3 out of 3... 3 out of 5

Our last couple of W-I-T-H ads have been about Hooper ratings in Baltimore. And here's another victory for our independent over the big boys. In the first ad, W-I-T-H led all 4 network stations in total rated time. That was the July Hooper.

In the 2nd ad, W-I-T-H did it again in total rated time. This was the August Hooper. Now the September Baltimore Hooper is available as this is written.

In total rated time W-I-T-H is again out in front of the network setups. But bigger than that—W-I-T-H led all stations in 3 out of 5 rated time periods!

Tonight we're busting out all over in glee! Even if it never happens again! We've been telling you that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town. And it's a fact!

WITH

and the FM Station WJXMB

Baltimore, Md.

Tom Tinsley, President  •  Headley-Reed, National Representatives
Family worship at home is still a vital institution across the broad, grain-growing prairies—and so WLS service to the people has long included the spiritual side.

Our inspirational programming is carefully planned to help all our people, regardless of creed. Dr. John Holland, our own ordained pastor, speaks words of hope and love and faith for all—and his daily mail shows the value of his work, the straightness of his aim.

Morning Devotions everyday—the international Sunday School lesson on Saturday—the Little Brown Church Sunday morning—these are our contributions to a basic Midwest need.

Like Dinner Bell and the news, like School Time and Quizdown and Feature Foods, Morning Devotions is shaped by direct contact, personal and mail, with the folks who live in range of our clear channel signal. It is another service to fill a need—a WLS program for people.
There's a daytime program Philadelphians really go for. They say so to the tune of 5000 to 6000 letters a week. They've overflowed the studios and even caused traffic jams in Philadelphia streets. They have deluged astounded advertisers by streaming into their stores in unforeseen torrents. Yet the program we speak of costs only 29c per minute announcement per 1000 radio families.

Anywhere, these figures tell a story. In the nation's third market they shout a golden opportunity to the radio-wise.

If you are interested in selling more to more Philadelphians at a sweet and low advertising cost, look into this now. We will gladly give you full facts about progressive WPEN's Mighty 950 Club.

**WPEN**

**PHILADELPHIA**

**THE EVENING BULLETIN STATION**
Upcoming

Nov. 15: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky.


Other Upcoming page 78.

Bulletins

PORTENTS of nationwide AFRA strike that could paralyze radio seen in action late Friday night of New York AFRA local, authorizing executive board to effect work-stoppage if and when board deems it advisable in wage negotiations. New York local overwhelmingly passed strike resolution, covering transcriptions and live broadcasts, following similar action by Los Angeles local (see page 17). Chicago and San Francisco locals expected to take similar action Friday night but no word from either as BROADCASTING went to press.

RADIO MOST IMPORTANT MEDIUM SAYS TURNBULL

Radio “was by far and away” most important medium used by New York Republicans in campaign, said Henry Turnbull, Gov. Thomas E. Dewey’s radio adviser and 1944 campaign radio director, Republican National Committee. “We believe radio is the most effective way to reach people with a sound political message. Not only that, but we also believe radio should be free,” he added.

Republicans spent three times as much on radio in New York campaign than in any previous one, Mr. Turnbull said. Republicans throughout nation used radio heavily, although not on large scale as New York, according to Mr. Turnbull. He explained New York GOP candidates used everything from spot announcements to half-hour programs.

GEORGE M. BURBACH Jr., for last two years in radio department, McCann-Erickson, N. Y., resigned effective Nov. 15.

Networks Appeal to State Dept., Stalin

STATE DEPT. intervention with Russia asked and direct plea to Josef Stalin made late Friday by U. S. networks in effort to resume broadcasts from Moscow (earlier story page 18).

CBS asked State Dept. intervention to obtain shortwave facilities which Soviet denied U. S. networks. Edward R. Murrow, CBS vice president, cabled Stalin, advising network would withdraw Moscow correspondent, unless Russia reconsidered earlier ban on network.

Robert E. Kintner, ABC vice president, cabled Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, urging he use “good offices in an effort to permit all American radio networks to resume their broadcasts.” Mr. Kintner told Gen. Smith American broadcasts from Russia “contribute to American understanding between our country and Russia.” ABC asked information as to “why we are being deprived of the means of broadcasting from Russia.”

NBC declined comment, said may have statement later. Mutual has no Moscow correspondent, not affected, said spokesman.

Business Briefly

GENERAL FOODS SIGNS General Foods, N. Y., (Gaines Dog Food) Friday was to sign for Juvenile Jury, currently 8:30-9 p.m. Sat., MBS, but under sponsorship to move to Sunday 1:30-2 p.m. Agency, Benton & Bowles, N. Y.

MINEVA PLANS Minerva Corp. of America, N. Y., set manufacturers, appointed Herbert Chason Co., N. Y., to handle advertising. Radio will be used in 1947.


TEXACO IN MARKET Texas Co., sponsoring Eddie Bracken Show, Sundays on CBS, considering another midweek evening show. Agency, Buchanan & Co., N. Y.

MBS RENEWAL Young People’s Church of the Air, N. Y., Dec. 1 for 52 weeks renews Young People’s Church of the Air, MBS, Sun., 9-9:30 a.m. Agency, Erwin, Wasey & Co., N. Y.

WEEU PRICE UP?

UNIQUE PROVISO in agreement for sale of WEEU Reading, approved by FCC Oct. 31 [BROADCASTING, Nov. 14], may raise sales price from $300,000 to about $360,000. Agreement specified $300,000 figure was based on “purchasing value of U. S. currency” when contract signed last May, and provided for adjustment in line with change in cost of living between then and FCC approval, as reported by Bureau of Labor Statistics Cost of Living Index. Now estimated Index when sale consummated last of November will show about 26% increase, raising WEEU price by $60,000. Purchasers are Reading Eagle and Times publishers, headed by Hawley Quier; sellers: George J. Feinberg (75%), N. Y. textile manufacturer, and associates.

RWG, NBC AGREE ON SCALE

ALTHOUGH Radio Writers Guild and NBC officials still negotiating over clauses on general working conditions of NBC newswriters, salary agreement reached last week. New weekly salary, on graduated scale, $75 to $110, former salary scale $75 to $90.

(Continued on page 86)
KCMO is up to something!

KANSAS CITY 6, MISSOURI

KCMO

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

BROADCASTING • Telecasting
For Ten Years

70,000 Minnesota Farmers have received their Official Live-Stock News daily over WDGY

This is PROOF of a Real Farm Audience

The Central Co-operative Livestock Association is one of the largest livestock selling families in the world. It serves more than 70,000 members and patrons in Minnesota alone.

WDGY is the official voice of the Association. Daily broadcasts bring not only livestock market reports, but news, entertainment and other information which farmers are constantly seeking. It means dollars and cents to the farmers to keep tuned to WDGY—and they do.

WDGY’s blanket coverage of Minnesota and its programming to the Farm Audience gives it an advantage to farm advertisers, afforded to no other station. You can reach the Minnesota agricultural market cheaply and completely on WDGY—the station that has the sympathetic ear of the West North Central farmer.

MINNESOTA’S FARM INCOME WILL APPROACH A BILLION DOLLARS IN 1946

5000 Watts
1130 KC

GORDON GRAY
Vice President & Gen’l Mgr.

MELVIN DRAKE
Vice President & Station Manager

LEWIS H. AVERY INC.
National Representatives

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.,
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE...

FCC Seen Furling Sails for Blow 13
Blue Book Issues Are Revealed 13
Hell Is on a Washington Hill 13
Call Letter Shortage Imminent 15
All Media Must Be Free, Say Newsmen 16
FCC Ignores Pressure, McKeever Protests 17
Disc Firms Offer 17 1/2 % Increase to AFRA 17
Russia Cuts Off U. S. Pickups 18
Middlebrows, Kibler Leaving NAB 20
Agency Executive Cautions Stations 24
Survey Says Stations Merit Tax Relief 34
Feltis Cautions on BMB Use 40
Three Station Grants Proposed 42
FCC Reveals Log of Operating FM Outlets 47
NAB to Issue Technical Handbooks 69
Radio Week Promotion Plans Readied 76
Press Cooperates on Radio Listings 77
Pacific AAAA Convenes 78
Jett Suggests Realistic Approach to FM 79
NAB Hits 2% Cash Discount Plan 83
Padway Says NAB Sponsored Leo Act 84

DEPARTMENTS

Agencies 52
Allied Arts 60
Commercial 50
Editorial 46
FCC Actions 62
Management 48
News 56
Upcoming 78

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, Editorial Director
Art King, Managing Editor; J. Frank Beatty, Bill Bailey, Rufus Crater, Associate Editors; Fred Fitzgerald, Asst. to the Managing Editor, STAFF: Ward Archer, Lawrence Christopher, Irving Kipnes, Mary Zacherd, EDITORIAL ASSISTANTS: Margaret Elliott, Cleo Mathias, Kathryn Sawyer, Frances Tyman; Eleanor J. Brumback, Secretary to the Publisher.

NEW YORK BUREAU
250 Park Ave. Plaza 5-8365
EDITORIAL: Edwin H. James, New York Editor; Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow. Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. Paul, New York Advertising Manager; Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. CENTRAL 4115
Fred W. Sample, Manager; Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Hollywood 3841
David Glickman, Manager; Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg., Elgin 0776
James Montagnes, Manager.

BROADCASTING* Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: BROADCASTING—the News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1931 and Broadcast Reporter in 1935.

SUBSCRIPTION PRICE: $5.00 PER YEAR. 1¢ PER COPY

BROADCASTING - Telecasting
When the sun comes up on the morning of January 1, 1947, it will find the Columbia Broadcasting System bigger by three important cities.

Three cities—and yet just one new station. That’s typical of WTRY…always doing things in an extra-measure way. For WTRY, you see, joins CBS at the first of the year as a basic affiliate. WTRY will bring vastly improved reception of Columbia Network programs to homes in Albany, Troy and Schenectady (the three cities) and to eight buying-conscious counties where WTRY’s coverage is primary.

This all makes a generous package, loaded with 200,000 radio families who earned so close to a billion dollars last year that the difference isn’t worth mentioning. Here’s a big audience that has always had a warm spot in its heart for WTRY—and an audience we’re happy to share with CBS. We’d be happy to share it with you, too.

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
“How a broadcast from North Carolina brought me to my senses in Pennsylvania”

1. “It happened a little after midnight on the main highway outside of Hummelstown, Pennsylvania. Six hours of steady driving on top of a half-month of sleepless nights had left me completely worn out. I caught myself drowsing...nodding over the wheel. To keep from falling asleep...

4. “Maybe the driver who killed my son hadn’t been criminally careless—but merely tired like myself tonight. As I drove along, I kept thinking about how that broadcast had winged along back roads and busy highways to brake the pace of speeding cars. At the next diner, I stopped.

5. “I ordered coffee—‘black and strong.’ But before I drank it I slipped into a telephone booth and put through a long distance call to WBT’S Night Mayor: ‘I had to tell you about this incident, and to thank you. Your broadcast brought me back to my senses. It may have saved my life—and someone else’s too.’”
1. "I snapped on my dashboard radio: 'This is your Night Mayor with a life-and-death message for all motorists listening to the WBT Midnight Dancing Party. If you're speeding, cut it out. Drive slowly... safely... sanely. Remember it's better to arrive late than not at all.' I winced; a car had struck down and killed my son two weeks ago.

Every night, the Night Mayor—Kurt Webster—campaigns for safe driving on WBT's "Midnight Dancing Party" (11:30 p.m.-1:00 a.m.). And every day, WBT follows through with fifteen announcements, reminding motorists they hold human life in their hands. The true story here is typical of listener response to WBT's Safety Campaign. Other results: hundreds of other telephone calls, and thousands of letters from 45 states and from every county in the rich WBT-delivered Carolinas.

Here is eloquent evidence that WBT has the power to shape the driving (and buying) habits of its millions of listeners.

3. "Perhaps my boy would be alive today, if that reckless driver had heard this broadcast and kept his speed under 45, as I always did. Casually, I glanced at the speedometer. The needle hovered at 80! As I jerked my foot off the gas a new thought flashed to mind..."
Feature of the Week

ELEVEN Steubenville, Ohio clerks who asked to be appointed as a special vice squad to clean up their town were aroused to action following a news ease editorial by Harry Cochran, local news editor of WSTV.

The fatal night-club shooting of a Marine veteran seemed to call for more than a straight news story to Mr. Cochran who interpreted the event as a culmination of years of disrespect for law in Steubenville. He charged that the community itself, through its officials, had allowed gambling, vice and other lawlessness to flourish, and was, therefore, responsible for the killing.

Members of the Steubenville Ministerial Assn. who heard the broadcast decided to do something about it. The following Sunday, the 11 pastors preached on the same topic, "Enemies Within Our Gates." They accused public officials of "either cowardice or corruption," demanded adequate law enforcement, and named names of alleged law violators.

The ministers next drafted a letter to the City Council requesting that they be appointed with 20 World War II veterans as special policemen "to go out and bring the gamblers and cheaters in." WSTV carried the first broadcast of the letter which made national news.

The City Council held a special meeting last Thursday, Nov. 7, for the ministers to present their case in person. WSTV received a letter from the Ministerial Assn. praising the station and Mr. Cochran, John Lux is general manager of the station.

Sellers of Sales

THE STORY of the radio career of Robert Reuschle, chief time buyer for Sullivan, Stauffer, Colwell & Bayes, New York, might well be titled "Over the Wave Lengths" or "He Went to Sea to See the Light." All of which is a dubious play on words to point out that Mr. Reuschle spilled over into radio from his post in 1933 as crew member on the schooner Seth Parker, then embarked under Capt. Phil Lord (head of Lord Productions Inc.) on its Cruise of the Seth Parker series sponsored by Frigidaire.

When the world cruise was disbanded after ship weathered a hurricane in the South Pacific and company funds were exhausted, Mr. Reuschle returned to New York to join the Phil Lord office.

He helped create such Lord productions as G-Men sponsored by Chevrolet, Three Minute Thrills sponsored by Philip Morris, Gangbusters sponsored by Colgate-Palmolive-Peet and We the People sponsored by Calumet Baking Powder.

In 1938 when Young & Rubicam took over the production of We the People, Mr. Reuschle joined the agency to head the research department for the show. About a year later he assumed the same duties on the Hobby Lobby show for the agency.

It was in 1940 that he shifted to the agency's radio station relations and time buying department. From that date until 1943 when he joined the U. S. Merchant Marine Service as a lieutenant (navigator), he handled spot and local programs for the following accounts: Rath Packing Co., Dunlop Milling Co., Sanka Coffee, Gulf & Western, Johnson & Johnson, The Borden Co. and others.

Mr. Reuschle was released from the Merchant Marine in September 1945 and returned to his time buying duties at Young & Rubicam. And on Oct. 1, 1946, he was named chief time buyer of Sullivan, Stauffer, Colwell & Bayes. He will buy time for some accounts as Arrid, Carter Products Inc., Noxzema, Smith Bros., etc.

As for vital statistics, Robert Reuschle was born on Sept. 29, 1915, in Long Island, N. Y.

He is married to the former Bernice Simms. The Reuschle's have two sons, Robert, 5, and Jeffrey 2 1/2.

They live in their own home at Mamaroneck, Westchester, N. Y.

Horseback riding and boating are his favorite sports. He spends weekends on a cutter owned by a friend.

Early Bird

FIRST advertisements in the New York newspaper PM, which last week discharged its former adless policy, were inserted by WCBS New York, the CBS key station, according to Jules Dundees, WCBS promotion manager, who placed ads before newspaper even had time to establish indices.
STATION WMCA NEW YORK

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

FREE & PETERS, INC.

AS ITS EXCLUSIVE REPRESENTATIVE
NATIONALLY

*

Commencing November 1st, 1946

- You'll be hearing and seeing a lot of WMCA in the months to come. With the addition of Free & Peters to our own sales staff in New York City, WMCA now gives you a crack team of representatives—a team working constantly to provide maximum service and information to our advertisers and their advertising agencies.
- WMCA account executives and Free & Peters representatives will keep you posted about the latest availabilities on the station...help you produce for your clients the distinctive live and recorded musical programs famous at WMCA...guide you in reaching the largest audience for your product at the lowest cost through spot campaigns.
- The Free & Peters offices in Chicago, Atlanta, Detroit, San Francisco and Hollywood—plus its New York organization and the WMCA staff—join in the station's greatest effort to establish direct, informative contact with its clients from coast-to-coast, bringing you up-to-the-minute data on WMCA—data on programs that sell!

AMERICA'S LEADING INDEPENDENT STATION
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Well, yes—maybe our artist has gone a bit too far, above, in depicting another way that extra effort gets extra results. After all, Mr. Plummer, that sort of pipe-line thing really ain’t cricket in golf, y’know!

Still and all, it is true that a little extra head-work, now and then, is a mighty fine thing. Take for instance that new media study F&P got out a while ago—“Radio—25 years”. Showing as it does that an advertiser can reach more people at less cost with spot broadcasting than with newspapers, magazines or network radio, this impressive (and original) study has actually created a lot of “spot” business. Would you like a copy?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
Baltimore WCBM
BEAUMONT KFDM
BROWNSVILLE KVAL
BUFFALO WGR-WK&B
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRI
DAVENPORT WOC
DES MOINES WHO
DULUTH-SUPERIOR WDSM
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OKLAHOMA CITY KOMA
PEORIA-TEUSCOLA WMBO-WDB
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFLB
TULSA KTUL
FCC Is Expected to Furl Sails for Blow

Porter Will Likely Be President Of BMI

By SOL TAISHOFF

The new Republican Congress, which begins in January, is expected to return to private life. Acting Chairman Charles R. Denny Jr. has kept out of the Congressional line of fire, except for sporadic letter-writing clashes, such as those with the two Democratic Senators from Tennessee, reported elsewhere in this issue. It is to be presumed that President Truman will name him to the chairmanship once Mr. Porter formally is eliminated from consideration.

PORTER’S PLANS

It looks now as though OPA Administrator Paul A. Porter will not return to the Commission chairmanship, ostensibly held open for him since he took over the OPA task last February. Mr. Porter is expected to return to private life. A likely prospect is the presidency of Broadcast Music Inc., radio-owned music subsidiary established in 1939 to compete with ASCAP. NAB President Justin Miller will discuss that with him this week.

Here are a few of the radio-connected outcroppings of the Republican landslide, which sweeps the New Deal out of legislative power after 14 unbroken years:

- Resolutions to investigate the FCC will be reintroduced by Senator Tobey (R-N.H.) and Rep. Wigglesworth (R-Mass.) looking into purported censorship via the Blue Book route, and alleged manhandling of FM allocations.
- Sen. Wallace H. White Jr., of Maine, minority leader last session, is expected to assume the chairmanship of the new Interstate and Foreign Commerce Committee and, by dint of his co-authorship of the present radio law and his espousal of a modernized statute, will get behind new legislation spelling out the limits of FCC power.
- Talk of a “ripper bill” to abolish the present FCC, end the tenures of the present commissioners, and create a new licensing authority.
- Hard sledding for the FCC on appropriations, with Rep. John Taber, of New York, an acid critic of the FCC, assuming chairmanship of the Appropriations Committee, and with Mr. Wigglesworth inheriting chairmanship of the Independent Offices Subcommittee, which passes on FCC funds.

LITTLE PROGRESS IN LAW

The FCC, oratorically, has been a favorite whipping boy of the Republican minority in Congress. Legislatively, however, practically nothing has been accomplished in 14 years of New Deal Congressional control, and the Radio Law retains, without substantive change, the provisions of the original Radio Act of 1927. That law incidentally, was the handiwork largely of Senator White, then chairman of the House Merchant Marine and Fisheries Committee, of former Sen. C. C. Dill of Washington.

Because of President Roosevelt’s dislike of the press and his fondness for radio as an alternate means of reaching the people, the New Deal was disposed to clutch radio to its breast almost to the point of suffocation. FDR kept in intimate touch with its regulation by the FCC and frustrated repeated Congressional efforts to investigate that agency. The last episode was the House Select (Cox) Committee investigation, which wound up a complete bust. The Administration hampered it largely through use of wartime emergency powers.

The new GOP majority in Congress isn’t happy about the FCC. Mr. Porter was a Congressional favorite, on both sides of the chambers, during his 18-month tenure, interrupted by his “trouble-shooting” OPA appointment. But that vexatious OPA assignment brought strafig fire from minority members. He might have a rough time getting confirmed by the upcoming Republican Senate, even if reappointed.

WITH the FCC beholden to a new master in the Republican Congress elected last week, some far-reaching changes may be anticipated in the radio regulation picture. The accompanying article examines just what probabilities are in store in view of personalities and issues involved, and on the basis of past experience.

(Continued on page 14)

BLUE BOOK ISSUES REVEALED BY FCC

Four Points Specified In WTOL, KONO, KMAC Cases

By RUFUS CARTER

FCC last week specified, for the first time, the issues on which it is willing to test its Blue Book in court if need be.

Eight months and a day after its March 7 report on a licensee’s public service responsibilities, the Commission last Friday released the issues on which it proposes to hear and judge the renewal applications of three of the seven stations awaiting hearings on program considerations.

Virtually identical, they include:

1. Comparison of program promises with performance.
2. “Full information” on program service including commercial vs. sustaining time; average and maximum number of spot announcements in a typical day during the 15-minute period; time devoted to discussions of controversial issues; time devoted to local live talent programs; “nature and character” of programs substituted for network sustaining shows; percentages devoted to (a) sustaining, (b) commercial, and (c) live talent programs before 10 and between 6 and 11 p.m.
3. “Full information” regarding the applicant’s investment in the station, net broadcast revenues, and program expenditures.
4. Station policy regarding matters covered in No. 2.

The three stations on which issues were released were from the six which the Commission designated on Sept. 19 [Broadcasting, Sept. 23]. They are WTOL Toledo, and KMAC and KONO, both in San Antonio. All are 250-watt outlets.

Yet to come are issues on the three other applications designated at the same time: WIBG Philadelphia, KBIX Muskogee, Okla., and KGFJ Los Angeles.

Still unannounced also are the issues for the hearing of WBAL, Baltimore, whose designation last February, preceding the Blue Book, was the first of the seven.

WBAL, a 50-kw clear channel outlet which was cited in the Blue Book for the extent of its commercial programming, also faces the prospect of a battle with Drew Pearson and Robert S. Allen, noted newsmen, who have an application pending for WBAL’s approval for assignment [Broadcasting, Sept. 23]. The station contends, however, that when the issues are announced it will be able to “meet” and “to the satisfaction of the Commission [Broadcasting, Sept. 30].

The renewal hearing is now set for Dec. 1, but since the issues have not appeared observers think a postponement is likely in view of FCC’s policy of giving 30 days’ advance notice.

Whether the issues on the four remaining cases will be as nearly identical as those on the first (Continued on page 75)

COMMISSION TURNS ITS BACK ON PRESSURE—SOUTHERN SENATORS CHAGRED: Page 77

November 11, 1946 • Page 13

WASHINGTON, D. C., NOVEMBER 11, 1946 $5.00 A YEAR—15c A COPY
**Election—FCC**

Continued from page 13

...That should come almost any time. The chairmanship is not subject to Senatorial confirmation.

When Mr. Truman will fill the FCC vacancy is anybody's guess. There's very little conversation about it, what with the Administration still staggering under the impact of the GOP tidal wave. There is growing support for the appointment of a practical broadcaster. The name of John Morgan Davis, Philadelphia attorney and owner of WALL Middletown, N. Y., again has been heard. He is a former general counsel for labor relations of the NAB, and formerly was identified with Philadelphia station operations.

**Vacancy Democrat**

The vacancy is Democratic. It is for the unexpired term not only of Mr. Porter but of former Chairman James Lawrence Fly, which expires on June 30, 1949. Some issue might be raised by Republican Senators about the propriety of a Democratic appointment, because of the makeup of the present commission. The law specifies that not more than four of the seven members shall be of the same political faith.

Chairman Denny is a Democrat. Other Democrats are Paul A. Walker, vice chairman, and Clifford J. Durr. Ray C. Wakefield, whose term expires next June 30, was named as a Republican, but has voted largely with the Democratic majority. His Republicanism has been questioned in party circles. It isn't known whether he will be a candidate for reappointment.

Comr. E. K. Jett, former chief engineer, was named as an Independent by President Roosevelt. He had never registered or voted prior to his appointment. The Senate Committee raised some question about his political faith. But Commissioner Jett now is more highly regarded by holdover legislators of both parties than any other FCC member—Senator White, particularly, is his champion.

**Hyde a Republican**

Comr. Rosel Hyde, junior member of the FCC and a staff member since 1928, was named as an Idaho Republican. His party status also has been questioned privately by Republicans, since his primary endorsements for the appointment were from Democrats.

Because of these known factors, it appears evident that if a Democrat is appointed to fill the existing vacancy, the Senate Committee will be disposed to inquire closely into his qualifications and perhaps again raise the question of party balance.

Commissioner Durr, arch liberal Wallace-school New Dealer, is certain to figure in any Republican onslaught involving the FCC. His term runs until June 30, 1948.

(Continued on page 72)

**ON THE BASIS OF LATE RETURNS . . .**

**Working at speedy pace election night were network newsmen.**

In top photo, at CBS headquarters, are (1 to r): George Herman, news-writer; Charles Collingwood, commentator; John Mosman, an assistant director; Bob Trout; Jess Zoumsner, news writer, and Ned Calmer, commentator. Directing ABC news center (center photo) are: John Madigan, national news editor; Thomas Velotta, director of news and special events for the network; Robert E. Kintner, vice president, and Charles C. Barry, national program director. Three top MBS reporters (lower photo) together for first time since the war are: Arthur Gaeth, Don Bell and Leslie Nichols.

**IN THE NBC NEWSROOM, election-night huddlers included (1 to r):**

William F. Brooks, network vice president in charge of news and international relations; Francis C. McCall, manager of operations of the news and special events department; Burroughs H. (Buck) Prince, news editor; Adolph J. Schneider, assistant manager of operations; Morgan Beatty, NBC Washington commentator.

**Election Balloting Given by Television**

**WCBS-TV Blends Horse Show And Results of Election**

Using a simple two-way studio set-up, one for national, the other for local returns, WCBS-TV New York gave the city's televiewers a clear and effective picture of the progress of the Nov. 6 ballots counting through the evening hours. Pictures of the opposing candidates for each major office were mounted on the walls of the bay with a paper pad immediately beneath each photo for registering the latest ballot count.

A map of the nation on which the States were labeled "D" or "R", as the voting indicated, and a table showing the gains or losses of each party, gave the home audience an easily grasped view of the national status at any time. In the local bay the map and table showed how the tide was going in the metropolitan area and in neighboring states.

**Left in Mid-Air**

Staff newscasters Jim McMullin and Tom O'Connor handled the national and local commentaries, respectively, with Gil Fates, of the station's program staff, serving as overall m.c. Entire WCBS-TV staff was drafted for service in handling phones, news tickers and typewriters, or in maintaining liaison with the CBS radio coverage of the election.

The election telecasts were of relatively longer duration and intercut into the station's continuing program from Madison Square Garden where its mobile unit was picking up the first postwar National Horse Show. The two programs of completely contrasting nature added up to a good evening's video viewing, except for the fact that the switches from horse show to election usually occurred just as the horse was taking off for a jump, fading it out in mid-air with a somewhat disconcerting effect on the viewer.

Entire set-up was supervised by Bob Bendick, WCBS-TV director of news and special events, Fred Rickey directed the studio election coverage, Bob Edge, sports director, and Jack Creamer, sports caster, announced the show program, which was produced by Herbert Bayard Swope Jr.

WNBT, NBC's New York video station, did not cover the election. WABD, Du Mont station, confined its coverage to the INS newspaper superimposed over the station's test pattern, which was kept on the air through the evening past WABD's regular sign-off time.

**C-P-P Renews Two**

**COLGATE-PALMOLIVE-PEET CO., New York City, N. J., has renewed for 52 weeks Can You Top This on NBC, Sat. 9:30-10 p.m. and the Judy Canova Show on NBC, Sat. 10:10-11 p.m. Agency is Ted Bates Inc., New York.**
Hell Is Located on a Washington Hill

At Least That's the Way It Looks Now For FCC

By BILL BAILEY

THAT LONG-promised “sweeping investigation” of the FCC will begin early in the next session of Congress, which convenes Jan. 3.

That was the word late last week, after the Republican landslide, from such stalwarts as Senator Charles W. Tobey (R-N.H.), Rep. Joseph W. Martin Jr. (R-Mass.), who becomes the new Speaker, and Rep. Richard B. Wigglesworth (R-Mass.), who will lead the House Appropriations Subcommittee on Independent Offices.

That the GOP—starved of power for 14 years—will pitch in next January with a vengeance to probe into the inner-most depths of the New Deal Administration and its various agencies was confirmed by Rep. Clarence J. Brown (R-Ohio), campaign director of the Republican National Committee and head of its Executive Committee. Said Mr. Brown, who stands a good chance of becoming Majority Leader:

Prayer and Probe

“We will open every session of the House with a prayer and close it with a prayer. We believe in the old Gospel hymn, ‘Let the Sunlight tempted, according to Republican ausous Republicans, the FCC will be and OPA on down to the lowliest War Mobilization & Reconversion, exposed.”

But it may or may not sell.

