee of one, will consult with the Objectives group on the charter and by-laws.

On Nov. 10 the Committee on Nominations will meet in Washington and on Nov. 11 the Steering Committee will meet in the offices of Janaky & Bailey, National Press Bldg., to receive recommendations of the various groups named by the acting chairman.

Mr. Jansky was elected acting secretary and Mr. Marks acting treasurer. All attending the Tuesday session pledged to convert their refunds from FMBI into the new


Third group, Paul A. de Mars, consultant; T. A. M. Craven, Cowles stations; Gordon Frank, WMIT Winston-Salem; Paul W. Morency, WTIC Hartford; W. G. H. Finch, Finch Telecommunications Inc.


Hearing Postponed

HEARING on Allen B. Du Mont Labs’ Pittsburgh television application, originally slated last Wednesday, was postponed without date by the FCC, awaiting a decision on the June hearing regarding Paramount Pictures Inc.’s holdings in several video applicants including Du Mont. [BROADCASTING, July 1]. The action was taken on petition of Du Mont, only pending Pittsburgh television applicant.

Novik Group Seeks Bridgeport Permit

MORRIS S. NOVIK, New York radio consultant and former director of New York City-owned WNYC and WNYC-FM, heads a firm which last week applied to FCC for a new 1-kw daytime station at Bridgeport, Conn., to operate on 740 kc. KTRH Houston and KQW San Francisco are the U. S. stations now using 740 kc.

Mr. Novik, who is president and owns 45% of the applicant firm, Connecticut Electronics Corp., is associated with his brother, Harry Novik, Stamford, Conn., clothing store proprietor (30%); the latter’s wife, Sylvia Novik (15%); and Fred D. Schwartzkopf, city clerk of Bridgeport (10%). Mr. Novik, who also owns 25% of WKNY Kingston, N. Y., during the war was radio co-ordinator of New York City stations, for which he was highly commended by prominent civic and national organizations. Awards earned by WNYC during Mr. Novik’s term as director of the station were attached as an exhibit to the application, which was filed through the Washington law firm of Cohn & Marks.

Construction cost of the new station was estimated at $21,550, while monthly operating expenses and revenues were approximated at $7,000 and $8,000 respectively.

October 28, 1946  Page 68-A
Preparatory to last week’s meeting, the NAB FM Dept. sent questionnaires to all FM broadcasters, permittees and applicants, asking for questions to be submitted to the experts. From those questions were culled those which were answered.

Professor Armstrong, tracing the development of FM, declared: “You have the Blue Book with you today and its related Constitutional question of free speech because radio leadership in 1936 failed to pass on to the public the benefits of FM’s development to which it was entitled. That is when radio missed its first great opportunity to escape from the straitjacket of frequency scarcity.” He declared that “virtually a decade” has been wasted “trying to overcome these and other man-made barriers which have been placed in FM’s path. As a net result of these delays not only do we have unsound engineering restrictions on radio, but on top of that we have the Blue Book itself, a product of these restrictions.”

He predicted that shortly FM receivers would flood the market because manufacturers have approached the saturation point of the market for AM sets and they have no choice if they are going to stay in business.

Professor Armstrong said the future of FM, now past engineering hurdles, “rests with you, the broadcasters.” Despite all the handicaps which the speaker said have been placed in the way of FM, he predicted that radio would remain free because of FM.

Panel Answers

Following is a summary of answers to questions by each panel speaker:

Mr. Denny—The Commission concluded that “FM would be promoted faster if there were no impediment to AM broadcasters getting into FM.” There is “no thought on the part of the Commission that the ruling which permits duplication of AM programs on FM stations “be changed.”

FM will not be returned to the old band (40-50 mc). Mr. Denny was applauded when he said: “The Commission regards the 88-108 mc allocation as final.” He urged broadcasters to add the letters “FM” to their regular call letters. In cases where FM stations operate independently of AM, Chairman Denny said the Commission favored using the addition of “FM” as a means of helping to develop the new service.

So long as there are available frequencies and qualified applicants, the Commission will issue construction permits, he said, in answer to a question as to competitive services in nearby communities. As for war veterans or anyone else, the FCC is opposed to issuing CB’s that will not be used immediately, he said. A new station must be built in the time specified by the FCC or the applicant “must satisfy the Commission that it is possible to build in the time allowed.”

One question brought laughter from the NAB members and a lengthy serious discussion by Mr. Denny. The question: “Is it considered unusual or even improper for an FCC commissioner to contact a Congressman to get action from the FCC?”

There’s no need to visit Washington, said Denny, and “entertainment of Commission personnel would be wholly improper. . . . We’re always glad to see everybody come in with any problems. It’s better to see you on unimportant problems. If there’s a conflict and your application goes to hearing, we don’t want to talk to anybody. We want only the information placed in the public record.”

Baker on Production

Dr. Baker—“Where are the receivers?” was the question asked by most FM broadcasters. Total FM set production as of Sept. 13 was 78,000, as compared to 6,000-000 AM table models and about 400,000 AM consoles. Stress has been on production of table models. For the remainder of this year Dr. Baker said it looks as if by Jan. 1, 1947, there will be approximately 550,000 to 400,000 FM sets; 9,000,000 table model AM sets and about 800,000 AM consoles.

Biggest factor in delay of FM set production, said Dr. Baker, is the shift of FM from the 40-mc to the 100-mc band. Engineering had to start from scratch, and even old-line manufacturers couldn’t produce FM sets without engineering research. Equipment shortage and lack of engineering personnel also contributed to the delay in set manufacture.

The average manufacturer had no alternative. He had to make AM sets quickly or lose his market entirely. Wood shortages also contributed to the delay in the production of AM sets.

Delay in getting production on FM sets “may be healthful,” said Dr. Baker, inasmuch as transmitter production also has been delayed by the shift upward of FM. The FCC, not too successful nationally with 250-w power, it must have greater power, he said.

As for the future Dr. Baker predicted—and he qualified it as “purely a personal guess”—that by the fourth quarter of 1947 a minimum of 30% of all sets manufactured will contain FM bands.

He guessed it would be more nearly 15 or 20%.

Craven, DeMars, Nafzger

Commander Craven and Mr. deMars—Directional antennas can be made practical. At some future date during the present build-up the FCC should consider whether FM before AM can replace AM, Mr. Craven said: “My personal opinion is pulse modulation will not supplant FM. You have nothing to fear.”

Mr. Nafzger—FM can best be promoted by AM stations by educating the public and advertisers alike. As to duplication of programs, that’s a matter of circumstances. FM should compete with AM’s programs, because not everybody likes the same programs. As for types of programs best suited for FM, Mr. Nafzger said programs should be much the same as those now on the air—depending on local needs and wants. He doesn’t think FM will alter production techniques, but expressed the view that stations with the best programs, whether it be AM or FM, will get the listeners.

“To create a demand for FM receivers, people must understand what FM is,” said Mr. Nafzger, “and what it can offer.” He suggested FM stations start auditions for talent. In small communities a single FM station can do much to promote itself and set sales. In larger cities “all must join together.”

NAB’s Position

Mr. Willard—NAB should not work on a uniform policy for network affiliations of FM stations. NAB has no hand in the relationship between stations and network. NAB feels it should put FM on a nationwide basis by working to eradicate the music ban on duplicating programs invoked by James Caesar Petrillo.

“Mr. P. is just about the most powerful labor leader of these United States,” declared Mr. Willard, “in the sense we say you plan to offer.” He suggested FM stations start auditions for talent. In small communities a single FM station can do much to promote itself and set sales. In larger cities “all must join together.”

RETAIL SALES UP 123.71%

Sales tax collections for 1945 show that Mississippi people spent 123.71 per cent more for retail goods than in 1940, according to the Mississippi State Tax Commission. Total sales tax revenue showed a gain over 1940 of 118.28 per cent. Are these sales taxes being collected on your product?

WJDX — the DOMINANT Voice of Mississippi” effectively, efficiently covers this growing, improving market.

Page 68-B • October 28, 1946
Second Competing Bidder Seeks Late Entry in Indianapolis Stations Sale

A NEW QUESTION faces FCC in the already complicated proposed sale of WABW (FM) - WBBW Indianapolis: Whether to permit a minority stockholder to apply late for purchase of the stations under the proposed Avco plan. Martin R. Williams, Indianapolis consulting radio engineer, who owns 8% interest in the outlets, petitioned FCC for authority to file a late offer of $1,250,000, 4% of the value that he did not know of the proposed sale before the 60 bidding days allowed by the Avco Rule had expired.

Evansville on the Air Inc., licensee of WGBP-WEQA-WMLL (FM) Evansville, which has the original contract for the purchase, replied that the sale was duly advertised, that Mr. Williams had as much opportunity as anyone to know of the projected transfer and that therefore the bidding period should not be extended.

If Mr. Williams is allowed to bid, the case will be the first to attract two competing applications since the Avco plan was put into effect a year ago. First competing bidder was Radio Indianapolis, a new firm, which filed last year. In a 3-day deadlock [BROADCASTING, Aug. 5].

Evansville on the Air offered 1,350 of the 21,000 shares of Class A stock in Curtis Radiocasting Corp., its parent company, as consideration for the transfer. Since the Avco plan provides that competing bidders may offer “the same terms,” Evansville on the Air contended that Radio Indianapolis’ subsequent offer of equivalent cash should not be allowed. Radio Indianapolis responded that such an interpretation of the rule would strip it of “any efficacy” and insisted on use of the $20.60-a-share estimate which Evansville on Air placed on Curtis stock.

FCC has not ruled on the question.

Mr. Williams said in his petition that he voted against sale of WABW-WBBW and that last March he had options and contracts for acquisition of 81% of the stock. The 60 bidding days expired, he said, when holders of 19% “defaulted.” Mr. Williams also has instituted a receivership suit against the stations. His petition was accompanied by another effort to secure permission to bid for the stations, which he said was for the benefit of substantial Indianapolis businessmen.

Associated Broadcasters Inc. is licensee of WABW and permittee of WBBW, which is assigned 1,500 kw with 250 w, daytime only, but which is not yet on the air. Other stockholders are M. J. McKeen, 25%; R. M. Crandall, 19%; Thompson Kurrie, 22%; R. L. Tamney, 22%, and Doria Coffey, 4%.

ABC Names Day

HAROLD DAY, formerly with ABC advertising and promotion department specializing in co-op program promotion, has been appointed sales manager of the network’s co-op program department succeeding Larry Surles who resigned last week to join the New York sales staff of John Blair & Co. Before his association with ABC Mr. Day was promotion manager for Popular Science magazine and prior to that was promotional contact and copywriter at Lennen & Mitchell, New York.

Oak Ridge, Tenn., Permits seeks Approval to Sell 50%

APPLICATIONS for the sale of 50% interest in an Oak Ridge, Tenn., permittee firm and transfers and assignments involving three existing stations were reported by the FCC last week.

Oak Ridge application is for assignment of 50% interest held by Homer H. Gruenther, partner with NAB Director of Broadcast Advertising Frank Pellegrin in Pellegrin & Gruenther (WBOM Oak Ridge), to Stu S. Fisher, a 4% stockholder.

FCC has not ruled on the question.

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FM Session

(Continued from page 68-B)

...for receivers," he said, but nothing developed.

NAB should take no action, he said, favoring any segment of broadcasting, such as AM, television, FM or facsimile. "NAB must always fight the common battle of all the broadcasters," he asserted.

Asked whether FM broadcasters should have representation on the NAB board, Mr. Willard said all board members are FM operators or applicants or grantees, that FM members are just as eligible to be elected to the board by votes of the membership as AM broadcasters.

Damm's Views

Mr. Damm—Method of measuring FM audiences already has been developed. NAB should not petition the FCC to eliminate the 6-hour minimum operating rule because any FM station may operate 24 hours if it desires. Live music on FM is banned "by the Petrillo edict"; the IBEW contract demands of FM broadcasters. Music on AM and FM stations simultaneously is banned "by the NAB board, Mr. Willard said all board members are FM operators or applicants or grantees, that FM members are just as eligible to be elected to the board by votes of the membership as AM broadcasters.

14 Networks, Shortwave and Local Outlets

Air Truman

WHEN the UN General Assembly convened last Wednesday in Flushing, Long Island, it received the widest radio and press coverage ever given to a UN meeting. Sixteen radio networks, international companies and independent stations broadcast the opening, beaming the address of President Truman throughout the nation and overseas.

With approximately 450 radio correspondents, announcers and commentators accredited to the UN, broadcasting facilities are the most comprehensive ever set up for an international conference. Twenty-four individual booths line the sides of the assembly hall, 19 of which are assigned throughout the conference to radio and television services for on-the-spot coverage of UN meetings.

Nearby are UN recording rooms, in which six recording machines transcribe every open Assembly meeting.

Farther down the corridor are a networks studio, a radio studio and a radio interview room—all used for behind-the-scene broadcasts and interviews with UN delegates. On the same floor is the television control room, shared by CBS and NBC. CBS used two television cameras and NBC used a battery of five in televising President Truman and the entire opening session of the General Assembly to viewers in New York City and Philadelphia. Television receivers were placed in strategic viewing spots outside the hall to bring the entire proceedings to newsmen and other visitors who could not be accommodated in the hall itself.

UN Shortwave Service

UN shortwave began broadcasting for the first time at the opening session Wednesday. Personnel of UN are now directing, editing and announcing programs lasting nine and a half hours a day. These shortwave broadcasts are beamed to Europe, Africa, Latin America, the Middle East and the Far East, while plenary sessions with interpretation in English and French are also broadcast to Scandinavia, Central and Southeastern Europe, the Middle East and Africa.

Special half-hour programs of news round-ups and interviews of outstanding personalities go out six days a week in Russian, Chinese and Spanish. Time is also allotted to radio correspondents and delegation members for reporting to their home countries. Canadian Broadcasting Corp., meanwhile is supplying two powerful transmitters for daily broadcasts to Russia.

Booths have been assigned throughout the conference to: CBC, UN shortwave, WNYC, BBC, OIC, CBS, WHN, WMCA, RCA Television, ABC, CBS shortwave, NBC shortwave, WQXR, WINS and WOR (jointly), MBS, WLIS, NBC and CBS television (jointly), and NBC.

When asked what the commentators and other radio personnel think about UN radio facilities, Chief U. S. News Officer, Openi Cross told Broadcasting: "I think their most universal feelings and opinions can be summed up in Murray Young's Oct. 24 broadcast over WHK and WOR. He said: 'The UN staff has done an excellent job in making detailed arrangements for this all-important news coverage of this historic event.

Facilities Excellent

"Broadcasting facilities here are so far advanced over any European or Asiatic broadcasting facilities that there just isn't any comparison. And for radio correspondents to make recorded broadcasts, the set-up here is such a far cry from the lack of facilities I experienced in Europe last year, that it's really a pleasant change here. All in all, it's a huge job that has been well- accomplished for handling all of these news-coverage arrangements.'"

Complete radio coverage of the UN opening was provided by the four major networks. Featured in the hour-long broadcast from 4 to 5 p. m. was an address by President Truman, broadcast over the country by the networks and televi-

WANTED:

The best Disc-Jockey in the business... for a major New York Independent Station!

Here's the most outstanding opening in radio today for a crack record-spinner. If you're that jockey, income unlimited. Rush us a 15-minute transcription at once.

Deadline November 15th.

Box 160, BROADCASTING

Record Radio Coverage of UN Meet

KCMJ Palm Springs, Calif., has opened downtown business offices at 1/4 N Palm Canyon Drive. Remote studios were located at same place after first year.
HERE'S THAT MAN AGAIN!

... to win you a big happy holiday audience with two grand NBC Recorded Christmas Shows!

HAPPY THE HUMBUG

- Wonderful, almost beyond description, are Happy the Humbug and his fabulous pals of animal-land as they unroll the never-to-be-forgotten dreams of children. Hopes for dazzling presents at Christmas... curiosity about the strange wonders of nature... new experiences of first school days.

Young sprouts (aunts and uncles ditto) will be breathless... wide-eyed... as they drink in every magical moment of this cheerful-as-a-circus NBC-recorded fantasy. And they'll literally fall off the Christmas tree laughing at the comical voices of the animals. The voice cast is headed by Budd Hulick (of Stoopnagle and Budd fame) and includes a prominent list of radio voices.

Perfect for building good will with the family group or for any and all advertisers who want to hear the cash register jingle... jingle... jingle all the day.

54 quarter-hours for scheduling before and after Christmas

The Magic Christmas Window

- A charming Christmas show that brings enthusiastic ohs-and-ahs from girls and boys... consistent eavesdropping from grown-ups... every minute it's on the air.

It's the story of two children who glue their button noses to a Christmas window piled high with toys. Go-to-sleep dolls! Little red wagons! Saddled hobby-horses! Then the glass disappears and the children find themselves behind the window with the dazzling toys come to life.

From here the story develops into a thrilling adventure in the lives of fairy-land characters, such as The Little Match Girl and Cinderella... 25 exciting stories, each quarter-hour complete—all backed by a cast of veteran actors.

THE MAGIC CHRISTMAS WINDOW is a natural for advertisers with Christmas window displays, toy departments or for those sponsors who want to contribute a more joyful Christmas for the kids.

25 quarter-hours for 3- or 5-a-week broadcast

NBC Radio-Recording Division

Announcer—Bob Sherry  Peter—Ronny Liss

Every youngster's dream of exploring Christmas toy window is fulfilled in THE MAGIC CHRISTMAS WINDOW.

Susan—Joanne Elkins

NBC Radio-Recording Division, Syndicated Sales
30 Rockefeller Plaza, New York 20, N. Y.

Please send me audition record and presentation for...

☐ Happy the Humbug ☐ The Magic Christmas Window

Name: ____________________________ (PLEASE PRINT)

Station or Agency: ____________________________

Street: __________________________________

City: __________________ Zone: ______ State: ______

October 28, 1946 • Page 69
**VERTISERS AND AGENCIES NETWORK TO REACH ADUSES THE PRINTERS' INK circulation in the general advertising field.**

Robert Whitehead, chief engineer of CKMO Vancouver, B. C., and Velma Turner have announced their engagement, plan to be married early in 1947. Fred Wilson, engineer of CBR Vancouver, B. C., and Canadian amateur, contacted the U. S. Army superfortress on its non-stop flight from Honolulu to Cairo. Mr. Wilson operated VEVEF.

Jack Coell has joined the transmitter engineer staff of CKMO Vancouver, B. C.

**LOW FM's REPORT SKIP INTERFERENCE** has been reported plaguing the Washington, D. C., Capital Transit Co.'s communications, with stations as far away as California sometimes coming in with strong signals. Similar troubles have been reported to FCC by utilities and police departments using radio in other cities. Authorities said the unexpected interpolations probably were caused by reflections from the F-2 layer—one of the factors in the decision to move commercial FM up into the 88-108 mc band. In the higher frequencies, FCC experts pointed out, such interference is rare. Capital Transit's communications were reported to operate around 30 or 40 mc.

Other radio users reporting trouble included the Charlotte, N. C., Police Dept. One radio car there received a call issued by the Tacoma, Wash., Police Dept. to one of the Tacoma radio cars.

**UN Space Assigned** BOOTHs in the new Flushing, N. Y., headquarters of the United Nations have been assigned to 14 stations and networks for coverage of the General Assembly. Special wire rooms have been set aside for networks and international broadcasters. Networks occupying UN booths include MBS, ABC, CBS shortwave, NBC shortwave, BBC and CBC. Broadcasting booths are WINS WWXR WLIB WNYC WHN WMCA, all of New York. State Dept.'s OIC also has been assigned booth.

**Canadian Radio Film**

**BROADCASTING IN CANADA** is the subject of a Canadian Government National Film Board ten-minute documentary film, The Voice of Canada, which is to be shown in Canadian theatres. Film shows the transcontinental coverage and origination of Canadian programs, shows how networks are built, takes the public behind the scenes in Canadian radio production centers. While CBC microphones and insignia are featured in the film, a number of independent stations are shown. Independents include CFRB CKRC CHML CFCKY. Film ends with pictures of government's shortwave station at Oakville, N. B. Station's House, Toronto commentator, is narrator. Only one comical reference is made to commercials, and no reference is made to sponsors of big name Canadian programs shown.

**HOBART G. STEPHENSON Jr., B. C.**

JEROME R. STEEN, former manager of the quality control engineering department, radio tube division of Sylvania Electric Products, New York, has been appointed director of quality control for the lab and the six executive wire products, tungsten and chemicals, radio tube and electronic division of the firm. He will be responsible for functional supervision of all quality control personnel within the company. Mr. Steen joined Sylvania in 1939 as supervisor in charge of finished tube quality control at the radio tube division's plant at Emporium, Pa.

**PAUL SMITH, engineer of KGW San Francisco, has married Leslie Stone.**

**GEORGE W. COOK** has joined the engineering staff of WBIL Syracuse, N. Y. General Electric Co. Electronics Dept., Syracuse, N. Y., tube division, has announced new tube testing chamber capable of simulating operation at 90,000 feet altitude under wide range of temperatures and humidity conditions. Termed a "tube icebox," unit can simulate climatic conditions.

**HAROLD YATES, engineer at NBC Washington, and JERRINE BEARDEN, receptionist at WMAL that city, were married Oct. 22.**

**FRED WILSON,** engineer of CBR Vancouver, B. C., and Canadian amateur, contacted the U. S. Army superfortress Dreamboat on its non-stop flight from Honolulu to Cairo. Mr. Wilson operated VEVEF.

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**ELMER BLUM,** control operator, has rejoined WTAG Worcester, Mass., following release from Army service. He is last veteran to rejoin station.

**DON HERMAN,** engineer at WOL Washington, is the father of a boy.

**ROSS B. SIAGUSA,** president of Admiral Corp., Chicago, has been presented the Certificate of Appreciation by his company for Army Signal Corps recognition of services given by branch of the armed forces during the war. 

**BENDIX RADIO DIVISION** of Bendix Aviation Corp., Baltimore, Oct. 21-23 conducted the first of its three three-day service schools. Attended by distrib-
Miller

(Continued from page 67)

which government is necessary and strangling controls of dictatorship.

There are some who prefer, honestly and sincerely, the regulation of Government rather than to assume the burdens of self-regulation. They would like to snuggle up to a nice, warm, maternal, governmental breast and be told just how to behave, in return for an assurance of governmental protection. That may seem to be the easy way to go. That is the way in which the people of Germany, of Italy and of Russia went.

It is particularly easy to indulge in such escape thinking when one is enjoying the freedoms which have been fought for by generations of people who lived under such conditions and felt the burdens of that way of life. It is easy to be persuaded by such doctrines when one is unaware of the hard road up which initiative, imagination, personal courage and enterprise came to create the country in which we have the privilege of living.

Commission's Position

So long as the Communications Commission acts within the scope of its authority; so long as it keeps hands off the Constitutional right of free speech; so long as it makes possible judicial review and determination of its interpretations of its own power, it has my hearty support and I assure you, it will have the support of the people. Do not suppose—because I have so vigorously opposed any semblance of over-reaching—that I have any doubt or question on this point: of the challenge, and of the responsibility of broadcasting to operate in the public interest.

Inevitably, there must be self-regulation or there will be regulation by someone else. An intelligent, responsible people will voluntarily assume such responsibility in order to avoid regulation from outside or overhead, if for no other reason. I have no doubt of the capacity of American broadcasters to do so. It is from this point of view—of professional awareness and capacity for leadership—that I wish to speak of another series of problems.

The problem of broadcasting in its international aspects is closely related to that of our country's participation or non-participation in international affairs generally. Here, as in other respects, the United States must choose between a policy of attempted isolation or one of world leadership.

A maxim of earlier years was that "trade follows the flag." It may well be amended to include radio broadcasting. Make no mistake, the Government operated or controlled broadcasting systems of other countries will be geared to full participation in their drives for post-war trade. They are very jealous of the American broadcasting system.

Representatives of these government-operated systems are very openly critical of our broadcasting and terribly sensitive and resentful of criticism by us. Their idea of cooperation is that we should walk humbly in their presence, speak politely at all times and send them lots of money. It is a long, hard struggle which lies ahead.

Specifically, we have three questions of policy to decide, with respect to international broadcasting: (1) To what extent must the United States, as a Government, operate a world-wide broadcasting system? (3) Should the United States encourage the United Nations to operate a world-wide broadcasting system?

The first question will be answered in two ways: (1) By the individual enterprise of American industry, establishing and operating broadcasting stations and networks throughout the world; (2) By the participation or non-participation of organized broadcasters in proposed hemispheric and international associations of broadcasters.

I would not presume to advise a group of men who have done as much, with venture-capital—in a quarter century, as you have done, what you should do, internationally on an industrial basis.

International Plans

So far as concerns our participation in the operation of international associations, it is perhaps enough to say that such organizations are already being formed; and we must decide whether we shall get in or stay out. Representatives of NAB sat as observers in the recent organization meeting of the Inter-American Broadcasters Assn. at Mexico City. We are cordially invited to come into full membership. It is significant that representatives of government-owned broadcasting showed up, but were denied membership. It is possible, if not probable, that if we do not join the free broadcasters of Canada and Latin America in this project, it will eventually be taken over by the government-owned systems.

Again, an international association has been formed in Europe. It is composed largely of government-owned systems and dominated by them. Our neighbors down under, in Australia, have asked our cooperation in forming an international association of free broadcasters with headquarters in the United States. These are questions which we must decide—soon.

A closely related question is whether we should encourage a United States international broadcasting system; a continuation and enlargement of American war time

(Continued on page 71)
WADC Petition Seeks to Eliminate Waivers to Multiple Ownership Rules

AMENDMENT of FCC's multiple ownership regulation, to make it a hard and fast rule not subject to Commission waiver under any circumstance, was requested last week by Allen T. Simmons, WADC Akron licensee.

The station, which lost a proposed decision for 50 kw on 1220 kc to WGAR Cleveland although FCC conceded that considerable overlap would exist between WGAR and sister station, WJR Detroit [BROADCASTING, Oct. 14], petitioned for a change to make Rules Sec. 3.35 read as follows (clause which WADC would eliminate is shown in parentheses):

"No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person (except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation).

WADC's petition was prepared by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Since the Communications Act authorizes the Commission to make regulations only as required by public interest, convenience and necessity, the petition argued, Sec. 3.35 in its present form "holds a practice to be contrary to public interest, convenience and necessity except where it is in the public interest, convenience and necessity, an anomalous provision at best."

"In its present form," the petition continued, "the Section encourages departures and constructions whereby monopoly and monopolistic trends are ‘balanced against’ extraneous considerations, thus introducing more and more construction and interpretation until finally the regulation will become meaningless and the Congressional policy against monopolistic practices in broadcasting defeated."

Cleveland-Detroit Areas

The petition referred to FCC's WADC-WGAR proposed decision, calling its interpretation of the multiple ownership rule "untenable."

"The interpretation was that Cleveland and Detroit are ‘entirely separate cities,’” with separate trade areas; that WJR's overlap into WGAR's service area "exists only as a consequence" of WJR's classification as a clear channel station; that WJR has "few listeners and little, if any, commercial value to the Cleveland-Akron area"; that the two stations have separate network affiliations, advertising representatives, news and transcription services, and local programs; and that the overlap was found in 1943 to be not inconsistent with the duopoly rule.

FCC also noted that WADC proposed to use CBS programs full-time after 8 a.m. and that "no matter how worthy, a local program would not be substituted for a network program." The decision further pointed out that when WGAR was granted 1220 kc with 5 kw in 1943, one condition was that it increase power as soon as possible so that use of the frequency might be extended to also serve the Akron area.

PACIFIC AAAA MEET IS PLANNED NOV. 4-6

WITH Frederic R. Gamble, AAAA president, among the principal speakers, the Pacific Council of AAAA will hold its ninth annual Western States Convention at the Biltmore Hotel, Santa Barbara, Calif., Nov. 4-6. H. E. Cassidy, vice president of the McCarty Co., Los Angeles, and chairman of the Pacific Council, will preside. Delegates are expected from Washington, Oregon, Utah, Arizona and California.

With the convention theme "Distribution or Bust," 16 speakers will cover all media. Other speakers include: James H. S. Ellis, president, Arthur Kudner Agency, New York; Dana H. Jones, president, Dana Jones Co., Los Angeles; Linnea Nelson, radio timebuyer, and Walter Thompson Co., New York; Don Belding and Fairfax Cone, chairman of the board and vice president, Foote, Cone & Belding, Los Angeles and Chicago; Sigurd S. Larnon, AAAA vice chairman and president of Young & Rubican, New York; Joseph Moran, associate radio director and program manager, Y. & R.; H. H. Haupt, vice president, BBDO, Minneapolis, and Dr. Peter Odegard, president, Reed College, Portland, Ore.

Marketing Group FORMATION of an American Marketing Assn. Standards Committee, was announced last week by George H. Allen, president of the AMA. The Committee is to report next year on the "progress or lack of progress made during the preceding year in raising standards in marketing," Chairman of the committee is Harold Webber, vice president and director of research of Foote, Cone & Belding, with the full membership of the committee representing all phases of marketing to be announced at a later date.
A NEW television repertory group, PAL Chorus. PAL Radio Workshop presents dramatizations. Stan Lomax, WOR promotion. Vincent Lopez and orchestra in conjunction with Pathfinder Magazine staged the CBS capital key. Hazel Kenyon Markel, director of community service and education, rotated. All phases of campus activity are covered. Scripts sought under auspices of ABC. When answer of hooded and cloaked individuals in question, viewers calls station and if guess is correct, wins prize. Six to 10 interviews are scheduled for half-hour telecast.

Dance Session
Eddie Coontz, record m.c. of KOMA Oklahoma City, who conducts full-hour afternoon program, has added a new feature. Saturday 1-2 p.m. show has been dropped which is followed by record dance for young set, both originating at ballroom of Bittersweet Hotel. Program sponsored by Nissen's, local shoe shop.

WCPB Arranges Broadcast
ADDRESS by Pope Pius X Oct. 26 was broadcast direct to the Congress of the Cofraternity of Christian Doctrine through arrangements handled by WCPB Boston. ABC also carried broadcast.

Radio in Classroom Course
ON the use of radio in the classroom is a subject to be discussed by Wilson Teachers College, Washington, in conjunction with WPNW that fall. Covering credit college course, is under direction of Hazel Kenyon Markel, director of community service and education for the CBS capital key.

Covers 'Pathfinder Week'
SPECIAL events and feature broadcast arranged by WENY Bridges, Valley Forge. An all-station request, investigation college credit course is under direction of Hazel Kenyon Markel, director of community service and education for the CBS capital key.

Enrolled in WTAG School
NEARLY 1,400 Worcester and Worcester County High School seniors have enrolled in the WTAG Workmen's School, to be a Whirlwind Child. School is conducted by Dr. John K. Bell, associate professor of psychology at Clark U.

WTMV Sports Emphasis
WTMY St. Louis, which promotes itself as the "located at the sports end of the dial," has started complete sports service with announcements of all sporting events. Scores are presented every hour. Station also features running coverage of major local hockey boxing, wrestling and football events.

WBNL Cancels Commercial
WBNL real estate group balance of November election proposed on change of city government as current topic of interest in Richmond, Va., WBNL that city on Oct. 22 discontinue all commercial shows after 5:30 p.m. to present from 5,000-seat Mosque Auditorium a debate on the subject. Only two living former mayors of Richmond, Dr. J. F. Bright and Gordon B. Ambler, were heard on special program. Civic organizations have been campaigning for change of government.

Messages to North
PERSONAL messages from friends and relatives for Canadians in the Arctic Circle from normal means of communication will be sent this winter from CBK Watrous, Sask., and CKY Winnipeg, Man., and from CBA Sackville, N. B., Saturday nights. The "Northern Messenger" program was first broadcast from KQX Pittsburgh, has since been carried on some stations. Program is carried for an hour before midnight.

Atomic Energy Lectures
EXPERIMENTING in adult education, KYA San Francisco, in cooperation with the U. of California and the San Francisco Chronicle, started a series of 12 broadcasts titled The Facts About Atomic Energy Programs, from five stations. Shows are developed from a series of lectures for the public by the university's extension division. Each lecture is edited for radio adaptation with follow-up period with check of results, awarding baskets of groceries to winner.

WWSW Treasure Hunt
TREASURE hunt series has been started by WWSW Pittsburgh as weekly feature under sponsorship of Thorniestline Supermarket, local grocery chain of 75 outlets. On new five weekly show John Davis of WWSW takes wire recorder to different store, interviews four to five shoppers and gives them clues. When women complete the riddle, return on specified day for 

Youth Counsellor Show
SERIES of youth programs, "Youth Looks Ahead," has been started by WHAM Rochester, N. Y., in cooperation with the Rochester High Schools. Purpose of series, which features leaders in various occupational fields, is to aid students in selection of their future work. Students discuss prospective fields with adult authority on broadcast.

VD Discussed
THREE quarter-hour programs, "For All Adult Only," concerning venereal disease were aired by WFAE New York Oct. 14-16, 9:30 a.m. The McGraw Hill's show included Robert L. Ripley; Gene Tunney; Dr. Irael Weinstein, New York Commissioner of Health; Albert Deutsch, medical expert of PM, and Dr. Ellis Harringer.

Cinderella Show
USING THE fairy story of Cinderella as theme, Oldsmobile of Virginia Beach, Va., has started five times weekly half-hour commercial shows as a radio newspaper. CKMO interviewer, Bill "The Best" Griffin, interacts with interesting personalities as guest. In addition, a Talent show, "Sound-off," Thursday 8-8:30 p.m. on the M. A. S. "The Cinderella show with a difference," the judge. Cinderella treasure chest is given person whose foot fits slipper.

CBC Political Shows
FREE POLITICAL network broadcasts for the winter season have been started by CBC. Broadcasts are aired weekly under title "The Nation's Business," with Dr. B. H. Gooden, from station WGN Chicago, to participate in proposed new program as "located at the sports end of the dial." Stations will be announced.

Quartet Scheduled
BEGINNING Nov. 3 on CBS, The Marshall Opera Quartet, composed of four members of U. S. Coast Guard, will be heard Sun. 8:15-8:30 p.m. on their own program. In addition, the group is scheduled to be heard for five consecutive weeks as part of "The Voice of the Common-wealth Federation," and one for Social Credit.

State Societies on WABC
THIRTY state societies of the Nation's Capital last week voted to accept invitation to participate in proposed new program as "located at the sports end of the dial." Stations will be announced.

WFTL Series for Veterans
WFTL Philadelphia series for ex-servicemen, "Veterans Program Board," has been started in Thurs. 9:30-10 p.m. hour. Program is presented in conjunction with Veterans Administration and the Veterans Service of the Community Chest. Moderator foot slipper.

WCPB Town Meeting
WCPB Cincinnati Oct. 3 started in conjunction with the Hamilton County Red Cross. A series of Wednesday evening half-hour programs using "Town Meeting of the Air" format. Audience participation and issues with studio audience participating in later segments of broadcast.

Voters' Special
EMPHASIZING the individual's responsibility to vote in a democracy, ABC on Nov. 3, 7:30-8:30 p.m. will present a special program entitled "Shame of the People," written by Iris Marion.

WHYN Honored
WHYN Holyoke, Mass., has been awarded the certificate of merit from the Veterans of Foreign Wars for programs in behalf of the organization, and "national welfare."

WJR Veterans Series
WJR Detroit Oct. 29 started "Now Hear This," a series of vignettes of World Wars I and II. Hear Sun. 2-3 p.m. and Saturday 2-3 p.m. There is a sponsor to see.

Tobacco Co.'s "Lucky Strike Hit Parade," Saturday on CBS, Nov. 30 moves from New York to Hollywood. The agency, Foots, Cone & Belding, wanted to move to the coast because it is a source for singers who are also working in films. Entire cast is heard, including Mark Warnow, orchestra leader, and Lon McCallister, the "Sound-off" host. The Recreation show, "Sound-off," Thursday 8-8:30 p.m. on the M. A. S. "The Cinderella show with a difference," the judge. Cinderella treasure chest is given person whose foot fits slipper. 

BUFFALO BROADCASTING CORPORATION
RANK BUILDING, BUFFALO, N. Y.
National Representatives: Trees & Paynter, Inc.
government-controlled broadcasting. If the need is apparent, then the alternative is privately developed international American broadcasting. Is that possible? Is it desirable? There would seem to be no doubt of the need, in this day of conflicting ideologies and political philosophies. When fires are burning in our neighbors' houses, we do not hesitate to get out our own fire-fighting equipment.

The third question is, I think, easier to answer. If the United Nations is to function successfully, there must be common understanding throughout the world of its purposes, its proceedings and its methods. Broadcasting will be one of the great media available for securing that understanding. There is no question in this case of competition between free radio and Government radio or even between one Government system and another.

A United Nations broadcasting system could not possibly be self-supporting. The programs would have to clear boards of review made up of representatives of all participating nations. I have no hesitation in recommending our support of this project.

On the national and community level, one of the most serious problems which confront us is that of broadcasting. Pursuant to the advice of the Board of Directors, I have consulted with Assistant Attorney General Wendell Berge, seeking to determine appropriate steps for establishing effective standards of practice and methods for securing their observance. We have made some progress. I have found Mr. Berge most cooperative. In our discussions we have turned up some curious facts with respect to broadcasting, which might well surprise our critics.

For example, Mr. Berge raised the question that broadcasters are not permitted to advertise between free broadcasting and the black and white. He asked Mr. Berge to make some progress. I have found Mr. Berge most cooperative. In our discussions we have turned up some curious facts with respect to broadcasting, which might well surprise our critics.

Again, his question goes to the matter of what constitutes objectionable advertising in itself. If the script misrepresents the product, for example, then the FTC is authorized to proceed against it. But if it passes muster in reality with a clean bill of health, why should broadcasters combine to exclude it?