Deign to tell a station how much wants to know:

“ripper bill” abolishing the FCC temporary of its Executive Committee. Said

Rep. Clarence J. Brown (R-Ohio), who stands successfully to have a

various agencies was confirmed by

Pending " for the use of broadcast stations

FCC I would like to introduce it as soon as the new Congress opens,” said Sen. Tobey. His resolution called for an investigation by the Interstate Commerce Committee of (1) “the exercise of control by the FCC over radio broadcasting programs,” (2) the effect upon public interest of such control; (3) the manner in which the FCC has administered"

FCC Nears End of Call Letter List

New, Revised System May Be Necessary To Fill Need

FCC is nearing the bottom of its barrel of unassigned call letters, and is on a search for new ones.

While it is not thought likely that the Commission will choose to tamper with the present system of broadcast station calls, authorities feel that new or revised systems may be necessary in at least some of the dozen or other services licensed by FCC.

Informed quarters hope that FCC may recapture, for its own use, thousands of four-letter calls now allotted for use by other Government agencies.

18-Month Supply

At present FCC has approximately 1,800 four-letter and 5,000 four-letter “K” calls left for assignment in the various services it licenses. It has been estimated that at the present rate these would be virtually dissipated within 18 months, Broadcasting’s demand for them is comparatively small as against aviation ground stations, police, railroad, utilities, etc.

In line with the search for additional assignable combinations, Lynne C. Smeyb, Washington consulting radio engineer and president of Ohio-Michigan Broadcasting Corp., which is applying for a new AM station at Toledo, last week appealed to the Signal Corps to release some of its unused calls for the use of broadcast stations beginning at once. In his letter, a copy of which was sent to the FCC, Mr. Smeyb emphasized the “public relations” value of the Army’s releasing call letters, starting now, “for special use by broadcast stations who apply for them.”

FCC authorities point out that the Army wishes to shift its Signal Corps stations to “A” calls, part of which FCC is now using for assignment to ships.

But the shift would vacate a large number of other combinations now in use by the Army. Officials feel that if these and other “W” and “K” calls could be reclaimed by FCC from other Government branches, at least part of the present shortage could be dispelled. The Commission has reached no decision on what solution to recommend, but it is thought likely that some proposal will crystallize within a few weeks.

For some time FCC has been encouraging licensees to conserve the present supply of calls as much as possible.

In the broadcast field, it has suggested that AM stations acquiring FM or television affiliates designate these affiliates by appending “FM” or “TV” to the AM call instead of using entirely different letters.

For stations in other services, FCC already has started, in some instances, to depart from the past policy of assigning separate calls for every station within a group, and, instead, has assigned a single “blanket” call to a group.

As an indication of the shortage

(Continued on page 69)

PHOTO

Drawn for Broadcasting by Sid Hix

“I suppose you want the Blue Plate special, Mr. Denny?”

November 11, 1946 • Page 15
Freedom for All Media, Say Newsmen
Commission Trend Is Discussed by Leaders

By ROBERT K. RICHARDS

DOES THE TREND in present day radio regulation place in jeopardy America's most precious charter—freedom of speech?

Those who issued the FCC's Blue Book on programming—six members of the FCC, voting unanimously—believe the cry of "freedom of speech" in relation to that document is a "red herring."

Acting Chairman Charles R. Denny Jr., speaking at the NAB annual convention in Chicago, two weeks ago said: "I say that as applied to the Blue Book the cry of 'free speech' is a red herring."

Earlier he had said, "The remarks I make have the approval of all of the members of the Commission."

Who dissented from this view? Justin Miller, NAB president, who said: "I say it is not a red herring. I say it is a whale of a big problem."

Byron Price—vice president, Motion Picture Assn. of America, wartime Director of Censorship and former executive editor of AP—who said: "The power to license is the power to censor." He added, "So long as radio stations must go back to Washington at short intervals for renewal of licenses, just so long will freedom of speech on the radio stand more or less in jeopardy."

John S. Knight, publisher of the Chicago Daily News, and other newspapers, observed that he was prepared to stand with the NAB and others in a firm policy for "freedom of expression for all media."

Summary of Opinion

BROADCASTING last week attempted to sound out opinion on the subject among others who have distinguished themselves as guardians of freedom of speech. Respondents were asked:

"Because of your interest in news freedom we would appreciate a brief statement of your views on this fundamental issue."

Here are the replies:

W. G. Chandler, president, American Newspaper Publishers Assn, and a Scripps-Howard executive: "To destroy our liberty, a tyrant must first destroy our freedom of speech in gatherings, in the press and on the radio."

Robert R. McCormick, publisher, Chicago Tribune: "At one time, all land was public land. To become useful it had to pass into private ownership with secure title. Wave lengths should become the property of those who operate them and the public authorities should have no more right to interfere with them than they have in other forms of property where nuisances may be abated. Until that happens, they will be dominated by the Administration in power."

Earlier [BROADCASTING, May 6, 1946], The Chicago Tribune had editorially: "The Commission doesn't promulgate these (Blue Book stipulations) as regulations. It merely sets them up as standards by which it may choose to extend or withhold a license. As such, they are not subject to legal review. Not until a station has been denied its license could the matter be brought before a court. This is censorship by blackmail."

Commissioner Clifford J. Durr of the FCC, whose enthusiasm for the Blue Book was principally responsible for its issuance, had said in a debate with Sydney Kaye, vice president and general counsel, BMI, in May of this year: "When the FCC steps beyond its bounds, the courts are there to act. I believe it would be fine if some broadcaster would put the issue to test." He failed to explain whether or not a broadcaster could put the issue to test without first having his license revoked.

Denny, speaking at the NAB Blue Book on programming-six days after submitting his report—told the convention that his "commission sufficiently will determine whether or not a broadcaster would be prepared to stand with the NAB and the motion picture industry, the press and the radio, the press and the movies."

This is what President Truman has to say about freedom of radio. The excerpt is from a letter directed to BROADCASTING and published July 9, 1945.

"I am convinced that the only way to prevent another major catastrophe is to allow unrestricted access to the facts and to permit those seeking the truth freely and without restraint to express themselves. No matter what the medium may be, whether it is the press, the radio, the movies, the platform, literature, etc., there are many more right-thinking people in the world today who will listen so that one in my opposition to wartime and post-war activities may be, whether it is the press, the radio, the motion pictures."

"I believe, however, that the radio industry must clean house or sooner or later the Government is likely to do the cleaning. This means less advertising. No offensive advertising and no interruption of news broadcasts by plug-uglies or middle commercials. Are advertisers making a smart investment when they offend even a minority of their listeners? I doubt it."

Mr. Pulitzer's Post-Dispatch, licensee of KSD St. Louis, long has been campaigning in its editorial columns against "radio's advertising excesses."

Morris L. Ernst, a New York lawyer who has been in the forefront of American Civil Liberties Union activity, was asked for his comment. The ACLU's radio committee announced in the summer of this year that the Union approved the Blue Book and saw no peril to basic freedoms in it. Mr. Ernst, stating that he could not comment on the sentiments expressed by Messrs. Knight and Price, since he had not heard them, observed: "The press, the movies and the radio are in great peril. The peace of the world depends on the freedom of human thoughts as soon as we get to the minds of the..."
FCC Ignores Pressure; McKellar Boils

Sen. Stewart Joins in Castigating Commission

Hon. Charles R. Denny
Acting Chairman
Federal Communications Commission

Dear Mr. Chairman:

I have a copy of 96808 concerning application of the various corporations at Nashville, Tennessee. I suppose it will do no good to protest this matter now but I would like for you and the other members of your Commission to know that this is about the most contemptible (sic) deal I have ever had perpetrated on me since

IS POLITICAL pressure exerted upon the FCC?

The letters in the adjacent columns tell their own sordid story. Senator McKellar of Tennessee is president pro tempore of the Senate. Senator Stewart is the junior Senator from Tennessee. Both are Democrats.

This journal often has criticized the FCC for its arrogation of power beyond that intended by Congress. We have attacked individual commissioners for playing partisan politics, or for flouting the law. Members of Congress often have criticized the FCC for the same thing.

How can members of Congress criticize the FCC for playing political favorites when such brazen, unembellished thrusts as those published here, are made to force action for favored constituents or political cronies?

We have not gone into the merits of these applications. They were disputed docket cases. The FCC, it must be presumed, decided them on the record. Otherwise, it would not have courted the wrath of such stalwart patronage-dispensers as the august Senators from Tennessee.

In replies to the Senators a few days after their letters were received, Acting Chairman Charles R. Denny Jr. said he regretted their feeling that proper consideration was not given their recommendations, but that the Commission studied the applications thoroughly and, on their merits, reached a decision which it thought would best serve the public.

It will be recalled that at the last session of Congress, the Senate Appropriations Committee held up an FCC appropriation approved by the House largely at the instigation of the Tennessee Senators. That was because the Commission, under the chairmanship of Paul Porter, refused to yield to pressures on pending applications.

Now, because Acting Chairman Denny has held fast against similar pressures, it can be expected that the FCC will have rough sledding again.

Only by withstanding such pressures from politicians can the FCC retain its self-respect and the respect of the public. Chairman Denny deserves commendation for his stand against political log-rolling, coming as it did from within his own party. Contempt should be the lot of those who contrive to manipulate and browbeat those holding quasi-judicial status in Government.

Recording Firms Offer AFRA 17 1/2% Increase on Disc Shows

TRANSCRIPTION companies met last Monday with AFRA executives and offered the union a 17 1/2% salary rise for recorded programs. This latest offer is a rise in the companies' original offer during negotiation meetings held a week earlier at which time a 10% overall increase was proposed in answer to AFRA's suggestion of 35% overall wage increase.

With the new offer of 17 1/2% the transcription companies pointed out that the fees for transcribed programs have increased 61% since the AFRA-transcription code was originally written in 1941. In the same five-year period the rate for spots has increased up to 22 1/2%, the companies also contended.

In addition to the increased proposal the transcription representatives offered the union a " Crosby Clause" which would protect the salary scale of actors working on current live shows which might be changing to transcription shows (similar to the Bing Crosby type of program). In other words this type of show would continue to pay AFRA members the live scale even though the show would be transcribed. Currently there is a 10% difference between the live and transcribed show.

The transcription companies' proposals were to be reported to the AFRA membership on Nov. 8 in New York, Chicago and San Francisco. Los Angeles AFRA Thursday voted to support the national organization in a strike against the networks. Members were to decide on the transcription wage scale as well as a possible strike vote on live shows because of the "Unfair Stations Clause" [Broadcasting, Nov. 4]. AFRA has demanded that the networks withhold service from stations which refused to negotiate with the union. Termining it the "Unfair Station Clause" the networks have refused to include the clause and negotiations have been temporarily halted.

Grant for Political Enemy Draws Hot Letter

Hon. Charles R. Denny
Federal Communications Commission

Dear Mr. Denny:

I have just received your notice that you had granted the application of the Capital Broadcasting Company, owned by A. G. Beaman and T. R. Baker, Jr., at Nashville, Tennessee.

I want to protest against this. Senator Stewart recommended to you that you grant a station to the Tennessee Broadcasters owned by Mr. E. E. Murrey, Frank Hobbs and others, and to the Tennessee Radio Corporation owned by Mr.

W. D. Hudson and his three sons. Mr. Hudson was in World War I and also in World War II.

We recall that in talking to your predecessor about it he said he did not see how he could turn down a family of four soldiers with the splendid records they had, but you have turned them down. I think you have made a great mistake. Is it too late to mend?

Where the other station that you granted to Mr. A. G. Beaman and T. R. Baker, Jr., will finally go I do not know. It seems to me that you could not have made a worse choice.

There was another application before you—that of Mr. J. W. Birdwell whom we recommended. It seems that your office takes pleasure in turning down our recommendations. Senator Stewart and I were together in all of these recommendations. Of course you know all about Tennessee and We know nothing. Very frankly, Mr. Denny, I resent very much your action in the matter.

Very sincerely yours,

/s/ Kenneth McKellar
August 8, 1946

Sen. STEWART

I have been in Washington. It was nothing more than an effort to embarrass my good friend and colleague, Senator McKellar, since the award made was to a man who had assisted in the fight to defeat Senator McKellar in his campaign for renomination to the United States Senate. I suppose it will be your policy in the future to always penalize our friends.

Reasons for Award

I have read the reasons you have assigned for making the award and I think they are about the most absurd excuses I have ever heard. You certainly could not have called them reasonable. In my judgment they lack anything that approaches reason.

The applicants in which Senator McKellar and I were particularly interested both had sons overseas but you seem to take a delight in discriminating against overseas men.

Yours very truly,

/s/ Tom Stewart
August 12, 1946

BROADCASTING* TELECASTING

Sen. McKELLAR

November 11, 1946

Page 47
Russia Cuts Off U. S. Network Pick-ups

Joint Note to Stalin Discussed; State Dept. Silent

MAJOR NETWORKS late last week were considering a direct protest to Premier Josef Stalin after it became known that the Soviet broadcasts to the U. S. from Russia.

While State Dept. was watching developments, a spokesman said no formal action was likely since the incident was an "informal proceeding" between the networks and their Moscow correspondents and was something that should be worked out between radio and the Soviet Government on an "informal" basis.

It was learned Friday that on Oct. 7 the Russian Government suddenly deprived the network correspondents of the use of Russian shortwave facilities for direct broadcasts to the U. S. First inkling of the Soviet's intention to deny its facilities to American correspondents came in written messages which the correspondents were permitted to file to their home offices.

Russian spokesmen advised the correspondents, it was reported, that the Government's new winter schedule of shortwave broadcasts would not permit the use of facilities for other than Soviet programs. U. S. correspondents reported that repeated requests for further explanation had produced no replies.

One correspondent was reported to have advised his network that the Russian foreign office "recognizes the right" of American newsmen to broadcast, but that the Government Radio Committee had insisted that facilities were inadequate to accommodate them.

It was known that Lt. Gen. Walter Bedell Smith, U. S. Ambassador to Moscow, had informed the State Dept. of the Russian order soon after it was issued.

Since imposition of the Russian order, networks had been attempting to obtain clarification and possibly a relaxing of the order through their Moscow correspondents. One was said to have attempted to make representations to Soviet Foreign Minister Vyacheslav M. Molotov, who is in the U. S., but that thus far the efforts had failed. It was not known whether this meant that the network had reached Mr. Molotov or whether he had rejected the representations.

Message to Stalin?

One network news chief was understood to have suggested that CBS, NBC and ABC, the three networks whose correspondents are most active in Moscow, dispatch a joint message to Josef Stalin seeking clarification of the situation. NBC and ABC, however, had not chosen to follow that course.

The only network which maintains its own correspondent in Moscow is CBS. Its representative is Richard C. Hottelet. Edmond Stevens, who broadcasts for ABC, also is a correspondent for the Christian Science Monitor, and Robert Magidoff, NBC's reporter, represents the London Daily Telegraph. Mutual's string man in Moscow is John Fisher, a representative of the Australian mines.

Network news chiefs pointed out that the Russian Government has long been chary of permitting U. S. newsmen to broadcast live from Moscow. Several years ago, the Soviet insisted that the correspondents record their broadcasts for later playback so that Russian censors could listen to a recorded broadcast before it was put on the air.

Meanwhile State Department, International Broadcasting Division, went ahead with plans announced a fortnight ago to begin Russian language broadcasts after the first of the year. Although William B. Benton, Assistant Secretary of State, announced last December that the State Department would beam programs to Russia, officials were reluctant to carry out the plans after Russia is reported to have mildly protested the U. S. broadcasts. The Soviet Union began beaming programs to the U. S. in English several months ago.


NEW ERA" in NAB-FCC relationship got underway last Monday when FCC Chairman Charles R. Denny lunched with NAB President Justin Miller in private dining room of Carlton Hotel, Washington. Monthly meetings are planned. Around table (seated, 1 to r): Clair E. McCollough, WGAL Lancaster, NAB board member; Edgar Kobak, MBS president, observer on NAB board; Mr. Denny; Mr. Miller; Rosel H. Hyde, FCC Commissioner; Harry M. Plotkin, FCC assistant general counsel; T. A. M. Craven, Cowles stations, NAB board member. Standing, Don Petyt, NAB general counsel; A. D. Willard Jr., NAB executive vice president.

Soviet UN Radio Views Opposed By Cohen

By EDWIN H. JAMES

BENJAMIN COHEN, United Nations Assistant Secretary General, took issue with Soviet charges that international broadcasting by the UN would be a waste of funds, it became known that on Oct. 7 the U.S.S.R. cut off all U. S. network broadcasts originating in Moscow. Networks consider protesting direct to Josef Stalin, as State Dept. says incident is purely "informal" between radio and Russia.


"NEW ERA" in NAB-FCC relationship got under way last Monday when FCC Chairman Charles R. Denny lunched with NAB President Justin Miller in private dining room of Carlton Hotel, Washington. Monthly meetings are planned. Around table (seated, 1 to r): Clair E. McCollough, WGAL Lancaster, NAB board member; Edgar Kobak, MBS president, observer on NAB board; Mr. Denny; Mr. Miller; Rosel H. Hyde, FCC Commissioner; Harry M. Plotkin, FCC assistant general counsel; T. A. M. Craven, Cowles stations, NAB board member. Standing, Don Petyt, NAB general counsel; A. D. Willard Jr., NAB executive vice president.

(Continued on page 85)
What's the value of a PREFERRED station as compared with a HEARD-REGULARLY station?

If you know the answer to that question, your radio advertising will be many times more effective than otherwise. Yet that question is only one of dozens that will be completely clarified for you by the 1946 Iowa Radio Audience Survey.

Based on returns from 7,939 Iowa families (one for every 80 radio homes in Iowa), the 1946 Survey was conducted by Dr. F. L. Whan of the University of Wichita. Approved sampling procedure was followed. The result is an over-all picture of this year’s Iowa listening habits which any large advertiser or agency would gladly pay thousands of dollars to have exclusively.

Other examples

of the questions answered are: What stations are “listened-to-most” by what percentages of Iowa people? Urban people? Town people? Farm people?

In what counties is each station “listened-to-most”? What stations are preferred for News in Iowa? For Farm Programs? At what hours?

What is the relative importance of radio, newspapers and magazines, for News?

What percentage of adults in Iowa listen to the radio, in each quarter-hour from 5:00 a.m. to 1:00 a.m.? And many others!

Who for Iowa Plus!

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives
COVERAGE
IN PHILADELPHIA

WDAS, Philadelphia's Outstanding
Full-Time Independent Radio Station
covers the largest cross-section of
the buying public in the Greater
Philadelphia Area...at lowest cost.

That's why 78 per cent of this
station's sponsors have been renew-
ing regularly for more than a quarter
of a century.

Middlebrooks Leaves NAB for ABC;
Kibler Resigns for Own Law Practice

TWO headquarters officials of the
NAB—James L. Middlebrooks, di-
rector of Engineering Dept., and
Milton J. Kibler, assistant director
of the Employe-Employer Relations
Dept., announced their resignations
last week.

Mr. Middlebrooks on Nov. 15 be-
comes chief facilities engineer of
ABC network. He succeeds Ben Ad-
ler, who resigned to become engi-
neering vice president of Trans-
mitter Equipment Engineering Co.
Mr. Kibler will return to private
practice of law, specializing in
broadcasting labor relations.

Before joining NAB last July 1
Mr. Middlebrooks had been a com-
mander in the Navy, serving as
officer in charge of the Shore Elec-
tronics Section, Electronics Divi-
sion, Bureau of Ships. He was re-
ponsible for installation and main-
tenance of all electronics equip-
ment and facilities at continental
and foreign shore establishments.

Mr. Kibler jointly directed ex-
pansion of the Employe-Employer
Relations Dept. activities last year
with Ivar Peterson, also an assis-
tant director. Richard P. Doherty
was named department head last
September. Mr. Kibler joined NAB
in March 1945 as an attorney,
later becoming assistant general
counsel. Before joining NAB he
had served in the Army as a ma-
jor, being retired in 1944 because
of service injuries.

He represented NAB in the New
Mexico tax case in which KGFL
Roswell has challenged validity of
the New Mexico franchise tax. He
will continue to participate in the
case with Lake Frazier, KGFL
counsel, until the litigation has
been finally decided.

AD PIONEER COINED GOP SLOGAN

Karl Frost, President of Agency, First Offered

A PIONEER in broadcast adver-
tising provided the Republican
party with its winning slogan—
"Had Enough? Vote Republican!"

He is Karl M. Frost, president of
the Harry M. Frost Co., Boston,
who was placing radio business in
the early 20's before rate cards
were heard of, and whose firm still
handles a large radio budget.

Archibald Giroux, Republican
State chairman in Massachusetts,
and Charles Nichols, secretary,
early last summer asked Mr. Frost
to submit ideas for a slogan to be
used on posters in the Massachu-
setts Republican campaign. Mr.
Frost came up with: "Have you
had enough?" "Have you had
enough of the alphabet?" "Had
enough shortages?"

He tossed them into the hopper
for his associates, Charles Bauer,
Harold E. Bessom and Sherman
Keene, to mull over. Out came the
two words—"Had Enough?" State
GOP headquarters officials said of
the slogan, "It stinks." Their views
were shared by others.

An outdoor board, purchased by
the Republican State Central Com-
mittee, was temporarily unused.
The slogan was tried out. Painted
on the board were these words:
"Had Enough?—Vote Republican."

"The paint was hardly dry be-
fore we began to get telephone calls
praising the slogan," said Secretary
Nichols of the Massachusetts GOP.

Newsweek, Time and other peri-
odicals and newspapers carried the
story of Boston's signboard. Orders
from other Republican quarters
for posters began coming in. GOP
national headquarters in Wash-
ington ordered a supply. The slogan
was used throughout the country.
This map highlights the contacts made in a successful Katz solicitation and SALE involving the integrated efforts of four of the eight Katz Agency offices. It is a typical instance of Katz METHOD: teamwork and coordination.

The Katz Agency, through its 25 salesmen, cooperates with all factors concerned in the placement of national advertising—no matter how widely separated: advertiser, agency, district manager, branch office.
WIP WINS DISPUTE, STATION HEAD SAYS

WIP Philadelphia last week won both points at issue in a dispute with American Communications Assn. (CIO), following a strike by the union last summer [Broadcasting, Aug. 5]. Benedict Gimbel Jr., president and general manager of the station, announced.

The two arbitrated issues were (1) the union’s charge that an employee was fired because of union activity, and (2) a dispute on hours of work in the program department’s seven-day schedule. The arbitrator, chosen by both management and union, was Bert W. Levy, a local attorney, in cooperation with the American Arbitration Assn.

During the two-week strike, management operated the station despite a walk-out of technicians and program department employees, represented by ACA.

NARND to Select Committee
For News Award Competition

AN AWARDS Committee to select two stations annually for commendation for "exceptionally outstanding news service to their areas" will be named shortly by the board of directors of the newly-organized National Assn. of Radio News Directors (NARND), John Hogan, news director of WCSI Portland, Me., president, announced last week.

At its first annual convention in Cleveland late last month the NARND adopted resolutions urging that locally-originated news be gathered, written and presented by personnel trained in news writing and evaluation; that news be written and presented accurately and without bias; that the autonomy of the news director and his department should be recognized, and that news directors should be directly responsible only to their "journalistic principles and ideals" and to station general managers.

Officers, in addition to President Hogan, are: Sig Mickelson, WCCO Minneapolis, and Jack Shelley, WHO Des Moines, vice presidents; John Murphy, WCKY Cincinnati, treasurer; Edward Wallace, WTAM Cleveland, executive secretary.

Serving as directors with the officers are: Jack Krueger, WTMJ Milwaukee; Tom Eaton, WTIC Hartford; Robert R. Mahoney, WKHH Shreveport; Soren Munkhoff, WOW Omaha; Ben Chatfield, WMAZ Macon; David Kessler, WHAM Rochester.

The 68 delegates voted to restrict full membership to the men actively in charge of station news.

Other editors and writers will be admitted to associate membership, although all delegates attending the Cleveland convention will remain as charter members for one year, at the end of which the board again will take up the question of associate memberships. Radio news wire services will be accorded associate memberships. Dues for the NARND are $10 per year. The following registered at the Cleveland meeting:


Charles R. Day, WGR Cleveland; Bill Dowdell, INS, New York; Jack Dunn, WDAY Fargo, N. D.; Joseph Eaton, WLZ Bangor, Me.; Tom Eaton, WTIC Hartford; H. W. Bekridze, WBN Nashville; Leslie Ford, WRBW-WOR Buf- falo, N. Y.; Soren Gammel, WHTF Hartford; George Gow, KFH Wisconsin; Gordon Graham, WBUC Indianapolis; Chuck Hilton, KGLO Mason City, Iowa; Fred M. Hinshaw, WLBC Muncie, Ind.; John Hogan, WCSS Portland, Me.; Don Hyde, WGR Cleveland.

Wess Inlaid, KGRC Amarillo; Dick Jones, WJOL Joliet, Ill.; Elliot R. Jones, WFGC Sharon, Pa.; David Kessler, WHAM Rochester; N. Y.; L. F. Killick, WCAX Burlington, Vt.; Paul King, WARK Little Rock; Edgar Kirk, WPTF Raleigh; Ralph Knox, WBOC Rochester; N. M.; Soren Gammel, KPFI Wichita; Jack Krueger, WTMJ Milwaukee; Mort Linder, WSBT South Bend, Ind.

Bruce MacDonald, WJW Cleveland; R. B. Manke, WKBW Shreveport; Sanford Markby, WTAM Cleveland; James McInerny, WOR New York; W. T. Meenan, WGY Schenectady; Sig Mickelson, WCCO Minneapolis; L. E. Moore, Tri-State Press, New York; Barney Morris, WMBH Joplin, Mo.; Basket Mosser, WEAW-FM Brandon, Ill.; Soren Munkhoff, WOW Omaha; John Murphy, WCKY Cincinnati; Phil Newcomb, UF, New York; Jack New- man, WIPK Muskogee, Mich.; Marjorie Noble, WPHL Portland, Me.

Tom O’Neill, AP Radio, New York; Tom O’Kullian, WGE, Port Wayne; Walter Paeschall, WSB Atlanta; Michael Padock, School of Journalism, Kent (Ohio) State U.; Marjorie Rasam, WHAL Raleigh; Bill Ray, NBC Chicago; Bob Reed, WFOX Detroit; Jack Reed, WJW Cleveland; E. L. Hein- hardt, Veterans Adm., Philadelphia; Bob Savage, WTAG Green Bay, Wis.; Jack Shelley, KGIN Chicago; Charles Stites, WCKZ Kalama; Harry Swen- son, WJOL Madison; Philip T. Tees, WEDO McKeesport; Pa.; Robert F. Terry, WIZE Springfield, Ohio; John Verstraete, KFST St. Paul; Paul Wagner, WOSU Columbus, Ohio; Glenn D. Whistle, WHK Cleveland; Margaret Whitehead, WTAM Cleveland.

Archimedes, who voiced this interestingly rash statement, believed that great accomplishments are possible at a minimum of effort if only you have the proper vantage point.

That’s why he discovered the principle of the lever... an idea that applies in many ways.

For example, implanting an idea in the minds of several million people all at once seems like an impossible task, particularly when you scatter those people throughout 123 different counties in five different states. It’s a task that would have worried even Archimedes.

But WWVA handles it with ease, every day of the year. Backed by 50,000 watts, it can carry your sales story into more than 2,000,000 radio homes. And WWVA has the leverage of acceptance and popularity that will move them to spend some of their $4,000,000 yearly income for what you’re selling.

Talk to them through the voice of WWVA. They’ll be listening—and they’re ready to be moved.

“Au BASIC ABC STATION

BROADCASTING • Telecasting
McGILLVRA REPRESENTS

MILWAUKEE

W F O X REPRESENTS

A FOOL-PROOF FORMULA IN AMERICA'S 12TH MARKET

1. Superb signal on a clear channel.

2. Excellent programming by experienced men who know Milwaukee radio habits.


4. Spontaneous audience reception, stimulated by billboards, outside car cards, spectacular signs, book matches, local and suburban newspapers.

5. Over sixty leading local advertisers have already chosen W F O X—the smart station for the smart advertiser!

A McGillvra man will show you the facts . . .

W F O X will show you the results!

W F O X

860 KILOCYCLES

Wisconsin's Only Clear Channel Station

Joseph Hershey McGillvra
National Representative
New York, Chicago, Los Angeles, San Francisco
Agency Radio Head Warns Stations

‘One-Legged Promotion’ Endangers Old Accounts

A CHICAGO advertising executive, Harlow P. Roberts, vice president and radio director of Goodkind, Joice & Morgan, sounded a warning against what he terms "one-legged promotion" on the part of local station sales managers.

At a meeting of Taylor-Howe-Snowden executives—following the NAB convention, and before groups of advertisers in several midwest cities visited by Mr. Roberts during the past three months, he has scored station management for its growing indifference to local advertisers and to sales representatives of national accounts.

It is not sufficient, Mr. Roberts declared, for individual stations to bombard the sponsor and agency with success stories consisting largely of coverage claims, mail pulls, and Hooper ratings. This he termed "one-legged promotion."

Close Contact

Mr. Roberts compared local stations’ complacency toward well established accounts to a woman wearing the same dress day after day. After awhile, he said, you lose sight of her identity. What the radio station must do, in Mr. Roberts’ opinion, is to give her a new bonnet.