At the time I was preparing this portion of my address, I had before me a copy of the New York Times for Oct. 8, 1946. The total number of pages was 48, roughly equivalent to the 48-hour periods available during a day. Of these 48 pages, 45 contained advertising. Another page carried no advertising except that of the Times' own radio station. Another page carried no advertising except the subscription rates of the Times. Only one page was entirely free of all commercial material. Six of the 45 pages devoted exclusively to advertising; 10 additional pages devoted at least half their space to advertising; 15 additional pages devoted at least one quarter of their space to advertising.

According to standards which have been suggested for broadcasting, this copy of an outstanding metropolitan daily was almost the commercial. Imagine the reaction which would come to a station which devoted three full consecutive hours to advertising; or to a station which devoted 2 1/2 hours to advertising.

In the August 1946 number of a very conservative magazine, an article was published which was very critical of the capacity of broadcasting licensees to control their advertising. The display ad on the inside of the back cover page of the same magazine was of an old grandad drinking whiskey. The great practice which forbids the carrying of any product which is a standard which, so far as I know, has been pretty well lived up to.

The whole criticism of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising, they believe that it is in the public interest.

More Controls

There can be no doubt that people, in substantial numbers, are demanding tighter controls on broadcasting advertising than that of any other medium.

The plain fact is, of course, that broadcasting is a more effective medium of advertising than we have ever had before; it goes intimately into the home; it speaks to child and invalid; it reaches not only the privacy of the bathroom, but the family circle and the guest as well, at times both opportune and imprudent. In a manner obtrusive, insistent, peremptory. It helps to make the pattern of broadcast advertising is completely unrealistic so far as a large number of people are concerned. Many people actually like such advertising; they believe that it is in the public interest.

The striking thing about all advertising is that broadcast advertisers have voluntarily imposed substantial restraints upon their advertising practices—and that they are willing, voluntarily, to go farther still. I have every confidence that we can take the initiative—so positively and convincingly—in the matter that we will be able to abate all just criticisms.

Mr. Berge and Mr. Denny have hoped to go along as far as they can in helping us to work out legal, voluntary controls. I have begun negotiations, also, toward the same end with representatives of ANA and AAAAA. Dr. Cullen, of the Proprietary Association, is anxious to cooperate with us, also.

The competition for radio advertising is not going to become less, but greater. The increasing number of stations, the limited amount of available advertising and the trend of business on a downward swing will make competition more severe and the temptation to take poor quality advertising greater. The newspapers have gone through this experience, as have the magazines.

Radio's Service

Again, on the affirmative side are our plans for development. How radio can best serve the community is the question which we should put first in all our deliberations, as individuals and as an association. Much work has already been done by enterprising operators throughout the country. When our new Program Dept. gets under way, we shall find these demonstration jobs are capable of proper publicity, so that they may serve not only their immediate purpose, but also as a convincing answer to those whose ideas of American radio broadcasting are obtained from reading the writings of our critics.

Other industry activities relate to collateral organizations, such as RBMB and BMI. ASCAP's willingness to enter into early negotiations can be attributed to the effective coordinated effort of the broadcasting industry in its support of BMI. Whatever our action may be with respect to Mr. Payne's offer, we should give first consideration to strengthening and making certain the continuance of BMI as a strong competitive factor in the field of music copyright.

I have spoken long enough. It is impossible to speak of all our problems. It is impossible even to consider all phases of those which I have selected to discuss. No doubt many of you have ideas which you would like to express—or have expressed—about one of them. And, that brings me to another very important item; the need for careful, intelligent writing about broadcasting, by broadcasters.

One thing which impresses me is that those who have been appearing most frequently in public print—trying to tell the people about radio broadcasting—are those who know about American life and American broadcasting.

A special writer for one of our great metropolitan dailies—apparently blissfully ignorant of the Constitution—solemnly asserts that "the element of scarcity" makes it proper for the Commission to impose regulations upon broadcasters which would be improper to impose on newspapers.

Other writers pose the dilemma that the Communications Act requires the Commission to act in the (Continued on page 79)
Fred Allen Leads In Hooper Rating

Average Sets in Use Jump In Oct. 15 Report

FRED ALLEN led the list among the first 15 evening programs in the Oct. 15 program Hooper ratings released last week, with Fibber McGee and Molly second and Bob Hope third.

Average evening sets-in-use reported was 28.2, up 4.5 from last report and down 0.3 from a year ago. The average evening rating was 9.1, up 1.7 from last report, up 0.2 from a year ago. Average advertising homes was 7.6, down 0.4 from last report and up 0.2 from the same period last year. The current total sponsored hour index was 70 as compared with 68½ last report, 81¼ a year ago.

The first 15 evening programs listed in the report were as follows: Fred Allen, 25.6; Fibber McGee & Molly, 24.9; Bob Hope, 24.7; Charlie McCarthy Show, 24.2; Jack Benny, 21.0; Walter Winchell, 20.9; Screen Guild Players, 20.0; Radio Theatre, 19.9; Armstrong, 19.7; Red Skelton, 16.5; Mr. District Attorney, 16.1; Duffy’s Tavern, 15.4; George Burns and Gracie Allen, 15.1; Eddie Cantor, 15.0.

Direction

When a Girl Marries led the list of top 10 weekday programs in the report, with Portia Faces Life in second place, Lorenzo Jones third.

Average daytime sets were 16.0, up 1.3 from the last report and down 1.1 from a year ago. Average daytime rating was 4.1, up 0.4 from last report, down 0.2 from a year ago.

Average available homes was 70.2, down 1.1 from last report, down 0.6 from a year ago. The current total sponsored hour index was 83½, as compared with 84½ last report, 86¼ a year ago.

The top 10 weekday programs were: When a Girl Marries, 7.3; Portia Faces Life, 6.4; Lorenzo Jones, 6.4; Ma Perkins (CBS) 6.3; Kate Smith Speaks, 6.2; Young Widder Brown, 6.2; Breakfast in Hollywood (Kellogg) 6.1; Front Page Farrell, 5.8; Our Gal Sunday, 5.7; Aunt Jenny, 5.5; Just Plain Bill, 5.5; Pepper Young’s Family, 5.5.

Admiral Profits

ADMIRAL Corp., Chicago, and subsidiary firms, has announced net profits for nine months ended Sept. 30, after Federal income taxes but before last year’s renegotiation adjustments of $137,000, as amounting to $942,000. Net profits increased from $325,000 for second quarter to $584,000 for third quarter.

WLU Hearing

WESTERN UNION request for up to 15% increase in message telegraph rates [Broadcasting, Oct. 21] has been set for hearing by FCC on Dec. 2.

NORTH CAROLINA Assn. of Broadcasters meeting at Durham, N. C., attracted (1 to r): Richard H. Mason, WPTF Raleigh, past president and member of Executive Committee; A. D. Willard Jr., executive vice president, NAB; Harold Essex, WSJS Winston-Salem, re-elected secretary-treasurer; Richard A. Dunlea, WMFD Wilmington, re-elected vice president; Charles Grothfield, WBT Charlotte, chairman of Convention Committee; J. Frank Jarman, WRAL Raleigh, re-elected president, and Bryce Beard, WSTP Salisbury, past president and member of Executive Committee.

NCBS Outlets Are to Affiliate With Mutual Effective Friday

EFFECTIVE November 1, all or most of the stations now affiliated with North Central Broadcasting System [Broadcasting, Oct. 21] will drop out of the regional network and sales organization headed by John W. Boler, to announce affiliation with a national sales representative and association as outright affiliates of Mutual.

Walker to Represent

MBS has served 19 of the NCBS affiliates through leased wires of North Central. The network has a contract which expires December 31, 1946.

The national sales organization was selected following a pre-NAB convention meeting, Sunday in the Palmer House.


Also Heads MVN

Mr. Boler, in addition to being chairman of the board, is president of the Mississippi Valley Network which functioned briefly from February until July as a regional network originating Town and Country Time from WLW Minneapolis. The network is not now operating as such but is still owned by Mr. Boler.

The NCBS board chairman was invited to attend the meeting of the NCBS affiliates Sunday but failed to make his appearance.

The move by the NCBS affiliates to divorce themselves from Mr. Boler’s organization came less than a week after suits to recover sums estimated variously at $100,000 to $200,000 due for business placed by the network since January 1, 1946.

Mr. Boler successfully checked an attempt of five of the affiliates—KABR KGCU KVFD KDLR and KGDE—to place him in involuntary bankruptcy by obtaining a restraining order from U. S. District Court, in St. Paul, on his motion to reorganize the network. The federal court also appointed a temporary receiver and set November 15 as the date for oral arguments on Mr. Boler’s motion.

Affiliates Meet

Meanwhile, representatives of the NCBS affiliates, including A. A. Fahy of KABR, W. S. Russell, KGCU, and Ed Breen, KVFD, who were elected as temporary trustees of the network last Aug. 19, met with Carl Haverlin, vice president in charge of station relations for MBS, to discuss the possibility of becoming affiliated with Mutual as a group. Mr. Haverlin is reported to have rejected this proposal on the grounds that the network preferred to have its contractual obligations on an individual basis.

Mr. Haverlin told the delegates that each station would be welcome to sign such contracts and that the network had no objection, nor any interest in the stations operating as a regional organization on national spot or program business not placed by the network.

Wythe Walker, president of The Walker Co., said he had been approached by representatives of the former NCBS affiliates and that "an agreement was shortly to be reached" announcing the appointment of the company as national sales representatives.

Radio Dramatics

THE BIG RUSH IS ON TO JOIN THE

65 sponsors signed up during first month!

"A great new 15 minute weekly transcribed program specially built by Esquire to make your sponsor the dominant men's wear advertiser in his market! Featuring...

Sparkling Entertainment—with top-flight music—vocal, instrumental the best of talent every week.

Big Name Guest Stars—from radio, stage, screen and the world of sports. Orson Welles, Dinah Shore, Basil Rathbone, Milton Berle, Ezio Pinza and many other celebrities whose names mean LISTENING!

Fashions—a timely fashion review every week by O. E. Schoeffler, famed Esquire fashion editor, to tie in with sponsor's merchandising.

Terrific Esquire Promotion—complete kit of newspaper ads, commercials, publicity releases, merchandising tie-ins, etc., furnished by Esquire every week.

Available on Exclusive Basis—with full protection for your client.

Enthusiastic reports are coming in from all over the country. The consensus: "Esquire Fashion Parade" is a smash-hit—as an audience building program, as a result-producer for sponsors! It's going to town in Philadelphia (KYW), Detroit (CKLW), Baltimore (WFBR), San Francisco (KFRG), Milwaukee (WTMJ) and in 60 other important markets coast-to-coast. It can do as big a job on your station!

Exclusive Sponsorships Going Fast . . . Quick Action Urged . . . New sponsors are being closed every week. Because it's big name, big time radio—at local radio prices—a network caliber show no competitor's local program can possibly match! Plus the sales and prestige building value of Esquire's powerful merchandising and promotion support.

Here's the ideal show to land that hard-to-get men's wear sponsor on the dotted line—at a price he can afford. Don't wait. Grab it for your client. Send for complete details, prices and audition platter today. Phone, wire or write

Byron A. Bonnheim, Radio Director
919 N. Michigan Ave., Chicago
HOTEL PICKWICK, KANSAS CITY 6, MO.

Page 78

C - red - ed 'Managed' b, .:ACK 'GROSS

San Diego city population jumps

An Arthur B. Church Production

TAYSTEE!

Springfield, Mo.

SPSIC

7etresent be the BRANHAM

creative market is yours

"from

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with KFMB.

with post-war

BROADCASTING

Census shows

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partment of WCOP Boston to work on

WEAF New York, NBC key, to handle

one-time NBC script editor, has joined

BILL SHAFTNER, resigned.

ROBERT F. LAWS, promotion

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Pauline, D. C. Post, has been

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creates the new special in the Motion Picture and Special Events

Section of the War Finance Division.

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public interest in granting or refus-
in, of courage, of salesmanship, things, made it possible for us to
stitution those great capacities of the Am-
hand returns clipped to an income
the newspaper editor? Should the
his library, his desk and his chair?
amount measured by the value of
doctor to a percentage of his phy-
tions to broadcast 28 hours week-
tions to broadcast 28 hours week-

DIRECTING discussion at Sales
managers Committee meeting were
(1 to r): Arthur Hull Hayes, WABC
New York; James V. McConnell,
chairman, NBC; Frank E. Pelle-
grin, NAB director of broadcast
advertising.

Shaw Incomplete
APPLICATION by Bruno Shaw, former
CBS commentator who now has a
15-minute commentary (Mon., 9-9:15 p.m.) on
WNEW New York, for a new 10-kw sta-
tion on 620 kc in New York City
[BROADCASTING, Sept. 23], was returned to
Mr. Shaw last week by the FCC as "incomplete."

Lewis Warns NAB
Of Air Propaganda
Broadcasters Should Know
News Experts, He Says
WARNING that American radio could well become one of Russia's
strongest agents for propaganda, Fulton Lewis jr., MBS com-
mentator, warned delegates to the NAB Convention Tuesday against indif-
ference to the public and private backgrounds of news experts.
Speaking under the sponsorship of the Chicago Bar Association,
Mr. Lewis traced the back-
ground of Russia's present domi-
nance of Europe and termed it identical to the political methods
used by Hitler and Mussolini to

One of their most effective weap-
ons, he declared, was the Govern-
ment-controlled radio. Under di-
torship radio cannot be free to
express the people's will, he said.
Mr. Lewis said it was the duty
of every broadcaster to person-
ally know the sources of income of
those who analyze or comment on
international problems and to make it
available to the public their edu-
cational and social philosophies.
He told the 300 broadcasters who
attended the 8 a.m. breakfast
that each station should support
the United Nations in order to
threaten the world with
conflict. Subject of Mr. Lewis' talk
was "Clinical Indications of World
War III."

TBA Granted
FCC upon request of Television
Broadcasters Assn., waived until
Dec. 31, Sec. 3.601 (a) of the Com-
misions' rules requiring video sta-
tions to broadcast 28 hours week-
Simultaneously, the Commission
denied a Television Productions
Inc. request to waive requirements
of Rule 4.182, with respect to making
charges by experimental tele-
vision stations.

Postwar Manila Radio Has
Overcome Obstacles
BACK for equipment shopping tour
of the United States is Bert Silen,
Manila radio operator who blew
his own station to save it from
Jap hands, and was imprisoned
with his wife and three daughters
in Santo Tomas. He was subse-
dually managing news and
special events at KPO San Fran-
cisco until his return to Manila
early this year to put station
KZRH in operation atop a seven-
story building which was a three-
story shambles when he found it.
The station, now in active opera-
tion and affiliated with NBC, has
more than 140 sponsors, with
broadcasts in English, Chinese
and numerous Philippine dialects.
Lacking telephone lines, Mr.
Silen feeds his programs from the
studios to the transmitter eight
miles away by FM.

CUT OFF for five years by the war,
KZRH Manila is now reafiliated
with NBC. On Dec. 1 it will in-
crease from 1 to 10 kw, covering
Australia, South China Coast and
Dutch East Indies. At signing (1
to r) are: Bert Silen, president
and general manager, KZRH;
James V. McConnell, NBC direct-
or of national spot sales; Sheldon
B. Hickox Jr., NBC manager of
station relations, and Willan C.
Roux, NBC manager of national
spot sales.

This Is
WEST TEXAS
Radio Families:
1940 1946
WORM 77,279 98,280
Served by the West
Texas Network—
KRBC KBST
Abilene Big Spring
61.1% 57.0%
KGKL
San Angelo
62.0%
All day average of Listening
Homes distribution. (Robert S.
Conlan & Associates.)
Represented by
ABC MBS TSN
JOHN E. PEARSON CO.
**October 17 to October 24**

**LWAR**
Athens, Tenn.—Granted authority to make changes in automatic frequency control unit; condition: WROI-AM, Madison, Tenn.—Granted conditional modification of CP, which authorized a new station to operate on 1270 kc, 1 kw, unlimited time, AM, and change type of transmitter; condition: WROI-AM was authorized to operate the station with a change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**WOPK**
Marietta, Ohio.—Granted modification of CP, which authorized a new station to operate on 1430 kc, 1 kw, unlimited time, AM, and change type of transmitter; condition: WOPK-AM was authorized to operate the station with a change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**KAWT**
Lowell, Ariz.—Granted modification of CP, which authorized a new station to operate on 1490 kc, 1 kw, unlimited time, AM, and change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**KIEN**
Eureka, Calif.—Granted CP to install a new transmitter and new antenna, subject to engineering conditions, upon the condition of filing an application to locate the new antenna and the new transmitter.

**WMMJ**
Peoria, Ill.—Granted modification of CP, which authorized a new station to operate on 1430 kc, 1 kw, unlimited time, AM, and change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**WNAV**
Yankton, S. D.—Granted CP to install a new transmitter and new antenna on a new non-commercial educational broadcast station, subject to engineering conditions, upon the condition of filing an application to locate the new antenna and the new transmitter.

**WHEY**
Fort Collins, Colo.—Granted modification of CP, which authorized a new station to operate on 1480 kc, 1 kw, unlimited time, AM, and change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**WMMJ**
Peoria, Ill.—Granted modification of CP, which authorized a new station to operate on 1370 kc, 1 kw, unlimited time, AM, and change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**WJSU**
Cedar City, Utah.—Granted change of frequency from 1350 to 1390 kc, 1 kw, unlimited time, AM, and change of transmitter to a 25 kw, AM short wave, type transmitter, upon the condition of okaying the new transmitter and a new antenna.

**KLAC**
Los Angeles, Calif.—Granted change of power from 1 kw unlimited time, AM to 5 kw, unlimited time, AM, and change of transmitter to a 25 kw AM short wave transmitters, upon the condition of okaying the new transmitter and a new antenna.

**AM-1330, 1350 kc**
An order was also adopted granting the application of WIFC, Inc., Philadelphia, Pa., for a new station in Tifton, Ga., to operate on 1350 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1330 kc.

**AM-1350, 1350 kc**
An order was also adopted granting the application of KNX, Inc., Los Angeles, Calif., for a new station in Tifton, Ga., to operate on 1350 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1350 kc.

**AM-1350, 1350 kc**
An order was also adopted granting the application of WJKB, Inc., Dunn, N. C., for a new station in Tifton, Ga., to operate on 1350 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1350 kc.

**KSL**
Salt Lake City, Utah.—Granted CP to install a new transmitter and new antenna on a new non-commercial educational broadcast station, subject to engineering conditions, upon the condition of filing an application to locate the new antenna and the new transmitter.

**HD 17**
By Commission En Banc

**WXYC**
Philadelphia, Pa.—Granted consent to assign license of and transfer of ownership of standard station WOAI and FM station WOAI-FM from WOAI Best, Co. to the Philadelphia Bcstg. Corp., for a consideration of $8,000,000 cash for 1,000 shares (all of outstanding stock). Also granted motion that application be continued for an extension of 60 days after grant.

**WINS**
New York.—Granted license to cover CP for a new station, channel 8-OCTOBER 18

**By the Secretary**

**WSAU**
Wausau, Wis.—Granted modification of CP to extend commencement date to 11-30-46.

**WGH**
Portland, Me.—Granted license to cover CP which authorized installation of an auxiliary transmitter.

**WLBN**
Lafayette, La.—Granted modification of CP to extend application for antenna.

**WGAC**
Augusta, Ga.—Granted modification of CP to extend application for transmitter.

**WHDL**
Town of Allegany, N. Y.—Granted CP to install a new transmitter and new antenna.

**WHAN**
Charleston, S. C.—Granted CP to a new station, channel 31, for operation of a new station, subject to further review and approval of transmitter location.

**KSBV**
Ontario, Ore.—Granted modification of CP to extend application for frequency control units; condition.

**WHLB**
Town of Allegany, N. Y.—Granted CP to install a new transmitter and new antenna.

**WHAN**
Charleston, S. C.—Granted CP to a new station, channel 31, for operation of a new station, subject to further review and approval of transmitter location.

**Fisher's Blend**
Sta. Inc., Seattle, Wash.—Granted modification of CP, which authorized a new station to operate on 1500 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1500 kc.

**Davis, Ethel**
WITF, Green Bay, Wisc.—Granted modification of CP to extend commencement date to 6-10-47 and 6-14-47 respectively.

**Fishner, Howard**
Sta. Inc., Seattle, Wash.—Granted modification of CP for extension of completion date of CP to 10-26-46.

**WABF**
Portland, Me.—Granted CP to install a new station, subject to approval of location at 2nd and Putnam Sts., Marietta.

**WHOL**
Munfordville, Ky.—Granted CP to install a new station, subject to further review and approval of transmitter location.

**WAKV**
Waxahachie, Tex.—Granted CP to install a new station, subject to further review and approval of agency for antenna.

**WAKV**
Waxahachie, Tex.—Granted CP to install a new station, subject to further review and approval of agency for antenna.

**WAXM**
Yankton, S. D.—Granted CP to install a new station, subject to engineering conditions, upon the condition of filing an application to locate the new antenna and the new transmitter.

**WEAT**
Pittsburgh, Pa.—Granted CP to install a new station, subject to further review and approval of agency for antenna.

**WANA**
Auburn, Ala.—Granted modification of CP, which authorized a new station to operate on 1520 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1520 kc.

**WATX**
Ann Arbor, Mich.—Granted modification of CP, which authorized a new station to operate on 1450 kc, 1 kw, unlimited time, AM, and change of transmitter and transmitter site, operating on 1450 kc.

**WABI**
Bangor, Me.—Granted CP to install a new station, subject to further review and approval of transmitter location.

**WABC**
New York—Granted CP to install a new station, subject to further review and approval of transmitter location.

**WPFD**
Jacksonville, Fla.—Granted modification of CP for extension of completion date to 1-15-47.
WKRM Columbia, Tenn.—Granted modification of CP, which authorized a new standard station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

AM-830—Kenneff Bestg. Corp., Kenneff, Mo.—Granted CP for a new station to operate on 830 kc, 1 kw, daytime only.

AM-1230—Idaho Falls Bestg. Corp., Idaho Falls, Idaho.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time, subject to engineering conditions.

AM-1390—Eastern Idaho Bestg. and Television Co., Idaho Falls, Idaho.—Granted CP for a new station to operate on 1390 kc, 250 w, unlimited time.

WBC-TV New York City—Granted CP for a new standard station, for change of CP, which authorized a new station on 1450 kc, 250 w, unlimited time, subject to engineering conditions.

WWBF Jasper, Ala.—Granted modification of CP for extension of, at 10:00 a.m., and for change of studio location to W. S. W. Joe, Jasper, Ala.

WCBS-TV New York City—Granted CP for a new standard station, for extension of CP to install new visual transmitter.

WMAE Philadelphia, Pa.—Granted modification of CP for extension of, at 1:30, 1946; time, and for change of studio location to Callahan Blvd., Broad and Mound Sts., Philadelphia, Pa.; change of CP, which authorized a new station on 1450 kc, 250 w, unlimited time, subject to engineering conditions.

WABC New York City—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time, subject to engineering conditions.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter, approval of studio location at Natl. Bank Bldg., Bakersfield, Calif.; time, to operate on 1490 kc, 250 w, unlimited time.

WOMJ Marquette, Mich.—Granted CP to install a new transmitter.

KFCU Muncie, Ind.—Granted CP to make changes in antenna system and exact transmitter, and for approval of station to operate on 1490 kc, 250 w, unlimited time.

WBEI Elizabethton, Tenn.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WOMV Athens, Ga.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter, approval of studio location at Natl. Bank Bldg., Bakersfield, Calif.; time, to operate on 1490 kc, 250 w, unlimited time.

WIGD Dayton, Ohio—Granted application for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

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WIGD Dayton, Ohio—Granted application for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WONQ Orlando, Fla.—Granted request of WONQ to move station by specifying the directional antenna system and exact transmitter site, provided the proposed time, 250 w, unlimited time, 250 w, unlimited time, subject to engineering conditions.

WMMS Cleveland, Ohio—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KBZQ San Antonio, Texas—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KFLD Fort Worth, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

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WMMS Cleveland, Ohio—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KBZQ San Antonio, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KFLD Fort Worth, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter, approval of studio location at Natl. Bank Bldg., Bakersfield, Calif.; time, to operate on 1490 kc, 250 w, unlimited time.

WOMJ Marquette, Mich.—Granted CP to install a new transmitter.

KFCU Muncie, Ind.—Granted CP to make changes in antenna system and exact transmitter, and for approval of station to operate on 1490 kc, 250 w, unlimited time.

WBEI Elizabethton, Tenn.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WOMV Athens, Ga.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter, approval of studio location at Natl. Bank Bldg., Bakersfield, Calif.; time, to operate on 1490 kc, 250 w, unlimited time.

WIGD Dayton, Ohio—Granted application for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KAFY Bakersfield, Calif.—Granted modification of CP to change type of transmitter, approval of studio location at Natl. Bank Bldg., Bakersfield, Calif.; time, to operate on 1490 kc, 250 w, unlimited time.

WIGD Dayton, Ohio—Granted application for a new station to operate on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WONQ Orlando, Fla.—Granted request of WONQ to move station by specifying the directional antenna system and exact transmitter site, provided the proposed time, 250 w, unlimited time, subject to engineering conditions.

WMMS Cleveland, Ohio—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KBZQ San Antonio, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KFLD Fort Worth, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WONQ Orlando, Fla.—Granted request of WONQ to move station by specifying the directional antenna system and exact transmitter site, provided the proposed time, 250 w, unlimited time, subject to engineering conditions.

WMMS Cleveland, Ohio—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KBZQ San Antonio, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

KFLD Fort Worth, Texas—Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.

WONQ Orlando, Fla.—Granted request of WONQ to move station by specifying the directional antenna system and exact transmitter site, provided the proposed time, 250 w, unlimited time, subject to engineering conditions.

WMMS Cleveland, Ohio— Granted CP for a new standard station, for change of CP, which authorized a new station on 1490 kc, 250 w, unlimited time, subject to engineering conditions.
The Spartan Women
doll's dress!
Jane scurried off to buy some of the second broadcast at 10:30, broadcast at 10:00 a.m. At the end of the third broadcast presently scheduled for Oct. 21, and continued same to Nov. 19.

Radio-Television of Balto, Inc., Baltimore, Md.—Granted petition for leave to amend its application for a new FM station so as to specify a revised transmitter site.

KAND Casper, Wyo.—Granted petition for continuation of hearing on application for Vol. Assn. of KAND, presently scheduled for Oct. 21, and continued same to Nov. 19.

Radio-Television of Phoeniz, Ariz.—Granted petition for leave to amend its application for a new FM station so as to specify a new stockholder, etc., and the amendment was accepted.

Unity Corp., Inc., Mansfield, Ohio—Granted petition for leave to amend its application for a new FM station so as to show current information on personnel of the applicant.

Western Reserve Bstg. Co., Cleveland, Ohio—Granted petition insofar as it requests reinstatement and acceptance of amendment to application for CP, and the amendment specifying the frequency of 1490 kc, 250 w, was accepted, and approval of the application for CP.


Frank Mitchell Farris Jr., Nashville, Tenn.—Granted petition (as it requests reconsideration of Commission's decision insofar as it denies leave to transmit during the time presently scheduled for Oct. 25, in Washington, D.C., for the reasons specified in the Consolidated Applications, and ordered the hearing continued until further order of the Commission.

Peninsula Newspapers Inc., Palo Alto, Calif.—Granted petition for continuance of hearing on the hearing upon application of a new FM station, presently scheduled for Oct. 22, and continued same to Nov. 19.


BY COMRY JETT

Panhandle Bstg. Corp., Amarillo, Tex.—Granted modification of CP for approval of transmitter and studio locations at intersection of 22 State St., and 3rd Ave. at Lucky St., and 22 Sage, was continued until a date and place to be designated by the Commission.

Liberty Bstg. Corp., Atlantic City, N. J.—Granted modification of CP presently scheduled for Oct. 25, in Washington, D.C., for the reasons specified in the Consolidated Applications, and ordered the hearing continued until further order of the Commission.

Library Bstg. Corp., Alliance, Ohio, and Regents of Gr. School of Tech.—Granted modification of CP for approval of transmitter and studio location at 51 E. High St., Akron, Ohio, presently scheduled for Oct. 19, and continued same to Nov. 26.

William J. Brough, Tex.—Granted modification of CP presently scheduled for Oct. 23, and continued same to Nov. 20.

FRANKLISN TELECASTING

The Commission, on October 11, ordered that the hearing on applications of Hearst Radio Inc., The Tower Realty Co., and WIBC, Inc., for new Class B FM stations in Baltimore, now scheduled on Oct. 28, be continued until a date and place to be designated by the Commission.

WRAA, W. Lafayette, Ind.—Granted petition for leave to intervene in the hearing on application of WIBD.

The Commission, on November 11, ordered that the hearing on applications of Coast Radio Inc., and WIBC, Inc., for new Class B FM stations in Baltimore, now scheduled on Dec. 8, be continued until a date and place to be designated by the Commission.

The Commission, on November 11, ordered that the hearing on applications of Coast Radio Inc., and WIBC, Inc., for new Class B FM stations in Baltimore, now scheduled on Dec. 8, be continued until a date and place to be designated by the Commission.

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The Commission, on November 11, ordered that the hearing on applications of Coast Radio Inc., and WIBC, Inc., for new Class B FM stations in Baltimore, now scheduled on Dec. 8, be continued until a date and place to be designated by the Commission.
KMBY Billings. Mont.—Granted license to cover CP which authorized a new standard broadcast station, for approval of antenna, transmitter location and studio.

KPRK Lincoln, Neb.—Granted modification of CP to change directional antenna night and unlimited hours of operation.

WMOA Marietta, Ohio—Granted license to cover CP which authorized a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

KARD Canton, Ohio—Granted modification of license to change studio location to State Natl. Bank, Canton.

WFLR Syracuse, N. Y.—Granted CP to install auxiliary antenna and transmitter.

WFMC,Columbia, S. C.—Present site of main transmitter.

WXXJ Chicago, Ill.—Granted CP to reestablish CP which authorized a new experimental television station; conditions also preceded application.

KGW Area of Southern Calif.—Granted license to cover CP which authorized a new relay broadcasting station; frequency assignment subject to change in accordance with approval of transmitter location.

KXGC Pasoadena, Calif.—Granted modification of CP, which authorized a new standard broadcast station, to extend completion date by 4-20-47.

KWHJ Albany, Ore.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WMMR High Point, N. C.—Same.

WAHM Anderson, S. C.—Granted CP to install new vertical antenna and mount FM antenna on top of AM tower.

WTCN Tarboro, N. C.—Granted modification of CP, which authorized to change antenna system to AM-FM combination.

WSKY Louisville, Ky.—Granted modification of CP, for extension of completion date to 12-20-46; condition also preceded application.

WBOB Shelly, N. C.—Granted license to cover CP which authorized a new standard broadcasting station on 730 kc and unlimited hours of operation.

WTIP South Charlotte, Va.—Granted CP to install new vertical antenna and mount FM antenna on top of AM tower.

WTNC Tarboro, N. C.—Granted CP to make changes in vertical antenna and transmitter location to 1 1/2 mi. SW of Charlotte, and studio to 712 Fife St., Charlotte.

WHVD Lorain, Ohio—Granted modification of CP, for extension of completion date to 12-20-46; condition also preceded application.

WSOY Decatur, Ill.—Granted CP to install a new transmitter, make changes in antenna and power not specified, and install new FM antenna on top of AM tower.

WXGK Stockton, Calif.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1230 kc
The Tri-State Bcstg. Co., Cumberland, Md.—CP new standard broadcast station to be operated on 1430 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1300 kc.

FM—Unassigned

Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, Inc., New York—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC, and coverage to be determined—AMENDED: to change coverage to from 93.9 to 90 mc.

AM—1160 kc

Unity Broadcasting Corp. of New York, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC, and coverage to be determined—AMENDED: to change frequency from 1130 to 1160 kc.

FM—Unassigned

Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, Inc., New York—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC, and coverage to be determined—AMENDED: to change frequency from 1310 to 1240 kc.

AM—930 kc

WKJQ New York, N. Y.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by FCC, and coverage to be determined—AMENDED: to change frequency from 1280 to 1240 kc.

FM—Unassigned

AM—1450 kc

The Travellers Bcstg. Service Corp., Bridgeport, Conn.—CP new metropolitan FM broadcast station to be operated on frequency to be assigned by FCC, and coverage to be determined—AMENDED: to change frequency from 1450 to 1490 kc, power not specified, and unlimited hours of operation.

AM—1490 kc

Western Pennsylvania Bcstg. Corp., Pittsburgh, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w, and unlimited hours of operation.

AM—1100 kc

KORB Minot, N. D.—CP new FM broadcast station—Modification of CP which authorized a new standard broadcast station, for approval of antenna, transmitter, and directional antenna night and unlimited hours of operation.

AM—1490 kc

Alex B. Craig and Morgan J. Craig, d/b a Craig Bcstg. Co., Chester, S. C.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Mrs. Carla Burnham Keys, Farmville, Va.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1340 kc

Northwest Indiana Bcstg. Co., Cedar Town, Ga.—CP new FM broadcast station to be operated on frequency to be assigned by FCC, and coverage to be determined—AMENDED: to change frequency from 1340 to 1300 kc.

AM—1340 kc

Radio Bcstg. Inc., Bedford, Ind.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Associated Broadcasters Inc., Wadena, Minn.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1400 kc

Charles Vernon Berlin, Fred D. McPherson Jr. and O. D. McPherson—CP new standard broadcast station to be operated on 1400 kc, 1 kw and unlimited hours of operation.

AM—1060 kc

KCOY Santa Maria, Calif.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, transmitter, and daytime hours of operation.

AM—1240 kc

Frank C. Christl, Mildred Christl and Joseph C. Christl, d/b a Valley Park Bcstg. Co., Huntington Park, Calif.—CP new standard broadcast station to be operated on 1240 kc, 1 kw and daytime hours of operation.

AM—1290 kc

Border Bcstg. Co., Inc., Nogales, Ariz.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

AM—1260 kc

Brush Shaw, New York, N. Y.—CP new standard broadcast station to be operated on 1260 kc, power not specified and unlimited hours of operation.

AM—1200 kc

KAYR Jessica L. Longston, C. V. Darnell and O. H. Brownlow, d/b a Montana Broadcasters Ass'n.—CP new standard broadcast station which authorized a new standard broadcast station, for approval of antenna, transmitter, and daytime hours of operation.

AM—1200 kc

Joseph J. Garafalo, d/b as Huntington Ass'n Inc., New York—CP new standard broadcast station to be operated on 1200 kc, 1 kw, and daytime hours of operation.

AM—1150 kc

Howard W. Davis, Jr., as The Walmac N. Austin, Tex.—CP new standard broadcast station to be operated on 1150 kc, 250 w and unlimited hours of operation.

AM—1160 kc

Applications Tendered for Filing:

AM—1060 kc
WKMT Mayfield, Ky.—CP to change power from 250 w to 5 kw and install new transmitter.

AM—1490 kc
KSTP St. Paul, Minn.—Consent to transfer of control from licensee to Stanley M. Rubens.

AM—570 kc
WNAX Yankton, S. Dak.—Consent to assignment of license to Cowles Bcstg. Co.

OCTOBER 17

WMUR Seabrook, N. H.—CP new standard broadcast station to be operated on 1400 kc, 1 kw and daytime hours of operation.

AM—490 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b a Sky Bcstg. Service, New Orleans, La.—CP new standard broadcast station to be operated on 490 kc, 1 kw and daytime hours of operation.

AM—1120 kc

RCIL Cathedral City—Modification of CP as modified, which authorized a new standard broadcast station, for change of antenna, transmitter location and studio.

AM—1400 kc

KAYS Inc., Hays, Kans.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

(Continued on page 82)

Soft Shell (Ky.) is a real town, but it certainly offers very few sales opportunities for sea food (or anything else). The best sales territory in these parts is the area around Louiville. That's why WAVE is so proud and happy about its coverage. Actually, WAVE's listening area gives you 51% as much retail sales as Kentucky's total. That's why we suggest you anchor your radio to Soft Shell, and fish where the fishing's good!
Sevareid Censures Midwest Reporting

Says Radio, Press Avoid International Affairs

RADIO and the press of the Middle West were charged with negligence in reporting world affairs in the Oct. 19 CBS broadcast by Eric Sevareid, chief of Washington's CBS news bureau and reporter on world issues for the network since 1940.

"If world affairs do not make issues in the Middle West it is certainly due in part, to the fact that many people here have an inferiority complex about international affairs," he said in his 11:15 p.m. broadcast.

"They have a vague, uneasy feeling that this is a topic only for highbrows; and the basis of this feeling is the fact that they are being unevenly informed about world affairs. With few exceptions the local press and radio are giving people here no integrated, continued story of what is happening in the world. People get the news in sudden blobs or in scattered snippets. The biggest, most fateful story in the world does not have, out here, half the continuity of the soap opera or comic strip."

Detroit Origination

Mr. Sevareid was broadcasting from Detroit, one of the cities he visited in a two-week trip through the Middle West, reporting political trends. Other cities on the itinerary included Chicago, Columbus, Minneapolis, St. Paul, Madison. He also reported on Midwest trends Sunday, Oct. 18, 1:45-2 p.m., in the CBS period usually taken by Howard K. Smith from London.

Additional purpose of Mr. Sevareid's tour was a number of personal appearances and talks in connection with his book, Not So Wild a Dream, published this month by Alfred A. Knopf ($3.50). The book has been called the greatest reporting of the era. It is a deeply moving personal narrative of the years immediately preceding World War II, and the war years as seen by the CBS analyst who was in Europe when the war began and who reported from the front lines of every theatre of operations.

Educators Meet

EDUCATORS and station personnel from Washington, Oregon and Alaska will attend two conferences on education in radio Nov. 15-16 at Portland. Sessions are sponsored by Henry Cox, manager of KGW that city. Principal speakers are to include Jennings Pierce, NBC Western Division director of station relations, and Cecil Creed, field representative of Standard Oil Co., San Francisco.