This can best be accomplished by local station salesmen keeping in close contact with the manufacturers’ and distributors’ sales forces and with local retail outlets.

As proof of his argument, Mr. Roberts cited Dept. of Commerce figures showing the tremendous upsurge in national population. As compared with 105,710,620 people in the United States at the end of World War I, there are now over 139,000,000.

Total families in 1920 were 24,351,070 as compared with 37,500,000 in 1945, he said. This is an increase of 159%, an increase even greater than that in population. Average size of the American family in 1920 was 4.4. In 1945 it was 3.5, indicating that thousands of smaller families have established homes of their own.

Age groups also indicate the prospects for millions in additional advertising revenue at the local level, he explained. Today 24,000,000 persons are in the nine years or under classification. Thirty-two million are between 20-29 years of age. It is this group who will contribute the largest share of purchases for new homes, furnishings, cars, radios and appliances. The national income in 1920 was only 70 billion. In 1941 it was 160 billion. Today, Mr. Roberts said it is beginning to level off. What does advertising intend to do to check its fall, he asks.

Based on figures supplied by the Dept. of Commerce, Mr. Roberts said the nation can expect a 67% increase in home construction, manufacture of radios and home appliances. With 34 million radio homes in 1945, as compared to 60,000 in 1920, broadcasting is in a position to reap a golden harvest if it will concentrate on local spot and national spot business instead of trumpeting about network programs, Mr. Roberts believes.

Rapid Growth

The growth of broadcast advertising from $20 million in 1927 to $400 million in 1945 is only a portent of its future, he declared. But, he warned, broadcasters face the stiffest competition from other media, as well as their own, in their history.

The battle for the advertising dollar is on in earnest, he told the Taylor-Howe-Snowden group, and the day when business flies in through the transom is at an end. The influx of new AM applicants and the addition of an estimated 3000 FM licensees will mean an end to easy money enjoyed during the war years by hundreds of AM stations.

Advertisers cannot, he warned, afford reckless advertising expenditures. The greater the number of media—which grossed $138,200,000 in 1945 compared to $20,900,000 in 1920—the more careful must be the advertisers’ selection.

Mr. Roberts said radio’s biggest problem is to justify the continued expenditure of long established advertisers who are now being subjected to the heavy guns of printed media.

"For the past nine months there has been much attention to getting more wages, higher rates, etc. Nobody seems to think of greater output, more service, larger audience. The public is getting tired of going without. What are you (the local station) doing about it?" Mr. Roberts asked.

Spur to Dealers

The radio executive said that in too many instances, local station salesmen do not even know the sponsor’s local representatives. He cites the case of a large company, a large user of local radio, which added color inserts in the local newspaper. The response was enthusiastic, because the dealer could see the evidence of increased effort on his behalf. But, he declared, the same product had been advertised on the spot program for over three months, and the company had been

(Continued on page 28)

Page 24 • November 11, 1946
A Sponsor “Plugs”

WOWO’s
Localized Programming and Promotion

We enclose renewal contract for the "Sari 'n' Elmer" show... results (increased sales) have exceeded expectations... we appreciate the way in which the WOWO program department cooperated in producing the show... and the efforts and resourcefulness of your publicity department give us a new respect for radio promotion... we like WOWO because it gets results!...

Thanks for the kind words, Bluffton Grocery Company. We'll keep things moving for your show... as we do for all the other advertisers who use WOWO to reach two million consumers in the great Midwest.

WOWO
Fort Wayne
Indiana’s Most Powerful Station

"SARI 'N' ELMER," the popular rural characters on Bluffton’s Deerwood Coffee program, a WOWO production.
Straight-line Arrangement (over-all width, 208 inches). Unit construction permits flexible station layout, advantageous use of available floor space.

U-shaped Arrangement—several versions possible down to a minimum width of 150 inches. Transmitting equipment also includes console, sideband filter, diplexer, and dummy load (three units at right, rear); water-cooling equipment (left, rear); and racks for test and other equipment (right, foreground).
Deliveries to begin soon on...

THE FIRST POSTWAR ALL-CHANNEL TELEVISION TRANSMITTER

RCA's new 5-kw, 54 to 216 mc, Type TT-5A

One transmitter... one standard of quality... for all 12 metropolitan channels

This revolutionary, new RCA television transmitter, we believe, offers the last word in convenience, operating economy, and performance. Here, in one attractively styled group of cabinets, are all the necessary components of both the visual and aural transmitters.

Take a look at some of its features:

- Simplicity of operation... complete unification of control... no trick circuits... no neutralization of modulated power-amplifier stage required on any channel... only one easily adjusted modulated stage.

- Roomy, "walk-in" type construction... easy access to all parts through full-length front and rear doors... ease of handling and installation (each section only 25 by 36 by 80 inches).

- A revolutionary new tube used in both sound and picture power amplifiers—the RCA-8D21, a dual tetrode. Sets new records for stability, gain per stage, low grid current, linearity, and bandwidth by employing advanced principles of screening, cooling, and electron optics.

- The separate, sideband filter used in RCA's high-level system (i.e., only last stage modulated) means more straightforward circuits; eliminates complicated adjustments; assures better picture quality.

- "Reflectometers" incorporated in both the aural and visual output circuits. Basically, these are uni-directional vacuum-tube voltmeters which provide an instantaneously check of the standing-wave ratio on the transmission line and peak power output; also used as safety devices to protect transmission line from power arcs caused by lightning, etc.

- Manual or automatic sequence starting. In automatic position, a three-shot recycling sequence returns transmitter to the air three times in case of momentary overload.

- A special "hold-in" circuit. Provides instantaneous return to air after momentary power-line failure.

- Console provides four-position, push-button monitoring of visual signal—transmitter input, modulator output, sideband-filter output, and "off the air." (Third or fourth position measures percentage modulation of visual carrier.)

Outstanding features like these—of benefit to the station engineer, manager, owner, and audience—have been built into all the new items in RCA's complete television line. Deliveries on existing orders from 20 top broadcasters have already begun on such items as portable field equipment, synchronizing generators, and monoscope cameras. Initial shipments of transmitters and other equipment will be made this fall.

An early indication from you of your television plans will help us meet your delivery requirements. Write or call: Engineering Products Department, Radio Corporation of America, Camden, New Jersey.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.

In Canada: RCA VICTOR Company Limited, Montreal
Naturally, you can't buy all the radio stations in the market you want, unless you have an unlimited budget.

It makes sense, then, to take the best radio station in the market you want. WMC is first in Memphis, according to Hooper--first by every yardstick of measurement in evaluating radio stations.

—the station with the billion dollar market

PACKAGING THE NORTHWEST
Fifteen Stations in Washington and Oregon
Form Group for Local Coverage

FIFTEEN 250-w stations have formed Oregon-Washington Radio Group to tell the story of their market and to sell time on a group or individual basis.

Three station operators first developed the idea back in 1945 when they became concerned because timebuyers were using metropolitan stations in the expectation of getting reception in smaller communities. These three men--Fred Goddard, KXRO Aberdeen, Wash.; Tom Olsen, KGY Olympia, Wash.; and Joe Chytty, KELA Centralia, Wash.—were convinced that eastern timebuyers were unaware of the mountainous terrain that kills long distance reception in the Northwest. They decided to band together to spread the word that local coverage is essential in their area.

As pioneers they encountered slow going in uniting the other stations, but in the fall of 1944, two more stations joined, KWKL Longview-Kelso, Wash., home of timber industries, and KAST Astoria, Ore. This brought the area the group covered to a population of 300,000 with 80,000 radio homes. Early the next year, six Oregon stations were added: KSLM Salem, KORE Eugene, KBND Bend, KOOS Coos Bay, KNR Roseburg, and KWIL Albany.

This spring the first meeting was completed by KFLW Klamath Falls, Ore.; KVOS Bellingham, Wash.; KRKO Everett, Wash., and KPS Wenatchee, Wash. At an October meeting, with Mr. Goddard, the originator, as chairman, the group set up a first year budget, selected Short and Baum Adv., Portland, as its agency, and laid plans for national promotion. Detailed information about the market is to be released through the Homer Griffith Co.

WFBC TRANSMITTER CLAIM QUESTIONED

EDITOR, BROADCASTING:

In Broadcasting Magazine of October 28, 1946 I find a picture and story appearing on page 56 in which WFBC of Greenville, S. C., claims to have purchased the first 50 kw FM transmitter in the South.

WRAL purchased a 50 kw FM transmitter from REL, Long Island, New York and signed the contract under date of May 24, 1946. You might ask WFBC to give the date of the signing. If they had been intending to claim this distinction and signed contract antedating WRAL's contract with REL, they waited a mighty long time to do it. Will you publicize the above facts?

The writer was probably the first man from the entire Southland to contact Major Armstrong about FM and we were the first to establish FM in North Carolina in or near any city or town of this state.

When it comes to FMing WRAL does not propose to take a back seat in favor of anybody.

A. J. Fletcher, President Capitol Broadcasting Co. Raleigh, N. C.

WAUX Plans Start

WAUX Waukesha, Wis., expects to be on the air about Dec. 15, Russ Salter, secretary-treasurer, announced last week. The station will operate on 1510 kc with 250 w daytime. A Gates transmitter and Winchcharger antenna will be used. Meldgar Figi is general manager. Owners, besides Mr. Salter, are Carl Taylor, president, and Lloyd Burlingham, vice president.

BROADCASTING • Telecasting
DEAN of DISCS

AL JARVIS

Originator of

"MAKE-BELIEVE BALLROOM"
"CAN YOU TIE THAT?"
"HIGH SCHOOL HIGH JINKS"
"KLAC KIDDIE CLUB"

ALL HEARD EXCLUSIVELY OVER

KLAC

LOS ANGELES

WBEN-FM Takes Air
WBEN-FM Buffalo is to begin operations today (Nov. 11) according to announcement last week by Edward H. Butler, owner of the FM station and WBEN that city, AM outlet. To broadcast six hours per day at first, WBEN-FM is assigned 92.1 mc with 3 kw. Transmitter and new control room are located on 19th floor of Hotel Statler. Licensee also holds CP for commercial television station to operate on channel 4, 66-72 mc, with 4 kw visual and 3 kw aural.

James Houlihan

JAMES A. HOULIHAN, 58, head of the James A. Houlihan Agency, Oakland, Calif., died Oct. 24 at Providence Hospital in that city, following a heart attack.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET RALPH!

This is Ralph Childs, KMA's competent and forceful News Editor. Ralph's educational training and his natural "eye and ear for news" have made him one of the Midwest's best radio newsmen. In addition, twelve years of experience before the microphone and in the gathering, compiling and editing of local, national and world-wide news have given him an entirely extraordinary "feel" not only for what real news IS, but also an exceptional ability to make it clear, concrete and comprehensible to his listeners.

Ralph is one reason why KMA news periods are a listening "must" in the thousands of radio homes throughout our 155 county primary area. Why not learn what Ralph Childs and KMA can do for you? Contact your nearest Lewis H. Avery office—or call us, today!

KMA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

155 COUNTIES AROUND SHENANDOAH, IOWA

WTOL Wins Motion To Reopen Hearing

Toledo Outlet Will Present Corrected Exhibit

MOTION of WTOL Toledo to reopen consolidated hearing in which WTOL seeks to change frequency from 1230 to kc to 980 kc and increase power from 250 w to 5 kw, with directional antenna nights, was granted last week by Comr. E. K. Jett, sitting as motions chairman.

Theodore Pierson, counsel for Community Broadcasting Co., WTOL licensee, requested that the hearing be reopened to present a corrected exhibit regarding commercial and sustaining programs carried in a two-year period by the Toledo station. At the close of hearings last May, in conjunction with the applications of Skyland Broadcasting Corp., Dayton, and Ohio-Michigan Broadcasting Corp., Toledo, for 980 kc with 5 kw power, Commission counsel requested that WTOL file a summary of sustaining programs carried over a two-year period, 1944-45 inclusive.

Andrew W. Bennett, counsel for Ohio-Michigan Broadcasting Corp., on Oct. 14 filed a letter with the Commission, challenging the accuracy of the WTOL program exhibit as submitted. He charged that "the examination of the entire period covered by the exhibit appears to disclose a clear plan for increasing the purported hours of sustaining time in such a way that its decision could only be by comparison of such item of an entire month with the daily program logs."

Mr. Pierson said that when Commission counsel, John McCoy, requested the WTOL program exhibit, the station was given two weeks to prepare it and staff members, faced with examining some 9,000 pages of logs, took sample weeks and projected them over a period of time, in order to meet the FCC two-week deadline. A more thorough examination of the WTOL program logs discarded the discrepancies and WTOL will submit a corrected exhibit, Mr. Pierson informed the FCC.

Rehearing is set for Dec. 11.

AMA Meet Set

THE REGULAR New York chapter meeting of American Marketing Assn. will be held Nov. 27 in the west ballroom of the Hotel Commodore, New York, and will be titled "Looking Into the Future." Leon Henderson, director of the Research Institute of America, Washington, will speak on "Indications of Things to Come in Europe."

Theodore Pierson, counsel for Community Broadcasting Co., WTOL licensee, requested that the hearing be reopened to present a corrected exhibit regarding commercial and sustaining programs carried in a two-year period by the Toledo station. At the close of hearings last May, in conjunction with the applications of Skyland Broadcasting Corp., Dayton, and Ohio-Michigan Broadcasting Corp., Toledo, for 980 kc with 5 kw power, Commission counsel requested that WTOL file a summary of sustaining programs carried over a two-year period, 1944-45 inclusive.

Andrew W. Bennett, counsel for Ohio-Michigan Broadcasting Corp., on Oct. 14 filed a letter with the Commission, challenging the accuracy of the WTOL program exhibit as submitted. He charged that "the examination of the entire period covered by the exhibit appears to disclose a clear plan for increasing the purported hours of sustaining time in such a way that its decision could only be by comparison of such item of an entire month with the daily program logs."

Mr. Pierson said that when Commission counsel, John McCoy, requested the WTOL program exhibit, the station was given two weeks to prepare it and staff members, faced with examining some 9,000 pages of logs, took sample weeks and projected them over a period of time, in order to meet the FCC two-week deadline. A more thorough examination of the WTOL program logs discarded the discrepancies and WTOL will submit a corrected exhibit, Mr. Pierson informed the FCC.

Rehearing is set for Dec. 11.

AMA Meet Set

THE REGULAR New York chapter meeting of American Marketing Assn. will be held Nov. 27 in the west ballroom of the Hotel Commodore, New York, and will be titled "Looking Into the Future." Leon Henderson, director of the Research Institute of America, Washington, will speak on "Indications of Things to Come in Europe."

JAMES A. HOULIHAN, 58, head of the James A. Houlihan Agency, Oakland, Calif., died Oct. 24 at Providence Hospital in that city, following a heart attack.

CELEBRATING first birthday of KCKT Tulare, Calif., at studio party are (1 to r): Joe Drilling, production department; Kenny Trigger, technical department; Sheldon Anderson, station manager; Wanda Woods, secretary; Forrest Hughes, chief engineer; Herman Anderson (cutting cake), owner of the station; Joyce Ames, guest; Jim Ranger, production department; Mrs. Herman Anderson; Mrs. Harold Sparks, guest, and Dick Wegener, business manager.
A modern town crier, with soothing music, a plaintive manner of persuasion and an amazing following, is heard over WGN six nights a week from midnight until 1 A.M. His name is Guy Wallace... his program "Curfew Time."

"Curfew Time" started in May, 1945. The following October Guy made four requests for mail on consecutive programs... his mail for the ensuing month was well over 3000... it came from 36 different states and Canada... it proved beyond doubt the popularity of the program and the effective coverage of WGN.

Today "Curfew Time" is proving the commercial value of "fringe" time, properly handled, by doing a real selling job for a variety of sponsors. Inquiries will be welcomed.
The GATES line of Broadcasting Equipment from Transmitters to Studio wire is complete for adaptability, versatility, broadcasting technique and high fidelity performance. You may equip your Broadcasting Studio complete from this single source. Back of all equipment bearing the GATES name is a quarter of a century of engineering "Know How" and development. Only representative items are shown herein. Write for Catalog showing the complete GATES line. No obligation.

**Model 6-C Broadcast Amplifier**

A flexible amplifier which may be used for auditions, recording, monitoring and line amplifying. Has three audio stages, above average gain, wide and uniform frequency response and very low noise level.

**Model MO-2696 Multi-Purpose Amplifier**

For monitoring and recording — both AM or FM. It fills many services in any radio Station. Has ample power for driving many Speakers and most Recorders and possesses high fidelity for AM or FM installations.

**Model MO-2694 Line Amplifier**

For AM or FM installation. It easily satisfies fidelity requirements for AM broadcasting and possesses fine adaptabilities for FM systems. Notable for its versatility in termination arrangements, appearance and inherent engineering design.

**Model 28-C0 Limiting Amplifier**

This Unit is outstanding for its engineering developments assuring low distortion, limiting action (it provides a dual limiter circuit), compactness and trouble-free performance.

**Models 60A, 61A Preamplifiers**

Both models are designed to furnish ample gain for any transcription pick-ups. Model 61A has the added feature of a gain control so when used in a preamplification circuit its output level may be adjusted to equal other transcription pickup circuits in the installation.

**Model RA-10 Recording Amplifier**

This Unit is designed to produce proper frequency response curves for making various types of recordings. A 3-position switch on front panel affords quick selection of proper filter circuit within the amplifier.
Since "the Beginning of Radio Time" - 1946
QUALITY • SERVICE • DELIVERY

MODEL SC-1
POWER SUPPLY

Specially designed for use in experimental laboratories of varying types. This is but one of a series of Units available at GATES that will supply completely variable voltages at high or low current — either AC or DC.

MODELS M-100, M-101
METER PANELS

The panel illustrated provides 2 DC Milliammeters and 7 DC Voltmeters. Is ordinarily installed with relay rack equipment for measuring the voltages and currents in the vacuum tube circuits. The notched ends permit mounting on any standard 19 in. relay rack.

SERIES 7
VOLUME INDICATOR PANELS

Provides the reading of volume level of audio circuits. Valuable in taking frequency response measurements, checking level of incoming remote lines and making comparative level measurements of various circuits where the levels are critical.

"3 ACES" for REMOTE BROADCASTING

REMOTE FOURSOME

Designed for versatility this Unit will handle both small and large remote jobs. Assembly of component parts in attractive and convenient carrying case, the Foursome is superb for adaptability for these special events as well as for performance.

REMOTE BROADCASTING

Dynamote Remote Amplifier

This is one of the most popular remote amplifiers in use today. In engineering design, modern styling for showmanship and adaptability, it is in a class to itself for on-the-spot broadcasts.

REMOTE CONDITIONER

This is a 3-stage amplifier complete with power supply all housed in one cabinet. Compactness and easy mobility plus performance has given it wide acceptance. Accommodates microphones of any standard impedance.

• • • WRITE FOR DETAILED SPECIFICATIONS—NO OBLIGATIONS • • •

NEW YORK OFFICE:
9th Floor
40 Exchange Place

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

GATES
RADIO CO.
QUINCY, ILL.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT • • • SINCE 1922
Survey Says Stations Merit Tax Relief

Statistical Research Inc. Presents 70-Page Tabulation

A SURVEY intended to demonstrate to Internal Revenue Bureau that radio stations are eligible for tax relief under excess profit provisions despite power increases during base years of 1936-1940 has been prepared by Statistical Research Inc., Chicago.

The survey, contained in over 70 pages of tabulations, described in a letter the research firm has sent to stations throughout the nation. Statistical Research, which obtained tax relief for WJJD Chicago in 1944, undertook the study, according to A. R. Ellman who supervised its preparation, in order to clarify procedures for obtaining relief.

The survey shows that 274 stations which were doing business Jan. 1, 1936 to Dec. 31, 1939—the base tax period—increased power during that period and increased rates an average of 36.38%. On the other hand, 279 stations which did not boost power increased rates an average of 17.6%.

Specific Mention

He said the radio industry is in a particularly advantageous position to obtain such relief inasmuch as it is specifically mentioned in the excess tax regulation describing Sec. 722 as follows:

"A radio station increased its power during the base period 1936-1939 inclusive necessitating changes and expansion of physical property of the station and thus enlarged the area it served. The station is thereby enabled to increase its volume of advertising and advertising rates. Such radio station is deemed to have effected a change in its capacity for production or operation."

On the strength of the above quotation many stations filed applications for relief but failed in many instances because the Internal Revenue Bureau did not accept the increase in power as automatic cause for granting relief, Mr. Ellman said.

The objection raised by the bureau, he declared, was that advertising rates increased generally whether or not accompanied by an increase in power. The Internal Revenue Bureau's argument can now be successfully invalidated, Mr. Ellman said.

Mr. Ellman said the successful prosecution of such claims can only be obtained by a mutual interchange of information between stations. Some means should be established to provide a central clearing house whereby radio stations' claims can be compared without the release of confidential information in reference to operations.

Figures Obtained

As an extreme example Mr. Ellman cited the increase of one station from 2500 w in 1936 to 5000 w in 1940. It increased its rate 62.72%. Another 2600 w station made no increase in power but its rates were advanced only 11.88% during same period. A comparison of these two stations shows an increase of 74.70% in rates that could have been possible under an increase in power for the second outlet cited.

ATLASS RECOVERING, MUST REST 6 WEEKS

H. LESLIE ATLASS, vice-president and general manager of CBS Western Division, Chicago, was reported by his physician to be "much improved" after suffering a heart attack while driving one of his prize ponies Nov. 2, during the Chicago Horse Show at the Chicago Coliseum.

Mr. Atlass, 51, was driving "GI Joe" a pony valued at $20,000 when he slumped to the floor of the pony-rig. He was rushed to St. Luke's hospital where he was placed in an oxygen tent. Hospital attendents said at first there were serious doubts that the CBS executive would recover but Monday he told friends he felt much better.

His physician said he had recommended that Mr. Atlass remain in bed for "at least six weeks." Mr. Atlass was not the only CBS-WBBM executive to require hospital care within the past two weeks. Ted Robertson, WBBM producer, collapsed from excitement while in a studio when Neil Hamilton, currently appearing in "State of the Union" in Chicago, failed to arrive for a scheduled broadcast until two minutes of airline. Mr. Robertson was sent home where he has been resting.

Monday, two of WBBM's announcers, Art Mercier and George Watson were struck by a lumber truck outside Chicago when they stopped their car to examine a flat tire. The pair were returning from a hunting trip in Minnesota. Both suffered severe bruises but were able to return to their homes after treatment at a hospital.
DIALITIS... rare among WTIC listeners!

The comprehensive Diary Study, recently made by Audience Surveys Inc. in seven Connecticut counties, shows that listeners to WTIC are less affected by "dialitis" or station jumping than are listeners to other stations. In fact 77% of the audience of the average WTIC program is inherited from the preceding WTIC program! Here is evidence of tremendous audience loyalty!

Pleasing as this proof of high audience loyalty is to WTIC's programming staff, it comes as no surprise to WTIC's advertisers. They have seen it reflected many times in sales!

You'll want to see the Diary Study which shows, by every measurement, why WTIC is the dominant station in prosperous SOUTHERN NEW ENGLAND. A call to your local Weed and Company representative will bring you all the facts.
Ben Franklin Foresaw Radio,
NAB President Tells College

Benjamin Franklin, the scientist, undoubtedly had in mind scientific miracles that would extend the range of the human voice when he championed the cause of freedom of speech. Justin Miller, NAB president, declared in his Nov. 1 address at the Founders Day Celebration, Franklin & Marshall College, Lancaster, Pa. He was awarded an honorary degree of Doctor of Laws by the college [Broadcasting, Nov. 4].

When Congress enacted the Communications Act in 1934, Mr. Miller said, it specified that freedom of speech as used in the Constitution "included speech, broadcast through the air, by a radio transmitter and expressly enjoined the Commission (FCC) not to interfere with that freedom. I have no doubt that, if and when the question is presented to the Supreme Court, it will uphold the interpretation which Congress has placed upon these words."

In exploring the writings of Franklin along with the observations of commentators he found four main categories: Franklin as a scientist, as an editor, as a champion of the people's liberties including freedom of speech and as a statesman in the give and take of public life.

Mr. Miller reviewed scientific experiments of Franklin, ranging from characteristics and possibilities of electricity to invention of the harmonica and studies in phenomena of nature. He outlined Franklin's daring use of hypothesis and experiment as an editor, along with his willingness to admit error and start over again. He suggested that Franklin as an editor faced many of the problems now confronting broadcasters.

Historical Parallel

Tracing the oppressive English administration to the Colonies, Mr. Miller said, "It's important to note that in this country, during the last 25 or 30 years, the same type of administrative government has been developing; a breaking away from these guarantees and from the theory of separation of powers contemplated by the Constitution. We find among our people an increasing spirit of protest against over-reaching upon the part of administrative officers—who are not responsible directly to the people—we find examples of arrogance and insolence very similar to those suffered by the colonists prior to the Revolution. If we can profit by the lesson of history, we should take note of what happened 175 years ago and nip these present tendencies in the bud."

Franklin as a statesman, Mr. Miller said, was able to look through the details of little issues to those which were fundamental, and in his last speech at the concluding session of the Constitutional Convention in 1787 volted astonishment that the compromise document approached so near to perfection.

Mr. Miller drew a comparison between broadcasting today and Franklin's observations by saying, "It astonishes me to find it [broadcasting] approaching so near to perfection as it does. May it be always a blessing to our people; a means of preserving that which our forefathers wrought for us; may it help, long, to prevent the despotism which comes only when people become so corrupted as to need despotic government."

Durex Test

Durex Blade Co., New York, Nov. 18 for four weeks will start a test spot campaign on 12 stations in five cities for new razor blade. Cities to be tested are St. Louis, Kansas City, Detroit, New York and Cleveland. Agency is Peck Adv., New York.

WASHINGTON, DC

Prefers Judge

JUDGE MILLER

Bishop Returns

WALTER R. BISHOP, after four years in the Navy and released as lieutenant commander, has rejoined WRVA Richmond, Va., as public relations director. While overseas he was in charge of the shortwave station on Guam which relayed accounts of the atom bomb tests at Bikini to the U. S.
Perennial Advertising

95% of the advertising on WCAU is on renewal contract

WCAU

50,000 WATTS  *  CBS AFFILIATE

PHILADELPHIA’S LEADING RADIO INSTITUTION
something

...TO SPARK UP CAPITOL

Send sparkling new Capitol Transcriptions over your airwaves and you'll latch on to a brand new batch of listeners. Because the Capitol Transcription Library offers you new and intriguing — different programs that give you all the elements of big time network shows, skillfully transcribed to permit full opportunity for that essential "personal" touch that will give a local flavor.

You get more than 2,000 selections in Capitol's basic library... plus more than fifty new numbers each month. You'll get programming aids, too: brilliantly arranged opening and closing themes for 22 programs. Musical interludes to background commercials.

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated program formats for 22 complete shows come to you every month. It's just like adding Hollywood's foremost program specialists to your own station staff.

Hear all the features that make the Capitol Service different. Capitol will be glad to send you a recorded demonstration transcription.
new
YOUR PROGRAMS
TRANSCRIPTIONS!

BIG-NAME BANDS
BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GENE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

BIG-NAME WESTERN
SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL
KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS
JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY
BUDDY COLE'S FOUR OF A KIND
FRANK DE VOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

An Audience Builder ★ ★ ★
**Fulton Lewis, jr.**

... available now*

in Syracuse, N.Y.

Cover the Syracuse area with station W.O.L.F. and Fulton Lewis, jr., who is now available for sponsorship in this important market.

On 219 stations from coast to coast, local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

ANNUAL network program award presented by National Safety Council for "Distinguished Service to Safety" was tendered this year to ABC's *American Farmer* series. At presentation were: (1 to r) Maynard Coe, director of National Safety Council's Agricultural Division; Wayne Griffin, announcer for series; Robert White, ABC's director of agriculture and producer of the program; and Ned Dearborn, NSC president.

**Feltis Cautions Researchers About Misuse of BMB Data**

A WORD of caution to "feel your way slowly and carefully in the use of BMB station and network audience information" was given by BMB President Hugh Feltis on Monday in a talk to the radio group of the New York chapter, American Marketing Assn.

"Don't rush to conclusions," Mr. Feltis warned. "Test and experiment to see how the information can be validly used. Guard against misuse and misinterpretations that may lead to costly wrong decisions."

**Basic Agreement**

Speaking on the subject, "First Impressions of BMB," Mr. Feltis reported that they have been of two broad categories, "reactions concerning the BMB measurements as such and reactions with respect to specific findings and their uses."

Most people, he said, whether advertisers, agencies or broadcasters, "are thoroughly in agreement with the broad basic principle which motivates BMB: the establishment of a uniform, comparable measurement of station and network audiences. But," he added, "they do not all agree on the precise meaning of the phrase 'station audience.'"

"In some quarters," Mr. Feltis continued, "it is felt that families who listen to a station only once a week should not be included in its audience, for the likelihood that they will listen to any specific program is quite small. Others feel they should be included, just as a magazine's circulation includes those who only buy it occasionally. In much the same way, some people feel that a county in which only 10% or 15% of the radio families listen to the station at least once a week should not be included in its audience area."

"These questions, showing "that broadcasters are anxious to present a true and valid picture of their station audiences to you, marketing men and researchers, may take some little time to answer," Mr. Feltis said, asking his audience "not to be impatient."