 Detroit Video Shown

WWTD projected television outlet of WWJ Detroit, is demonstrating television at the Postwar Products Exposition in Detroit's Convention Hall ending Tuesday (Oct. 29). Allen B. Du Mont Labs., which has the WWTD equipment contract, provided equipment which was flown to Detroit.

SHOWN above with two WSYR Syracuse executives are several of the more than 60 agency and advertising executives present at a luncheon given Oct. 9 in New York's Ambassador Hotel by WSYR owner, Col. Harry C. Wider. They are: (1 to r) Virginia Butler, Lennen & Mitchell; William Wright, WSYR program director; Anne Wright, J. Walter Thompson; Charles Tanton, Norman A. Mack Co.; Col. Wider; Betty Nelson, Norman A. Mack Co.; Ralph Robertson, Colgate-Palmolive-Peet; Fritz Snyder, Biow Co.; and Vera Brennan, Duane Jones Co.

UN Support Appeals Are Carried on NBC

NBC presented more than 24 Government, United Nations and radio personalities in recordings over its stations during United Nations Week, Oct. 20-26. The recordings, consisting of appeals to the American public to support and take an active interest in the UN as an instrument of world peace, were aired over more than 65 NBC affiliated stations.

Among those heard were: Secretary of War, Robert P. Patterson; Assistant Secretary of State, William Benton; Gen. Omar Bradley, head of Veterans Administration; John Carter Vincent, Dept. of State; Eric Johnston, ex-president of U. S. Chamber of Commerce; Dr. Oscar Isævish, Argentinian Ambassador; Luis Pañilla Nervo, Mexican Ambassador; Narciso Ramos, counselor of the Philippine Embassy; Frank P. Lockhart, Dept. of State; C. H. W. Hasselriis, of the Danish Information Office; UN delegates: Oscar Lange, Poland; Dr. P. C. Chang, China; Don Jose Arce, Argentina; Joseph Hanc, Czechoslovakia; Vaasili Den- dramis, Greece; S. K. Kirpalani, India.

Fred Waring, R. V. Kaltenborn, Bill Stern, Mary Margaret McBride, Jinx Falkenburg and Tex McCrary represented NBC and the radio industry.

Extra Dividend

GENERAL FOODS Oct. 16 voted an extra dividend of 20 cents per common share to supplement regular quarterly dividend of 40 cents. Dividends are to be distributed Nov. 15 to stockholders on record as of Oct. 25. Regular quarterly dividend marked 100th consecutive payment since the incorporation of The Postum Co. (former firm name in 1922).
FCC Actions

TWO MINUTES IN BROADCASTING

AM-1520 kW Lake States Broadcasting, Milwaukee, Wis.—CP new standard broadcast station to be operated on 1520 kc, 250 w day and unlimited hours of operation.

AM-1430 kW Andave Radio Co., Milwaukee, Wis.—CP for a new standard broadcast station to be operated on 1430 kc, 1 kw and daytime hours of operation.

AM-1450 kW Western Montana Associated, Missoula, Mont.—CP new standard broadcast station to be operated on 1450 kc, 5 kw, directional antenna and unlimited hours of operation—AMENDED: to change frequency from 1450 to 1430 kc, power from 5 kw to 25 kw, change type of transmitter, change installation of new transmitter for night use to vertical antenna and change transmitter and studio location.

AM-990 kW Pittsburg Broadcasting, Pittsburg, Calif.—CP new standard broadcast station to be operated on 990 kc, 1 kw, directional antenna night and unlimited hours of operation.

Application Rejected:

FM-Unauthorized

The Atlas Bestg, Co., Baltimore, Md.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer of Potomac Electronics Corp. and coverage of 7,710 sq. mi. (Incomplete.)

Applications Tendered for Filing:

AM-640 kW UAW-CIO Bestg, Detroit, Mich.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer, power from 250 w to 500 w and daytime hours of operation.

AM-1590 kW KSJO San Jose, Calif.—Modification of CP to change hours of operation from daytime to unlimited and install directional antenna for night use.

AM-930 kW The Times Herald Co., Port Huron, Mich.—CP for a new FM broadcast station to be operated on 1530 kc, 1 kw and daytime hours of operation.

AM-1500 kW Royal Oak Bestg, Co., Royal Oak, Mich.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer of PCOF and coverage of 10,250 sq. mi.—AMENDED: to change type of transmitter and make changes in antenna system.

AM-1930 kW The Times Herald Co., Port Huron, Mich.—CP for a new FM broadcast station to be operated on 1930 kc, 1 kw and daytime hours of operation.

AM-1450 kW Royal Oak Bestg, Co., Royal Oak, Mich.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer of PCOF and coverage of 5,691,690 sq. mi.—AMENDED: to change transmission location, type of transmitter and make changes in antenna system and add stockholders.

FM-93.9 mc Owensboro on the Air, Inc., Owensboro, Ky.—CP for a new FM broadcast station to be operated on Channel 255, 93.9 mc, and coverage of 12,040 sq. mi.

FM-Unauthorized

Potomac Bestg, Corp., Alexandria, Va.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer of PCOF and coverage of 15,040 sq. mi.

FM-Unauthorized

Rahall Bestg, Co., Norristown, Pa.—CP for a new FM broadcast station to be operated on frequency to be determined by chief engineer of FCC—AMENDED: to change type of transmitter.

FM-Unauthorized

Thorton Times (co-partnership), Elizabeth R. Lyle and John D. Thorton, Scranton, Pa.—CP for a new FM broadcast station to be operated on 92.9 mc and coverage of 12,740 sq. mi.

AM-1076 kW E. H. Rowley, Nathan Clark, James O. Fetters and Charles C. Clements, Grapevine, Tex.—CP for a partnership, d/b as Texas Gulf Coast Bestg, Co., Corpus Christi.

TEX.—CP new standard broadcast station to be operated on 1079 kc, 10 kw directional antenna and unlimited hours of operation.

RX-98.1 mc Raoul A. Cortez, San Antonio, Tex.—CP for new FM broadcast station to be operated on Channel 251, 98.1 mc or as assigned by FCC and coverage of 15,828 sq. mi.

RX-100.1 kW Gaddes Broadcasting Inc., Gaddes, Ala.—CP for new FM broadcast station to be operated on Channel 251, 100.1 mc and coverage of 8,110 sq. mi.

K9G Little Rock, Ark.—CP to change frequency from 1250 to 1350 kc, increase power from 250 w to 500 w and install new transmitter and directional antenna for night use and change transmitter location.

AM-1450 kW WGAP Maryville, Tenn.—Modification of CP which authorized a new standard broadcast station, for extension of authorization.

AM-1750 kW WBT Charlotte, N. C.—Modification of CP as modified, which authorized installation of a new directional antenna for night use, for extension of completion date.

AM-1340 kW KROQ Rochester, Minn.—License to cover CP which authorized installation of new transmitter.

AM-1450 kW KDHS Boise, Idaho—Modification of CP which authorized a new standard broadcast station.

AM-1450 kW KOAT Albuquerque, N. M.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM-1450 kW KVNT Coeur D’Alene, Idaho—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter.

AM-860 kW KTRB Modesto, Calif.—CP to increase power from 1 kw to 1 kw and 5 kc and day and night use.

AM-600 kW KCVV Redding, Calif.—CP to change frequency from 1600 to 600 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use and change transmitter location.

FM-Unauthorized

Golden Empire Bestg, Co., Redding, Calif.—CP for a new FM broadcast station to be operated on frequency to be assigned by FCC.

FM-Unauthorized

E. Ogden Bestg, Co., Rialto, Calif.—CP for a new FM broadcast station to be operated on frequency to be assigned by FCC.

FM-Unauthorized

Abraham Kofman and Sara F. Kofman, Hollywood, Calif.—CP for a new FM broadcast station to be operated on Channel 255, 92.9 mc, and coverage of 12,040 sq. mi.

AM-1930 kW W250 DC Columbus, Ohio.—CP for a FM broadcast station to be operated on 950 kc, 1 kw, day and night use.

FM-91.9 mc W250 DC Columbus, Ohio.—CP for a FM broadcast station to be operated on 91.9 mc, 1 kw and coverage of 12,040 sq. mi.

Applications Tendered for Filing:

AM-1230 kW John P. Norton, Marquette, Mich.—CP for new FM broadcast station to be operated on Channel 255, 92.9 mc and coverage of 12,040 sq. mi.

FM-Unauthorized

Applications Tendered for Filing:

AM-1230 kW Dr. Dick V. W. Fort Arthur, Tex.—CP for new FM broadcast station to be operated on 1350 kc, 250 w and unlimited hours of operation.

AM-1360 kW Capital City Bestg, Co., Marianna, Fla.—CP new standard broadcast station to be operated on 1360 kc, 250 w and unlimited hours of operation.

AM-1240 kW Andrew C. Bestg, Co., a partnership, members of which are: S. C. Oliff, John E. Sitterly Jr. and Luther W. Martin, Columbus, Ohio.—CP for new FM broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM-1230 kW KDPM Superior, Wis.—Consent to assignment of license to E. A. Holle.

AM-990 kW Thomas E. Ewing, Universal Radio Features Syndicate, Laguna Beach, Calif.—CP for new standard broadcast station to be operated on 990 kc, 250 w and unlimited hours of operation.

AM-1230 kW KGPJ Los Angeles, Calif.—Receives special service authority to operate on 250 w for a period not to exceed 30 days.

AM-1230 kW WFAA Dallas, Texas.—Involuntary transfer of control of licensee corporation from George H. Dealey (deceased) to Edward M. Dealey, J. M. Mommery and George Waverly Briggs, trustees for the estate of George H. Dealey, deceased.

AM-1340 kW WCBK Alice, Tex.—Modification of CP which authorized a new standard broadcast station, to extend hours of operation.

AM-1450 kW KBHT Houston, Texas.—Modification of CP which authorized a new standard broadcast station, to change frequency, increase in power, installation of new transmitter, changes in directional antenna for night use and change transmitter location.

AM-810 kW WVOX Orange City, Fla.—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter, changes in directional antenna for night use and change transmitter location, to cease.

AM-1490 kW WPTM East St. Louis, Ill.—CP to install a new vertical antenna, new transmitter, change transmitter and studio location.


AM-1390 kW KRDU Dinuba, Calif.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

AM-1240 kW KWKL Longview, Wash.—CP to make changes in vertical antenna and use 30 kw and account amount of AM antenna on top of AM tower.

AM-930 kW KSEI Pocatello, Idaho.—Modification of CP which authorized to move transmitter, increased power in use and makes changes in directional antenna and moves antenna to top of AM tower.

Applications Tendered for Filing:

AM-1240 kW John T. Dealey, Corpus Christi, Tex.—CP for a new FM broadcast station to be operated on 1240 kc, 1 kw and daytime hours of operation.

AM-1240 kW Gordon H. Brozek, Marquette, Mich.—CP for a new FM broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM-1510 kW Doyle E. Collup, Stephenville, Tex.—CP for a FM broadcast station to be operated on 1310 kc, 250 w and daytime hours of operation.

AM-1360 kW Charles B. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur Ramseur, Owners of WORL.)—CP for a FM broadcast station to be operated on 1360 kc, 250 w and unlimited hours of operation.

AM-1360 kW P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing, a partnership, for a FM broadcast station to be operated on 1360 kc, 250 w and unlimited hours of operation.

(Continued on page 88)
A CAAMPaign to free radio news programs of any FCC influence was under way last week by Transradio Press Service Inc., New York, in a "White Paper" bidding for support of broadcasting industry "local live" programs.

The attack was aimed specifically at the Blue Book definition of "local news," which Transradio Board Chairman Herbert Moore called the "most overt move toward control of news that any governmental agency has made in years.

Demands Hearing

Mr. Moore, in a letter to FCC, demanded that it abandon the definition and call a public hearing within 60 days on "the whole question of the concept of local news and duties to interfere in the collection, preparation and distribution of news to the American listeners."

In the meantime and with a minimum of delay," he added, "we urge the FCC to renounce its intention of supervising or inspecting the manner or the classification in which news programs are broadcast by U. S. radio stations.

He asked that all stations be notified "that nothing contained in the so-called Blue Book of March 7, 1946, or any subsequent amended definition thereof, is binding upon them insofar as their collection, preparation and broadcast of news is concerned."

Mr. Moore's letter to the Commission, dated Oct. 15, was carried in a "Transradio White Paper in Reply to the FCC Blue Book." FCC authorities confirmed receipt of the letter but withheld comment.

In a separate message in the White Paper, Mr. Moore said "few people in the radio industry and evidently none in the news field have awakened to the grave danger that is buried in this subtle move to enforce a greater degree of localization of news broadcasts. You are urged to heed this warning and align yourself in the fight to keep news in this country free from government control."

'Invitation to Distortion'

Referring to FCC Acting Chairman Charles R. Denny Jr.'s Aug. 30 letter telling International News Service that a program based on wire news should be counted as "local live" if more than half of the wire material were "very substantially edited and rewritten" locally (Broadcasting, Sept. 15), the White Paper declared:

'Rejigger the wire service news a bit, says the FCC, and you'll have localized enough. Who hit upon this weird formula? It is a plain invitation to distortion and misinterpretation. Let the listening public suffer."

Mr. Denny took the position that local treatment of news, not its origin, determines the classification. Mr. Moore replied:

"Never has any responsible authority or agency seen fit to reverse the unchallengeable fact that origination, not local treatment, is the sole definition of what constitutes local news. . . . A program of national and international news based entirely upon material furnished by the press service could never qualify itself to be classified as a 'local live' program, no matter how much it is edited or rewritten by the local station's news staff prior to broadcast. To maintain any such viewpoint is capricious and certain to defeat the whole purpose of the FCC's carefully considered programs to improve the local service of radio stations."

The White Paper called the idea "the peak of all bureaucratic effrontery. News tampered with in this manner would be diluted wire copy and nothing else!"

Arguing that "FCC inspection of news programs for 'analytical and statistical purposes' is improper, unlawful and not in the public interest," the White Paper contended Mr. Denny's interpretation of the rule would induce broadcasters to "very substantially edit and rewrite the news they receive from the AP, UP, INPS or Transradio Press Service, if they are to qualify for local live programs."

Ranks With Petriillo

"For utter uselessness," the paper continued, "this ranks with anything ever done by James Petriillo."

Mr. Moore's letter told the Commission that despite "regardless of the obvious good intent which motivated this [Aug. 30] amended definition of the so-called FCC Blue Book of March 7, 1946, it is tantamount to a direct federal interference in the flow of news to the American public and as such, disregards both the letter and the spirit of the American Constitution."

He pointed out in this avowed policy of requiring broadcasters to 'very substantially edit and rewrite' more than 50% of their wire news programs will expose the American people to an orgy of distortion, irresponsible or unskilled alterations of national and foreign news, over-emphasis and/or under-emphasis and misinterpretations.

"... There is abundant history and expert testimony to impeach the whole theory of an enforced local live programs. If, however, your Commission cannot see its way clear to act without examining the abundant evidence, we request that public hearings be called within 60 days with ample opportunity for all interested parties to be heard."

Mr. Moore pointed out that press services generally forbid clients to make changes in news dispatches which would distort their meaning, or, if changes are made, refuse to have the rewritten news stories credited to them.

Public Interest Unserved

"It is therefore obvious," Mr. Moore declared, "that the public interest is not being served and could never be served by the FCC directive of Aug. 30 which literally requires, and not merely invites, broadcasters to 'very substantially edit and rewrite' more than 50% of their wire news programs will expose the American people to an orgy of distortion, irresponsible or unskilled alterations of national and foreign news, over-emphasis and/or under-emphasis and misinterpretations."

"... No one should be encouraged, least of all required, to tamper with news on its way from the reporter to the listener or reader."

The White Paper, which Transradio said was compiled and presented as a special service for the broadcast industry, said the local-news provision, "forming a part of the FCC's new procedure for granting and renewing broadcast licenses, must be fought as a separate battle and it must be won defensively. It must not be interlinked with the general fight against the Blue Book as a whole because that battle might not be won by the broadcasters. This is no prophecy; it is a warning!"

BROADCASTING • Telecasting
At ABC Affiliate Dinner

ABC AFFILIATES were dined by the network Sunday. Top left (l to r): Mark Woods, ABC president; Harold Dewing, WCVS Springfield, Ill.; Les Pfefferle, WCVS. Top right, Robert Kintner, ABC vice president; Ivor Kenway, ABC advertising director; Roger Clipp, WFIL Philadelphia.

In five two-column photos (from top to bottom, 1 to r): Gil Berry, ABC sales manager, Central Division; Harold Dewing, WCVS; Charles Stuart, KOIL Omaha; Jim Storton, ABC Central Division assistant to v-p.

Walter Koessler, WROK Rockford, Ill.; Gayle Grubb, KGO San Francisco; C. Bruce McConnell, WISH Indianapolis; Ted Oberfelder, ABC assistant advertising director.

Jack Draughon, WSIX Nashville; Lee Jahnecke, ABC eastern station relations manager; Tom Evans, KCMO Kansas City; Lester Cox, KWTO Springfield, Mo.; Joe Hartenbower, KCMO; Bob Lindsay, KFBI Wichita.

Katherine Mckarten, WINN Louisville; Glenn Snyder, WLS Chicago; Mrs. Nelle Kendrick, WINN; Jim Storton, ABC Central Division assistant to v-p.

Ray Meurer, WXYZ Detroit; Karl Sutphin, ABC Central Division promotion manager; Mrs. Edith Jansen, KUTA Salt Lake City; Ed J. Jansen, KBIO Burley, Idaho.

RCA in Turkey

RCA last week announced it had signed an agreement with the Turkish Government to install radio equipment aboard 31 Turkish merchant ships, erect a coast marine radio station in Turkey and furnish equipment for a maritime training school.

KKXEL Petitions FCC on 1540 kc Request

Calling upon FCC to invoke its new policy on amendments of applications, KKXEL Waterloo, Iowa, asked the Commission last week to reconsider its action allowing Louisiana Broadcasting Co. to request 1540 kc with 50 kw for a new New Orleans station.

The petition noted that KKXEL is on 1540 kc with 50 kw and said the station would receive "objectionable interference" from the proposed New Orleans operation. Therefore, it contended, a hearing would be necessary before the New Orleans request could be granted.

Louisiana Broadcasting Co., owned by Roy Hofheinz and W. N. Hooper (KHTT Houston), received a proposed denial of its application when it was requesting 1580 kc [Broadcasting, Sept. 30]. KKXEL contended the amendment to 1540 kc therefore should not be allowed under FCC's policy that applications which have been into hearing and have received proposed denials may not be amended if the amendment would throw the application into hearing with another application because of mutual exclusivity [Broadcasting, Oct. 7].

Radio Freedom Asked

Freedom of Radio as well as of the press and assembly was asked by Secretary of State Byrnes in the coming elections in Bulgaria, but on Oct. 29 the State Dept. said the Russian general on the Allied Control Commission had prevented Bulgarian publication of the U.S. appeal.

Doherty

(Continued from page 36-B) in merchandising better labor relations," declared Mr. Doherty.

Radio should sell to employees the fact that it provides "an attractive field of employment," he continued. "Job for job, radio is among the highest-paying industries in the country, he pointed out and pay increases during and since the war have been above average.

Attractive Field

"Why not turn the spotlight of public relations, which you use so successfully for sales promotion, toward your employees?" asked Mr. Doherty. "Management in the radio industry must maintain, and in some cases regain, fundamental control over operations. If not, the radio station's pocketbook will shrink and their attractive salaries —common to the industry—cannot be forthcoming in the future."

He urged broadcasters to answer promptly and fully all queries from the NAB Employee-Employer Relations Dept. in order to help the association assist radio in doing a better employee-employer relations job.

Folks Turn First to-

WWL

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

RADIO KIST
Santa Barbara • California
Harry C. Butcher & Staff
Telephone 4000
TWX S BAR 7389
Benjamin Franklin Building
Sixth Richest Per Capita Market in the United States

The Quality Station in A Quality Market

National Representative
Joseph Hershey McGillvra, Inc.
New York, Chicago, Los Angeles, San Francisco

Affiliated with National Broadcasting Co.
250 Watts 1340 KC

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FCC Actions
(Continued from page 85)

Ewing Best Co., Vicksburg, Miss.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation (contingent upon change in frequency of WFXI).

AM-1490 kc
WGAP Maryville, Tenn.—Application filed by Public Service Bestg. Corp. to purchase Radio Station WGAP.

AM-1130 kc
A. L. Chilton, Leonore H. Chilton and James L. Wood, a partnership, do business as Sky Bestg. Service, Kansas City, Mo.—CP for a new standard broadcast station to be operated on 1130 kc, 1 kw and daytime hours of operation.

AM-1250 kc
Tillamook Bestg. Co., Inc., Tillamook, Ore.—Application filed by a new standard broadcast station to be operated on 1500 kc, 250 w and unlimited hours of operation.

OCtober 23
AM-680 kc
WAPA San Juan, P.R.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location and change studio location—AMENDED: to change transmitter location.

AM-1600 kc
Herbert L. Wilson, Rutland, Vt.—CP new standard broadcast station to be operated on 1740 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 1700 to 1000 kc and make changes in antenna.

 새로
The Capital Bestg. Co., Annapolis, Md.—Application filed by a new standard broadcast station to be operated on 1430 kc, 100 w night, 250 w day and unlimited hours of operation—AMENDED: to change power from 100 w to 250 w, 250 w to 300 w, include directional antenna for night use only, change type transmitter and change transmitter location—AMENDED: to change transmitter location.

AM-660 kc
Heart of Ohio Bestg., Columbus, Ohio—Modification of CP which authorized a new standard broadcast station to be operated on 660 kc, 1 kw and daytime hours of operation—AMENDED: to change frequency from 660 to 1280 kc and change transmitter location from Dayton to Columbus.

AM-680 kc
Herman Radner, Dearborn, Mich.—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime hours of operation—AMENDED: to change type transmitter and change transmitter location from Dearborn to Detroit, Mich.

AM-1330 kc
WBTM Danville, Va.—CP to change power from 250 w to 1 kw, install new transmitter, directional antenna and horizontal antenna for day and night and transmitter location—AMENDED: to change frequency from 1390 to 1330 kc, power from 250 w to 1 kw, 1 kw to 5 kw, 5 kw to 1 kw, change directional antenna for daytime and nighttime use, change type transmitter and change studio location.

AM-1480 kc
Radio Antenna Inc., Shomnon, Pa.—Modification of CP which authorized a new standard broadcast station to be operated on 1480 kc, 1 kw, directional antenna and horizontal and unlimited hours of operation—AMENDED: to change frequency from 1390 to 1230 kc.

FM—Unassigned
West Central Bestg. Co., Tulsa, Okla.—CP new standard broadcast station to be operated on frequency to be assigned and licensed by FCC, 5 kw at 94.1 mc.

AM-1230 kc
The Augusta Chronicle Bestg. Bestg., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM-1230 kc
Voice of Augusta Inc., Augusta, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM-1230 kc
Georgia-Florida Bestg. Co., Augusta, Ga.—CP new standard broadcast station—AMENDED: to change frequency from 1340 to 1230 kc.

AM-1240 kc
S. C. Oliff, John E. Minter and Luther W. Davis, doing business as Midland College Bestg., Buttehber, Ga.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1340 to 1230 kc.

AM-1450 kc
R. L. Thornton, Jr., as East Side Bestg. Bestg., Winton, Wash.—Application filed by a new standard broadcast station to be operated on 1450 kc, 250 w and daytime hours of operation.

AM-1450 kc
The Mesilla Valley Bestg. Co., Las Cruces, N. M.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation—AMENDED: to change frequency from 1450 to 1400 kc.

Application Returned
Frank Andrews, Modesto, Calif.—CP new standard broadcast station to be operated on power of 250 w and daytime hours of operation. (Incomplete.)

TULSA, OKLA.
5,000 WATTS
RTUL
TULSA, OKLA.
5,000 WATTS
FREE & PETERS
Radio Representatives
WANTED: SKILLS IN COMMUNICATIONS ENGINEERING — Know your equipment, know your business. We have an immediate opening for a Senior Engineer in our Dallas office. Recent college graduate with knowledge of FM and TV Engineering and a minimum of one year's experience in broadcast engineering work is desired. Excellent salary and other benefits. Send resume to: Mr. H. H. Wiese, Manager, WCAQ, Dallas.

Convention
(Continued from page 19)
developments in American broadcasting, and their shadows were cast before in the sessions of the 24th annual convention. There was no soft talk this time about broadcasting's shortcomings. There was a frankness among broadcasters that matched that of the marginal critics. William S. Paley, chairman of the board, CBS, in an address Thursday sounded the call for self-regulation.

“We have allowed criticism of radio, for lack of appropriate reply to assume the dimensions of a fault among certain minority groups,” he told delegates. “As our primary job, I propose that we be militant, not defensive about it.”

He acknowledged the soundness of some criticisms of radio and proposed that the industry develop and enforce a code as a positive action toward better radio.

Edgar Kobak, MBS president, speaking at a panel on public relations Wednesday, remarked: “One bad program, one bad spot announcement, one poorly run station condemns the whole industry. We brag too much in this business. Let’s undersell a little. Publicity and public relations won’t correct our bad strategy.”

Harold Hough, general manager, WBAP Ft. Worth, who was elected to the board, speaking at the same meeting, called upon broadcasters to “remember the forgotten man—the listener.” He praised Chairman Denny’s speech before the assemblage as a “grand job in public relations” and one destined to “improve relations between industry and Government.”

These were sentiments which found echo in corridors and hotel rooms.

900 Newcomers Bring Changing Outlook
At the last wartime conference, there were 1100 broadcasters. At this convention, there were 2000. This meant 900 new broadcasters. Three years of war and one of reconstruction had passed. Some place 900 newcomers had entered the fold. They were welcomed as delegates, taken in as companions in a mutual enterprise and—none among the pioneers would fail to admit—looked upon with some nervous misgivings. This, it appeared, was the new radio.

The exhibitors, merchants with a keen sense of timing, had caught the spirit of things to come. Exhibits were devoted almost exclusively to FM and television. RCA, in cooperation with WBBK Chicago, televised the proceedings of the convention for the benefit of those who could not crowd into assembly halls. Many broadcasters, unacquainted before with video, saw themselves appear magically on the kinescope. “It’s a rich man’s business,” most of them agreed. But

Present, Past President
Ryan presents Miller for keynote address

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they acknowledged that even the rich must live—and it looked like they acknowledged that even the receivers,” Mr. Denny had told the prow had pointed—and launched American radio that the talent, charge buttons of the lapels of the are accustomed to such modest on a lot of people were going to drink beer. Most of the newcomers are accustomed to throw in the towel.

Wayne Coy, assistant to the publisher of the Washington Post in charge of its radio properties, was elected to the board of directors. Mr. Coy is a liberal. He was in the silent cabinet of President Roosevelt. He is president of the American Legion.

Mr. Coy is a liberal. He was in the silent cabinet of President Roosevelt. He is president of the American Legion.

Coy’s Election Typifies Changes

Mr. Coy is a big mind with a small station viewpoint. He is an FM enthusiast. His election was not the only evidence of renewed interest in small market operations, however. Speaks in the direction that he would introduce a new and “healthy” influence at board meetings. And he was elected by the pioneers.

**Monday**

**RESEARCH** program towards adequate evaluation of present methods was decided at Research Committee Meeting, with NAB. NAB Research Director Kenneth Baker urged to rush project. Committee also recommended Denver U. survey be repeated; Mr. Baker reported on newspaper policies in carrying radio listings. At meeting of Subcommittee on Sales Practices, John M. Outler Jr., WSB Atlanta, urged standardization of station rates and definitions; Arthur Hull Hayes, WABC New York, submitted final report on rate cards by the standardization sub-committee, with recommendations of timebuyers, station men, representatives and others incorporated. The report was approved and was distributed at the Thursday sales clinic.

**Standard Form Goes to AAAA Soon**

Lewis H. Avery, president of Avery-Knodel, New York, in the absence of Walter Johnson, WTIC Hartford, chairman of the Committee on Standard Contract Forms, announced that the new standard form will be submitted to the AAAA board Oct. 27-28. If this approval is given, it will be distributed to all NAB members.

Frank Webb, of Avery-Knodel, Los Angeles, former chairman of the Subcommittee on Audience Measurement, reported for Chairman Beverley Middleton, WSYR Syracuse. The report proposed that NAB start an educational program to aid all those who use radio research in utilizing various research findings. The report was approved.

Stanton P. Kettler, WMNN Fairmont, W. Va., chairman of the Subcommittee on Audience Measurement, reported for Chairman of the Joske Advisory Subcommittee, said the Joske report on the one-year clinical test of radio had met with an enthusiastic response.
CBS Groups Assess Network Activity

Affiliates and Owned Stations Gather
In Chicago

RESULTS of network activities on behalf of its affiliates were discussed at two pre-convention meetings Sunday, conducted by CBS executives and representatives of all CBS owned and operated and affiliated stations.

Howard S. Meighan, CBS vice president and director of station administration, presided at the closed session Sunday afternoon at the Drake Hotel, at which Columbia O&O stations’ problems were discussed. Also from network headquarters were Elmo C. Wilson, research director; his assistant, Oscar Katz; Jack Van Volkenburg, general sales manager of CBS Radio Sales, and his eastern division assistant, Herbert Carlborg.

From the O&O stations, attendance included Arthur Hull Hayes, WABC New York; Frank Paulk, WBEM Chicago; Harold E. Fellows, WEEI Boston; Wendell B. Campbell, KMOX St. Louis; Donald W. Thorburn, vice president in charge of the Pacific Coast division, who spoke for KNX Los Angeles; A. E. Jockey, WCCO St. Paul-Minneapolis; and Carl Burkland, WTOP Washington, D. C. Also present was Thad Holt, president of WAPI Birmingham, Ala.

The evening session, conducted for members of the Columbia Affiliates Advisory Board, at the Ambassador East, was addressed by William S. Paley, CBS board chairman.

Other speakers included Frank Stanton, CBS president; Joseph H. Ream, vice president and secretary; William C. Gittinger, vice president; H. V. Akerberg, vice president in charge of station relations; Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; and Earl H. Gammons, vice president and director of CBS Washington.

FRANK WEBB NAMED MANAGER OF KVPO

FRANK V. WEBB, manager of the Los Angeles office of Avery-Knodee Inc., has resigned to accept the general managership of KVPO Honolulu, T. H., effective November 1 according to Harold T. Kay, president of Pacific Broadcasting Co., KVPO is a newly licensed station with 10 kw on 690 kc, fulltime, and affiliated with the ABC. Mr. Webb said he expected KVPO to be on the air by January 1.

Mr. Webb has had long experience in sales management and radio advertising. Before joining Mr. Avery, he was general manager of the broadcasting division of Farnsworth Television and Radio Corp. Prior to that he was associated with five years with Westinghouse radio division, as sales manager of KDRA Pittsburgh.

Mr. Avery said he had no plans for an immediate replacement in the Los Angeles office.

Facsimile
(Continued from page 20)

FRANK V. WEBB

Mr. Webb said he expected KVPO to be on the air by January 1.

Facsimile can aid a broadcaster in promoting his FM and even his AM program service, according to Mr. Hogan, president of Radio Inventions and of the New York Times stations WQXR (AM) and WQXQ (FM).

Speaking as a broadcaster, Mr. Hogan said that WQXQ will broadcast FM aural programs in the late afternoon and evening and facsimile during the other daytime hours, designing its facsimile service to increase the audience for its FM sound broadcasts. He predicted that by the time there are enough FM receivers to require full 17-hour daily sound programming a multiplexing technique which has been perfected, enabling simultaneous sound and facsimile broadcasting.

In answer to a question about costs, Mr. Hogan said that $10,000 is enough to get an FM broadcaster started in facsimile, comprising that amount with the $250,000 he put as necessary to get into television. Receivers are expensive now, he said, but he added that manufacturers had told him that in quantity production an FM-FM-facsimile receiver would cost no more than an AM-FM-phonograph combination.

RENEWING old friendship with CBS executives (top photo) is W. Howard (Slim) Summerville (l), general manager of WWL New Orleans. They are: William S. Paley (c) and H. V. Akerberg (r).

In next photo, Frank Stanton (r) greets C. T. Lucy, general manager of WRVA Richmond.

Frank Eighmey, general manager, WTAD Quincy, Ill.; Earl H. Gammons, and J. Kelly Smith, CBS stations relations director (third photo).

Banquet meeting of Columbia Affiliates Advisory Board (lower photo) included (1 to r): I. R. Loonsbury, general manager of WQR Buffalo and advisory board chairman; Frank Stanton; William S. Paley and Arthur Church, general manager of KMBC Kansas City.

Stock Transfer Sought

At KVNU Logan, Utah

AN APPLICATION seeking FCC consent to the sale of 14,994 of the 9,857 shares of outstanding stock of KVNU Logan, Utah, to present stockholders for $20,000 has been filed with the Commission. KVNU operates on 1230 kc with 250 w fulltime.

Stock would be transferred from H. F. John H., Clair M. and Emma K. Laub, and Adrian W. Hatch to Herschel Bullen, president, who would control 45%; Reed Bullen, secretary-treasurer, who would have 31.5%; Dan B. Shields, vice president 6.7%; Herschel Keith Bullen 4.9%; T. H. Bullen 5.9%; and Helen Bullen, 69%.

WSUA Starts

WSUA Bloomington, Ind., 1000 w on 1010 kc daytime only, went on the air Oct. 23. Offices are at 117½ W. Kirkwood. Warren G. Davis is president, general manager; Lyle Warrick, commercial manager; William Marlowe, program director; James Rolfe, chief engineer.

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR

BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

Page 90 • October 28, 1946
BENJAMIN COHEN, UN Asks Radio to Aid Peace

He termed facsimile "a phase of broadcasting which is destined to have widespread effect."

Among other developments not too far off are 50 kw tubes for broadcasting services on frequencies below approximately 1000 mc "within a year or two," said Mr. Jett. Another development - the resonant cavity magnetron - is efficient at frequencies ranging from 600-10,000 mc and will be the basis for many postwar circuits in that range, he added.

**Stratovision Tests To Be Speeded**

Production of much equipment, such as cathode ray tubes and quartz crystals, stepped up during the war by necessity, shortly will assure industry sufficient amounts at low costs, according to the Commissioner. Stratovision is expected to provide a new broadcast service. In this connection Mr. Jett said the stratovision experiments "will be accelerated in the near future when more tests are made from a fully-equipped B-29 type aircraft."

Broadcasters, he said, should be particularly interested in Commission rules for preventing interference from medical diathermy and industrial heating equipment. Interference by automobile ignition systems is being studied by the Commission, he continued. The automobile manufacturers are considering a recommendation by FCC Chief Engineer George P. Adair that manufacturers begin immediately to prepare their cars to meet acceptable standards by Jan. 1, 1948, said Mr. Jett.


The Canadian parley probably will be postponed to 1948, he said, inasmuch as the U. S., and probably other nations, could not submit proposals by Oct. 1 as provided in the NARB interim agreement adopted in Washington last February. "Although it is reasonably certain that the present allocations will remain in force for many years to come, it cannot be guaranteed that any service will remain permanently in its present place in the spectrum," declared Commissioner Jett.

The U. S. has asked for a 90-day extension, which means that proposals must reach the Inter-American Radio Office in Havana by Jan. 2, 1947. Preparatory work must begin "with a careful examination of the entire NARBA treaty, as well as the Interim Agreement," said Commissioner Jett. He outlined these matters of policy nature which should be reviewed:

1. Definition of the North American Region. Should Alaska, Hawaii, and Puerto Rico be included? If so, under what conditions?

2. Definition of the standard broadcast band. If the lower limit is set at 540 kc (as proposed last year by the FCC) the U. S. must be prepared to deal with that subject.

3. Existing treaty provides for 59 clear channels, 41 regionals and

(Continued on page 92)
Convention
(Continued from page 91)

6. No problem. Except to de-
termining the status of the NAB Presi-
dent Justin Miller

“Broadcasting’s Public Relations,”
casters at Wednesday’s session

man-the listener.”

relations job it must

Small Markets, deadlines with ASCAP in
general manager of BMI, outlined
music

an improved service.”

for expansion, but also to render

to “Hoopers”, urged speakers. At

audience, pay a little less attention

casting’s Public Relations” panel.

gar Kobak and others on “Broad-

Justin Miller, MBS President Ed-

quencies, not only to provide

the spectrum,” declared Mr. Jett.

remain in force for many years

that any service will remain

that it is without these

right time. But we’re

that the trend in the domestic services has
been in the direction of developing and
providing higher bands of fre-
quencies, not only to provide

face. It is clear, for instance, that

sale. We don’t have

speak, we must resolve

Let’s undersell a little. Publicity

and public relations won’t correct

our bad strategy.”

Mr. Kobak said he’d “like to see

we're going to clean house,” he

But the public remembers

and six months from now they're

going to know whether we have
cleaned house. When we make

promises to clean up we must fol-

low through.”

“We’ve got to clean up our poor

programs. We’ve got to modernize

our business methods. Public rela-
tions starts with private relations.

We’ve got to educate ourselves and

our own people first before we can

equate the public. We've got to

got off the defensive.”

Mr. Kobak said “everybody is

sensitive about something” and it’s

up to broadcasters to “keep that in

mind when you’re doing your public

relations.”

Mrs. Kitchell told how women
directors and commentators partici-
pate in civic affairs, broadcast

“public service” announcements
(because broadcasters are inclined
to place such announcements on

women’s programs) and how they
judge various contests. That’s all

public relations, she explained.

Referring to the “volunteers”
mentioned by Mr. Kobak, Mrs.
Kitchell said “it’s wise to get those

volunteers on our side.” Mrs.
Kitchell expressed the view that

women directors probably “know

more about listeners” than others

because they are constantly in

touch with them.