So far, he said, BMB has produced facts that are important, basic, uniform and comparable. "The next job for the industry is to evaluate these facts, interpret them, see how they may be coordinated with other facts gained from other research, determine how they may be used and what broad conclusions may be drawn from them."

Reviewing the first BMB study and the three reports—the individual station reports which have been issued and the forthcoming area and network reports—Mr. Feltis stressed that BMB's objective had been to determine only two things: how many families listen to a station, and where they live. "This," he said, "is quite different from measuring the number of families that listen to an individual program. Neither measurement is a substitute for the other."

ATLAS Corp. has purchased "a large, but not controlling, financial interest" in Jefferson-Travers Corp., owners of Musicraft Records.
Playback Time =
15 Minutes ± Zero

- Directly gear-driven at both 78.26 and 33.33 rpm by a synchronous motor, the playing time of recordings made on the Presto 14-A corresponds to the original program time with split-second accuracy. The only deviation in speed may be due to variations in power supply frequency which seldom exceed 0.1%. Rotational flutter and background noise from mechanical sources are at an absolute minimum.

- The Presto 14-A represents a major advancement in the design of recording turntables, having all of the performance characteristics demanded by experienced engineers. Illustrated below is the new 14-A gear drive.

For full specifications of the Presto 14-A please write Presto Recording Corporation, 242 West 55th Street, New York 19, N.Y. To insure future delivery within a reasonable time, we suggest you place your order on our priority list since orders are considerably in advance of production.
Miami, Freeport, Port Arthur Each Receive Proposed Grant

LOCAL RESIDENCE, experience in radio, and plans for active participation in station operation were deciding factors in proposed decisions issued by FCC last Monday looking toward new stations for Miami, Freeport, Ill., and Port Arthur, Tex.

The proposed grants went to Vincent S. Barker, assistant engineer in charge, WNBC New York, and Mr. Barker for a daytime station on 1570 kc with 1 kw at Freeport; Paul Brake, former WQAM Miami control room operator, for use of 1450 kc with 250 w fulltime at Miami; and Port Arthur Broadcasting Co. for 1340 kc with 250 w fulltime at Port Arthur.

Given proposed denials, because they are mutually exclusive with those nominated for grants, were the applications of Kenneth G. Zweifel, Freeport; Peninsula Broadcasting Corp., Coral Gables, and Everglades Broadcasting Co., Miami; and Harry Francis Banker, Gilmore Keith Phares, Aubrey Edna Scott and Elliot Payson Tucker trading as Lake Side Broadcasting Co., Port Arthur. At the same time the Commission made final its proposed decisions granting applications of:

- Albert S. and Robert A. Drohlich doing business as Drohlich Brothers (former licensee KDRO Sedalia, Mo.), for 1470 kc with 1 kw fulltime at Flint, Mich. [Broadcasting, Aug. 12];

Final Denials

Proposed denials made final in the same cases were for: Booth Radio Stations Inc. (WJLB), seeking new station at Grand Rapids; News Journal Corp. and Roderick T. Peacock Sr. and Roderick T. Peacock Jr. trading as Daytona Beach Broadcasting Co., requesting new stations at Daytona Beach; Southern Media Corp., Miami and Miami Beach Publishing Co., requesting new stations at Coral Gables and Miami Beach, respectively.

Mr. and Mrs. Barker, winner of the proposed decision for Freeport, were found by FCC to have "greater familiarity with Freeport" and "superior knowledge of broadcast station operations" than the competing applicant, Mr. Zweifel, who is in the bottling business at New Glarus, near Freeport.

Mr. Barker, with NBC technical department for the last 13 years, would be manager and chief engineer of his proposed station. Freeport now has no AM outlet and receives no primary service from any FCC-licensed station. The Barker application was filed in the name of Freeport Broadcasting Co.

Port Arthur Broadcasting Co., nominated for a grant for Port Arthur, Tex., in partnership composed of Branch C. Todd, Mary A. Petru and Gray R. Harrower, who were associated in H. W. Cornell Assoc. selling classified advertising to several Texas newspapers, and Socs N. Vratis, organizer and former general manager and vice president of Inter-Mountain Network, Salt Lake City. Recently he has been associated with his brother in the restaurant business at Beaumont, Tex.

Greater Integration

FCC noted that Port Arthur Broadcasting Co. "offers a greater degree of integration of ownership and daily operation of the station" than the competing applicant, Lake Side Broadcasting Co., owned by local business and professional men. Mr. Vratis would be station manager; Mr. Todd, business manager; Mr. Harrower, sales manager, and Miss Petru, program director.

In the Miami-Coral Gables case, the Commission said it could make no distinction between the applicants on a basis of relative needs of the communities. Plans of all three applicants were found "well designed to serve the needs of the Greater Miami area." But the Brake and Everglades applications were preferred, FCC said, because of plans for more extensive participation by the applicants in station affairs.

Choosing Mr. Brake for the proposed grant, the Commission noted that he has been a Miami resident for 12 years, "has an excellent background in radio communications" including experience with WQAM, has no other business interests, and would devote fulltime to the station. Mr. Brake was a Navy commander in the war.

Everglades is owned by Joseph B. Falt Jr. (60%), of Chase Nursery Co., Huntsville, Ala., who would be general manager, and Harold E. Sheffers (40%) of Miami, formerly of the commercial department of WOL Washington and with several other stations, who would be station manager. Peninsula is owned by George W. Thorpe (57.85%), advertising director of Miami Daily News, who would be general manager; P. J. Manson of Miami Shores, physician and surgeon, and Martha E. Manson, who have 19.16% each, and Thomas H. Anderson (3.83%), attorney.
Smash Hit at the NAB Convention

Styled for Tomorrow by

Working closely with Henry Dreyfuss—one of America’s leading industrial designers—the engineers of Bell Telephone Laboratories have created a truly outstanding line of FM transmitters.

Their TRANSVIEW design is functional design at its best. It contributes to sparkling, business-like beauty—to improved circuit design and equipment layout—to ease of operation and maintenance.

Western Electric

FM Transmitters featuring

TRANSVIEW design

HERE’S WHY broadcasters who saw the 1 kw TRANSVIEW design FM transmitter at the NAB Convention were so enthusiastic.

They liked the full-length glass doors, which provide an unobstructed view of all tubes at all times.

They liked its striking modern appearance—and its attractive station call letters.

They liked its big, easy-to-read meters and its ease of access to components.

Most of all they liked its low intermodulation, its low harmonic distortion and all the other top-notch operating characteristics which put it as far out in front in performance as it is in appearance.

For full details: ask your local Graybar Broadcast Representative—or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS
IMPORTANT TO RAI

There has been a big shift in the great Cincinnati market. Ask Free & Peters for a complete breakdown covering the entire region.
50 TIME BUYERS . . .

in listening habits in the

he past six month Hoopers.

nplete six months’ Hooper
tire situation.
GOP Tide & Radio
THE REPUBLICAN landslide inevitably means rough sledding ahead for the FCC, predominantly a New Deal agency since its creation twelve years ago. Sternest critics of the FCC will be in control of the legislative processes when the new Republican-controlled Congress convenes Jan. 3.

An investigation of the FCC is likely. Legislation to reorganize the FCC is possible. Legislators like Senator White of Maine, Senator Tobey of New Hampshire and Representative Wigham of Massachusetts, heretofore a frustrated but vocal minority, will be in the legislative saddle.

There is an FCC vacancy. It is unlikely now that OPA Administrator Paul A. Porter, ostensibly "on leave" from the chairmanship, will be renamed by President Truman. Presumably he would prefer to return to private life. An able man who bore the burden of Government's most unsavory task in the post-war economy, Mr. Porter is charged for the presidency of Broadcast Music Inc., radio's owned music source. We hope he accepts. The job is big, what with ASCAP contracts expiring in 1948. It takes a big man.

The Commission does not have a member with any practical broadcasting experience, yet it devotes 90% of its time to broadcast matters. The FCC has suffered because it has not had the broadcasters' viewpoint presented in its private sessions. The Blue Book is a shining example.

A practical broadcaster should be named, irrespective of party labels. The unexpired term of Mr. Porter runs until June 30, 1949.

Earlier this year we suggested that a man of the calibre of C. W. (Chuck) Myers, founder of KOIN Portland, would make a fine choice. He had just sold his station—one of the nation's best in point of program attainment and public service.

Another broadcaster who, in our judgment, would prove a boon on the regulatory bench is (Dr.) W. Morgan Johnson, general manager of WTIC Hartford since 1929. He has the respect and confidence of his fellow broadcasters. He has worked hard for better radio both on the NAB board of directors as a head number one and on the committee functions. His station has a fine reputation.

We don't know whether Mr. Morency or Mr. Myers would be available. We don't know their politics, if any. We do know that they represent the calibre of broadcasters capable of performing outstandingly on the FCC.

Time for a Time Change
THE TIME-BOMB didn't explode at the NAB convention. Broadcasters, who were expected to break precedent with a demand for relief from the DST chaos, succeeded merely in getting through an innocuous resolution. The resolution took cognizance of the "confusion to listeners and the disruption of orderly broadcasting" brought about by the switchovers in April and September, and endorsed the principle of a "flexible time system." It requested officers of NAB to promote Federal legislation to establish uniform time. It further resolved that, pending Federal action, it "recommends that the networks give serious con-
sideration to the feasibility of operating on standard time."

These things the resolution didn't mention:

That listening habit is the cornerstone upon which a radio audience is built and any change in time not only causes confusion but costs listeners.

That the reduction in listening stimulates advertisers in taking a summer hiatus and hurts radio in general.

That a majority of stations operate in non-DST areas.

That radio in about three-fourths of the country is sold short to benefit the other fourth in which network programming is made.

The resolution should have stated flatly that the NAB favors elimination of DST during the summer until there is Federal action establishing uniform time nationally.

Railroads and airplanes and ships and bus lines operate on local standard time. We imagine the birds and the bees do it.

So why not radio?

Free Speakers
PUBLISHED in this issue are the comments of some of our nation's best-known contemporary defenders of liberty on the issue of freedom of speech.

There are those who have spoken up before against unwarranted encroachments upon basic liberties by Government. Their words might have meaning today in the face of such arrogations as those implied in the FCC's Blue Book, which its defenders say is to remain unbleached.

Here are a few selected words from the mouths and pens of a few selected gentlemen.

"... freedom of religion; freedom of speech; freedom of the person under the protection of the habeas corpus; and trial by juries impartially selected—these principles form the bright constellation which has gone before us, and guided our steps in an age of revolution and reformation."

—Thomas Jefferson

Even when laws have been written down, they ought not always to remain unaltered.

The remedy is worse than the disease.

—Francis Bacon

That fellow seems to me to be just what I would have expected to follow in radio broadcasting.

—Richard Wetherbee, WOR

Whoever would overthrow the liberty of a nation must begin by subduing the freedom of speech.

—Benjamin Franklin

The office of Government is not to confer happiness, but to give men opportunity to work out happiness for themselves.

—William Ellery Channing

(On reflection, we recommend that copies be struck off for the office of all who participate in such a enterprise.)

—Dr. Samuel Johnson

Quiet-spoken, genial, grey-haired Keith Rogers is typical of the small town Canadian broadcaster who has his community interest at heart. In his case the community covers most of Canada's smallest province, Prince Edward Island, a rural area in the Gulf of St. Lawrence, whose people live largely by the produce of the land and the sea. CFCY is located in the provincial capital, and caters in its programming to the desires of the people of the province. A basic station on the CBC (Continued on page 51)

Our Respects To—

KEITH SINCLAIR ROGERS

IT'S ALMOST forty years since Keith Sinclaire Rogers first went on the air. There's no mistake in the count. It was in 1907, when he had just turned 15, that he had his one inch spark coil transmitter on the air, used a coherer relay, and decoherer as receiver. Keith Rogers has never left radio since. Today he is owner of CFCY Charlottetown, P. E. I., a 5 kw station which grew up from a 10 watt in 1921, and still operates an amateur station VE1HI. He is president of the Maritime Association of Broadcasters and last Wednesday he was named honorary president of the Canadian Association of Broadcasters.

Keith Rogers' interest in radio has permeated his entire family. Mrs. Keith Rogers (Flora Smith till she was married in 1912) is vice-president of Island Radio Broadcasting Co., owners of CFCY, and is also musical director of the station. She is as well-known to Canadian broadcasters as is his husband, the two always appearing at meetings of the industry. Their eldest daughter, Margaret Elizabeth, is director of women's programs and continuity editor of CFCY, and her husband, R. F. Large, is program director and chief engineer. Second daughter, Marianne Grantham, was on CFCY's staff before her marriage to Lieut. Comdr. A. K. Morrow, marine radio expert, now stationed at the Julliard School of Music in New York. Their two grandchildren, Brenda Large and Andrew Keith Morrow, can be expected to follow in radio when they reach the kindergarten stage.

Lest anyone should get the impression that the Rogers family is the full staff of CFCY, the record shows that the staff numbers 22, of whom 14 are war veterans. Mr. Rogers still recalls that the first CFCY, licensed under those call letters in 1924 as the first commercial broadcasting station in eastern Canada, had a full staff of two people, himself and a teen-aged assistant.
He Knows All... He Tells All...

Age, Sex, Income, Where and How They Live—NOW, All the Facts on “1280 Club” Listeners

To our knowledge, WOV’s Fred Robbins is the only emcee of a radio show who can tell you everything there is to know about his listening audience.

Recently, “The Pulse, Inc.” analyzed the first 25,000 registered members of, and ardent listeners to, WOV’s “1280 Club”, broadcast nightly from 6:30 to 9:00 p.m.

The results are astounding and reveal the actual “who, what, where and when” of an audience. For example:

- The “1280 Club” delivers 1280 listeners for a dollar.
- Their average age is 23 years and eight months.
- 56% are women... 44% are men.
- 11% are in the high income group... 69% in the middle income group... 20% in the lower group.
- Almost 60% have telephones when the New York City average is only 39%.
- 96% live in New York’s concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this authentic analysis of one of the most consistent and desirable audiences listening to any New York independent station. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

We Want You To Know What You Get For Your Dough!

WOV NEW YORK
NEW Crosley FM Outlet Slated to Start Nov. 15

WLWA, 1 kw FM station of the Crosley Broadcasting Corp., Cincinnati, is scheduled to go on the air Friday (Nov. 15), Wilfred Guenther, newly-appointed manager of the station, announced last week.

Eight-hour daily operation is planned, with tentative schedule calling for a two-hour broadcast period starting at noon, and late afternoon and evening programs ending at 11:30 p.m. Most programs will run 30 minutes, concentrating on good music with short newscasts at regular intervals. Temporary antenna site is the Carew tower and first programs will originate from WLW studios.
Almost a century ago, the Mutual Club of New York fought a stirring baseball contest with the Brooklyn Atlantics for "The Championship of the United States." Score: 12 to 13. "A vast assemblage"—see it under the elms in the background?—watched this great grand-daddy of today's World Series.

How times have changed! In 1946, Mutual (the World's Largest Network) again broadcast exclusively the classic that clicks in one out of every three U.S. homes—seven afternoons straight! Today, the assemblage is truly vast, with over 60.6% of all citizens taking in one game or more at their Mutual kilocycle. To Gillette and Baseball, Inc., Mutual says "thanks."

On the strength of this showing, Mutual invites you to look at the complete box-score of radio values. We can demonstrate Mutual’s penetration of metropolitan markets...show how its single station ratings go sky-higher still...and how Mutual coverage and programs have made us the "More for Your Money" buy in national sales.
REPORT FROM THE FARM FRONT

With only a modicum of press razzle-dazzle, KFI's "NOON FARM REPORTER" goes about the urgent business of bringing farmers in the Pacific Southwest a daily program that is tailored exclusively to their needs. This five-year-old Public Interest feature has no peer in America's richest agricultural area, due largely to the prodigious efforts of the program's emcee—Neilson McIninch. Young and personable, Reporter McIninch combines long-time air experience with a vast knowledge of modern farm practices. He has built up an amazing network of contacts with both private and governmental agricultural organizations to insure the utmost in accuracy and timely service in his daily broadcasts.

To illustrate the helpfulness of the "NOON FARM REPORTER" to all matters pertaining to the soil, here is a recent testimonial from a recent hearsay from the Los Angeles Farm Loan Association. This gentleman asked KFI to mention the availability of loans to ex-servicemen who are seriously intent upon becoming farmers. One announcement regarding the loans was made on the "NOON FARM REPORTER" program as a public service. Result was an extended jamming of switchboards not only at the Los Angeles County office but at the Loan Association office in every county in Southern California. Let KFI jam a switchboard for you.

FRANK BOWES, salesman for KYW Philadelphia, is resigning to join NBC Spot Sales. He will cover Philadelphia, Washington and the Baltimore areas.

ARTHUR A. ENGLER, after four years with the Marine Corps has been appointed sales manager of WLBB New York. Previous to his serving with the armed forces Mr. Engel was with the Washington Star.

MARTIN SCHADI, since release from war service engaged in display advertising sales for Washington, D. C. newspapers and sales manager. Various composi- tion department. Ralph C. Coxhead Corp., has been appointed sales manager of WQGW Washington, new daytime outlet on 570 kc with 500 w. On special overseas assignments with Office of Strategic Services during the war, Mr. Schadi previously had been in graphic arts and radio work in California. WQGW will limit commercial announcements to four per hour. No programs are to be interrupted for commercials under policy which is designed to make sales more effective to advertisers and less objectionable to listeners.

RAadio SALES, spot broadcasting division of CBS, has moved from its former office at CBS headquarters, 445 Madison Ave., New York, to new quarters at 961 Madison Ave., formerly occupied by WNEW. Telephone remains the same, Wickersham 2-0000, which also is number for CBS headquarters.

RICHARD R. STARK, former national representative of the Long Texas Network (KYK KNIT Ke KXO), has assumed his duties as sales manager of WHIT New Bern, N. C.

LOUISE COX has been named head of the traffic department of WJNC Jacksonville, N. C. GORT WILBUR, sportscaster, is assigned duties as sales staff member.

Mr. Stark

JACK BALLANTYNE, RCAF veteran, has joined the sales staff of CKGB Timmins, Ont.

AGNES TURN, formerly of WHTT Hartford, Conn., has joined KECA Hollywood sales department.

WOPIFM Transmitter Site Housing Underway

MODEL transmitter housing of WOPIFM Bristol, Tenn., located atop Virginia's Blue Ridge Mountain, is expected to be completed by Nov. 30, according to A. W. Wilson, president and general manager of WOPIF, with exception of transmitter itself.

Two-story fire-proof structure is being built of concrete, cinder block and steel, will contain two bedrooms, kitchenette, bath, transmitter room and control room on second floor and fuel oil steam heating plant, laundry room, storage room and space for three automobiles on first floor. Station already has purchased snow-plow-equipped jeep. Complete spring water and sewage systems are being installed. Antenna tower will be self-supporting, 187.5 feet high, 2,210 feet above average terrain. Three-bay turnstile RCA antenna and beacon will be employed. Programs will be relayed by radio link from Bristol studios, 35 miles air-line distant.

WOPIFM is to begin operations Jan. 1, will serve about 3,500,000 people.
Dominion network, government fairs are not exclusively through U.S. other sections of Canada and the U.S.

His interests in communal affairs are not exclusively through the Canadian Chamber of Commerce. He has always been interested in the Canadian Chamber of Commerce development in the area, being currently president of the Charlottetown branch of the Canadian Chamber of Commerce. He has always been interested in education, boys and girls work in the province, programs, many educational and youth programs on CFY.

Mr. Rogers was born at Summerside, P. E. I., Jan. 19, 1892. His schooling was at a voluntary school, and he graduated from Prince of Wales College in that city. After selling life insurance for a while, he became manager of the Prince Edward Island branch of the Canada Life Insurance Co., a post he held for nine years, after which he formed W. K. Rogers Agencies Ltd.

His radio career after his first spark coil transmitter was continued with a 500 w rotary spark transmitter in 1911, and a year's service as a wireless operator at sea. In 1911 he received a commission as lieutenant in the Canadian Signal Corps, and at Petawawa military camp in Ontario, he built the Canadian Army's first portable field wireless station. In 1912 on a crystal detector he heard his first field wireless station. In 1912 on a crystal detector he heard his first field wireless station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station. In 1912 on a crystal detector he heard his first radio station.
IT'S THE NEW "MUSIC BOX"

The New "MUSIC BOX" features Jim Gibbons as M. C. and Ida Clark at the Hammond Organ. The show is broadcast before a live audience on hand for laughs and a chance to win one of the many prizes...prizes that vary from orchids to fine cigarette lighters, to nylons, to famous-make mountain pens and many others. And the air audience has a chance to shop in the prizes, too.

It's a winner for the listener, the participant and the advertiser.

MONDAY thru FRIDAY
2 to 2:30 P.M.

The Evening Star Station

WMAL

5000 WATTS • 630 KC
IN WASHINGTON, D. C.

Roney. Grouchul Marx and Frances Langford. Show is scheduled to start 5:47 P.M. and feature a sponsorship of a group of department stores across the country with ABC for four years. Mr. Florsheim developed the network's cooperative program department and served as its head until last spring when he was appointed merchandising director.

CLARE WALSH, radio writer at Schwimmer & Scott, Chicago, and writer on WGN, Mr. and Mrs. John B. & B R radio department which was responsible for the production of such programs as "Amos 'n' Andy," Dick Haymes, Bob Burns, etc. He was made Mr. & B vice president in 1943.

GEORGE M. KOVACS, former advertising manager of Belcota Pictures, M. Vernon, N. Y., has joined Res, Fuller & Co., New York, as account executive.

BILL WILLIAMS, former production manager, MacFarland, Averyad & Co., New York, has joined Morse International, New York, as assistant to the production and service department.

CORT N. PALMER after service with the Army and formerly on the creative staff of MacFarland, Averyad & Co., New York, has joined Peck Adv., New York, in same capacity.

KARL KNIFE, HERBERT A. THOMPSON and CHARLES R. RICCIARDI have been elected vice presidents of Anderson, Davis & Platte, New York.

ROBERT LEDNER has joined George Elliott Adv., New York, as account executive.

Ferdwara-Boone Inc. has been formed Chicago 40th New York, by PAUL R. FERDWARA, president. Mr. Ferdwara was formerly account executive with Marchalk & Pratt and Craven & Hedrick. Mr. Boone previously had been production manager of the spot sales division of ABC and also had been with CBS.

LESTER LOEB, former vice president of Charles M. Storm Co., has been appointed assistant to the president and general manager of Emil Mogul Co., New York.

ARNOLD COHAN Adv., formerly located at 300 Fourth Ave., New York, has taken larger quarters at 1860 Broadway.

JOHN H. HOEY & Co., San Francisco, has changed its name to Hoefer, Dietrich & Brown.

F. J. SMALLEY Jr., manager of Smith, Bull & McCreery, New York, is in Hollywood for week's conference.

GEORGE HARSHBERGER, former cooperative advertising manager of United Retail Drug Co., Los Angeles, has joined Glasser-Olsey, that city, as executive assistant in charge of new business department.

DON BERNARD, Hollywood manager of Wm. Raly & Co. and producer of CBS "Blondie" show, is on three weeks hunting trip in Northern California and Oregon, as reported from recent Illinois.

LIE-Smith, army veteran and former copy writer of The May Co., Los Angeles, has joined Smaljaz, Levitt & Smith, that city, in similar capacity.

HARRY PESIN has been named copy chief by Lester "L" Wolf Inc., New York.

WELNER W. WILLIAMS has been named assistant to the director of production and sales department by BBDO New York.

M. CLIFF GREENBAUM has resigned as copy chief of R. H. Macy & Co., New York, to join Poote, Cone & Beidin, New York.

HOWARD WOKEY INC., Hollywood agency, has been discontinued.

In the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put Your Money on the

| BINGHAMTON, N. Y. |
| HEADLEY-REED, National Representatives |
GATHERED for opening of Derby Foods' Sky King, first radio venture for the company which makes Peter Pan Peanut Butter, are (1 to r): E. R. Borroff, vice president, ABC Central Division; E. M. Thiele, advertising manager, Derby Foods; C. W. Bellfuss, president of Derby Foods, and A. O. Lane, sales manager. The ABC show is aired Monday through Friday at 4:15 p.m. CST.

Higher Wage Scales Mentioned as UE Meets Today to Reexamine Pay Policy

THE UNITED Electrical, Radio and Machine Workers of America (CIO), which last winter and spring prosecuted a prolonged strike against three of the biggest electrical manufacturing concerns in the nation, last week announced its intentions to reexamine its wage policies.

A meeting of UE delegates from locals in General Electric Co., Westinghouse Electric Corp., General Motors electrical division, RCA, Sylvania Electric Corp., and General Cable Co. was called for today (Nov. 11) in New York.

Albert J. Fitzgerald, general president of the UE, said the meeting was "to chart plans for the immediate future on wage questions in the face of a high and rapidly increasing cost of living." The delegates would be asked to formulate a wage policy which, it seemed plain, would involve higher scales than those won in the bitter strikes against Westinghouse, General Motors, and General Motors.

A survey of UE workers had disclosed that "because of the higher cost of necessities, workers have substantially reduced their purchase of milk, butter, eggs and clothes for their families" and have been compelled to "use their meager savings to get along," Mr. Fitzgerald reported.

A general wage policy, including the statement that "wages must be substantially increased," was adopted at the International Convention of the UE last September. At that time, the UE members emphasized the tactical wisdom of unifying their demands with those of other great CIO unions like the United Steelworkers and the United Auto Workers. It was recalled last week that Walter Reuther, president of UAW, had lately been trumpeting warnings that wages, as well as prices, must rise.

Ed Pamphilon to Manage New Upper Darby Outlet

SUBURBAN Broadcasting Corp., which received a construction permit for a new AM station on 1170 kHz at Upper Darby, Pa., Nov. 1 announced last week that Ed Pamphilon, president of the firm, will manage its new station.

Mr. Pamphilon, former technical supervisor of WFIL and WFIL-FM Philadelphia, also is president of Airdesign & Fabrication Inc., Upper Darby, which manufactures transformers, and of Orthopedic Appliances Inc., Philadelphia. W. Claude Faust, treasurer of the license firm, will be sales manager. Ewing Julstedt, former WFIL engineer, will be vice president and technical director.

Agencies Enfranchised

FORTY-EIGHT Canadian advertising agencies have been enfranchised by the Canadian Association of Broadcasters for the current fiscal year, the CAB has announced at Toronto. Included in the list of agencies are nine Canadian branches of American agencies: Atherton & Currier, Toronto; Dancer-Fitzgerald-Sample (Canada), Toronto; D'Arcy Adv., Toronto; Ellis Adv., Toronto; Kenyon & Eckhardt, Montreal; Ruthrauff & Ryan, Toronto and Montreal; J. Walter Thompson Co., Toronto and Montreal; Erwin Wasey of Canada, Toronto; Young & Rubicam, Toronto and Montreal.

Lights on Again

KLZ Denver was called recently by the Rural Electrification Adm. to aid in keeping rural power lines intact. Station was asked to broadcast request that hunters desist and cease from shooting telephone and electric power insulators in remote areas just for target practice. Seems that lights were going out all over the mountains as result of the pot shots, REA now reports fewer such complaints, following KLZ announcements.

WUZ YOU BURNT IN RED HOT (Ky.)?

Time was when radio advertisers thought that, to sell any stuff, they had to cover every hamlet in Kentucky. (Red Hot, for instance — and no joke, that's a genuine Kentucky town!) But now most advertisers know that WAVE alone — with only 5000 watts — gives them 51.9% as much retail sales as Kentucky's total, and at a lot less cost. How about it, pal — aren't you really feeling a little cool about Red Hot, these days?
KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

BROADCASTING • Telecasting

Page 54 • November 11, 1946
CORN grows 10 feet high in Guatemala and is practically impervious to disease, insects and drought. That's why Chris Mack, farm service director of WNAX Yankton, S. D., has been sent down there.

Since early October he has been working with wire recorder in even the remotest sections of that country to get the story for the farm audience of WNAX. Mr. Mack has been studying agricultural practices and visiting the Iowa State College Guatemala Tropical Research Center, a corn study station 60 miles from Guatemala City. Iowa State College is cooperating in the trip and its information director, C. R. Elder, has accompanied Mr. Mack.

Researchers of the college believe their Guatemala experiments will establish new corn-growing practices and improve crops in the Midwest. In addition to daily interviews and stories which Mr. Mack has been airmailing to WNAX on wire recordings, he has taken color movies and stills to be used in lectures before farm groups on his return this month to the U. S.

Mr. Mack and Mr. Elder have been received by the Guatemalan Foreign Minister and Minister of Agriculture. Latter arranged for a plane and interpreter to reach an inaccessible part of the country where an agricultural resettlement program is underway. Pair also were guests at a presidential reception on Oct. 20.

Overseas Salute

CITY of Dunkirk, New York, Nov. 28, Thanksgiving Day, will bring the "one world" concept closer to reality when its pays tribute to its French namesake, Dunkerque, France, on a half-hour CBS program, 3:30-4 p.m. Program will include a five-minute pick-up from Dunkerque with Mayor Robelet of the French city responding to the speech of Mayor Murray of the American city. Charles Boyer, film star, has accepted town's invitation to act as m.c. and Elsa Maxwell also will participate.

RADIO CONTINUITY ANALYZED IN BOOK


SPECIAL requirements which radio makes on the writer and the mechanics of turning out acceptable scripts are explained in this new addition to the Houghton Mifflin Radio Broadcasting Series by Albert Crews, production director of NBC Central Division.

Mr. Crews, who has written stage plays, radio dramatic programs and a book on Radio Production Directing, is the first to admit that no one can learn to write for radio—or for anything else—by reading a book about it. In fact he is quite serious about the profession of writing and devotes a special prologue to the social responsibilities of being a writer. Because of radio's wide audience and great power, these responsibilities are greater for radio writers, he points out.

Such a book, however, can be of invaluable help in directing the beginner's efforts into the right channels, and in encouraging him to develop the self-critical faculty. In its realistic presentation of difficulties, it may also serve to discourage some of those who ought to be discouraged.
A. R. BITTER, former chief engineer for Unity Corp., owner of WTRD-Toledo, has formed his own consulting engineering firm, Bitter Assoc., in Toledo.

STEVE KOLOM has joined the operating staff of CKGB Timmins, Ont.

WILLIAM KELLY has joined the operating staff of CWSY Kingston, Ont.

KENNETH HADLOCK, control engineer of the engineering staff of WGBS Miami, Fla., is the father of a boy.

JIM BRAY, engineer at WGBS Miami, is the father of a boy born Oct. 29.

KENNETH HADLOCK, control engineer at CKWS Kingston, Ont., has joined the operating staff of CKGB Timmins, Ont.

STEVIE KOLOM has joined the operating staff of WGBS Miami, Fla., is the father of a boy born Oct. 29.

CHARLES J. KAYKO, in charge of engineering and production for Sparkman-Washington Co., Cleveland, since 1926, has been elected vice president of the firm.

STROMBERG-CARLSON is manufacturing a simple, low-priced converter which is said would restore the usefulness of many of the $50,000 pre-war FM radio receivers. Called the Driscoll FM Adaptor, device functions as a replacement for the conventional, built-in FM antenna. It will retail for $8.35 plus installation charges.

TOM RAZOVICH, engineer of KFHC San Francisco, has married Helen Raynar.

Heads Publicity Campaign

RICK LA FALCE, publicity director of WWDC Washington, has been named to head all publicity for forthcoming Traffic Safety Campaign in the District of Columbia. To be conducted for six weeks, campaign is sponsored by District Commissioners Traffic Advisory Board.

Conlan's latest figures for listenership in WDAY's coverage area show that WDAY gets about six to one more listeners than Stations B and C, combined. If you want the whole story, all you have to do is write WDAY—or ask Free & Peters!

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2% OF THE AUDIENCE

Committee Named for Okla. U. Meet

THIRTY SIX representatives of stations, networks and advertising agencies have been named to the National Committee of the 1947 Conference on Station Problems, March 6-9 at the U. of Oklahoma, Norman. Dr. Sherman P. Lawton, coordinator of radio instruction at the university, announced last week.

They are:


J. Soulard Johnson, KMOK St. Louis; Kenneth K. Kellam, KWK Shreveport, La.; Col. Harold Kent, Kamehameha Schools, Honolulu; Dorothy Lewis, NAB New York; Ben Ludy, WIBW Topeka, Kan.; Monty Mann, Tracy Locke Company, Dallas; Ken Miller, KVQO Tulsa, Okla.

Jack N. Pitluk, Pitluk Advertising Co., San Antonio; Harlow F. Roberts, Goodkind, Joice & Morgan, Chicago; Lowe Runkle, Lowe Runkle Co., Oklahoma City; Tom Slater, MBS New York; P. A. Sugg, WKY Oklahoma City; Russell W. Tolg, BBDO, Chicago; I. Keith Tyler, Ohio State U., Columbus; Judith Walter, NBC Chicago; Earl Williams, KFAB Omaha; and William O. Wiseman, WOW Omaha.

Two Join MBS

F. CARLETON McVARISH, former director of merchandising and research for the Yankee Network and George Contois, former account executive in New York for WLW Cincinnati, have joined MBS as manager of audience promotion and account executive of the eastern sales staff, respectively. During the war Mr. McVarish served with AAF and shortly afterward was appointed special assistant to the distribution chief of the Research and Analysis Branch of the OSS. Previous to his association with WLW Mr. Contois was for five years radio director of Federal Adv., New York.

BOB BURNS will originate his NBC show at WKY Oklahoma City Nov. 24 in connection with festivities celebrating the appearance of the musical comedy "Oklahoma" in its native locale the following night. Although the Oklahoma City daily and weekly newspaper and municipal auditorium seats 6,000 mail orders have been so large that an additional performance beyond the eight scheduled has been arranged.

A parade on Nov. 25 will include a 450-piece band, With WKY, Gov. Robert S. Kerr of Oklahoma, one of the principal owners of West Central Broadcasting Co., has taken a leading part in arranging the celebration. West Central holds a construction permit for a new station in Peoria, III.
FCC Lists at Least 89 FM Outlets as Now in Operation

At least 89 FM stations are in operation and "nearly all" are employing interim equipment pending completion of full construction, FCC declared last week.

The list of outlets now in operation exceeded the last previous compilation by 33. The previous list, prepared on the basis of FCC records, was carried in the Oct. 21 issue of Broadcasting.

"About half of the stations listed were licensed before the war, and some of these stations are continuing to operate equipment in the old band [42-50 mc] on a temporary basis," the Commission reported in a statement accompanying the new list. Twenty-seven stations were shown in this category.

Responses from questionnaires being distributed to grantees along with their construction permits [Broadcasting, July 29], indicate that in most instances regular equipment has been promised for delivery not later than mid-1947, although in a few isolated cases the promised delivery dates run into 1948.

A great many of the grantees indicate plans to start interim operation by the end of 1946 or in the early months of 1947, FCC authorities said. There has been no breakdown of the returns to show how many plan interim operation and how many do not.

Among those reporting no interim plans, chief reasons assigned are inavailability of even interim equipment and belief that regular equipment may be secured as soon—or almost as soon—as that for temporary operation.

It was pointed out that most of the grantees, on the basis of questionnaires returned, have lined up studio and transmitter locations, although incomplete or construction difficulties due to Civilian Production Administration requirements were noted.

Stations added to the "in-operation" group since the earlier list was compiled are shown below, reflecting the picture as of Oct. 15. One of these, WINX-FM Washington, D. C., is operating in the low band (43.2 mc) pending transfer to its regular assignment. In addition, FM program service is being provided by developmental stations in Cleveland and Washington, D. C.

The list is as follows (designaion of station as "A" indicates community class; "B," as metropolitan or rural):

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Location</th>
<th>FM Band (in mc)</th>
<th>Type of Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRFM</td>
<td>J. E. Redman (KRFM), Phoenix</td>
<td>102.3</td>
<td>R</td>
</tr>
<tr>
<td>KFOR</td>
<td>Bestg. Corp. of America (KFOR), Riverside</td>
<td>102.1</td>
<td>M</td>
</tr>
<tr>
<td>KANY</td>
<td>McClatchy Bestg. Co. (KANY), Sacramento</td>
<td>102.5</td>
<td>M</td>
</tr>
<tr>
<td>WINX-FM</td>
<td>WINX Bestg. Co. (WINX), Los Angeles</td>
<td>92.9</td>
<td>M</td>
</tr>
<tr>
<td>WQAM-FM</td>
<td>Miami Bestg. Co. (WQAM), Miami</td>
<td>95.5</td>
<td>M</td>
</tr>
<tr>
<td>WDDM-FM</td>
<td>Isle of Dreams Bestg. Corp. (WDDM), Miami</td>
<td>97.5</td>
<td>M</td>
</tr>
<tr>
<td>WKAT-FM</td>
<td>A. Frank Katzentine (WKAT), Miami Beach</td>
<td>96.7</td>
<td>R</td>
</tr>
<tr>
<td>WJWW</td>
<td>Columbus Bestg. Co. (WJWW), Columbus</td>
<td>96.7</td>
<td>M</td>
</tr>
<tr>
<td>WTCC-FM</td>
<td>Savannah Bestg. Co. (WTCC), Savannah</td>
<td>98.5</td>
<td>M</td>
</tr>
<tr>
<td>WJIP</td>
<td>Freeport Journal-Standard Publishing Co., Freeport</td>
<td>102.1</td>
<td>M</td>
</tr>
<tr>
<td>WMIX</td>
<td>M. Verzo Radio &amp; Television Co., M. Verzo</td>
<td>108.7</td>
<td>M</td>
</tr>
<tr>
<td>KDPR-FM</td>
<td>Central Louisiana Bestg. Corp. (KDPR), Alexandria</td>
<td>104.3</td>
<td>C</td>
</tr>
<tr>
<td>WWLH</td>
<td>Loyola U. (WWLH), New Orleans</td>
<td>94.9</td>
<td>M</td>
</tr>
<tr>
<td>WHTF</td>
<td>Maryland Bestg. Co. (WHTF), Baltimore</td>
<td>102.5</td>
<td>M</td>
</tr>
<tr>
<td>WMBH-FM</td>
<td>Joplin Bestg. Co. (WMBH), Joplin</td>
<td>102.3</td>
<td>M</td>
</tr>
<tr>
<td>KWK-FM</td>
<td>Thomas Patrick Inc. (KWK), St. Louis</td>
<td>96.3</td>
<td>M</td>
</tr>
<tr>
<td>WBEN-FM</td>
<td>WBEN Inc. (WBEN), Buffalo</td>
<td>92.1</td>
<td>M possibly R</td>
</tr>
<tr>
<td>WHCU-FM</td>
<td>Correlli U. (WHCU), Ithaca</td>
<td>101.3</td>
<td>M</td>
</tr>
<tr>
<td>WSYR-FM</td>
<td>Central New York Bestg. Corp. (WSYR), Syracuse</td>
<td>103.5</td>
<td>M</td>
</tr>
<tr>
<td>WIBX-FM</td>
<td>WBIX Inc. (WIBX), Utica</td>
<td>97.9</td>
<td>M</td>
</tr>
<tr>
<td>WCFC</td>
<td>Beckley Newspapers Corp., Beckley</td>
<td>101.1</td>
<td>M</td>
</tr>
<tr>
<td>WGBR-FM</td>
<td>Eastern Carolina Bestg. Co., Goldsboro</td>
<td>99.7</td>
<td>M</td>
</tr>
<tr>
<td>WMFR-FM</td>
<td>Radio Station WMFR (WMFR), High Point</td>
<td>97.7</td>
<td>M</td>
</tr>
<tr>
<td>KTOK-FM</td>
<td>O. L. Taylor (T-H-S Stations), Oklahoma City</td>
<td>109.5</td>
<td>M</td>
</tr>
<tr>
<td>KOCY-FM</td>
<td>Plaza Court Bestg. Co. (KOCY), Oklahoma City</td>
<td>94.5</td>
<td>M</td>
</tr>
<tr>
<td>KPRA</td>
<td>Pacific Radio Adv. Service, Portland</td>
<td>95.7</td>
<td>M</td>
</tr>
<tr>
<td>WSFA-FM</td>
<td>Spartanburg Adv. Co. (WSFA), Spartanburg</td>
<td>92.1</td>
<td>M</td>
</tr>
<tr>
<td>WTJS-FM</td>
<td>Sun Publishing Co. (WTJS), Jackson</td>
<td>95.1</td>
<td>M</td>
</tr>
<tr>
<td>KERA</td>
<td>A. H. Beo Corp. (WFAA), Dallas</td>
<td>94.3</td>
<td>M</td>
</tr>
<tr>
<td>KHTT-FM</td>
<td>Texas Star Bestg. Co., Houston</td>
<td>99.5</td>
<td>M</td>
</tr>
<tr>
<td>KYFM</td>
<td>Express Publishing Co., San Antonio</td>
<td>101.5</td>
<td>M</td>
</tr>
<tr>
<td>WSPA-FM</td>
<td>Portsmouth Radio Corp. (WSAP), Portsmouth</td>
<td>94.7</td>
<td>C</td>
</tr>
<tr>
<td>WVSC-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCRC-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCXX-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCNY-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCY-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCKY-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WCBB-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
<tr>
<td>WBBB-FM</td>
<td>West Virginia Bestg. Co., Charleston</td>
<td>93.5</td>
<td>M</td>
</tr>
</tbody>
</table>

Chat on Air

CHAT Medicine Hat, Alta, officially opened for business Nov. 1 with 1 kw on 1270 kc. With station actually on the air, staff has been augmented. Bartley Brown, formerly of CKRC Winnipeg, has been appointed program director; Peter LaValley, Orville Cope and Jim McLeod are announcers; J. J. Ves- als, technician; Lillian Dempster, traffic manager. Evelyn McNally, formerly of CKCK Regina, has been named secretary of Monarch Broadcasting Co., owner of CHAT.
RANCO PRODUCTS Corp., Los Angeles (novelties, games), Nov. 15 appointed Allied Adv. Agencies, Los Angeles, to handle national advertising. Radio will be used.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (fruit), has started transcribed program on a number of Canadian stations. Agency is Spitzer & Mille, Toronto.

TECATE IMPORTERS, Los Angeles (Mexican beer), Nov. 15 starts heavy spot campaign utilizing 50 stations in six western states. Contracts are for nine weeks with possibility of extension. Agency is Foote, Cone & Belding, Los Angeles.

CASA MANANA Corp., Los Angeles (Meadowbrook Ballroom) has appointed The Tullis Co., Los Angeles, to handle advertising. Radio is being used with 360 spot announcement schedule weekly on KRED, KMPC, KFVD, KLAC. Contracts are for 13 weeks.


NATALIE NICOLL, San Francisco (women's clothes manufacturer and designer), has appointed Abbot & Richards Co., that city, to handle national advertising.

SINGER RADIO AND TELEVISION Co., Newark, N. J., has appointed Scheer Adv., Newark, to handle its advertising.

GENERAL MOTORS Corp. last week announced a third quarter net income of $33,816,460 after estimated reduction in taxes. Net income for common stock during this period amounted to 71 cents per share as compared to a 78 cents per share payment made during the corresponding period of 1945.


GLASS CRAFTSMEN, Los Angeles (plastic novelty gift items), has appointed Jerry Bayard & Assoc., Los Angeles, to handle national advertising. Other new accounts for the agency include Duke of Hollywood (men's sport shirts); National Dye & Finishing Corp., Los Angeles (thobe finisher); Casper-Davis, Los Angeles (millinery).

JOSEPH MAGNIN Co., San Francisco (women's apparel), has appointed har-son & Johnson by Walt Disney studios and features the "do's" and "don'ts" of infant bathing. Business placed directly with S. C. Johnson & Son, Racine, Wis., has appointed Roy S. Durstine Inc. to handle advertising campaign for new moth-proofer, Starvem. Media not set.

JOHNSON & JOHNSON, New Bruns-
wick, N. J. (baby products), has added quarter-hour news show, three times weekly, on WJEF, Gainesville, Fla., augmenting current campaign of infant foods. Contracts for 52 weeks were placed through Lambert & Feasley, New York.

CHRYSLER Corp., Detroit, has resumed sponsorship on the Texas Quality Network of the Houston Symphony Orchestra for the 1946-47 season. Broadcast is aired Sat. 6 p.m. on WOAI, WFAA, WBAP, KPRC, KRGV, KGNC.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), Oct. 30 started "Chesterfield" national ad campaign. Agency is Spitzer & Mille, Toronto.

THE PERFEX Co., Omaha (Perfex Super Cleaner), has purchased a two story building adjacent to its present factory on Howard St. Floor space is increased by about 40%.

PHILLIPS PETROLEUM Co., Bartensville, Okla. (Phillips 66), has added quarter-hour news show, three times weekly, on WJEF, Gainesville, Fla., augmenting current campaign of infant foods. Contracts for 52 weeks were placed through Lambert & Feasley, New York.

CARL H. SIGLER, formerly in executive positions with Bauer & Black, Andrew Jergens Co. and Giaco Products Co., has been appointed sales manager of Grove Labs, St. Louis.

JOHNSON & JOHNSON, New Brunswick, N. J. (baby products), will sponsor an ABC telecast of a film titled "Batling Time for Baby" on WRKB Chicago, tentatively set for Nov. 12. Film was produced for Johnson & Johnson by Walt Disney studios and features the "do's" and "don'ts" of infant bathing. Business placed directly.

JOHN H. HURLEY, sales executive of S. C. Johnson & Son, Racine, Wis., has resigned to open his own manufacturer's selling agency in New York.

JFG COFFEE Co., Knoxville, Tenn., Nov. 11 starts sponsorship on WSM Nashville of "RFD Dixie" morning program for 13 weeks. Program features Jack Baker as singer, Owen Bradley, organist, and David Cobb, m.c. Agency is Charles Rans, Nashville.

PURE GOLD MFG. Co., Toronto (Blue Ribbon food products), has appointed Harry E. Foster Agencies, Toronto, to handle all advertising. Radio plans not yet complete.

NUGGET PRODUCTS of Canada, Montreal (Poliflor), has started transcribed musical quiz show on 29 Canadian stations. Agency is McKinn Adv., Montreal.

KSDF to CBS
KSDF San Diego, Calif., became a CBS affiliate Nov. 9. Station is assigned 1500w on 1170 kc. Purnell H. Gould is the general manager.

COMPLETE COVERAGE OF THE
EL PASO MARKET

BROADCASTING • Telecasting

THE VEXC OF MUTUAL IN WILMINGTON, DELAWARE

1450 on your dial

1450

THE SHREVEPORT TIMES
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co.
Unshackled Radio Urged by IACRS

President of Inter-American Group in New York

PRESERVATION of the freedom of radio, uncontrolled by government regulations, was urged last week by Lorenzo Baliero Sicco, president of the Inter-American Congress of Radio Stations.

In New York following the close of the new organization's first meeting in Mexico City, Mr. Baliero Sicco, who is also president of the Uruguayan Assn. of Broadasters and of Difusoras del Uruguay, said the Congress had five major aims:

"Our first aim," he said, "is to preserve freedom of speech . . . to have the same freedom in speaking as in writing. Secondly, we are striving for creation of a basic, uniform legislative body governing radio."

Mr. Baliero Sicco gave the third aim of the new association as "freedom to listen to whatever one wants or desires to hear over the air, without being restricted by any country of the Americas or by any tax on radio sets as exists now in Great Britain."

The fourth purpose of the Inter-American Congress of Radio Stations is "to facilitate harmony between broadcasters." This would include regular exchange of programs. Finally, the association president stated its fifth aim as being one "to create a very high professional standard of ethics between broadcasters of the Americas."

Mr. Baliero Sicco returned to Uruguay last Tuesday after several conferences with Clark-Wandless Co., U. S. representatives of his two Montevideo stations.

FCC LACKS QUORUM, DELAYS ARGUMENTS

FOR WANT of a quorum of FCC Commissioners, oral arguments scheduled for last Wednesday were postponed. No new date was set.

Of the six commissioners, Paul A. Walker was attending a convention of the National Assn. of Utilities and Railroad Commissioners in Los Angeles, Clifford J. Durr had not returned from international telecommunication and telegraph conferences in Moscow and London, and Ray C. Wakefield was ill.

Cases which had been scheduled for oral argument were the Commission's proposed denial, without prejudice, of the license renewal application of WJOL Joliet, Ill., and proposed decisions on the 1230 kc applications of Fetzer Broadcasting Co. (WJEF Grand Rapids) and Ashbacker Radio Corp. (WKBZ Muskegon), and on the 1300 kc requests of Cleveland Broadcasting Co. and Scripps-Howard Radio, Cleveland.

K&K Production

FOLLOWING the lead of several other Chicago agencies, Kuttner & Kuttner, Chicago, this week announced the formation of their own radio production company.

Title of the new firm is Continental Productions Inc., and all of the agency's spot and national radio business will be handled through its offices.

Larry Kurtze, former CBS production staff member, will supervise productions, with Robert D. Schoenbrod in charge of promotion and sales.
WORLD BROADCASTING SYSTEM has leased its Chicago recording studios to United Broadcasting Co. and will maintain sales offices only in that city. Recording for World clients in Chicago will be attended by United, and World will continue to process masters and supply the transcriptions. W. C. HUTCHINS, resident manager, is in charge of World’s Chicago office.

TED SEIDEL, Assoc., New York, is offering new half-hour sports-variety show featuring Babe Ruth and titled “On the Ball.” Format includes Mel Allen as m.c., a sports name guest star and a youngster who will receive the “On the Ball Award” for sports achievement each week, plus D’lovelies quartet and orchestra.

GARRY J. CARTER Inc., New York, has leased its Chicago recording studios to United Broadcasting Co. and will continue to record and package, “The Sons of the Pioneers.” Stations include: KPHO WGBS WBRE KGGF KOB KLZ.

HARMON NELSON is his successor.

TO BE attended by United, for its transcribed programs, the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Headquarters, Indianapolis, has joined the radio department of the American Legion National Heads,
A WEEKLY teen-age full-hour Saturday evening program is conducted in conjunction with the weekly high school publication. High News. Students from a different school go on the program each week to tell the story of their schools. Entire program is produced by high school students.

Managers of CBS Owned Stations Meet in N. Y. SEMI-ANNUAL three-day meeting of the station managers of Columbia-owned stations was held last week in New York with Howard S. Meighan, vice president and director of station administration, presiding. Network and station problems were discussed.

 Those attending were: Arthur Hull Hayes, general manager WABC New York; Frank Falknor, assistant general manager, WBBM Chicago; Harold E. Fellows, general manager, WEEI Boston, and manager of New England Operations for CBS; A. E. Joscelyn, general manager, WCCO St. Paul; WCCO Minneapolis; D. W. Thornburg, general manager, KNX Hollywood, and vice president in charge of Western Division; Wendell B. Campbell, general manager, KMOX St. Louis, and Carl Burkland, general manager, WTOP Washington, D. C.

FOLEY Denies Charges FOLEY & Co., Chicago, and its agency, A. M. Salomon, trading as Lauesen & Salomon, Chicago, have entered categorical denials to Federal Trade Commission complaints of "misrepresentation" in advertising of Foley's Pain Relief Tablets. The answer said the representations quoted in the complaint have not been made for several years and that those quoted by FTC were excerpts and do not reveal the full import of the complete statements, FTC announced.

The answer said Lauesen & Salomon has not edited, composed or placed any advertisement of the product for a number of years. Hearings will be held "in due course," said FTC.

Mexico to Advertise MEXICO will spend $400,000 in 1947 in an advertising and publicity campaign to attract visitors from the U. S. and other countries, the Mexican National Tourist Assn. announced last week in Mexico City.

---

**Lingo delivers more results at less cost!**

**Top flight engineers specify LINGO vertical tubular steel radiators because:**

LINGO provides a tried and proved Antenna system to meet your specific need at a minimum of cost and maintenance — backed by a 50 year record of unexcelled experience and stability.

**RESULTS COUNT!**

Scores of stations GET Results with LINGO — and the "6 LINGO EXTRAS" at no extra cost:

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

Write today! Our engineers will translate your specific need into action.

---

**John E. Lingo & Son, Inc.**

**Est. 1897**

**Camden, N. J.**

---

**Philadelpia's No. 1 Station**

**For Promotion!**

**Car Cards - 24 Sheets**

**Newspaper Ads - Direct Mail**

**WIBC**

Represented nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

---

**Broadcasting • Telecasting**

**November 11, 1946 • Page 61**
November 1 to November 7

**Actions of the FCC**

**November 1**

**DECREES BY COMMISSION EN BANC**

**AM-1120 kc**
Martini Co., Cleburne, Tex.—Granted CP for new station to operate on 1120 kc, 250 w, daytime only.

**AM-1450 kc**
Natchez-Beatrice Radio, Inc., Natchez, Miss.—Granted CP for new station to operate on 1450 kc, 250 w, unlimited time; conditions.

**AM-1240 kc**
William F. Brooks, Brewton, Ala.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time; conditions.

**AM-1250 kc**
Howard S. Smith, et al, d/b as Hopkins County Broadcasting Co., Sulphur Springs, Tex.—Granted CP for new station to operate on 1250 kc, 250 w, unlimited time; conditions.

**AM-1010 kc**
Jacksonville Beach Broadcasting Co., Jacksonville, Fla.—Granted CP for new station to operate on 1010 kc, 250 w, daytime only; conditions.

**AM-1500 kc**
Fulton County Broadcasting Co., Canton, Ill.—Granted CP for new station to operate on 1500 kc, 250 w, unlimited time; conditions.

**AM-3240 kc**
Bernard K. Johnson, Liberty, N. Y.—Granted CP for new station to operate on 3240 kc, 250 w, unlimited time; conditions.

**AM-650 kc**
Riley Orlan Parker, Lamesa, Tex.—Granted CP for new station to operate on 650 kc, 250 w, daytime only; conditions.

**AM-1450 kc**
Max Thomas, d/b as Acadiana Broadcasting Co., Crowley, La.—Granted CP for new station to operate on 1450 kc, 250 w, unlimited time; conditions.

**Modification of CP**
Renoe Broadcasting Co.—Granted modification of CP to change from directional antenna, night only, to directional antenna, day and night (DA-1) and to install composite transmitter in Renoe; conditions.

**AM-710 kc**
James Cullen, Loons, Edinburg, Tex.—Granted CP for new station to operate on 710 kc, 250 w, daytime only; conditions.

**Designated for Hearing**

**Montana Broadcast & Television Corp., Missoula, Mont., and Missoula Radio Associates, Missoula, Mont.—Designated for consolidated application of Montana Broadcast & Television Corp. and Missoula Radio Associates for new stations to operate on 1400 kc, 250 w, unlimited time.**

**Special Authorization**
NYVQ New York, N. Y.—Granted extension of special 1200 kc authorization to operate additional time between 4 a.m. and 1 p.m. on New York City and between hours of sunset at Minneapolis, Minn., and 10 p.m., EST, conditions.

**Transfer of Control**
WHOM Jersey City, N. J.—Granted consent to transfer of control of Atlantic Broadcasting Co., Inc., licensee of station WHOM, from Cowles Broadcasting Co. to H. Frederic Helotesco-Jeffrey Publishing Co. Inc., for a consideration of $250,000.

**WEBR Vestal, Pa.—Granted consent to voluntary transfer of control of standard station WEBR to WEIZ, conditional CP for new FM station.**

**KCQX Texarkana, Tex.—Granted consent to voluntary transfer of control of Station KCQX from Texarkana Newspapers Inc. to Globe Telephone Co. of transfer consisting of 9 members.**

**KBZL Hazleton, Pa.—Granted consent to sale of station KBZL to JL Hazzard, Jr., Ruby, Pa., for a consideration of $375,000.**

**Acquisition of Control**
WGDO Fort Lauderdale, Fla.—Granted CP for new station to operate on 540 kc, 250 w, unlimited time; conditions.

**AM-1120 kc**
Leon Sydzylcki, d/b as Greater Erie Broadcasting Corp., Erie, Pa.—Granted CP for new station to operate on 1120 kc, 1 kw, daytime only; conditions.

**AM-1260 kc**
Radio Anthracite Inc., Nanticoke, Pa.—Granted CP for new station to operate on 1260 kc, 1 kw, daytime only; conditions.

**AM-1170 kc**
Suburban Broadcasting Corp., Upper Darby, Pa.—Granted CP for new station to operate on 1170 kc, 1 kw, daytime only; conditions.

*Continued on page 64*
Promotion Tie-in

Three winners of an essay contest being conducted by WLW Cincinnati will receive all-expense plane trips to witness important international meetings of the United Nations. Prizes and background of the contest were released on WLW Sun. 6:55 p.m. (Nov. 10) by James D. Shouse president of Crosley Broadcasting Corp. Station is sponsoring contest in order to give impetus to the concept of the United Nations and to find men and women who will contribute to the understanding of and cooperation with the United Nations. The three winners of the essay contest will be judged on basis of originality, sincerity and aptness of thought. Station has picked the presidents of the state universities of Indiana, Kentucky, Ohio and West Virginia as a board of judges. Winners are to be announced Nov. 24 with contest closing Nov. 17. Mail pieces on rules have been sent to all schools and colleges throughout area.

Phipps Awards

PROMOTION awards in competition sponsored by Phipps Radio Western Division were announced last week by Cliff Bettinger and Johnny Parsons, western sales and merchandising managers respectively. Contest was restricted to ABC affiliates for best campaign developed in connection with start of transferred Bing Crosby program series. First prize of Phipps “1201” model went to KUTA, Kansas City; KTCHA, Butte, Montana; KSST Los Angeles; and KJAK, Boise, Idaho, in third place. Honorable mentions were made to AM stations, KPMX Bakersfield; Ben Starrton, KVOD Denver; Doug Billmeyer, KFXM Portland, Leo Ricketts, KWBK Sacramento; Howard Bailey, KWHO Stockton.

Copper Letter, Candy

TO INFORM advertisers that the Pacific Northwest was reconverted to peacetime role, Ed Craney, president of the Z-Net Network (KGIR Butte, KPPA Helena, KRBK Bozeman and KXML Great Falls-Montana), late last month mailed hundreds of five-pound boxes of assorted candies. Enclosed was personal message on copper foil from Pacific Northwest Broadcasters, including KEZC Spokane, KWWW Ellensburg and KXL Portland. In addition to Z-Net, which read: “This is gold on to here is a piece of copper again. In addition, we have found a little sugar from some of our many best farms and factories.” We hope you will enjoy this box of Dames Candy, from the Copper Montana product.”