Mr. Hough called FCC Chairman
Denny’s address as given at the
Wednesday luncheon session “the

grandest demonstration of pub-

litical relations.” He said he be-

lieved Mr. Denny “put the FCC in

busy with Hoopers” and neglected

the “forgotten man.”

“We think all we have to do is

put a program on the air, and label

it ‘public service’. We’ve got to
realize that just labeling a show

‘public service’ doesn’t make it a
service. The listener can be forgot-
ten in more places and more ways

than anyone else.”

Mr. Hough recalled the com-
plaint filed a few months ago
against the Texas Quality Network
by a candidate for governor who
objected to the time allotted for
political broadcasts [Broadcasting,
Aug. 5, 12].

Met Issue in Usual
Vigorous Manner

“We met the issue as broad-
casters in our usual vigorous man-
er,” said Broadcastor Hough. “We
just sat there like ducks on a
pond.” Then came FCC examiners
and hearings.

“For two days they talked about

free speech and everything under

the sun but the listener—the for-

They love us in Memphis!
MORE LISTENERS PER DOLLAR
THAN ANY OTHER STATION
(SEE OUR HOOPER)

WHLM

The Mid-South’s Only 24 Hour Station!
REPRESENTED NATIONALLY BY FORJOE & CO.
fore the end of that contract, ASCAP still refused to discuss terms with the NAB committee, Mr. Kaye said.

"What is it that has changed?" he asked. "The economic motives are the same. The men at ASCAP are the same...only one thing has changed. There was no BMI in 1939. There is a strong BMI in 1946."

Admitting frankly that with most of the leading songwriters bound to ASCAP by long-term contracts the majority of big song hits are of ASCAP's own composition, Mr. Kaye reported that nonetheless BMI licensed music now accounts for over 40% as many station performances as ASCAP licensed music, and that BMI and public domain combined account for over 75% as many performances as ASCAP music, which he termed "a healthy competitive situation."

BMI, today, he said, has almost 1100 AM commercial licenses in the United States, more than 1200 in the U. S. and Canada, plus practically all hotels and wired music service and increasing numbers of restaurants.

**ASCAP May Renew For Nine Years**

Describing the legal situation, Mr. Kaye said that ASCAP has the right to renew its present licenses automatically for an additional nine years from their Dec. 31, 1949, expiration date if it chooses to leave the rate of payment unaltered. But the right of broadcasters to switch from blanket per program licenses is expressly limited to the original term of the contracts, so they will be frozen to whatever type of license they have when that term expires.

If ASCAP wants increased payment, it will have to notify the broadcasters of its new terms by Dec. 31, 1948, Mr. Kaye stated. Broadcasters will then have the choice of cancelling their licenses at the end of 1949, or entering into arbitration to fix the percentage of gross they will pay for the next nine years, with the percentage constituting a floor which may be raised but not lowered. The division of the radio audience among the greatly increased number of stations and the costs of developing FM and television probably will not decrease the gross of the broadcasters. But in the event of cancellation of the ASCAP contract as of the end of the original term, or they may shift to the per program basis so that they can control uneconomic cost factors by varying the amount of ASCAP music performed.

BMI contracts expire in March, 1950, Mr. Kaye said, adding that as control boards created in the broadcasters the contractual relationship is of a family nature. Despite this, he said, BMI will probably ask for renewals well in advance.

Reminding the broadcasters that the BMI license fee is not an absolute amount but a maximum, he pointed out that during the period of excess tax assessments there was no chance of building up reserves BMI has followed the policy of reducing them for license fees below the maximum.

The abolishing of the excess profits tax now clears the way for certain plans which have long been in contemplation," he said, "and it is probable that broadcasting licensees will for a time, at least, be asked to pay the full maximum license fees."

On television rights, Mr. Kaye said that ASCAP claims video rights from its members only through 1948 and cannot include them in any renewal contracts. BMI, however, "treats and will continue to treat television licenses upon the same basis as any other broadcasting license."

At the Wednesday afternoon sessions two admonitions to the by-laws were adopted. They vest in the board of directors authority to promulgate standards of practice or codes, and to provide for their enforcement; and to provide for the cancellation of any broadcast license by the board can submit changes in the charter or by-laws to membership.

**Thursday**

ALTHOUGH the overwhelming majority of people like American radio, the minority of critics can not be ignored, Dr. Paul F. Lazarsfeld of Columbia U., who analyzed the NORC Survey, told the Thursday morning general session of the NAB Convention. Nor will the public support an uncompromising fight against some Government regulations. But he added that broadcast stations should make sure that news reporting is truthful. About one-third of Americans feel that the Government should make sure that news reporting is truthful.


On television rights, Mr. Kaye pointed out that 82% of the public thinks radio is doing an excellent or good job, that they certainly do not favor Government ownership, with 70% saying that radio should be left in the hands of private business.

"Yet," he said, "they definitely feel that the Government should have a number of review functions. Two-thirds believe that the Government should make sure that news reporting is truthful. About one-third of Americans feel that the Government should make sure that news reporting is truthful."

Reporting that "at the moment your fairness is not at issue," with

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**Worthy of an Engineer’s Careful Consideration**

- **Type 102-A Line Amplifier**
  - TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristics and ample power output with low distortion products.

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**The Langenov Company**

- Sound Reinforcement and Reproduction Engineering
- New York
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**October 28, 1946 • Page 93**
Convention
(Continued from page 92)

81% of the survey's respondents saying that radio stations generally fair, Dr. Lazarsfeld asked broadcasters how they would argue their case if "at some future time your program policy were questions that substantial part of the public."

He said that recently he and some top NAB officials found themselves in an embarrassing position when, in preparation for the At-traction of NAB's forthcoming conference on the prevention of juvenile delinquency, panels were appointed to collect information on the role of radio and motion pictures in this problem. Hollywood Dr. Lazarsfeld reported, "immediately produced interesting data: The number of crime pictures they had made, the manner in which policemen were treated on the screen, how they avoided giving specific information on criminal techniques, etc."

"But," he continued, "we on the radio panel had nothing to show. As a matter of fact, Columbia U. offered to carry through a content analysis of radio scripts, but we were unable to get scripts released for this purpose."

Suggests Cooperative Script Analysis

Declaring this an "unhealthy and paradoxical situation," he asked how broadcasters "can meet the charge that news commentators are biased or that crime dramas contribute to juvenile delinquency if you have not even machinery to review what is actually going out from your transmitters." He urged broadcasters in each community to set up machinery for cooperative script analysis, with each station submitting scripts perhaps one day in each month.

"With the present study," Dr. Lazarsfeld stated, "you can take the most important step in giving a public account of your industry's activities; you have shown how people look at radio. No doubt you will sponsor further research. One of the next steps should be a report of how radio programs themselves look."

Some broadcasters have asked why, when the public's great satisfaction with radio was the major result of the survey, so much space in the report was devoted to the views of radio's critics, Dr. Lazarsfeld said. Explaining this, he said that these critics "are solid citizens and well-intentioned men and women . . . a minority, but obviously a very important one." They are, he said, "in the great line of American reformers who have spent whole generations to establish schools, to abolish child labor, to reduce working hours, only to find that people spend this time listening to your radio programs."

ALL ANGLES of Joske's Department Store were aired at Thursday morning session. Planning round table procedure the night before were (1 to r) Walt Dennis, radio and television director, Allied Stores Corp.; Lee Hart, NAB retail advertising supervisor; Lewis H. Avery, head of Avery-Knodel, station representative.

Of the triple role of broadcasting—a craft, a business and a social force, Dr. Lazarsfeld said: "Your critics admire your craftsmanship; they are sure that you are good businessmen. But when they think of radio as a social force they keep their fingers crossed." Urging broadcasters not to underestimate these critics, who, even if they seem negligible as an audience, "are a formidable public force and have won many battles," he said that "you and your critics will somehow have to come to terms, for the good of the country as well as for your own peace of mind."

Dr. Lazarsfeld said that on the question of the public's attitude toward advertising, which revealed that only one-third had a negative reaction to radio commercials, he had been accused of belaboring the point, checking and cross-checking, to the point of boredom. The answer, he said, is that "only if a controversial point is checked and cross-checked do statistical findings create real confidence with if we were frank, I, like most of you in this room, would have rather nasty things to say about some radio commercials. Thus I had to be very sure of my data before I was willing to declare that two-thirds of the population do not object to commercials and that a quarter even like them."

RELATES HISTORY OF JOSKE'S TEST

At the Retail Radio Advertising Clinic Thursday morning James H. Calvert, president of Joske's of Texas and "father" of the one-year analytical test of broadcasting, recalled the history of the project from the time he witnessed the NAB's promotion film. He praised the cooperation of the NAB staff and called for a continuing study of the broad field of radio for retailers.

James H. Keenan, vice president of Joske's, outlined lessons learned from the clinical study and told of the problems in undertaking the first major use of the broadcasting medium by a department store. He told of the advantages of the "beamed technique" by which programs are aimed at predetermined audiences to sell specific products and services.

Walt Dennis, radio and television director of Allied Stores Corp., went into the beam technique and checking of results against use of the medium.

Howard P. Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., urged broadcasters to study the Joske's study "involves all to retailers. He suggested that the contact buyers and other store supervisory and sales personnel to become familiar with the store's side of the problem.

Cecil K. Beaver, general manager of KTBS Shreveport, La., active in the clinic when he was sales manager of WOAI San Antonio, recalled how stations worked together during the study. He said stations in the city have absolutely no fear that other stations will chisel in getting retail business.

Miss Hart Emphasizes Well-Planned Copy

Lee Hart, NAB assistant director of broadcast advertising, advised broadcasters to read the forthcoming chapter on copy in the Joske report. A well-planned copy department is necessary, she said in recalling her task of preparing copy and training personnel for 54 programs and 199 announcements per week.

Harold Fair, program director of WHO Des Moines, who spent nearly a month as consultant to Joske's in getting the broadcast test under way, said the test proved that adequate production facilities must be supplied by broadcasters.

John M. Outler Jr., WSB Atlanta, of the NAB subcommittee on sales promotion, who took over the meeting to submit a resolution of appreciation on behalf of NAB and stations for the services of all who took part in the clinic.

At the opening of the afternoon Broadcast Advertising session the convention adopted a resolution condemning efforts to obtain free use of station facilities for commercial advancement efforts to buy time on a per inquiry or contingent guaranteed-return basis.

Text of the resolution follows:

The maintenance and protection of the American system of broadcasting is predicated on the observance of sound business practices and high standards of ethics—both on the part of the station and of those who would use its facilities.

The NAB regards any effort on the part of any organization or interest which seeks commercial advantage through the free use of a station's facilities as being unsound, unwarranted and contrary to the best interests of the industry.

Such efforts by commercial enterprises to purchase radio facilities on a continuing guaranteed return or per inquiry basis are declared by this association to open the way to fraudulent and discriminatory practices, and to be undermining of the entire structure of American radio. Such practices are, therefore, condemned as unethical and contrary to the public interest of the stations and the industry and of advertising in general.

It is the will of this association.
FCC Seeks Support of WOKO Decision

Misrepresentation Alone Disqualifying

CONTENDING that false statements to the FCC are themselves sufficient reason to terminate a station's license, the Commission last week asked the U. S. Supreme Court to uphold its 1945 denial of license renewal to WOKO Albany.

The request and supporting arguments were presented in a brief appealing from the 2-to-1 decision in which the U. S. Court of Appeals for the District of Columbia reversed the Commission's WOKO denial last January [Broadcasting, Jan. 28].

The denial was based on grounds that Sam Pickard, former Federal Radio Commissioner and one-time vice president of CBS in charge of station relations, owned a 24% interest in WOKO which was not reported to the Commission.

In its brief to the Supreme Court, FCC disputed the lower court's findings that factors such as "hidden ownership"--including program service, what the Commission's attitude toward the WOKO application would have been if Mr. Pickard's interest had been properly disclosed, and the effect of license denial upon WOKO property value--should also have been considered in passing upon the renewal.

Under the Communications Act, FCC asserted, willful failure to report the facts justifies denial of license. Consideration of other factors is not necessary, the brief continued, when one factor is enough for disqualification.

The brief was filed by J. Howard McGrath, Solicitor General; Stanley M. Silverberg, special assistant to the Attorney General; and, for FCC, General Counsel Benedict P. Cottone; Assistant General Counsel Harry M. Plotkin, and Counsels Max Goldman and Erich Saxi.

WOKO now is operating on special temporary authority.

Thomas (Continued from page 18)

Different From Technicolor

Mr. Thomas explained the process differs from technicolor in that it is natural color reproduction and does not involve the complicated "dye" process. These systems are called "subtractive," whereas the Thomas method is an "additive" system. Its television application would differ from the Cinemascope technique, since there is no movable color wheel and no mechanical parts are used in producing the filtered color.

The optical unit in the camera has a single aperture, behind which are three lenses. Behind these lenses are three filters in gradations of black and white. The three colors used are red, blue and green, combinations of which reproduce the full color spectrum. The colors are reproduced in perfect register, it is claimed. The three images superimposed produce the natural color, and also a dimension of depth not normally obtainable in black-and-white photography.

Mr. Thomas said he had no idea of developing a color television process when he began his experiments which resulted in procurement of five patents for the Thomascolor system. Rather, he had been a pianist, and secretary for the director of special services, "have resulted in improvements in radio news service, to those who are employed in the employment of competent personnel and the development of news coverage."
Help Wanted

Wanted—Manager of radio station to locate in middlewest who will be interested in developing a station. Give experience and qualifications with your letter. Box 112, BROADCASTING.

Program director for 250 kW Midwest network affiliate. Must have advertisement experience with staff. Send full background, references, salary requirements. Reply Box 123, BROADCASTING.

Help Wanted (Cont’d)

Continuity, 5 kW network station in Georgia expanding staff needs man or woman with ability to produce creative advertising ability as well as on-air work. Advancing position for capable staff copy writer. Give details, education, salary expected, few facts about yourself. Reply Box 116, BROADCASTING.

Wanted 5 kW southern station around December 1st. Interim FM background required. Top salary will be paid for excellent performance. Full complete information including snap, with reply. Box 155, BROADCASTING.

Wanted in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience, salary required. Box 130, BROADCASTING.

Announcers, experienced. ABC station. Give description and salary requirements. Reply Box 140, BROADCASTING.

Salesman needs to sell 100 kw network with studio in Milwaukee, Wisconsin. Needs high grade radio salesman. Box 144, BROADCASTING.

Wanted: Two engineers with first class licenses for 40 hr. week, with time and half for overtime. Wire or call Radio Station WFIL, Philadelphia, Pennsylvania. Reply Box 110, BROADCASTING.

Complete staff for 250 watt local station in New Hampshire. Must have first class license. Write about October 23rd. Need 4 combination engineers, one must be capable handling studio controls. Engineers (3) wanted for new, unusable small station in the nation (with 50 kw transmitter). The station is located in New York State. Goes on air December. Send complete résumé of experience, salary required, references, etc. We want good men who are willing to locate in a small station and who want good, permanent position. Box 126, BROADCASTING.

Situations Wanted

Producers, directors, management positions in all phases of radio and television. Platter to news, writing, production, direction, etc. Contact person at 110 Madison Avenue, New York City. Box 120, BROADCASTING.

Organist—pianist—announcer. For steady work in the Detroit area. Box 114, BROADCASTING.

Radio station in Great Falls, Montana, about to open in Hawaii needs several engineers, some with experience. Write for position opening in Great Falls, Montana. WMRP, Flint 4, Michigan.

Desire connection with progressive station in Rocky Mountain West. KIUP, Durango, Colorado. 3000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience, salary required. Box 130, BROADCASTING.

Wanted: Two engineers with first class licenses for 40 hr. week, with time and half for overtime. Wire or call Radio Station WFIL, Philadelphia, Pennsylvania. Reply Box 110, BROADCASTING.

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Program director with wide program experience and announcing experience wishes to accept a position in a medium sized city. Thoroughly experienced in program originations. Record and photograph upon request. Box 67, BROADCASTING.

Organist—pianist—announcer. For steady work in the Detroit area. Box 114, BROADCASTING.

Situations Wanted (Cont’d)

Announcer, 19 years announcing experience in Army. Disc available. James C. Wagner, 109, BROADCASTING.

Wanted: Two engineers with first class licenses for 40 hr. week, with time and half for overtime. Wire or call Radio Station WFIL, Philadelphia, Pennsylvania. Reply Box 110, BROADCASTING.

Complete staff for 250 watt local station in New Hampshire. Must have first class license. Write about October 23rd. Need 4 combination engineers, one must be capable handling studio controls. Engineers (3) wanted for new, unusable small station in the nation (with 50 kw transmitter). The station is located in New York State. Goes on air December. Send complete résumé of experience, salary required, references, etc. We want good men who are willing to locate in a small station and who want good, permanent position. Box 126, BROADCASTING.

Assistant Announcer—墉, 1970. 10 years experience in program supervision. Platter to news, writing, production, direction, etc. Contact person at 110 Madison Avenue, New York City. Box 120, BROADCASTING.

Organist—pianist—announcer. For steady work in the Detroit area. Box 114, BROADCASTING.

Radio station in Great Falls, Montana, about to open in Hawaii needs several engineers, some with experience. Write for position opening in Great Falls, Montana. WMRP, Flint 4, Michigan.

Desire connection with progressive station in Rocky Mountain West. KIUP, Durango, Colorado. 3000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience, salary required. Box 130, BROADCASTING.
**Situations Wanted—(Cont’d)**

Ga. or Fla. only! Executive position. Young, Negro. Box 31, BROADCASTING.

West coast—Top grade announcer, specializes in commercial voice work. References, photos. Box 32, BROADCASTING.

**FCC vs. NAB**

(Continued from page 18) Joy on the pages that come off the regular FCC's press releases.

At this point he asked ex-Chairman James Lawrence Fly if he agreed with all these points. Mr. Price then presented the conclusions of the hearing.

**License Renewed**

But the Commission, Chairman Denny said, "made the mistake of renewing the license," apparently referring to President Miller's remark of the day before that the decision could not be tested in court inasmuch as the license had been renewed.

Then he said, in effect: "I don’t know the answer. I have an open mind. Maybe we ought to try to go further into the situation. Maybe we ought to give both sides a hearing. If radio stations are to be editorialized—until they agree that they technical regulations are necessary.

"We must choose licensees. We must achieve a balance. We can’t put all stations in the hands of one group, so the FCC goes into elaborate regulations, ideologies, philosophies. I don’t know if that’s a good thing. More thought should be given to it."

Mr. ground Denny concluded with a defense of the Blue Book, saying it was not an issue of free speech, but in essence an effort to persuade radio to cease commercial excesses.

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NAB Advises Small Market Stations

Good Labor Relations, Civic Interest Are Urged

ANNUAL REPORT of the NAB Small Market Stations Committee, delivered Wednesday at the NAB Convention, stressed greater cooperation between management and the industry's official representatives, between management and employees and an increased awareness of the necessity for participation in community activities.

With Marshall Pengra, KRNK Roseburg, Ore., chairman of the Committee, presiding, nearly 300 station managers heard members of the committee outline its activities.