CBB Starts Workshop

RADIO WORKSHOP has been set up by CBB Vancouver, B.C., where 23 school students, picked from more than 300 auditioned, are given weekly instruction in some of the artificial techniques and principles of radio writing. CBB staff men give talks and supervise the practical workshop sessions. Chief purpose of the course is to introduce promising young people to the business of broadcasting and to develop talented young people who will take into life work. Courses are held each Friday afternoon after school.

Personnel Introduced

FOLDERS titled “People Is Radio,” containing pho-
tographs and biographies of stations’ staff personnel, is being distributed by the Mutual Broadcasting System, N. Y., as a promotion piece. Introduction states “Plants and equipment make a radio station. But all the transmitters, antennas, tubes and microphones, milliwatts and megawatts that money can buy, can’t make a broadcasting service. That takes people.”

Identification Contest

THIRTEEN cash prizes totaling $500 will be awarded by JCSS Austin, Texas, to best essays in station’s “Who Am I” identification contest, which closed Nov. 18. Grand prize is $250. Entry blanks, mailed upon request, bore pictures of 28 announcers. In addition to identifying pictures, contestants were asked to write a sentence on why they listened to KTBC.

Home Town Motional

THOSE composing the studio audience each Saturday on Boston’s “County Fair” program on CBS each receive a questionnaire asking where he lives, what he has seen on his visit to New York etc. Through arrangement with announcers of early morning shows on affiliates across the country, they answer the questionnaire the broadcast in the home town of each interviewee.

KNOE Photo Folder

PHOTO FOLDER about the Twin Cities of northern Louisiana, Monroe and West Monroe, has been mailed to KNOE Monroe, has received. This folder contains photos and description of artists and programs. Announcers of early morning shows on REL stations were asked to fill out questionnaire asking where they work, what he has seen on his visit to New York etc. Through arrangement with announcers of early morning shows on affiliates across the country, they answer the questionnaire the broadcast in the home town of each interviewee.

Events on KECA

“WHAT YOU Want to Know About” is title of 18-page three color folder prepared by ABC Hollywood promotion department for its-owned outlet as promotion piece. Facts on KECA

Food Show Tie-in

PROMOTION tie-in with 11th Annual Food Show Oct. 31-Nov. 3 was employed by WIBS Milwaukee in form of personal appearances by WIBS announcers, photo displays, newspaper coverage and colored posters.

Advertisement Reprint

REPRINT of full page advertisement run by WBN New York in metropolitan dailies to announce new “Ted Husing’s Bandstand” program is being employed by stations as a trade presentation to illustrate manner in which WBN programs and sponsors are supported promotion-wise.

Eso Anniversary

ANNOUNCEMENT of the 11th anniversary of the “Eso Reporter” on WPTF Raleigh, N. C., was made to 1,400 Esso FM transmitters are given. Lists of technical bulletins on various units are presented as well as details on location of branch REL offices.

On FM Equipment

SALES department of Radio Engineering Labs., Long Island City, N. Y., has issued brochure on REL FM equipment. Postwar stations equipped with REL FM transmitters are given. Lists of technical bulletins on various units are presented as well as details on location of branch REL offices.

WEII Folder

FOLDER concerning coverage of WEII Boston, stating that “Rockland, Maine, is in Boston” and supplying factual presentation to explain that city is in WEII coverage area and thus in Boston market, has been prepared by the CBS-owned outlet as promotion piece.

Facts on KECA

“WHAT YOU Want to Know About” is title of 18-page three color folder prepared by ABC Hollywood promotion department for its-owned outlet. Brochure contains

Clermont

CLERmont’s Chief Station

Advertisers begin the big gain when they get in step with Cleveland’s CHIEF Station—for long-term advertisers and large listener acceptance prove WJW’s programming does a consistently solid job of selling and entertaining.

BEGIIN THE BIG GAIN WITH

Cleveland's Chief Station

Joyce: BEGIN THE BIG GAIN WITH...
**Western Electric 1126C PROGRAM AMPLIFIER**

Back in '37, Western Electric brought out the famous 110A Program Amplifier, an early peak limiter developed for broadcasting. It was followed by the improved 1126A, 1126B and now the 1126C for ever better performance as a program-operated gain control to prevent overmodulation in AM or FM. For full details, write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y., or...
Bristol-Myers, Standard and Firestone Lead Way in TV Network Programming

BRISTOL-MYERS Co., New York, on Oct. 27 became the first advertiser to sponsor a network television program on a commercial basis. The program, Geographically Speaking, advertising Minit Rub and Trushty, was televised by WNBT New York and relayed to WPTZ Philadelphia for simultaneous broadcast. WPTZ recently became the first affiliate of NBC’s video network, linking up with WNBT, NBC key video station in New York, on a regular contract basis. NBC commercial television programs previously relayed to WPTZ and other stations have been paid for on WNBT only, with the other stations carrying them without charge, NBC said.

Close behind Bristol-Myers as television’s earliest network clients are Standard Oil Co. of New Jersey, New York, whose Esso Television Reporter series expanded from WNBT to the two-station network on Oct. 31, and Firestone Tire & Rubber Co., Akron, which Nov. 4 started its video film and has on a network basis. All three series originate in New York and are sent to Philadelphia via radio relay. When programs of Philadelphia origin are sent to New York AT&T’s coaxial cable is used.

Agency for Bristol-Myers is Young & Rubicam, New York; for Esso is Marschalk & Pratt, New York, and for Firestone is Sweeney & James Co., Cleveland.

Philadelphia Quiz

First network commercial series to originate in Philadelphia and to be sent to New York is Visi-Quiz, sponsored by Sears, Roebuck & Co. After running for some time on WPTZ, during November the Thursday evening half-hour audience participation show will also be broadcast on WNBT under the same sponsorship. Benjamin Esche- man Co., Philadelphia, is the agency.

For network programs received from New York, WPTZ has established network rates of $250 for an hour program, $170 for a half-hour, $130 for a quarter-hour and $105 for 10 minutes. WNBT rates for originating network programs are the same as for local programs, including a transmitter charge of $75 for 10 minutes or less and $100 for 11 minutes to an hour, and base program charges of $750 an hour for a live program or $250 an hour for a film program. WNBT’s half-hour program charge is $500 live, $200 film; for a quarter-hour it is $500 live, $150 film; for 10 minutes it is $250 live, $125 film.

A half-hour live network program originating at WNBT would add up to $770. However, as an inducement to sign up early, NBC is offering advertisers a discount of $50 per program, effective immediately and continuing through the first 15 weeks of 1947.

As new industries spring up in Iowa’s oldest city, Dubuque is well deserving of its title, “Fastest Growing City in the Hawkeye State,” and provides an ever-increasing buying audience for your radio program.

A survey by Robert S. Conlon and Associates proved that more Dubuque people listen to WKBB—morning, noon, and night—than to any other radio station. In fact, the sight rating any outside station reached was only 15.3% of the Dubuque audience.

Take advantage of this high listenership by advertising your product on Dubuque’s most popular radio station, WKBB.

James D. Carpenter—Executive Vice President Represented by—Howard H. Wilson Co.
FCC Actions
(Continued from page 64)
operated on 1400 kc, 250 w and unlimited hours of operation.

Patron Broadcast Co., Inc., Albany, N. Y.—CP new standard broadcast station to be operated on 1540 kc, 10 kw, directionnal antenna and unlimited hours of operation—AMENDED: to specify the frequency 1540 kc instead of 1530 kc.

WLP Lexington, Ky.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

Furniture City Bestg. Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1370 kc, 2 kw and daytime only hours of operation.

Acquisition of Control
WSPA Spartanburg, S. C.—Acquisition of control of licensee corporation; sale of 25.94% of common stock from Donald Russell to W. E. Parker.

AM—1400 kc
Missoula Radio Association, Missoula, Mont.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM—1250 kc
Conn and Cope, a partnership, composed of Fred Conn and Millard Cope, d/b/a as Denison-Texoma Bestg. Co., Denison, Tex.—CP new standard broadcast station to be operated on 1250 kc, 1 kw and daytime hours of operation.

AM—720 kc
Charles H. Young, Anderson, S. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime only hours of operation.

Acquisition of Control
WLAP Lexington, Ky.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

Furniture City Bestg. Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1370 kc, 2 kw and daytime only hours of operation.

AM—1600 kc
Sabine Area Bestg. Corp., Orange, Tex.—CP new standard broadcast station to be operated on 1600 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1520 kc
KSPI Creston, Iowa.—Special Service Authorization to commence operation at 1520 kc effective during the period from December 1946 and January, February and March 1947 to be operated on 1520 kc, 1 kw and daytime hours of operation.

DIRECTIONAL ANTENNAS
ENGINEERING DATA INDISPENSABLE TO BROADCAST ENGINEERS

COVERS THEORY OF FOUNDATION PROPERTIES—DEVELOPMENT OF GENERAL DESIGN EQUATIONS and graphic methods of solution thereof—APPLICATION OF GENERALIZED EQUATIONS to determine pattern's shape and size—SYSTEMATIZATION OF TWO- AND THREE TOWER PATTERNS (Over 15,000 Patterns illustrated).

By CARL E. SMITH, E.E.
Vice President in charge of Engineering, United Broadcasting Co.
President, Cleveland Institute of Radio Electronics.

INDEPENSIBLE TO Consulting Engineers
Broadcast Engineers
Technical School Libraries
Radio-Electronic Libraries

Eliminates hundreds of hours of laborious calculations. Gives systematic combination of current ratios, phasing and root-mean-square values for two and three tower antenna systems. Calculations can be made with unique electro-mechanical antenna pattern calculator designed and built by author and his associates.

PRICE $15.00—2 COPIES FOR $25.00
Write for quantity discounts
Contains over 300 pages 8 1/2" x 11" size — 5 DAY FREE EXAMINATION
Limited Edition—Order Now Before Supply is Exhausted
CLEVELAND INSTITUTE OF RADIO ELECTRONICS
B-11 TERMINAL TOWER
CLEVELAND 13, OHIO

We Work today for the Northwest's Limitless Tomorrow
PORTLAND, OREGON
CBS Affiliate
FCC Actions

(KTBS Shreveport, La.—Granted petition for leave to amend its application so as to specify the frequency 710 kc instead of 1490 kc. The amendment was accepted and application as amended removed from the hearing docket.


Ark.—Granted petition to dismiss without hearing docket.

KSAN's application to use 1460 kc.—Granted petition for leave to amend CP to install old main transmitter at present site of main transmitter, to change antenna, and for approval of antenna and location at 310 SE 2nd, Warren, Pa., con-

FREQUENCY MEASURING SERVICE

Radio Towers

November 5

TOLEDO 4, OHIO

Ark.—Granted petition to dismiss without

WJDU Phoenix, Ariz.—Adopted an order denying petition to install old main transmitter at present site of main transmitter, to change antenna, and for approval of antenna and for amendment of CP to change type of transmitter, install directional antenna for day and night use and specify transmitter location as Independence Village, Ohio.

AM—1500 kc

Mahoning Valley Bestg. Corp., Youngstown, Pa.—Granted petition for leave to intervene in the consolidated hearing docket. In re: Consolidation of Petitions for Leave to Amend: to change frequency from 1460 to 1200 kc, 250 w, change type transmitter, install directional antenna for day and night use and specify transmitter location as Independence Village, Ohio.

WAPX Montgomery, Ala.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location at the Southern End of Blackburn St., Montgomery, Ala.

AM—1280 kc

William Paul Beville, Louise Beville, Vincent J. Daniels, and Louis Callahan, Eugene M. Zuckert and Barbara Carlson; as William Paul Beville, Louise Beville, Vincent J. Daniels, and Louise Callahan, Eugene M. Zuckert and Barbara Carlson; as William Paul Beville, Louise Beville, Vincent J. Daniels, and Louise Callahan, Eugene M. Zuckert and Barbara Carlson

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered application as amended removed from the hearing docket.

KHTB Houston, Tex.—Granted modification of CP which authorized a new standard broadcast station, to make changes in vertical limits, to change transmitter location and to change transmitter type.

KFWI Huntsville, Ala.—Granted modification of CP authorized a new station, to change transmitter type.

WCAW Charleston, W. Va.—Granted modification of CP which authorized a new standard broadcast station, to make changes in antenna, change type of transmitter, and for approval of antenna and of transmitter location at NE Intersection of Moore's Road and Jay St., Rome, N. Y.

KEVF Charlotte, N. C.—Granted modification of CP for extension of schedule date to 2-1-47.

KVNY Curie d'Alene, Ida.—Granted modification of CP which authorized a new standard broadcast station, to change type of transmitter, conditions.

KWSH Floral Park, N. Y.— Granted modification of CP which authorized a new non-commercial educational broadcast station, for extension of completion date.

American Colonial Bestg. Corp., Part-

KDWT Stamford, Conn.—Modification of CP to change type of transmi-

Kinston Bestg. Co., Kinston, N. C.—Granted modification of CP which authorized a new standard broadcast station to be operated on 1000 kc, 1 kw, and unlimited hours of operation and for change of transmitter location.

WYNY Rochester, N. Y.—Granted modification of CP which authorized a new standard broadcast station, to make changes in antenna, to change transmitter location to So. side of Wexelsfield Road, NW and 263, Rochester, NY, Rochester (change in lat. and long. and extension of completion date to 2-1-47).

KXAM Miami Beach, Fla.—Granted CP to install new old transmitter at present site of main transmitter, to change antenna, and for approval of antenna and approval of transmitter and studio locations.

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.

KFDA Amarillo, Tex.—The Commission, on its own motion, ordered consolidated hearing schedule for Nov. 4, be continued without date un-

KSYX Kingsport, Tenn.—Grant of petition to dismiss without prejudice its application for CP.
Radio Technical Developments Reviewed in NAB Handbook

COMPREHENSIVE series of technical articles providing an encyclopedia of essential facts is coming off the presses, according to James L. Middlebrooks, who boved next week as Engineering Dept. director to become chief facilities engineer of ABC network.

A "The Engineering Handbook of the NAB, the five-ring looseleaf volume contains 330 pages. It is the first handbook issued since the 1941 revision of the original 1938 edition. It includes FM, television and standard broadcast engineering standards of the FCC along with proposed changes in the standard broadcast standards.

Article on Antennas

Important contribution to antenna knowledge is contained in an article titled "Directional Antennas" by Carl Smith, chief engineer of United Broadcasting Co., according to Mr. Middlebrooks. The article contains excerpts from a book soon to be published by Mr. Smith, who was author of an article on circular polarization in the Oct. 21 BROADCASTING.


P. A. Young, propagation engineer of Crosley Broadcasting Corp., is author of an article titled "Radio Interference in Areas of High Field Intensities." RCA Victor contributes a chapter on location of television transmitters. A series of charts shows characteristic impedance of two-conductor open wire transmission lines; impedance of concentric transmission lines; concentric line loss (500-1500 kc, 40-160 mc); average antenna characteristics of three self-supporting towers; vertical plane radiation characteristics of constant cross-section vertical radiators; rapid fading zone curves; curve showing series impedance of T phase shifting network as well as shunt; reactance chart.

Other articles include: "Studio, Audio & Control Circuits," by W. E. McDowell; "Naval Research Lab.; "General Considerations for Good Room Acoustics," by Ed. J. Content; "Polycylindrical Diffus-
FCC Actions

(Continued from page 68)

November 6

APPLICATIONS ACCEPTED

Modification of CP

WXBV Manchester, Kan.—Modification of CP for WXBV was accepted. The station will operate under control of a new transmitter and new directional antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 500 mc. The modification will be effective on November 20.

AM—920 kc

Glen H. Smith and Herbert H. Lee, db a Lee-Smith Broadcasting Co., Pauli, Minn.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1230 kw. The station will operate for 24 hours per day.

AM—1130 kc

A L Chilton, Lenore H. Chilton and James Ralph Wood, a partnership db a Sky Service, Kansas City, Mo.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1200 kw. The station will operate for 24 hours per day.

AM—850 kc

Peninsula Newspapers Inc., Palo Alto, Calif.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 950 kw. The station will operate for 24 hours per day.

AM—1310 kc

KYOR San Diego, Calif.—Modification of CP for KYOR was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1300 kw. The station will operate for 24 hours per day.

Modification of CP

KCSR San Francisco, Calif.—Modification of CP for KCSR was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1500 kw. The station will operate for 24 hours per day.

Applications Dismissed

AM—890 kc

Rutherford Smith, Big Horn, Wyo.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 890 kw. The station will operate for 24 hours per day.

AM—1000 kc

Cheyenne Best Co., Inc., Cheyenne, Wyo.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1000 kw. The station will operate for 24 hours per day.

AM—1560 kc

KWCO Cheyenne, Wyo.—License to cover CP for KWCO was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1560 kw. The station will operate for 24 hours per day.

November 7

APPLICATIONS ACCEPTED

Modification of CP

WFVS Los Angeles, Calif.—Modification of CP for WFVS was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1130 kw. The station will operate for 24 hours per day.

AM—1270 kc

WLBL Lebanon, Pa.—Modification of CP for WLBL was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1270 kw. The station will operate for 24 hours per day.

AM—1041 mc

Walter Muller and Frank Muller, d b a Muller Brothers, Hollywood, Calif.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1041 mc. The station will operate for 24 hours per day.

AM—905 kc

WKNA Charleston, W. Va.—Modification of CP for WKNA was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 905 kw. The station will operate for 24 hours per day.

AM—1290 kc

KUA Sitka, Ala.—Modification of CP for KUA was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1290 kw. The station will operate for 24 hours per day.

AM—1230 kc

WFRP Savannah, Ga.—License to cover CP for WFRP was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1230 kw. The station will operate for 24 hours per day.

AM—945 mc

Deep South Broadcast Corp., New Orleans, La.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 945 mc. The station will operate for 24 hours per day.

AM—1230 kc

MF—49.5 mc

Beatrice Cobb, New Orleans, La.—CP for a new FM (Class A) broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 49.5 mc. The station will operate for 24 hours per day.

AM—1560 kc

Intermountain Best Co., Albuquerque, N. M.—CP for a new standard broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1560 kw. The station will operate for 24 hours per day.

AM—620 kc

WLSB Madison, Wis.—License to cover CP for WLSB was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 620 kw. The station will operate for 24 hours per day.

AM—1040 kc

RKL Redlands, Calif.—License to cover CP for RKL was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1040 kw. The station will operate for 24 hours per day.

AM—1170 kc

Intermountain Best Co., Albright, Okla.—License to cover CP for Albright was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1170 kw. The station will operate for 24 hours per day.

AM—1060 kc

KJRA Jackson, Miss.—License to cover CP for KJRA was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1060 kw. The station will operate for 24 hours per day.

AM—1020 kc

Intermountain Best Co., Alpine, Utah.—License to cover CP for Alpine was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1020 kw. The station will operate for 24 hours per day.

AM—1330 kc

KWDK Newbury, S. C.—License to cover CP for KWDK was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1330 kw. The station will operate for 24 hours per day.

AM—950 kc

Jackson Best Co., Jackson, Tenn.—License to cover CP for Jackson was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 950 kw. The station will operate for 24 hours per day.

AM—1500 kc

KSEL Lubbock, Texas.—License to cover CP for KSEL was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1500 kw. The station will operate for 24 hours per day.

AM—1200 kc

KYEM Temple, Tex.—Modification of CP for KYEM was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1200 kw. The station will operate for 24 hours per day.

AM—1400 kc

WCLJ Carbondale, Ill.—Modification of CP for WCLJ was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1400 kw. The station will operate for 24 hours per day.

AM—1000 kc

WMBR Lebanon, Pa.—Modification of CP for WMBR was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1000 kw. The station will operate for 24 hours per day.

AM—1310 kc

Mississippi Valley Best Co., East St. Louis, Ill.—CP for a new FM (Class A) broadcast station was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1310 mc. The station will operate for 24 hours per day.

AM—1200 kc

WCTR Elkhart, Ind.—CP to install new transmitter, install new vertical antenna and new directional antenna on top of AM tower.

AM—1190 kc

KWIK Hutchinson, Kan.—License to cover CP for KWIK was accepted. The station will operate under control of a new transmitter and new vertical antenna located in the immediate vicinity of the transmitter site, and the new transmitter will be operated on a frequency of 1190 kw. The station will operate for 24 hours per day.

AM—1450 kc

KATE Leech, Minn.—CP to install new transmitter, install new vertical antenna and new directional antenna on top of AM tower.

AM—1390 kc

WNBW St. Louis, Minn.—CP to install new transmitter, install new vertical antenna and new directional antenna on top of AM tower.

AM—1370 kc
FCC

(Continued from page 14)

Most of his liberal friends in both House and Senate will not return. He is anathema to conservative Republicans, and Democrats too.

Should "ripper" legislation be passed, it logically is presumed that President Truman would veto it. To override a presidential veto, a two-thirds vote of both Houses is required. The Republican pluralities alone are not sufficient to accomplish that.

The same might be true of legislation to curtail the FCC's appropriation. But the FCC fund would be only one small segment of the Independent Offices Appropriation Bill, and it is doubted whether urgent legislation would be stymied to accomplish that single end. The Republican Congress, however, has served notice that it is keenly bent. The FCC is seeking an appropriation of about $7,000,000—its wartime peak—because of the heavy workload engendered by literally hundreds of new station applications in all classes. There is already talk of clipping the FCC to about $4,000,000 or $5,000,000.

Porter Decision Soon

Whether Mr. Porter will return to the private broadcasting field he left in 1942 to enter wartime Government may be decided this week. NAB President Miller, now president of BMI also, is disposed to relinquish the latter post because of the pressure of other activities and because BMI's resurgence in independent music source. It has fulfilled now. ASCAP contracts expired at the end of 1948. BMI was created to give radio its own independent music source. It has fulfilled that task but it requires development particularly in the popular music field.

Should Mr. Porter be retained by BMI, it is presumed he would assume his president and directing head. M. O. Tompkins, vice president and general manager, would continue in that capacity, however. retaining responsibility for day to day operations. Sydney M. Kaye, vice president and general counsel, like Judge Miller, is understood to be desirous of devoting more time to his law practice as partner in the firm of Rosenman, Goldmark, Colin & Kaye, but would continue as chief legal counsel for the music concern.

Need for a BMI president of important stature was discussed both at the BMI and the NAB board meetings last month. It was not known then whether Mr. Porter would find himself available. Salary on the order of $25,000 to $40,000 a year was discussed.

After 14 lean years, during which they have been forced to take the patronage crumbs, the Republicans are hell-bent for reforming the whole Washington pattern. But between now and Jan. 3 things are certain to cool off with the realization that nothing can be accomplished if the Democratic administration and the Republican Congress are constantly at swords points.

Where radio is concerned, it is doubted whether any radical innovations, like a new edition of the Blue Book, or public inspection of financial records, or a rash of new questionnaires going into programs, finances or business, will be undertaken in the next two years.
LIVE DANGEROUSLY, SAYS FANNIE HURST
URGING radio to “live dangerously,” Fannie Hurst, novelist, speaker at a luncheon meeting of the New York Radio Executives Club last week, lashed out against the “low calory program diet” heard on the air today because radio is “handcuffed to the low standards of American commercialism.”

The writer, who lately became critical for WJZ New York, was the first of three personalities to address the club on the subject. “I was Running Radio!” H. V. Kaltenborn, commentator, will speak Nov. 21 and Brock Pemberton, theatrical producer, Dec. 5. “Most (radio) programs depend upon the commercial for bread, butter and jam, and of course paraadoxically, ironically and dangerously, it is the hand which feeds them—the advertiser’s hand—that has become the whip-hand,” she said. “That hand is ever-reaching.”

Miss Hurst said, “If I were running radio, I would gamble more on the dignity of the human race by creditling it with something more than a composite state of sub-adolescence and delayed development.” She said she does not advocate government control of radio. She proposed that better programs could be obtained if an educational campaign were set up to educate the advertiser and the agency, as well as radio itself.

**Conference on 30-40 mc**
INFORMAL engineering conference on FCC’s proposal for frequency service allocations to non-Government services in the 30-40 mc band [BROADCASTING, Nov. 4] will be conducted by the Commission on Dec. 2 starting at 9:30 a.m., with all interested persons invited. FCC said “widespread interest” had been shown, indicating an informal conference might help resolve issues and clarify purposes before formal oral argument is held Dec. 16. If the plan is revised as a result of the conference, the Commission added, oral argument would have to be postponed.

**Election Shorts**
NEW RMB coverage map was used by KRNT Des Moines as guide for setting up special election returns reporting service in Nov. 5 vote. Listener percentages in various sections gave key for coverage spelling.

- Opportunity to hear all candidates at one sitting was unique offering of WPEN Philadelphia on Nov. 4 Election Parade broadcast. With dramatic interest inserted, program featured recorded messages from those unable to appear personally.

**WOL Washington News**
Director AI Warner cut into MBS’ Michael Shane—Detective on election programs—a “job of strangling,” said Mr. Wigginsworth. “What a nice job of strangling.”

**WTIC Hartford**
to give comprehensive coverage, organized in addition to its own staff some 271 special reporters, 53 tabulators and telephone operators plus nine remote pickup crews throughout the state. Thomas J. Dodd, back from Nuremberg and prosecution of Nazi war criminals, turned election reporter on WTIC from his home town of Lebanon.

**FISH, FURNITURE AND A SPARTAN PHILOSOPHER**

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor’s sales have soared over 400% since Charlie began to philosophize about fish.

**Election-Hill**
(Continued from page 15)
made exclusively to BROADCASTING. Rep. Wigginsworth, former member of the House Select Committee to Investigate the FCC (78th Congress), said that he had contemplated introducing a resolution to investigate the Commission, his definite plans would not be announced until the steering committee meets this week.

**Probe Needed**
“I’ve always felt that a thorough investigation of the Commission was necessary,” said Mr. Wigginsworth. “We certainly need remedial legislation. The investigation should be conducted as soon as possible.”

Informal Senator Tosey had announced he would reintroduce his resolution. Rep. Wigginsworth said: “Well, there won’t be any conflict. Since we control both Houses I would say that we’ll decide whether the Senate or House will handle the FCC investigation.”

Rep. Martin, one-time chairman of the Republican National Committee, said: “We’ll have so much to investigate that we’ll have to divide it up between the Senate and House. Now that we control both we won’t have any conflict or difficulty.”

Among subjects scheduled for legislative action are these:
1. Spelling out the Commission’s powers.
2. Taking Commission-created restrictions off broadcasting.
3. Lifting the 50 kw power limitation on clear-channel stations to afford wider rural coverage.
5. Rotating the chairmanship annually.
6. Possibly requiring the FCC to extend the FM band down to 50 mc or thereabouts, thereby making more channels available and permitting competition free of Government control.

7. Increasing the license period of stations from three to five or ten years, leading to greater stability and security of investments, thereby giving incentive for better programming.
8. Restricting the Commission from (a) using programs as a basis for “public interest” determination; (b) attempting to dictate business practices or program policies; (c) denying all aggrieved parties a right to appeal to the courts from Commission decisions, and (d) writing “law” into memorandums of orders and regulations.

**Committee Makeup**

Makeup of the new committees will be a leading factor in all investigations, observers pointed out. Sen. Robert A. Taft (R-Ohio) and Rep. Martin have called their respective steering committees for a meeting Thursday (Nov. 14) in Washington to reorganize both Houses. Mr. Martin said he would call a meeting of all Republican Representatives-elect for Dec. 2.

Inasmuch as the Republicans pledged themselves to carry out the Congressional reorganization, adopted in the last session, it was deemed likely that a complete re-shuffling of committee assignments would result. Both Houses are expected to follow the seniority tradition, choosing in the Senate, chairman from the first 15 eligibles, and in the House from the first 19.

Some committees are reduced from 15 to 15 and House committees from 19 to 18. No Senator may serve on more than two committees, except those on the District of Columbia Committee may serve on three. In the House no member may serve on more than one committee, except those on the Un-American Activities and District Committee may be named to one other.

Likely choice to head the Senate Interstate and Foreign-Commerce Committee (composite of the old Interstate Commerce, Commerce,
Broadcasting

Mobs Jam Stores Showing TV Sets

Orders Placed by Thousands Who See RCA Receivers

CROWDING into the television display rooms of radio and department stores in New York, Chicago, Philadelphia, Albany and Newark in such numbers that some stores were forced to call the police, the public last week greeted initial showings of RCA's postwar video sets with an enthusiasm that more than justified advance estimates. They were there to buy as well as to look. Thursday and following days, after the RCA sets first went on sale in New York, David Wagman, manager of radio and television receiver sales for Bruno - New York, RCA distributor in that city, estimated that orders had been placed for between 3,000 and 4,000 sets, with deliveries to start this week. At $350 per set, plus another $60 installation and service charge, this represents a public investment in television far in excess of a million dollars, which might have reached two million by the time stores closed Saturday.

Traffic Blocked

RCA Victor's Camden headquarters was unable or unwilling to disclose sales figures for other cities but had much to say about the size and interest of the first group in the country, who were estimated to total 400,000 in New York and 250,000 in Chicago. At Macy's in New York a special store policeman was detailed to keep the people, standing 12 deep to watch the sets, outside the guardrails around each receiver. Chicagoans blocked traffic in front of the Loop stores of Goldblatt Brothers and Lyon & Healy, while 20,000 in Los Angeles purchased new video sets in their windows. The Bright radio shop in Flushing, N. Y., had to call for police protection from the crowds that threatened to crush in its windows. The crowds had been built up by full-page RCA ads in the Sunday papers, followed by ads of individual dealers when their displays were ready. Their reactions to the receivers, particularly their purchases, were sufficiently impressive to lead one dealer to offer Bruno - New York a certified check for a million dollars worth of the sets, and a chain of stores to try to place an order for 2,000 of them.

By the weekend RCA expected to have sets on display at some 800 stores in cities where commercial television stations are now operating.

Albert Van Antwerp

ALBERT VAN ANTWERP, writer of Red Ryder series on Don Lee Broadcasting System, died at his home in Mendicino, Calif., following a heart attack which he did not survive. Writer and radio man for more than 25 years, he was one of early stars on KHJ Hollywood.
Free Radio

(Continued from page 14)

Russian people that there is no peace in the world because democracies can only engage in defensive wars and dictatorships are built for offensive war. With a tradition of the bill of rights, our real fight is not against government but against economic bottleneck, which are resulting in increasing lack of diversity of thought in the media channels of communication. The basis of our religion of freedom of thought has shifted from the right to utter to the right to read, to see and to hear. If the monopolies of the minds of man continues in the hands of a few score owners of radio, press and movies I am fearful that the American Marxists will persuade our people to allow government to take over these instruments. We cannot afford to lose another thousand daily papers. The loss of 3,500 weeklies is more than a loss of a week. We are in danger in the hundred areas where the only newspaper owns the only radio station. The Supreme Court has condemned as unfair the Enterprise, Associated Press and in effect condemned the monopoly trend of the great radio networks which own 90 per cent of the night time power of the nation. A high court has recently declared that the major motion picture companies throttle the free dissemination of the major newspapers. Murray's proposed Senate investigation on how to save the small dailies and weeklies of the nation is one of the hopes of freedom in America. I have been told by 10 per cent of those appearing at the market place of broadcasting in the hands of the four companies.

Program Time Rates

Do the broadcasters really believe that it has been ordained from heaven that two independent stations wishing to have a joint program must buy telephone service for an hour even though they want to use it for only a few minutes of time? Hundreds of unsound burdens such as this one are the American peril on the score of freedom, although the economic restraints of our market place of thought still leave us with freedom unknown under communism or fascism. Surely we will be more effective in cutting the iron curtain if we remove those economic restraints in this country which place unreasonable burdens on small enterprises entering these fields. It is just too bad that there does not appear to be in the present regulatory panel the giants which control the fields, any leadership having enough imagination to appreciate the need of restoring free enterprise in mass media businesses. The iron curtain can be cut only by cellular, either by one nation-life but our knife is dulled as long as Kent Cooper and David Sarnoff are the chief spokesmen in the attack on the Russian iron curtain. For they themselves have not learned to use a nylon curtain of their own.

Arthur Hays Sulzberger, publisher 'New York Times, which owns WQXR and WQXQ, I am afraid is clouded in a licensing government when in any way it touches upon the distribution of information. In the case of newspaper, the question of such licensing does not arise. In the case of radio, however, some form of licensing seems to be inevitable if the limited number of radio channels to be divided among a larger number of applicants and the channels then kept free from interference.

"In performing such duty it would seem proper that the relative merits of applicants be viewed by the licensing authority and that all factors relevant to such application be taken into consideration before licensing takes place. This automatically brings into play an element of judgment which would again be exercised if, as I believe necessary, the licensing authority is charged with watching the licensee's performance for the benefit of the public. There is very real and justified concern about this element of judgment and yet if you see no escape from the dilemma if either chaos or misuse of the public domain is to be avoided, I am afraid there is no answer to the problem other than the eternal vigilance of the industry, the Federal Communications Commission and the public."

"Asks Vigorous Defense"

Seymour Berkson, general manager, the Blue Book, has this to say: "Any attempt to undermine freedom of information—whether it be aimed at the press or radio—is an assault upon the fundamental American concept of liberty and democracy."

"The eleven simple words which guarantee freedom of the press in the United States were written into the American Constitution at a time when radio was not even dreamed of. Had the founding fathers been able to foresee this tremendous vehicle for public information they certainly would have included it as one of the basic rights in the same basic concept of freedom."

"In a world still beset on all sides with sinister efforts to control and manipulate public opinion it is imperative and vital that we defend with the utmost vigor the full freedom of ALL channels of public information."

"We must guard against government encroachments of any kind that tend to limit, curtail or infringe upon the broadest freedom to serve the American public to the best of our ability."

"If such encroachments are successfully engineered in the case of one of the mass media, it may not be long before the same dictatorial tendencies are applied to all of the others."

"Public opinion itself is the soundest regulatory force in a democracy. The American people are the best judges of thinking things out for themselves and showing their preferences in no uncertain terms."

"Public acceptance or rejection of this or that type of media or individual element thereof is the most potent and legitimate form of regulation in a democracy."

"Thomas Jefferson, author of the American Bill of Indepedence, declared: 'That people is best governed which is least governed.' Those words still remain among the wisest precepts of a true democracy."

"N. R. Howard, Editor, Cleveland News; first vice-president of American Society of Newspaper Editors, said:"

"I am certain that any licensing will be the ending of the freedom of the press, as I see it has been to freedom of expression by the radio. It has ended all free speech on the radio, but it has put a limit on it, and any limit on freedom is less than freedom.

"There has been no test in court of the power of the FCC to invoke the 'standards' set forth in the Blue Book. Lawyers cite, however, the WOKO case—January of 1946—as indicative of how the FCC in a test"

"In that case, where the issue was hidden ownership, the U. S. Court of Appeals held that the 'guiding star' of the FCC in regulating radio industry, fixed by statute in that phraseology having to do with service "in the interest, convenience and necessity of the public." The Communications Act of 1934, said the Court, gives the FCC "punitive jurisdiction."

"Against this interpretation some have imposed the words of Mr. Denny spoken at the NAB Convention: "The Blue Book says that American radio is over-commercial."

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

"There is cited among those who look upon the Blue Book as an attempt to undermine Constitutional freedom, this direct quotation from the radio act (our italics): "No regulation or condition shall be promulgated or fixed by the Commission which should interfere with the right of free speech by means of radio communication."

On School Outlets

CHICAGO Board of Education is now providing on School Outlets Chicago Times "Quiz-Down" program (10 a.m. CST) and three PM stations KHUR, with over 150 school outlets. "Quiz-Down" is produced by Carol Moody and features contestants from the fourth to sixth grades. The Blue Book says that American radio is over-commercial."

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

"There is cited among those who look upon the Blue Book as an attempt to undermine Constitutional freedom, this direct quotation from the radio act (our italics): "No regulation or condition shall be promulgated or fixed by the Commission which should interfere with the right of free speech by means of radio communication."
CONTROL REQUEST IS FILED BY KRIS

FCC APPROVAL of "concentration of negative control" of KRIS

Corpus Christi, Tex., in President T. Frank Smith is requested in an application reported by the Commission last Thursday.

The application notes that Mr. Smith acquired 12½% interest in KRIS from M. Tilford Jones, his cousin, in 1940, and an additional 37½% on Oct. 30, 1945. There was no cash consideration for this transfer, but Mr. Smith transferred to Mr. Jones 125 shares of KXYZ Houston common stock, thus separating their radio interests. Mr. Smith then resigned as president and manager of KXYZ, the application reports.

Mr. Smith now owns 49.5% interest in KRIS and is beneficial owner of 0.5% held by F. L. Suber, giving him negative control. When the transfer was accomplished, Mr. Smith did not feel it was necessary to report it to FCC, the application explains, adding that since then the Commission has indicated that an application is necessary. KRIS operates with 1 kw on 1360 kc. Mr. Smith also owns 60% interest in KVAL Brownsville, Tex.

Milestones

COMPLETION of 21 years of broadcast service by WRVA Richmond, Va., has been noted this month with simple expressions of appreciation to friends, sponsors, entertainers and listeners for their cooperation which has made achievements possible. . . . Sponsored by Robert Keith Inc., Kansas City home furnishing firm, the Kansas City Philharmonic has started its fourth consecutive season on KMBC that city. Arrangements are being completed to carry programs on KMBC-FM.

In religious field, weekly quarter-hour program, Proof That Christian Science Heals, has started its third year on some 214 stations in the U. S. and Canada. Program is transmitted in The First Church of Christ, Scientist, Boston. Account handled by H. B. Humphrey Co., Boston. . . . Contract also has been renewed for another year by group of local banks of Spellacy Bee and Quiz program for students on WENT Gloversville, N. Y. High schools of Gloversville and Johns-town compete on program each Thursday evening. . . . For exclusive, Clitten & Thomas, Los Angeles, reports on first birthday that firm services 34 accounts as against five at start.

Special programs and talks have been presented by CBC on occasion of its 10th anniversary. Nearly 10 half-hour salute from BBC was aired. Report to listeners in booklet form is being distributed on request. . . . KYW Philadelphia is beginning to promote its forthing silver anniversary of broadcasting. Station has commissioned plane bearing KYW streamers, which fly over Pennsylvania's farmlands and each broadcasting football season . . . George Watson, WBBM Chicago announcer, begins his 10th year with station, 17th in radio . . . I. A. Martinho, chief engineer of WATRO Hartford, Conn., observes his 28th anniversary with station. . . . Fourth birthday of Crusader Kids on the Air Saturday morning feature on WIOD Miami, Fla., was accompanied by report that more than 900 children had participated on program to date and that $1,600 in cash prizes and $2,800 in war bonds had been awarded as spon-sor, Knight Bros. Paper Co.

Wesson Replaces

SOUTHERN COTTON OIL Corp., New Orleans (Wesson Oil and Snowdrift Shortening), Dec. 9 discontinues Try and Find Me on ABC and replaces it with Edwin C. Hill and the Human Smile of the News, Mon. through Fri. 3:30-3:45. Agancy: Kenyon & Eckhardt, N. Y.

VIEWTON TELEVISION AND RADIO Corp. has appointed Schacter, Fain & Lent, New York, to handle advertising.

Listener Loyalty is a Reality in West Texas

Read what BMB reports say:

KRBC KBST

Abilene 92%

Big Spring 90%

KGKL

San Angelo 89%

That's what BMB reports show in the home counties of the West Texas Network stations!
Radio Week Promotion Plans Ready

Announcements, Breaks Prepared for Local Station Use

BROADCASTERS in every city and town in the nation are expected to prepare special programs and carry announcements promoting National Radio Week Nov. 24-30, under plans being prepared at NAB for the industry's part in observance of the 26th anniversary of broadcasting.

Some 80,000 dealers handling radio sets are receiving from Radio Manufacturers Assn. promotion packets consisting of posters, two types of streamers, folders of suggestions for local promotion and press releases adaptable to local use. With the aid of this material individual dealers will be able to draw wide attention to National Radio Week and at the same time acquaint the public with the latest radio plays in their daily lives. NAB President Justin Miller last year wrote, "National Radio Week this year will find radio with expanded facilities, better than ever before to fulfill these responsibilities. Facilities in every broadcasting station everywhere are improving their facilities and programs, new stations are being built and postwar radio receivers are being produced at record rates. FM and television are establishing themselves as new media for public enjoyment.

"We hope that everyone associated with radio broadcasting—station owners and their staffs, advertisers and agencies, program producers and participants, radio manufacturers and their merchandising representatives—will join in the observance of National Radio Week Nov. 24-30, and that the millions of listeners will take time to consider the vital role which radio plays in their daily lives."

Packets Ready

All broadcast stations are to receive packets next week containing announcements, station breaks, news releases and the RMA promotion kits. NAB is preparing a set of scripts incorporating the best material used by stations in the 25th anniversary celebration last year.

NAB President Justin Miller last week wrote network presidents, asking their cooperation in the plans. Networks will take the lead in promoting the week on the national level, with stations and dealers cooperating in individual cities and towns.

Participating in the dealer phase of the campaign will be department stores, music stores, furniture dealers and electrical appliance retailers. Working with them, besides RMA, are National Dry Goods Assn., National Retail Furniture Assn., National Music Markets Assn. and National Electrical Retailers Assn.

In completing its nationwide promotion campaign RMA noted that 15,000,000 receiving sets will have been produced since observance of National Radio Week last year. This production is 50% above the highest rate attained in the prewar year, 1941.

One phase of NAB's campaign is already under way. This is the nationwide letter contest to be conducted by the Assn. of Women Directors, under direction of Alma Kitchell, WJZ New York, AWD president, and Dorothy Lewis, NAB director of listener activity.

RMA has approved donation of 204 receiving sets, with 12 sets to be given away in each of the 17 NAB districts. Letters are to be not over 200 words, covering the subject, "What I Think About Radio." They are to be sent not later than Dec. 6 to the woman broadcaster over whose program the contest is announced. Winners are to be announced about Feb. 1, according to Mrs. Lewis.

RMA is developing a separate promotion campaign based on the slogan "A Radio for Every Purpose." With 90% of homes in America having at least one set, RMA notes that only 50% have two or more sets. Final approval rests with the RMA board of directors.

The Radio Week campaign is being directed by W. B. McGill, advertising director of Westinghouse Radio Stations Inc., who is chairman of a special subcommittee of the RMA Advertising Committee. NAB's plans are being prepared under direction of Edward J. Heffron, executive assistant-public relations.

POTTER TO PRESIDE AT KENTUCKY MEET

MEETING of Kentucky Broadcasters Assn. will be held Nov. 15-16 at Lafayette Hotel, Lexington, Ky., with President Hugh O. Potter, WOMI Owensboro, presiding. Sessions open at 1 p.m. Friday with a talk on "Small Market Station Operations" by J. Allen Brown, head of the NAB Small Market Stations Division.


Saturday meeting opens at 9:15 a.m. with Elmer Sulzer, U. of Kentucky, discussing "Department of Radio Arts." Business session will be held, with election of officers, followed by a luncheon at which the Nunn stations will be hosts. Delegates will attend the Kentucky-Va. football game in the afternoon. Other association officers are J. E. Willis, Nunn stations, first vice president; Harry McGtice, WINN Louisville, second vice president; Harry Callaway, WHAS Louisville, secretary-treasurer.

Newsman Name Board

RADIO NEWSMEN of Southern California, newly organized, elected four directors Nov. 6. On the board are: Vance Graham, KMPC Hollywood news editor; Harry W. Flannery, CBS commentator; Adele Ullman, ABC news staff, and Pat Bishop, KFI Los Angeles news editor. They authorized a Grievance Committee headed by Chet Huntley, CBS Hollywood director of public affairs and president of the group, to deal with such problems as radio representation on equal status with the press.
Press Cooperates on Radio Listings

Papers Usually Carry Program Schedules, NAB Finds

NEWSPAPERS in general are friendly and cooperative in printing broadcast program listings, according to Kenneth H. Baker, NAB director of research. Dr. Baker based this finding on a questionnaire survey conducted among 732 AM commercial stations in which a return of 76% was attained.

The results of the survey reflect a marked improvement in radio-newspaper relations in the last decade.

Only 4% of broadcasters reported to the NAB that local papers refused to carry any of their listings, as against 51% reported in 1936. Dr. Baker said that some, but not all, of their local papers will not carry listings.

“Practice of refusing space to broadcasters is more characteristically a small-town phenomenon, especially in towns of less than 50,000 population,” Dr. Baker said.

Charged for Listings

Also limited to small towns is the not too prevalent practice of charging radio stations for printing their listings. No such cases were reported by clear-channel stations but 22 regional and 50 locals, 13% of total reporting stations, said they paid for separate listings of their programs, with 51% not paying and 6% not answering the question.

The space for program listings is bought separately by each station required to pay for it, the survey revealed, with no sharing of expense by other stations appearing in the listings.

Dr. Baker found that 13% of stations whose listings appear in local newspapers have trade arrangements with the papers whereby space is exchanged for time, and 2% failing to mention any special page.

Advertising Figures

Dr. Baker found that 79% of stations buy newspaper space for promotion of their station or program promotion, or both, with no distinction shown to city size. Three out of five of those who do not buy extra newspaper space cited station policy as the reason.

In recalling how many papers in the city carry listings, 51% replied irregularly; 39% did not answer the question.

Listings always appear on the same page, 51% of stations reported, but the survey showed no correlation to city size. Mentioned most frequently were the radio page, amusement page, theatre page and comic page, though significance of these answers is reduced because half of the respondents failed to mention any special page.

ORLANDO TRANSFER SOUGHT FROM FCC

TRANSFER of control of Orlando Daily Newspapers Inc.'s condition-
al FM grant for Orlando—based on a 1945 contract by which Martin Andersen, 39.2% stockholder, acquired voting control and may ultimately acquire the remaining stock for $604,275—is sought in an application pending before the FCC.

The transfer would be from General Newspapers Inc. to Mr. Andersen individually and as trustee for his wife and daughter. Under the 1945 contract, Charles E. Marsh and members of his family controlling stockholders of General Newspapers, exchanged control in Orlando Daily Newspapers for Mr. Andersen’s one-third interest in Mason Telephone Publishing Co. Mr. Andersen has voting control of the Orlando company, the Marsh shares became preferred as to cumulative dividends at a rate of 8% monthly for a total of $40,000 annually, and at the end of 10 years Mr. Andersen may purchase the remaining stock for $404,275 payable over a 10-year period. If dividend payments are defaulted for two years, Mr. Marsh reacquires voting rights.

As an addition to the conditional FM grant, Orlando Daily Newspapers won a proposed grant of its AM application for 900 kc with 10 kw day and 5 kw night, directionalized full-time (Broadcasting, Nov. 4). Mason Telegraph Publishing Co., from which Mr. Andersen is withdrawing, has an FM application pending.

FCC GROUP VISITS PHILCO'S FACTORY

HEADED by Acting Chairman Charles R. Denny Jr. and two Commissioners, a delegation from FCC made a "general inspection" of Philco Corp. production and developments, including television, at Philadelphia last Friday.

The all-day tour was one of about eight the Commission has made in the past several months for firsthand examinations of industry production and plans. The group included:

Acting Chairman Denny and Conra. E. K. Jett and Rosel H. Hyde; Chief Engineer George F. Adair; Chief Accountant William J. Norfleet; Assistants General Counsel Harry M. Plotkin and Vernon L. Wilkinson; Assistant Chief Accountant Dallas W. Smythe; Charles S. Hyneman and Earl A. Minderman, assistants to the chairman; Walter E. James, assistant to the general counsel; James A. Barr, chief of AM division, broadcast branch; Curtis B. Plummer, chief of TV division, broadcast branch; William C. Boise and Charles R. Weeks, chiefs of sections, engineering department.

VICE-CHANCELLOR Visits Richmond

Located in the heart of the Virginia market with its enormous cigarette and tobacco industry, WRNL offers to the advertiser a high-income listener coverage. Here, your advertising dollar is High Powered money—carrying you to a profitable, growing market that will mean far-reaching opportunities for your business.

WARL Makes Debut

WARL in Arlington, Va., Washington suburb, took the air at 1:15 p.m. Nov. 7 with 1000 w daytime on 780 kc. Station is owned by Kilbourne Castell and Frank U. Fletcher, with Frank Blair as program director.

NOTICE

Craig G. Maudsley is no longer connected with Station W2BK (James F. Hopkins, Inc.) Detroit or with Michigan Music Company.

(Signed) James F. Hopkins
Better Commercials Key Pacific AAAA

Y & R Radio Executive Says Research Not Final Word

KEYNOTING his talk to convention theme of "Distribution or Bust," Joseph A. Morana, New York associate radio director of Young & Rubicam Inc., at Pacific Council of AAAA ninth annual Western States Convention, ad-
vised delegates that, "unless the commercials are good—no matter how good radio distribution is—radio's a bust.

With his speech broadcast over KIST, he was principal speaker at a three-day convention at Bilt-
mor Hotel, Santa Barbara, Calif., ending Nov. 6. H. E. Cassidy, vice president of the McCarty Co., Los Angeles and outgoing chairman of Pacific Council, presided. Only other speaker touching on radio was Linnea Nelson, timebuyer, J. Walter Thompson Co., New York.

Dramatizing costliness of com-
mercials, Mr. Morana said that some sponsors pay from $10,000 to $13,000 a minute for their com-

Frankly appraising commercials, Mr. Morana admitted that there is room for improvement but urged consideration of progress already made in that few years. Sketching the way progress in light of his own agency's operations, he underlined the need for simplicity.

"Research Not Final"

Although "research is a mighty big factor, in improving commer-
cials," Mr. Morana cautioned, "it isn't the last word, . . . Experience and skill and advertising judg-
ment are just as important," he said.

Giving research its due, he re-
viewed electronic audience meas-
urements which enabled radio pro-
ducers to obtain a reaction curve of the audience for the last commercial broadcast,

"COMPETITOR DENIED WJBW INTERVENTION"

FCC refused to allow Southern Broadcasting Corp., applicant for new station at New Orleans, to use the operating assignment of WJBW there [BROADCASTING, Nov. 4], to intervene in the WJBW hearing which was held last week.

Mr. Moran, who was present at WJBW's renewal application and a request of Mrs. Louise C. Carlson, former wife of WJBK licensee Charles C. Carlson, that she be given the station's assignment—1290 kc, 250 w, full-time—for a station of her own. The hearing was held at New

Southern Broadcasting's appli-
cation for the facilities was filed shortly before the hearing was scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
eral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver, Colo. (scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
eral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver, Colo. (scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
eral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver, Colo. (scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
erg
neral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver, Colo. (scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
erg
neral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.

Upcoming

Nov. 15: Women in Radio Conference (NAB-AWD), Denver, Colo. (scheduled. This presumably was the basis of FCC's denial of the petition to intervene. The application itself was not acted upon.

Southern Broadcasting is owned in equal shares by Robert L. Sand-
ners, president and technical direc-
tor of WSBK McComb, Miss., and George Blumenstock, WSBK gen-
erg
neral manager and treasurer. Messrs. Sanders and Blumenstock have a suit pending against Mr. Carlson based on a management contract involving WJBW several years ago.
Comr. Jett Suggests Planning For FM to Develop Gradually

A REALISTIC approach to FM as an evolutionary as well as a revolutionary development in radio was advocated by Comr. E. K. Jett who urged radio dealers to encourage public purchase of combination AM-FM receivers so that maximum benefits could be derived.

In an informal appearance in Hagerstown last Tuesday before some 100 distributors and dealers from western Maryland and contiguous areas in West Virginia, Pennsylvania, Commissioner Jett cited the superior quality of FM but pointed out that AM service is destined to continue for some time and that clear channels probably will "remain permanently" to serve the remote rural dwellers. He spoke in the auditorium of WJEJ Hagerstown, at the invitation of Mr. Fort Kelly, owner of the Hagerstown station and an FM licensee.

Mr. Jett encouraged dealers to recommend purchase of combination receivers to broadcast stations, whether AM or FM, in given areas could be received. He predicted that FM eventually would replace AM insofar as regional and local operation are concerned, but pointed out that it will be "several years" before there are sufficient FM receivers in the hands of the public to bring about that transition." Best estimates, he said, are that about five million sets incorporating FM radio in the home will be used in 1947. This pace, however, he said, will be accelerated as the public demand for FM increases.

To Grow Rapidly

Because of the "superior quality" of FM the next two or three years should see as many FM stations authorized and operating as there are AM stations, with the newer medium achieving in that short span what it has taken AM broadcasting a quarter century to attain.

To encourage combination set sales, Mr. Jett suggested that dealers demonstrate FM reception at night rather than daytime only. He pointed out that the consistent coverage of FM day and night would clearly demonstrate its advantages over AM. Since there are no daytime only assignments in FM whereas the bulk of the new AM authorizations are for daytime only on local channels, the elimination of static and co-channel interference will be evident.

Mr. Jett cited as the primary advantages of FM over AM: (1) half the radio stations and static; (2) consistent day and night coverage; (3) high fidelity.

Two-for-One Stock Split

Voted by Decca Records

STOCKHOLDERS of Decca Records Inc. last Wednesday approved the plan of a two-for-one stock split of Decca's capital stock shares to increase the authorized shares to 1,500,000 from 500,000. Trading in the shares began No. 8 on the New York Stock Exchange. Consolidated net profit of Decca Records Inc, for the nine months ended Sept. 30, 1946, amounted to $1,346,227 after provision of $987,503 for all estimated income taxes. This equals $3.46 per share on 388,325 shares of capital stock outstanding Sept. 30, 1946, and compares with $640,289 net profit, equal to $1.65 per share on the same number of shares outstanding in the corresponding period of 1945.

Goldmark to Speak

DR. PETER C. GOLDMARK, director of engineering research and development at CBS, will talk about color television at the 611th meeting of the New York Electrical Society, Nov. 12 at 8 p.m. He will present some of the fundamentals of colorimetry as they relate to the use of colors and television. Dr. Goldmark also will describe the electrical standards and design features specific to color television in the ultra-high frequencies.

CBS WILL TELECAST DODGERS NEXT YEAR

WCBS-TV New York will televise home games of the Brooklyn Dodgers starting in 1947 under an exclusive three-year contract for video rights to the games concluded last week between CBS and the Dodgers. In addition to the black-and-white coverage, CBS plans to televise some of the games in color using new equipment now being completed by the network's video engineers. Plans also include scouting the Dodgers spring training in Havana, presumably filming practice games and other training season highlights for broadcasting on WCBS-TV.

Agreement, announced jointly by CBS President Frank Stanton and Branch Rickey, president and general manager of the Dodgers, was negotiated for CBS by Lawrence W. Lowman, vice president in charge of television, Leonard Silver, director of television service, and Howard Hole, director of television plans, and for the Brooklyn ball club by Mr. Rickey, Walter F. O'Malley, vice president, and John L. Smith, vice president and treasurer.

The baseball telecasts will be available for sponsorship and George Moskowitz, commercial manager of WCBS-TV, reported that "ready prospects are "lined up four deep." Ford Motor Co., currently sponsoring Saturday football games and a variety of special events and sports pickups from Madison Square Garden on the station, is understood to be interested in adding the Dodgers games to its video schedule.

While the immediate arrangement between CBS and baseball club is for New York telecasts only, the possibility of networking programs to other cities by coaxial cable or radio relay is being considered. But before any network contract could be concluded CBS would have to arrange for TV affiliations in the other city to city to be included, and the Dodgers would have to work out an agreement with the ball clubs in those cities to permit the telecasts to invade their home territories.

Lucman Hits Business

CHARLES LUCKMAN, president of Lever Brothers Co. (Lux soap), called upon "the leadership of American business to establish as its objective for 1970 at least a 100% higher standard of living for the American wage earner." Speaking at the Super Market Institute's annual meeting in Chicago Nov. 7, he demanded that business reform and stop opposing "everything that spells security" for "the little guy. He warned against complacency over the Republican landslide, and said business reform will have to precede labor reform.

November 11, 1946 • Page 79
WGAR Says WADC Estopped In Challenging FCC Authority

WGAR Cleveland contended last week that WADC Akron was out of order in challenging FCC's authority to consider program matters in passing upon an application for improved facilities [Broadcasting, Nov. 4].

Replying to WADC's exceptions to the proposal of FCC to grant the WGAR application for 50 kw on 1220 kc and deny WADC's, the Cleveland station argued that program service was one of the issues of the proceeding and was not questioned by WADC either before or during the hearing.

On the same grounds WGAR said WADC "is estopped" from challenging the relevancy of findings cited by the Commission as factors in its decision not to invoke the multiple ownership rules despite overlapping service between WGAR and its sister station, WJR Detroit.

"... counsel for WADC consistently took the position throughout the hearing that the Commission should have the widest possible scope in arriving at a decision and that he would not object to anything on the ground of materiality," WGAR asserted.

Claiming that it "took the Blue Book seriously," WADC had argued that by carrying the complete CBS program schedule—a proposal which FCC found objectionable—it would become a "specialized" station. WGAR called this "an ingenious interpretation," declaring that the Blue Book made clear that a specialized service is "a preponderance of classical music—music, etc."

Further, WGAR asserted, the Blue Book indicated that a specialized service is justified only in large metropolitan areas "where the listener has his choice of several stations." WADC, it was noted, is "only one of two stations available to serve the local community needs of Akron."

WADC also overlooked the Blue Book's reference to the importance of local programs, WGAR contended.

WADC arguments that the Commission should have invoked the duopoly rule to deny WGAR's application were dismissed by the Cleveland station with the assertion that FCC made "thorough and accurate findings of fact on this subject" and reached a correct conclusion.

WGAR denied that a grant of its application would lead to a monopoly for WGAR-WJR owners, declaring that "stations in Detroit, including WJR, do not compete with stations in Cleveland."

When WGAR was granted use of 1220 kc with 5 kw in 1943, one of the conditions was that it take steps to increase its signal as soon as materials became available. In its reply to WADC's exceptions, WGAR denied that this condition meant the selection of a new site rather than increased power. It noted that WADC, when it appealed to the U. S. Court of Appeals after the 1949 grant, itself argued that the condition anticipated 50 kw power for WGAR.

The Cleveland station claimed that WADC, when it complained of FCC's failure to consider that the financial return to a station is greater from local programs than from network shows, "completely overlooks the cost of producing local programs." If WGAR duplicated WADC's plan to carry the full CBS schedule, the station said, "it could dispense with three-fourths of its staff and nearly all of its talent, thus substantially reducing its overhead and increasing its profit."

Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis filed WGAR's reply to the WADC exceptions, which were submitted by Paul M. Segal of the Washington firm of Segal, Smith, & Hennessey. Both WGAR and WADC now operate with 5 kw, WGAR on 1220 kc and WADC on 1350 kc.

COMPTON ABANDONS TELEVISION SETUP

COMPTON Adv., New York, Dec. 1 will eliminate its television department which was originally organized in July 1941. Agency has advocated television and had planned to refrain from live production (filmed), until further experiments with motion pictures were developed.

Wyllis Cooper, head of the television department, will resign from agency to do freelance writing. One of his first assignments is to write script for the Wynn Wright Assoc. half-hour "Douglas-Enquire Show series. Program will dramatize Esquire magazine stories. James N. Manilla, Compton's associate producer of television and motion pictures, leaves agency to join motion picture advertising department of Eastman Kodak Co., Rochester, N. Y.

Future television projects will be handled by agency's radio department.
CAB Board Names Rogers, Sedgwick

REORGANIZATION of the Cana
nati.

CHICAGO 4, Temporary FM and

saw streets, facing the hill over-

T. Jim Allard, manager of the Radio Bu-

Laura Secord Candy Shops, Toronto,

butive director, has been appointed to a new post, pub-

tative by independent stations, has

CAB, was appointed

been appointed to a new post, pub-

lackground about the

RADIO TO SUPPORT PEACE BOND DRIVE

ALL the broadcasting industry—

of its members the significance of the campaign on MBS at 7:15 p.m., and at 10:30 p.m. CBS will

Lambert Pharmacal has been

New Mexico. Using FM

omitted.

broadcast Nov. 2 in which the

Radio

Radio Honored

COMPLIMENT to commercial

Radio

Harry Sedgwick, managing
director of broadcast advertising,

cost $34,500. Remainder of the

Crosley Is Constructing

$170,000 500-TW TV Plant

CROSLEY Broadcasting Corp., Cincinnati, will start immediately

on construction of a $170,000 FM and
television transmitter station with 575-foot tower. T. Arthur

CAB Board Names Rogers, Sedgwick

REORGANIZATION of the Cana
nati.

CHICAGO 4, Temporary FM and

saw streets, facing the hill over-

T. Jim Allard, manager of the Radio Bu-

Laura Secord Candy Shops, Toronto,

butive director, has been appointed to a new post, pub-

tative by independent stations, has

CAB, was appointed

been appointed to a new post, pub-

lackground about the

RADIO TO SUPPORT PEACE BOND DRIVE

ALL the broadcasting industry—

of its members the significance of the campaign on MBS at 7:15 p.m., and at 10:30 p.m. CBS will

Lambert Pharmacal has been

New Mexico. Using FM

omitted.

broadcast Nov. 2 in which the

Radio

Radio Honored

COMPLIMENT to commercial

Radio

Harry Sedgwick, managing
director of broadcast advertising,

cost $34,500. Remainder of the

Crosley Is Constructing

$170,000 500-TW TV Plant

CROSLEY Broadcasting Corp., Cincinnati, will start immediately

on construction of a $170,000 FM and
television transmitter station with 575-foot tower. T. Arthur

CAB Board Names Rogers, Sedgwick

REORGANIZATION of the Cana
nati.

CHICAGO 4, Temporary FM and

saw streets, facing the hill over-

T. Jim Allard, manager of the Radio Bu-

Laura Secord Candy Shops, Toronto,

butive director, has been appointed to a new post, pub-

tative by independent stations, has

CAB, was appointed

been appointed to a new post, pub-

lackground about the

RADIO TO SUPPORT PEACE BOND DRIVE

ALL the broadcasting industry—

of its members the significance of the campaign on MBS at 7:15 p.m., and at 10:30 p.m. CBS will

Lambert Pharmacal has been

New Mexico. Using FM

omitted.

broadcast Nov. 2 in which the

Radio

Radio Honored

COMPLIMENT to commercial

Radio

Harry Sedgwick, managing
director of broadcast advertising,

cost $34,500. Remainder of the

Crosley Is Constructing

$170,000 500-TW TV Plant

CROSLEY Broadcasting Corp., Cincinnati, will start immediately

on construction of a $170,000 FM and
television transmitter station with 575-foot tower. T. Arthur
Situations Wanted (Cont'd.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.

Situations Wanted (Cont’d.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.

Situations Wanted (Cont’d.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.

Situations Wanted (Cont’d.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.

Situations Wanted (Cont’d.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.

Situations Wanted (Cont’d.)

Chief engineer—Eleven years experience combining engineering, construction, and management. Specializes in all phases of radio, television, and automation. Send orders by return mail. Box 193, BROADCASTING.

Engineer—Has handled complete installation of new stations in large metropolitan areas and has 13 years experience in this field. Has complete information including snapshot, references, and letters. Write Box 71, BROADCASTING.

Assistant sales manager—Ten years’ experience in advertising and sales, radio, station manager, and consultant. Has a large number of references. Address: Mr. Jones, WQAM, Miami, Florida.

News editor—Has 15 years experience in all phases of news editing. Excellent business sense and management abilities. Wishing to make a move to West Coast. Box 220, BROADCASTING.
NAB Hits 2% Cash Discount; Franco Appeals to Stations

CAMPAIGN of American Assn. of Advertising Agencies to promote the practice of granting a 2% cash discount to agencies is contrary to policy of two NAB advertising committees, NAB pointed out last week. AAAA has renewed its perennial move by contacting stations throughout the country, the NAB annals that a heavy majority of stations do not grant the discount to agencies.

At meetings earlier this year the NAB Sales Managers Executive Committee and the Small Market Stations Executive Committee took definite stands against the discount, at the same time observing that each station is free to grant the discount if it desires.

The NAB committees feel that the agency rather than the advertiser is the principal in the contract, and the agency assures payment of the account, under terms of the standard contract form and at the insistence of the agencies themselves. Disputations lack the right of subrogation.

The committees argue that further inducement is necessary for prompt payment by agencies. On the other hand the agencies argue that the discount enables them to collect promptly from the advertiser. The NAB committees feel, however, that this is a problem between agency and client in which stations should not become involved.

Franco Sends Letters

Carlos A. Franco, Young & Rubi- can's manager of timebuying, last week appealed directly to stations to follow the example of networks and most newspapers and magazines in granting 2% cash discounts on national advertising. In a letter sent to stations which do not follow this policy (about 75% of stations), Mr. Franco said the 2% discount had been recognized in national advertising as "an essential to the stability and financial responsibility of the industry," He pointed out that the four major networks, 75% of the stations, and 93% of the daily newspapers now grant a 2% cash discount.

Predicting that "from now on the national advertiser is going to be increasingly important to you as a customer," Mr. Franco told stations that in the development of national business "there is one particular factor which we believe you should receive your careful consideration at this time . . . the granting of the 2% cash discount on national advertising time charges paid within a specified time.

In explanation of how the application of the discount may assist the growth of national advertising, Mr. Franco outlined the channels through which the discount goes from advertiser to agency to station. Agencies, he said, have little working capital upon which to base credit ratings, hence must receive a steady flow of funds from its client advertisers. If stations grant cash discounts to agencies, they pass them along to clients, a "persuasive inducement to prompt payment by advertisers.""}

CBS Dividend

CBS last week declared a cash dividend of $1 per share on class A and class B stock of $2.50 par value. Dividend will be paid Dec. 6 to stockholders of record at close of business Nov. 27. Net income of CBS during first nine months of 1946 was $3,997,532. In same period of 1945, net income was $4,571,261 but at this amount $1,072,014 was gained from sale of WBT Charlotte to Jefferson Standard Life Insurance Co., Greensboro, N. C.

its client advertisers. If stations grant cash discounts to agencies, they pass them along to clients, a "persuasive inducement to prompt payment by advertisers."

"The fact that your station is paid promptly and fully for national advertising is due in largest part to the stability which the cash discount gives to your mis- financial operations," Mr. Franco wrote. "It is doubtful that without the cash discount such stable credit conditions could be maintained very long.

"We believe that it would be to your real advantage to join these other media in allowing the discount," said Mr. Franco.

"The important consideration is continued, "may look as if, for the sake of uncertain future gains, we are asking you to cut your rates now for our immediate benefit. You may well argue that your rates are fair and you can see no reason why you should cut them. Allowing the cash discount does not mean cutting rates. Your rate changes can be adjusted to pro- vide for the discount without lowering them. You will suffer no loss, because you will continue to receive as much per time unit net as without the cash discount."

He pointed out that Young & Rubican "had nothing to gain in the way of additional income, since the cash discount means no more money in our pockets."

"Our sole interest," he said, "is in building a sure foundation of sound, responsible financial opera- tion that will mean for both you and ourselves a greater safety in our commitments and confidence in the future."

More Amateur Bands

FCC LAST WEEK announced adoption of Order 130-J by which certain additional frequencies are made available for use with Type A1 emission (radiotelegraphy) by amateur radio stations. Effective Nov. 2, bands released are 7,000-7,150 kc, 14,000-14,100 kc and 14,000-14,400 kc. Although previously allotted for such amateur use by Part 12 of Commission's Rules Governing Amateur Radio Service, their use has been tempo- rarily restricted.

Union Chosen

PHILCO television station employees at WPTZ Philadelphia have voted 27 to 0 to make the International Alliance of Theatrical Stage Em- ployes their bargaining agent.

Dr. Baker of GE Will Head Radio Engineers

DR. W. R. G. BAKER, vice president of the General Electric Co. in charge of electronics, has been elected president of the Institute of Radio Engineers for 1947. He will succeed Frederick B. Lewellyn of Bell Telephone Laboratories and will assume office Jan. 1.

Buster Brown Adds


Now You Can Increase Your Earning Power in Radio!

Unless you have had specialized training in radio, you may not have realized the money-making opportunities out there are available for you. In radio, your earnings potential is limited only by your ambitions and your willingness to work hard. Radio is an excellent place to start building your career. There is a place for you. It's up to you to make it a success. The National Academy of Broad- casting provides educational opportunities in the broadcasting field. If you are interested in going into radio and would like more information about careers in the industry, please contact us.

November 11, 1946 • Page 83
Admits Petrillo Is Guilty If Law Should Be Constitutional

By FRED SAMPLE

ALMOST SIX MONTHS after James Caesar Petrillo, AFM president, ordered a picket line thrown around WAAF Chicago for its refusal to meet his demands to employ the AFM's controversial musicians as platter-turners, the chunky music czar faced a Federal judge in the U.S. District Court of Northern Illinois to show cause why he should not be convicted of willfully violating the Lea Act.

Flanked by his chief counsel, Joseph Padway, Mr. Petrillo presented himself before Judge Walter La Buy at 10 a.m., Monday, to argue his contentions that the Lea Act is unconstitutional.

Mr. Padway, in his motion to dismiss the Government's bill of information filed June 10, admitted Petrillo notified Brad Edmonds, general manager of WAAF, Drover's Journal station, to employ three additional union employees and also that he ordered a picket to be placed in front of the station's offices at the Palmer House in violation of the Lea Act [BROADCASTING, May 27].

In his arguments, Mr. Padway repeated charges presented in his brief, filed June 10, that the Lea Act violated the First, Fifth, Tenth and Thirteenth Amendments of the Constitution.

Mr. Padway, in questions asked of the court which he himself answered, said it was not illegal to ask an employer to employ additional persons, even if in the employer's opinion they were not needed or if they performed services not required.

Also, it was not illegal, under the Lea Act, to ask more money in lieu of additional employees, Mr. Padway contended. It was not illegal, he declared, because nowhere in the Lea Act does it specifically state that the objectives which Petrillo sought to obtain by "peaceful picketing" were in themselves illegal.

Reviews AFM Bans

He admitted that Petrillo committed the acts as charged in the Government's bill of information and that he was guilty of violation of the Lea Act. But, he argued, until the objectives themselves are legally considered as a crime, then the means cannot be considered as a crime.

There can be no law under democratic processes that can force a man to work against his will for a private employer, Mr. Padway told the court.

He reviewed Mr. Petrillo's and the AFM's controversies with NBC, the NAB and the radio industry the right of the station to refuse to employ no musicians at all if it so desired. By this very privilege the AFM had an equal right to refuse to work if the conditions imposed by the employer were unsatisfactory, he said.

Freedom of Speech

He told the court the Lea Act counts the right of a union under constitutional law to engage in peaceful picketing. Further, he declared, picketing was merely another form of expression of free speech as guaranteed by the Bill of Rights.

If, he argued, the plaintiff (in this case the employer) can refuse to employ additional persons, cannot Petrillo, himself of the same prerogative?

Mr. Padway concluded his arguments at 3:15 p.m. by telling the court that if the Lea Act could be constitutional, the plaintiff was guilty and would willingly accept the punishment of the court.

It took less than an hour for John Pratt, special assistant prosecutor, for the Department of Justice, to sum up the Government's case.

Confining his arguments almost entirely to the findings of the House Interstate and Foreign Commerce Committee, which conducted hearings on the Lea Act prior to its passage 222-43 in the House and 47-3 in the Senate, Mr. Pratt told the court that although an invitation to engage the LPF vacation anyway, LPF was a member of the American Association of Broadcasters.

At no time, Mr. Padway declared, had Mr. Petrillo said the networks or stations could not broadcast programs by non-union musicians. Mr. Petrillo had only informed them that if such broadcasts were made then his union members would refuse to perform. This, he asserted, was fully in accord with each musician's constitutional rights.

He said the Lea Act itself had been sponsored by the NAB merely to restrict Petrillo and the AFM and that the authors, in Congressional hearings, had granted the union's right to strike. He quoted from the Congressional Record what he termed a "classic conclusion" that union musicians who felt in need of relief from "extenuating labor by the addition of additional employee" had a right to strike if these demands were refused by the employers. He said the WAAF situation paralleled exactly this illustration and conceded it was an attempt to replace musicians with labor saving mechanical devices.

He also, he declared, has nothing to do with any other coercion which Petrillo or the union may have employed (foreign broadcasts, or dura-broadcasts).

The Government's case, he said is based on the contention that Congress is empowered to act against coercion to force an employer to use employees he does not need.

At the conclusion of the Government's argument, Mr. Padway offered a rebuttal to Mr. Pratt's contention that the AFM president had been guilty of coercion against the WAAF walk-out.

No Concrete Example

No concrete example of extortion or coercion could be offered, he declared, inasmuch as the right to strike had not been outlawed or proven to be an example of coercion or extortion. He also cited the AFL's support of Mr. Petrillo and its declaration that the Lea Act was discriminatory not only to the AFM but to all labor. He said the Government's references to other court decisions relative to labor were not applicable to the present case.

Padway Declares Lea Act

If Law Should Be Sponsored

In February, Lea announced he would take the case under advisement. It is believed that decision will not be handed down before two or three weeks. Should the court find in favor of the Government, Mr. Petrillo can appeal to the U.S. Circuit Court of Appeals. If Petrillo's motion to dismiss is sustained, it is expected that the Department of Justice will ask the Court of Appeals to refer the case to the Supreme Court for a final decision on the legality of the Lea Act.

During the afternoon recess, Mr. Petrillo donned a dark blue suit, posed with Mr. Padway for photographers in the corridors and chatted with friends. His air and dignified in contrast to his vehemence during recent negotiations with the record and transcription industries in which he successfully obtained wage increases of 37½% and 50% for his musicians.

No Reason to Meet

Ask when, or if, he would meet with Justin Miller, NAB president, Mr. Petrillo said, "Not until this thing is over, at least."

He added that he could not refuse for such a meeting inasmuch as there was nothing to discuss. He amplified this by saying that Mr. Miller himself admitted he had no authority to negotiate a new relationship on behalf of either networks or individual stations. He said the Government was powerless to negotiate with one individual station.

Page 84 • November 11, 1946

BROADCASTING • Telecasting
Cohen Views

(Continued from page 18)

United Nations in the struggle against the Axis.

Q. Would the budgetary reductions proposed by the U. S. S. R. seriously impair the program of international broadcasting which the United Nations has announced it hoped to undertake? If so, to what extent?

A. At the present time we have no way of knowing to what extent the budget will be reduced, if indeed it will be reduced at all. If the budget is reduced we may have to change our plans not only with regard to radio broadcasting but also with regard to all other media of information.

Q. How much of the $327,900—00 estimated budget for 1947 was appropriated for the establishment of international broadcasting by the United Nations?

A. Two and a half percent.

Russian Objections

Russian objections to UN broadcasting, it was thought, were explainable on more than economic grounds.

Inherent in the Soviet argument were the ideological differences which have upset many another UN committee meeting. Although no official comment from UN sources was available on the subject, it was plain that the Soviet would hardly be disposed to look upon a commission of the United Nations as a substitute for its own ideologic objective.

The Budgetary Committee was scheduled to resume its examinations of the budget today. Some UN sources predicted that the committee would reach a decision as to its recommendations before the week was ended.

HOW best to apply the Sablon touch to new CBS series on which the French singer will star for DuBarry lipsticks and powders is being discussed by (1 to r): Dwight Mills, executive vice president, Kenyon K. Echard, executive vice president for DuBarry; Jean Sablon; Elmer Bobst, president of the Wm. R. Warner Co.; parent organization of Hudnut and DuBarry, and C. A. Pennock, president of Hudnut Sales Co. Inc.

PRIZE COLLECTIONS

VIP, New York Organization, Gets Gifts

—For the ‘Give-Away’ Shows—

BILL MURPHY, a former radio writer, who says he has ulcer to prove it, last week was busyly building a business which only the fabulous “Give-Away” era of radio programming could have spawned.

Mr. Murray was engaged in the exhausting work of collecting prizes for half a dozen of the most generous “Give-Away” shows. Last week his firm was collecting more than $10,000 worth of largess per week.

The organization which Mr. Murphy represents is named VIP, Navy scuttlebutt for very important person, and it makes a business of procuring for radio stations and answer shows the hard-to-get prizes that civilians can’t buy... and at no cost to the sponsor. Here is the way Mr. Murphy stumbled into his job.

He came back from the Navy with an idea of capitalizing on comfort. So he contracted with several big firms to be their New York expediter in such unobtainable items as hotel rooms, theatre accommodations for visiting representatives and transportation reservations.

CBS asked him to obtain hotel accommodations for visiting program guests who appeared on Cinderella Inc. The former script writer then sold his old employer on the idea of “Leave it to me, I’ll get it all Free.”

Such large manufacturers as Westinghouse, Servel, Admiral, and North Star Blankets donate their scarce products to programs such as Cinderella Inc., Give and Take, Surprise Party, and The Mrs. Goes Shopping. Every time one of their items is given away as a prize, the manufacturers get a free plug. So everything is free. VIP contracts with the network on a 13-week basis and gets a flat fee for rounding up the prizes.

The business has grown to such enormous proportions that Mr. Murphy has set up a separate company, VIP, out of the Prototype in his organization to do nothing but contact manu-

Worthy of an Engineer’s Careful Consideration

THE LANGEVIN COMPANY

INCORPORATED

SOUND REINFORCEMENT AND PRODUCTION ENGINEERING

NEW YORK

SAN FRANCISCO

LOS ANGELES

27 W. 65 St., 23

1050 Howard St., 3

1000 N. Seward St., 28

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 eliminate feedback. It has a master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

British Film Industry Opposes TV Monopoly

BRITISH film industry opposes government monopoly of television and will fight for a right to share in television. J. Arthur Rank, British film chief, told the Radio Industries Club Oct. 20 at a London meeting. Mr. Rank said his group is financing experiments in large-screen television in conjunction with the BBC engineering staffs and that prototype programs will be screened in theatres within a year.

Mr. Rank said the film group competes with eight large American firms but said there is a monopoly in television and he spoke of the danger of a similar television monopoly. The film industry has asked inclusion in the BBC charter of a clause giving private enterprise the right to televise on large screens.

Feature Show Set

WITH members of Washington officialdom as guests at initial broadcast, a half-hour show, It Seems to Us, starts tonight (Nov. 11) on WINX Washington, D. C., with syndicated recordings slated for a number of other outlets across the country [Broadcasting, Aug. 19]. Using news commentary format with audience participation, regular panel members are Roscoe Drummond, head of the Washington bureau of the Christian Science Monitor, and Nathan Robertson, associate editor, New Republic.

First night’s guest, O. John Rogge, will participate in discussion of “American Fascism and World Peace.” Show will originate each Mon. 7:30-8 p.m. from Washington’s Hotel Raleigh. Ed Hart is moderator, Sol. Panitz producer.

Mark Buckley

MARK BUCKLEY, 35, partner in Harrington & Buckley Adv., San Francisco, died Nov. 6 as the result of injuries suffered the previous day when his car smashed through the restraining wall of the California Ave. approach to the Golden Gate Bridge, dropped 30 feet and rolled over.

Priority

LISTENERS COME FIRST

If it means missing a commercial show off the air. That’s what has happened at CJOR Vancouver. For nine years CJOR has had an early morning feature The Goo Man. Recently, time shortages being what they are, CJOR booked a national transcribed show Two Ton Baker for Quaker Oats through Spitzer & Mills, Toronto, to run in the middle of the last half-hour of the morning show. Listeners objected by mail and telephone. They did not want another program, no matter how good, to interfere with their early morning show. CJOR contacted the agency, the commercial program was shifted to CKWX Vancouver, and CJOR lost a $3,000 account to keep the listeners happy.
SIX NEW STANDARD STATIONS GRANTED

GRANTS for five new daytime AM stations, including sixth outlet for Memphis area, and one 250-w fulltime local approved by three-man FCC board (Acting Chairman Denny, Comrs. Jett, Hyde) and announced Friday: KFMB San Diego, proposed manager: C. C. Hosiery Mills executive; Willie V. Coble, chief engineer. Both to receive stock. Granted Nov. 7.

BURLETON, C.-Burlington-Graham Broadcasting Co., 1150 kc, 1 kw, day only. Principal: Several Burlington business and professional men including W. Bowman Sanders (president), Pulli-Knitz-Hosley Mills executive; Willie V. Coble, wholesale grocer; R. Homer Arnold, retail merchant and radio engineer, in program and production manager, KGBX Springfield, retail merchant and radio engineer; H. Clark and Stewart B. Warren, attorneys. Granted Nov. 7.

CANTON, Ohio—P. C. Wilson, in program production business for 11 years in New York and Maryland for four years, in publishing and newspaper advertising business for 19 years, 500 kw, 250 w, day only. Granted Nov. 7.

Fajardo, P. R.—Madraso & Diaz 1490 kc, 250 w. Fulltime, Partnership: Jose R. Madraso, owner and president; Luis Diaz, manager, in program and production manager, KTHT Houston, FM applicant, temporary chairman; C. M. Janaky Jr, Janaky & Bailey; Mr. Dillard; Wayne Coy, WINX-FM Washington, Stanley Bowman, WMOT New Orleans; Gordon Gray, WMTN Winston-Salem; Raymond F. Koh, Allenport, Pa., FM grantee; Ira Hirschman, WABF New York; E. J. Hodel, WCFC Beckley, W. Va.; W. Russell David, General Electric Co.; Frank Gunther, Radio Engineering Labs.

BROADCASTING, November 11, 1946

Polarization method gets FCC approval

Circular or elliptical polarization approved by FCC for optional use by FM stations to supplement horizontal polarization, which remains standard and required form. Commission announcing approval Friday, said no changes in present allocations standards proposed.

"It is expected, however," FCC said, "that circular or elliptical polarization where used will decrease the antenna requirements for home and car radio receivers and materially increase the listeners' ability that a receiving antenna located at random will provide entirely satisfactory FM reception."

Circular or elliptical polarization "recently proved highly satisfactory in experimental operations," FCC said. One of leaders in development was Carl E. Smith, United Broadcasting Co., vice president in charge of engineering. Circular polarization methods and advantages described in detail by Mr. Smith in article on Oct. 21 Broadcasting.

FM Engineering Standards simultaneously amended, effective immediately, in line with approval of new method. Text of amendments will be carried in Nov. 18 Broadcasting.

NEW FM ORGANIZATION SLATED FOR COMPLETION

COMPLETION of new FM promotional organization, born at NAB convention after FMBI dissolved [BROADCASTING, Oct. 28], scheduled for today (Nov. 11) when Steering Committee in offices of Janaky & Bailey, National Press Bldg., Washington. Objectives Committee was to meet Saturday in E. L. Dillard's Washington office, with Nominating and Finance committees meeting Sunday.

In WSPC matter, Dr. Hoyt and Robert D. Houck and Walter G. Russell's 38.5% interest in WSPA Spartanburg, S. C. (950 kc, 5 kw) to WSPA President Joseph W. Martin Jr. (R-Mass), slated to become owner and president of new organization.

WRG SALES AMONG FIVE CHANGES APPROVED BY FCC

Sale of WRG Buffalo (550 kc, 5 kw, day, 1 kw night) by Buffalo Broadcasting Corp. to Leo J. Fitzpatrick, former vice president and general manager WJR Detroit, and I. R. (Ike) Lounsbury, Buffalo Broadcasting executive, in program and production manager, until August, approved by three-man FCC board and announced Friday. Consideration: $750,000, with consummation due within 20 days. Mr. Fitzpatrick owns 70%, Mr. Lounsbury 30%, in purchasing company, WGR Broadcasting Corp. [BROADCASTING, Aug. 19]. Mr. Fitzpatrick, chairman of board, Mr. Lounsbury, president and general manager. Sale of WGR or sister station WKBW Buffalo required by duopoly rule. Other transfers and assignments approved by FCC in AM, FM, and TV included $155,000 sale of Assistant Secretary of State Donald S. Russell's 25% interest in WSPA Spartanburg, S. C. (950 kc, 5 kw) to WSPA President A. B. Taylor, already 38.5% owner.

WBR POLARIZATION METHOD

GODOFSKY OPPOSES FCC INVESTIGATION

CONGRESSIONAL investigation of FCC would cause "unnecessarily long delay in FM," Edward Godofsky, former WLIR Brooklyn owner, FM CP holder and AM applicant for Hempstead, N. Y., wrote Rep. Joseph W. Martin Jr. (R-Mass), slated to be House Ways and Means Committee's newest FM CPs to six permittees in lieu of conditions previously specified: Robert K. Hancock et al. d/b as Santa Maria Daily Times, Santa Maria, Calif. (107.3 mc) (Channel 282), 330 kw, effective radiated power, antenna height minus 290 feet; Southern California Broadcasting Co. (WMAZ), Macon, Ga. Class B, 101.2 mc (Channel 279), 33 kw, effective radiated power, antenna height minus 290 feet; Madison & Bailey Broadcasting Corp. of America (KFRO), Riverside, Calif., Class B, 101.2 mc (No. 271), 20 kw, 5,350 ft.; Capital Broadcasting Co. (WGR), New York, Class B, 100.1 mc (No. 201), 16.6 kw, 370 ft.; Kingsport Broadcasting Co. (KPTV), Kingsport, Tn., Class B, 103.3 mc (No. 277), 44 kw, 930 ft.; Savers Electrical Products Corp., North Hollywood, Calif., Class A, 104.3 mc (No. 282), 700 w., minus 1,170 ft.

Godofsky told Rep. Martin "for almost 10 years FM has been delayed by set manufacturers and AM operators, but finally FM is "moving ahead at a fast pace." Investigations now would be viewed by "set manufacturers and some standard radio station operators" as "justifiable reason to again withhold FM," wrote the New York broadcaster.

BBM RECOMMENDATIONS

TECHNICAL RESEARCH COMMITTEE of BBM this week will recommend to BBM board proper presentation of BBM data by maps or tables in station advertising. Committee, with agency and station representatives participating, is to meet today as guests, Friday considered BBM data and maps, "probably the best way to present them to avoid invalid conclusions and to aid advertisers and agencies in comparing stations. Hugh Felts, BBM president, Nov. 19, will give BBM-1 report of station and network audiences before luncheon meeting of Cleveland Chapter, AMA.

HOOPER RATING of 24.0 for Bing Crosby on first transmission program over ABC plunges to 12.2 on fourth broadcast Nov. 6.

Circulation

(Continued from page 4)

ment. His achievement followed that of Col. John G. Witt who performed modern-day miracle for Army Signal Corps last January. Our military, however, keeping European's accomplishment top secret, evidently fearing Russians might spirit him to Soviet territory as allegedly done with other scientists.

U.S. ARMY RECRUITING reported negotiating for sponsorship of Monday evening Guy Lombardo Show on MBS, 9-30-10 p.m., being distributed by MBS, Cola, Replace-
An ideal give-away! A sure-fire self-liquidating offer! The original songs of the "Texas Rangers" published in an attractive song book! Twenty complete songs—words and music—a scrapbook section of photographs telling how "The Texas Rangers" sang their way to fame in network radio and motion pictures. Available as a premium at cost to make your sponsorship of "The Texas Rangers" transcribed library even more successful. And—it's the same library which has gained international acceptance for its western songs that never grow old—the library that is priced as to the size of the market and the station! Send for your sample copy of the song book today!

"The Texas Rangers" Song Book...

The Texas Rangers

LIBRARY

AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MISSOURI

(A convenient New York office at 475 Fifth Avenue)
MORE ADVERTISERS - LOCAL AND NATIONAL - BUY MORE TIME ON KLZ THAN ANY OTHER DENVER STATION

BECAUSE IT PAYS

KLZ

CBS - 560 Kc. - Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City - Represented by the Katz Agency