Opening the two-hour session, Wayne Cribb, general manager of KIMO Hannibal, Mo., reported on results of the NAB Sales Management Study by Arthur C. Stringer, NAB Director of Special Events. He said the study showed that the success of a station was in direct ratio to its participation in community affairs.

Petrillo

(Continued from page 15)

parity of the gross profits between the two, that this was unfair? he was asked.

These and other arguments only served to make the music czar more vitriolic. He launched up his own attack by telling the weary delegates, "take it or leave it."

Mr. Petrillo broke up the conference at frequent intervals to discuss with members of his union subjects other than the transcription people's sorry plight. While they cooled their heels in an adjoining room, friends and acquaintances filled the corridors.

In the closing session, the transcription companies made their final plea, citing past instances, particularly the Waring, White- man and Decca cases where the recording companies were told by the courts they had no control of a record after its final purchase.

Apart from the burden of increased cost of production, what the transcription industry most feared was that if the transcribers might take advantage of a golden opportunity to offer unlimited supplies of records to radio stations, should the transcription firms refuse to accept Mr. Petrillo's demands. This possibility was conceded, even by those companies which are affiliates of powerful record companies such as Capitol, RCA Victor, Decca and Columbia. Few of those present, they also conceded, would refuse to comply with Mr. Petrillo's Saturday deadline.

Meanwhile, many were asking, where was the NAB?
School Broadcast
(Continued from page 19)
Joy unusually favorable assignments; (2) FM offers the opportunity to cover areas of any size on the economy basis by use of automatic inter-connection; (3) FM stations enjoy the same coverage areas at night as in the day-time; (4) FM provides high grade reception, static freedom during the first time the opportunity for truly high fidelity of reception to large numbers of listeners.

Mr. Jansky concluded his remarks by declaring that FM can provide a "true radio" system of broadcasting in which competition between stations will be for listeners and not for facilities. He described this facility as one transcending all others. He said in his opinion the present FM assignment of 88 to 108 megacycles will prove satisfactory only temporarily. To establish a "free radio" more channels will have to be assigned, he declared.

At the Education and Television Panel Tuesday afternoon, Paul Mowrey, ABC director of television, bluntly told educators that if they wanted to make television a better industry they must be willing to liberalize their attitude toward cooperating with commercial programs.

While urging educators to take advantage of every opportunity to experiment now, he acknowledged the fact that the problem of scheduling educational features and services to an overall body of students will be present in television as well as in radio. But television, he said, when correctly used, will be an enormous asset to instructors and will simplify the teaching of current affairs.

Patricia Murray, Chicago free-lance tele producer, said that television should decide what constitutes a public service show and not follow "radio's 17 years of confusion" regarding public service programs. Miss Murray said sponsorship should not reclassify public service shows.

These views were opposed by Ken Bartlett, director, radio workshop, Syracuse U. and chairman of the Education Committee on Broadcasters Assn., who predicted that it was not likely that American educators would cooperate in classroom use of commercial television programs more than they have in classroom use of radio programs and commercial films. He said educators should keep away from commercial television.

Open to New Ideas
Milton Alexander, WABD New York, said that television has wide-open doors for educational agencies that have good program ideas. If educators are inert and don't experiment these doors will eventually close.

At the close of the television panel Paul Bogen, director of radio, U. of Nebraska, and Eliza-
Clear Channel
(Continued from page 13)
for other class one stations (both I-A and I-B) where power of that order is essential. Moreover, the plan suggests horizontal increases for regional channels (class III) from the present 5000 w order to 10,000 or 50,000 w as a means of accomplishing widespread service particularly in the daytime.

The plan sets forth a geographical structure providing arbitrary division of the country into five regions. Each region would have four or more stations to virtually all parts of the country. This, it is pointed out, necessarily implies reshuffling of network affiliations to some extent. This, it is felt, would be brought about through normal processes of economic computation. No provision is made for unduplicated stations in New York. Presumably it is felt such allocations would be indefensible, since sufficient skywave services would be available in this area from other stations.

MEANS OF IMPROVING programming occupied Program Committee. Seated (1 to r.): Arthur B. Church, KMBC Kansas City; C. E. Arney Jr., NAB secretary-treasurer; Milton Cobb, WMAZ Macon, Ga.; Edgar L. Bill, WMBC Peoria; Henry Slavick, WMC Memphis; Richard Day, WDGY Minneapolis; Stanley Hubbard, KSTP St. Paul; Clarence Menser, NBC; E. R. Vadeboncoeur, WSYR Syracuse. Standing, Ralph Hardy, KSL Salt Lake City; Luke Roberts, KOIN Portland; Gene Flaherty, KSCJ Sioux City, Ia.; Mark Bartlett, WSB Atlanta; Layne Beatty, WBAP Fort Worth; John McNeil, WJZ New York; Herb Plambeck, WHO Des Moines; Willis F. Dunbar, WKZO Kalamazoo; Merle White, WOL Washington; Davidson Taylor, CBS; Fred W. Burton, WQAM Miami; Carl Burkland, WTOP Washington.

Stations Named
The regional setup is delineated as follows:

Northeast Region consisting of all states east of Maryland and north of West Virginia and Virginia. WHAM, KDKA and WCAU nondirectional. WBZ directed.

Southern Region consisting of all states east of Maryland and east of Kansas, Oklahoma and Texas but including half of Missouri, southern Illinois, Indiana, Ohio and West Virginia, WSB, WHAS and WSM nondirectional and WWL directionalized.

Great Lakes Region including Ohio, Michigan, Indiana, Illinois, Wisconsin, Michigan and WGN nondirectional and WWL and WJR directionalized.

Western Region running west of the Great Lakes and Southern Regions to the Great Divide, WHO, WBAP-WFAA and WOAI directionalized and KKO nondirectional.

Pacific Region running from the Great Divide to the Pacific coast. KFI, KPO and KBO should be nondirectional and KSL nondirectional.

The plan brings out that the directional antennas are designed for improved service rather than protection. Thus, the power would not be reduced below 50 kw in any circumstance.

The plan does not contemplate removal of existing stations from I-B channels except where the limitations would be so high as to force revisions. The whole project was founded on the conclusion that there is no way to cover the entire country during daytime, irrespective of power or allocations. Its authors contended that it is one which would entail less dislocations of present service.

It was pointed out to the meeting that the proposed increase from 50,000 to 750,000 w means an increase in signal strength of 3.88 as against 3.16 for a 500 kw limit.

The CCBS was told that the plan is subject to any changes made necessary by virtue of proposals being drawn up by FCC designed to improve overall service.

In outlining fundamental proposals, the plan provides:

- 750 kw for 20
- The 20 channels specified for 750 kw are the 16 used by members of CCBS, one by KSL and the four I-B channels used by WBB Boston, KOA Denver and KPO and KGO San Francisco. Some leeway would be left for substitution of stations at Portland, Ore. (presumably KEX) and Seattle, Wash. (presumably KOMO) for these at San Francisco.

CCBS says it will recommend similar power increases on the remaining I-A channels as deemed necessary contribution to improved primary service. Skywave from these stations would be employed in cases where it fills in areas not receiving a choice of four adequate skywave services under the 20-station plan, or where technical factors prevent any other effective use of the channel. The remaining I-A channels, it was said, then would be available to provide primary service to “white areas” with the high-power dominant station protected only to its inner facing wall.

Increases on I-B channels are recommended by CCBS where international, engineering and economic factors permit, chiefly to improve primary service. Skywave service would be used where technical considerations indicate it is useful.

Present protection against interference accrued clear channel stations under NABRA should be maintained and improved, according to the plan.

After emphasizing that the primary objective is to provide a choice of four programs to the entire country, the CCBS plan states its proposal is the minimum necessary to accomplish this objective in terms of nighttime skywave service, not completely, but more than enough to justify its adoption.

Extends Primary Service
Because of technical and economic limitations, the plan states, the choice of programs through primary service across the entire United States is impossible. The plan, however, is argued, does present primary service in so-called “white areas” by day and provide vastly improved primary service day and night to a huge population.

The group was told that this plan was arrived at after careful analysis of the various proposals previously advanced at the clear channel hearings for procurement of optimum coverage.

These proposed remedies which, it was concluded, couldn't do the job, included: use of long waves; use of short waves; FM network supplemented by high power AM satellites or "charity stations" grouping of all clear channels at low end of present broadcast band duplication on present clear channels using power of 50 kw, such as proposed by Regional Broadcasters Committee; relocation of stations retaining 50 kw power on clear channels.

The clear channel proceedings were begun in February of 1946, and have continued intermittently since. The final engineering phase was to have gotten under way early last fall but the infinite detail required by all parties, including FCC, in preparing and collecting coverage data has caused several postponements.

Present at Session
Present at the Oct. 21 session at which the plan was presented and unanimously approved were: Edwin W. Craig, WSM Nashville, chairman; Harold V. Hough, WBAP Ft. Worth, treasurer; Victor A. Sholis, Washington, director; Louis G. Caldwell, Washington, chief counsel; John H. DeWitt Jr., engineering consultant; William D. Wagner, Ralph Evans, Paul A. Loyet, WHO Des Moines; Frank P. Schreiber, Keith Masters, Carl J. Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Wilfred Guenther, WLW Cincinnati; Owen F. Uridge, G. F. Leydorf and R. Morris, WJR Detroit; Harry Stone, George Reynolds, WSM Nashville; C. W. Mason and Charles B. Brown, KFI Los Angeles; John Outler, WSB Atlanta; J. B. Conley, Westhinghouse; J. E. Baudino, KDKA Pittsburgh; Hugh Half, Charles Jeffers, WOAI San Antonio; James Moroney and James Moroney Jr., WFAA Dallas; Tom Romer and Homer Courcnech, WLS Chicago; W. Lee Coulson, Orrin Towner and Norval Miller, WHAS Louisville; William Fay, WHAM Rochester; B. N. Hone and A. M. Herman, WBAP Fort Worth; W. Howard Summervill and J. D. Bloom, WWL New Orleans.
Howard Hughes Asks FCC to Withdraw L. A. Television and FM Applications

HOWARD HUGHES last week petitioned FCC for permission to withdraw applications for Los Angeles television and FM stations. He indicated that he had decided to give up the idea of operating in that city from the wave lengths assigned to him. This follows his decision to operate a station in San Mateo and to drop his application for a San Francisco video station.

Informed sources said the San Francisco dropouts were "probable" but would not confirm them "at this time."

With dropping of Mr. Hughes' Los Angeles applications even the number of applicants seeking both FM and television stations in that city has fallen video applicants for a thousand channels and fourteen applicants for 14 FM assignments. Whether the Los Angeles FM hearings, now scheduled for near Christmas, will be taken up under FCC sources said, had not been decided late last week. Hearings on the Los Angeles video applications already had been completed.

Mr. Hughes, wealthy motion picture producer, flyer, and president of Hughes Tool Co., was not "available" for comment at West Coast headquarters according to Carl Byoir & Assoc., his public relations counsel. Although some reports stated that the entire radio preparation had been discontinued, the Carl Byoir office declared there was "no information to support this." No reason was given for the withdrawals.

Carl Byoir & Assoc., Jacksonville Broadcasting Corp., licensee of WPQ Jacksonville, Fla., with drew its application for a television station declaring it will "keep a finger on the developments of the industry" and renew its "practical interest . . . at the proper time."

The latest television dropouts, bringing the total number of video dropouts to 81, were the first since FCC ordered a comprehensive hearing on a CBS petition for commercial color television in the 290-mile band [Broadcasting, Oct. 14].

Defends System

The CBS board chairman made a ringing defense of the American radio system, with government radio the only kind other. "Let our critics ponder the fact that the advertiser supplies the dollars with which the talent is paid. Moreover the only kind of excesses. "It is true that some of the programs are discussion of how the public what it doesn't want is a government system, run according to the views of a small group of program officials, or according to the line of the party in power. A free radio must provide programs for majority and minority alike—a government radio is under no such compulsion."

Mr. Paley said he believed broadcasters are guilty of advertising excesses. "It is true that competition for economic survival has been very fierce in certain instances," he said. "But that does not excuse too high a percentage of commercial copy or material which is irritating, offensive or in bad taste when projected into the homes of America."

"A broadcaster may have felt that he was going to get an immediate reaction from the listening public he may have repeated the process until he had lost perspective on what was excessive or obnoxious."

"Now you do not need to come before me to tell you that this type of operation is bad radio. More than that, it is bad advertising. Certainly it is not the advertiser's fault, but the broadcaster's. Nor am I pointing fingers at station operations only."

Let me admit frankly that even network standards would be higher if at one time or another one network or another had not yielded to the pressure of competition.

"On the other hand, adverse personnel attitudes toward radio commercials, or toward advertising generally, have led some critics to the conclusion that there is a tendency in and out of Government to deprecate public affairs programs once they become sponsored. A sustaining public affair will be acclaimed, but if an advertiser decides to sponsor it, certain critics immediately damn it as commercial and therefore not to be praised."

"Then it is the same program. We all recall a time when symphonic orchestras, programs of book reviews, education in home gardening, various children's story quarters and other cultural and educational programs were all presented in sustaining time and were highly commended."

"We worked diligently to improve such programs, at least for the point where they were attractive to advertisers. Moreover, when they became sponsored they usually were broadcast to many more millions of homes through many more stations."

As for the complaints about the criticism which is irritating, offensive or in bad taste when projected into the homes of America, Mr. Paley said he believed broadcasters are guilty of advertising excesses. "It is true that competition for economic survival has been very fierce in certain instances," he said. "But that does not excuse too high a percentage of commercial copy or material which is irritating, offensive or in bad taste when projected into the homes of America."

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At Deadline...

WORL FACILITIES SOUGHT BY BOSTON GROUP

APPLICATION for new Boston station on operating assignment of WORL Boston (950 ke, 1 kw, day), which was sold by Harold A. Lay, former owner, to L. S. Bitner and Dominic J. 4.000 subject to FCC consent, filed by WGR Broadcasting Co.

Placed under to take cognizance of denial of license renewal to WORL on ownership grounds) and report to buy WORL equipment if renewal is denied and their application granted. Mr. Bitner, 4.000 each. Meantime, deadline for competing bids on Bitner-Penri purchase expires Nov. 24.

NEW REGIONAL WAA AGENCY

ADVERTISING Inc., Richmond, to handle War Assets Administration advertising for Maryland, West Virginia, District of Columbia and Virginia in decentralization move, WAA advertising in past handled on nationwide basis by Fuller & Smith & Ross, N. Y. J. Lynn Miller, president of Richmond firm, to be in charge of account.

GENERAL FOODS EARNINGS

GENERAL FOODS had net earnings in third-quarter 1946 of $4,683,529, compared with earnings for same period last year of $3,228,939. Earnings equivalent to 84 cents per share on common stock, while first and second quarter earnings were 98 cents and 88 cents, respectively. (See dividend story page 84.)

MILTON E. LAUER, with Sylvania Electric Products since 1933, appointed to new post of product manager, radio tube division.

FORT INDUSTRY CHANGES IN EXECUTIVE LINEUP

FORT INDUSTRY Co. executive shift, scheduled soon, according to West Virginia newspapers. Stanton P. (Pete) Kettler, general manager, WMMN Fairmont, W. Va., to WGBS Miami as general manager; Allen Haid, general manager, WHIZ Zanesville, to Fairmount Post; Robert Kerns, WHIZ commercial manager, succeeding Mr. Haid.

GE PROFIT DROPS

FIRST nine months profit available for dividends amounted to $404,109 this year, General Electric Co. announced. Same period last year it was $362,227. Broken down, this is 1 cent per share of common stock against 12.6 cents a share.

NBC NAMES MACK

LATROPH MACK, former NBC spot sales account executive, appointed manager of the NBC national spot sales department. Western Division, including Robert E. Howard, who has been promoted to network sales department, Hollywood.

HUSSING SENDOFF DRIVE

AMBITIONOUS campaign using spot announcements, newspaper space, trade papers, car cards, etc. being used to launch Ted Husing as m. c. on Ted Husing's Bandstand, starting today on WHN New York. Also are scheduled are screen shots in Loew's Theatres built around Mr. Husing's career. Promotion handled by Robert G. Falt, WHN promotion director, with campaign placed by Donahue & Coe, N. Y.

Du MONT television stations WTTG Washington and WABD New York, beginning January 1947 will televise MBS American Forum of the Air as a regular feature, Tues. 9:30 p.m., from Shoreham Hotel, Washington.

RADIO Writers Guild, N. Y., has sent letters to WOR and WABC, both New York, requesting meetings for contract bargaining on behalf of station's staff writers.

JOHN KUCERA, formerly with Young & Rubicam, N. Y., joined Foote, Cone & Belding, N. Y., as inside agency contact man on Ameri- can Tobacco account.

MORGAN RYAN, former vice president, Grant Adv., N. Y., joined ABC as account executive.

EXIT WAEF, WABC

WITH Niles Trammell, NBC president, announcing, WAEF N. Y. to give new call letters WNBC for first time at 6 p. m. Nov. 2. Station planning two special programs celebrating change. Preview Nov. 1 (6:15-6:40 p.m.) called One, Two, Three, Wow, features WAEF history through eyes of NBC guide. Second program, Hurry and Farewell (5:30-6:30 p.m., Nov. 2) to include NBC stars, WAEF personalities and readings of former stars.

Joe Travis, CBS engineer for 17 years, will be guest of Margaret Arlen on Nov. 1, eve of WABC New York change in call letters to WCBS. Mr. Travis will relate incidents and review history of station.

NAB BOARD RESOLUTION

(see page 4)

TEXT of BMB resolution adopted by NAB Board:

We believe that the Broadcast Measurement Bureau can be an increasingly valuable instrument for the broadcasting industry and for the cementing of sound, helpful cooperation between broadcasters and advertisers.

The broadcasters of America owe to their industry and to themselves individually the responsibility for making BMB a success.

These criticisms are serious and understandable. They warrant immediate action. BMB must accept criticism, analyze it and act upon it with an objective, clinical philosophy which throws light upon past handled on nationwide basis by Fuller & Smith & Ross, N. Y. J. Lynn Miller, president of Richmond firm, to be in charge of account.

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MILTON E. LAUER, with Sylvania Electric Products since 1933, appointed to new post of product manager, radio tube division.
Shortly, in this space we hope to call your attention to developments here at WINS during the initial weeks of ownership by the Crosley Corporation. We will list a number of responsible and representative advertisers whose confidence in the future of the station is being expressed in the tangible form of contracts for time and for programs.

A 50,000 Watt transmitter has already been installed and is being tested. A new rate card has been issued to take effect November 1, 1946. In some respects at least it represents a rather unusual, but we hope, sound concept of Independent Station rate structure.

No deletions have been made in the WINS staff, rather every effort has been, and will continue to be made, to strengthen it.

The station will stand on its own, with all the help we in Cincinnati can give it, but WINS will not be run by remote control.

New York is a big market...we know full well that we are dealing in terms of years, not months, of sound and constructive growth before either WINS as a station or our company as the licensee can consider that our obligation to the people of New York is being fully met.
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY