Every Sunday morning from 8:05 to 9:00 A.M., WLS entertains the kiddies with "Aunt Rita's Childrens Hour." This program, designed especially for the youngest set,* offers a pencil box for every riddle the kids submit which is used on the air.

During the past eight months, 52,817 youngsters have written to Aunt Rita—an average of 1,553 letters per program.

This program is available to sell your products—available the full 55 minutes, half-hour, or 25 minutes.

For rates and further details about "Aunt Rita's Childrens Hour" call your John Blair man—today.

* Aunt Rita's Childrens Hour each week contains birthday announcements, a story, songs, and riddles submitted by the audience.
Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOP Personalities:

**BOSTON’S BEST WEATHER COMMENTATOR:**
"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

**WCOP’S STAFF SPORTS ANALYST:**
CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY

Crosby joined WCOP less than one year ago, just in time to do an outstanding job on basketball. Since then he's acquired a tremendous Boston following with his two baseball broadcasts nightly. Now he turns to a busy football schedule, with resumes and nightly broadcasts featuring scores, forecasts and interviews with big names on such famous teams as Boston College, Harvard, Boston University and Holy Cross.

**WCOP Boston A COWLES STATION**

**1150 Kc.** RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

**Boston’s Exclusive ABC Basic Outlet**
Receiving Sets Change...

Yesterday's Boy

Becomes Today's Man

But he Still Stays Tuned to WCAU

Ever since the establishment of audience-measurement surveys WCAU has been first among Philadelphia stations.

WCAU

50,000 Watts * CBS Affiliate

PHILADELPHIA'S LEADING RADIO INSTITUTION
INCREASED operating costs for added services, such as code promulgation and new FM department, expected shortly to result in NAB across-the-board dues increase of about 10% by board mandate. NAB gross income from Sept. 1 to July 31 was $658,000.

JOT DOWN this fact: NAB won’t hold another convention in Atlantic City this generation. Board Friday was so incensed over failure of leading hotels to honor reservations that it instructed President Miller to protest and even consider breach of contract suits.

PARK & TILFORD, New York (Tintex), will start spot announcement campaign on approximately 200 stations in 160 markets effective Sept. 29. Campaign includes one-minute spots and station breaks as well as participation programs. Contracts vary in length from eight to ten weeks. Agency is Charles M. Storm, New York.

FIVE NEW SHOWS are being studied by Young & Rubicam, New York, for recommendation to General Foods as alternatives to The Adventures of the Thin Man, now sponsored by GF Fri., 8:30-9 p.m. on CBS. List said to include comedy show featuring Danny Thomas.

EXPECTED Sept. 28 adjournment of Atlantic City International Telecommunications Conferences apparently has gone aglimmering because of slowdown of processing machinery. Formal treaty papers evidently won’t be ready in time and delegates are talking of treaty signing about Oct. 10.

TOP LEVEL TALK indicates Petrillo rebuff of broadcaster efforts to arbitrate FM music ban will be followed by new exploration of possibilities of Dept. of Justice action against AFM on violation of Lea and Taft-Hartley laws. Only if that approach also fails would industry embark on all-out war for its rights.

REP. CARROLL D. KEARNS, Chairman of the House subcommittee which quizzed Mr. Petrillo early in the summer, promises to subpoena AFM Czar for questioning before his committee if he refuses a satisfactory explanation of ban against FM music.

STOCKHOLDERS of WQW Washington, much-publicized Blue Book experiment, have directed station’s board of directors to continue operation and not sell. Substantial loans now said to be on hand. Subscription venture out M. Robert Rogers, former president of Click magazine and an “interested stockholder,” Friday became volunteer acting manager to push reorganization. Station now seeks combination station-commercial manager to head orthodox operation.

Upcoming


Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.

SEEKS CHICAGO TV

CHICAGO TIMES Inc., owned 97.8% by Publisher-Broadcaster Marshall Field, Friday was to file application with FCC for new commercial television station. Channel 13 (210-216 mc) or other suitable facility designated by FCC, 6 kw visual, 4 kw aural power requested. Carbon and Caribou Bldg. given as site. Field interests include AM station WJJD Chicago.

ALF. M. LANDON, former Kansas Governor and 1936 Republican Presidential candidate, seeks 1 kw daytime on 990 kc at Denver. Mr. Landon is new Leavenworth, Kan., grante.

Next Week’s Feature

WATCH our next issue for pictorial review of NAB Convention at Atlantic City. Late breaking news preempted space previously allotted for additional photographic displays. They’ll still be news next week. [The Editors.]

NAB BOARD VOTES STRONG SUPPORT FOR BMB PLAN

STRONG ENDORSEMENT given BMB 16-point program for permanent operation at NAB Board meeting in Atlantic City Friday.

Board urged all members to subscribe to BMB and make it clear that network representatives may be added to the more informal NAB membership. BMB said this would increase values to each subscriber as well as to advertisers, agencies and entire industry. Wide support will reduce cost of project to each subscriber, board said.

Hugh M. Feltis, BMB president, told Broadcasting he will start campaign to sign all stations for new program, adopted by BMB board in July [Broadcasting, July 29]. Mr. Feltis said old subscribers will get 10% discount if they renew before Oct. 1, new stations 5% before Oct. 1.

A motion opposing Sites and Policy Committee, with Howard Lane, WJJD Chicago, chairman. Other members: Harold E. Fellows, WEEI Boston; William B. Way, KYVO Tulsa; William B. Smullin, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, Ohio.

Newly-elected members at Friday meeting were Mr. Lane, for large stations; Mr. Mason, for small stations; Willard D. Egel, WBCC-FM Bethesda, Md., for FM class A; John Shepard 3rd, WGTR Boston, for FM class B. Absent from meeting were John S. Meagher, KYSM Mankato, Minn., and Mr. Way.

JOINING WMAL-TV Washington as director-producer Oct. 1 will be Burke Crotty, NBC special events director for television. Deal was closed Friday.

Networks Applaud Adoption of Code

(See pages 13-15)

ENTHUSIASTIC endorsement of action of the NAB board in adopting new standards of practice effective Feb. 1, came from Network Presidents Niles Trammell, NBC, and Frank Stanton, CBS, last Friday, within hour of board’s action at post-convention meeting in Atlantic City.

Edgar Kobak, president of MBS, said laconically: “The industry is making progress.”

Mark Woods, ABC president, said Friday: “We have always been in favor of a code. We are studying in detail the ramifications of the present code, and we will consult with our affiliated stations and make a detailed report on our position at a later time.”

Mr. Trammell said: “I am naturally delighted over the action of the board of directors of the NAB in adopting a code of standards of practice for the radio industry. The National Broadcasting Co. and its affiliated stations at their convention in Atlantic City last Saturday, Sept. 13, unanimously urged the adoption of a code by the NAB.

“It is my hope and feeling that this new code will be a living document which from time to time can be enlarged to meet new situations in our industry and modified as the occasion may demand. It is also my feeling that this new code will rid our industry of many of the abuses for which broadcasters have been criticized and will enable us to further improve our service to both the listener and the advertiser.”

“The board of directors of the NAB, its president, Judge Justin A. Miller, and all broadcasters which are members of the association are to be heartily congratulated on this great forward step.”

Dr. Stanton said: “CBS fully endorses the standards of practice adopted by NAB and pledges its unqualified support of this forward step in the improvement of radio programs throughout the country. It is heartening to see this general industry-wide acceptance of the proposal outlined by Wm. S. Paley, chairman of the board of CBS, at the NAB convention last October.”

Dr. Stanton emphasized fact that so far as CBS was concerned standards would constitute minimums, and that in many areas where CBS acceptance standards are higher than those adopted for the industry as a whole, higher standards would continue to apply to all programs broadcast over CBS and its owned and operated stations.

“We believe that the new NAB code of standards will be a blueprint for the further improvement of American radio,” he concluded.
We Put the Slide Rule to the Memphis Market and Look What It Showed!

MEMPHIS LISTENING FAMILIES PER DOLLAR

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<tr>
<th>TIME</th>
<th>WHHM</th>
<th>NETWORK STATION B</th>
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<td>SUNDAY AFTERNOON</td>
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<td>91</td>
<td>137</td>
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<td>SATURDAY DAYTIME</td>
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<td>133</td>
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The above shows only "listening homes" and does NOT include radios in drug stores, automobiles, restaurants, service stations, and other commercial establishments, nor radios outside Memphis!

Latest Memphis population figures—the June-July Hooper report—and the lowest rate for chain break announcement on current printed national rate cards used to compile above figures!

Measure Memphis Anyway You Want, You Get

MORE LISTENERS PER DOLLAR IN MEMPHIS

... and More Results ... on WHHM

Represented by FORJOE & CO.

BROADCASTING • Telecasting

MEMPHIS, TENNESSEE

September 22, 1947 • 8
Fulton Lewis, jr.

"Voice with a Snarl"

SAYS THE SATURDAY EVE. POST (8/30/47)

but it gets results!

...results that pay off at the cash register for the Fulton Lewis, jr., sponsors on 288 stations of the Mutual network.

For whether his audience likes him or not (the ratio is about 30 for to 1 against, judging by his average weekly mail totalling 1100 letters and wires) his program commands listeners.

And listeners command sponsors ... an ever-growing number! Wire or write immediately for information as to availabilities for this outstanding co-op program.
73 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy...because it's paying off in increasing advertising results.

We know "Everyone Likes Music" and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO "Mood Programming"...music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the "Music Story."
Thanks, Mr. Raymer . . .

for publishing the essence of our discussions in your advertisement, "Let's Get Together," in Radio Daily Wednesday, September 17. You are right! The Spot Radio Industry should get together—and do it now. The Spot Radio Industry does need an organization—and needs it now. For all the reasons you mentioned and more.

So let's start the ball rolling. We
suggest, as a preliminary step, that you confine the first effort to radio station representatives. And that you call the first meeting in New York (or Chicago) in the very near future. We further suggest that attendance by principals of the interested companies is imperative to expedite action on pertinent suggestions.

Again, thanks, Mr. Raymer. And let's go.

Edward Petry
Edward Petry & Co., Inc.
Feature of the Week

TELEVISION was hailed as a teaching medium surpassing anything in past medical history by doctors attending the 53rd Annual Clinical Congress of the American College of Surgeons at New York's Waldorf Astoria Hotel. The physicians took this view after watching on video screens at the hotel operations performed at New York Hospital-Cornell Medical Center some two miles distant.

First by Radio
Although operations had been televised and sent by cable to other rooms in a hospital last February at Johns Hopkins U. in Baltimore, the New York demonstrations marked the first time that they had been transmitted by radio. Transmission was by microwave radio beam, at a frequency of 7,000 mc, insuring that no curious video set owner could tune in these programs designed exclusively for the medical profession.

RCA engineers installed and operated the video equipment, including the camera suspended over the operating table, the transmission set-up, the receivers at the hotel and the sound system. Description of the progress of the operation, incidentally, was broadcast not by the surgeon performing the job, but by another doctor stationed at a receiver in another room of the hospital. His running commentary was based on what he saw on the set's viewing tube.

Sellers of Sales

PRETTY enough to be a model, proficient enough to be an executive, Eunice Dickson has combined her gifts to emerge as a model executive in her capacity as timebuyer for Ruthrauff & Ryan, New York.

Born in Pine Bush, N. Y., Miss Dickson, after graduating from high school, entered the American Academy of Dramatic Arts in preparation for a career as actress and producer. But parental insistence on more formal schooling resulted in a transfer to Westminster College, New Wilmington, Pa., where Miss Dickson carried on with her dramatic work while majoring in English.

Graduation came and brought with it no flood of offers from Shubert's or Warners so Miss Dickinson turned to the business world instead. Her progress was steady and in 1941 she entered radio as secretary to the assistant sales manager of NBC Spot Sales.

In 1942 her family moved from New York to Baltimore and Eunice joined WBAL in that city as secretary to Harold Burke, manager.

The lure of the Big Town drew her back to New York, however, and eight months later she accepted a position as timebuyer with Morse International where she served for a year until 1944.

BBDO then bid for her services and Miss Dickson joined that firm, again in the capacity of timebuyer.

Romance entered at that stage in the person of Jim McGarry, manager of radio promotion and publicity for the agency. Miss Dickson and Mr. McGarry were married on June 8, 1946.

They have a daughter, Sheila Maureen, 4½ months old.


Her hobbies are tennis and swimming. She also plays the cello and violin.
STRETCHING from Wheeling to Toledo, from Fort Industry to Fort Industry, and from winner to duffer was this unique eleven-some (l to r): William Rine, WWVA Wheeling, low net winner with a smashing 65; Ralph Elvin, WJBK Detroit; Neville Miller, former NAB president, Washington; Harry Henshel, WOV New York; Lee Wailes, Fort Industry Co. general manager, Detroit; Pete Kettler, WBBS Miami; Bob Kerns, WLOOK Lima; Gene Trace, WAKR Akron; Tom McCullough, WMBM Miami; Glenn Jackson and E. Y. Flanigan, WSPD Toledo.


UPSTATE New York apple knockers who joined forces for some fascinating knocking on their own were (l to r): C. F. Phillips, WPBL Syracuse; E. R. Gamble, WBTA Batavia; Mike Hanna, WHCU Ithaca.

BULLSEYE at the starting post is scored by (l to r): Ken Carpenter, George Bolling Co., Chicago; Frank Mullen, NBC; George Bolling, New York.

Highlights NAB Golf Tournament

(See story and pictures of winners, page 86)

YANKER Bill Rines (center), WCSH Portland, Me., flanked by Rebels Bob Harrington (l), WSVA Harrisonburg, Va., and George Thomas, KVOL LaFayette, La.

THE PRACTICE green got a workout before the match swung underway. Here are J. R. Poppele (l), WOR New York, and Vernon Pribble, WTAM Cleveland, warming up.

TEARTISTS perform without benefit of that 15% (l to r): Bud Fantle, KELO Sioux Falls, S. D.; John Crandall, Sherman and Marquette, New York; Bob Tichner, WNAX Yankton, S. D.

The PRACTICE green got a workout before the match swung underway. Here are J. R. Poppele (l), WOR New York, and Vernon Pribble, WTAM Cleveland, warming up.

EX-CHAMP L. Waters Milbourne (l), WCAO Baltimore, 1942 grand trophy winner, expounds on the art of golf to aspiring champion Hal Meyer, WSTC Stamford.

MILLER-DILLER a la Kirkwood. Walter Miller, WGAL Lancaster, doing a tee-totter, with A. Armor, NBC New York, as tee. Ray Gaul (l) WRAW Reading, watches.

HELPING American Chicle Co. increase its gross sales are gummers-golfers (l to r) Joe Lopez, WICC Bridgeport, Joe Burwell, WMBS Unimontown, Pa., and Frank Zuzula, MBS New York.

MRS. E. C. KELLEY gives a free golf lesson to husband “Gene” (second from l), KCRA Sacramento, as (l to r) Herb Hollister, KBOI Boulder, Jack deRussy, NBC Spot Sales, New York, and W. Purcell, General Electric, Schenectady, follow instructions.

FEARSOME FOURSOME figures. Standing: Bob Thompson (l), WBEN Buffalo; Bill Doerr, WBR Buffalo. Seated: Pete Wasser, ex-KQV Pittsburgh; F. E. Fitzsimonds, KFYR Bismarck, N. D.
Maybe you feel that records and transcriptions are the only possibilities for good local music programs, anywhere outside of perhaps New York and a few other largest cities.

Lots of advertisers do think just that—but the facts speak otherwise. In Beaumont, for instance, KFDM broadcasts Cliff Bruner’s six-piece string orchestra, nationally-known for its juke-box records, and which receives a 7.1 daytime Hooperating in Beaumont-Port Arthur.*

With carefully-selected spot-broadcasting programs, any advertiser can do a job of Bull's-Eye Radio—radio where it's needed, when it's needed, and at a cost that the results can easily justify. F&P are pioneers and experts in Bull's-Eye Radio. Can't we help you?

* Hooper Report, Fall-Winter, 1946-47.

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

EXCLUSIVE REPRESENTATIVES...
ALBUQUERQUE KOB
BEAUMONT KFDM
BOISE KBOI
BUFFALO WGR
CHARLESTON, S. C. WCSC
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HONOLULU-HILO KGMB-KHBC
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WDZ
PORTLAND, ORE. KEX
raleigh WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
SEATTLE KIRO
SYRACUSE WFRB
TERRE HAUTE WTHI

TELEVISION:
ST. LOUIS KSD-TV
Self-Regulatory Code Effective Feb. 1

NAB Board Moves Swiftly; AFM Hit, Too

ACTING WITH almost incredible speed, the new NAB board of directors meeting in Atlantic City Friday—a day following adjournment of NAB's 29th annual convention—adopted new standards of practice to become effective Feb. 1. Action came on the heels of a unanimous convention vote Thursday in favor of a self-improvement code to be promulgated "as expeditiously as possible."

From the opening gavel, radio's campaign for self-regulation dominated the convention. And it dominated the board too, because most delegates did not anticipate such speed. (Code roundup on page 15.)

The convention, with 1,700 delegates attending, and with a record gross attendance of 2,500, concentrated time and attention on the code but with equal vigor defended radio's right of free speech, resolved to work in unison to remove the barriers placed in the way by AFM, spoke out against governmental encroachments, and heard with trepidation the threat that even a code may be used against them.

Developments

The week's stand-out developments included:

1. After two sessions of extended discussions, the convention adopted without dissent a resolution urging expeditious adoption of a code which will be satisfactory throughout the industry, giving "immediate consideration" to objections to the proposed code as voiced in the discussions (see story page 15).

2. NBC and its affiliates not only plumped for adoption of a code but led the way by adopting a stringent policy of their own respecting crime programs (page 16). CBS Affiliates Advisory Board, and the Mutual management, without committing its affiliates, followed suit (page 88). ABC recommended no action on the code at this convention (page 89).

3. NAB President Justin Miller warned broadcasters in the convention's opening address that without an "intelligent and unremitting battle" American broadcasting will gradually be taken over by government (page 17).

NAB, FCC, AFM

4. FCC Chairman Charles R. Denny told the convention that a station's code observance or non-observance may be considered by FCC in acting on renewals (page 15).

5. NAB issued its preliminary draft of proposed model legislation designed to take FCC out of the program and business fields and protect radio against other governmental encroachments on constitutional rights (page 19).

6. Without dissent the convention adopted resolutions authorizing that "all things necessary and proper" have been done to solve problems posed by the demands of American Federation of Musicians and inviting other interested organizations to join this effort (page 20).

7. A resolution was adopted recommending "appropriate" NAB action to secure reversal of FCC's Mayflower decision, which withheld from broadcasters the right to present their own opinions and which will be subject of an FCC review Jan. 12 (page 20).

8. Both in and out of the convention there were many developments to capture broadcasters' attention. Even before the NAB proceedings opened, General Manager Neil H. McElroy of Procter & Gamble Co. told the NBC affiliates meeting unqualifiedly that P & G, the nation's biggest radio spender, would seriously object to new restrictions in advertising practices that would limit commercial flexibility (page 89). NBC nevertheless went on record urging adoption of an NAB code.

9. Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, told the convention that American Broadcasters are largely responsible for the success of the government-owned system of radio in Canada because they furnish their best commercial programs to the CBC.

10. The need for incessant vigilance against advocates of government-sponsored radio was pointed out by Goar Mestre, president of the Inter-American Assn. of Broadcasters (page 82). Rep. Clarence F. Lea (D-Calif.), father of the Lea Act, again condemned the restrictive practices of ARB, and Commerce Secretary Charles E. Pecora followed him at the speaker's stand to present to NAB a citation for services rendered by broadcasters in behalf of the Naval Reserve program and to other broadcasters of top-ranking Navy officials (page 16).

11. Plans for organizing a group of independently owned NBC affiliates went a-glimmering (page 89).

12. James C. Petrillo's AFM ordered live music off the FM Continental Network (this page), and Yankee Network Board Chairman John Shepard 3d reported that Yankee had been duplicating Mutual Network programs on AM and FM for two weeks with no protest from the NAB.

13. In a meeting of FM Assn. members, Maj. E. H. Armstrong, FM inventor, predicted that FM will have more listeners than AM in three or four years (page 83).

14. NAB's Broadcast Advertising Clinic went on record as approving a proposal to conduct an extensive campaign to carry the study of radio's sales power to all industries and heard reports on other advertising department projects (page 90). In another clinic, spokesmen for four department stores testified to the effectiveness of broadcast advertising and told how it was done in their stores (page 90).

15. Tentative plans of BMI for a nationwide talent search were discussed (page 89).

16. But the code was the subject.

Emphasizing its importance, code discussion was shifted early in the week from its original Thursday spot on the agenda to the Tuesday (Continued on page 78)

Petrillo Cracks Whip on Continental

Notifies FM Network That Its Live Music Must End

By BRUCE ROBERTSON

IN AN OPEN declaration of war on FM network broadcasting, which many industry leaders saw as the first step in a campaign to achieve his oft-promised abolition of all network musical broadcasts, James C. Petrillo, AFM president, last week notified WHFM Rochester and WASH Washington, originating stations of the Continental (FM) Network, that live musical programs on that network were being ended by union order.

Notice of the prohibition, effective Sept. 18, was received by the network officials on Sept. 17, while they were in Atlantic City attending the NAB convention.

Certainly...the message was as unexpected as it was sudden. The amicable meeting of representatives of the four AM networks with Mr. Petrillo and his union's executive board in Chicago on Sept. 8, and the speech of Rep. Carroll D. Knears before the FM Assn. convention on Sept. 12 had combined to give most broadcasters the impression that when they next heard from the AFM they would receive word that the union was against duplication of AM musical programs on FM having been lifted, or at least that the AFM would be amenable to working out terms for such duplication when the present network contracts with the union come up for renewal next January.

Timing of Notice

Perhaps the blow at the 27-station FM network came as a sequence to the debut of its first commercial program on Sept. 12. This was to be a weekly series of half-hour musical broadcasts, titled the Treasury of Music, featuring the Rochester Symphony Orchestra and originating in the studios of WHFM Rochester.

If Mr. Petrillo expected that his uncompromising attack would stun his victims into helpless rage, he must have himself been stunned at their reaction. First, the Stromberg-Carlson Co. told the Continental Network that it would fulfill the 16-week balance of its contract with a dramatic series, true stories of the New York state police, replacing the projected musical broadcasts. The network suffers no financial loss by the change; the only losers are the 40 members of the orchestra who would have been paid full AM network scale for each broadcast.

The NAB convention, casting aside every vestige of competitive prejudice between the AM and FM (Continued on page 79)

September 22, 1947 • Page 13
Self-Regulation Means Self-Preservation... An Editorial

AMERICAN RADIO is going to regulate itself.

The mandate for a code, which becomes effective Feb. 1, came from the NAB convention in Atlantic City. It was hailed as a needed step in the right direction.

The code was framed in the face of a challenge from the FCC's Chairman, Charles R. Denny, that the "minimum requirements" of those standards of practice may be used against stations on license renewals. It is as if the broadcasters were writing their own Blue Book to be tossed back at them.

The broadcasters accepted the challenge. They accepted it in anger and with some misgiving. But not in fear. They accepted it after all hope of favorable action had vanished two days earlier. They accepted it after Chairman Denny had scolded them and had told them that radio "is still too commercial."

They accepted it because they had confidence in the leadership of President Miller in his unremitting battle to break the Government's dead grip on commercial radio. They realized that new broadcasters entering the field would be following the FCC from program regulation and business control could come only if radio puts its best foot forward.

They made no apologies for giving to the American people its best radio.

Mr. Denny, sagacious and skillful word architect, took a new tack in shaking his finger in the faces of the nation's broadcasters. The "public interest, convenience and necessity" ruse was abandoned. He judiciously moved into his address the new line that "under the Commission's interpretation of the law," it had the power to regulate programs. He explained meticulously that Comm. Robert F. Jones, Ohio Republican, being a newcomer, did not go along with the rest of the commissioners present. Only absentee was Commissioner Hyde. That means the Commission stood 5-1 for a Blue Book crusade and the same way on the upcoming code.

We said the broadcasters were angry. They were angry because they felt Mr. Denny was dictatorial. They were willing to take the gamble if the stakes are freedom against slavery.

We contend it's none of the Commission's business whether radio is commercial, too commercial, quasi-commercial or pseudo commercial. We contend the Blue Book is a travesty and that the implied use of any code provisions as a punitive weapon is regulation by innuendo, coercion and intimidation. The Commission then would censor radio by the Blue Book back door and the code side door.

It may have been happenstance that the NAB released during the convention its proposed model radio law. It would strip the Commission of any authority over programs or business operation. It would give radio the freedom it craves. It is legislative Utopia. But it couldn't muster a dozen votes in Congress today.

That's because broadcasters—until last Thursday—had done nothing about self-regulation. Now there will be a code—a code with "teeth"—and one that won't require FCC denunciation as prescribed by Chairman Denny.

So here's what it should work: You get a code. Most broadcasters will observe it because they can live under it. The FCC attempts to use the code, punishes those who do not. You go to Congress with the model bill. You show Congress that radio is putting its best foot forward and that the FCC is broadening its censorship salient. By sheer weight of right and logic you have a chance to get what you seek. Codeless you wouldn't have a prayer.

Under the board's Friday action, you have until Nov. 1 to propose changes to your district directors. They shouldn't be ignored. Get the licks in. Don't let steamroller talk becloud this progressive and necessary mandate.

The code that will issue effective Feb. 1, 1948, will not emanate from an ivory tower. For on the convention floor, delegates heard the voices of men from Fargo, Ventura, Macon, Fort Dodge, Baltimore, New York. Each voice that spoke in support of or against had equal audience. And each, whether for or against, stated his viewpoint with sincerity, and the conviction that finds root in sincerity. The code will reflect the viewpoint, for the code is being written by men from broadcasting stations, meeting at the cross-roads and determining in concert, their path together.

Free men remain free by standing at the barricades. These men—representing the 25th annual convention of the NAB recognized their responsibility and met it openly. The sequel to a good code, voluntarily observed, can be a good law emancipating radio.

Automatic ASCAP Renewals Foreshown

No Percentage Increase Asked, NAB Committee Reports

VIRTUALLY automatic renewal of all broadcast stations' contracts with ASCAP for use of music was forecast Monday at a meeting of the NAB's Music Advisory Committee in Atlantic City.

Chairman Thomas C. Streibert, WOR New York, told the meeting that ASCAP reaffirmed its intention of asking no increase in percentages, which would mean renewal of such contracts without change.

Final action, in the matter, however, is not quite ready to be taken by ASCAP, now whose representatives attended the meeting. But a joint meeting between the committee and ASCAP is scheduled for next week and details are expected to be ironed out.

At the joint meeting, payment for cooperative programs' use of music also will be discussed, as well as awards of accounting by stations for their use of music under ASCAP's program contract.

The Music Advisory Committee also considered the question of music rights for various program types. A committee of broadcasters was appointed to consider the question in cooperation with NAB.

Chairman Streibert also announced that ASCAP has now given broadcasters the right to use program type of license.

Coverage of NAB Convention in This Issue

To facilitate location of the various stories on Atlantic City activities last week, the following page references are given:

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Text of FMA Resolution on AFM (See story page 13)

The following resolution was unanimously adopted Thursday by the FM Association Board of Directors, meeting in Atlantic City.

Whereas, the American Federation of Musicians has, without provocation or basis for its action, or for any other reason, deprived the broadcasting industry and the public of the use of program music, and whereas, the America Federation of Musicians has denied the broadcasting industry the benefit of a codeless code and thus has deprived the public and the broadcasting industry of the services that should be available to it, it is therefore resolved that:

WHEREAS, in the interests of the public and the broadcasting industry that the controversy be resolved immediately, in order that the public may enjoy the superior reception of musical programs over FM networks, since FM is the acknowledged advancement in the art of broadcasting, and

WHEREAS it is recognized that this action by the American Federation of Musicians affects all segments of the broadcasting industry and is further an attempt by that organization to separate and distinguish from the duplication of musical programs over FM and broadcasting industry.

NOW, THEREFORE, be it resolved that the FM Association Board of Directors lend its full cooperation and support to other organizations of the broadcasting industry in any concerted effort to combat this discrimination and arbitrary action.

Be it further resolved that the president of the FMA hereby authorized to appoint a committee to carry out the intent of this resolution.

NAB Board Acts With Celerity On Code

Adopts New Standards To Apply Now On Contracts

By J. FRANK BEATTY

BROADCASTERS will be operating under new standards of program and commercial practices starting Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947. They will be stiff, meeting the cries of critics, yet they will permit adequate time for commercials and keep programming on a high ethical level. (See text of tentative code, page 17, and board resolution on this page.)

At its post-convention meeting Friday in Atlantic City, the NAB Board unanimously ordered that the convention version of the code be sent to the membership and that all criticism and suggestions be given to directors prior to Nov. 1. Then will start the major job of revising the document, with final action to be taken by the board later.

Committee to Be Named

A special committee will be set up to study suggestions prior to the November board meeting.

The new code will be a continuing legislative document, with the board empowered to make changes at any time.

NAB President Justin Miller will check the code with FCC Chairman Charles R. Denny and the Dept. of Justice.

The board discharged with thanks the special Standards of Practice Committee, which prepared the proposed code. The Program Executive Committee, under which it operated, continues its code functions.

Great care will attend preparation of the preamble, which will contain the major portions of the code. It will lay down public service obligations and aspirations, as against the "thou shalt nots" of the three sections covering general and specific program rules and commercial practices.

In fact, the preamble will involve careful study of the two code discussion meetings at Atlantic City. The code dominated the general sessions, attracting 2,000 delegates and visitors at the first debate Tuesday afternoon and over 1,000 Thursday morning, when many had left for home.

Originally the code debate had been scheduled Thursday morning but protests that this late scheduling might be deemed as a railroading attempt led to transfer to Tuesday afternoon.

Flaring up at frequent intervals throughout the convention was criticism of the way proposed code was offered to the industry. The document was unveiled Monday morning at a news conference. Almost universal was the feeling that it should have been released a fortnight before the convention.

Code Resolution

WHEREAS the Program Executive Committee has presented a newly proposed Standards of Practice to the annual convention of the NAB,

Now, therefore, be it resolved that the Board of Directors of NAB endorse and adopt the said Standards of Practice effective Feb. 1, 1948, subject to contracts in existence Sept. 19, 1947.

Recognizing that the entire membership of the association has not had full opportunity to discuss and familiarize itself with all sections of said Standards of Practice, the board directs that copies of said Standards of Practice be sent immediately to all members and that they be urged to contact their directors either personally or by mail prior to Nov. 1, 1947, to present their views and suggestions as to specific sections of said Standards of Practice.

That the board will review and revise the said Standards of practice at its November meeting.

Denny Implies Code Use as Yardstick

By RUFUS CRATER

FEAR of an era of even more stringent FCC regulation of radio permeated the NAB convention after Commission Chairman Charles R. Denny told the broadcasters in a speech last Wednesday that they may be held accountable for observance of any "good" code they may adopt.

His formal declaration came a day after the convention, noting a New York Times dispatch quoting him as saying code compliance might be a proper subject for FCC inquiry in acting on renewals, voted to wait for his confirmation or denial before proceeding further with code consideration, for fear they might be creating a Franken-stein which the Commission would turn against them.

"I said it," he declared bluntly. "But he insisted that this was a minor issue. The real issue, he declared, is whether broadcasters are willing to undertake self-improve- ment. "Get the code off the side track to which it was shuttled at the last meeting and get it back on the main line," he challenged.

American radio is doing a good job but there is room for improvement, he told his audience, asserting his personal view that "a good sound code would be a forward step."

"If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry," he declared.

"There may be some things in your code which we would regard as a helpful guide. On the other hand the code might contain, as your last one did, some provisions which we feel are contrary to the public interest," he added, referring to the WCCO Columbia case participated in by the UAW-CIO, in which FCC differed from the old code's provisions relating to controversial issues.

Chairman Denny's remarks on the code were injected into his speech at the last minute, after the question of FCC's position was raised on the convention floor. He referred to the station's combination's broadcast activities, pointing out

(Continued on page 87)
Trammell’s Stand Swings Dissenters To Unanimity

By EDWIN H. JAMES

OPPOSITION that sprung up last week among some independent station members of NAB against quick adoption of an NAB code would have developed far more formidable proportions if two meetings—led by NBC—had not retained unanimous code support among their affiliates before the issue reached the convention floor.

At a two-day convention of their own, preceding the NAB conclave, NBC affiliates voted unanimously to urge the adoption of the NAB standards. It was at this meeting that scattered opposition—which in concert with other dissenting members of NAB might have proved powerful enough to wreck the code permanently—collapsed.

Two days later, the CBS affiliates advisory board pledged similar supporting action.

Opposition Too Small

Some of the most influential NBC affiliates were understood to have intended vigorous opposition to the adoption of standards which they regarded as portending commercial hardships, but before the vote was taken, on a resolution proposed by Niles Trammell, NBC president, the dissenters agreed that their numbers were inadequate to force disapproval.

The vote was unanimous in support of Mr. Trammell’s resolution—despite the distancing fact that few if any of the affiliates had seen the proposed code—and thus even those who had formerly opposed the adoption of the standards were committed to support them.

Passage of the NBC resolution was not without other distractions. The day before the affiliates agreed to support the code, Mr. McElroy, vice president and general manager of Procter & Gamble Co., radio’s biggest spender, had warned that P&G would look with displeasure upon any effort by broadcasters to limit commercial flexibility.

Mr. McElroy made it plain that P&G was in no mood to accede to further tampering with its radio sales talks and pointedly asserted there was “danger” in changing commercial standards.

Other Actions

The adoption of the resolution urging support for the NAB code was but one of several important actions taken during the first annual convention of NBC affiliates.

Others were:

(1) The affiliates adopted a new program, concentrating on the radio programs, limiting such broadcasts to hours when children may be expected to be in bed and establish- 

AT NBC affiliates meeting Harry C. Kopf (1), administrative vice president of NBC, shares joke with Henry W. Slavick, general manager of WMC Memphis.

ing principles to minimize the blood and thunder aspects of such programs.

(2) Plans for the formation of an association of independently owned NBC affiliates expired, but enough of the spirit behind them survived to stimulate action looking toward possible strengthening and enlargement of the NBC Stations’ Planning and Advisory Committee.

(3) Brig. Gen. David Sarnoff, president and chairman of RCA, and Frank H. Mullen, executive vice president of NBC, urged NBC affiliates to give serious thought to early ventures into television.

Mr. McElroy, addressing the NBC affiliates at the Marlborough-Blenheim Hotel, asserted that “any restrictions” imposed on an advertiser’s handling of radio commercials “should be looked at very carefully.”

In a generally gloomy assessment of the present worth of radio as an advertising medium, Mr. McElroy criticized rising time and talent costs, asserted that he had noted a decline in average listen-

ing to radio programs and said that these unfavorable factors were compounded by the present regulation by broadcasters of new restrictions “which may reduce seriously the commercial effectiveness of radio.

Another business leader and representative of big radio clients took a sharply contrasting view to Mr. McElroy’s in a speech delivered to the NBC affiliates the same morning. Sigurd S. Larson, president of Young & Rubicam, urged support for a code of standards.

Mr. Larson declared that radio was obliged to take immediate measures in correcting certain program conditions which provoke public criticism.”

Advisory Council

He suggested the need for early organization of the Broadcasters Advisory Council, a high-policy committee embracing representatives of broadcasting, advertisers, and agencies, to address “the broader aspects of radio and its relations with the public.”

“The days of radio are over,” said Mr. Larson. “The time for self-examination is here.”

Mr. Larson pooh-poohed arguments that a broadcasting code could not be enforced. He pointed to other industries’ code enforcement in other industries. “Periodical publishers have made codes stick,” he said.

Among examples of current radio practices offending to the public, Mr. Larson cited: (1) Lack of program balance, a “sameness of programming over extended time blocks (which) definitely limits or depri"ves the listener of exercising a reasonable choice in listening”; (2) lack of observance of “thosesubter proprieties of restraint and social decorum which are persistently violated”; (3) advertising excesses.

The action by NBC in adopting a strict policy pertaining to its own crime shows was a step beyond the restrictions on that type of program in the proposed NAB code.

Crime Programs

The NAB code suggested only in a broad outline that crime programs ought not to be broadcast at hours when children would be apt to be listening. NBC went beyond that, however, and specified times at which such shows would be permitted on its air.

NBC will not permit broadcasts of crime programs earlier than 9:30 p.m. in the Eastern time zone, 9 p.m. in Mountain and Pacific zones and 8:30 p.m. in the Central zone.

(Continued on page 89)
United Front in Radio a 'Must' Miller

NAB Chief Stresses
World Aspect At
Atlantic City

By BRUCE ROBERTSON
JUDGE JUSTIN MILLER, NAB
president, urged broadcasters to
maintain their united front in in-
ternational as well as domestic
problems as he opened the first
general session of the NAB con-
vention. His 90-minute presiden-
tial report, delivered with the
hard-hitting sincerity which the broad-
casters have come to recognize as
typical of their president's think-
ing and speaking, brought the con-
vention to its feet for a thundering
ovation at its conclusion.

Beginning with a factual report
of the progress of the NAB (whose
membership has grown from about
400 ten years ago to 1,450 today,
including all four national net-
works) and its affiliate organiza-
tions, AM and BMI, Judge Miller
urged broadcasters to take full ad-
vantage of the convention to find
out all about the operations of all
three bodies.

"Satisfy all your doubts; express
yourself fully," he said. "Please
do not pull any punches or leave
the convention with unanswered
questions."

President Miller reported contin-
ued improvements in NAB-FCC rel-
lations. "There is evident today,
under the chairmanship of Mr.
Denny, an attitude of friendly
helpfulness" at the commission, he
said. "Mr. Denny has been highly
cooperative in his efforts to under-
stand the problems and points of
view of the broadcasters and to
administer the law in such a manner
as to avoid, so far as possible, any
suggestion of harshness or oppres-
sion."

While there is still a "reflection
of Blue Book philosophy in some-
Commission pronouncements," Judge Miller stated, "present
trends indicate that the enthusi-
astic young men in the lower echel-
on have much less voice in policy
determinations than they once had.

There is no indication of reliance
by the Commission, today, upon the
advice of foreign-trained propo-
onents of government-owned broad-
casting.

Broadcasters were "exceedingly
fortunate" when the Supreme Court
upheld the constitutionality of the
Lea Act, President Miller declared.
"This law will be something for
Mr. Petrillo and his legal strate-
gists to conjure with for years to
come. The Taft-Hartley Act also
will have profound effects upon the
relationships between labor and
management in the field of radio
broadcasting."

Unexpected Misunderstandings
But, he went on, "we have had
misunderstandings with the legisla-
tive branch of Government, where
we least expected it," during the
Senate Subcommittee on Interstate
and Foreign Commerce hearings on
the White Bill. The fireworks then
arose, he declared, "from the false
assumption by one or two members
that the First Amendment has no
application to broadcasting."

Members of the committee were also
unaware, he stated, "of the Blue
Book principles of the FCC; they
were unaware of the lifted eyebrow
techniques; of writing sociological
dogma into opinions by way of
what lawyers call obiter dictum; of
off-the-record coercive practices,
such as are revealed in the May-
flower case opinion. The Senators
assumed that it was as easy to get
an appeal to the Supreme Court
from a decision of the FCC as from
a trial court."

The NAB, Judge Miller reported,
"joined issue first, primarily upon
the attempt to write into the pres-
ent Communications Act all guaran-
tees of free speech by radio. . . . We
placed before the Senate subcommittee the platform upon which
American broadcasters stand—its foundation stone—com-
plete freedom of speech by radio,
within the real meaning of the Con-
stitution. Your enthusiastic sup-
port of that platform," he told the
broadcasters, "is evidence of your
determination to win the fight for
its acceptance."

The facts prove that the broad-
casters' fight was not in vain, Judge
Miller declared: (1) The White Bill
was sent back to Committee and
(2) the NAB was asked to draft a
new bill, a NAB-HIM Bill and as to
desirable amendments of the pres-
ent law. NAB has fulfilled this re-
quest.

Expressing pride in the united
front shown by broadcasters at
these hearings, President Miller
pointed out that united action must
be continued if proper legislation
is to be won. "Remember," he de-
clared, "that we reside in a nation
with the strength of thousands, scat-
ered from one end of the land to
the other. Remember that we stand
upon firm ground in protecting the rights of
the people to a free medium of
communication."

To those who might ask "Why
should we be concerned with free-
dom of speech, with the Constitu-
tion, and with legislation?" Judge
Miller asserted that "it should be
perfectly obvious from what has
happened in England—to say noth-
ing of other European countries
and Russia—and from what threat-
ens in Canada and Latin America,
that unless the broadcasters of
America are willing to put up an
intelligent and unrelenting battle,
American radio broadcasting will
be taken over, step by step, until it

Banner Year
GREATEST attendance in NAB history came to the
25th annual convention in Atlantic City, with official
figures showing registration of almost 2,500 broad-
casters and exhibitors. Delegates from radio stations num-
bered 1,740 while exhibitor personnel staffing 60 exhib-
its was put at more than 650. Another hundred in attend-
ance were delegates to the International Telecommuni-
cations Conference. Although NAB headquarters esti-
mated wives and other guests at only 500 in addition to the
2,500 with official badges, gatekeeper said the number of
such other visitors was more than 5,000.

Text of the NAB Proposed Code

The text of the proposed new
code of standards of practice for
the radio industry, as made pub-
lic by the National Association
of Broadcasters, follows:

SECTION 1—STANDARDS
FOR ALL PROGRAMS
The standards enunciated in
Section 1 of this code apply to
the treatment of all types of pro-
grams.

Religion
The subject of religion should
invariably be treated with respect.
Reverence should mark any men-
tion of the name of God, His attrib-
utes or power.

Reference to religious faiths,
tenets or customs should be re-
spectful and in good taste, free
from prejudice and ridicule.

Religious rites—baptism, mar-
rriage, burial and other sacra-
tements—should be portrayed with
accuracy.

A priest or minister, when por-
trayed in his calling, should be
vested with the dignity of his office.

Race, Creed, Color
No program should be consid-
ered acceptable which derides,
misrepresents or attacks any per-
son or institution by reason of
race, creed, color or national origin.

Profanity and Obscenity
Sacriligious, blasphemous, pro-
fane, salacious, obscene, vulgar
or indecent material should not
be broadcast. Your enthusiastic
support of the right of
broadcasters, "is evidence of your
determination to win the fight for
its acceptance."

To those who might ask "Why
should we be concerned with free-
dom of speech, with the Constitu-
tion, and with legislation?" Judge
Miller asserted that "it should be
perfectly obvious from what has
happened in England—to say noth-
ing of other European countries
and Russia—and from what threat-
ens in Canada and Latin America,
that unless the broadcasters of
America are willing to put up an
intelligent and unrelenting battle,
American radio broadcasting will
be taken over, step by step, until it

Divorces should not be casually
traded or advanced as the normal
solution of marital problems.

No material tending to break
down the normal social barriers,
the home, or moral conduct
should be broadcast.

Insobriety and Excessive Drinking
Insobriety or excessive drinking
should not be portrayed as desir-
able or prevalent factors in Ameri-
can life, and reference thereto
should be kept incidental to the
development of plot or character.

Narcotic Addiction
Narcotic addiction should never
be presented except as a vicious
habit.

Crime and Horror
Crime and punishment should
never be presented in a way that
will portray the criminal in an
attractive light or condone the
crime. Criminals should always be
punished, either specifically or by
implication. The technique and
methods of crime should not be
presented in enough detail to in-
vite imitation.

Brutal killings, tortures or phy-
(Continued on page 81)

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New NAB Directors

NAB Directors Elected

Wednesday were:

Large Stations

(For Rough and Ryan):
Paul W. Morency, WTIC Hartford (former District 1 director); Howard Lane, WJJD Chicago.

Medium Stations

(Reelected)


Small Stations

Clair R. McCollough, WGAL Lancaster, Pa. (reelected); Robert T. Mason, WMRN Marion, O. (for Coy).

FM (Class A)

Willard Egolf, WBCC-FM Bethesda, Md.

FM (Class B)

John Shepard 3d, WGTA Boston.

Networks Prepare For Time Change

CBS, NBC to Sign Off Hour Earlier With Switch

MINOR programming adjustments will be made by the four major networks when the change-over from daylight saving time to standard time occurs on Sunday, Sept. 28.

CBS, which during daylight time transmitted its programs between 9 and 10 p.m., New York time, for West Coast repeats later on in the evening, will terminate that service on Sept. 28 and broadcast the programs to the West Coast live. Both network and WCBS New York will go off the air at 1:05 a.m. each morning instead of 2 a.m., sign-off time during daylight time.

ABC followed a plan during daylight saving time which permitted all affiliates to carry a program during the same time period. The network recorded shows for Hollywood and windows which were broadcast at the same hour they were heard in New York. With the beginning of standard time on Sept. 28, ABC will record shows for Hollywood only and Chicago will carry them live.

The only change to occur at NBC will be in the sign-off time in the network's Pacific, Mountain and Central zones, from 2 a.m. back to 1 a.m.

Mutual, which like the other networks has been recording many of its programs for repeat in Chicago and on the Don Lee network, will cut its transmitted repeats approximately in half, with most MBS programs being heard live throughout the country during standard time.

NAB Exhibits Hit New High in Quality

MILLIONS of dollars worth of broadcast and electronic equipment, much of it revealed to the public for the first time, featured the most extensive exhibition in NAB convention history.

Dominating the displays were four antennas, reaching far into the 150-foot ceiling of Convention Hall. But of equal interest were new developments in television, FM and facsimile - services that now are important operating segments of the industry.

With the vast facilities of the cavernous auditorium available for an exhibition that covered two-thirds of an acre, leading manufacturers were able to show and explain heavy equipment that cannot be set up in the average auditorium.

Some 60 exhibitors occupied booths ranging from 100 to 3,000 square feet. The booths were separated by wide aisles permitting thorough examination of equipment and services. The entire exhibition, one of the largest in American industry, was in charge of Arthur C. Stringer, director, NAB FM Dept.

As usual, gimmicks were popular. They ranged from a standard radio tap-tapping wrinkle, with beverage bottles as a reward, to the bags of peanuts offered by Louis G. Cowan Inc. Standard gave away over 50 bottles of beverage.

Delegates spent much of their time wandering around the booths and examining equipment. The exhibitors voiced approval of the way the project was handled, but desire adjacent facilities for transcription auditions at future conventions.

Eight manufacturers of receivers displayed their models in the convention lobby at the invitation of NAB. They were Stewart-Warner, RCA, General Electric, Philco, Federal, Stromberg-Carlson, Westinghouse, and Ansley. Besides its sets, Ansley exhibited a combination electric piano, radio set and automatic record player.

Radio Week Display

A feature of the display was the booth promoting National Radio Week, with NAB and Radio Manufacturers Assn. as joint sponsors. (See picture page 15.)

Among the equipment displays, Federal Telephone and Radio Corp. had a two-way square loop Blaw-Knox antenna, along with mobile units, transmitter console, turntable, monitoring speaker and FM monitor.

Westinghouse Electric Corp. had a 50-kw AM transmitter, two cubicles, 1 kw and 3 kw FM transmitters, console receiver with FM, tube display and console receiver.

RCA had a towering six-bay television antenna, en route to WBAL Baltimore, atop a pylon tower. It was valued at $22,000. Other items included a WBAL mobile television truck, 5-kw television, 10-kw FM and 5-kw AM transmitters, beer-mug transmitter, 150-kw short-wave transmitter, along with other equipment.

General Electric Co. had a 10-kw FM transmitter and audio racks with new limiting amplifier and monitoring amplifier, four-bay doughnut FM antenna 50 feet high, miscellaneous consoles and studio setups, elaborate television pickup and receiver equipment including large-screen projector and watercooled studio light. New studio camera has a hydraulic lift.

Facsimile displays were shown by WFIL Philadelphia and WAAT Newark, which cooperated in programming for Radio Inventions Inc., and its Newspaper Publishers Facsimile Service. Continuous facsimile service was provided for guests.

In the DuMont television display was an acorn package capable of enlargement as desired. It included 600-w TV transmitter, monitoring equipment, playbacks, batwing antenna and similar items.

Western Electric Co. and its sales subsidiary, Graybar Electric Co., had a long list of equipment. In the display were 2-kw and 10-kw FM transmitters, miniature model...
NAB Model Bill Would Clip FCC Power

But Miller Expects Road to Passage To Be Slow

A PROPOSED model bill designed to protect radio from any specifically forbidding FCC to censor radio or regulate stations' business affairs was presented in tentative form last Wednesday by NAB officials at the convention in Atlantic City.

But not even the association's staunchest crusader for radio's constitutional "right of freedom of speech"—President Justin Miller—could predict enactment of such roseate legislation for broadcasters in the near future. It took the American Broadcasting Assn. two secure passage of the Administrative Procedure Act, he reminded.

Judge Miller said "maybe 5, maybe 10, maybe 15 years" would be required to adequately protect the rights of broadcasters. "When that time will come," he said, "I don't know." Added when he expected passage of any radio law in the Congress of which still has the White Bill pending in committee, he said that "the probability is..."

NAB's proposed model bill was drawn up under the direction of Don Petty, general counsel, who emphasized that it was only a tentative draft and that senators and radio attorneys to discuss it and suggest improvements. It "does not commit or bind the industry in any way," he pointed out.

The 30-page document was prepared following a suggestion made by Sen. McFarland (D-Ariz.) during last June's Senate Commerce Subcommittee hearings when NAB attacked the White Bill as an ab- liberal proposal which would shackle radio more than it is now under the antiquated Communications Act of 1934. McFarland noted that the Senate group is expected to resume hearings on the White Bill when Congress convenes next January.

Provisions of Bill

Under the proposed model bill, FCC would be specifically forbidden to regulate radio beyond the extent necessary "to assure a technically efficient and orderly system of broadcasting. The Commission would not, however, go completely out of the program field, according to President Miller, who said that, for example, it still would have authority to grant and regulate a license authority for programming, and to specify the type of program material to be used in certain experimental operations.

A specific, detailed definition of "public service" was provided, "public interest, convenience and necessity." The phrase would be described as meaning "the securing to the people of the United States of the most efficiently efficient broadcasting reception." In applying the public interest phrase, the Commission would be authorized to "consider only physical, engineering, electrical, geographical, population density, and similar physical and technical factors."

Lest the intent be misunderstood, paragraph (B) of Sec. 302 would specifically provide that "the interest of the public, as understood or construed to give FCC the "right to regulate the business of the licensee of any radio station engaged in broadcasting, and anything in this act to the contrary notwithstanding, no regulation, condition, opinion, report, or requirement shall be promulgated, imposed, issued, or fixed, nor any action taken, by the Commission relating to the particular business or businesses, or the operation thereof, or the business management, of the applicant, or the applicant or the applicant's attorney, or license, and such matters shall not be inquired into or considered in any proceeding or action."

Automatic License Renewal

The bill would provide for automatic renewal of station licenses unless the FCC, for justifiable cause, instituted revocation proceedings. The renewal of licenses device for a station would be rooted out. FCC would also be forbidden to engage in fishing expeditions via unnecessary revocation proceedings, renewals, requirements, and other procedures.

Out the window also would go the so-called Avco procedure of opening bidding on station sales. Acceptance or recommendation would be approved if the proposed transfer or assignee possessed the qualifications required of an original permittee or licensee.

Multiple Holdings

Unlike the White Bill's strict limitations, the proposed model legislation contains no reference to multiple ownership of stations. Appellate provisions would be changed so that the burden of proof in all instances would be upon the commission.

In invoking the anti-trust law, the FCC would be bound to follow the same procedures applicable to any radio station or in any way to abridge, directly or indirectly, the right of free speech, as guaranteed by the first amendment to the Constitution. States, by means of radio communication and transmission, report or requirement shall be provided for in any broadcast that may be made by the Commission. Music, advertising, or the like, would be abridged, directly or indirectly, the said right of free speech.

The draft also contains appellate provisions and includes a section providing for issuance of declaratory orders by the FCC.

Urges Sound Plan To Deal With AFM

Doherty of NAB Assents Program Should Be Industry-Wide

DEVELOPMENT of a sound, integrated radio broadcasting concept began to combat the demands of the American Federation of Musicians was urged by Richard P. Doherty, director of NAB's Employee-Employer Relations Dept., in a convention speech last Thursday morning.

He challenged the AFM to "prove that the development of radio has been to the benefit of musicians." Actually radio has contributed both directly and indirectly to their incomes, he said. Any decrease in employment of musicians, he declared, is the result of an economic trend and is not the fault of radio.

He said broadcasters must "develop an awareness of the overall industry pattern affecting the music business" and told them that "absurd" for individuals to regard their own labor relations as separate and apart from those of the entire industry.

The so-called political section of the proposed model bill will be repealed in its entirety. That provision now specifies that equal time shall be given all qualified candidates for public office if the station permits use of its facilities by any candidate.

This is in sharp contrast with the White Bill provisions to extend the political section even to the discussion of issues in public meetings. The proposal to repeal this section is premised upon the contention that radio's freedom of speech should be as free as that of the press, which is not required to publish both sides.

To dismiss with finality the controversy over censorship and freedom of speech, which has been the center of President Miller's campaign, the bill proposes a new Sec. 326 as follows:

"Nothing in this act shall be interpreted as limiting the power of the Commission to control or regulate the medium of broadcast; and the Commission is hereby authorized to adopt any rules or regulations which it may deem necessary or necessary to assure a technically efficient and orderly system of broadcasting, within the provisions of this act."
**Resolutions Adopted**

By 25th Annual Convention, NAB

**Atlantic City, N.J.**

All resolutions approved unanimously at closing session Sept. 18, 1947


WHEREAS, the members of the National Association of Broadcasters urge the Board of Directors and the membership of the Association to take whatever steps are necessary to keep the Association completely informed of all developments in international broadcasting and to strengthen the position of the American system of broadcasting in the world broadcasting spectrum in order that our democratic way of life may be protected and maintained at home and extended to other peoples of the world.

**See international story, page 80**

WHEREAS, the APF has refused to permit the use of musicians for television or for exclusive FM network programming on affiliated FM stations;

WHEREAS, the APM has refused to permit the use of musicians for television or for exclusive FM network programming on affiliated FM stations;

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WHEREAS, the APF has refused to permit the use of musicians for television or for exclusive FM network programming on affiliated FM stations;
Blowing its top

That’s the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come.

It’s a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that’s ugly ... wait until you see the face on your favorite client’s sales manager ... when the going gets tough. Believe it! Sales! That’s what he’ll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

That’s W-I-T-H, of course, the successful independent. And don’t forget, Baltimore is the 6th largest city in the country!

W I T H
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

September 22, 1947  •  Page 21
Jr. C. of C. Promotes Radio Week

Will Direct High School Contest for 'Voice Of Democracy'

NATIONAL contest for high school students, with NAB, Radio Manufacturers' Assn. and U. S. Junior Chamber of Commerce as joint sponsors, will feature observance of National Radio Week (Oct. 26-Nov. 1). Plans for the week were approved Sept. 9 at a meeting of the RMA Advertising Committee in New York.

Local, regional and national elimination contests will be staged to select "The Voice of Democracy," with all high school students eligible to participate. Suggested subject for talks is "I Speak for Democracy."

Endorsement has been given by the U. S. Office of Education. Commissioner John W. Studebaker has agreed to support the contest and to enlist support of national, state and local educational officials. Broadcast stations, radio dealers, civic leaders will join in the project.

Valuable Prizes

Valuable radio receivers will be awarded schools from which winning local contestants participate with personal prizes for winners. Local eliminations will be broadcast as will regional and national competitions.

Contestants are to be judged on quality of talk and radio delivery. Local judges will be selected from community leaders. Regional contests are to follow boundaries of the 17 NAB districts, under present plans. Regional winners can be judged through use of recordings, with the final national elimination likely to take place in New York or Washington.

Students will be given an opportunity to make a serious study of the meaning of democracy, with reward for special talent in writing and speaking.

National prizes, not yet determined, are expected to consist of scholarships with plans being discussed for sound equipment to be given winning schools.

The junior chamber took an active part in celebration of the first National Radio Week during radio's 25th anniversary in 1945. With approval by the RMA Advertising Committee of plans drawn up by the National Radio Week Subcommittee, the project assumes nationwide proportions. Packets containing promotional material and instructions will be mailed in a few days to 25,000 radio dealers, 1,000 stations, as well as to a group of cooperating associations and enterprises.

preceding these packets are three teaser mailings. In the packets are suggested press releases for local use, a complete book of instructions for observance of the week, small streamers and special price tags.

Cooperating Groups


Fred Eldean Organization, New York, special RMA promotion counsel handling RMA's Radio-in-Every-Room campaign, is cooperating in Radio Week promotion.

Cooperating trade associations have been promised material for their thousands of members. Combined impact of all groups is expected to lift National Radio Week into an event of outstanding significance that will make the entire nation conscious of the role radio plays in the life of all citizens.

A second contest will be promoted by the American Women Broadcasters, NAB satellite, which is working with 400 stations in a competition for women listeners. Prizes will include 17 regional awards consisting of $250 minimum console radios and a grand national prize of a $500 receiver. Letters will deal with favoritism in advertising.

The instruction books for Radio Week contain letters of greeting to broadcasters from Justin Miller, NAB president, and to distributors and dealers from Max F. Balcom, RMA president.

Participation of the U. S. Junior Chamber of Commerce brings into Radio Week a nationwide organization active in community betterment. The chambers plan active local campaigns to bring millions of high school students into "I Speak for Democracy" contest.

Cincinnati Project

One of the local promotion events reviewed by the RMA Advertising Committee Sept. 9 was that of Cincinnati Gas & Electric Co. Richard Keller, director of advertising and public relations, showed the committee photostats of promotion material for a Radio Week contest. The company will donate $5,000 in prizes and local distributors will add another $6,000, a total of $11,000 to be awarded during Radio Week. Daily prizes of $1,000 plus other cash awards and radio sets will be awarded for letters explaining preference for types of receiving sets. Contestants must write two letters to participate.

John S. Garceau, Farnsworth Radio & Television Corp., retiring chairman of the RMA committee, was presented with an outboard motor at the committee meeting. Presiding was Victor Irvine, Motrola Inc., vice-chairman. Others present were W. B. McGill, Westinghouse Radio Stations Inc., chairman of the National Radio Week Subcommittee; S. D. Mahan, Crosley Division; Guy Cyr, Hulton-Sparkes Industries; Frank V. Goodman, Andrea Corp.; William Mack, Zenith Radio Corp.; Herbert Gunnell, RCA Victor Division; L. B. Pambrum, Majestic Radio & Television Corp.; Joseph Efinger, General Electric Co.; Bond Geddes, RCA executive vice president; James D. Secrett, RCA director of publications.

Mr. McGill was in charge of production of the Radio Week packet.

New MBB Members

BMB has added 37 new subscribers bringing total to 261 as of Sept. 11. They are: KOY KXJX KERN KMJ KFBK KWG KCOX KCSJ WILM WRUP WRLD KSEI WTV RFD WWHO WHUT WIL WHL WSBT WFAU WCOU WOOD WTCN KOH WMUR KVER WMSA WHDL WWNY WHHT WCFS KLP LM WHIZ KRCW WSPA KPRC WSVA WDTH WOSH.

Warner Bros.' KWBR-FM (97.3 mc) Is Dedicated

KWBR-FM San Francisco, owned and operated by Warner Bros., which for nearly a century has operated KWBR (formerly KLS) in Oakland, Calif., was dedicated Sept. 14.

Studios and transmitter are located on one of the highest points in San Francisco, on the side of Twin Peaks. KWBR-FM's power is 10 kw. Station operates on 97.3 megacycles, channel 247, on a limited schedule 4-11 p.m. (PST).

F. Wellington Morse, general manager of KWBR, also has assumed full charge of the FM affiliate. Production manager is Hugh Turner, formerly of KGO and ABC, San Francisco. Paul Gregg, of the engineering staff of KWBR, is chief engineer. Edward Smith, formerly of WFAK Charleston, S. C., is in charge of sales. Station is selling quarter, half hour and hour periods only. No spot announcements are being accepted.

NEW TRANSMITTER building of KFGO Fargo, N. D., as drawn by William F. Kurke & Assoc., Fargo architect firm, is shown above. KFGO plans to take the air next month as an ABC affiliate with 5 kw on 790 kc. Licensee is Northern States Broadcasting Co. RCA equipment will be used.

$41,940 Surprise

KXNW St. LOUIS fortnight ago billed City Hall of suburban Clayton for $41,940 in advertising services. Nothing strange about that except that since the city fathers knew nothing about some 5,124 station break plugs touting Clayton's horn as "the garden spot of St. Louis County," they were "flabbergasted." No one knows today who ordered the station breaks, and the Board of Aldermen doesn't know what to do or how to pay.

Hall Quitting FCC Post To Enter Private Practice

ALBERT M. HALL has resigned as a member of the FCC law department to enter private practice in Marion, Ind. He will specialize in radio law and income taxation. Offices will be at 216 Glass Block, Marion.

Mr. Hall joined the FCC as an attorney in December 1945. Assigned to the FM and New Construction Sections of the Broadcast Division, he has served as counsel in a large number of broadcast hearings.

He is a graduate of the Indiana U. Law School, where he was research assistant and received the degree of jurist doctor in 1942. He served 2½ years overseas as a captain in the Army Air Forces and was the first commander of the AMYETS Communications Post, Washington, composed of World War II veterans engaged in radio work [BROADCASTING, Oct. 14, 1946].

WEAR Reorganizes Staff; Welch Named Manager

WEAR PENSACOLA announced last week a complete change of staff, with Irving F. Welch, assuming the duties of manager. Mr. Welch has been in radio for 15 years and has lived in Pensacola for the past seven.

B. C. Spence has been retained as commercial manager. He was previously with the Texas State Network. B. Russell Hirsch, becomes program director, and Roger Nash is added to the announcing staff.
Covers the most profitable, the most merchandisable portion of the Rocky Mountain Empire

KLZ
DENVER

Affiliated in management with WKY, Oklahoma City
CBS Affiliate - 560 KC.

Represented by The Katz Agency
AMERICAN SHOWS STILL LEAD CANADA RATINGS

LITTLE CHANGE from previous month is shown in Canadian National ratings of daytime and evening network programs for August, according to the national ratings report issued by Elliott-Haynes Ltd., Toronto, on Sept. 12.

American programs continue to lead with first ten evening English programs being Fred Waring Shows, rating 17.8, Tony Martin Show 11.6, Big Town 11.2, Music Hall and Waltz Time 11.1, Take It or Leave It 10.1, and Silver Theatre 9.8.

First five daytime programs were Ma Perkins 12.1, Big Sister 12.8, Pepper Young's Family 12.1, Life Can Be Beautiful 11.7, and Lucy Linton 11.2.

Sponsors Hymn Show

PIERCE'S PROPRIETOR'S, Buffalo, is planning to sponsor a transcribed five-minute series entitled Hymn for the Day with Gene Baker and Irma Glen on about 34 stations. Contracts have been signed which vary from 26 to 36 weeks and also have varying starting dates—Sept. 29 in some and Dec. 1 in others. Agency is Duane Jones Co., New York.

AWB Acting Head

RUTH CRANE of WMAL Washington has been named acting president of the Assn. of Women Broadcasters of NAB to fill the vacancy caused by the resignation of Frances Farmer Wilder from the AWB presidency. Mrs. Wilder left CBS recently to enter another field.

Selection of Miss Crane was by unanimous action of the AWB executive board.

Consent to KWFT Sale Is Requested

AM and FM Outlets and Relay Stations Are Involved

APPLICATION has been tendered for filing at FCC requesting consent to sale of KWFT and KWFT-FM Wichita Falls, Tex., for $300,000 to KWFT Inc., a new firm owned by H. J. Griffith, E. H. Rowley and KWFT Managing Director Kenyon Brown (Broadcasting, July 14). The case involves assignment of licenses for KWFT and relay stations KPAK and KWFR and assignment of conditional grant for KWFT-FM from Wichita Broadcasters to the new firm. A CBS affiliate, KWFT is assigned 5 kw on 820 kc.

Wichita Broadcasters, a partnership, is composed of Joe B. Carrigan, 25%; his wife, Mrs. J. B. Carrigan, 25%; P. K. Smith, trustee for Laura Lu Carrigan, 45%; and Mrs. Claude M. Simpson Jr., 5%. Sale is occasioned by Mr. Carrigan's retirement for health reasons, according to application.

KWFT Inc., a Delaware corporation, is owned 49% by Messrs. Griffith and Rowley, southwest theatremen and broadcasters. Mr. Brown holds 20% interest and is president of the firm. Mr. Griffith, president of KEPO El Paso, Tex., is secretary-treasurer and Mr. Rowley, 35% owner of KKSA San Angelo, Tex., is vice president.

Other Radio Interests

Mr. Griffith is an AM applicant at Parsons, Kan., and Norman, Okla. He also is one-eighth owner of Brazoria County Broadcasting Co., applicant at Freeport, Tex., and 15% owner of Metropolitan Houston Broadcasting Co., applicant at Houston, Tex. Mr. Rowley holds 60% interest in Texas Gulf Coast Broadcasting, seeking AM facilities at Corpus Christi, Tex., and is 87.14% owner of Metropitan Houston Broadcasting. Mr. Brown's other radio interests include 11.11% subscription to stock of Miami Broadcasting Co., Miami, Okla., applicant.

Both Messrs. Griffith and Rowley agree to provide any additional sums necessary for completion of construction of KWFT-FM and continuance of operation of the stations.

The assignee proposes to expand the KWFT farm service and to employ a full-time farm director in addition to other improvements.

The consideration includes initial payment of $165,000, now held in escrow, and five equal annual installments at 4%. The assignee is to bear completion of KWFT-FM but should the cost exceed $25,000 it will be covered by the assignor.

Make Way for Lux

WHEN CBS Lux Radio Theatre returned to the air, and KCMJ Palm Springs, Calif., network affiliate, couldn't broadcast Monday night local baseball because of that commercial commitment, team moved games to Tuesday evening. This enabled Roland Vaile, announcer, to continue the play-by-play.

To Promote Fruit Sales

FLORIDA CITRUS COMMISSION, Lakeland, Fla., has announced a tentative budget of $1,500,000 for the promotion of citrus fruit sales during the 1947-48 season.

Firm began using spot announcements in 43 southern markets and 25 northern markets on Sept. 15 for 52 weeks. Agency is Benton & Bowles, Lakeland, Fla.

Rumors of Benton Resigning Parried

Assistant Secretary of State calls them 'perennial.'

REPORT that Assistant Secretary of State William Benton is about to resign has been characterized by his office as "a perennial rumor."

Rumors that Mr. Benton would resign have cropped up repeatedly since Congress last spring cut appropriations for his Office of International Educational and Information Exchange. He requested $31,000,000 but got only $12,400,000.

It is considered unlikely that Mr. Benton will resign while under fire. His division of the State Dept. is almost continually under fire, especially when Congress is in session.

When the 2nd session of the 80th Congress convenes in January, Mr. Benton will face not only another debate over next year's appropriation but also returned Congressional investigators who are visiting foreign countries to determine the effectiveness of the controversial "Voice of America."

Another controversy is shaping up over a proposed International Broadcasting Foundation to take over the "Voice of America" and put it under authority of a semi-public corporation. The proposal, written under Mr. Benton's direction, was cold-shouldered by Congress last year and there are indications it is destined for similar treatment next session.

Mr. Benton shortly will be named chairman of the U. S. delegation to the Second Annual Convention of the United Nations Educational, Scientific and Cultural Organization in Mexico City to begin in November.

LONG-TIME friend, Associate Justice Harold H. Burton of U. S. Supreme Court, administers oath of office to ex-Rep. Robert F. Jones (R-Ohio) as the latter becomes newest member of FCC Sept. 5. Commissioner Jones succeeds R ay C. Wakefield.

FIRST PICTURE of the FCC commissioners with their new member, Robert F. Jones (right, back row). Commissioners seated at desk are: (1 to r): Paul A. Walker, Chairman Charles R. Denny, Clifford J. Durr. Standing: E. M. Webster, E. F. Jett, Mr. Jones. Rosel Hyde was absent, on a hearing assignment on the West Coast.

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PITTSBURGH’S HIGHEST POINT

...with a 13,000-square-mile “view”

Pittsburgh has a new “highest point.”

It’s at the top of a new 500-foot steel tower, stretching skyward from a hilltop overlooking the University of Pittsburgh campus.

Here, but a short distance from the spot where Dr. Frank Conrad launched the broadcasting industry 27 years ago, stands the new transmitter of Station KDKA-FM.

FM radio waves, as you may know, travel in straight lines only. They don’t bend with the earth’s surface, as standard waves do. Hence, broad coverage requires great height of transmission. KDKA-FM’s high tower covers a 13,000-square-mile area... bringing the best in FM programs to scores of communities with a population totaling more than three million.

With additional FM stations in other cities... Boston, Springfield, Philadelphia, Fort Wayne, and Portland, Oregon... this achievement marks another chapter in the story of Westinghouse technical leadership in broadcasting—a story that started with Dr. Conrad, and continues today with the steady development of FM, television, and Stratovision.

WESTINGHOUSE RADIO STATIONS Inc

KDCA • KYW • KIX • WBZ • WBZA • WOWO
National Representatives, NBC Spot Sales—Except for KEX. For KEX, Free & Peters.
WERC Challenges FCC Speed-Up Plan; Says Two Federal Acts Were Violated

FCC has been told that its temporary expediting procedure, the 90-day speed-up plan instituted early this year, violated both the Communications Act and the Administrative Procedure Act.

It was the first outright challenge of the expediting plan and was regarded as a step toward a possible court test of the procedure.

The charges were filed by WERC Erie, Pa., whose application for 1330 kc was passed over during the expediting period because it was filed after the deadline, while Community Service Broadcasting Corp., which applied for the same facilities before the deadline, received a grant without a hearing [BROADCASTING, May 5].

The petition contends that WERC was deprived of a "full and fair hearing" as guaranteed by the Communications Act and by the Supreme Court decision in the Ashbaker case, which ruled that mutually exclusive applications must be given comparative consideration.

The petition, asking the Commission to review the action of a three-man FCC board which denied reconsideration of the grant to Community Service, also argues:

Adoption of the temporary expediting procedure by the Commission did not conform with the rule-making requirements of Sec. 4 of the Administrative Procedure Act which provides for general notice of proposed rule making before adoption of any new rule or regulation affecting substantive as well as procedural rights. Announcement of adoption of the temporary expediting procedure was published in the Federal Register of Jan. 10, 1947, as a "full accomplish" and not as a proposed rule.

WERC Explains Stand

WERC, now on 1230 kc with 250 w, said its 1330-ke application was motivated by FCC's issuance of a show-cause order, requested by WLEU Erie, involving a possible WERC change to 1450 kc. WLEU requested the order in December 1946 and it was issued on Feb. 5, 1947—two days before the expediting plan went into effect. It was impossible, WERC contends, to find and apply for a frequency of its own choice before the expediting system's Feb. 7 deadline [BROADCASTING, May 7].

Community Service, which received the grant for 1330 kc at Erie, was authorized to operate with 5 kw fulltime. The company is owned by Keith Riggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Fort Smith, Ark. The application was filed Feb. 7, the last day before the expediting plan went into effect, and was granted April 5, the last day before normal licensing was resumed.

WERC's application, requesting the same facilities, was filed April 10. The station is represented by Arthur W. Scharfeld of the Washington law firm of Loucks & Scharfeld. Community Service is represented by Andrew G. Haley, also of Washington.

KSLO Starts Operation; First Opelousas Outlet

FIRST Opelousas station went on the air, yesterday (Sept. 21) in the old Louisiana city under the call letters KSLO, owned and operated by Hugh O. Jones and W. Eugene Jones, the 250 w station is on 1230 kc.

KSLO will be a fulltime affiliate of MBS shortly after its debut and will use United Press news service and the transcription service of World Broadcasting Co. Staff includes W. Eugene Jones, general manager, James F. Scharfeld, formerly with WBYN Brooklyn, WARJ Johnstown, Pa. and WRN New York, program director; Henry V. Gant, chief engineer, and Sam Tarleton, local sports columnist, sports and news editor.

WPGH Pittsburgh Plans To Go on Air in October

WPGH, Pittsburgh's newest station, will begin operations early in October, according to Henry Bergstrom, president of the Pittsburgh Broadcasting Co., owner and operator of the station. With a power of 1000 w on 1080 kc, WPGH's studios are at 220 N. Highland Ave., with the transmitter on Spring Hill, North Side.

The station's manager is George L. Young, formerly public relations and sales promotion director of WKBN Youngstown, Ohio.

KERA Becomes WFAA-FM

KERA, FM station in Dallas, was scheduled to take the air again last week after a week's absence, but with the new call letters, WFAA-FM. KERA first began broadcasting Oct. 5, 1946.
Now 10,000 WATTS DAY TIME!
At 5,000 WATTS NIGHT TIME!

On Your Radio

YOU CAN HEAR THE DIFFERENCE
Twenty-five years ago, Texans tuned to the first 500-watt station in the Southwest. They have benefited from WOAI's swift growth—5,000 watts in 1925, affiliation with NBC in 1928, 50,000 watts in 1930, charter membership in TQN in 1934. They have profited from pioneering advances such as the establishment of the first full staff of paid talent, the first full news coverage in the South.

Today and tomorrow, WOAI will continue to deliver the best programs in radio to its listeners—top selling power to its clients.

WOAI San Antonio
50,000 WATTS CLEAR CHANNEL
THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST
Community Service Called Best Bet

Importance of Localizing Emphasized at Small Markets Session

SERVICE to the radio station's local community is a key to a successful station operation, according to panel members who discussed "Radio Management Tomorrow—Problems of Service and Survival" under auspices of Small Markets Committee in the main arena of Convention Hall.

Speaker after speaker stressed the importance of localizing news, programs, spots, and other local-interest programs. By doing this, it was agreed, a station becomes an asset to the community, which in turn gives it the necessary support to survive.

As each of the eight members of the panel finished speaking, the stage was enlivened by the appearance of bathing-suit-clad Powers models who distributed bill-board-size facsimiles of a dollar bill. Each segment ripped from the bill represented a proportionate share of money which the station paid out for the services represented by the names of the bathing girls, who were named respectively, Miss Music, Miss National Representative, Miss Special Events, Miss Petrolio, Miss Sustaining Program, Miss FM, Miss Texas and Miss Net Profits.

Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the Small Market Stations Executive Committee, reviewed the work of his body in behalf of the 1,000 small operators the committee serves—stations of less than 5 kw in cities of less than 50,000 population.

He cited the management studies of typical AM and of FM stations conducted by the committee, part of the campaign to obtain relief under FCC operator requirements and its work to increase the sale of radio to chain stores in small towns.

He told of the efforts of the committee to deal with persons seeking to obtain free radio time under "threat and duress." The committee, he said, has recommended that persons or organizations making such demands be reported to the NAB and to the state associations of broadcasters so the information can be passed on to FCC.

The committee also instructed broadcasters to report excessive rate charges by independent telephone companies to state utility commissions and to NAB headquarters.

Hanna's Views

Michael R. Hanna, general manager, WHCU Ithaca, N. Y., asserted that a station's leadership determines its influence and that leadership in community affairs is the biggest factor in such success—more important even than other assets such as administrative skill, business acumen and programming ability.

"All the country in large and small markets, the most effective stations are those which, by skillful management with a sense of community needs, are getting closer and closer to the folks at home," he said.

His own public service staff costs more than his sales department, he said, and he is confident that its usefulness was worth the expenditure.

"I enjoy a private chuckle now and then because whether they know it or not, they open many a timebuyer's doors—more in fact than our sales organization cares to admit," he said.

Because listeners are now more discriminating, successful programming is more important than ever, according to Simon Goldmann, WJTN Jamestown, N. Y. Summarizing the factors of good programming, he said:

"Cost programming must be identified with your community. Program your station for local consumption—be part and parcel of your community. Take in every aspect of your local nature, including local news, local sports, local special events, local public interest programs local quiz and participation shows and local talent shows."

Stresses Creative

He urged radio executives to instituted program appreciation in the sales department so that salesmen can sell programs, ideas or campaigns. Radio can be sold only by selling programs, he said.

With competition mounting from outdoor advertising, from newspapers with increased newsprint supplies and from new radio stations, radio executives must plan for creative sales programs if their stations are going to survive, John Meagher, KYSM Mankato, Minn., told the meeting.

"Creative selling," he said, "is the method by which you convince your prospective advertiser that through your facilities he can create in the minds of his own customers and potential customers a desire for the goods and services he has to sell."

R. Sanford Guyer, WBTM Danville, Va., in speaking on management, urged a signed contract for every sale, whether it is merely an announcement or hundreds of programs. He advocated setting up a small office to check credit of customers.

Mason Talk

Robert T. Mason, WMRN Marion, Ohio, speaking on music, said a survey by the NAB Research Dept. showed that 48% of all small station programming is devoted to music.

Musical balance charts he said, enable intelligent programming. He urged that specific types of music be weighed at specific audiences and pointed to the need of keeping ears hungry for reports using music when no special production is required, contending music libraries should be available to sponsors without extra charge.

News is one of the most salable items on program schedules. A. E. Spokes, WJOY Burlington, Vt., reminded his audience.

"In almost any fair-sized city you'll find a radio success story on local news," he said. "Your listening audience is hungry for reports of local events and stories on local people...I know of no case where local news failed to deliver audience and failed to get a sponsor.

"I can't say that about several other types of programs."

He urged radio executives to put the trademark of their station on the news by careful rewriting and editing. Smaller stations can train program directors, announcers or other personnel to double in this job, he said. He also advocated use of a wire recorder to do on-the-spot news special events, and advised building up audience excitement for them by promotional announcements as soon as the wire-recorder crew leaves the station.

Hugh M. P. Higgins, assistant director of broadcast advertising, NAB, discussed the sales aids and promotion materials on file at NAB which tell a complete story of radio as an advertising medium. He told of the value of these materials to the small station and of their availability.

McArthur Changes Mind About CBC Resignation

McArthur Changes Mind About CBC Resignation

ROYAL WELCOME to Hawaii is accorded Edward Loveton, (1), new account executive for KULA, Honolulu, by Frank V. Webb, vice president and general manager of the Pacific Frontier Broadcasting Co., owners and operators of KULA. Mr. Loveton is former vice president and radio director of John Freiburg Co., Los Angeles advertising agency. He also has been a time and space buyer for Benton & Bowles.

AUSTRIAN RADIO PROSPERS

Program Content at Highest Level in History

—David Worrall Tells NAB Convention

AUSTRALIAN RADIO has been given an enormous impetus by the war and is now prospering unprecedentedly, according to David Worrall, manager of SDR and of LF, Herald Stations in Melbourne, Australia.

Mr. Worrall, attending the NAB Convention at Atlantic City as the Australian broadcasters' representative, said that the prosperity also has raised program content to highest level in radio history "Down Under."

"We have such a great waiting list for sponsors that we can insist only on the very best program material to be used for the best broadcasting. We can take the attitude that we won't sell a good time unless there is a good program for it." War restrictions on imports helped Australian radio, Mr. Worrall said. Restrictions cut into newsprint supplies with the result that advertisers sought out stations for the privilege of taking radio time.

Mr. Worrall, the director of the Major Network of Australia, which controls the news-owne Stations, also is past president of the Federation of Commercial Stations, the NAB counterpart in Australia. He was called by that organization while here on a business trip to represent it at the convention. He will make a full report to the Federation of business conducted at the sessions, setting forth in particular detail all the matters pertaining to the code of standards and practices, which is a matter now coming up for continually increasing discussion by Australian broadcasters.
"My Friend Irma" or the "Air"

Irma Peterson... What do you do for? Are you sick?

Mum,... OK, I'm sorry,

Thinking... ? About what

I'm going to get a trouble

Dollars? I'm going to give

out for

IRMA: Yeah.

JANE: Hello, Il, Money.

IRMA: What for?

JANE: I wasn't going

IRMA: I'll get you soon

JANE: That's what I'm doing,

IRMA: Ok, I'm

IRMA: Thanks.

IRMA: We don't like to

IRMA: We can't quit your job just

IRMA: Well, schooling, that's

IRMA: Please, JANE...
"Super colossal" is basic English among Southern Californians. Just as "super colossal" is basic radio at KNX. For at KNX — CBS in Hollywood — every local program gets the same lavish grooming as Columbia's transcontinental Big-Timers.

My Friend Irma and Tom Hanlon's Sports Review prove our point. My Friend Irma is Swan Soap's saga of two girls in blunderland... Irma, the gal with the lower case i.q., and Jane, the gal with the upper bracket ambitions. It goes coast to coast.

Tom's Sports Review, sponsored by Rexall Drug Company, is a full-color, fast-action roundup of sportsnews, sparked by Tom's brimful knowledge of sport's facts and fiction. It's a treat aimed at Southern California only.

But the same KNX production skills serve both shows.

If you want your sales message to be invited into Southern California's radio homes — see KNX. Our smoother, surer touch can give your local program network quality at single-station cost. Call us, or Radio Sales for "super colossal" sales results.
Show Goes On
CBS MEN who had heard about the serious auto accident in which Ivor Sharp, general manager of KSL Salt Lake City, was involved recently never expected him to attend the convention. But Mr. Sharp, unwilling to let his injuries stop him, surprised network executives by appearing for all sessions.

IRE Plans Meeting
INSTITUTE of Radio Engineers will hold its first Western Regional Meeting in seven years Sept. 26 to 28 in San Francisco. Registration is expected to be heavy. Registrants will represent every phase of radio engineering.

Why Non-Listeners Don't Listen Is NAB's Next Research Project
WHY DO radio's non-listeners not listen?
NAB's research committee was told by Research Director Kenneth H. Baker last Tuesday in Atlantic City that the answer to that question will be the goal of the department's next major project. A preliminary report on program will be presented at the committee's next meetings, scheduled this fall.
Hugh M. Beville Jr. of NBC, chairman of the subcommittee preparing the second national study of public opinion, told the committee that his group will submit its report next month, after another pre-test of the interview schedule.

He said the schedule, now in its ninth draft, has been pre-tested twice in the field and reported that some of the applications in the schedule had been eliminated because it had become too long to be practicable.
Several proposals were discussed relating to NAB use of panels of families in various markets to determine the effectiveness of radio as an advertising medium. The assistance of C. E. Hooper of C. E. Hooper Inc., Eugene Katz of the Katz Agency, and Rodger Shearer of A. C. Nielsen Co. in these discussions was recognized by the committee.

Researchers
Research committee members include: Carl J. Burklund, WTOP Washington; chairman; Mr. Beville; Edward Evans, ABC; E. P. H. James, Mutual; Elmo Wilson, CBS; Dietrich Dirks, KTRI Sioux City; Earl Winger, WODD Chattanooga; J. Harold Ryan, WSDP Toledo, and Mr. Baker. Guests included: Paul Sheehan, CORC; William Zuddieich, NBC; Meears, Hooper, Katz and Shearer; John Curry; BMB; Hugh Terry, KLZ Denver; E. F. J. Shurick, Free & Peters.

Exchange of Ideas Plan Is Introduced
NAB Public Relations Group Urges Quick Adoption
IMMEDIATE launching of an idea-exchange plan to effectuate "better public relations by radio on the community level" was recommended to NAB Public Relations Director Robert K. Richards last Monday by the Assn.'s Public Relations Executive Committee.
The plan was outlined in a meeting of the executive committee at Atlantic City. Initially it will provide for the exchange of advisory messages between Mr. Richards, the 11 executive committee members, and the public relations chairmen in NAB's 17 districts. Designated to keep headquarters in closer touch with the progress of its public relations operations in the field, the plan involves distribution of printed forms, listing current departmental projects to the district chairmen and executive committee members with a request for criticisms, reports on local acceptance, and suggestions for improvements.
The executive committee also adopted a resolution looking toward publication of a booklet of basic information about broadcasting. The booklet, which can be used as a teacher-aid, will be distributed principally among elementary and high schools and public libraries.

Present for the sessions were Gilmore N. Nun, WLAP Lexington, Ky., who was attending his last session as chairman of the group in view of his elevation to the board on Friday; A. A. Schechter, Mutual; Craig Lawrence, WCOP Boston; Harold Wheelahan, WSNB New Orleans; James Le Gate, WIOD Miami; Richard H. Mason, WPPT Raleigh; Merrill Lindsay, WSOY Decatur, Ill.; George Crandall, CBS; William S. Hedges, NBC; Hurlie Lotttridge, WOC Davenport; Joseph Burwell, WMBS Uniontown, Pa.; F. Van Konyenburg, WTCN Minneapolis; William Wyse, KBWY Hutchinson, Kan.; Walter E. Wagstaff, KDO Boise; R. B. Williams, KVOA Tucson, and Mr. Richards.

WFAA to Use New Unit
DATE set by WFAA Dallas to begin use of its new 50-kw transmitter Oct. 1. Housed in the same building as the old unit near Grapevine, Tex., the new transmitter has air-cooled tubes in contrast to the previous water-cooled ones. The old transmitter, which has been used since 1930, will be retained as an auxiliary unit.

KMLB has more listeners than all other stations combined in Northeastern Louisiana!
For the fourth straight year, authorized listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!

APPL FELATED WITH
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

KMLB 2000 WATTS DAY 1000 WATTS NIGHTS
MONROE, LOUISIANA

Page 26-D • September 22, 1947
Program Promotion Needs Stressed

Executive of K & E Urges Local Station Support For Network Shows

By WILLIAM R. LEWIS
Vice President and Director of Radio Kenyon & Eckhardt Inc.

THE FORD MOTOR Co. last week picked up an entertainment check for 500 NBC station managers and promotion men at Atlantic City. It's not unusual for a sponsor to treat station men to anything—usually it's the other way around. What the party demonstrates is that sponsors and agencies recognize the vast amount of good each local station can do our network programs. What it should mean to stations is that they may have to devote even more time and thought to program promotion just as a dollar-and-cents precaution.

Let us agree that network programs aren't the cream of the coffee to local stations. It's the spot announcements and transcriptions and local time sales which bring the bonuses on the local's operation. Yet, the same agencies which are responsible for network shows are responsible for much of the local timebuying. And when it comes to a toss of the coin between two stations, the agency publicity and promotion department is coming to have a say about the promotional value of a particular station.

Dealer's Interest Vital

This year, as you may have heard, clients are expecting a hard selling job. They are no longer content with having a program on the air. They like and expect the agency to provide a plus with promotion, publicity and merchandising.

When it comes to the latter, local stations are in a position to do their clients an essential favor. It is vitally important that dealers the country over develop an interest in the station which carries their program in their own territory. The station manager who exploits this fact will reap rich dividends both nationally and locally. He makes friends with both agency and sponsor and helps build himself additional business at home.

Letters from dealers to the home office describing details of station promotion on the local level are greeted with glee on the two levels. Not only is the station manager helping merchandise a particular product when he initiates or cooperates in these promotions; he is helping build a local friendliness toward radio which solidly backs the radio policies of his home office.

Lest station managers accuse me of putting undue emphasis on this portion of a station's operation, I'd like to make clear, without much fear of contradiction, that agencies need stations to back them up all along the line with program promotion. It's part of our job and part of your job to provide that promotion.

More and more stations are coming to us with special plans for promotion of some particular show which we handle. Those stations are going to reap the kind of reward which is most satisfactory in budget balance—financial support. Stations can no longer sit on a fat wavelength and expect obesience just for that fact. Any program that goes on the air these days has to pay off in plusses—and station promotion is a big factor in the final payoff.

2 MORE OUTLETS SIGN TO PAY FOR LISTINGS

NUMBER OF MIAMI stations paying for daily listing of their programs in The Miami Herald and Miami Daily News was increased to four this month, when WGBS, the CBS outlet, and WBAT (independent) followed the lead of the city's five present radio owned stations, WQAM and WIOD, and entered into contracts with the Herald and the News.

In neighboring Miami Beach, the owner of WKAT, A. Frank Katzen-ente, reiterated his opposition to the policy of charging for program listings. Such listings, Mr. Katzenente believes, are a necessary public service, and he declared that "radio as a whole is faced with a serious problem if the independent stations agree to this new plan."

Policy of charging for publishing program information was inaugurated by the two Miami papers June 1 on the suggestion of Lee Hills, managing editor of The Herald.

PACIFIC NETWORK HOOPERS

EVENING

<table>
<thead>
<tr>
<th>Program No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Hoopering Year</th>
<th>Age</th>
<th>Hooperring Position</th>
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<tbody>
<tr>
<td>1. The Whistler</td>
<td>6</td>
<td>Signal Oil Co.</td>
<td>Barton A. Stebbins Adv.</td>
<td>13.0</td>
<td>9.4</td>
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<tr>
<td>2. This Is Your F.B.I.</td>
<td>6</td>
<td>Equitable Life Assurance Soc.</td>
<td>Warwick &amp; Legler</td>
<td>9.1</td>
<td>+0.3</td>
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<tr>
<td>3. Jock Poor Show</td>
<td>6</td>
<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belden</td>
<td>9.0</td>
<td>8.6</td>
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<td>4. Inner Sanctum</td>
<td>6</td>
<td>Emerson Drug Co.</td>
<td>BBDO</td>
<td>8.9</td>
<td>+0.3</td>
</tr>
<tr>
<td>5. Toke It Or Leave It</td>
<td>6</td>
<td>Eversharp</td>
<td>Blow Co.</td>
<td>8.8</td>
<td>+0.3</td>
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<tr>
<td>6. Big Town</td>
<td>6</td>
<td>Sterling Drug</td>
<td>Pedlar &amp; Ryan</td>
<td>8.8</td>
<td>-1.4</td>
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<td>7. The Saint</td>
<td>6</td>
<td>Lever Bros.</td>
<td>Foote, Cone &amp; Belden</td>
<td>8.6</td>
<td>8.9</td>
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<tr>
<td>8. One Man's Family</td>
<td>6</td>
<td>Standard Brands</td>
<td>W. J. Thompson Co.</td>
<td>8.4</td>
<td>-0.5</td>
</tr>
<tr>
<td>9. Crime Doctor</td>
<td>6</td>
<td>Philip Morris &amp; Co.</td>
<td>Blow Co.</td>
<td>8.4</td>
<td>11.0</td>
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<tr>
<td>10. Meet Corliss Archer</td>
<td>5</td>
<td>Campbell Soup Co.</td>
<td>Word Wheelock Co.</td>
<td>8.4</td>
<td>4.7</td>
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<tr>
<td>11. Mr. District Attorney</td>
<td>6</td>
<td>Bristol-Myers Co.</td>
<td>Doherty, Clifford &amp; Shenfield</td>
<td>8.3</td>
<td>8.7</td>
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<tr>
<td>12. Doshall Hommeett's &quot;Fat Man&quot;</td>
<td>6</td>
<td>Norwich Pharmacal Co.</td>
<td>Lawrence C. Gumbiner Adv.</td>
<td>8.2</td>
<td>8.2</td>
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<tr>
<td>13. Warden Lawes' Crime Cases (12 mos.)</td>
<td>6</td>
<td>Trumont Clothing Co.</td>
<td>Wm. H. Weintoub &amp; Co.</td>
<td>8.2</td>
<td>8.2</td>
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<tr>
<td>15. Three Views of the News (12 mos.)</td>
<td>6</td>
<td>Andrew Jergens Co.</td>
<td>Robert W. Orr &amp; Assoc.</td>
<td>8.1</td>
<td>8.1</td>
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<tr>
<td>16. Blondie</td>
<td>5</td>
<td>Colgate-Palmolive Pest</td>
<td>William Esty &amp; Co.</td>
<td>8.1</td>
<td>13.8</td>
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† Includes second broadcast.

Mr. LEWIS

BROADCASTING • TeIcasting
KRLD
THE ONLY FULL TIME
50,000-WATT STATION
IN NORTH TEXAS IS THE
Number 1 Station
IN DALLAS
COVERING DALLAS,
FORT WORTH AND
THE SOUTH'S NO. 1
Radio Market
1 NETWORK (CBS)
1 FREQUENCY (1080 Kc.)
1 RATE
1 REPRESENTATIVE

KRLD
The TIMES HERALD Station
TOTAL BMB DAY
692,670 Radio Families
THE BRANHAM COMPANY, Exclusive Representatives
TOTAL BMB NIGHT
842,560 Radio Families
JUNE • JULY HOOPER RATINGS FOR DALLAS

Tell the Story

<table>
<thead>
<tr>
<th>TIME</th>
<th>Sets in USE</th>
<th>KRLD</th>
<th>STA. A</th>
<th>STA. B</th>
<th>STA. C</th>
<th>STA. D</th>
<th>STA. E</th>
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<td>Weekday Morning</td>
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<td>8:00 AM-12:00 Noon</td>
<td>14.1</td>
<td>25.8</td>
<td>22.7</td>
<td>20.8</td>
<td>18.9</td>
<td>5.3</td>
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<td>Weekday Afternoon</td>
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<tr>
<td>12:00 Noon-6:00 PM</td>
<td>14.2</td>
<td>20.2</td>
<td>26.4</td>
<td>22.2</td>
<td>12.7</td>
<td>10.3</td>
<td>2.9</td>
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<td>Evening</td>
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<td>Sun. thru Sat.</td>
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<td>6:00 PM-10:30 PM</td>
<td>17.2</td>
<td>31.4</td>
<td>23.5</td>
<td>18.3</td>
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<td>Sunday Afternoon</td>
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<td>12:00 Noon-6:00 PM</td>
<td>18.3</td>
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<td>13.5</td>
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<td>Saturday Daytime</td>
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</table>

Number 1 Station

KRLD is unquestionably your Best Buy, Day or Night—with its 50,000 Watts of Power; serving the Dallas-Fort Worth area—the greatest Radio Market in the Entire South!

KRLD

The TIMES HERALD Station

TOTAL BMB DAY
692,670 Radio Families

THE BRANHAM COMPANY, Exclusive Representatives

TOTAL BMB NIGHT
842,560 Radio Families
A NATION-WIDE search for new talent may be conducted by BMI, probably enlisting the aid of state broadcasters associations. BMI President Carl Haverlin told members of the Louisiana Assn. of Broadcasters at a breakfast meeting last Wednesday morning in Atlantic City.

He said the plans are in the formative stage but that informal discussions with other state associations have brought encouragement for the project. The plan would call for contests for music writers, to be conducted on local and state levels with the winning entries competing in a national contest.

Meanwhile, the LAB, organized last March and chartered Aug. 11, authorized appointment of a committee to confer with the Louisiana Attorney-General in protest against the state's decision to levy a 1% use tax on stations purchase of out-of-state equipment and services—including transcription services. President James E. Gordon of WNOE, the Louisiana station, named Roy Dabadie of WJBO Baton Rouge, T. B. Langford of KBMD Shreveport, and Harold Wheelahan of WSMR New Orleans to join him on the committee.

The LAB now has 21 member stations, 16 of which were represented at the meeting. Officers besides President Gordon are Mr. Dabadie, vice-president, and Fred Weber of WDSU New Orleans, secretary-treasurer.

BMI May Call on State Broadcasters Assns. to Help in Hunt for Talent

CCBS MEETS TO PREPARE FOR FINAL HEARING

GETTING READY for the final sessions of FCC's Clear Channel Hearings, members of the Clear Channel Broadcasting Service met last Tuesday at Atlantic City during NAB's annual convention to bring their plans and exhibits up to date.

Hearing, which will decide whether any clear channels shall be broken down and whether power above 50 kw shall be permitted, goes under way Oct. 14 before FCC Comr. Rosel H. Hyde and any other commissioners able to attend.

Following representatives of CCBS member stations attended the meeting: Ralph Evans and Paul Loyet of WHO Des Moines; James D. Shouse, WLW Cincinnati; John J. DeWitt Jr. and George Reynolds, WSM Nashville; Frank Schreiber and Carl Meyers, WGN Chicago; Leon Levy and George Lewis, WCAU Philadelphia; Fritz Leydorf and R. Morris Pierce, WJR Detroit; George Cranston, WBAP Fort Worth; Steve Conley, Joe Baudino and George Haggerty, KDRA Pittsburgh; William Ray, WHAM Rochester; Victor A. Sholis and Orrin Towner, WHAS Louisville; and Louis G. Calwell, of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, chief counsel of CCBS.

Lyon Campaign

LYON VAN & STORAGE Co., Los Angeles, concentrating on local programs in select Pacific Coast markets, on a 15-week basis, in mid-September started participation in Mrandy on KMPC Hollywood and Totem Noon News on KJR Seattle. Firm during week of Sept. 22 on a varied schedule starts using participation in Clockwise Carnival on KXL Portland; Chuck Foster on KTMS Santa Barbara; Molly Morse on KGB San Diego; News on KFBK Sacramento; Homemakers Hour on KMMI Fresno, with spot announcements starting Oct. 3 on KHQ Spokane. Lyon's also uses participation in combined Sunrise Salute and Housewives Protective League on KNX Hollywood and Anne Holden on KGO San Francisco. Clyde & Slim's and being utilized four times weekly during Sept. on KLLY Spokane and on Oct. & Nov. gifts to This Woman's World on that station. Agency is Smalley, Levitt & Smith Adv., Los Angeles.
To you who HUNT IN the Dakotas!

When you come out to the Dakotas for your pheasant hunting, this Season—if you come within about 100 miles of Fargo, ask the “natives” these questions:

Where do you shop?
(They’ll say in Fargo.)

What’s your favorite station?
(They’ll say WDAY, six to one.)

One big town in the center of a really rich farm area, served by one favorite station—that’s why we’ve grown so tremendously in our 25 years!

FARGO, N. D. NBC . 970 Kilocycles . 5000 Watts

FREE & PETERS, INC.
Exclusive National Representatives
WHBF Thinks They Have First 'First'

EDITOR, BROADCASTING:
Wel read with interest (BROADCASTING, Sept. 1, page 27) of the voice of a new-born baby going over the air at KTUL Tulsa, Okla.

WHBF believes they are the first to use such a "sound effect" on a daily program. (See BROADCASTING of July 14, 1947.) Each month the voice, wail, squawk, cry or whatever would you, of the first baby born in a hospital is recorded and used as an opener for the WHBF Rockabye Time program.

As far as we know WHBF thus presents the youngest radio entertainer on the air.

Fern Hawka
WHBF Rock Island, Ill.

Think Before You Fire A Man, Salter Urges

EDITOR, BROADCASTING:
Most of the people who make their living in broadcasting are entitled to an even break just as anyone in any other field. It appears that a large percentage of announcers, engineers, writers, etc., strive for the day when they can expand and make a place for themselves in the business. Practically all start at the bottom and thru long hours and years of service, if they are half-way thrifty, are able to save up a little money, and naturally, the main interest is to invest it in some line of broadcasting. With all the new AM and FM stations going into service you'll find many names from the ranks of the employes.

Now here is where the hitch comes in. . . Many employers, who have a very short memory, or through sheer jealousy that a subordinate might make a little more money than the man immediately above him, the ax and the employee finds himself without a job. The tragic part is that perhaps he is up to his neck depending on those few months pay ahead in order to raise the needed cash. Now, many of you will say, there can't be much of this, with most of the executives coming up themselves the hard way, but, fellows, it is happening, and from some men you may know, such as one example I personally know of in Chicago. I am not one to be too much in favor of racketeer unions, but don't you think such narrow minded operation as the above, is one factor which would make them press just a little harder for protection?

I would like to suggest to employers that they use a little common sense before they fire the victim the minute they hear he owns a few shares of stock in some station application, or recording studio, etc. Just remember. . . You had to get your start in business, too.

Russ Salter
Secretary-Treasurer
WATX Winnebago, Wis.
WBEL Beloit, Wis.

WHMM Manager Praises Paul Minority Article

EDITOR, BROADCASTING:
I have just read your article in this week's BROADCASTING, titled "Pleasing the Minority Doesn't Pay!"

I want you to know that I have never read an article in BROADCASTING or elsewhere that I endorse as wholeheartedly as this. . . If there is anything that gives me a pain in the stomach, it's to read where (of all people) a newspaper-man criticizes radio. Next in line, of course, are your college professors, congressmen, etc.

Personally, I think the article is a classic, and I am sorry that there aren't more like it in all publications every week. . .

Patti McDonald
Manager
WHMM Broadcasting Co.
Memphis 5, Tenn.

[Editor's Note: Mr. McDonald refers to the article by Howard M. Paul, assistant continuity director of WLS Chicago, which appeared in BROADCASTING, Sept. 8.]

Clement Says Low-Cost Shows Desired by NAB

EDITOR, BROADCASTING:
We read with interest the letter of Julian F. Skinnell of WLIB Lebanon, Pa., in your "Open Mike" column in the Sept. 8th issue of BROADCASTING.

Unfortunately, the story which he quotes in the Aug. 25th issue of BROADCASTING concerning the Rush Hughes Song and Dance Parade program which Keystone is presenting, failed to mention that the cost for each show, per sponsor, is $2.65, and that each show provides five sponsors, thus the rate is five times $2.65 or $13.25 per show. When this matter was brought to the attention of Mr. Skinnell, he quickly mentioned that this puts an entirely different complexion on the whole matter. No doubt Mr. Skinnell will be writing you to this effect.

Mr. Skinnell's reference to this deal constituting a pernicious practice is of course repudiated by the correction of rate. Also, Mr. Skinnell's suggestion that the NAB should abolish this practice if your story were accurate, is indeed difficult. Even were the price $2.65 per show, it is to be recalled that the NAB conducted a vigorous campaign endeavoring to promote the idea of low cost transmissions in small market stations in a series of articles last year in the official weekly reports of NAB. Various program companies including ZIV, Kasper-Gordon, and individual radio stations carried on considerable correspondence devoted to the subject of low cost, in fact two-dollar transcriptions. Therefore it would appear that the distribution of low cost programming is a matter highly desired by NAB, rather than a question which the NAB should endeavor to challenge and abolish.

It is generally known throughout the industry that the Keystone Network which has been relentless in its effort to adjust small market radio advertising costs to the proper level, and has continuously made available to its affiliates programs of economical cost, is consistently endeavoring to level off these costs commensurate with the proved coverage of the small market radio stations.

The enthusiastic response of small market stations to the Rush Hughes program and the widespread interest among national advertisers, have proved to date ample endorsement of the soundness and timeliness of this program plan originally reported in the Aug. 25th issue of BROADCASTING.

Arthur H. Clement
Station Relations Director
Keystone Broadcasting System
New York

New Figures Change Skinnell's Opinion

EDITOR, BROADCASTING:
In response to my letter in the Sept. 8 issue of BROADCASTING relative to the Rush Hughes show, Mr. Michel M. Sillerman, president of the Keystone Broadcasting System, has informed me that the article in a previous issue which prompted my letter was erroneously reported.

The article which appeared Aug. 25 reported that the Rush Hughes show would be "offered to prospective advertisers at a cost of $2.65 per station per program." This seemed like a fantastically low figure for a program and so, doubting the accuracy of the report, I qualified my letter by asking you the question, "Is this figure correct?"

Evidently my doubt was well founded as it is now revealed that...

(AUDIENCE PARTICIPATION show, Cinderella Weekend, will be heard over WBBC Flint, Mich., beginning Sept. 29 under sponsorship of Hamady Bros., owner of ten super food markets in Flint. Executives of station and sponsoring firm shown completing arrangements for the half-hour five-weekly show (heard at 9:30 a.m.) are (1 to r) : Standing—Eric V. Hay, WBBC sales manager; Ralph Brockway, Hamady promotion manager, and Robert L. Balfour, WBBC managing director; seated—John Lord Booth, president of Booth Radio Stations Inc. and Kamol C. Hamady, executive vice president of Hamady Bros. Features of show are daily prizes and presentation each week of a complete outfit to a "Cinderella" for an all-expense weekend in New York.)
Your money's worth and MORE!

...in every power range

Through the years, the experience of hundreds of stations from coast to coast has proved that you get the most for your money in Western Electric transmitters.

You get outstanding design by Bell Laboratories—top quality performance—dependability—and rock bottom operating cost.

You will want these things in your new AM transmitter. Get full details from your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
— QUALITY COUNTS —
WCAO
THE VOICE OF BALTIMORE

Announces the opening of its new modern studios

1102 North Charles Street
Baltimore 1, Maryland
Travertine marble, imported directly from Italy, harmonizes perfectly with the decorative color scheme of the new WCAO reception foyer.

Although completely modern, the new WCAO studios retain many touches of the past, as in this graceful stairway with its handsome, carved balustrades.

Like all of WCAO'S new broadcasting studios, Studio B is completely air-conditioned for the comfort of the radio talent and the studio audience.

The new home of WCAO, designed by the famous architect, Stanford White, has long been a Baltimore landmark. Now, completely modernized, it provides the finest type of facilities to bring WCAO listeners the outstanding CBS and topflight local programs that have, in the past, truly made this original Columbia Network station—"The Voice of Baltimore."

The new master console in the control room, from which point engineers channel the daily flow of network and local programs. All new equipment embodies the latest developments in radio engineering.

CBS Basic Network • 600 kc.—5000 watts

Represented Nationally by the Paul H. Raymer Company
NAM Chief Urges Anti-Truman Stand

Calls for Vigorous Radio Opposition to Present Policies of U. S.

A FURIOUS political attack against the Truman and Roosevelt administrations and an unabashed solicitation of radio to take as a stern an editorial position in opposition to present government policies as has his own organization was made Tuesday before the NAB by Robert R. Wason, chairman of the board of the National Assn. of Manufacturers.

Mr. Wason charged that Communism had pervaded not only the U. S. Government but even U. S. radio. He spoke at the invitation of the NAB.

The chief executive of the NAM had been asked to speak on "Radio, Guard Our Liberties." He departed from that subject, however, early in his talk—after suggesting that radio ought to expand commercials—and launched into a savage condemnation of the government. He asserted that:

1. The nation, in the "14 years of our labor government," had been "conquered by the Marxist ideologies of Europe."

2. Taxes, "an instrument of revolution," were reducing the standard of living.

3. Marxism in the government had forced control of railroads by the Interstate Commerce Commission, control of airways by the Civilian Aeronautics Authority, control of labor by "government demands for wage concessions," control of farmers by parity prices and subsidies and control of radio by "wavelength licenses."

Mr. Wason further charged that America was engaged in a campaign to "rescue the authoritarian states of Europe" and that before spending more in that direction, ought to "return to the American people the right to spend more of their own earned money."

After urging that America abandon government controls, Mr. Wason returned to the subject of radio.

"Alien Corrosion"

Although conceding that "radio in America is more free than elsewhere in the world," Mr. Wason inferred that it was suffering corrosion from alien philosophies.

"Confidence in the radio industry will be renewed and strengthened," he told the broadcasters, "when you make a public statement against Communists and fellow-travelers in your ranks."

Mr. Wason was not certain whether the Marxism which he thought abunded in U. S. radio was "government-inspired," came from radio's "own employees," or originated with the sponsors.

But he offered the reassurance that U. S. businesses would generously assist radio in expunging the Red menace from its air. "Both industry and commerce," he said, "will join you to restore freedom to the radio industry."

Radio, in turn, ought to ally itself with other industries in the campaign against present government policies, said Mr. Wason.

His solicitation of broadcasters to embark on a course of anti-government action was plain. He said: "Radio should join with all other industries to restore freedom of competitive enterprise, to put an end to needless controls, price fixing, subsidies, government trade corporations, government loans and all other devices which result in restricted production, restricted production output, reduced efficiency, higher costs, allocated markets and other expressions of statism."

Sounds Note of Caution

Appearing on the NAB program preceding discussion of the proposed broadcasters' code, Mr. Wason sounded a note of caution.

He thought it desirable that program regulations be adopted to "protect the morals of children," but he strenuously advised against limitations on advertising practices.

"Defend at all hazards the commercials that you make," Mr. Wason warned. He foresaw that as an alternative to a bitter-end defense of unlimited advertising, radio would become "the servant of the government."

Mr. Wason appeared before the convention at a general session which was under the auspices of the Assn. of Women Broadcasters and in direct charge of Dorothy Lewis, AWB second vice president and coordinator of listener activities of the NAB. Ruth Crane, acting president of the AWB and WMAL Washington women's commentator and Mary Margaret McBride, WNBC New York commentator, also appeared on the program.

From Death House

A DEATH-CELL message from a condemned prisoner that the profits of crime were poor is believed to have established a precedent for the use of wire-recorder for radio. The statement was recorded from the prison cell of a 25-year-old condemned prisoner and was broadcast over WMAQ Chicago Sept. 9. The prisoner went to his death Sept. 12. Bud Thorpe, NBC-WMAQ newsmen, obtained permission for the first broadcast of its kind in Chicago from the warden of the Cook County Jail.

WSIX-personal salesman for this market area

WSIX can be your personal salesman in the rich middle Tennessee Market. No need to route this salesman—just set up a regular schedule to sell the radio families in this area—and get your share of the 356 million dollars spent in retail stores. That's a market worth selling and WSIX can give you the effective, economical coverage you need!

Write for Convenient Tabulation of Market Data

AMERICAN-MUTUAL

5,000 WATTS • 980 KC

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Flexibility is the outstanding advantage of the new Fairchild Unitized Amplifier System. It includes 13 basic components which can be assembled in an endless number of combinations to meet the standard, special and changing recording requirements of schools, broadcasting and the professional recording industry. Related units are simply plugged in or cabled together. It's that easy . . . that quick!

Fairchild's Unitized Amplifier System now makes it practical and economical to build highly individualized audio systems to satisfy all of the varied and changing requirements of the individual recording engineer. Further, the flexibility of the Fairchild system permits the units to be rearranged or the system to be expanded at will without obsoleting a single component.

Fairchild's 13 basic components have been especially designed by recording engineers to meet the specific requirements of the various types of recording systems.

- Unit 620 — Power Amplifier
- Unit 621 — Microphone Preamplifier
- Unit 622 — Pickup Preamplifier
- Unit 623 — Line Amplifier
- Unit 624 — Output Switch Panel
- Unit 625 — Input Switch Panel
- Unit 626 — NAB Equalizer
- Unit 627 — Variable Equalizer
- Unit 628 — Diameter Equalizer
- Unit 629 — Mixer
- Unit 630 — VI Panel
- Unit 631 — Bridging Device
- Unit 632 — Auxiliary Power Supply

Study the typical setups shown on this page. Then set down your own requirements . . . select the basic units you'll need . . . assemble them for convenient panel board operation . . . or let us do it for you. How will your specific amplifier system perform? Professionally! Like all Fairchild Sound Equipment—it keeps the original sound alive. Precisionized mechanical and electronic skill is the precise reason.

Want more details? Address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.
WAYNE A. JOHNSON (second from r), president of Illinois Central System, checks the U. of Illinois football schedule with Bob Elson, Chicago sports announcer, who will do play-by-play of eight college games on WJJD Chicago under sponsorship of the railroad. L to r: Harold (Red) Grange, famed “Galloping Ghost,” who will air color commentary for the games; D. J. Powers, account executive, The Caples Co., Chicago; Arthur Harre, general manager, WJJD; Mr. Johnston, and Mr. Elson.

Commissioner Durr Is to Hear Issues On Record of Rev. J. H. Smith’s WIBK

TO INVESTIGATE among other things the accuracy of representations made to FCC in the securing of a new standard station (WIBK) at Knoxville, Tenn., by Independent Broadcasting Corp., owned chiefly by Fundamentalist Preacher J. Harold Smith and his wife, the Commission this Thursday (Sept. 25) will hold a hearing in the matter. Comm. Clifford J. Durr has been designated presiding officer.

Now an applicant for FM facilities in Knoxville, Independent Broadcasting was granted construction permit for 1 kw daytime on 800 ke last October. In July of this year it was granted modifications of that CP. FCC stated in its hearing designation that the on the basis of information recently obtained that the record is not clear regarding the ownership, financing and proposed operation, therefore a hearing is in order upon the request for an AM license and the FM application.

Ownership Listed

According to the official record Independent Broadcasting is equally owned by Reverend Smith, president; his wife, Myrtle Rhodes Smith, secretary-treasurer, and Marvin L. Thompson, formerly with WORC and WAVE Louisville. The Knoxville station was resolved as solution to the consistent refusal by outlets to sell time to the Fundamentalist group [Broadcasting, July 29, 1946]. Instead time was offered free on rotation basis for religious broadcasts. The complaints of the Fundamentalists in this matter to the FCC, Supreme Court and House Committee on Un-American Activities had been coolly received.

In the original application for WIBK Reverend Smith refused to reply to a routine question concerning his income for the previous two years. He stated that if the information were pertinent a full statement, which is to be held in confidence, will be furnished to the FCC on request.”

The hearing this Thursday will investigate the following issues:

1. To determine the legal, financial, and other qualifications of the applicant, its officers, directors, and stockholders to construct and operate the proposed AM and FM broadcast stations.

2. To determine whether the statement and representations in the various applications, documents, and reports filed with the Commission on behalf of the applicant by its officers, directors, and agents are fully and accurately reflected the facts concerning the ownership, operation, control, and financing of the proposed AM and FM broadcast stations.

3. To determine whether all contracts, obligations, and agreements which have been entered into by the applicant, its officers, directors, and stockholders, with respect to the ownership, operation, control, financing and control of the applicant corporation, have been reported to the Commissioner as required by the Rules and Regulations.

4. To determine whether the construction permit granted to the applicant corporation, or the rights and responsibilities incident thereto, have been transferred, assigned, or disposed of, directly or indirectly, without the consent of the Commission, under the provisions of the Communications Act of 1934, as amended, particularly Section 301(b) thereof.

5. To determine whether the applicant, its officers, directors or stockholders, in applications filed with the Commission, have misrepresented or failed to make full disclosure of the business, financial or other interests of the said officers, directors and stockholders, particularly with regard to the interest of J. Harold Smith in Station XERP, via Guadalupe, Mexico, or any other foreign broadcast station.

6. To determine the type and character of program services proposed to be rendered, and whether they would meet the requirements of the populations and areas proposed to be served.
NO MORE TORNADOES For ages, mankind has dreamed of controlling the weather. And surprisingly enough, contrary to Mark Twain’s famous statement, we always have been able to do something about it, at least on a small scale. And now one of the most eminent of scientists, Dr. Vladimir Zworykin of the Radio Corporation of America, believes the day when we will be able to stamp out Tornados right at their birth perhaps is close at hand. One method is to spray artificial fog over the area. The sun’s rays, reflected back from the fog, generates enough heat to create the desired updraft.

And just as scientists are making America a safer and better land in which to live, so we here at WSPD are looking ahead and seeking additional ways of serving our listeners even more effectively so that we continue to be the most desirable medium of advertising in N. W. Ohio.
Dillard President, AFM Showdown Plans Readied

Everett L. Dillard, founder and president of the Continental (FM) Network, was elected president of the FM Assn. for the coming year by the organization's board of directors at the FM Assn.'s two-day convention at New York's Hotel Roosevelt.

Mr. Dillard, who was FM vice president during the last year, is president of the Commercial Radio Equipment Co., and owner of WASH-FM Washington and KOZY Kansas City. A pioneer FM broadcaster, Mr. Dillard is a licensed engineer and has been in radio since 1918, despite the fact that he is now only 42.

In accepting the gavel symbolic of the FM presidency from Roy Hofheinz, owner of KHTH and KOPY Houston, Mr. Dillard paid warm tribute to his predecessor and to the FMA executive director, Bill Bailey.

Seven new directors were elected to the FMA board. For three-year terms—E. J. Hodel, WWC-Breckley, W. Va.; William Ware, KSWJ-FM Council Bluffs, Iowa; E. E. Jones, WHBB-FM Burlington, Iowa; C. M. Jones, Jr., of Jansky & Bailey, and Bill Bailey. Mr. Jones was unanimously reelected executive director for another year.

A finance committee, first in the organization's brief history, was appointed, comprising: Mr. Strouse, chairman; Mr. Novik; Ted Leitzell, Zenith Radio Corp.; Frank A. Gunther, Radio Engineering Labs.; W. R. David, General Electric Co.; Mr. Ware; Mr. Taff.

Spirited Discussion

Most spirited discussion of the two-day meeting came during Saturday morning's business session following a report. The resolutions committee, said the FCC be requested to hold a legislative hearing to determine the desirability of adopting a rule that would prohibit him from signing contracts with networks forbidding duplication of AM programs on FM stations.

Proposal was explained as a way for FM broadcasters to let the networks know that they will not stand for any further agreements with the AFM or other unions, in writing or by oral agreement, prohibiting program duplication.

Mr. McNulty, WMCP, asked if this resolution did not invite the FCC to enter into program regulation, something which the broadcasting industry had fought vigorously. Ray Dudy, WKW St. Louis, said the problem is not one of program but of program distribution. Citing the disagreement among FM broadcasters as to the wisdom of program duplication, Mr. Dudy urged them to keep in mind that while AM and FM may be temporary competitors the ultimate goal is the absorption of the AM system of broadcasting into FM.

Resolution Carried

Resolution was carried after an address by President Hofheinz, who left the chair to speak as a representative of “an AM network affiliate and an FM station program independently.” Mr. Hofheinz said, if he should want to duplicate AM programs on his FM station under certain conditions, “I don't want to be barred from doing this by a contract between the networks and Petrillo.” FM's future, he declared, depends on a “free opportunity to bargain and we don't want that limited by contracts between two parties with neither interested in the progress of FM.”

The FCC has no authority over networks, Mr. Hofheinz pointed out, but it does regulate station operation and in that way the Commission can forbid a station from entering into an agreement with a network that would restrict duplication. The dual operator is not exclusively concerned with the problem, he stated, but it also affects the independent FM station which does not want to be barred from getting an AM program because it falls within the coverage zone of an AM affiliate.

Other resolutions approved with little debate, authorized a request to the FCC to assign channels in the 44-50 mc band for wide area relay purposes only; urged set makers to concentrate on low-priced FM sets and FM broadcasters to improve program content and to give more time to live programs; asked broadcasters and manufacturers to urge dealers to install special FM antennas with the sets they sell to insure better reception; authorized a request to the FCC to put more FM stations in the market to give engineers an opportunity to test Class B stations in Area 2 to the 50-microvolt contour.

Convention also officially appreciated for the "patient, efficient and tireless efforts of" Roy Hofheinz and the other FMA officers and directors on behalf of FMA, and adopted a similar resolution of appreciation to Bill Bailey for his "remarkable performance as executive director."

Group also voiced appreciation to William L. Barlow for his work as publicity director and expressed regret at the illness which kept him away from the convention.

Increase Directors

A motion to increase the number of FMA directors from 12 to 15 was passed after an extended discussion which resulted in a modification of the motion by eliminating its original requirements that nine directors be FM broadcasters, three be FM set manufacturers, two transmitter manufacturers and one engaged in services related to FM broadcasting, and providing for the geographical distribution of the broadcaster members.

Membership also authorized the FMA board to fix an annual convention budget. The FMA auditing committee reported that during the period Nov. 20, 1946-Sept. 1, 1947, FMA had total receipts of $44,098.00, total disbursements of $59,779.50, and cash on hand Sept. 1 of $4,318.50.

At a business session Saturday afternoon, five FMA members were designated as a committee to meet with James C. Petrillo, at a time and place to be arranged by Rep. Carroll D. Kearns (R-Pa.), to attempt to negotiate a withdrawal of the AFM president's refusal to permit AM-FM music duplication. The committee's membership: FMA president Dillard, Dillard, a luncheon meeting; Mr. Novik; Raymond F. Kohn, WMFZ Allentown, Pa.; Marion Clair, WGBN Chicago; Mr. Bailey.

Kearns Offers

The offer to act as middleman between the FMA and the AFM was made by Rep. Kearns at the luncheon meeting the day before opening day of the conclave, which was attended by about 300 FM broadcasters. Speaking as chairman of the House Education and Labor Subcommittee and also as an AFM member and former broadcaster (Rep. Kearns at one time was program director of WHBH Edgewater Beach, N. J., now defunct) the congressman declared: "I don't want any individual or any group of individuals to keep an industry like this from doing business—that's restraint of trade... FM has a future and [Mr. Petrillo] must not obstruct it."

Rep. Kearns also went on record as favoring friendly relations between FM broadcasters and Mr. Petrillo's union, and suggested that the AFM president might be amenable to a proposal that he permit duplication on a "probationary" basis of a year or until the infant FM industry was on a firmer footing. Rep. Kearns added parenthetically that he had seen no evidence that AM network broadcasters had contacted the FCC, and declared, "I hope I will..."
"Those Wedding Bells Are Ringing Again"

for the

Premiere of

"SECOND HONEYMOON"

on

WAAT

[970 ON YOUR DIAL]

Monday, September 22, 1947
[and every Monday through Friday thereafter
from 10:30 to 11:00 a.m.]

"SECOND HONEYMOON"

is a

CHARLES KING RADIO PRODUCTION

sponsored by

L. BAMBERGER & COMPANY

NEWARK, NEW JERSEY

"One of America's Great Stores"

WAAT, NEW JERSEY'S FIRST STATION
INVITES YOUR LISTENING ATTENTION
Exceptions Are Filed in WOKO Case

Van Curler, Joseph Henry
Protest Proposed
Grant to Rival

EXCEPTIONS were filed last week to FCC's proposed decision for disposal of the 1460-kc facility of WOKO, Albany, N. Y., denied a license renewal on hidden ownership grounds. Both Van Curler Broadcasting Corp. and the Joseph Henry Broadcasting Co., Inc. advised the Commission that they object to its proposal to grant the application of Governor Dongan Broadcasting Corp. for a new station at Albany on 1460 kc with 5 kw fulltime (Broadcasting, Sept. 1).

The Commission's proposed decision was based almost entirely on the hearing examiner's recommended decision, the first of its kind since the final phase of the Administrative Procedure Act became effective June II.

Van Curler, which long has contested the legality of FCC's inviting new applications in the proceeding after the initial record had been closed, stated in its brief that the proposed decision failed to give sufficient weight to the fact that Van Curler is a merger of three applicants. Van Curler pointed out that the three applications had been designated and set for hearing over its objections in November 1946 and since then the hearing on the consolidated application "was illegal and inequitable to reopen the record for consideration of newly filed applications." It was stated nothing prevented the new applicants from entering the proceeding before the Commission's specific invitation at the conclusion of the WOKO litigation.

Van Curler had petitioned the Commission for immediate disposal of its request for the WOKO facilities last December, following the U. S. Supreme Court action sustaining FCC's no-renewal decision on WOKO. It was in April of this year that the Commission denied this petition in a memorandum opinion and invited new applications to June I (Broadcasting, April 14).

Others Are Filed

During this period Governor Dongan and Joseph Henry filed requests competitive to Van Curler. Van Curler also claimed that FCC gave no consideration to the fact that two of the original applicants which merged were locally owned and that the present consolidated group contains "substantially more non-resident than non-resident stockholders." The brief further stated that of the three present applicants Van Curler was the better financed and for over a year has had $280,000 in cash on deposit to support its operations. This was contrasted with the $100,000 available to the proposed grantee, Governor Dongan.

Van Curler stated also there was no assurance Governor Dongan would obtain an expected $25,000 bank loan or be able to raise additional funds through stock sale.

Van Curler concluded its brief with the statement that the FCC also failed to consider the "extraordinary entertainment experience of Governor Dongan and its programming possibilities." FCC's proposed decision placed much "stress on the local character of Governor Dongan stockholders," the brief said, "but it ignores the fact that those Van Curler stockholders not residents of Albany nevertheless have substantial business interests in the Albany-Schenectady community."

In the management of these interests the non-residents "have necessarily become as familiar with local needs and desires as most, if not all, Albany residents," the brief continued.

Points to Reports

Requesting oral argument before a full Commission, Joseph Henry in its exception stated that numerous errors committed by the hearing examiner in his report fail to give its application the full and proper consideration to which it is entitled under law. The brief contended that the examiner's report goes to "unnecessary lengths to besmirch the characters of Raymond M. Curtis and Deuel Richardson to their great personal injury and to the detriment of Joseph Henry." Both Messrs. Curtis and Richardson had been associated with WOKO.

The brief said further that the hearing examiner's report does not treat the Governor Dongan testimony in the same manner as Joseph Henry and "fails to make findings

(Continued on page 46)
**Webster says "quid pro quo" means 'one thing in place of another.'**

**Your Mutual Friend**

Memphis, Tennessee

**WHBQ**

Represented by

THE WALKER CO.

NEW YORK—CHICAGO—LOS ANGELES—MINNEAPOLIS
BOSTON—KANSAS CITY—SAN FRANCISCO—ATLANTA
EXPERIENCE IS THE BEST TEACHER

With a bow to the cigarette company which is currently using this slogan, may we point to the fact that for 22 years (10 years longer than our next oldest competitor) WDOD has been building programs for Chattanooga listeners. That long experience has taught us what they like and what they don’t like and that’s why every survey through the years has shown an over-all preference for WDOD programs.

CBS • 5000 WATTS

WDOD CHATTANOOGA, TENNESSEE

DAY & NIGHT

NATIONAL REPRESENTATIVES—PAUL H. RAYMER

300 Attend All-Day NAB Program Clinic

Outler Says Chief Strength Is in Programming

KEYNOTING an all-day program clinic, a pre-NAB convention feature Sept. 14, John M. Outler, manager of WSB Atlanta, told more than 300 broadcasters that the chief strength of stations today is in their programming.

Mr. Outler was one of several broadcasters and programming experts who appeared on panel discussions. Others were: Paul Whiteman, musical director of ABC; Norman Cloutier, musical director of NBC Thames, and Harrison Kerr, executive secretary American Composers Alliance, speaking on “Using Music.”

Sydney M. Kaye, general counsel of Broadcast Music Inc., spoke on copyright laws and their application to broadcasting.

Robert Saudek, director of public affairs for ABC, and Bill Bryan, Eastern Oklahoma Broadcasting Corp., were on a public service program panel moderated by Edgar Bill, WMBD Peoria, Ill.

In the afternoon session, dealing with farm program service, Herb Plambeck, WHO Des Moines, was chairman, and participants were John J. Gillin Jr., WOW Omaha; Harold Stafford, WLS Chicago, and Layne Beatty, WBAP Fort Worth.

The subject of selecting time for local programs and spots was covered by Ralph Hardy, KSL Salt Lake City.

WOKO

(Continued from page 44)

and conclusions required by the record to make a fair and impartial determination of the issues in this proceeding.”

‘Death of Facts’

The exception of Joseph Henry contends the examiner, recognizing “the death of facts in the record to substantiate” his conclusions, “relied upon unsound principles of law in an attempt to establish personal liability on the part of Curtis and Richardson for actions of WOKO Inc.” and thus unjustly to disqualify Joseph Henry as a broadcast licensee.

Joseph Henry pointed out that 24 of its 25 stockholders will devote full time to the station. All of these are radio experienced (many now employed at WOKO and affiliated WABY-Albany), are local residents and together own 55% of the applicant. These facts were compared to Governor Dongan’s statement that not a single stockholder of the proposed Granters is familiar with radio equipment. "The Governor Dongan stockholders will devote his time exclusively to the affairs of the proposed station."

Says Report Erred

Joseph Henry further said the examiner’s report erred in concluding that irrespective of the fact that the applicant was not qualified the same result would have been reached in a comparative consideration. Citing its considerable ownership-operation integration, Joseph Henry said it should be preferred in view of Commission precedent in such actions.

WOKO was to go off the air Aug. 31 but received extension to Sept. 30.

Twenty Years Later

IT’S BEEN said that history often repeats itself and Charles G. Burke is glad it did in his case. Mr. Burke, general manager of KFGO, which was under way soon in Fargo, N. D., started out in 1928 as a salesman for WDAY Fargo. His first contract was with W. M. Swanson, who had just started in the auto painting business and was placing his first advertising. Now, nearly 20 years later, Mr. Swanson has become KFGO’s first local advertiser and Mr. Burke is the salesman again. In the intervening years, Mr. Burke was with Free & Peters and was sales manager and director of operations at WJR Detroit, while Mr. Swanson now has a full-fledged garage business and is Nash distributor.

UNDER CONSTRUCTION for KOAD (FM) Omaha is this $80,000 building which will house station’s 50-kw transmitter. KOAD, owned by World Publishing Co., has been operating since July 1 with temporary equipment. Station’s high efficiency transmitter plant, costing approximately $250,000, is completed KOAD will radiate 380 kw.

AGENCY GLOBAL TREND SEEN

Pettingell Says Domestic and Export Aspects

Of Sales Problem Closely Intertwined

“POSTWAR EXPERIENCE already has proved to advertisers that the domestic and export aspects of their sales problem are more closely intertwined than at any time in the past,” Atherton Pettingell, president of Dorland Inc., said recently on his return from a trip abroad. Arrangements were made during Mr. Pettingell’s trip to set up an international plan board in the agency’s London, Paris, Brussels and New York offices.

“There is a distinct trend today to the advertising agency that serves both domestic and export accounts,” Mr. Pettingell continued. With overnight, air transporta-

tion to offices abroad, it is at least possible for an international plan board, working in all offices at the same time, to move at once to the solution of a client’s problem.

Road to Prosperity

“It appears to me that all important advertising agencies will have to be global agencies in the not too distant future. We hope that all the big ones will follow our lead, and that is not pure altruism,” he said. “The more good agencies that do so, the better chance for a well-founded international prosperity.”

N. Y. Ad Club Announces Directors of Copy Clinic

COPY CLINIC of the advertising & selling course sponsored by the Advertising Club of New York will be directed by Walter A.

Lowen, Walter A. Lowen place-

ment agency.

W. Lowen.

The following agency men will be in charge at the various meet-

ings: George L. Miller, vice presi-

dent, Williams & Saylor; Alfred Eichler, copy director, Dancer-Fitzgerald-Sample; Vernon Welch, vice president and copy director of Geyer, Newell & Ganger; Henry O. Patterson, vice president and copy director, Benton & Bowles; Crane Haussamen, vice president and general manager, Laramie & Kilbiss; William E. McKeeslie, vice presi-

dent and copy director of McCann-Erickson.

Model Planes Televised

PORTY MODEL airplane builders exhib-

ited their handiwork before the WPIT-TV Philadelphia television cam-

eras Sept. 13 at 8:30 p.m., as a climax to the model airplane contest con-

ducted by the local Warner Brothers and Columbia theatres. The event served as a test of the station’s facili-

ties, which inaugurated its first regular program services Sept. 13.
WHYN Aids

FACILITIES of WHYN Holyoke, Mass., were made available Sept. 3 to the 500-man posse and search- ing party for a two-and-one-half year old boy missing in the area. WHYN aired a mobile unit quarter-hour description from the general area of the search, interviewing many of the police, Boy Scouts, and others aiding in the work. Shortly after the broadcast, word was received that the boy had been found and returned to his home. Station reports that the broadcast was well received, to the point of the local Army-Navy Store calling WHYN and offering free over-alls to all searchers.

HONORING QUEEN of Wisconsin State Fair at start of his new NBC Village Store program for Sealtest is Jack Carson (second from left). Mr. Carson had previously crowned Joanne Ruetten, 17, at the fair. Gathered for initial broadcast are (1 to r) : James A. McFadden, radio director of McKe & Albright Inc., Philadelphia; Mr. Carson; Miss Ruetten; A. R. Stevens, sales manager of National Dairy Products Co.; Robert Redd, director of program.

THE INSPIRING youth movement afoot in Oklahoma City under the auspices of Rev. Walter Gilliam and Robert D. Enoch, K TOK manager, is already showing tangible results in the lowering of juvenile delinquency figures. There is also evidence of an immeasurable uplift in the children's outlook, witnessed by letters from civic, racial, religious and educational leaders throughout Oklahoma City.

From the seeds of an idea planted by Rev. Gilliam—a challenge to "Give boys and girls a worthy cause to arouse their loyalty and enthusiasm and you will have a finer, sturdier and cleaner generation"—Mr. Enoch began developing plans for a series of programs. The Crusaders emerged Jan. 5, 1946, as a radio vehicle which would bring together children of all religions, color and background.

Drawn from homes where there is every advantage, orphanages, juvenile delinquency areas, the children meet once weekly for the character-building program on which they sing, read passages from the Bible, enact plays, etc.

In addition to the program children attend Bible class one day a week during the school year, and also have softball, basketball and hardball teams. The singing groups among "The Crusaders" are invited to entertain at many civic organization meetings.

Before the program started, juvenile delinquency figures in Oklahoma City for 1944-45 were 444 truancy cases, 111 juvenile pick-ups and investigations, 735 juvenile court cases. Figures for 1946-47 show 256 truancy cases, 89 juvenile pick-ups and investigations and 291 juvenile court cases.

K TOK has just issued a booklet on "The Crusaders" to publicize the movement.

They Say...

"Today 55 nations are beaming across their borders to foreign listeners a total of 4,276 radio pro-
grams a week. This is 35 to 40 times the combined domestic output of our four national networks. Yet UNESCO so far has failed to grasp the importance of this key to the minds of men. During the last year, its action in the field of mass media has been hesitant and halting."

—William Benton, Asst. State Secretary, in an introduc-
tory address before Chicago Council on Foreign Rela-
tions Sept. 12.

BOSTON SYMPHONY ORCHESTRA returns to ABC this season on Oct. 14, at a new time, Tuesdays, 9:30-10:30 p.m. Dr. Serge Koussevitzky, musical director, will preside over most of the Boston Symphony broadcasts.

WHYN Aids

"The Crusaders" Youth Movement on K TOK—Showing Results


For Audience...

When Billboard reviewed the Bonus Audience Ratings for the Top Ten Daytime Shows, CBS had five of them—including the first three. In every one of these five, WTAG was the top audience delivering station!

When You Buy Time—Buy A Buying Audience!

They Say...
The "Air Theatre" ONE OF WBAL'S "NEW WORLD OF TOMORROW" STUDIOS
THE VERY BEST IN BROADCASTING SERVICE IS BALTIMORE'S RIGHT!

WBAL's

“New World of Tomorrow” Studios are now serving Baltimore with the greatest enlightening and entertaining programs in our history!

WBAL —50,000 WATTS—NBC AFFILIATE
“One of America’s Great Radio Stations”
2610 N. Charles Street, Baltimore 18, Md.
NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
Editorial

Thought Food

The SELF-REGULATION code was the all-consuming issue at the NAB convention in Atlantic City last week—on paper anyway. Almost lost in the throb of red heat were a succession of events and appraisals that are destined to have profound effect upon radio and where it goes from here. Two men who spend full time guiding radio's destinies from Washington vaunted points of view from opposite sides of the street provided the thought food. Two others, from neighboring nations, pointed to international complexities that could engulf our radio if not checked.

From left to right, these men were FCC Chairman Charles R. Denny, NAB President Justin Miller, Goar Mestre, vice president of the Inter-American Assn. of Broadcasters, and Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters. Their remarks are detailed elsewhere in this issue.

Mr. Denny, chairman of the three international telecommunications conferences in Atlantic City as of the FCC, packed his expected thunderous wallop, not entirely to the liking of his auditors. His code and Blue Book thrusts are the subject of an editorial on another page.

Mr. Denny traversed the broadcast spectrum for the 2,000 broadcasters. He warned newcomers of high costs of station construction. He cited survey figures showing that of 249 postwar stations only half were breaking even or making any real profit. He charged his auditors to review their situations carefully lest they become ensnared in red ink. He jounced AM broadcasters again on FM, and predicted again that FM would replace AM. He painted a roseate picture of future developments on a single push-button set—10 programs perhaps in each city, giving the listener anything he wants anytime. He deplored the paucity of television stations but predicted wild-fire development if video is nursed through its expensive infancy. He sounded a clarion call to strengthen "The Voice of America"—international broadcasting—because of our position in world affairs.

Mr. Denny, in good hard sense, was a fighter when he spoke of the code and the Blue Book. He gave broadcasters something to ponder. His speech, most of it reprinted in this issue, is MUST reading.

Judge Miller, whose staunch and intelligent defense of radio in his two years at the NAB helm has won him unstinting and solid support, told his members in unvarnished words of their fight for survival. He said their fight for freedom is long, tedious one. He rapped the FCC's abrogations of power, but lauded the greater harmony in relations with radio's regulators. He girded no lilies in recounting the facts of radio life in our democracy in which insidious forces of gagging the half-free radio through government domination, European style.

Mr. Sedgwick bespoke the ludicrous situation which obtains in his country, with the government-owned Radio Broadcast Corp. thriving by virtue of American network programs sent across the border. CBC, competing with private stations, gets needed revenue, and gets the ratings from the U. S.-originated shows. Food for thought in the fight for radio by the American Plan universally? We'll say so.

Mr. Mestre cited the pernicious proselytizing of BBC in Latin America, where BBC seeks ingratiation and favor to introduce state-owned systems by the European plan. He welcomed the full-fledged active participation of NAB and the CAB in the fight for free radio in our hemisphere. He evoked an awareness of the problem which probably heretofore had not been put over.

That is just a smattering of what transpired in Atlantic City, aside from the code. Every broadcaster has a lot of home work stemming from the convention. The code isn't the only issue. Nor is Petrillo. Both are lethal and immediate. But they are merely chapters in radio's book of progress, the conclusion to which won't be written until radio wins its fight for freedom.

What Now, Little Man?

Without fanfare or emotion the NAB Convention last Thursday grided for a finish fight with James Caesar Petrillo, if that becomes necessary. A resolution was adopted unanimously which held out the olive branch, but it was patched in with the thorn.

The resolution bids for constructive and amicable settlement by collective bargaining prior to the Dec. 31 and Feb. 1 deadlines set by Jimmy for cessation of recording and of network works. It calls for withdrawal of the ban on AM-FM duplication and for use of music via television.

Then, recognizing that such a solution may not be forthcoming, the NAB resolved that the NAB board create an all-inclusive joint committee, embracing FM, AM, transcribers and other interested organizations to take steps to "achieve a lasting solution of this problem." The FMA board already has accepted the invitation.

That means all-out war, if need be. Means steps will be taken now to build and stow away a backlog of transcribed music to carry through any impending Petrillo "strike." It means all radio proposes to stand up and fight.

In our Aug. 25 issue, we suggested such a course of action in somewhat more truculent fashion. The stakes are great. The time is short. Radio's spirit is right. Broadcasters have had enough.

Wason Oil

The NAB last week engaged—perhaps unwittingly—in a kind of programming which conscientious stations among its membership would never permit. The NAB regrettably violated an accepted ethical principle—the airing of two sides of any two-sided issue.

The NAB not only confined itself to one side, but also reinforced that minimum view was cluttered in a mailed fist.

Robert R. Wason, chairman of the board of the National Assn. of Manufacturers, addressed the convention Tuesday, and, as reported elsewhere in this magazine, his remarks were faithful to the attitudes of one of the biggest and most conservative business associations in the country.

James F. O'Neill, National Commander of the American Legion, spoke Thursday. The event was noteworthy, inasmuch as in naming Mr. O'Neill, that his views on political questions would be at loggerheads with Mr. Wason's.

The imposition of any purely political discussion upon the already crowded agenda of the NAB was at best a piece of questionable programming. If indeed political talk is to be presented, it ought to encompass all shades.

Our Respects To—

George Coffin Johnston

When Col. George Johnston entered radio over 20 years ago, with the purchase of WDBO Orlando, Fla., he brought with him a distinguished reputation in three careers—medicine, teaching and Army service—plus great charm, and a vision that the years have never dimmed. His prestige is still increasing in radio. Just recently, he completed construction of an elaborate set of studios in a modern building on Lake Ivanhoe in Orlando (see story on page 61). In addition he is also planning a powerful FM station that will almost equal the coverage of WDBO.

Col. Johnston was born in New Lisbon, Ohio, April 4, 1872, the son of a Presbyterian minister, a graduate of Princeton Theological Seminary. Col. Johnston's mother was among the early advocates of higher education for women, graduating from Oberlin College in 1859.

For two years George Johnston attended Washington & Jefferson College, and then went to Western U. at Pittsburgh. He was graduated from the Western Pennsylvania Medical College in 1895.

He practiced medicine in Pittsburgh for 25 years, taking an early interest in Roentgenology, the science of X-rays. In 1909 he was named president of the American Roentgen Ray Society. He was the first professor of Roentgenology in the U. of Pittsburgh, and was on the staff of seven hospitals in Pittsburgh.

With the outbreak of World War I, he was commissioned a major and was set to work conducting a school which trained many physicians in the war usage of the X-ray. After a tour of duty in Washington he was later given charge of the training of men, obtaining supplies, as colonel in charge of the division. He served under three surgeons general of the U. S. Army, Generals Gorgas, Ireland and Patterson.

At the close of the first World War he went to Florida, abandoning his practice and all his professional connections in Pittsburgh to take up residence in Orlando.

At that time WDBO was being operated by Rollins College. Col. Johnston bought out the station and has been running it ever since.

The colonel never misses an opportunity to put in a good word for the four men he refers to as "the boys that are running the operation." The boys are James Yarbrough, chief (Continued on page 52)

Broadcasting • Telecasting
Pretty amazing and hard to believe... fifty thousand listeners each paying a dollar a year to find out what we're going to play on our programs of fine music.

Out of the WQXR-WQXQ audience of more than half a million music-loving families there is a nucleus of fifty thousand devoted listeners who reach into their pockets and pull out a dollar for this monthly 48-page listing of our programs.

A person's got to love good music to do that... got to be pretty devoted to the station that gives him such good music. When fifty thousand people feel that way about WQXR-WQXQ it really means something—particularly to an advertiser who knows that listener interest pays off in sales.

So when you want evidence of audience loyalty to a station, audience interest in fine music and, of course, audience purchasing power, think of the WQXR-WQXQ Monthly Program Guide and its 50,000 circulation. All the evidence is right there.

And it's a piece of evidence no other radio station in the United States can offer.

WQXR and FM Station WQXQ
Canadian Music Copyright Fees Raised; CAPAC, BMI Canada to Get $294,424

Canadian Broadcasters will pay $294,424.62 in music copyright fees to Composers, Authors and Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. under new agreements authorized by the Canadian Copyright Appeal Board, Ottawa.

CAPAC will receive an equal sum from both the independent broadcasters and the Canadian Broadcasting Corp., each paying for calendar year 1947 a total of $122,804.43, making a total for CAPAC of $245,608.86. An increase of $104,880. In addition, CBC pays $5,000 for use of CAPAC music for international shortwave broadcasting, an increase from last year's $3,000.

BMI Canada Ltd. receives from independent broadcasters $26,315.76 and from CBC $17,500 for fiscal year 1947-48. Last year BMI Canada Ltd. received a total of $17,691 from CBC and independent broadcasters combined.

Fees work out to 14 cents a licensed set for CAPAC and about 2 1/2 cents a licensed set for BMI Canada Ltd., as compared to 8 cents a set for CAPAC last year and 1 cent a set for BMI Canada.

Copyright Appeal Board ruling is for one year only, but independent stations through a Canadian Assn. of Broadcasters have made five-year agreement with both CAPAC and BMI Canada Ltd., so that fees are set for a definite term.

Canadian broadcasters have been paying at the rate of 8 cents a licensed receiver to CAPAC and 1 cent to BMI Canada Ltd. since early in the war when Copyright Appeal Board set rates for the duration. Broadcasters are said to have felt that they would have to pay an increased rate in view of higher rates charged by CAPAC's affiliates in the United States, Great Britain, Canada, Australia and South America. They have made a fair agreement at new rate, which works out so that independent stations and CBC each pay at rate of 7 cents a license to CAPAC, and about 1 1/4 cents each to BMI Canada Ltd.

Respects

(Continued from page 50)

engineer, who has served WDBO continuously since 1926; Jack Pediwick, local sales manager, with the firm since 1935; Bill McBride, director of national sales who started with the company as manager in 1926 and Harold Danforth, vice president, who was assistant manager until 1930; and Harold S. Silen arrived in Orlando to be cleaned up. The staff was on its feet again by Sept. 11.

When Mr. Danforth left for the service, his brother, Col. Johnston, assumed the duties of manager and has held the position ever since, with Mr. Danforth as vice president.

He is tremendously active in local affairs, and has twice been chairman of the American Legion, was president of the Orlando Chamber of Commerce and was first president of the University Club of Orlando.

Col. Johnston was also ordered to active duty in World War II, but age and physical condition precluded his serving again, and in February 1947 he was placed on the honorary retired list, with rank of colonel.

His most plausable relaxation is running his beautiful yacht, "Sunshine III," a 60-foot, on the St. John's River and the inland waterways of Florida.

A widower, his wife was the former Ida Davis of Pittsburgh. She died in July 1946. They have a daughter, Dorothy.

Gerald A. Bartell, for ten years production director of WRA, non-commercial station in Madison, Wis., has been named president and executive director of WEXT, new station under construction in Milwaukee.

John Printup, owner of Memorial Broadcasting Co., Madison, Va., has been appointed general manager and night manager.

Robert C. Wolfenden, former general manager of WPOL, and with WDBM Roanoke, Va. for 13 years, has been named general manager of WEXT. He is vice president and executive director of WEXT.

ED HENRY, formerly with KRIC Beaumont, Texas, has been named assistant manager and program director of KTRK, Houston, Texas, 1947-48. He leaves for the air on 1400 WRRZ.


Bert H. Silen, president of Manila Broadcasting Co. and general manager of KZRH Manila, is in New York conferring with executives of NBC Spot Sales, D. B. representative of KZRH; and to attend NBC and NAB Conventions in Atlantic City, N. J., from Sept. 15.

AMON CARTER, president of the Fort Worth, Tex.,.. Arizona, the "best hatted man for WJLD" on a Dallas hat- designer's list.

Frank Bishop, director of KFEL Den- ver, has been appointed to represent the radio broadcasting industry on the board of directors of NBC Spot Sales, D. B. O'Fallon, general manager of KFEL, Denver, has been appointed by Col. Lee Knowlton Colton to serve as a member of Committee for Re- sources Development, a group recently organized by the state executive.

KSF Trinidad, Colo, dedicated its new studios on Labor Day — but only after a hectic few weeks in which, at the last moment, even invited guests pitched in to help put the new building in order. Manager Don McKay had planned the dedication ceremonies for Sept. 8, to coincide with the annual Trinidad Roundup. Then the Roundup Committee moved the date forward a week, which called for a marked speedup in KSF's construction program.

The station's new home was spic and span when the first visitors arrived on the morning of Sept. 1. Only a few hours before, however, doors remained to be hung, venu- tions for the building were yet to be installed, monitors hadn't been wired, new equipment was yet to be put in, and the piles of debris were waiting to be cleaned up. The staff and invited guests from the Pueblo and Trinidad dedica- tion joined the workmen to get the job completed on time.

KSF is an ABC affiliate operating on 1240 kc with 1 kw day and 500 w night.
PLANS FOR RADIO's participation in the 1947 Community Chests of America campaign were laid at a luncheon meeting at New York's New Weston Hotel called by M. J. Roche (center), radio chairman for the drive and advertising manager of Lever Bros. Co. Among those present were (l to r): Bent Taylor, director of public relations for Community Chests of America; A. E. Foster, radio director of Lever Bros.; Eloise Walton, director of radio for Community Chests; Mr. Roche; Charles Ayres, Buthrauff & Ryan; Miss Linnex Nelson, J. Walter Thompson Co., and Philip Cohen, of Sullivan, Stauffer, Colwell & Bayles. All are members of the Chest organization's 1947 campaign radio committee. All-network opening broadcast for the campaign is scheduled for Sept. 26.

NOW . . .

WBOC
Salisbury, Maryland

1,000 WATTS 960 KC

For seven years industry leaders have regarded WBOC as a "model" station in the 250 watt class.

In moving up into the 1,000 watt class our objective is to maintain that recognized position, so we procured the

BEST MONEY COULD BUY IN
BROADCAST EQUIPMENT
ENGINEERING SERVICES
ARCHITECTURAL DESIGNING

As for programs, Conlan reports WBOC attains up to 91.7% of the audience—8:00 AM to 10:00 PM average of 56.3%. . . Situated in an area of

236,125 POPULATION
$162,206,000 RETAIL SALES
$272,206,000 BUYING INCOME

One of America's Fine Stations

WBoc

Founded 1940 Day and Night

In beautiful Radio Park, Salisbury, Md.

Representatives: Burn-Smith Co., Inc.
Member Mutual Broadcasting System

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**CHET GIERLACH, formerly with CBS and BBO New York, has been appointed a director in radio of the department of Duane Jones Co., New York. Mr. Gierlach will produce and direct shows for agency, as well as continue to direct out-of-town "Hour of Charm" show on CBS through N. W. Ayer & Son.**

**EVELYN LYNN, former fashion account executive with Walter L. Rubicon & Co., Chicago, has joined W. B. Doner and Co., Chicago, as radio director and account executive.**

**T. HOWARD BLACK Jr., media director of W. B. Doner Inc., Pittsburgh, has been elected vice president of agency and general manager of the New York office, in addition to his position as media director. H. B. TRAUTMAN, formerly executive in charge of the Pittsburgh office, has been appointed head of all creative functions, with headquarters in Pittsburgh and will also serve as part of Boyle-Midway account, has been named chief account executive for the account, with headquarters in Pittsburgh.**

**COIT O. COLBURN, former promotion writer for the Christian Science Monitor, has joined the staff of Daniel P. Sullivan Co., Boston.**

**CHARLOTTE PETERSON, formerly with promotion department of KPAB Omaha, has joined Harold E. Roli Adv., Omaha, as copy writer and secretary.**

**WILLIAM A. STUTTS, former assistant advertising director of the American Cyanamid Co., New York, has joined the general office of Fuller & Smith & Ross Inc.**

**ELAINE NELSON, formerly with Franklin Dick, New York, and Arthur Meyerhoff & Co., Chicago, has rejoined Arthur Meyerhoff & Co., as administrator of the agency's New York office, which will open in January.**

**MANNING, RUSSELL, HARRIS & WOOD Inc., of San Francisco, has moved to larger quarters at 149 California St. Telephone: Ritrook 2-7938.**

**HILL BLACK Jr., former media director of Walter Swettfager Adv., New York, has joined Redfield-Johnstone, New York, in same capacity. ANDREW ISAACSON, formerly media director of the agency, has joined Redfield-Johnstone production department.**

**JAN MILLER, who has been with J. M. Mathes Inc., New York, since 1944, has been elected a vice president of the firm. He is also a senior account executive.**

**SELMA LEE is taking a year's leave of absence from the television department of William Morris Agency, New York. In Miss Lee's absence video assignments at the Morris Agency will be handled by BILL BERBACH and BILL RASMUS.**

**HAYES MacFARLAND, president of MacFarland, Averyard & Co., Chicago, addressed 11th annual Advertising Clinic at Kimball Hall in Chicago Sept. 15, on subject of opportunities in advertising. Clinic is sponsored jointly by Chicago Federated Adv. Club and Women's Adv. Club of Chicago.**

**LESTER VAIL, producer-director with Young & Rubicon, New York, has rejoined Donner-Pittsburgh-Ample, New York, as head of daytime radio effective Sept. 29.**

**JAMES P. NEWTON, merchandising technician of W. Earl Bothwell Adv., Hollywood, has resigned to re-join Western Family magazine.**

**RAYMOND L. SINES Adv. Agency, San Francisco, has moved to larger offices at 291 Geary St. and changed firm name to RAYMOND L. SINES & Assoc.**

**HARRY RAUCH, radio publicity director of Young & Rubicon, New York, is on West Coast to line up publications on the General Electric "House Party" show and other West Coast agency properties.**

**HARRY ACKERMAN, vice president in charge of radio production for Young & Rubicon, New York, accepted chairmanship of radio activities for New York U. Bellevue Medical Center Fund. He will supervise all radio activities of the $15,575,000 appeal.**

**AL DURANTE, publicity director of J. Walter Thompson Co., New York, arrives in Hollywood Sept. 29 to open promotion in connection with start of new NBC Kraft Music Hall starring Al Jolson.**

**JAMES W. STAPLES, formerly head of Westwood Agency, Los Angeles, has joined W. E. Bothwell Adv., Hollywood, as sales manager.**

**MURRAY HUNTER, having acquired interests of his partner, J. W. MILLIRON, has joined Hunter Adv., Los Angeles. RAY CORMIER, appointed executive of Allied Adv. Agencies, Los Angeles, has shifted to Hunter Adv. in similar capacity.**

**ROBERT J. MEADWELL, audience promotion director of Young & Rubicon Inc., Hollywood, for fourth consecutive season, on Sept. 16 started work on radio advertising for U. of California Extension Div.**

**FRANK A. WOOD, media director and chief buyer of R. W. Webster Adv., Los Angeles, has resigned to join W. B. Scott, Long Beach, Calif. furniture company, as sales promotion and advertising manager.**

**ZEPHA SAMOILOFF-RUDD, accounts executive of Beaumont & Hohman Inc., Los Angeles, has shifted to Edward B. Kellogg Co., that city, in similar capacity.**

**WATSON BUEHLER, formerly of Western Adv., Los Angeles, and prior to that on copy staff of J. Walter Thompson Co., New York, has joined William Kesler & Co., Hollywood, as copy chief.**

**MARIAN FAYE, formerly of Rodgers & Smith Adv., Hollywood, is joined Irwin-McHugh Adv., that city, as copy chief in similar capacity.**

**DONALD BREYER, executive assistant of Brissacher, Van Norden & Stahl, Los Angeles, is the father of a girl born Sept. 7.**

**J. RAYMOND BELL, former director of advertising and public relations for Capital Airlines, has joined executive staff of Donahue & Co. Inc., New York.**

**FRANK DELANO, who has been with Young & Rubicon since 1947, has signed to join Foose, Cone & Bedding, New York, as an account executive.**

**MARC H. SEIKAS, director of media of Owen & Chappell, New York, has been elected a vice president of that agency.**

**Meyerhoff Plans to Open N. Y. Servicing Office**

ARTHUR MEYERHOFF & CO., advertising agency with offices in Chicago and Milwaukee, will open a servicing office in New York City. In January of 1948, it has been announced by Arthur Meyerhoff, general manager of the agency. Purpose of the new office and Mr. Meyerhoff, would not be to expand business in the New York area, but to serve the growing need for a contact point on behalf of the advertising.**

**Concurrently it was announced that Elaine Nelson, formerly with the agency, would serve as administrator of the New York office when it opens. Until that time, Mr. Nelson will work in the Chicago office in connection with accounts and also on copy duties.**

**BOSTON U. has created a Div. of Radio and Speech Education in its School of Communications. Relations of off-campus training under actual radio conditions. New division is headed by president, R. Gould, director, and staff members of various local stations have been employed as part-time instructors.**

**TO FAMILARIZE themselves with operations of WRVA Richmond, Va., which CBS Radio Sales begins representing effective Oct. 1, 28 Radio Sales employees, from all over the country traveled a total of 22,000 miles recently in order to spend two days at the station.**

**Both station and Radio Sales staffers got together in a series of prepared lectures, exhibits, and subjects for open discussion. The Radio Sales account executives, research, promotion and availability specialists listened to and attended each WRVA program in order to be familiar with the station's programming.**

**A Radio Sales photographer covered the two days activities and the pictures were flown down to New York. The following weekend a promotion piece was prepared, using these pictures, and distributed by Radio Sales to prospective clients for WRVA from Chicago east.**

**TBA Problem Solved**

ERNEST A. MARX, chairman of the executive committee of the Television Broadcasters Assn., last week announced the dissolution of the TBA's subcommittee on apartment house television antennas. "As a result of the subcommittee's efforts . . . the problem [of providing master video antennas for apartment houses in New York] has now been solved . . . Some of the largest real estate organizations in New York City are advertising apartment houses with television master antennas, a system which will be ready later this year," Mr. Marx said.**
NOT JUST A PROGRAM—AN INSTITUTION.

"The Light Crust Doughboys" are on the air."

For the last 15 years of WBAP’s quarter century of broadcasting, this phrase has meant fun and entertainment for many thousands of Texans.

For the sponsor, Burris Mills, Fort Worth-Dallas, this program has played an important part in building the largest flour business in the Southwest.

For you, there is a program with this same kind of lasting production, coverage and loyal listeners . . . in this same, rich Fort Worth-Dallas market . . . on this same WBAP-820. Ask Free and Peters.

*Broadcast Monday thru Friday 12:30-12:45 PM, fed to the Texas Quality Network.

Placed with WBAP-820 by Tracy-Locke Co., Inc., Dallas.
The Swing is to WSB in Kansas City

The Swing is to WSB in Kansas City

Commercial

Winston Kirby, formerly in charge of promotion for ABC spot station WNYW, has been appointed as assistant general manager of ABC spot station. Mr. Dunn will be assisted by Thecla Simon, who has been named assistant promotion manager for ABC spot sales. Mr. Kirby succeeds Bob Hall, who resigned to join staff of CBS radio sales division.

William J. Dooley, formerly with sales staff of WBBM Chicago and recently with WKLX Lexington, has joined sales staff of WIND Chicago.

Howard L. Brooks, former general manager of WBNR Binghamton, N.Y., has been appointed sales representative for WCON, New 3-kw station on 590 kc under construction at Atalanta, Ga. Mr. Brooks also has had five years experience in sales capacity.

Harold E. Sheffers, formerly with WQC Washington for ten years, has been appointed sales manager of WITT Washington, DuMont video station. Mr. Sheffers previously was with commercial department of WEAN Providence, R.I.

HeLEN K. Mobberley, national sales manager of WQW Washington, has been named editor of the "Ad Club" newspaper, published with HERMAN Pariss, WQW sales manager, as an associate editor.

WHIZ Zanesville, Ohio, has appointed the John E. Pearson Co. as national representative.

WMLO Milwaukee, has appointed Por- joes & Co. as national representative.

Rexall Drug, Ayer Sued

On Charge of Plagiarism

REXALL DRUG CO. and N. W. Ayer & Son, agency servicing account, have been named co-defendants in a $200,000 plagiarism suit filed in Los Angeles Superior Court by Jack Rourke Productions, Hollywood.

Suit charges that Dan Carson, Corner Druggist, summer replacement of Ray, is a copy of Christopher Strong, Corner Druggist, submitted by Rourke to the agency and client several months before collection of program was made. Complaint further charges that Pat O'Brien, star of the summer series also had been stipulated as male lead in the Rourke presentation.

United States Delegates

Heard From UN on ABC

U. S. DELEGATES TO THE UN General Assembly began three-weekly personal reports on the assembly sessions on ABC's Headline Edition program on Sept. 17, 7 p.m. The reports will be heard every Monday, Wednesday and Friday throughout the assembly sessions.

WMCA New York, in cooperation with the UN, is now carrying the UN General Assembly, a series of programs heard Mondays through Fridays, 10:45-11 p.m., reconstructing the day's important events on the floor of the assembly chambers. The broadcasts are assembled from recordings of the debates.

Grant Pollock, former sales manager of KSCO San Mateo, Calif. and previously with WING Winchester, KAP KFRC and KPO San Francisco, has joined KOLO local sales and ABC Spot Sales in San Francisco. He replaced Vince Francis, recently appointed ABC network sales representative in San Francisco (BROADCAST- ING, Sept. 8).

Evdyte Alexander, assistant director, has taken on additional duties of commercial traffic manager of KPFA Hollywood.

Ralph Nardella, former commercial manager of WOV New York, has joined WHOM New York, as executive assistant in charge of sales.

Allen Lavine has been appointed commercial manager of KVKX new 1-kw station on 1560 kc which expects to begin operations at Ventura, Calif. Oct. 1.

Al Klemman, of the engineering staff of CKWX Vancouver, has transferred to the sales staff of CKWX.

Alex Johnson has joined commercial department of CKY Toronto.

Dorothy Fanning has joined KOMJ Palm Springs, Calif., as traffic manager. She succeeds Frances Nun, resigned.

McGeohan and O'Hara Inc. has been appointed national representative for WLEN Los Alonzo, R. H., and Ket- ter-Carter has been appointed by WHDO Chicago, station representing for New England and New York State.

Donald Cooke, N.Y., has been appointed radio representative for Main Packereng, W. Va., W. F. Durham, N. C., WYOK Birmingham and WQAD Moline, Ill.

Owen L. Johnson, former promotion and merchandising manager of KTSK San Antonio, has been transferred to the sales department of that station.

Wendell Brakefield, chief announcer of WIZE Springfield, Ohio, has transferred to sales staff of that station and Dorothy Goodwin has joined the accounting staff.

Arthuras Slagle, account executive of WEAM Arlington, Va., has been named publicity director of the Fairfax County (Va.) Community Chest.

Clinton & Dunton, former commercial manager of WSM Nashville, has joined Branford Craig Dickerson Co., Dallas, Chicago and Tokyo.

William Nichols has joined KFRC San Francisco, as account executive.

Radio receiving set sales have nearly doubled in Canada for the first half of 1947 over first half of 1946, according to a report of Dominion bureau of Statistics, Ottawa. Sales in period 1947 were 370,991 sets compared to 225,000 sets in first half of 1946.

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Add Wichita U.'s Game to Standard's Series

STANDARD OIL CO. (of Indiana), which already has revealed an extensive program for sponsoring broadcasts of Intercollegiate and professional football games this fall, last week announced an additional schedule of broadcasts to be carried on KANS Wichita. Company will air Wichita U. games.

Standard also has disclosed it will sponsor broadcasts this winter of Indiana and Iowa boys' high school basketball championship games. Indiana contests will be aired on WIRE Indianapolis and WBOF Terre Haute, and Iowa games on KMFL, Des Moines.

Previously announced schedule includes games of U. of Colorado on KOA Denver; U. of Iowa on WHO Des Moines; U. of Michigan on WJE Detroit; U. of Nebraska on WOW Omaha, KODY North Platte and KOLT Scottsbluff, Neb.; U. of Minnesota (away from home) on WCCO Minneapolis, and the Chicago Bears (professional), including playoff or championship games, on WIND Chicago, WQW Moline and WDZ Tuscola, Ill. In addition, company will sponsor several football reviews and previews.

Two-Market Test Show

John Hancock Mutual Life Insurance Co., Boston, on Oct. 6 begins sponsorship of Point Sublime on 12 ABC stations in California and Texas. Program, starring on WQRQ and KXOC Minneapolis, will be heard on ABC Texas stations Mondays, 7-7:30 p.m., and in California from 8-8:30 p.m. Firm announced that the object of the two-market study is to permit it to analyze carefully the most effective way to use radio as a means of aiding its salesmen. Point Sublime is the name of an American town in which Cliff Arquette is the owner of the village store. Mr. Arquette will be assisted by Mel Blanc, radio comedian. Program may be extended to full network after the 12-week test. Agency is McCann-Erickson, New York.

IT'S A FACT!

For Ohio's 3rd Market

WFMJ Youngstown, Ohio

Coming Soon 5000 Watts

The ABC Station for Youngstown is your best buy.

The ABC Station for Youngstown is your best buy.

The ABC Station for Youngstown is your best buy.
World Information Proposal Is Drafted

U. S. Plan Is Aimed at Assuring Free News Flow Everywhere

FREE FLOW of information for the peoples of the world is written into the text of a proposed treaty made public by the State Department.

Draft of the treaty, which would set up an international information commission, was prepared by Richard J. Finnegar, publisher of the Chicago Times, and grew out of a request made by Assistant Secretary of State William Benton.

Although the treaty is intended "to cover the earth with truth" by guaranteeing correspondents of all nations free access to news and free use of communication facilities in every country, the difficulties that confront its adoption are admittedly so great as to put the proposal in a "future" cubbyhole.

Treaty would guarantee two basic freedoms: Freedom of travel in and out of foreign nations; freedom to send "copy" without censorship.

The international information commission would investigate and report any charges of treaty violations. If ordinary diplomatic pressure failed to bring compliance, complaints would then go to the International Court of Justice, the United Nations judicial arm.

Totalitarian governments such as Spain and Russia give correspondents none of the freedoms mentioned in the treaty. In Russia, particularly, reporters are not free to travel and their "copy" is strictly censored. Hard hit by such censorship are radio correspondents, who have found that it is increasingly difficult to get time on foreign transmitters.

NEW SCHOOL OF SOCiaL RESEARCH. New York, this fall will offer a course titled "Publicity in the Radio Industry" and also a course in "International Broadcasting." WQQQ New York, WQXR New York's FM station, adopted a new schedule, and WAXL is now on air on Sundays from 8 a.m. to 12:03 a.m. and on weekdays from 7 to 12:03 a.m.

**S E R V I C E**

Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

J. SEEGAR HRAVILIN, former make-up editor of Paramount News, has been appointed executive producer of Exclusive Productions, New York (television films, transcriptions). H. A. STECKMANN, also previously with Paramount, has been appointed Mannon as general sales manager.

FREEDOM OF THE AIR PRODUCTIONS, Chicago, which packages CBS "Hunt Hunt," ABC "Naughty Ideas" and "Noon at the Farm" (RT), will shortly open Hollywood office, with TOM HARBIS, former program director of KNX Hollywood, in charge.

ROBERT T. PECK has been appointed Cleveland sales representative for U. S. Television Mfr. Corp., New York, and EUGENE ANDREASSI as UST sales representative for East Side of Manhattan in New York.

G. P. SHANDY has been named superintendent of newly-established Central Div. of Radiomarine Corp. of America, with headquarters at Cleveland, O. G. MARTIN, former superintendent of Midwest operations, has been appointed assistant superintendent of new division, with offices in St. Louis. New division replaces corporation's former Great Lakes and Midwest Div. and covers same combined territory.

GREENVILLE R. HOLDEN, vice president and general manager of Sylvania Electric Products Inc, has been elected to board of directors of Eumecen Ltd. of London, British radio tube manufacturing Rate of Sylvania. In addition, he will continue to carry on his general corporate duties at Sylvania's executive headquarters in New York.

U. S. TELEVISION MFG. Corp., New York, has announced sale of a projection set for installation in Canada. A receiver will be installed in the Temple Hotel, Windsor, Ont., second class.

MARTIN SEIFFERT, freelance writer and director, has been signed by Gotham Radio Production Inc., New York, to write its new packaged adventure show, "The Western White.

FRANK KIRKPATRICK, formerly with advertising department of Harms, handed over copy staff of O'Brien-Dorrance, New York promotion firm. STUDIO INC., New York, manufacturer of reproduction and recording equipment, has joined Schoolcraft & Co., New York, as co-sponsor of 1948 "Scholastic Writing Awards." With the help of the State's unions, open to all students in grades 10, 11 and 12 in high schools in U. S. and British colonies in Canada.


ROBERT COLLYER has resigned as director of television of Television-Broadcasting Enterprises, New York. He has not announced his future plans.

PIETER AND ELIZABETH KIRK LITTLE Co. of RADIO WRITERS, Brandon, N. B., has announced expansion of its staff and repertoire of religious radio dramas.

JACK STRAUSBERG, noted cartoonist, has entered radio program field with his own company to distribute 15-minute scripts of his newspaper feature "Student -Teit One." Firm has been set up at 225 N. Michigan Ave., Chicago, and offers scripts based on experiences of famous sports figures.

J. A. M. GALLIE, former assistant advertising manager of Canadian Broadcasting, Ingersoll Co., Hamilton, Ont., has been appointed executive secretary of the Assn. of Canadian Advertisers, with headquarters in Toronto.

LT. COL. ROBERT E. KEARNEY, commandant of AFRS Los Angeles, is on a seven-day tour of the Pacific Department to personally inspect all Armed Forces Radio Service operations and operations in those areas. He will survey present and future needs as well as existing facilities of these stations in order to set them up as permanent overseas AFRS units.

BILL ANSON, disc m.c. of KFWB Hollywood and BARRY KEIT, sales manager of Universal Radio Sales, that city, have formed The Barry Co., a national syndication of new radio ideas, transcribed programs. In addition to the Hollywood headquarters at 2413 Canyon Peak Drive, offices will be established in New York and Chicago.

DON WARD PRODUCTIONS, new program building firm founded last night in Chicago, has announced the launching of the "Honey Bunch" gang, and MEL HENKE, pianist, for its first production. This 15-minute open-end transcribed package for nation-wide radio and television, program will be released around Jan. 1.

TOM MASON, former manager of Cincinnati Branch, Ohio Appliances Inc., RCA distributors, has been appointed regional manager, central district, for the Crosley Div. of the Avena Mfg. Corp., Cincinnati, Ohio.

PAUL WEATHERS has been appointed vice president and chief engineer of Airdesign Inc., Upper Darby, Pa. (transmitter manufacturer). Mr. Weathers, who had been with RCA at Camden and Indianapolis for 16 years, K. BLAIR BENSON, formerly with General Electric Co., has been appointed senior engineer with United States Television Mfg. Corp., New York.

BAYARD H. CLARK, advertising and sales promotion manager of Airdesign Inc., Upper Darby, Pa., has been appointed sales manager for the Rorabaugh Report, Hollywood, Calif. The Rorabaugh Report is a weekly publication of the Radio Station Assn. of America.

L. D. G出现了, named -Reed, vice president, WIBW, Kansas City, chairman of the AFRS Los Angeles, Los Angeles, and chairman of the AFRS Los Angeles, Los Angeles, and chairman of the AFRS Los Angeles.

ELIZABETH MACDONALD, former secretary of AFRS Los Angeles, Los Angeles, and chairman of the AFRS Los Angeles, Los Angeles, and chairman of the AFRS Los Angeles.

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Stop Pursuit of Movies and Capitalize On Video, Hoge Advises N. Y. Mayor

A WARNING to Mayor William F. O'Dwyer of New York that in his efforts to attract the motion picture producers to New York he should not overlook "an industry that will eventually take over motion pictures—the television industry with its great potential," has been delivered by Hamilton Hoge, president, U. S. Television Mfg. Corp.

Although Mr. Hoge in an open letter to the mayor describes any effort to attract further industry to the city as "commendable," he declares that instead of pursuing the movies "it would seem far better to concentrate on maintaining New York's leadership in television than to lure here an industry that it will supplant."

"New York is a natural for television," Mr. Hoge continued. "The new industry's growth has been centered around New York and about 85% of the industry's activity is right here now. It presents a case of capitalizing upon what is here already instead of 'luring' an industry."

Different Technique

"The television art requires a different approach than the Hollywood technique. Television programs must present more variety and pace and must be capsaicined into the hour and part of hour, time limitations as in radio. New York has a great abundance of news and the facilities and the activities in radio. New York has a great abundance of experts in the necessities of this type of art and the facilities to make the films that are required. The Metropolitan area has always remained the capital for the legitimate theatre and for artists suitable for television such as vaudevillians."

"Even the motion picture firms recognize the great potential of television and the great inroads it may make in their industry. Many Hollywood companies are financially behind television concerns. The use of this city for location purposes by Hollywood is a result of high construction costs for movie sets, a condition that intensified during the war. However, the film outfits are very solidly based on the West Coast and some are increasing their studio space there at present. Other factors beside their heavy financial investment in studies and equipment tie motion pictures firms fast to Hollywood."

"Television networks will eventually link the entire country just as radio does today. The originating point will be New York if the head start gained in this great industry is maintained by this city. It could shift to another center if proper support and encouragement are not actively furnished by this great metropolis. If New York is interested in its industrial future it should make every effort to be the Mecca of the industry with the greatest future potential—television."

WOR to Resume FM

WOR New York resumes its FM operations on Oct. 20, when its FM outlet, WBAM New York, returns to the air operating for the first time on the new FM band, Channel 254 at 97.1 mc. Programming will be devoted principally to simultaneous broadcast of non-musical WOR and MBS programs, particularly those Mutual programs not now heard in New York. There will also be musical transcriptions and frequent news periods.
chestra director for Philadelphia In-quirer's First Annual Festival, which was held at Locust Theatre, Philadelphia, Oct. 10-21.

GALAN GRANGER, formerly announcer- ing staff of KTV Phoenix, Ariz., was chief announcer for American Forces Network. KOR has suspended operations 10 months of which was in civilian capacity.

MARY BESSER WILLIAMS and JUA- NITA ROZELLE have joined WPPA Dal- las, as continuity writers. 

JACK BROWN, announcer and night se- cretary of CKOV Kelowna, B. C., and MARION LEWIS, secretary of CKCV, have announced their engagements.

KENNETH P. CAPLE, program director of CIB Vancouver, has re-elected subsequently to the board of governors of the U. of British Columbia.

JACK KYLIE, formerly of production staff of WIZN Milwaukee, has joined a- sound staff of CKWX Vancouver.

ELLIE DIERDORF, channel announcer and special events staff at WCOB Boston and HELEN LABERG, former traffic manager at WCOB, were married Sept. 13.

MARK SHEEKER, formerly with WCIN Winchester, Va., has joined WPCI Pau- tawnee, N. C., as chief announcer.

LION DOWDEN, ABC assistant public-ity director and NANCY PHILLIPS, former executive secretary of WGLT-Television, have announced their resignations.

BOB CARL SCHRAPP, former announcer of WBTW Columbus, Ohio, has joined WTMJ FM Ashland, Ohio, as chief announcer.

ALLEN CREWE, announcer of CKOV Kelowna, B. C., and Lena Asline have announced their engagements. 

GARY NELSON, announcer on WTMJ and WTMY-FM Milwaukee, is the father of a boy, John Robert.

FRANK L. ORTH, former film actor and announcer, has been named program direc- tor of the Sun Country Broad- casting Co. of Arizona.

STEVE JARRETT, formerly with WPJ-Philadelphia, and WMLU Erie, Pa., has joined WOWO as announcer.

BOB EATON, former cop chief and an- nouncer of WIXX Ulster, N. Y., has joined WWMX and WMMX FM M. Ver- non, Ill. Mr. Eaton also was with WCMX, Carbondale, Ill.

JOHN MARION has joined announcing staff of WOAT Uela, N. Y.

RAY GORDON, former staff announcer of WABC New York, has joined KTRX Lukin, Tex., as chief announce- er.

ERNE ALLAN, announcer at KFAB Omaha, is the father of a girl, Kathy. 

LEE RILEY has joined continut staff of KFAB Omaha, replacing MARY SUN, resigned.

HY AVERBACK, Hollywood announcer- for the midwest, has been called to commercial work on NBC "Rit Parade" while program originates from Hollywood.

BOB MCKEE, staff announcer of WCHS Chicago, has resigned effective Sept. 29.

JACK PAAR, star of ABC program bearing his name, has been awarded the "personality of the year" by Radio Best of America in annual citation.

JAY STUART, Hollywood freelance an- nouncer, has been signed to handle NBC "Duffy's Tavern" announcer.

STEPHEN FLYNN, Navy veteran, new to radio, has been named director of the United command of the co-operative pro- grams division at ABC New York.

DAVE JENSEN, supernumerary staff announcer at WNRC New Haven, Conn., has resigned to return to his studies at Yale University as a post as assistant to the general manager of the station, WBRC Midge KAH, after a leave of absence of two months, is named to WNRC as traffic director in the program department. He re- places DOUG SHUTTER, traffic di- rector for summer months, who has re- turned to college.

JON GRANTHAM, announcer at WSMB New Orleans, and PATRICIA ADAMS, the novice production, Calif., have resigned. 

LILY M. LINDGREN, formerly with KTHI Sioux City, has joined the staff of KXIO Grand Forks, N. D.

RICHARD P. WILKIE, formerly of KSUS Cedar City, Utah, has joined announcing-writing staff of KXIJO Ind- ian, Calif. 

HENRY M. ALLEN, formerly with several stations and agencies in Los An- geles for past three years, has been named program manager of WOJN, new 5-kw station on 950 ke under construc- tion at Atlanta, Ga. Mr. Allen for- merly was radio director for Los An- geles branch of BRD.

JOSEPH H. ANDREAS, formerly of WMLS Milwaukee and WKBX La Crosse, Wis., has joined announcing staff of WBZ Milwaukee. BETTY CLAIRE PHILLIPS, former copywriter for Columbia-Paint- olive-Peet, New York, has joined WBZ advertising department.

MACK McGRATH has joined an- nouncing staff of WBBF Phila- delphia, and JACK CALLAHAN, summertime announcer, leaves WBBF to return to home in Phoenix, Ariz., and former announcer, will be joined WBBF North American Airlines.

ART LABEO, formerly of KPMO Po- mona, joins KCMJ Phoenix, Calif., as announcing technician, efficient, as assis- tant chief engineer, resigned.

Sally Substitutes

WHEN Joan Barton, vo- calist on CBS western regional program, Radio Views, had to withdraw from a recent program as a result of personal commitments, her substitute was Sally Lee, secretary to Hal Hudson, network’s western program director. Although never a performer on KNX Holly- wood, she has had seven years of radio experience with her own program on several Texas stations.

In addition, she holds a music degree from U. of Texas.

JIM POWELL, announcer of KFAC Los Angeles, has shifted to KOLL, new San Fernado, Calif. station new under construction.

CARMEN DRAGA has been given as musical director of new CBS Old Gold Network program, starting Sept. 26.

BOB STEVENS, former announcer of WCB New York, has joined KNX Holly- wood, in similar capacity.

ART LINKLITER, m.c., of "People Are Funky and House Party" program, is the author of a book recently published titled "People Are Funky" (New York, $2.50). Introduction was written by BING CROSBY.

EVENING courses in radio broadcasting will be begun by Fordham U., New York, Sept. 29. It was announced by William A. Coleman, chair- man of Fordham’s radio division. Stu- dents will use equipment and studies of WPOT, the university’s new FM sta- tion.

WCOA Pensacola, switched to 5000 WATTS

September 9th!

NEW POWER for Northwest Florida’s only NBC Outlet

Now, WCOA’s new 5000 Watt Transmitter will deliver your advertising message to a greater-than-ever audience!

If you are aiming for in- creased sales this year, train your sights on WCOA’s en- larged coverage map. Retail sales in this rich Pensacola market were in excess of $172 Million last year!

National Representatives, JOHN H. PERRY ASSOCIATES 
New York, Philadelphia, Detroit, Chicago, Atlanta
HOMER REPLOGLE, national accounts manager of American Home Foods, New York, has been appointed general sales manager of American Home Foods Inc.

C. R. MOFFATT, advertising director of U. S. Steel Corp., of Cleveland, will retire Sept. 30 after 40 years of continuous service with the corporation. He was named advertising manager of Illinois Steel Co., at Rock Island, Ill., in 1935, and when that company was consolidated with Carnegie Steel in 1938, he became advertising manager of the new firm. Three years later, he was appointed first director of advertising of U. S. Steel, continuing in that capacity until his retirement.

CITIES SERVICE, New York, has appointed Billington & Co., New York, as advertising agency effective immediately. Mr. Moffatt will continue to sponsor "Highways and Melodies," Fri., 9-30 p.m., on NBC. Co. Inc., Bellingham, Wash., formerly handled the account but resigned it a few months ago.

GENERAL FOODS, New York (Certo), is advertising via television for the first time this week. With commercials featured on "Leave It To The Girls," Thurs., on WNYT-WNYC, New York, Berto- peckin is using a dramatized commercials showing consumers the simplicity of making jams and jellies with Cerol.

LAWRENCE H. MACDOUGAL, director of the surgical dressings division of Johnson and Johnson, New Brunswick, will become division sales manager of that company's Great Lakes division, with headquarters in Detroit.


MAISON AU & MAGENHEIM CONF. MFG. CO., Brooklyn, New York (candy), has bought ten spots and chains breaks weekly in 13 markets located in four states. Jingle spot announcements were placed in North Carolina, Georgia, South Carolina, and Florida. Contract for 13 weeks started Sept. 1 and was placed by Moore & Hamm Adv., New York.

SEABOARD MILLS, Santa Barbara, Calif. (dried lima bean), has appointed McCann-Brickson Inc., Los Angeles, to handle national advertising. Firm is currently using participation in combined "Sunrise Salute" and "Houses The Service League" on KNX Hollywood.


GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (blade), Sept. 20 or Oct. 1, started World Series Baseball Games on 90 Canadian stations, 1:15 p.m. in New York, 2:15 p.m. in Chicago. Agency: Maxon Inc., New York.

BROOKS CLOTHING Co. and HARRIS & FRANK, Los Angeles (California chain), to announce consolidation of the two firms and change of name to Harris & Frank & Brooks, periodically for next ten weeks, is using a heavy schedule of spot announcements and 30-spot programs in 120 stations or forms: stations list includes KJLX, KXW, KFRC, KCAK, KLAC, KPW, KXR, KXLY, KPLX, KXFM, KEFD, KXIE, KFRS, WHK, KGIL, KLON, KFB, KLAX Hollywood, and a five-weekly morning news program on KWA, with three spots daily in New York. Agency: Stodell Adv., Los Angeles.


STA-METT Co., Hollywood (plastic screen doors), has appointed the Mayers Co., Los Angeles, to service account. Marketing studies and development of an advertising program is now under way.


CHIC STEAK Co., Los Angeles (frozen meat specialties), in 26-week local area Sunday TV commercial, featuring daily spot announcements on KPFK, Los Angeles, and partici-pating in "Norma Young's Happy Home" on KFW.

ROBERT SIMPSON Co. Ltd., Toronto (department store), Dec. 18, started for six weeks Christmas programs on 13 Can-a-dian stations, 9-10:30 a.m. Agency: Long & Johnson, Toronto.

FILTER Corn, Los Angeles (vacuum cleaners), has appointed Gainers-Galley Inc., that city, to handle national advertising. Media plans being formulated for new product.

KEVO PRODUCTS Co. Inc., Arzuna, Calif. (Kevogyte, herb, health tonics), and BILLY HOPE SPRINGS, Los Angeles (health center), have appointed Allied Advertisers, Los Angeles, to handle national advertising. Both accounts are using radio.

KELLOGG Co. of Canada Ltd., London (cereal), has started "Superman" five days weekly on 8 "Superman" stations. Agency: J. Walter Thompson Co., Toronto.

WINKELKER & SMITH CITRUS Pro-duction Co., Los Angeles (citrus), has bought ten spots and chains breaks weekly in 13 weeks on KHJ Hollywood, with expansion into other markets planned. Agency: Edwarl & Kellogg Co., Los Angeles.

SANTA FE VINTAGE Co., Southern California, has appointed John Frey-berg & Co., Los Angeles, as its adver-tising agency. Freeburg Co., formerly handled advertising for E. & J. Gallo Winery, Los Angeles, and will be used with Santa Fe account.

PURITY FLOUR MILLS Co., Ltd., Toronto (flour), has started 53-week weekly program of Canadian human interest stories on 40 Canadian stations from coast to coast. Agency: McKim Adv. Co.

PENNY-OWSLY MUSIC Co., Los Angeles (retail), has appointed Bass-Louche Inc., New York, to handle national advertising. Plans call for use of radio along with other media.

NOBAY FOOD PRODUCTS, Vancouver (coffee), Sept. 8 started "Nobay Coffee Time," running for 26 weeks on KMPC, Los Angeles, and KCRM Toronto. Thu. 8:15-8:30 a.m. Agency: Cocks Field Brown & Co., Vancouver.

A. E. K ELLER Co., Inc., Detroit, Ill., has mailed to its employees and stock-holders of the company the U. S. a. 30-day notice of policy to enable them "to understand better the principles upon which the company is managed."

Slander Suit Dismissed

A $10,000 suit based on a broadcast over NBC in 1941 was dismissed in Chicago last week when Judge Harry M. Fisher ruled that the plaintiff against Brown and Williamson Tobacco Co. Inc., its agency, Russel M. Seeds, Chicago, could not claim the right of privacy in Illinois. The suit was brought against the three parties by John G. Hunter, Chicago, who charged that a program sponsored by the tobacco company, "Wings of Destiny," had portrayed them without consent. The program had dramatized the Hunter family's past, married, and their part in dropping food from an airplane to stranded Navajo Indians during a blizzard and was entitled "Bundles From Heaven." The Hunters charged that their recent marriage continued with the programs title was slanderous.

Network Accounts

New Business

MYER & WELC, Los Angeles (Ford, Mercury distributors), Sep. 28 starts "Flight" on WOR, New York. Agency: Don Lee Pacific stations, Sun., 4-6:30 p.m.

WASSERMAN & CO., Los Angeles, 30-spot program on WOR, New York.

ARM METAL WORKS, Toronto (lighters), on Oct. 4 adds 8 Dominion network stations, Mon. 11-12 a.m., for 26-week program, replacing 9 Dominion network stations carrying "Twenty Questions," Sat. 8-9 p.m.

KELLY, DOUGLAS & Co. Ltd., Vancouver, 10-spot ad campaign on 16 western Trans-Canada network stations, Mon. 11:30-12 m., for 10 weeks. Agency: Stewart & McPherson, Vancouver.

Renewal Accounts


WATERMILL MAN, New York (fountain pens), Sept. 13 resumed sponsorship of "Chuck Atkins" on ABC. Sat. 9-9:30 p.m., after a summer hiatus. Agency: Charles Dallas Speaks Inc., Atlanta.

PAR SOAP Co., San Francisco (par ingredients), Oct. 21 continues for 13 weeks "Kate Smith Speaks" on 43 Pacific stations. Mon. 8-8:30 p.m., Tue. 9-9:15 p.m., (PST), plus KQLO, 5:30-6 p.m., and KQLO, 5:30-6 p.m., (EST). Agency: Carol A. Brooks Advertising Inc., San Francisco.

SITWIFT & Co., Chicago (all products), Oct. 27 continues for five weeks 8:15-8:45 a.m. segment of "Breakfast Club" on ABC, Mon. thru Fri. 9-9 a.m. (CDST). Agency: David M. Hanawalt Inc. (cheese, poultry). Needham, Louis & Horby Inc. (cleaner), and Walter Thompson Co. (all other products), all Chicago.

Net Changes


FRASER HAIR FASHIONS, New York (fashions), Sept. 28 started "El Amore" on three French network stations, Mon., Wed., Fri. 7-7:30 p.m. Agency: Whitehall Broadcasting, Montreal.

QUAKER OATS Co., Peterborough, Ont. (cornflakes), has started "Barnyard Jamborees" weekly program on CTV network stations. Agency: Spitzer & Mills Ltd., Toronto.

Broadcasting • Telecasting

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The Copper

IN YOUR POCKET COMES FROM

BUTTE MONTANA

...a mile high, a mile deep
built on the richest hill on earth.

If you have a sample of the wealth of Butte in your pocket, whether it's copper in prongs or electrical construction, wealth from copper has built Butte first in Montana, wholesale and retail. Wholesale and food sales. First in effective buying income tax. First for any city in Montana. KBOW, first with Butte merchants, because KBOW sells Butte.

KBOW COVERS THIS
GREATEST MINING CAMP EVER KNOWN
BUTTE in the "Treasure State" MONTANA

Represented by DON COOKE • GENE GRANT
PHILCO DEMONSTRATES LARGER SCREEN VIDEO
NEW enlarged type of television receiver, which features projection of 15x20" picture upon a screen from the front instead of through the screen from the rear, was displayed by Philco Corp. in a demonstration previewed at the Palmer House in Chicago Sept. 10.
Picture is initially received on face of a four-inch tube and then thrown upon a reflecting lens, spherical in contour. From there, it passes through a correcting lens upon a well-polished front-surface mirror, which reflects the picture from the front up through the cabinet to a tilted steel-made screen.
The screen, company announced, is covered with myriad tiny lenses, with light generated by receiver concentrated into essential area. Outside light is repelled, eliminating possibility of impairing contrast of the picture.
Philco Corp. is manufacturing approximately 2,000 television receivers units a week, with an increase to 5,000 expected for holiday trade. Company spent, according to John H. Carmine, vice-president in charge of merchandising, about $2,000,000 to build and equipping its new television plant, as well as approximately $4,000,000 in research and development before it had placed a set on the market.

CAB Discusses Standards For Operator Personnel
STANDARDS FOR various types of operators' certificates are under discussion by Canadian broadcasters. The Canadian Assn. of Broadcasters has queried its member stations on the use by the stations of such standard qualifications for various types of operators.
Topic was discussed last spring at CAB regional meetings, following intimation of Radio Branch, Department of Transport, Ottawa, that operator's certificates may be required for all operating work in stations, including studio control operators. Present operator's certificates of the Department of Transport are for radio operators requiring knowledge of code and marine equipment, though members felt that they should line up some standards, in conjunction with CBC, if necessary, rather than have the Transport Dept. require press radio operator's certificates for all operating personnel.

DA Changes Approved
ORDER was adopted by FCC last week granting application of KCMO Kansas City to make changes in its directional antenna system, using 10 kw night and 80 kw day on 810 kc. Interference from the proposed operation to the 500 mv/m 50% daytime skywave contour of WGY Schenectady, N. Y., was found minor in the FCC report.

CHILD SAFETY WEEK
Illinois, Chicago Officials Aid WGN-MBS Campaign
GOV. DWIGHT H. GREEN of Illinois and Mayor Martin H. Kenny of Chicago have issued official proclamations setting aside this week (Sept. 21-27) as "Tom Mix Child Safety Campaign Week" throughout the state and city. WGN-MBS program Tom Mix and his Straight Shooters will feature special series of safety shows 5:45-6 p.m. (CDST) Sept. 22-26. National Safety Council is cooperating in the week-long observance.

Programs will feature recorded interviews with Chicagoland boys and girls who were injured in accidents. Carelessness will be stressed as cause of majority of accidents suffered by school-age children. Special safety messages will replace customary commercial announcements, with government and civic representatives delivering personal appeals in behalf of greater safety precautions.

NEW RADIO receiver based on construction principle eliminating many small parts by building them into six sub-assemblies and called the Cosmos Compo, will be on the market this month. It was announced last week by M. Michaels, executive head of Cosmos Electronics Corp., New York. First set to be manufactured will sell for $99.95.

PHILCO'S DREAM HOUSE COME TRUE

WDBO's New Home Is Becoming Orlando Showplace; Latest in Modern Design
THERE'S A NEW showplace in the already lovely city of Orlando, Fla. It's WDBO's new home at 30 South Ivanhoe Blvd., across the street from the municipal park that borders on Lake Ivanhoe.
The building is a one-story white structure built of cement block with steel reinforcement. Every working circuit in the plant is duplicated by an extra pair of spare wires for emergency and expansion. The studios represent an investment of $175,000.
The lobby allows full view into all three studios through glass partitions. There is a studio-audition room, eight large offices, a transcription room, transcription library, news room, powder room, announcer's lounge, kitchen and storage rooms. All woodwork is in natural finish ash.
Studios are constructed with separate walls, and ceilings out of parallel. All are treated with acoustic board. A control room has a work shop attached, and next to it is another room to be used for FM broadcasting. Under the control room is a cellar deep enough to permit ready access to conduits and wiring. Control room and studio unit is "floated." AM control room houses Western Electric 25B consoles in duplicate, also four Gates turntables. Overall technical construction was designed by James E. Yarbrough, chief engineer with supervision by Studio Engineer Ray Campbell.

Studios have been completed, then the building has been improved for production of a CBS network show called The Joan Davis Series on a Co-op Basis. The Joan Davis show will run on CBS during 1947-48, and the network has agreed to finance its production. Joan Davis will be combined with the new WDBO network to become a major program asset. The Joan Davis show will be produced by Dick Mack. Time and talent have been guaranteed by CBS for a minimum of 32 weeks.

WTMJ-TV Using Exhibits To Explain Video Medium
WTMJ-TV Milwaukee, proposed television station of the Milwaukee Journal, scheduled to begin operation about Dec. 1, has launched campaign to acquaint people of the Wisconsin metropolis with television through exhibits and demonstrations.
New 69¼-ft. RCA 3-element superturnstile antenna has been assembled and given final tests by R. G. Beerbauer, RCA field engineer from Camden, N. J. When antenna was on public display for two days before it was raised to position on the tower at WTMJ's Radio City, engineers were on hand to explain the medium.

CBS to Offer Joan Davis Series on a Co-op Basis
THE JOAN DAVIS SHOW on CBS will be offered to sponsors on a co-operative basis in a new Saturday night series beginning Oct. 11, 9-9:30 p.m., the network announced last week.
Originating in Hollywood, the show will be written by Abe Burrows, star of his own Saturday CBS show, and produced by Dick Mack. Time and talent have been guaranteed by CBS for a minimum of 38 weeks.
MORE . . . yes, KLAC has MORE listeners than any other independent station in greater Los Angeles* 23% more than station A 42% more than station B 58% more than station C 76% more than station D 85% more than station E 34% more than the TOTAL of the remaining SEVEN stations COMBINED.

* C. E. Hooper total rated periods June-July, 1947.

KLAC Los Angeles

National representatives: Aden J. Young Jr., Inc.
New York & Chicago

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Open Mike

(Continued from page 51)

the program is a participating feature and the $2.56 covers the cost of only one announcement on the show. As each show will permit five such announcements, the price is multiplied just that much. I deeply regret...this...

so I am glad of the opportunity to enlighten readers of Broadcasting Magazine as to the true facts.

Best wishes to Mr. Sillerman and the Keystone Broadcasting System and all success to the Rush Hughes show.

Julian F. Skin nell
Operations Manager
Lebanon Broadcasting Co.,
Lebanon, Pa.

***

Believes 'Hams' Best Fitted to Sell America

EDITOR, BROADCASTING:

I have been reading your magazine for many years, and have never commented on your editorial column. However, there was an article in your Sept. 1 issue which hit me like a ton of bricks, the last paragraph of "Falsetto Whisper," and I would like to add that it should be engineers instead of "engineer."

Having been an amateur radio operator since 1928, I think that this medium is the world's greatest means of projecting the American story on the air today. Why not turn the international frequencies over to the "hams" and let them tell it in true American style, the man from Idaho, Texas, the farm, the city, the office worker, pure and unadulterated.

Richard R. Hayes,
Richard Hayes & Assoc.,
San Antonio, Tex.

***

Admits That FM Figure Is Low

EDITOR, BROADCASTING:

Henry E. Stabile's letter of Aug. 15, 1947 (printed in the Sept. 1, 1947 issue of BROADCASTING) was quite interesting to me. I do not believe that an FM station can get on the air satisfactorily for under $18,000. I am not quite sure where the $10,000 figure was used in our article originated but needless to say it is much too low.

Edward A. Wheeler
President
WEAF-FM Evanston, Ill.
Editor's Note: Mr. Wheeler refers to Broadcasting's article in the Aug. 11 issue.

***

Asks If Radio Confabs Are Rated by Agencies

EDITOR, BROADCASTING:

On page 13 of the Sept. 1 issue of BROADCASTING, you carry a very interesting report on a survey made among station managers regarding their attitudes toward conventions.

In that article no mention is made of the opinion of agencies toward these conventions, and I think with the passing of radio-sponsored meetings and we are wondering if such information has been compiled and is available.

In other words, we are wondering if it has been indicated whether agencies feel that conventions devoted entirely to radio are of great value or whether they find sufficient information is received from radio meetings at conventions which deal with all types of advertising.

Laura B. Many
Manager of Media Dept.
Moser & Cotins Inc.
Utica, N.Y.

***

Reader Takes Issue With Stand on Critics

EDITOR, BROADCASTING:

I have been in radio only a short time, having recently graduated from the U. of California. I have been enjoying your magazine very much, especially in your reporting of new trends in radio and latest developments.

However, I take issue with your method of dealing with criticisms of the radio industry. On page 44 of your September 1 issue, you write of "Luce, Time and Radio."

You qualify the "old, well-established" charges of "frequent lack of taste, over-commercialization, poor quality daytime serials." Gentlemen, let's face it! Those charges are vital, living criticisms of our industry by many people today. In a recent project survey I made for an NBC Institute class project, those were the very criticisms that were most frequently made.

I did not deal with the criticism intelligently...you only attacked the person making the criticism. We all want to keep American radio out of government hands...but as long as you continue to turn out our airwaves over to the radio seekers to correct itself, the freedom we cherish may be taken from us. And the first step in doing that is to recognize our faults...the faults of the industry today...without excuses and personal attacks on those outside the industry who make them.

Keep the facts straight in your reporting, but please, realize that a positive attitude toward the future of radio in your editorials will aid the industry and help keep it free!

Robert L. Davis
1107 North Towner
Santa Ana, Calif.

P. S. I doubt that you will use this, I avoid any and 'Open Mike' section because it does not agree with the general tone expressed therein. But please accept the enclosed as constructive criticism.

Editor's Note: Thanks to Reader Davis for crediting us with comprehensive reporting. We disagree with him on his thesis that we feel radio can do no wrong.

***

Kraemer Sends Praise For Network Charts

EDITOR, BROADCASTING:

In a brief talk with Bruce Robertson and Sol Paul in your New York office this morning, they gave me a copy of your new comparative network chart. I was so delighted to see that I thought I'd write to say congratulations. I am absolutely positive that the regular issuance of this kind of comparative chart will be happily accepted in New York and throughout the nation by broadcasters.

I recall that when Mrs. Baupre of NBC, who formerly made up this chart, told me a little over a year ago that it was to be discontinued, she actually had tears in her eyes, and shortly after she had hundreds of requests for this informative piece of paper. Of course, it was no longer available. BROADCASTING Magazine is certainly a marvelous promotion piece.

Gene Kraemer
Arkansas Dailies Inc.
New York.

***

Plough Executive Tosses a Bouquet

EDITOR, BROADCASTING:

...we couldn't run this end of the business without BROADCASTING! M. H. Straight
Sales and Promotion Manager
Plough Sales Corp., Memphis, Tenn.

NOW 5000 WATT COVERAGE OF THE RICH SAN DIEGO MARKET BONUS RATES FOR A FULL YEAR

Our power will be increased to 5000 watts—day and night, Jan. 1st. All orders received by Dec. 31st 1947 will be accepted for one year at our present rates.

THE BEST RADIO BUY IN SOUTHERN CALIFORNIA

"San Diego's Community Station" SAN DIEGO HOTEL SAN DIEGO, CALIF.

National representative W. S. GRANT

MBS MYSTERY program, "The Shadow," heard Sun., 3-5:30 p.m., has been made available to stations in the 9100 area--broadcaster outside Eastern market area covered by the D. L. & W. Coal Co., marketer of Blue Coal.

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CELEBRANTS following debut of *My Friend Irma* on CBS under sponsorship of Lever Bros. (Swan Soap), Mon., 10-10:30 p.m. (EDT) were (1 to r): Ernie Martin, CBS Hollywood director of network programs; Ted Bliss, Young & Rubicam Hollywood program supervisor; Marie Wilson, co-star; Cy Howard, program writer-producer; Cathy Lewis, co-star; Al Scarpone, Young & Rubicam Hollywood radio producer; Frank Hausman, agency's Hollywood program development manager; Parke Levy, writer; Innes Harris, agency's L.A. commercial supervisor.

Video Set Prices Reduced By U. S. Television Corp.

PRICE reductions up to $480 for television sets have been announced by U. S. Television Mfg. Corp., New York. The reduction was due to greater mass production and the absorption of development costs by heavy nationwide sales, the firm reported.

The $480 price drop was on the home projection television console which includes FM and AM, two shortwave bands and automatic record-changing phonograph. This model, which has a 21 by 16-inch screen, previously sold for $2275 and is now listed at $1795. The public place model has been reduced from $1995 to $1595 and the set with the 30 by 22½ inch screen has been reduced from $2245 to $1795.

**Five Class B FM Conditional Grants And 8 New CPs Authorized by FCC**

CONDITIONAL grants for five new Class B FM outlets were authorized last week by FCC. Requests for cancellation of two Class B construction permits were granted by the Commission while eight new CPs were issued. Three of these were in lieu of previous conditions.

Part owner of a Class B conditional grantee at Decatur, Ga., DeKalb Broadcasting Co., is Scott Candler, Commissioner of Roads and Revenue for the state of Georgia. He holds 11%.

In allocation plan changes for FM the Commission announced it had deleted Channel 225, 92.9 mc, from Atlanta, Ga., adding it to Decatur, Ga., and deleted Channel 295, 106.5 mc, from Vincennes, Ind., adding it to Washington, Ind.

The Patriot Co., Harrisburg, Pa., was granted cancellation of its Class B FM CP since the newspaper publishing firm has been sold for a reported $2,800,000 by the widow of Vance C. McCormick to Edwin F. Russell and the agreement contained no condition relating to FM approval of the FM interest transfer. Midwest Broadcasting Co., Mt. Vernon, Ill., an FM applicant, was also granted cancellation of its Class B FM CP. No reason was given.

The conditional Class B FM grants are:

Niagara Falls, N. Y.—John J. Laux, Channel 241, 96.1 mc. Mr. Laux is permittee of WJL, Niagara Falls and holds minor interests in WYTV and WRGB, Ohio; WPFO Atlantic City, WKNY Kingston, N. Y., and WPIT Pittsburg.

DeKalb, Ga.—DeKalb Broadcasting Co., Channel 225, 92.9 mc. Principal: Frank G. Thomas, in wholesale gas and oil business, president and 12% owner; J. B. Gurley, in city public school system, secretary 11%; W. C. Hughes, half-owner of furniture manufacturing company, treasurer 11%; Scott Candler, Georgia Commissioner of Roads and Revenues, and five others each with 1% interest.

Clayton Mo.—St. Louis County Broadcasting Co.; Channel 290, 101.1 mc. Grantee is a co-owner of KLW that city.

Washington, Ind.—Washington Radio Inc., Channel 295, 106.5 mc. Principles: Paul R. Bauman, owner-publisher *The Old Herald*, president; Sam R. Leiker, owner-publisher *The New Herald*, vice president; Jane R. Leiker, treasurer; Bruce R. Leiker, secretary; and 99% owner; his wife, Helen B. Bauman, secretary 10.5%, and John B. Hausman, attorney, vice president and 9.5%.

Philadelphia.—Booth Radio Stations Inc., Channel 290, 99.7 mc. Grantee is licensee WBBC Flint.

All of the conditional grants are subject to further review and approval of engineering details.

The following were authorized CPs (antenna height is height above average terrain; power given is effective radiated power):


KTEM-FM Bell Broadcasting Co., Inc., Temple, Tex.—Class B, Channel 290, 107.5 mc, 5 kw, 300 ft.

KCN-FM The KCN Broadcasting Co., Kansas City—Class B, Channel 294, 106.7 mc, 20 kw, 360 ft.

The following were authorized CPs in lieu of previous conditions:


WJUD-FM Lamar Life Insurance Co., Jackson, Miss.—Class B, Channel 275, 102.9 mc, 100 kw, 630 ft.

KCMB-FM KCMB Inc., Texarkana, Tex.—Class B, Channel 231, 96.1, mc, 40 kw, 415 ft.

WPDS-FM the Champaign News-Gazette Inc., Champaign, Ill.—Class B, Channel 248, 97.5 mc, 27 kw, 430 ft.

**New Java Station**

A RADIO transmitter with 100 kw power will be erected in Java within the next year, according to Dutch officials. The transmitter, which will be double the strength of any station now sending from Asia, will be set up by U. S. experts, it is understood. Location will be about five miles from Batavia.

**Three Advertisers Renew NBC Network Programs**

NBC last week announced three full network renewals, two for 62 weeks and one for 13.

Sterling Drug Inc., New York, Sept. 15 for 52 weeks renewed Young Widder Brown, Mon.-Fri., 4-5 p.m., Agency is Dancer-Fitzgerald-Sample, New York.

American Tobacco Co., New York, effective Sept. 28 for 13 weeks renews The Jack Benny Show, Sun.-Tues. p.m. Agency is Footes, Cone & Belding, New York.

International Harvester Co., Chicago, effective Oct. 5 for 52 weeks renews Harvest of Stars, Sun. 2:30-3 p.m. McCann-Erickson, New York, is agency.

Otto has found that not since the Ice Age has anything blanketed the north country the way KDAL does with its 6000 watts on that oh-so-favorable 610 frequency.

Maybe Otto's trapped in KDAL's coverage but so is one of America's richest markets. Contact AVERY-KNOODEL and learn why KDAL is a better buy now than ever.

**Pet Milk Renews**

PET MILK Co., St. Louis, effective Oct. 4 for 52 weeks Saturday Night Sereenade on CBS, Saturdays, 10-10:30 p.m. Pet Milk has sponsored the program on CBS since 1936 and since 1937 all of its consumer advertising has been placed on advertising on CBS exclusively. Company has also sponsored the Mary Lee Taylor program on CBS, Saturdays, 10-10:30 a.m. for the past 14 years. Agency is Gardner Adv., St. Louis.
There’s one thing similar in all of these businesses

Aircraft parts and equipment must go to consignees the fastest way. That’s why the aviation industry is such a large user of Air Express. Speed pays.

Ocean-fresh seafood, and choice fruits and vegetables are shipped to hotels all over the country by Air Express. There’s profit in it. Speed pays.

Builders and architects ship blueprints by Air Express daily. This speedy service is ideal and low cost for light as well as heavy shipments. Speed pays.

Speed pays in your business, too!

Air Express supplies the speed of delivery that’s vital to your business. Air Express goes even coast-to-coast overnight. And with faster planes and increased schedules, Air Express serves you better than ever today. Rates are low for shipments of most any size and weight. For example: 21 lbs. goes 900 miles for only $5.80. Use Air Express regularly:

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 32,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

There’s one thing similar in all of these businesses

Delay ‘Show of the Year’ Starting Date: 9 More Sponsors Needed

NINE program hurdles still bar the way to scheduling of Show of the Year, a series of 39 rebroadcasts of top quality shows originally slated by Sullivan, Stauffer, Colwell and Bayles to take to the air on Oct. 1 under the sponsorship of American Cigarettes & Cigar Co. (Pall Mall Cigarettes).

The program is a joint venture of the agency and AFRA, the latter standing to gain a $2,500 a week bonus for its cooperation in the deal. This money is to go to a special “Accident, Sickness and Unemployment Benefit Fund” for union members.

Revised starting plans now look to a Jan. 1 opening, by which time the agency and the union hope to be able to persuade sponsors of the necessary nine more shows to fall into line on program format.

Among those who declined to go along with the project were such advertisers as Standard Brands, General Foods and Kraft Cheese.

A Standard Brands executive pointed out that radio advertising was built for product association and that the company wanted to maintain its programs with its own sponsor identifications.

Calls Deal “Muddy”

Mrs. E. B. Myers, vice president of General Foods, said that the “deal” as presented to G. F. “was rather muddy.” She also explained that the company does allow its stars to make guest appearances but that if the entire show and format were to appear under another sponsor the product association would not be clear to the audience.

Although AFRA and SSC&B are planning to go ahead with the Show of the Year, the interested advertiser, Pall Mall, has notified its agency, Foote, Cone & Belding, New York, to renew its program.

Viking Disc Jockey

SOMETHING new has been added—in the fast-moving disc jockey world, that is. Beginning Sept. 27 Thor Krogh, formerly on the New York editorial staff of Broadcasting Magazine and a native of Norway, makes his debut as a Scandinavian platter-turner on WEVD New York, Saturdays, 8:30-9 a.m. Titled Viking Melodies, the new program will consist of continuity in both Norwegian and English and will present Scandinavian music. Mr. Krogh, whose new show already has six sponsors, including Scandinavian Airlines, soon will be joined on the program by his wife, Irene Krogh, who is currently studying Norwegian.

Swaringen, Sellars Join Staff of New 1-kw WPIT

Mr. Sellars Mr. Swaringen

APPOINTMENT of Charles C. Swaringen as commercial manager and Leo T. Sellars as director of public relations of the new WPIT, 1-kw daytime outlet on 730 kc at Pittsburgh, has been announced by station’s general manager, Jack Meridian.

Mr. Swaringen, who has had 22 years’ merchandising experience with Montgomery Ward & Co., is a partner of Mr. Meridian in ownership of WPIT. Mr. Sellars, active for more than a decade in Pittsburgh radio circles, was on the public relations staff of Westinghouse Electric Corp. until recently.

Three other appointments to the WPIT staff were announced by Mr. Meridian. Charles R. Duval, recently with WJPA, Washington, Pa., is a member of the sales force. Stanley Schilts is on the production staff and will be featured in a Mon.-Sat. 8-10 a.m. strip. Paul Kurtz, scholastic editor of the Pittsburgh Press, joined WPIT Sept. 7 to cover weekend athletic activities 12:15-12:30 p.m.

Radio Magazine

NEW RADIO magazine, Radio Best, appeared on the newsstands forthwith ago, in a big Life-size format, with photographs, radio pinups and radio and video features. Published bi-monthly in New York, the magazine contains cartoons, popularity polls and guide-to-listening. Highly popularized, it carries little technical or trade material. Editor is Edward Boley.
September 10 Decisions . . .

BY THE COMMISSION

Petition Granted

Wayne Bestg. Corp., Rochester, Minn., for new station at Fort Wayne, Ind. — Approved application; pending petition for reconsideration of decision, filed by National Broadcasting Co., and notice of hearing; set for new designated application for hearing; made available for BNA parties to proceed.

AM—810 kc

KCMO Kansas City, Mo., for new station at Springfield, Ill., 1490 kc 250 w.

Petition Granted

WADO Farmington, N. C., for new station at Farmington, N. C., 1450 kc.

Docket Case Action

September 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KGYW Hallock, Calif.—Mod. CP, as mod., which authorized new standard station at Yuma, Ariz., to change frequency, increase power, install new tower, and change location, for extension of completion date.

AM—1010 kc

Guilford Shores Bestg., Clearwater, Fla., for new station at Clearwater, Fla., 1510 kw 10 kw D.

Modification of CP

WMBR Jacksonville, Fla.—Mod. CP, as mod., which authorized new standard station at Jacksonville, Fla., to change frequency, increase power, install new tower, and change location, for extension of completion date.

AM—1450 kc

Bower Implement Co., Breckenridge, Minn., for new station at Breckenridge, Minn., 1450 kw 250 w D.

AM—1240 kc

Continental Bestg. Corp., Albuquerque, N. Mex.—CP new station at Santa Fe, N. Mex., 1240 kw 250 w D.

AM—900 kc

Moore County Bestg. Co., Dumas, Tex.—CP new standard station 900 kc 250 w D.

AM—1240 kc

Hopewell Bestg. Co., Inc., Hopewell, Va.—CP new standard station 1240 kw 250 w D.

AM—900 kc

Sandusky Bestg. Co., Sandusky, Ohio, for new station at Sandusky, Ohio, 900 kw 250 w D.

AM—1240 kc


AM—1240 kc

Approved decision; pending application of Standard Tobacco Co., for new station at Mayville, Ky., 1240 kw 250 w un., cond.

AM—1240 kc

Approved proposed change of location of standard station at Brooklyn, N. Y., to 1240 kw 250 w un., cond.

AM—1490 kc


500 w D. AMENDED to change type trans. Mod. of CP

WLOF Orlando, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new tower, and change location, for extension of completion date.

WBAY Savannah, Ga.—Mod. CP, as mod., which authorized change frequency, increase power, install new tower, and change location, for extension of completion date.

AM—1490 kc

WOMI Oswego, N. Y.—CP install new vertical ant. and mount FM ant. on AM tower. License for CP

WEBW Bismarck, N. D.—License to cover CP, as mod., which authorized new standard station and for change of station location and authority to determine operating power by direct measurement of ant. power.

(Closed on page 69)
Hermer Lache has been appointed broadcast studio supervisor of WTMJ and WAMI, Milwaukee. He will assist Bill Herral, chief engineer, in supervising studio technical operations for the stations.

Harvey J. Aderhold, former chief engineer at WJW in Cleveland, Ga., for 13 years, has been appointed chief engineer at WCON, new station under construction at Atlanta, Ga.

Robert V. Nicholas has been appointed supervisor of technical operations for KXOK and KXOK-FM St. Louis. His responsibilities also will encompass all engineering of station's facsimile and television activities.

William Pickerill, who worked on installation of KBST Santa Barbara, has been chief engineer for KVVC, new 1-kw station on 1590 kc which expects to begin operations at Ventura, Calif. by Oct. 1.

General Electric Co., Electronics Dept., Tube Division, Schenectady, N. Y., has developed three new nine-pin miniature tubes, 6T8, 19T8 and 1AT7, for use in TV and television receivers. 6AT7 is miniature type twin triode designed for use as grounded-grid radio-frequency amplifier or as frequency converter at frequencies below about 300 mc. Both triode tube types 6T8 and 19T8 contain three high-pervenance diodes and a high-mu triode in same envelope.

Ken Tait, formerly of CBS Sudbury, has joined Grey Toronto, as control operator.

Vicor Sireno has joined the technical staff of WGAT Atlanta, N. J.

Mryle Casey has joined the engineering staff of WKBW Springfield, Ohio.

W. H. Doherty, radio development engineer of Bell Telephone Laboratories, has accepted invitation to attend celebration in Rome of the 50th anniversary of Guglielmo Marconi's basic discoveries in radio. Mr. Doherty will present a paper titled "Linear Power Amplifiers in American Broadcasting" before the Italian National Council of Research during the Marconi celebration, which will extend from Sept. 28 to Oct. 5.

Lacy L. Dawsins, formerly with Westinghouse Electric Corp., has been named assistant chief engineer of WPFFE Raleigh, N. C.

Henry R. Graham has joined engineering staff of WDHP Rock Island, Ill.

Western Electric Co., New York, has developed new Type 275 and 376 relays, making possible greater accuracy and dependability of high speed switching operations under adverse atmospheric conditions. Relays are electrical circuit elements featuring small size, high sensitivity and constancy of operating characteristics and are distributed by Graybar Electric Co.

KGLI San Fernando, Calif., has agreed to terms with IBEW Hollywood, Local 8, chief technician minimum of $74.80 weekly. Deal arranged between Westinghouse and Oil Platform, president and general manager of station.


Vojce's New Far East Beam Starts in Manila

New beam to Far East has gone into operation carrying the "Voice of America" from a 50-kw transmitter in Manila, relaying programs originating in Honolulu.

State Dept. officials claimed the new station in effect moves listening posts in Asia 6,000 miles closer to the point of origination, and delivers a signal with no fading or interference. The new transmitter will broadcast on a six-hour daily schedule to Japan, Korea, China, Siam, Rangoon, British India and the Netherlands East Indies.

In a broadcast to the "Voice's" listeners in Asia, Assistant Secretary of State William Benton pointed out that not more than 3 or 4% of all the world's receivers are in the Far East where a large proportion of the world's population resides. He expressed the hope that there will be mass production and distribution of "millions of rock-bottom-cost receiving sets for the homes of the Far East."

Ccny Offers Courses in Radio and Video

Radio and Television courses are being offered by the Evening and Extension Division of the City College School of Business, New York, beginning Sept. 22.

Conclude: Scriptwriting, taught by Jeff Seiden, head of consultant department, WRNY, THk 6:40-7:50 p.m., or Thursday, 6:10-7:50 p.m., or Friday, 6:10-9:10 p.m., fee $14; Survey of Radio and Television, Elisea Landi, stage and screen, Thursday, 6:30-9:30 p.m., fee $15; Advanced Speech for Radio and Television, Robert G. Smokey Mountain Broadcasters, Mr. Wallace. The new RCA Victor mobile unit is showcasting at Canadian National Exhibition at Toronto, Aug. 22-Sept. 6, RCA officials disclosed last week.

Prime Minister Mackenzie King was included among prominent Canadian broadcast personalities at Canadian National Exhibition at Toronto. Among television receivers used in the demonstrations were the new RCA Victor 605TS table models and the new RCA five-in-one unit. The RCA staff at the exhibition was headed by Richard H. Hooper, promotion manager, and Joseph A. Jenkins, producing director.

Drax Spot Drive

S. C. Johnson and Sons Inc., Racine, Wis. (wax products) will launch spot campaign in West Coast markets to introduce new spot product, Drax. Needham, Louis and Brorby, Chicago, has ordered five-week participating spots for 13-week contract, with following stations—KIEK Eureka, Calif., KFJ Los Angeles, KFRC San Francisco, KFJ Klamath Falls, Ore., KMED Medford, Ore., KGW Portland, Ore., and KIRO Seattle.

75,000 Watch RCA Video At Canadian Exhibition

More than 75,000 Canadians got their first look at television when RCA Victor mobile equipment went on exhibition at Canadian National Exhibition at Toronto, Aug. 22-Sep. 6, RCA officials disclosed last week.

WJr Uses the *Dynamic Noise Suppressor!

Recorded musical programs emanating from WJTR Detroit make grand listening thanks to wise programming—and the *Dynamic Noise Suppressor. The *Dynamic Noise Suppressor helps eliminate needle scratch and bass rumble in musical recordings.

The product of more than 15 years of research and testing by its inventor, Hermon Hosmer, the *Dynamic Noise Suppressor is now used in more than 60 U. S. radio stations. If your station is not equipped with a *Dynamic Noise Suppressor, send for descriptive folder and prices today.

*Licensed under Hermon Hosmer Scott patents pending.

Recorded musical programs originating at this specially-designed transcription machine of WJTR Detroit, are safe-guarded against surface noise and bass rumble by the *Dynamic Noise Suppressor in the Control Room. Result: vastly improved quality in all WJTR recorded musical programs.
Install Master TV
In Two New York Apartment Buildings

MASTER television reception systems are being installed in apartment buildings under construction at 47 E. 87th St. and 15 E. 91st St., New York, Sol Sagall, president, Intra-Video Corp., and Robert Dowling, president, City Investing Co., which is erecting the apartment houses, announced jointly a fornight ago. The installations are the first of their kind.

The Intra-Video system, providing for video programs in each apartment through individual antennas for each video station in New York plus one for FM reception, was approved by the technical committee of Television Broadcasters Assn. earlier this year after the committee had witnessed a demonstration of simultaneous reception on a score of receivers of various makes and types at the company's headquarters.

John Wanamaker, New York department store, is also installing an Intra-Video system for use in demonstrating its model video receivers to the public, it was announced. The store will act as sales representative for the Intra-Video reception system in the Manhattan area.

L. Bamberger Co. is the outlet for the antenna systems in Northern New Jersey and arrangements are under way with stores in Brooklyn and Queens for similar demonstration and dealer set-ups, it was said.

Cost of the Intra-Video installations in the new apartment buildings was put at approximately $80 an apartment in the 60-apartment structure on 87th St. and about $10

THIS IS FIRST FM contract on KBUR Burlington, Iowa, so it's an event as the station arranges for broadcast of local high school and junior college football games. Taking part are (1 to r): seated—Glenn L. Bennett, vice president of Bennett's Car and Home Supply, Burlington, sponsor, and Gerard B. McDermott, KBUR general manager; standing—Paul V. Hudgel, of Bennett's sales department; Robert W. Frudeger, KBUR sales manager; Joe A. Dwarza, of Bennett's sales department; I. C. Haugen, of Bennett's sales department.

New $19.95 FM Converter
Is Demonstrated in N. Y.

THE MECK FM Converter, designed by Meck Industries, Plymouth, Ind., was given its first New York demonstration at the Gotham Hotel fornight ago.

Deliveries of the converter, priced at $19.95, were scheduled to begin last week, according to John Meck, the firm's president. A two tube affair measuring 5½ by 7 inches and weighing less than two pounds, the converter was developed in conjunction with the Hazeline Laboratories, Mr. Meck said. It uses a new regenerative circuit and may be used to tune in all FM stations on the high band.

Converter also was demonstrated at FMA convention at New York's Hotel Roosevelt.

WBKB New York on Sept. 11 telecast motion pictures of the Island Queen excursion steamer disaster in Pittsburgh Tuesday, Sept. 8 through help of Pittsburgh movie takers who responded to a request broadcast by WJAH, CBS affiliate in Pittsburgh, that any one with films of the disaster contact CBS television department. Sixteen respondents were asked to send films to New York where films were used as part of regular Thursday night video news program.

KDYL-FM Begins

UTAH'S Governor Herbert B. Maw and Salt Lake City Mayor Earl J. Glade took part in a brief dedicatory program as KDYL-FM Salt Lake City officially took the air Sept. 14. Owned by the Intermountain Broadcasting Corp., the station is operating six hours daily on Channel 254, 98.7 mc, with 1 kw power.

KBUR Burlington, Iowa, takes on KBUR Burlington, Iowa, so it's an event as the station arranges for broadcast of local high school and junior college football games. Taking part are (1 to r): seated—Glenn L. Bennett, vice president of Bennett's Car and Home Supply, Burlington, sponsor, and Gerard B. McDermott, KBUR general manager; standing—Paul V. Hudgel, of Bennett's sales department; Robert W. Frudeger, KBUR sales manager; Joe A. Dwarza, of Bennett's sales department; I. C. Haugen, of Bennett's sales department.

Install Master TV
In Two New York Apartment Buildings

MASTER television reception systems are being installed in apartment buildings under construction at 47 E. 87th St. and 15 E. 91st St., New York, Sol Sagall, president, Intra-Video Corp., and Robert Dowling, president, City Investing Co., which is erecting the apartment houses, announced jointly a fornight ago. The installations are the first of their kind.

The Intra-Video system, providing for video programs in each apartment through individual antennas for each video station in New York plus one for FM reception, was approved by the technical committee of Television Broadcasters Assn. earlier this year after the committee had witnessed a demonstration of simultaneous reception on a score of receivers of various makes and types at the company's headquarters.

John Wanamaker, New York department store, is also installing an Intra-Video system for use in demonstrating its model video receivers to the public, it was announced. The store will act as sales representative for the Intra-Video reception system in the Manhattan area.

L. Bamberger Co. is the outlet for the antenna systems in Northern New Jersey and arrangements are under way with stores in Brooklyn and Queens for similar demonstration and dealer set-ups, it was said.

Cost of the Intra-Video installations in the new apartment buildings was put at approximately $80 an apartment in the 60-apartment structure on 87th St. and about $10

THIS IS FIRST FM contract on KBUR Burlington, Iowa, so it's an event as the station arranges for broadcast of local high school and junior college football games. Taking part are (1 to r): seated—Glenn L. Bennett, vice president of Bennett's Car and Home Supply, Burlington, sponsor, and Gerard B. McDermott, KBUR general manager; standing—Paul V. Hudgel, of Bennett's sales department; Robert W. Frudeger, KBUR sales manager; Joe A. Dwarza, of Bennett's sales department; I. C. Haugen, of Bennett's sales department.

New $19.95 FM Converter
Is Demonstrated in N. Y.

THE MECK FM Converter, designed by Meck Industries, Plymouth, Ind., was given its first New York demonstration at the Gotham Hotel fornight ago.

Deliveries of the converter, priced at $19.95, were scheduled to begin last week, according to John Meck, the firm's president. A two tube affair measuring 5½ by 7 inches and weighing less than two pounds, the converter was developed in conjunction with the Hazeline Laboratories, Mr. Meck said. It uses a new regenerative circuit and may be used to tune in all FM stations on the high band.

Converter also was demonstrated at FMA convention at New York's Hotel Roosevelt.

WBKB New York on Sept. 11 telecast motion pictures of the Island Queen excursion steamer disaster in Pittsburgh Tuesday, Sept. 8 through help of Pittsburgh movie takers who responded to a request broadcast by WJAH, CBS affiliate in Pittsburgh, that any one with films of the disaster contact CBS television department. Sixteen respondents were asked to send films to New York where films were used as part of regular Thursday night video news program.

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Covers Boat Explosion
ALMOST simultaneously with the explosion of the big river steamer, Jelene, on the Pittsburgh water front Sept. 9, WWSW, Pittsburgh interrupted its regular broadcast and broke the news to the city. Within five seconds after the explosion of the Jelene, WWSW began broadcasting the story. Located in the Keystone Hotel only two blocks from the river front, the WWSW studios made an ideal vantage point for the telling of the tragedy. In addition to the coverage from the studios, a crew of WWSW engineers and announcers took a field recorder to the scene and interviewed survivors as they were brought off the boat. Complete report of the story was fed to WHR Harrisburg and a casualty list and story was fed to WKY Cincinnati. Survivors were brought to the WWSW studios and interviewed, and reports from the scene were carried by WWSW throughout the afternoon.

N. Y. Video Workshop
FALL TERM of the Television Workshop of New York began last week, with the largest number of out-of-town students in its history, the school announced. Instructors include Rudy Bretz of CBS television; Max Fleischer, producer of animated films; Chet Kulesza, television production supervisor at BBDO; Edward Stashak, supervisor at WNYE; Peter Strand, Television Workshop writer-producer; Vanc Hallack, program manager and script editor; Tom Wright, research coordinator at BBDO; Judy Dupuy, editor, and Irwin A. Shane, publisher of Television. Guest lecturers include Lee Cooley, Charles Durban, Jose Di Donato, Bud Gamble, John Reed King, Harvey Marlowe, James McNaughton and Richard Rawis.

1-KW WARC ROCHESTER ON 950 KC JOINS ABC
WARC, 1-kw fulltime outlet on 950 kc at Rochester, N. Y., planning to start operations Nov. 1, will become an affiliate of ABC, according to Samuel W. Townsend, president of the licensee, WARC Inc., and manager of the station. Mr. Townsend, a Navy veteran with 22 years continuous service as a radioman in the U. S. Naval Reserve and a total of 26 years experience in radio, said WARC is taking over the studio and office space in Rochester's Hotel Sheraton formerly occupied by WHAM. WHAM is moving to its Radio City building on the Strongberg-Carlson Co. grounds. The WARC station, which is located on a farm at Brighton, N. Y., Key men on the WARC staff, in addition to Mr. Townsend, are Frederick Reed, former radio talent buyer with Ruthrauff and Ryan, program director and production manager; Robert Emch, associated with Mr. Townsend for nine years; Mr. Reed, general manager, and Harland M. Evans, of Pittsford, N. Y., commercial manager. Stockholders and officers include Mr. Townsend, president and treasurer; Mr. Reed, general manager of WFIL Philadelphia, vice president; Stuart M. Frame, Rochester business man, vice president, and Wanda E. Townsend, secretary.

WARC will be represented nationally by the Katz Agency Inc., New York.

DANGER OF DROP IN U. S. Radio Exports Minimized
THE DANGER of a sharp drop in exports of American-made radio sets was minimized last week by John E. Burke, chairman of the export committee of the Radio Manufacturers Assn. Mr. Burke spoke at a two-day meeting of the RMA export managers at the Hotel Roosevelt in New York.

Mr. Burke explained that the leveling-off of receiver exports in recent months was due to a scarcity of dollar credits in European countries, embargoes instituted by nine South American republics, and also because of monetary exchange difficulties. He disclosed that the RMA plans to institute an "educational program" to convince foreign buyers that radio receivers are an essential commodity and therefore should be imported freely. At the same time, the RMA will point out to foreign customers that American radio manufacturers can turn out sets for export that are better made and less expensive than receivers being made abroad.
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September 22, 1947 • Page 58-A
FMA Convention

(Continued from page 48)

never have to believe that."

The congressman disclosed also that Mr. Petrilio has promised to sign an agreement, effective Sept. 20, permitting school and service musical groups to record and broadcast as they had before the AFM banned such activities by non-union musicians.

At the luncheon meeting Maj. E. H. Armstrong, inventor of FM, was presented with a scroll by President Hofheinz as the first lifetime member of the FMA.

At the first annual FMA banquet in the Roosevelt's grand ballroom Friday night, Mr. Hofheinz announced the award of FMA scrolls to the following: Jack Gould, "militant radio editor of the New York Times" for his services to the FM industry; Rep. Carroll Kears, for his legislative efforts on behalf of the industry during 1947; Cyril M. Braum, chief, FM Broadcast Division of the FCC; Wisconsin U., for establishing the first non-commercial FM network; Mr. Dillard, for establishing the first commercial FM network; Jerry Rankin, radio editor, Billboard, presented that magazine's publisher awards; Earlier at Bedford, Mass., W122 Wilkes-Barre, Pa., and WKNB New Britain, Conn.

FM Consciousness

Mr. Dillard later addressed the banqueters in a speech which was carried on the Continental Network. He declared that a tour of New York stores had convinced him that the country's largest city "is now FM conscious," and said that radio-wise, as New York goes so goes the nation. He predicted that many regional FM networks soon will be in operation, and disclosed that further expansion of Continental, possibly to Chicago and to Florida, is imminent.

Mr. Dillard's speech was followed by the first commercial broadcast over an FM network, the Stromberg-Carlson Treasury Music, featuring a program by the 50-piece Rochester Civic Orchestra originating in the Continental Network studios of the sponsor's station, WHPM Rochester. Major Armstrong addressed the radio audience in a local cut-in. The FM inventor told of Stromberg-Carlson's pioneering in FM set production, in 1939, and declared: "One thing is certain, nothing can stop FM now!"

Dinner meeting also was addressed by Paul A. Walker, FCC vice chairman, who promised that the Commission will work to make holders of FM construction permits either act promptly or forfeit those grants. FM has "no room for the dog in the manger," he declared [Broadcasting, Sept. 15]. Continental Network also carried Commissioner Walker's talk.

Max F. Balcom, president, Radio Manufacturers Assn., told the meeting that the manufacturers have a big stake in FM as well as the FM broadcasters, and gave an encouraging picture of increased production of FM receivers [Broadcasting, Sept. 15].

After the formal meeting Friday night many FMA broadcasters who had expressed interest in affiliation with Continental remained behind while Mr. Dillard and Hudson Eldridge, business manager of the network, explained their organization's operation and distributed affiliate application forms.

Clinic on Selling FM

At a Saturday morning clinic on "Selling FM—Here's How," Mr. McNulty, WMCP Baltimore, pointed out that while FM sets are not so numerous as AM, the FM receiver is usually in the living room and therefore the most important set in the house. He said today's FM owners are the most discerning members of the upper income group, preferring a good market for quality merchandise with a minimum of waste coverage.

E. Z. Jones, WBBI-FM Burlington, N. C., described the success his station has had by using novelty advertising, such as painting the call letters on girls' legs, paying parking meter fees for motorists, etc.

Joe Stovall, WKRC Cincinnati, described the overall national handling operation which that station offers its advertisers, including two daily broadcasts, newspaper ads, car cards and outside car posters, point-of-sale reminders, a fan magazine distributed by 2,000 retail grocery and drug stores, plus special merchandising to dealers. WKRC's new FM station, WCTS, will follow the same plan of client cooperation, he said.

Bill Bryan, KMUS Muskogee, Okla., stressed the importance of good programming if FM set owners are also to be regular FM listeners, stating that good local sports and news coverage are putting FM over in many localities. George Arnold, Jr., WTAD-FM Quincy, Ill., urged FM broadcasters to avoid duplication of AM programs, explaining that his station is scheduled competitively to its AM affiliate, "if they don't listen to WTAD we want them to listen to WTAD FM," he said.

Saturday afternoon, closing day of the convention, more than 100 FM broadcasters were taken in busses from convention headquarters at the Roosevelt to Alpine, N. J., site of Major Armstrong's pioneer FM station and research laboratory, for a tour of inspection.

MASS BROADCAST


The mass was to celebrate the silver anniversary of the founding of the Monastery of the Mother of God. A special altar for the occasion was built in front of the monastery at a cost of over $25,000.

Telephone lines were run from the road to the rear of the altar, all lines running underground. WACE's engineers and broadcast equipment were located so strategically that they could not be seen by the congregation but could pick up the entire mass. Eight microphones were used for the two hour mass which included singing by the Diocesan Priests Choir of seventy voices.

In charge of technical arrangements was Ralph J. Robinson, WACE chief engineer.

WINTER PROGRAM plans of KTSM El Paso, Tex., get a going-over as Karl Wyler (center), vice president and general manager of the station describes them to visiting executives from NBC's Western Division in Hollywood. L to r: Lou Frost assistant to Sidney N. Strotz, NBC vice president; Mr. Wyler; Jennings Pierce, public service and station relations manager of the Western Division. The network joined in a citywide celebration of KTSM's 18th anniversary and programs dedicating station's new $180,000 building.
IN THE PUBLIC INTEREST

Fund for Playground

DOOR-TO-DOOR campaign has been conducted by citizens of Midwood, N. C., suburb of Charlotte, in an effort to raise money for a much needed playground for the community. This campaign resulted in about one-fifth of the needed amount and the playground seemed doomed to failure until officials of WBT Charlotte stepped in and offered assistance. WBT began its part of the drive Sept. 10 with a discussion of the project on What's On Your Mind, a weekly half-hour broadcast devoted to civic problems. Further plans include scheduled five-minute talks by local ministers, school leaders and parents; spot announcements of the needed amount, and various appeals by WBT talent groups. Charles H. Crutchfield, WBT general manager, says "If we can assist one community in reaching this goal—and I'm sure we can—our efforts will not only help encourage other communities to embark on similar projects."

Friends for Irish Bride

DURING a recent broadcast of the CBS Hint Hunt program, Chuck Acee, m.c., interviewed Mrs. Julie Searles of Ireland, who had been in this country less than two months. She was invited to participate as the "newest bride" contestant, and told the audience that, though she was happy to be in this country with her new husband, she was homesick and lonesome for friendship with other Irish girls. Four other Irish war brides who were listening, telephoned WBBM Chicago, CBS outlet, and left their phone numbers for Mrs. Searles. Thanks to Hint Hunt, the Irish War Brides' Club of Chicago is now being organized.

Citizenship Awards

OUTSTANDING contributions made by Maryland citizens to the progress and welfare of their state and nation will be recognized by WBAL Baltimore, in a series of "awards for outstanding achievement." Awards will be in the form of plaques and will be presented to those citizens who have contributed to the health, happiness and progress of mankind, by the judgement of a committee who will pass on those deserving the honor. Awards will be presented for progress in realms of activity including education, government, civic activities, social welfare, agriculture, science, medicine, art, music, drama, literature, women's activities, business and industry. Presentation of the awards will be made with appropriate ceremonies on dates to be announced.

Recruits Blood Donors

AID of radio in obtaining blood donors at times of crisis was again demonstrated recently by WIP Philadelphia and WPIK-WPIK-FM Alexandria, Va. Officials of Cooper Hospital, Camden, N. J., needing blood for a patient, contacted Camden police, who in turn called Philadelphia police to send a squad car to WIP at 3:53 a.m. to ask Joe McCauley of the station's all-night "Dawn Patrol" show to air the story. Mr. McCauley had broadcast three announcements when the hospital called and asked him to discontinue the appeal as innumerable offers had been received. On Sept. 9 the Circle Terrace Hospital in Alexandria called WPIK and WPIK-FM with a similar problem. An announcement was put on the air immediately and repeated a few minutes later. The response was so great there, that a third announcement was aired asking that no more calls be made to the hospital as sufficient donors had responded.

AB DURHAM, N. C.'s mayor, W. F. Carr, pushed a button, WHHT, the city's MBS affiliate commenced full-time operation on Sept. 7. WHHT had been a daytimer since it took the air Aug. 6, 1946. Participating in the inaugural ceremony (1 to r): Kenneth Beach, board, station manager; Harold H. Thoms, owner of WHHT, and Mayor Carr.

Aids 'Parade of Dimes' Campaign

AIDS 'Parade of Dimes' CAMPAIGN of the Canadian Legion "Parade of Dimes" was promoted by CKVL Verdun with the staging of a Housewives Holiday program from a stage on the local square. Members of the staff interviewed persons in the crowd, and Corey Thomson, CKVL station manager, in a complete chef's outfit, made and sold pancakes to the highest bidders. Over $150 was raised by the station for the fund.

Fire Prevention Drive

IN AN EFFORT to forcibly demonstrate the great cost of fires to the city alone, WLOW Norfolk, Va., with the cooperation of the director of public safety and the Norfolk Fire Dept., Sept. 1 taped over all speedometers of the Fire Dept. vehicles so that the mileage could not be determined. Tape will be removed at midnight on Sept. 30, and the people will be advised of the total number of miles the Norfolk Fire Dept. has travelled in the city during the month. Each day false alarms and fires of carelessness are broadcast in a report which also gives the cost of such unnecessary trips. To further interest, WLOW is awarding a 1947 Majestic radio-phonograph to the listener who guesses closest to the total number of miles the Fire Dept. travelled during the month.

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RWG AND 3 NETWORKS DELAY CHICAGO TALKS

CONFERENCES between Chicago Radio Writers Guild and ABC, NBC and CBS have been postponed several weeks, Ben Meyers, Chicago RWG counsel, has announced.

The attorney took issue with network stand that the Guild does not represent a majority of continuity writers at NBC, declaring that it represents a majority at each of the networks involved and that they (the networks) "had been malingering" pending effectiveness of Taft-Hartley Act. An NBC spokesman had indicated earlier that the network would be willing to consider any RWG proposals when the union was able to comply with Taft-Hartley majority provisions. Guild has been able in the past to effect contracts without recourse to elections to prove its representation.

Mr. Meyers declared that the Guild has been attempting to negotiate contracts for more than a month now and that responsibility for continual postponement lies with the networks who apparently, he said, want to bring the matter before the NLRB. Approximately a dozen continuity writers are employed by the three networks in Chicago.

FCC'S ORDER calling a hearing on radio's right to editorialize brought prompt reaction from two Washington, D. C., newspapers. The Post, affiliated with WINX Washington, saw editorial opinion on the air as "already far advanced" and cautioned broadcasters to use their freedom well.

Frank C. Waldrop, Times-Herald columnist, was more militant. Quoting from FCC's order on the hearing, he declared: "That, for unmuzzled gall, just about surpasses any censorship project the government has ever undertaken in war or peace. If radio doesn't spit in the FCC's eye for that one it will deserve exactly what will then happen to it."

The Post ascribed the Mayflower doctrine to scarcity of frequencies, but foresaw the time—"no doubt soon"—when supply will exceed demand. The editorial added: "Of course when every applicant for a radio license can be granted one, the role of the FCC will be greatly simplified. Licenses, like second-class mailing privileges, can be extended automatically to all who meet certain simple standards of decency. In that day, broadcasters, we think, should be quoted as free as publishers to advocate any cause or candidate they favor. Radio stations are already nearly as numerous as newspapers. Their numbers ought to assure that diversity which is the best possible protection of the public interest."

We fancy in any case that the development of editorial opinion on the air will come gradually. It has been coming gradually for a long time and is already far advanced. Broadcasters need not be too impatient for complete freedom. Their concern must be to use it well."

Mr. Waldrop queried pointedly in his Times-Herald column:

Wherein does it violate the public interest, necessity or convenience for a radio station to try to influence people's mind? Members of the FCC do it. Presidents do it. Senators do it. Members of the House do it. Braggart cowboys and cracker-barrel philosophers do it.

We have a political country here and a national habit of chewing the fat on any and all occasions. Why is it all right for a Roosevelt or a Truman or a Taft or a Dewey to take a national hook-up and be advocates of philosophy that, but not all right for a radio station operator to have his own little try at the game? . . . If radio will only shoot a little lighted blood into its veins and take on the FCC in a knockdown-dragout battle to the death for freedom of speech, it will win.

NEW SPONSOR for Vox Pop, which opens its 16th year Oct. 1, is American Express Co., whose vice president in charge of financial sales, Harry Stetser (seated, 1) explains to principals and staff members of show and to sponsor and agency representatives how company plans to use Vox Pop as first coast-to-coast radio promotion of Travelers Cheques. Show heard Wed., 8:30 p.m. (EST), will be carried by 167 ABC stations, and first program will be aired from WCAE Pittsburgh. Seated (1 to r): Mr. Stetser; Parks Johnson and Warren Hull, Vox Pop stars; Bryan Warman, account executive of J. M. Mathes, agency which arranged sponsorship deal. Standing (1 to r): Buzz Willis, of Vox Pop staff; Harry Ommerie, of A. S. Lyons, Vox Pop agents; John Bates, Mathes radio director; Robert R. Mathews, general manager, American Express advertising department; Wilfred S. King, vice president and general manager of Mathes.

ON RADIO EDITORIALIZING

"Post" Cautions Broadcasters To Use Their Freedom

Well; Waldrop Suggests Splitting at FCC

CAB Board Meet

BOARD OF DIRECTORS of Canadian Assn. of Broadcasters is to meet at Toronto on Oct. 27 and 28. Agenda will include picking 1948 national convention dates and place. It is understood that board will discuss holding convention at Marquis Richelieu, Murray Bay, Que., early in June. Other questions to come up will be results of CBC board of governors meeting at Calgary, Sept. 17, and recommendations made by Parliamentarian Committee regarding three year licenses and increased license fees.

THE FOUR staff writers of the Jack Benny program, sponsored by American Tobacco Corp., Sundays on NBC, have signed up for their fifth successive year on the show, which returns to the air Oct. 5. Writers are Sam Perrin, Milt Jacobsberg, George Balser and John Tackaberry.

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Applications Cont.:  

AM-1450  

KFGF Shreveport, La.—Offers CP for new station for exchange of current "Sh records," which authorized increase power, install new trans., and DA-DA and change trans. and studio locations, to specify studio location and authority to determine operating power by direct measurement of new CP.  

KIER Fort Wayne, Ind.—Mod. CP which authorized new standard station, for extension of commencement and completion dates.  

WWER EL, Miss.——Mod. CP as mod. which authorized installation of new trans., for extension of completion date.  

License for CP:  

KNEW Boise, Idaho.—License to cover CP, as mod. which authorized increase power, install new trans., and DA-DA and change trans. and studio locations, to specify studio location and authority to determine operating power by direct measurement of new CP.  

KFCB Cheyenne, Wyo.—Authority to determine operating power by direct measurement of new CP.  

KSMO-FM San Mateo, Calif.—Mod. CP, as mod. which authorized new FM station for exchange of current "KSMO" to change trans. site, ant. height above average terrain to 100 ft., and change commencement and completion dates.  

WFMF Chicago—Mod. CP, as mod. which authorized new FM station to change type of station, and ant. height above average terrain to 100 ft., and change commencement and completion dates.  

WFGS Freeport, III.—Mod. CP which authorized new FM station for extension of completion date.  

WTCH-FM Minneapolis—Same.  

WFMF Madison—Mod. CP.  

WIST Charlotte, N. C.—Same.  

WPAJ-FM Fort Worth, Texas—Same.  

KMWU-MJ Minneapolis—Same.  

KRLC-AM Beacon, N. Y.—Same.  

KIDK Dallas, Tex.—Same.  

WBCD Richmond, Va.—Same.  

WLRB-FM Columbus, Ohio—Same.  

WDUL Superior, Wis.—Same.  

Assignment of CP  

WFHR-FM Wisconsin Rapids, Wis.—Voluntary assignment of CP, as mod. which authorized CP to as Wm. F. Huffman Radio Inc.  

Remote Pickup  

Radiochic Columbus, Ohio—CP new remote pickup station on 152-162 mc, power 50 kw, 14.2 days and hours in accordance with Sec. 4.403.  

KRLD Radio Corp., Dallas—CPs two new relay stations on 1567.75, 158.4, 159.3, 161.1 mc, power 10 kw, 14.2 days in accordance with Sec. 4.403.  

TV—174-180 mc  

The Yankee Network, Boston—CP new commercial television station, Channel 7, 174-180 mc, power 6 kw, 12 kw.  

September 11 Decisions . . .  

JOCKET CASE ACTIONS  

AM-1250  

The Commissions announced proposed decision looking toward denial of applications for new CP in Boston, Mass., for new stations at Milton, Mass., and Medford, Mass., on 146.2 mc, power 1 kw, 12 kw, 14.2 days in accordance with Sec. 4.403.  

TV—174-180 mc  

The Yankee Network, Boston—CP new commercial television station, Channel 7, 174-180 mc, power 6 kw, 12 kw.  

EXCESS INSURANCE  

COVERING LIBEL AND SLANDER  

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your broker do so.  

EMPLOYEES REINSURANCE CORPORATION  

INSURANCE EXCHANGE BLDG., KANSAS CITY, MISSOURI  

GLEN LAGAN star of  

FOREVER AMBER (the picture everyone is waiting for)  

and Many Others  

20th Century-Fox Pictures  

"MYSTERY IS MY HOBBY"  

now available transcribed at these amazingly low prices:  

Population  

Price  

Under 10 M. . . . . . . . . . . . . . . . . 75.0 Net  

10-15M. . . . . . . . . . . . . . . . . 100.0  

15-25M. . . . . . . . . . . . . . . . . 150.0  

25-40M. . . . . . . . . . . . . . . . . 200.0  

40-65M. . . . . . . . . . . . . . . . . 250.0  

65-100M. . . . . . . . . . . . . . . . . 350.0  

100-150M. . . . . . . . . . . . . . . . . 400.0  

150-300M. . . . . . . . . . . . . . . . . 450.0  

300-500M. . . . . . . . . . . . . . . . . 500.0  

500-750M. . . . . . . . . . . . . . . . . 625.0  

750-1 Million . . . . . . . . . . . . . 750.0  

1 Million—750.0  

Detroit . . . . . . . . . . . . . . . . . 100.00  

San Francisco . . . . . . . . . . . . . 100.00  

Philadelphia . . . . . . . . . . . . . 125.00  

Chicago . . . . . . . . . . . . . . . . 200.00  

30 Half-hour Programs  

LAWSON PRODUCTIONS  

6700 Sunset Blvd.  

Hollywood 28, Calif.  

MYSTERY IS MY HOBBY  

the radio show that earned a 9.1 HOOPER  

on NBC West Coast Network  

STARRING  

GLENN LAGAN   

(Forever Amber)  

September 22, 1947  

Page 69  

BROADCASTING • Telecasting  

FCC Actions (Continued from page 65)
Now... a deluxe

The number of units depends upon the size of your station

Camera Monitor Section (One for each studio and film camera)

Program Monitor Section

Preview Monitor Section

Camera Control Unit

Camera Switching Unit

On-the-Air Camera Switch

Housing End Section (Left End)

Housing End Section (Right End)
for smooth video programming

Includes every practical facility and refinement for monitoring, dissolving, fading, and switching.

Here's the console that puts all electronic aspects of television programming "under control." It is already in production at RCA.

It contains everything needed to monitor, control, and switch the outputs of several studio cameras, film cameras, and network lines. Ten-inch Kinescopes provide for direct picture monitoring; five-inch oscilloscopes for checking video signal components. It's easy to increase picture brilliance, adjust contrast and focus, and provide proper shading.

Complete switching facilities centralize the selection of all video program material...permit push-button control of closeups, long shots, film commercials, station breaks, fades, dissolves, wipes, special effects, and network programs.

Engineered with an eye to the future:
The number of units in the video console depends upon the size of your station. RCA's "add-a-unit" design gives you a compact, unified console, whatever your requirements...permits easy and economical addition of extra units as your station expands...without discard of any original equipment.

To co-ordinate all programming directions, provision has been made for telephone communication between key studio personnel and console operators.

This console, we believe, is a real contribution to convenient video control...another step by RCA to assure smoother studio programming...more interesting, more dramatic telecasting. We'll be glad to make specific recommendations for your station. Write Dept. 18-I.

Normally, two operators handle a 5-monitor console...one selects the "on-the-air" signal at the request of the program director; the other has technical control of the individual cameras.

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

In Canada: RCA VICTOR Company Limited, Montreal
PIONEERING IN KANSAS CITY SINCE 1942

— NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET —

O. R. WRIGHT SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

49.5%
of all Iowa radio families
"LISTEN MOST" to

WHO
(during daytime)

11.4% to Station B!

50,000 Watts DES MOINES

Free & Peters, Inc. Representatives

Page 72 • September 22, 1947

Bill Lamar, former assistant public relations manager for San Antonio "Transit Co., has joined KTBA San Antonio promotion and merchandising manager.

Jesse Stearns, director of press information at WSAI in Marion, attended United Nations meetings at Lake Success to gather material used last week, in conjunction with UN Week story on "What I Saw in the Woods." Program's segment on KHOW's program Sept. 15 on WSAI.

Leroy Edwin Struble Jr., promotion manager of KOY Phoenix, is the father of a boy, Leroy Edwin III.

John McNealy, staff announcer of WMT, has been transferred to promotion and continuity department.

Bert Brillier, member of WOR New York publicity staff, beginning in October, will head up the "Radio Roundup" column for Reader's Scope magazine.

Ell H. Elliot, publicist of ABC Original Network, returned to his desk after a month's absence during which he worked as clinician in bringing about new form of entertainment into the homes of the city.

WFIL-TV Welcomed

FULL-PAGE advertisements in Philadelphia newspapers were placed by Public Television Station, WPTZ, to welcome WFIL-TV Philadelphia to the television field when WFIL started its regular program service Sept. 13. Said the advertisements: "WPTZ congratulates you on your decision to become an important part of this new great industry. We are looking forward to the time when other stations will join with WFIL-TV-SF in bringing you a marvelous new type of entertainment into the homes of the city."

Knitting Contest

CONTEST for the best knitted children's garments, being conducted by the "Guiding Light" on CBS and co-sponsored by "Look," has material been sent in from Europe's destitute children. Valuable prizes are to be awarded as an example of Europe's ingenuity and will be awarded to winners. Following organizations are helping with contest: American Red Cross, Salvation Army, YMCA, YWCA, United Service Organization, American Jewish Congress, American Women's Voluntary Services, and United Service to China.

Sportsman's Trophies

SPORTSMAN'S TROPHIES were presented to two outstanding baseball players by the Charleston Rebel Club, by WFAR Charleston, S. C., before the team left for the season this year. Poll was conducted by Alan Weisman, club's sports director, several weeks before season ended, to pick the outstanding rebel player of the team. Awards were made as special feature on daily sportscast.

SLOAN contest, grand prize of which is completely equipped kitchen set up to be given away on WBTA Sept. 21, by WWDC & CO. on 6-15-43 a.m. segment of "Big Air Force." The terms of contest, last line must be added to following jingle: "Swift's Cleanser America's finest. It's scratchless and speedier, too. It cleans all the grease in an instant... ." Last line plus name and address of sender must be submitted on reverse side of one of two labeled cans of Swift's Cleanser. Closing date is Oct. 25, Agency: Needham, Louis & Brophy, Inc., Chicago.

Editorial

IN CELEBRATION of its 25th anniversary, CKAC Montreal is preparing a special edition of its program to be published by La Presse on Sept. 27. Edition will contain congratulatory advertisements, various articles dealing with show's broadcasting and providing information about radio that have been accumulated from paper's morgue going back 25 years. Special will also contain documentary mate-

Bugs Bombs

ARMY AIR FORCE BOMBING stunt by WCAU Philadelphia joltsly promoted the station's "Shellenberger Jingle" and "the Philadelphia Army and Air Force Recruiting Program," Bombing took place early this month when 40,000 eye-cute paper baggage were dropped from two single-engine planes. Copy on one side of the bugs carried the station's message while the reverse side plugged the "Bugle" program. Bugs are by 4 inches, were dropped over seven key city areas.

KYOA Radio Cause

DURING October, KYOA Tuscan will conduct a radio campaign, with the focus on youth, for teachers. Convening Tuesday and Thursday evenings throughout this month, a seminar will stress programming and technical aspects of the campaign. In addition, key personnel of NBC and Arizona Broadcasting System are due to discuss the most effective ways to utilize medium in classrooms, according to John Rhodes of station's news staff.

Allen Aids in Promotion

PROMOTION for MBS's new co-op show, "Information Please," was announced Sept. 13 by WDTA Batavia, N. Y., with story that "Mr. Allen was a bugle player," will be on the show Sept. 25. Mr. Allen was spending a few weeks in Danville, 30 miles from Batavia, and was contacted by Bernie Sanders of WDTA. After announcement that Mr. Allen was going to be on the show, local response was so great that it was decided to hold an interview Saturday, Sept. 15, on WDTA. A contest was then recorded for presentation after extension build-up of the feature. Show planning to utilize medium in conjunction with Allen's own show, and the city of Batavia will give Mr. Allen a show on Friday night, Sept. 14. On show, Mr. Allen returned with police escort to center of attention.

Mailman Contest

CONTEST to pick the "Most Popular Mailman in North Jersey" was staged recently by WPTF Paterson, N. J., on behalf of one of its clients, Prestige Clothes. "Contest of Contest" was a Block Party Sept. 4 at a Paterson post office. Station reports that contest resulted in receipt of 35,000 votes within four weeks.

The 8-Ten Spot

TEACHER campaign built around the theme "Get It Up At A Two-Ten Spot," has been set up by KCMO Kansas City, Mo. Station mailed green and white folder describing the entire teacher campaign to 100,000 advertisers. Folder shows people looking for the "8-Ten Spot" and carries teachers special note. Back cover has a green background and falls where the "8-Ten Spot" is found—when KCMO takes its new frequency, 98.5, "8-Ten Spot" spreads carry a large green, black and white billboard-style illustration that reads: "Coming into More Power-KCMO." Teacher has been placed in newspapers throughout Kansas City area.

Annuity Brochure

STORY of "25 Years of Improvement" is told in anniversary brochure released by WMAQ Chicago. Done in bright orange, the brochure is three-fold and contains novel "pull out" insert on front cover. Insert shows coverage map for station in 1922 and below that, latest coverage map for 1947. Coverage figures for daytime and nighttime are shown on two inside pages and special edition contains caricature inscriptions to WMAQ's "The Best in Radio," Use WMAQ, Chicago's "Heart of the Station.""
FCC Actions (Continued from page 69)

Applications:
- Channel 24, 96.7 mc, ERP 1 kw and antenna height above average terrain 1235 ft. Moved.
- WEIM-FM Fitchburg, Mass.—Mod. CP, as mod., which authorized new FM station for extension of completion date.
- WOPM-FM Owings, Mich.—Mod. CP which authorized new FM station to change studio location.
- WLLT-FM St. Louis—Mod. CP, as mod., which authorized new FM station for extension of completion date.
- WGGY-FM Williamsport, Pa.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 8.8 kw; make changes in ant. system and change commencement and completion dates.
- KJZY-FM Tulsa, Okla.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 30.5 kw, antenna height above average terrain to 734 ft. make changes in ant. system and change commencement and completion dates.
- KMFP-FM Allentown, Pa.—Mod. CP which authorized new FM station for extension of commencement and completion dates.
- KMST-FM Kansas City, Mo.—Mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 2.2 kw, make changes in ant. system and change commencement and completion dates.
- KPW-FM complete.
- KDYL-FM Dallas, Tex.—Mod. CP which authorized new FM station for extension of completion date.
- KDLY-FM Sioux Falls, S.D.—Mod. CP which authorized new FM station to change type of frequency change to Channel 204, 105.9 mc; make changes in type of trans. and change trans. site.
- Miami Beach, Fla.—License to cover CP which authorized new remote pickup station WRCF.
- Remote Pickup Utah-Bost, and Television Co., Salt Lake City—CP for reinstatement of CP, as mod., which authorized establishment of remote pickup station KFWC on 4.28, 4.27, 3.33 and 37.9 mc, subject to a modification under Sec. 4.630.
- WVIT-FM Denver, Colo.—In accordance with the decision of the Commission, the application for assignment of Carleton Co., on Channel 233 to 94.3 mc, refused.
- WCHC-FM Chico, Calif.—Application for renewal of standard broadcast stations license filed by remaining co-owner, WCHC-FM and WCHC-AM.
- WCLL-WLNL

License Renewal
Applications for renewal of remote pickup broadcast stations license filed by...
- KDYL-FM, WIBY-AM.

SUBMISSIONS

KCLE Chula Vista—Request SBA to operate after regular sign-off time to broadcast special events, period beginning Sept. 12 through Aug. 28, with power of 250 kw on 1130 kc.

KTXL San Angelo, Tex.—Location on map of station would be on in San Angelo, Tex. instead of Texas City, Tex.

September 12 Decisions...

DOCKET CASE ACTIONS

Assignment of License
Announced proposed decision look toward denial of application of KIPO New York, N.Y. for assignment of the frequency of 90 mc to WASH New York, N.Y. in accordance with the decision of the Commission to grant assignment of the frequency of 90 mc to WMPC Richland, Mich., ERP of 15 kw.

ANT—500 kc.

WGTM Williamsport, Pa.—Announced final decision granting applications for change of call letters from 1340 kc 250 kw to 1160 kc 170 kw, subject to a condition to make changes and complete in 60 days and approval of application for mod, CP setting forth mod, D proposal such as made by applicant.

AM—950 kc.

WSLR Rainbow, Fla.—Announced final decision granting applications for change of call letter from 1320 kc 250 kw to 1060 kc 170 kw, subject to a condition to make changes and complete in 60 days and approval of application for mod, CP setting forth proposal for 1060 kc DA such as made that at hearing.

AM—950 kc.

WLVY Lynbrook, N.Y.—Announced final decision granting application to change assignment from 1320 kc 250 kw to 590 kc 1 kc, subject to a condition to make changes and complete in 60 days and approval of application for mod, CP setting forth proposal for 590 kc DA such as made at hearing.

AM—950 kc.

WFFC Clinton, N.J.—Denied application to change operating assignment from 1320 kc 250 kw to 590 kc 3 kw.

AM—610 kc.

Virginia Besty, Corp., Roanoke, Va.—Denied application to change frequency for new owner, 1320 kc 1 kc, without prejudice to filing application before Commission for assignment of the frequency to that community which would not be in conflict with then- present programming policy.

Petition Dismissed
WARM Scranton, Pa.—Dismissed petition to reopen record with respect to WLW-FM, Pittsburgh, Pa. petition in application and designate said application for further hearing in connection with proceeding with petitioners application.

Petition Granted
Radio Roanoke Inc., Roanoke, Va.—Granted petition for reconsideration of Virginia Besty, Corp. to specify 300 kw ERP; granted modified application for assignment of calling letters and specified said application for hearing in connection with proceeding with petitioners application.

Petition Granted
Radio Roanoke Inc., Roanoke, Va.—Granted petition for reconsideration of Virginia Besty, Corp. to specify 150 kw ERP; granted modified application for assignment of calling letters and specified said application for hearing in connection with proceeding with petitioners application.

By A BOARD
Richland Besty, Corp., Richland Center, Wis.—Denied petition for reconsideration (as it affects petitioner) of "PROPOSED RULES ADOPTED BY COMMISSION MAY 8 WITH RESPECT TO PROMULGATION OF RULES AND STANDARDS CONCERNING DAYTIME SKYFWE TRANSMISSIONS OF STANDARD STATIONS BY TERMS OF WHICH COMMISSION TEMPORARY DEFERRED ACTION ON ALL PENDING APPLICATIONS WHICH SEEK OR ARE RELATED TO INSTALLATION OF B S. B. 1 A OR B FREQUENCIES, AND REQUESTING IMMEDIATE GRANT OF THE LICENSING OF ALL EXCEPTIONS FOR NEW STATIONS TO OPERATE ON 850 KWC 250 W ONLY.

Lake Besty, Co., Inc., Gary, Ind.—Denied petition for reconsideration of partial and grant of partial and grant of partial and grant of partial and grant of partial...
JOHN WATTS

"Fashions" and judges analyze the store's store, from his canvas also gives 9:40 -9:45
markets, from his canvas also gives 9:40 -9:45
15
10
75
590 KC
CST
CST
3:00

Commissioner. Johnston, veteran of ten years' radio nighttime, veteran of ten years' radio nighttime, veteran of ten years' radio nighttime, veteran of ten years' radio reporting. The new Entertainment News reporting. The new Entertainment News reporting. The new Entertainment News reporting. The new Entertainment News program is made up of both local and national shows. Neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can cannot be neglected can 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BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

PRESENTS:
"THE CASE OF THE CLEVELAND CHIEF"
THE "CHIEF" PRODUCED BY W.J.W.
DIRECTED BY FOSTER & DAVIES INC.

CHRISTENED "CLEVELAND'S CHIEF STATION"

--- HE GOT AROUND PLENTY WITH THE HELP OF 9 MAGAZINES BUT ---

WHO SEES HIM?

WHO GETS HIM IN?

LET'S FIND OUT!

--- WAS HE SEEN BY THE RIGHT PEOPLE?

5000
ADVERTISING PEOPLE

3500
AGENCIES

--- SO THE BIGWIGS SENT OUT 8500 CARDS ---

5000 CARDS LIKE THIS TO THE RIGHT ADVERTISING PEOPLE, 3500 TO THE RIGHT AGENCY PEOPLE...

--- 5000 CARDS LIKE THIS TO THE RIGHT ADVERTISING PEOPLE, 3500 TO THE RIGHT AGENCY PEOPLE... ---

FOSTER & DAVIES INC.

1654 1655 1657 1658 1659

1653 1652

1659 in all 810 from advertisers and 849 from agencies - amazing returns

57% recognized the chief

48% saw "the chief in broadcasting"

--- THEY FOUND OUT BROADCASTING INTRODUCED THE "CHIEF" MOST PLACES AND TO THE RIGHT PEOPLE ---

BROADCASTING
AND THE REMAINING PERCENTAGE WAS SCATTERED AMONG 8 OTHER TRADE PUBLICATIONS... PROVING THAT IN "BROADCASTING" BIG CHIEFS FROM LITTLE DOLLARS GROW..... THAT FOR AA (AGENCY-ADVERTISER) RECOGNITION, IT'S BROADCASTING 3 TO 1 PLUS.

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D.C.
FCC Actions
(Continued from page 73)

September 12 Applications

ACCCEPTED FOR FILING

AM—1450 kc
The Ensign-Fairfield Best, Co., En-
seau, Mass.—New standard station 800 kc
250 w unil. Contingent upon WTBH being
assigned change of frequency.

KUSI San Diego, Calif.—Voluntary trans-
fer of control of permittee cor-
poration from James K. Edmundson,
Charlotte Edmundson, Frank R. Knutti
and William Knutti to Clarence L. Men-
sor. (30 sh. capital stock issued and 200
subscribed for 1960). License for CP

License for CP

WBLA Lake Wavel.—Voluntary trans-
fer of control of permittee cor-
poration from James K. Edmundson,
Charlotte Edmundson, Frank R. Knutti
and William Knutti to Clarence L. Men-
sor. (30 sh. capital stock issued and 200
subscribed for 1960). License for CP

WNYW Kenmore, N. Y.—Mod. CP, as
mod., which authorized increased power
and install new trans. and authorize to deter-
mine operating power by direct measurement
of ant. power.

WCOA Pensacola, Fla.—License to cover CP
which authorized increased power.

WBQQ near Augusta, Ga.—Authority
to determine operating power by direct
measurement of ant. power.

Modification of CP

KSAC Manhanttan, Kan.—Mod. CP, as
mod., which authorized increased power.

KULX Minneapolis, Minn.—License to
cover CP which authorized increased power.

Modification of CP

WNYB Renmore, N. Y.—Mod. CP, as
mod., which authorized increased power.

WBBQ near Augusta, Ga.—Authority
to determine operating power by direct
measurement of ant. power.

Modification of CP

WYMP McShinie, Ind.—License to cover CP
which authorized increased power.

WJBL Kansas City, Mo.—License to cover
mod. CP which authorized increased power.

AM—1260 kc
Russell G. Eversole, Petersburgh, Va. —CP
new standard station 450 kc 250 w unil.

Winchester Best, Corp., Winchester, Va.—CP
new standard station 650 kc 250 w kw D.
AMEND to change frequency from 650 to 970 kc,
change type and assign new location.

Modification of CP

KFSO-FM San Francisco—Mod. CP, as
mod., which authorized new FM sta-
tion for extension of completion date.

WCAI-FM Baltimore—Same.

WHNY Hempstead, N. Y.—Same.

WIZZ Wilkes-Barre, Pa.—Same.

WLVA-FM Larvash, Va.—Same.

FM—92.9 mc
Dekabh Best, Co., Decatur, Ga.— CP
new FM station (Class B) on Channel
225, 92.9 mc, ERP 38 kw. AMEND
52 kw D. AMEND to change ERP from
38 kw to 53 kw to change frequencies in ant.
system.

License Renewal

Applications for renewal of remote
broadcast station license filed by: KIEM KNEX
KPIX WWOD.

TENDERED FOR FILING

AM—1460 kc
All Nations Best, Co., Boston—CP
new standard station 1460 kc 5 kw D.

SSA—1300 kc
WGAT Utica, N. Y.—Request for SSA
for extension of time for issuance of license
1300 kc on January and February of 1946.

AM—1320 kc
Elaine Theater, Tex.—License to cover CP
which authorized increased power.

September 15 Applications

ACCCEPTED FOR FILING

AM—740 kc
Southland Best, Co., Long Beach, Calif.—CP
new standard station 740 kc 10 kw D.

License for CP

WLBK Munroe, Ind.—License to cover CP
which authorized increased power.

AM—1490 kc
William Hedrick, Philadelphia, Miss.—CP
new standard station 1490 kc 250 w unil.

AM—1330 kc
San Joaquin Bests, Las Vegas, Nev.—CP
new standard station 1330 kc 250 w unil.

License for CP

WMPG Memphis, Tenn.—License to cover
CP, as mod., which authorized increased
power.

AM—1450 kc
Arthur D. McFarland, Jr., Winchester,
Tenn.—CP new standard station 1450
kc 250 w unil.

AM—800 kc
North Plains Best, Corp., Dumas, Tex.—CP
new standard station 800 kc 250 w D.

License for CP

WCBY Bristol, Va.—License to cover CP
as mod., which authorized increased
power and install new trans. and authority
to determine operating power by direct measurement
of ant. power.

Modification of CP

KRFM San Francisco—Mod. CP, as
mod., which authorized new FM sta-
tion for extension of completion and
date.

Assignment of CP

KSDO San Diego, Calif.—Voluntary trans-
fer of control of new authorized FM station,
to San Diego Best, Co.

Modification of CP

KEVC-FM Salt Lake City, Calif.—Mod. CP, as
mod., which authorized new FM station
for extension of completion date.

FM—55.5 mc
WDLN Chicago—CP change station
location, specify type trans., ERP 50 kw
and FM and hours in accordance with Sec.
4.403.

FM—50.1 mc
Radio Best, Co., Fargo, N. D.—CP new
FM radio station on Channel 20
59.1 mc, ERP 12 kw and ant. height
above average terrain 465 ft.

Modification of CP

WFMI Portsmouth, N. H.—Mod. CP
which authorized new FM station for
extension of completion date.

WNRD-FM Syracuse, N. Y.—Same.

License for CP

WBWB Shell, Wyo.—License to cover CP
which authorized new FM station.

Modification of CP

WOSH-AM Toledo, Ohio—Mod. CP
which authorized new FM station for
extension of completion date.

KFOR-FM Lincoln, Neb.—Same.

Remote Pick-up

National Best, Co., Hollywood, Calif.—CP
ew remote pickup station on 1551 mc,
45 w, emission special for FM and
FM and hours in accordance with Sec.
4.403.

National Best, Co., Inc., San Francisco—Same.

National Best, Co., Inc., Denver, Col.
—Same.

National Best, Co., Inc., Washington
D. C.—CP new remote pickup station
on 159.2 mc, 45 w, emission special for
FM and hours in accordance with Sec.
4.403.

National Best, Co., Chicago—CP new remote
pickup station 153.1 mc, 45 w, emission
special for FM and hours in accordance with Sec.
4.403.

National Best, Co., Cleveland—Same.


FM—90.1 mc
Board of Education, Atlanta, Ga.—CP
new noncommercial educational station
on 42,500 kc, 1 kw, emission not spec-
ified. AMEND to change frequency from
42,500 kc to Channel 211, 90.1 mc, 1 kw,
install new trans. and change影響s in ant.
system.

Boon Biblical College, Boise, Ida.
—CP noncommercial educational station
on Channel 211, 90.1 mc, emission
special for FM and FM and hours in accordance with Sec.
4.403.

License Renewal

Applications for renewal of remote
broadcast station license filed by:
WCWB WEND WHFA WHFB.

APPLICATIONS DISMISSED

Modification of CP

WHOM jersey City, N. J.—Mod. CP
FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows:

Standard stations:
- 1,381 licensed, 480 construction permits, 706 applications pending, all of which (372 are in audion)
- FM - 54 licensed, 81 applications pending, 673 CP (part of CPs come from conditional grants, others from hearing proceedings)
- Noncommercual educational FM - six licensed, 36 CPs, six applications pending.

September 17 Applications

September 17 Applications

ACCEPTED FOR FILING

AM-1390 LeRoy, N.Y.
- CP new standard station 1050 kw and 350 w.
- License for CP

PACIFIC

FILING

AM-1320 KSBW, Salinas, Calif.
- CP new standard station 1090 kw and 350 w.
- Change frequency from 1290 to 1090 kw and 350 w.
- License for CP

September 22, 1947
Applications Cont.:  
WHJH Mount Vernon, N. Y. — Mod. CP with change in FM station for extension of completion date.  
WRNY-FM Rochester, N. Y. — Same.  
WGFM Schenectady, N. Y. — License to change call letters, as mod., which authorized changes in FM station.  
WAMS Athens, Ohio — Mod. CP, as mod., which authorized new FM station for extension of completion and completion dates.  
WCMW-FM Canton, Ohio — Mod. CP which authorized new FM station for extension of completion of license.  
WCTF-FM Newton, Mass. — Same.  
WJZC-KFRO-FM New Castle, Pa. — Mod. CP as mod. which authorized new FM station for extension of completion date.  
WPCL-FM Pinnacle, Pa. — Mod. CP which authorized new FM station to specify studio location, change type and transmit and make changes in ant. system.  
WJSH-FM Kingsport, Tenn. — Mod. CP, as mod., which authorized new FM station for extension of completion date.  
WLM-FM Suffolk, Va. — Same.  
WACR-FM Fredericksburg, Va. — Same.  
WORB-FM Allentown, Pa. — Same.  
WJYU-FM Jackson, Miss. — Licensed mod. CP to change type trans., and for approval of ant. and trans.,loc., and studio.  
WKEV Richfield, Ohio — Granted mod. CP to make changes in trans., antenna and change studio location.  
WLSD Lady Lake, Fla. — Granted mod. CP for approval of ant. and trans., and studio location.  
KTTL Texas City, Tex. — Granted mod. CP to make changes in vertical ant.  
WTVS-AM Daytona Beach, Fla. — Granted license to cover new FM station.  
WLDY Ladysmith, Wis. — Granted mod. CP for approval of ant. and trans., and studio location.  
Appalachian Bestig, Corp, Portable, area Bristol, Va. — Granted licenses for remote pickup broadcast stations WJYK-WJEC.  
WKBY-FM Abilene, Tex. — Same.  
WITC-Ithaca, N. Y. — Granted mod. CP new FM station for extension of completion date to 1-1-48.  
WNIX Lima, Ohio — Same to 12-22-47.  
ZOOMAR Lens was used by WCBS-TV New York, CBS video station, during the Dodger-Braves baseball game at Ebbets Field, Brooklyn, on Sept. 20. Station reported that this was the first time the lens was used in a commercial television pick-up. Ford Motor Co. sponsors the television pick-up of the Dodgers’ baseball games.

Convention (Continued from page 18)  
affirmed. It developed that both sessions were needed. Late Tuesday when it was pointed out that FCC Chairman Denny was quoted in the New York Times as saying a station’s faithfulness to the code might be considered by FCC in acting on renewals, discussion was halted until the broadcasters had a chance to find out at first hand whether Mr. Denny did or did not say it.

The first code discussion brought out a record crowd of approxi- mately 2,000 persons in attendance on Thurs- day, when many delegates already had left to return home, some 1,000 were on hand to carry on the consideration.

WRFD Worthington, Ohio —Same to 11-8-47.  
WMOB Mobile, Ala. —Same to 12-28- 47.  
WVIS Columbus, S. —Same to 12-24- 47.  
WINO New York —Same to 3-30-48.  
WLAK Lakeland, Fla. —Same to 12-8- 47.  
WHB Kansas City, Mo. —Same to 1- 14-48.  
WKBN Knoxville, Tenn. —Same to 11- 24-47.  
KOMO Seattle Wash. —Same to 1-7- 48.  
KMPJ Los Angeles —Same to 4-1-48  
KRAI Craig, Col., —Granted mod. CP to change type trans., for approval of ant. and trans., and studio location.  
DKRMR Farmington, Pa. — Granted mod. CP for extension of completion date 10-31-47.  

FCC Actions  
(Continued from page 77)  

September 18 Decision  

BY THE SECRETARY  
WMTH Durham, N. C. — Granted li- 

cense for new station 1560 kc 1 kW D 

Station WJDX in Jackson, Miss.  

"Selling America’s Fastest-Growing Up-And-Coming Market!"  
NATIONAL REPRESENTATIVE  
THE GEORGE P. HOLLICKERY CO.  

Page 78 • September 22, 1947  

Bank debits in Jackson are cur-  
rently 27% greater than for the 

same period in 1946, while the 

average gain for Mississippi is 

only 13.7%
PUBLIC RELATIONS problems were discussed by committee headed by Gilmore N. Nunn, WLAP Lexington, Ky. Clockwise around table: Mr. Nunn; A. A. Schechter, MBS; Robert K. Richards, NAB; James M. LeGate, WIOD Miami; Buryl Lottridge, WOC Davenport; Charles Batson, NAB; Harold Wheelahan, WSMB New Orleans; Richard H. Mason, WPTF Raleigh; Craig Lawrence, WOCQ Boston; George Crandall, CBS New York.

Petrillo
(Continued from page 18)
factions, in one of the most strongly worded resolutions ever adopted in its history, unanimously affirmed the industry's determination to make contracts that are necessary to maintain full musical program service.

Citing the musicians' union refusal to allow its members to work for video programs or for FM networks, and the hints of its spokesmen that the musicians may also be forbidden to make recordings or perform on AM network programs where these contracts expire early next year, the NAB resolution expressed the conviction of American broadcasters that "a constructive and amiable solution to the problem created by the AFM, arrived at by the sound and tested democratic processes of collective bargaining would be a major contribution to the welfare of the American public." Expressing earnest determination to make every effort to reach such a solution, but recognizing that AFM actions might easily prevent its achievement, the broadcasters announced their firm resolve, "in such event, to take all necessary and proper steps to continue and extend their full service to the public and will work unitedly towards that end."

Authorizations Given

The convention authorized the creation of special committees to work on this problem, specifying that they include representation of non-network stations, network affiliate and networks, and that AFM, TBA and other interested groups in this country and Canada be invited to participate in their deliberations.

The NAB also adopted a resolution that "AM-FM broadcasters should insist on their right to duplicate music programs. Resolution pointed out that since "such dual broadcasting of identical programs does not increase the amount of work performed by program and production persons, neither the charging of premium wage scales nor the employment of duplicate personnel is economically justified."

Following the NAB action by only a few hours, the FM Assn. board of directors unanimously adopted a resolution recognizing that the AFM ban of live music on the Continental FM Network "affects all segments of the broadcasting industry" and pledging full AFM "cooperation and support to other organizations of the industry in a concerted effort to combat this discriminatory and arbitrary action."

FMA, like NAB, authorized the appointment of a special committee to carry out the intent of its resolution.

Meanwhile, the broadcasting organizations most intimately concerned with the AFM ruling had formed their own committees, and without waiting for the official action of their associations. At a special Thursday breakfast gathering called by Frank E. Mullen, NBC executive vice president, and attended by a dozen broadcasters representing the NAB and FMA as well as the AM and FM networks, the FMA "cooperation and network solution" is regarded as the proper strategy was held. Adjournment to attend to other duties at the final NAB convention sessions, this group met again Thursday evening for further deliberations.

Present, in addition to Mr. Mullen, were Everett Billiard, founder and head of the Continental network and newly-elected FMA president, Leonard Asch, WCBA (FM) Albany, chairman of the NAB FM committee; Joseph McDonald, ABC vice president; Robert D. Sweeney, MBS vice president and general manager; Frank White, CBS vice president; Leonard Marks, FMA counsel; J. N. (Bill) Bailey, FMA executive director; Hudson Eldridge, business manager, Continental Network; Ivar Peterson, NAB assistant director of employee-employer relations, Ben Strouse manager, WWDQ-FM Washington; William Ware, manager, KSWI Council Bluffs, Iowa. Mr. Strouse and Mr. Ware are also members of the FMA board.

[Full text of the NAB resolutions on music broadcasts appears on page 20. Full text of the FM Assn. resolution appears on page 14].

Caperton Elected to Replace Rogers as a BMB Director

BMB BOARD at a meeting Thursday afternoon elected A. K. Caperton, advertising director, Dr. Pepper Co., a director of BMB representing the ANA, to replace Willmot Rogers of California Packing Corp., who resigned because of his inability to attend more board meetings.

The board announced a decision that stations who were on the air in March 1946 but who did not subscribe to BMB study No. 1 may get their station data from that study at $3.30 per station. If they are subscribers to BMB's new 15-point program.

E. P. H. James gave the board a presentation of the MBS engineering survey. The board adopted a resolution to refer this survey to BMB's technical committee for consideration, with a view to the possible adoption of an engineering measurement of station and network coverage as a supplement to the present BMB measurement of station and network audience.

Present at the meeting were the following board members: Linnea Nelson, J. Walter Thompson Co.; Robert Mason, WMRN Marion, O.; Leonard Busch, Compton Adv. Inc.; Burt Oliver, Foote, Cone and Belding; Lowry Crittenton General Mills; Hugh Terry, KLZ Denver; Frederic Gamble, AAAA; Melvin Broby of Needham, Lewis & Broby; Joseph Allen, Bristol-Myers; Carlos Franco, Young & Rubicam; E. P. H. James, MBS; Roger Clipp, WFIL; J. Harold Ryan, Fort Industry Stations; Paul B. West, ANA.

BMB was represented by Hugh Felts, John Churchill and Phil Frank. Invited guests were: Gerald Beckjorden, AAAA, Edward R. Evans, ABC; Kenneth Bonner, NAB; Hugh M. Beville Jr., NBC; Edgar Kobak, MBS; John Norton, ABC; Eric Haase, ANA.

15 Years Old—
... but don't consider us a youngster. We chose our own environment—Pennsylvania's rich anthracite area where $55,000,000 per year is the annual earnings ... and all this is spent in WAZI's coverage area. This means that your WAZI advertising dollar results in direct sales gains for you.

WAZI
Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC-MBS

Hon. Bill Tieman
Atherton & Currier
New York City

Dear Bill:
A richly-tic . . . a richly-tic . . . Yes, a football in the air down here on down here when you mention football folks just naturally think of them West Virginia State Mountaineers.

On No. 1 key, Kraus Stadium is packed to broadcast the game's play by play.

What's more, WCHS has the exclusive broadcast rights in the Charlestown Area and with 5000 watts - that's a lot of area - which means the 550 spot will be a popular place these fall afternoons. More folks'll be listening to the radio.

Getting the spot WCHS habit . . Now more than ever, in football season on out, it'll be WCHS calling the signals in the greater Charlestown area.

Yea, to CBS
A day

WCHS
Charleston, W. Va.

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NAB Exhibits
(Continued from page 18)
of a cloverleaf six-bay antenna, tube display case and microphone display.
Kasper-Gordon had a rifle range, with debates given three free shots. Bell-ringers won a transcribed program. Among other awards were a transcription carrier, playback machine and tiny checkerboards.
Standard Radio's display included record souvenirs, an earplug recorded novelty program and the bag novelty.
Alden Products Co. showed multiplexing of facsimile, with cooperation of WPFN Philadelphia. The facsimile scanner was shown, along with low-cost receiver.
Louis G. Cowan Inc. had a balcony display in addition to its other sales of peanuts and literature. BMF exhibited its publications and reports, explaining its interim operating setup.
Collins Radio Co. had a 45-foot four-bay FM ring antenna with the pole serving as outer conductor of the coaxial line. Transmitters included 10/6 kw AM 1000/500 FM, pre-set switching consoles and studio items. Teleways Radio Productions displayed programs and donated audition platters.

Gates' Exhibit
Gates Radio Co. booth included modulation monitors, 250-w AM transmitters, remote pickups, FM monitors, speech ranks and 3-kW FM transmitter. C. P. MacGregor Productions displayed its music library with photo of stars.
Langevin Mfg. Corp. booth had a Progar guardian amplifier in operation with graph, as well as its line of selenium rectifiers and amplifiers.
Wincharger Corp. displayed photos of towers and installations. Harry S. Goodman Radio Productions gave away novelty statuettes and weather forecast gadgets and showed exhibits of programs. Rek-O-Kut Co. had recording machines of various types. U. S. Treasury Dept. operated a translux sign and promoted its current campaign against deaths from firearms.
Lang-Worth Inc. had an enlarged turntable and gave out large quantities of soft drinks. Broadcasters Promotion Service had samples of display pieces and suitcase miniatures with taffy. Artists sketched delegates.
U. S. Recording Co. featured an executive radio recorder with AM-FM tuner, magnetic tape recorder, 16-inch turntable, record changer and two pairs of speakers. A portable player that operates on both AC and DC, cough box and other items were on display.
Rangertone Inc. had a booth and separate audition room. Fredric W. Ziv Corp. showed talent photos in star cutouts, with illuminated map of markets covered. Andrew Co. had an antenna section, with other items including coaxial cables, phase monitors, and foldedquadrapole antenna. Magnecord Inc. exhibited its magnetic tape recorder.
Preco Recording Corp. had several types of instantaneous sound equipment, amplifiers, cutting heads and related equipment. The Navy League displayed miniature airplanes and airport. Daven Products on exhibit were mixer circuits, attenuators with built-in cueing equipment, transmission measuring set and electronic frequency meter.
Amperex booth revealed its complete line of tubes for broadcasting, FM and television. Kem-Tel Raymond had a transcription program exhibit. Associated Program Service operated a reception booth. Audio Devices showed its recording discs and recording and playback points. Eitel-McCullough Inc. presented its vacuum tubes and allied products. Fairchild Camera & Instrument Corp. displayed recording and transcription playback devices.
Lehigh Structural Steel Co. booth included its vertical radiators for AM-FM and supporting towers for FM and TV. Allan H. Miller Inc. showed promotional material. SESAC Inc. booth revealed its transcribed library and package shows. Technology Instrument Corp. showed meters, suppressors, amplifiers and resistors.
Transcription Sales featured programs.
WFIL and the Philadelphia Inquirer participated in facsimile programming for Radio Inventions Inc. Wirecorder Corp. had its recording equipment. BMI booth had a novelty background for candid photos.

NAB International Department Suggested; Draws Opposition
NEW DEPARTMENT to handle international problems and frequency allocation issues was suggested at the Sept. 14 pre-convention meeting of the NAB board of directors at Atlantic City. The plan drew opposition, however, from the isolationist viewpoint as a cooperative activity that would throw the trade association into diplomacy and international relations.
Because of pre-convention interest in the proposed standards of practice (see separate story this issue) the board changed the convention agenda, moving the code discussion from Thursday morning to the choice Tuesday afternoon spot.

Terms End
Four members of the board wound up their service at the meeting. They were: Paul W. Morency, WTIC Hartford, District 1, succeeded by Harold E. Fellows, WEEI Boston; Fred W. Horton, WQAM Miami, District 5, succeeded by Henry P. Johnston, WSGN Birmingham; James D. Shouse, WLW Cincinnati, District 7, succeeded by Gilmore N. Nunn, WLP Lexington; Leslie C. Johnson, WHBF Rock Island, District 9, succeeded by Charles C. Caley, WMBD Peoria.
Total NAB membership consists of 1,306 active and 129 associate members, the board was told, 150 being admitted at the meeting.
The board adopted a resolution of the engineering executive committee urging that every effort be made to obtain 520 and 530 kc for broadcast use. Some European countries favor classification of 520 and 530 for broadcasting though American engineers have pointed to the danger of interference with nearby international distress frequencies and the demands of governmental agencies.
The board acted to resolve confusion over election of directors at large. Election of Class A and Class B FM directors, as well as television and facsimile require that each group have at least 25 members. This year all members voted on all eligible classes but starting in 1948 directors at large will be elected by members in each class, using referendum balloting. The board adopted a resolution for creation of a permanent subcommittee to work out music copyright problems for television, FM and other new services.
United Front
(Continued from page 17)
becomes a Government operation.”
He cited as trends in that direction “the operations of the FCC pursuing the philosophy of the Blue Book; the movement for State systems of broadcasting; the arguments for reexamination of the constitutional guarantee of a free press by such groups as the Hutchins Commission; the Murray Bill to establish a Newprint Administra-
tion, similar in character to the FCC, with power to issue certificates of approval upon such showing of need and bona fides as the Administrator may require; efforts to play down the constitutional guarantee of freedom of the press as evidenced by the maneuver to remove certain words from Section 326 of the Communication Act; the sinister Communist doctrine that the Government should decide what is best for the people to hear, which is being more and more boldly preached—all these are words to the wise.”

“The great safeguard of radio broadcasting and its protection against such governmentalization,” said Judge Miller, “is the fact that it is a medium of communication; that it comes under the protection of the First Amendment. That is the reason which comes closest to our pocketbooks. Even the most mercenary person—least inspired by considerations of our country’s welfare—should be able to understand that reason and be willing to go along, if for no other purpose than to insure the financial future of his investment.”

“The second reason . . . is that a country cannot continue to be free unless its people are free to express themselves — to exchange ideas — with or without the judgment or censure by government. The issue is just as plain as that.”

But, the Judge pointed out, “Govern-
ment by the people assumes willingness and capacity for self-government;” and there is always a considerable percentage of people who lack it. The important question, he asserted, is how the balance in radio swings between the willing and capable and the sniv, not only among broadcasters but also among those collaterally interested in radio operations—the advertisers—agency writers, com-
posers and talent. “If we can con-
vince the American people that we are up to the job, they will welcome our trusteeship and support us in our efforts,” he stated.

Code Called Compromise
Following this preface, President Miller outlined the NAB's most re-
cent step in proving its fitness for self-regulation in the new standards of practice. Pointing out that the preparation of such a code is as difficult as it is urgent, he asked his audience to recognize that the standards necessarily represent compromise between the ideal and the practical necessities of life;

pointed out that any attempt to coerce enforcement might be in violation of the Anti-Trust Act and that the broadcasting industry might well be guided by the prac-
tices of law and medicine in this respect.

Turning to the international scene, President Miller reported on the NAB's membership in the Inter-American Assn. of Broad-
casters, expressing the belief that “the future of free broadcasting in this country is largely dependent upon what happens during the next few years at the international level and that it is high time for us to take an intelligent participating interest in these happenings.”

Considering the allocation of frequen-
cies, Judge Miller stated: preparation, adoption, acceptance, voluntary observance and enforcement. The first is done; the standards have been prepared and adopted by the broadcasters. Fol-
lowing the convention, they will go to the NAB board for considera-
tion and adoption, but, the Judge declared, “the board members are keenly desirous of getting your ideas and impressions as to the workability of the proposals. They are anxious to hear from you, both generally and specifically, your ideas as to principles which should underlie the whole body of the standards and as to specific provisions which should be included.”

To aid the board in its deliberations, President Miller said, he plans to clear the proposed stand-
ards with several representatives of government agencies, to make sure that no standards are adopted which “are in conflict with the law, or inconsistent with the functions of government agencies.”

After the board has approved the new standards comes an even more important stage—their accept-
ance by the industry, President Miller declared, again urging the membership of NAB to raise any questions or make any objections they may have now, before the board has acted.

Observance Most Important
But industry observance is even more important than mere accept-
ance, he warned, urging every broadcaster to consider the choice of self-regulation or of “imposed government regulation and eventual enforcement of government broadcasting itself.”

Finally, as to enforcement, he

CONVENTION DAILY
Tobold Issue Accomplishes
Complete Coverage-

BROADCASTING'S tabloid con-
vention daily offered between 50,
000 and 60,000 words of news
text on all phases of the NAB gathering in Atlantic City.

Circulated direct to registrants at their hotel rooms, in Convention Hall lobby, at the BROADCASTING booth and in meeting rooms it was the most complete convention cov-
erage by any publication and was the only convention paper printed in Atlantic City.

It was staffed by 14 of Broad-
casting's professional staff drawn from Washington, New York and Phila-
delphia. Copy for the weekly was transmitted by type to Wash-
ington from BROADCASTING's press quarters in Room 5, Convention Hall. Key agency and advertiser executives throughout the country were serviced with a special night-
ly mailing of the daily.

(Continued on page 82)
United Front
(Continued from page 81)

liam Benton at the High Frequency Broadcasting Conference that the United States is “willing to accept fewer frequencies than we are now using” to aid in a fair distribution around the globe, President Miller pointed out that while these frequencies we think of as international, Russia, England and other nations use them domestically and they could be used domestically to great advantage in some parts of the United States. “Is this not a subject of vital interest to us?” he asked. “Should we not at least be thinking about the implications contained in Mr. Benton’s proposal?”

Suggests Subsidies
In the field of international broadcasting, Mr. Mestre reported that as long as the transmission of broadcasting from America cannot be maintained on a commercial basis at this time, the only alternative to government broadcasting is “a government subsidy which would put us on an equal footing with the government-owned and subsidized systems of other countries.” Pointing to the subsidies of other privately operated industries, he asked: “Is it not perhaps as important to make possible private operation of international radio broadcasting as it is to maintain private operation of air mail and of our private merchant marine?”

The proposal of England at the International Telecommunications Conference to set up an international governmental body to regulate broadcasting, Judge Miller described as “a matter of the utmost concern to every broadcaster.” What, he asked, “would the broadcasters of this country think of a Blue Book issued by an international FCC, dominated by representatives of England and Russia?”

Membership Significant
Against such a background, President Miller stated, “Mr. Mestre’s membership in the Inter-American Assn., becomes highly significant. This is the only formally organized group of free broadcasters in the world of larger than national scope.

Our brothers in interest, the free broadcasters of Australia, have urged us to take the lead in forming an international association of free broadcasters. No doubt, the Canadian free broadcasters would join such an enterprise and perhaps the Inter-American group also.”

To protect broadcasters in the important field of international copyright, the NAB must also maintain constant working relations with the State Dept. and the Senate Foreign Relations Committee, Judge Miller said, as well as keep abreast of activities of committees of the American Bar Assn., the Patent Bar Assn. and other groups active in this field.

Mestre Speaks
A hearty invitation to all NAB members to attend the next conference of the Inter-American Assn. of Broadcasters, tentatively scheduled for next spring in Buenos Aires, was extended by Goar Mestre, operator of CMQ Havana, Cuba, and IAAB vice president, in a Tuesday morning address.

“Don’t fail to attend,” he urged. “At that time we want to elect a member of NAB to the board of IAAB and we want to make sure that you take full participation in this formal demonstration of solidarity of the broadcasting industry of this hemisphere.”

He warned all broadcasters not to be complacent about the free radio in American countries today, citing the long-range efforts of the British, Italians and Germans to sell their brand of radio in the Western Hemisphere and their success in Argentina.

Surely we may criticize those Argentinian officials,” he said, “but are we not partly to blame for it? Could we not do, or try to do, just as good a selling job as the others have done? . . . I am certain that we possess sufficient argument and that we can produce enough facts to prove to Argentina or anyone else that they are heading the wrong way when they are thinking of nationalizing radio.”

IAAB Objectives
Mr. Mestre reviewed the formation of IAAB in Mexico last year and its objectives as follows:

“We want to raise the standards of broadcasting of all our members in all aspects of the business.”

“We want to make a sincere effort in setting high public prestige.”

“We want to encourage international and friendly relations among all our peoples.”

“We believe in the democratic ways of living.”

“We defend freedom of information, freedom of the press, freedom of speech and freedom to listen, and later on to see, we will be defending freedom to look.”

“We want to know more about you and we want you to know more about us, and we are working hard to exchange ideas and information of all types. We want to play more of a part in the future and we want to do more of ours (I may here interject that you are already playing a part in the future). We want to exchange others.”

“I am not sure that we want to exchange programs. If we do, I am certain that we should co-operate in such a way that the exchange of ideas will be to the advantage of both parties.”

“We want to cooperate in every possible way with our respective governments and with the governments of other countries who are our friends.”

“We want adequate radio legislation in all countries. The radio broadcaster has an undeniable right to operate his business with a reasonable amount of freedom from fear. Fear of having his license taken away from him because he is not liked by the political party in power. (That, of course, may never apply to these democratically or semi-democratically guided nations, but it does apply in Latin America, where many station owners never know when they go to bed if they will still be in the radio business when they wake up the next morning.) If newsgaters are admitted free of duty in all countries, we believe that we have a right to work for the elimination of tariffs on radio receivers and programs. We want a radio in every home and we want to bring the cost down within reach of even the poorest worker. Needless to say we do not wish any property taxes on receivers!”

“We want to aid and cooperate in the enforcement of international treaties and regulations of our industry. We want the kind of understanding among us where we may say to one another ‘Hey, that’s not good. We don’t care whether any government says, get off my channel!’ We believe that we should constantly work for and with a code of ethics and fair practices. Of course we already have one, but the problem of improving and living up to it is an onerous and difficult one.”

“We believe that each country should have its own association of broadcasters. Remember that membership in the IAAB is limited to national associations and that an individual station can only belong where there is no association in its own country.”

“We want to exchange ideas on how we can get more people to listen more hours. We want to give our members as much technical information as we can obtain. We want our members to know, through a monthly bulletin, how, John Smith in Ohio solved a problem which has been troubling Joe Fernandez for the past three years in Chicago.”

“If a misunderstanding or even a quarrel should arise amongst us for any reason it should be settled by our representatives through friendly contacts and arbitration.”

“We want our governments to give us priority licenses for FM, television or whatever else some of our members want to think of next. Can anyone dispute that this is the future?”

“We want to see international cooperation on licensing and various other things.”

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“I am not sure that we want to exchange programs. If we do, I am certain that we should co-operate in such a way that the exchange of ideas will be to the advantage of both parties.”

“We want to cooperate in every possible way with our respective governments and with the governments of other countries who are our friends.”

“We want adequate radio legislation in all countries. The radio broadcaster has an undeniable right to operate his business with a reasonable amount of freedom from fear. Fear of having his license taken away from him because he is not liked by the political party in power. (That, of course, may never apply to these democratically or semi-democratically guided nations, but it does apply in Latin America, where many station owners never know when they go to bed if they will still be in the radio business when they wake up the next morning.) If newsgaters are admitted free of duty in all countries, we believe that we have a right to work for the elimination of tariffs on radio receivers and programs. We want a radio in every home and we want to bring the cost down within reach of even the poorest worker. Needless to say we do not wish any property taxes on receivers!”

“We want to aid and cooperate in the enforcement of international treaties and regulations of our industry. We want the kind of understanding among us where we may say to one another ‘Hey, that’s not good. We don’t care whether any government says, get off my channel!’ We believe that we should constantly work for and with a code of ethics and fair practices. Of course

Cautious
IN HIS POLICY speech to the NAB convention, FCC Chairman Charles R. Denny took pains to point out that, though he might be speaking for the five other members as well as himself, his words did not necessarily represent the view of Comr. Robert F. Jones. Mr. Jones, he pointed out in two departures from his prepared text, is a new member, just seated Sept. 5, and is desirous of “moving slowly” before taking a position on policy matters.
Armstrong Declares Efforts to Block FM Will Fail

PREDICTING that within three or four years FM will have more listeners than AM and within the next five years more than AM stations, Maj. E. H. Armstrong, inventor of the FM system of broadcasting, declared Wednesday night that the American public now has the idea that all advancement in the radio art has been made by manufacturing companies "is the most astonishing misstatement of historical fact that I have ever seen in 40 years of radio." 

Reviewing the long fight to get FM started, he said that the change in the FM band has eliminated the last obstacle, and that progress may be measured by direct receipt, with a great saving in line charges.

"Because of its technical, noise, and interference-reducing properties, it is possible with FM to deliver to all listeners within the normal coverage area of a station programs of outstanding high fidelity, a degree of fidelity not possible with AM."

"It is the duty of the radio engineer to see to it that these fundamental advantages are fully understood," Mr. Jansky declared. "It is the duty of every broadcaster, in his own interest if he is to survive, to study and understand FM and its magnificent possibilities."

"In the near future," he predicted, "any one that progress may pass him by and he will find himself a victim of technological obsolescence."

Musical FM programs, relayed from all points as far away as Boston, the programs traveling to Atlantic City by way of Paxton, Meriden, and Alpine, were presented for the delegates. The clear reception of the signal from Alpine, 110 miles from the city receiving it, was cited as proof that FM transmission is not limited to line-of-sight.

Royal V. Howard, NAB director of engineering, presided at the meeting which was attended by some 350 delegates and guests.

Model Bill

(Continued from page 19)

fair, equitable and technically efficient distribution of broadcasting services; provided, however, that no instrument of authorisation granted by the Commission entitling the holder thereof to construct or to operate any allowable radio station and not right therein granted shall be transferred, assigned or conveyed, or held for any manner of operation voluntarily or involuntarily directly or indirectly by any corporation holding any instrument of authorisation to any person except upon application by the proposed transferee or assignee for which a hearing is required of an original permittee or licensee, the Commission shall authorize the transfer or assignment.

SEC. 10. Subsection (b) of section 319 of the Act is amended to read as follows:

"SEC. 10. Subsection (b) of section 319 of the Act is amended to read as follows:

"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

SEC. 8. Subsection (b) of section 309 of such Act is amended to read as follows:

"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

SEC. 9. Amendment to section 309 of the Act is added to read as follows:

"SEC. 9. Amendment to section 309 of the Act is added to read as follows:

"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

SEC. 8. Subsection (b) of section 308 of such Act is amended to read as follows:

"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

SEC. 7. Amendment to section 307 of such Act is added to read as follows:

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"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

SEC. 6. Amendment to section 306 of such Act is added to read as follows:

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"(b) No license for the operation of a receiving station or of an area to be served by said station shall be granted unless, to the date of such expiration, a request had been made to the Commission for the issuance of such a license, and such request had been accompanied by such an application for the issuance of such license to the Commission, and such application shall have been filed with the Commission."

BROADCASTING • Telecasting

WLBR

DOMINATES

BLANKETS

COVERS

DELIVERIES

HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED

The rich Lebanon Valley steel and agricultural area

Four major Pennsylvania Cities

(Harrisburg-Reading-York-Lancaster)

A $300,000,000 retail market reaching into six counties

Listeners from a primary area of 1,000,000 population

"The Voice of Lebanon Valley"

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Rodi's Advertising Co., National Representatives

September 22, 1947 • Page 83
HELP WANTED

Young woman who can write with a punch! 1000 word midwest, regional program specialist. Must have experience with continuity and strong sales background. Must have photo, copy and qualifications and salary requirements. Box 518, BROADCASTING.

Help Wanted (Cont'd)

Exceptional opportunity in rapidly expanding organization for topflight account executive who wants to grow with alert, exceptionable program-minded station. Excellent salary for particular qualified male (female small details and audition disc to L. W. Miller, Personnel, WLBN, Tuscaloosa, Alabama. 466.)

WALM, Anderson, South Carolina needs first class disc jockey. Good base pay plus terminal. Write O. P. Warnock, F. O. Box 651, Annapolis, Maryland.


Want a Christmas bonus? Ask your commercial manager about the $15 bonus program. Write W. H. Warrick, Commercial Manager, WLBR, Lebanon, Pennsylvania...

Commercial manager-Midwest indefinite station 1 kw daytime AM looking for experienced, commercial minded man. No hot shot. Wanted; must be a go-getter. Market 250,000. Salary and commission. Prefer east. Send letter and picture to Box 512, BROADCASTING.

Wanted—First class engineer to complete staff of WSB, Atlanta. Must have experience. Reply unnecessary. Write giving full information. Box 519, BROADCASTING.

Wanted—Good first class operator—announcer experienced with minimum of 2 years' experience. Apply in person at once. Box 533, BROADCASTING.

Sports announcer—New station, indefinite term. Must have experience playing college and professional ball. Will consider only man who is sober, reliable, permanent and interested to work. No desk men or executives, please. Write in confidence, giving age, experience, marital status and salary required to Box 529, BROADCASTING.

Wanted—First-class radio announcer. Must have minimum of 2 years' experience in commercial broadcasting. Apply in person. Do you have a record? Good performance? Veterans preferred. WXOI, 100 West Franklin Street, Nashville, Tennessee.

Experience time salesman—Energetic, well-connected, must be able to close sales, New England, 250 watt full time independent. Drawing account against 15% commission. Box 550, BROADCASTING.

Construction chief engineer (outsidePaid-

salesmen), variety artist, music engineers, RRI, Employment Bureau, Box 480, Philadelphia, Pennsylvania.

Richmond, Virginia, 1 kw, daytime, is accepting applications for experienced WSB. Commercial and salesmen. Do you have a record? 1948? Salesmen wanted—A man with radio background who is willing to undertake full responsibility for the production and sales of this station for his account. Contact Miss J. Reilly, Commercial Manager, WLBR, Lebanon, Pennsylvania.

Good announcer with first class license to work for NBC; good appearance, good voice. Send picture and qualifications to KKLJ, Butte, Montana.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Six consecutive weeks 10¢ per word, additional 10¢ per word for each additional week, 10¢ per word insertion in Classified. Deadline two weeks preceding issue date. Send check replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

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Good announcer with first class license to work for NBC; good appearance, good voice. Send picture and qualifications to KKLJ, Butte, Montana.

Situated Wanted (Cont'd)

An asset to any staff. Announcer-news director—satisfactory experience with chain radio-experience including newscasting, producing, engineering—Providence, Rhode Island. Willing to start top of U. S. and Canada. Experience 30 kw major market. Desire to locate with west coast or major eastern college grad, vet, BSCP, references. Available two weeks. Disc and photo. Box 419, BROADCASTING.


NBC producer-director, thoroughly ex- perienced all phases. Excellent salesmanship-graphics production. Go anywhere for good opportunity. Former sister can handle some announcing and ad-lib interviews. Excellent references Box 346, BROADCASTING.

Producer-director. Dramatic or musical shows. Complete handling of spots and ingles. Salary $6500. Box 409, BROADCASTING.

Television engineer—Experienced, com- petent and conscientious. Must be holding license. Breaking in new staff. For full details or interview write Box 446, BROADCASTING.

Producer-director with top network credits-28 years experience-All phases of network. Market 500,000 plus. Box 456, BROADCASTING.

Chief engineer. 25 years radio engineering background and experience. Preferred position. Personal interview. Box 500, BROADCASTING.

Program director thoroughly experi- enced management. Seeking position with superior operation. Desires pay commensurate with experience. Personal interview. Box 514, BROADCASTING.

Chief Engineer. 15 years radio engineering background and experience. Preferred position. Personal interview. Box 500, BROADCASTING.

Program director thoroughly experi- enced management. Seeking position with superior operation. Desires pay commensurate with experience. Personal interview. Box 514, BROADCASTING.

Chief Engineer. 15 years radio engineering background and experience. Preferred position. Personal interview. Box 500, BROADCASTING.

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Program director thoroughly experi- enced management. Seeking position with superior operation. Desires pay commensurate with experience. Personal interview. Box 514, BROADCASTING.
MULTIPLACING demonstrated to NAB Convention Group

MULTIPLACING sound and facsimile, the simultaneous broadcasting of two programs over a single FM-carrier channel, was demonstrated to delegates at the NAB convention in Atlantic City through a combined effort of Alden Products Co., manufacturer of FM equipment, and WPEN-FM Philadelphia.

The dual transmission was accomplished by diverting the upper 2500 cycles of the 15 kc FM band for broadcasting the facsimile signals, leaving the other 12.5 kc for announcement. The demonstration was led by Robin D. Compton, director of radio engineering of the Philadelphia Evening Bulletin, operator of WPEN and WPEN-FM.

Mr. Compton explained that this is ample space for good sound transmission for speech and for music, but added that there are stations attempting to multiplex in connection with high fidelity programs, such as symphony concerts. For news or any talk program, multiplexing of ordinary phonograph records the dual transmission is satisfactory, he stated.

"We feel that a multiplex operation for sound and facsimile has definite possibilities for the FM operator in that it offers him a new service without bringing about the loss of his listening audience during his facsimile broadcast periods," Mr. Compton said. WPEN-FM, he added, plans on broadcasting a "newspaper" program each hour during its daily period of FM sound broadcasting, utilizing this multiplexing process.

In the demonstrations of multiplexing were chiefly news broadcasts, the printed words and pictures accompanying the voice newscasts.

NAB EXHIBIT CHANGES ADVANCED THURSDAY

SUGGESTIONS for improvements in the exhibits and exhibition space at the 1948 NAB convention were offered and discussed by exhibitors at this year's convention Thursday morning at a session called for exhibitors by Mr. Skeith, NAB director of special services. One suggestion was that the transcription companies exhibiting at the convention should have a place in which to play their records fairly close to their exhibit booths. Another concerned the height of back walls, with some expression of opinion that the Atlantic City hall were tall. Richard B. Scott, of General Electric Co., named temporary chairman of the group, will prepare a memorandum of the proposed changes in exhibition hall conditions and send copies to the ten companies represented at the meeting.

FOR SALE

TEXAS

250 Watt Network Station

Newly established 250 watt network station - East Texas city - cleared approximately $1,000.00 in July could be made to operate without further sale if managed carefully. Station is on spot market, a rich area. Transmitter and studio in one unit, effecting economy in operation. Financing can be arranged. Write for part of the purchase.

Price: $15,000.00.

Witte

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON D.C. 34, T. W.

1-250 tower, 250,000 watt, 100 kw.

MAGNIFICENT STATION.

100 Amp. 3000, 250,000 watt.

NATIONAL 7600

Exhibit 2-1123
Text of Code
(Continued from page 17)
sical agony should never be presented in detail.
Episodes involving the kidnap-
ing of children should never be employed.
Sound effects, calculated to mis-
lead, shock, or unduly alarm the
listener, should not be used.
Physical and Mental Afflictions
Program material which depends
upon physical or mental imper-
fections or deformities should not be
used in a way which will tend to
offend sufferers from similar
defects.
The presentation of insanity or
other mental or physical malad-
justments for any sort of plot de-
velopment should be approved only
if within the bounds of good taste.
Simulation of News
Fictional events and non-news
programs should not be presented
as authentic news broadcasts, or
news announcements.
Sound effects and expressions
characteristically associated with
news broadcasts, such as "bulle-
tin," "flash," "ticker," "here's news," "attention," should be res-
erved for the announcement of
news and should not be used for
any other purpose except where
no possible confusion may result.
Ligation
Comment or opinion on pending
litigation which could reasonably
be construed as an attempt to in-
fluence a decision or which might
otherwise obstruct the orderly
course of justice should not be used.
Simulation of court atmosphere
or use of the term "court" in a
program title, in such a manner as
to create the false impression
that the proceedings broadcast are
vested with judicial or official au-
thority, should not be employed.
Professional Advice
Broadcasting of legal, medical or
other professional advice, diagnosis
or treatment should be permitted
only in conformity with the law,
and recognized ethical and profes-
sional standards.
Sports Events
The regular and recurrent broad-
casting of information relating to
prevailing odds on any sports
event, the effect of which could be
expected to encourage gambling,
should not be permitted.
SECTION 2—STANDARDS
FOR SPECIFIC PROGRAMS
News Broadcasts
1. News broadcasts should keep
the people informed—fairly, ac-
curately and without sensational
treatment.
2. News commentary and analy-
sis should be clearly identified as
such. The broadcaster's news ser-
vice should be fair, balanced and
unbiased, representing all signifi-
cant and pertinent phases of opin-
ion upon issues of public impor-
tance.

Frey, Rine Win Golf Tournament
Frey has 74 Low Gross;
Rine Takes Low Net
Honors With 65

GEORGE FREY, NBC New York,
shot a two-over-par 74 to win the
12th annual NAB Golf Tourna-
ment for the Broadcasting Maga-
azine low gross trophy against a
field of 60 broadcasters from 22
states at Atlantic City Country
Club on Sept. 14.
Mr. Frey went one over par on
each nine to take the title, carding
11 pars and three birdies. He was
five strokes ahead of his closest
competitor, George Bolling, Bolling
Co., New York, who had a 79.
The low net title was taken by
William E. Rine, WWVA Wheel-
ing, W. Va., who posted a 95—
30—65. Mr. Frey also had a 65
net by virtue of a 9 handicap,
but since he won the low gross the
net trophy went to Mr. Rine.

Ken Carpenter, Bolling Co., Chi-
cago, was runner-up to Southpaw
Rines with a 67, while Jack Pop-
pele, WOR New York, and Bob

3. Broadcasters should be at all
times responsible for the control
of the content and format, and
presentation of all news, commen-
tary and news analysis broadcasts.
In no circumstance should such
responsibility be delegated to a
sponsor or other person or agency.
4. Newscasters, analysts and
commentators should be members
of the broadcaster's staff or be
directly and solely responsible to
the broadcaster for the content,
format and presentation of their
news, commentary and news analy-
sis broadcasts.
5. News should not be broadcast
in such a manner as to create
alarm or panic.
6. Good taste should always pre-
vail in the selection and handling
of the material to be broadcast,
news should at all times be handled with-
out morbid, sensational or alarm-
ing details.
7. Broadcasters should exercise
particular discrimination in the
acceptance and placement of com-
mercial announcements on news
programs. Special care should be
used to avoid those sound effects,
singing commercials or other de-
vices which, while acceptable in
other programs, would not be ap-
propriate when used in connection
with news programming.
8. No middle commercial (an-
nouncements preceded and fol-
lowed by regular or analytical news
content) should be included in pro-
grams of news, news commentary
and news analysis which are less
than fifteen minutes (14:30) in
length.
9. Commercial announcements
in connection with news programs
should be distinctly set apart from
the news content.

36. Mr. Frey ... low gross score.
Harrington of WSVG Harrison-
burg, Va., tied for third with 69.

Broadcasting Magazine awarded

10. Agricultural news. Agricul-
tural and market newscasts should
be governed by the same general
standards applicable to news broad-
casts.

Political Broadcasts
All political broadcasts should
be in accordance with the pro-
visions of the Federal Communica-
tions Act.
The procedure outlined in those
provisions should be followed with
respect to allotting time in behalf
of, or against, public proposals
which are subject to ballot.

Policies
1. No dramatization of political
issues should be permitted.
2. All political broadcasts must
be clearly identified as such.
3. Political broadcasts should not
be subject to censorship, but the
broadcaster should reserve the right
to check them for compliance with
the law of defamation, sedition,
etc.

Public and Controversial Issues
General
Time for the presentation of
criticisms, questions, including those
which concern those issues which concern
the degree of public interest in the questions
be presented. A broadcaster in
alloting such time should use his
best efforts to insure a fair presenta-
tion of those issues which concern
the welfare of the community.

Policies
1. The presentation of viewpoints
in connection with controversial
public issues should be confined to
periods or programs specifically
signified for that purpose.
2. Controversial issue programs
should be clearly identified as such
and no techniques should be per-
mitted which may mislead listen-
ers to believe the program is of a
news, entertainment or other char-
acter.
3. Where time for the discussion
of controversial issues is provided
the presentation should be made in
a straightforward manner to appeal to the intellect and reason-
ing of the listener, rather than to
his emotions. The presentation
should be made by properly iden-
tified authorities.

Public and Controversial Issues
General

Religious Programs
To every American the Bill of
Rights guarantees freedom of wor-
ship without fear of intimidation
or reprisal. Radio, therefore, which
reaches men of all creeds simul-
taneously, should not be used to
convey attacks upon religion.
Religious programs should be
presented by recognized and re-
ponsible groups and organizations.
Religious broadcasts should place
major emphasis on broad religious
truths. They should not be used for
the presentation of controversial
questions or for the expression of
partisan opinions or discussions.
Appropriate time, other than that
designated for religious programs,
should be supplied for such use. No offer (other than free copies of the message presented) should be permitted on religious programs. No appeal for funds should be permitted on such programs.

Crime and Mystery Programs

In determining the acceptability of crime and mystery programs, due consideration should be given to their possible effect on all members of the family and the following should be observed:

1. No program should be accepted which makes the commission of crime attractive.

2. The use of multiple crimes of violence and the use of horror for its own sake should not be permitted.

3. Law enforcement should be upheld and portrayed with respect, characterization of officers of the law as stupid or ridiculous should be avoided.

4. Programs which exalt the criminal or condone the crime should not be presented.

5. Criminals should always be punished either specifically or by implication.

6. The techniques and methods of criminals should never be presented in such detail as to inspire imitation. Instructions for crime should be avoided.

7. The commission of crime should not be treated in a frivolous, cynical or calloused manner. Murder, or revenge as a motive for murder, should never be justified.

8. Brutal killings, torture or physical agony should not be presented in detail.

9. Episodings involving the kidnapping of children should not be broadcast.

10. Suicide should never be presented as a satisfactory solution of any human problem.

Children’s Programs

General

Programs designed for children require the closest supervision of broadcasters, but a simple and method of presentation. Programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

Programs for children and young people should be designed to meet the following:

1. They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

2. They should contribute to healthy personality development. They should contain no material which jeopardizes sound character development.

3. They should provide opportunities not only for entertainment but also cultural growth.

4. Criminals should not be portrayed as heroes. Cruelty, greed and selfishness should not be presented as worthy motivations. Unfair exploitation of others for personal gain should not be made

WIDE OPEN NAB code discussion was led by this group, who took active part in its drafting (seated, 1 to r): Harold E. Fellows, WEEI Boston; Ken R. Dyke, NBC; Edgar L. Bill, WMWB Peoria; John M. Outler Jr., WSB Atlanta; Harold Fair, NAB program director; Merv Jones, WCCO Minneapolis, Program Committee chairman; Robert D. Swezey, MBS, Special Standards chairman.

Tuesday, feeling prevailed that the convention was well on the way toward endorsement of the work by the code drafters—the Special Standards of Practice Committee, of which Robert D. Swezey, MBS vice president, is chairman, and the Program Executive Committee, headed by Merle S. Jones, WCCO Minneapolis.

Then came the statement by FCC Chairman Charles R. Denny that the association needed a code and that the Commission would take recognition of a station’s adhesion to its provisions (see separate story). At first many delegates feared their own code would become a second Blue Book, but soon most of them put aside worries about Commission’s policies and returned to the serious job of writing a set of standards.

The code had jumped off to a start even before general convention sessions opened Tuesday as a result of approval by NBC, CBS and MBS officers and affiliate groups. ABC affiliates recommended that no code be adopted at the convention, not in itself a mandate against adoption by the board under the authority vested in it by the by-laws.

In the introductory talks by code drafters, Edgar L. Bill, WMWB Peoria, chairman of the subcommittee on general practices, said that they faced a choice between government and self-regulation. The government is getting deeper into the programming field, he said. The answer, he proposed, is to make radio a more useful means of communication.

Mr. Swezey opened reading of the code, inserting remarks on certain provisions.

John M. Outler Jr., WSB Atlanta, chairman of the commercial practices subcommittee, commented briefly on the section governing “indecencies.” He said and E. Fellows, WEEI Boston, member of the commercial practices subcommittee and District 1 director, carried the load on the hottest part of the document, Section 3, dealing with commercial practices. He asked frank and open discussion and recalled how hard the committee had worked in the preparatory stages.

Mr. Fellows said the “nutshell” version of the code in the Tuesday daily convention issue published by BROADCASTING graphically summed up the entire document. This version was more than three minutes commercial time allowed in any quarter-hour program.

Mr. Fellows suggested substitution of “15 minutes” for “quarter-hour.”

The committees had encountered most difficulty in the limitation of commercials in participation and multi-sponsor programs, he said, and floor discussion reflected disagreement on the limit.

Red Cross, WMAZ Macon, Ga., enlivened the opening discussion by suggesting that Chairman Denny’s statements might be construed as “taking sides on the code.”

Anti-trust angles of code enforcement were discussed at length by Judge Miller, who had reviewed this phase of code operation in his opening keynote address, in a separate story.

Members of the Special Standards of Practice Committee, besides Messrs. Swezey, Bill, Fellows and Outler, are George C. Biggar, KCRG Cedar Rapids, Ia.; Eugene Carr, WPAY Portsmouth; Roger W. Clipp, WPIL Philadelphia; Walter J. Damm, WTMJ Milwaukee; Ken R. Dyke, NBC; Gilson Gray, CBS; Gayle V. Grubb, KGO San Francisco; C. T. Lucy, WRRV Richmond.

Members of the Program Executive Committee, besides Chairman Jones and Messrs. Bill and Swezey; Philips Carlin, MBS New York; Arthur B. Church, KMBC Kansas City; Stanley E. Hubbard, KGBP Madison; S. Van Hawkins, WWHO Des Moines; H. W. Slavick, WMC Memphis; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; Bill Vadeboncouer, WSYR Syracuse.

Harold Fair, director, NAB program dept., participated actively in preparation of the standards.

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NETWORK OFFICIALS, affiliates, and guests at the head table at the CBS dinner for affiliates Sunday night in Atlantic City included (l to r) Ken Brown, KJWT Wichita Falls, Tex.; H. V. Akertberg, CBS vice president in charge of station relations; Clyde F. Coombs, KARM Fresno; Frank K. White, network vice president and treasurer; NAB President Justin Miller; CBS President Frank Stanton; FCC Chairman Charles R. Denny; I. R. Lounsbury, WGR Buffalo; Joseph H. Ream, CBS executive vice president and secretary; W. H. (Slim) Summerville, WWL New Orleans; Adrian Murphy, CBS vice president.

CBS Affiliates Endorse New Code

Paley Saw Need Year Ago, Affiliates Are Told By Stanton

STONG ENDORSEMENT of a standards of practice code for the radio industry was voted Monday night by the Columbia Affiliates Advisory Board at a dinner-meeting at the Hotel Traymore in Atlantic City held in conjunction with the 25th annual NAB convention.

Frank Stanton, CBS president, in announcing the CAA's vote, declared that it was William S. Paley, CBS board chairman, who first noted the need for such a code in a talk before the 1946 NAB convention in Chicago.

At that time Mr. Paley charged radio broadcasting with "advertising excesses" and "too high a percentage of commercial copy or material which is irritating." He also charged that it was not the advertisers who were at fault but the broadcasters.

The dinner was presided over by Mr. Stanton. Entertainment was provided under direction of Werner Michel, assistant director of programs for CBS. Charles Collins, director of Western Division station relations; Ralph Hatcher, manager, co-op division, and William B. Lodge, director general engineering.

CBS opened its convention activities by a dinner at Hotel Traymore for its affiliates, attended by more than 500 broadcasters, government officials and business leaders Sunday, Sept. 14.

Among those attending were: Chairman Charles R. Denny Jr., and Comrs. E. M. Webster and E. J. Jett of the FCC and the following members of the FCC staff—Benedict P. Cottone, general counsel; David C. Adams, assistant to the general counsel, and William R. Massing, chief of the License Division.

NAB Executives Present

Top NAB executives present included Judge Justin Miller, association president, and A. D. Willard Jr., executive vice president. Also attending were Frederic R. Gamble, president, American Association of Advertising Agencies; C. E. Hooper, W. Ward Dorrell and Fred H. Kenkel, of C. E. Hooper Inc.; John Churchhill, director of research, Broadcast Measurement Bureau; Dr. Sydney Roslow, of The Pulse Inc., and Rodney Shearer, vice president of the A. C. Nielsen Co.

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ABC Favors New General Code With Station Consideration

MARK WOODS, ABC president, and Roger Clipp, chairman of the network's stations planning and development committee, made a broad general code for broadcasting at an affiliates' dinner Monday night in the Claridge Hotel, Atlantic City, held coincidentally with the convention.

Mr. Woods said ABC was in favor of a set of standards which would serve as a guide to the stations throughout the country. He pointed out, however, that individual stations have individual problems and emphasized that no national network could, or should, take a definite step on such standards until it had considered the matter thoroughly and had consulted at length with its affiliates. This, he indicated, would be the ABC policy.

Mr. Clipp discussing the same point, said that any code should provide a framework around which local conditions might be worked to provide service. He stressed that the ultimate responsibility for rendering service lies with individual stations, which best know the needs of their particular listeners.

Station Break

Mr. Clipp, general manager of WFIL Philadelphia, also discussed the importance of station breaks as a source of revenue to individual stations. On this matter he said: AABC assured your committee this afternoon that it is unwilling — at all times — to make any move which will take station break revenue away from you. As a result of the meeting today, we have assurance that ABC will protect stations against loss of revenue from proposals of projects of nationwide- or even on a regional basis, and other similar problems which arise from time to time.

On the matter of business prospects, Mr. Woods was able to give the meeting an optimistic picture. He said current indications, based on billings on hand for the first eight months of 1947, combined with new and renewal business signed to start Sept. 1, are that gross time sales of ABC for 1947 will set a new high and will be at least 6% ahead of the $40,671,300 reported for the previous year.

For the first eight months of 1947 ABC gross bookings are running at $27,800,000 as compared with $27,000,000 for the like period a year ago, Mr. Woods said. In addition to the $27,800,000 of billings already on ABC's books, business which continues after Sept. 1 on a non-cancellable basis amounts to about $9,500,000. Commercial accounts resuming sponsorship on ABC during the remainder of 1947 will bring in an additional approximate $1,800,000 in gross billings, he said.

ABC's Video Interests

Turning to television and FM, Mr. Woods told the meeting that ABC has taken an option on a TV transmitter location in San Francisco. Locations already have been selected in Los Angeles, Chicago and New York, and a site soon will be selected.

In addition, ABC has five television transmitters on order. Assuming the reasonable prompt delivery of engineering equipment, he said, ABC will be on the air with television before another 12 months have passed.

Regarding FM, Mr. Woods said ABC believes that they will do better all programs. He said representatives of the broadcasting industry have been meeting with union representatives in the hope of reaching a satisfactory arrangement. The network is on the air with FM in Los Angeles and expects to start in San Francisco next month.

Also announced at the dinner was the beginning of an nation-wide outdoor advertising campaign for ABC. Sigus, 24 feet by 8, will be placed on major highways calling attention to the individual affiliate in their own territory as well as of ABC. Sign will be of the Scotch light type, visible both day and night through the use of the plastic glass and lead combination.

Council campaigns as a means of improving radio's public relations.

"Men who have been close to the Council feel that there has been a lack of understanding between the Council and the broadcast press that radio has reaped more benefits and realized more good-public relations-wise-from the Council's operations than any other medium of advertising," said Mr. Mortimer.

At a luncheon meeting of NBC affiliates, Kent Cooper, executive director of AP, condemned government operations in various networks, either by radio or through the press, and called upon newspapers and radio to "unite" to keep speech and the press free.

Mr. Cooper said that U. S. Government foreign broadcasts, under taken "to meet Russian competition," constituted government propaganda, the results of which were inevitably exposed.

Radio, which "is seeking to be a healthy independent of government and is appealing to the public to confer upon it the same freedom and independence that the American press enjoys," ought to be consistent, he said, and conduct foreign news dissemination "free from government supervision as to form and substance."

Americans, he said, had the right to be better informed about what is going on in the world "than any other people on earth."

"My proposal to you, most earnestly made, is that press and radio unite to see to it that this always shall be true."

At the morning session, Sept. 13 NBC announced it would reserve spots during football broadcasts and its symphony programs for announce ment and short talks concerning the American system of broadcasting.

A plan for an independent association of NBC affiliates was abandoned even before the planned organizational meeting convened on Sept. 11, it was understood. The organizational committee had concluded that such a project was a forlorn hope.

The group did propose a series of resolutions designed to create an autonomous SPAC and offer them to the NBC affiliates meeting the next day, only to see them tabled by an overwhelming 2-1 vote after no more than 45 minutes of discussion, it was learned.

At the NBC convention on Sept. 13, however, SPAC Chairman Paul W. Morency, WTIC Hartford, proposed that affiliates and the network have more flexibility in broadening the scope of SPAC activities, and Niles Trammell, NBC president, himself suggested that SPAC membership might be enlarged, perhaps 10 so that representatives at large from the three major classifications of stations—local, regional and clear channel—might be included.

These unanimously approved, covered some of the same issues contained in the recommendations of the Affiliated Committee, headed by Harry Bannister, director of WWJ Detroit.

The Bannister group proposals were tabled on motion of Dick Lewis, vice president and general manager of KTAR Phoenix, after their introduction by Mr. Bannister and following a minimum of discussion, it was said.

Enlarging the Committee

It was after Mr. Morency's presentation of his resolution to explore the possibilities of SPAC expansion that the suggestion was made it might be desirable to enlarge the committee and broaden its scope.

He had vigorously opposed the original plan, and several months ago said that the organization of an independent association might result in the dissolution of SPAC.

Although no formal resolution was taken on, the ABC meeting reportedly agreed that SPAC elections would henceforth be conducted by SPAC itself and not by the station relations department of the network which has in the past conducted them.

Committee members present in addition to Mr. Bannister were Walter J. Damm, WTMJ Milwaukee; Nick Cooper, WAVD Louisville; Ralph Evans, WHO Des Moines, and John J. Gillin Jr., WOW Omaha, ex officio. Others present included Mr. Morency, Harry F. camel, ABC Menominee, and Milton Greenbaum, WSAM.
PROPOSALS for NAB programs to (1) carry the story of radio's sales effectively to all industries; (2) adapt the principles of the Joske department store radio studies to other retail fields; and (3) do research and promotion on television's sales power were presented to the NAB Broadcast Advertising Clinic at the convention last Monday.

Recommendations for an overall industry presentation, likely to take the form of a sound motion picture and to be directed first to large industries not now using radio, were endorsed without dissent by the approximately 250 station and station sales managers attending the clinic.

Application of Joske Plan

The clinic also authorized the sales managers executive committee, whose subcommittees offered the proposals, to recommend to the NAB board that the television research and promotion project be undertaken under the supervision of the Research Department and the Dept. of Broadcast Advertising. The proposal for application of the Joske plan in other retail fields, which would involve establishment of a retail research bureau, was a recommendation of a subcommittee to the sales managers executive committee.

Meanwhile, the clinic also:

1. Voted a proposal to designation to the industry that incentive commissions on talent charges in program sales be paid to advertising agencies, national representatives, and local salesmen in keeping with station policy respecting commissions on time charges.

2. Approved a report outlining proposed minimum requirements for advertising agency recognition, which envisaged establishment of "community media groups" to review applications and issue or withhold certificates of recognition.

3. Was told that the campaign to increase radio's "tune-in" will bring to radio stations, in October, packages of spot announcements urging listeners to "buy another radio set."

Details of the proposed overall industry presentation are radio's selling power remains to be worked out, and the clinic authorized appointment of a committee for this purpose. NAB board action is necessary to effectuate the project.

Go to the Top

Arthur Hull Hayes of WCBS, New York outlined the proposal as of Broadcast Advertising.

Mr. Gulick of WGAL submitted the plan to the advisory subcommittee's report recommending that the principles of the Joske studies of broadcast advertising's effects on department store sales be applied to other retail advertisers. In effect, authorities said, the plan would involve establishment of a retail research bureau. The studies would cover such retail advertisers as automotive and appliance dealers, specialty stores, theaters, florists, banks, real estate dealers, grocery and drug stores, etc.

The sales committee also recommended continued cooperation with National Retail Dry Goods Aaaan, and said six classifications had been tentative set up for radio program contests. These are shows for (1) children, (2) teenagers, (3) women, (4) men, and (5) farm programs, and (6) general family and miscellaneous shows.

Eugene S. Thomas of WOR New York, chairman of the television (Continued on page 92)
Denny
(Continued from page 15)
he possible economic pitfalls which AM newcomers may encounter, re-
affirming his faith in FM and its prospects for highly specialized network service, and suggesting that television development might be well served by a temporary lib-
eralization of FCC standards to permit stations to get into opera-
tion at a minimum expense. He
sketched the accomplishments of the current International Telecommu-
nications Conference, which he
heads, and urged all broadcasters to promote U. S. participation in international broadcasting.

The Blue Book, he said, still
stands "unbleached." He said it was apparent that, since its issuance, broadcasters are growing "increas-
ingly aware" of their responsibil-
ties. But "American radio is still too commercial," he declared, tell-
ing the broadcasters "that's what you every success" in efforts to raise industry standards.
Meanwhile, reaffirming adher-
ence to the principle that "broadcast-
ing is a public service," Chairman Denny said the commis-
ion will continue to make grants so long as there are qualified ap-
licants for available frequencies.

But, he added, the 700 AM applicants now before the commis-
ion to look carefully at the costs and the chances of survival.

Obviously not to be the still
unreleased FCC study of the indus-
try's economic prospects, he said a "recent survey" shows it costs an average of $34,000 to build a full-
time local station in a commu-
nity of less than 50,000 population and that the average increases to $50,
000 in larger cities.

Of 249 AM stations built since the war, he noted, "now we know about half of them were breaking even" financially. The study also disclosed that new stations' chances of succeeding are twice as good in a community with a "live" radio service as in those where there is competition.

Other highlights:
1. Television—Conceding that the barriers to video development are largely economic, he suggested that "little clusters of television stations might be spawned in vari-
ous parts of the country" by the use of a single station or network in each section to provide a full program schedule to several nearby stations which, to save money at the outset, would rely only on a transmitter and antenna to pick up and carry the "master" station's teletcasts. He said there are now 12 video stations operating in eight cities that have construction permits. Broadcasters are building 41 stations which have television grants.
2. FM—Taking a cue from the operation of the Continental (FM) network, he saw a possibility that FM in the future will provide highly specialized network program-
ing—networks carrying nothing but classical music, another

Charles R. Denny

Chairman Denny's Luncheon Speech

By CHARLES R. DENNY FCC Chairman

(Continued from page 15)

[The BROADCAST WORK OF THE FCC]

1. AM Broadcasting

(a) Statistics on number of new stations.—

LAST YEAR'S prediction that this industry would outgrow the fa-
cilities of Chicago's Palmer House has proved accurate. Today you hold your twenty-fifth annual meeting in the largest convention hall in the land.

When I spoke last year there were 1,584 AM stations in opera-
tion or under construction. During the year we brought this total up to 1,681—an increase of 477. Of these 1,681, about half were pre-
war stations. The other half have been established since October 1, 1945, the date when the FCC re-
sumed its normal pace time license-
ning functions.

As a result of these 925 post-
war grants, 300 American com-

munities now for the first time are getting a radio station of their own.

The Commission continues to

with dance music, others presenting

regular network programs as in AM, one specializing in news, an-
other in features, etc. He noted that FM stations on the air have grown from 66 to 278 in the last year and that 700 others have been authorized and again urged AM broadcasters to "re-examine their posture" if they have not applied for FM.

3. International Broadcasting—He urged the broadcasters, though only seven are shortwave licensees, to take the "steps to make sure that the U. S. plays its proper role in this important field." The State De-

partment's "Voice of America," he said, "has been considerably reduced in programming at a time when it should be heard throughout the world."

4. International Radio Confer-

ences—Of the three in progress, he said that when the conference is over the radio conference will have adopted a worldwide allocation of frequencies up to 10,500,000 kc, will have established a provision for the radio to build new assigned on a world-wide basis, and will have set up an international registration board to consider fu-

tures. An assignment from the stand-

point of international interference, the plenipotentiary conference will have revised the Madrid Conven-

tion laying down the broad prin-
ciples on which technical regula-
tions are founded, and the High-

Frequency Broadcast Conference will have laid the foundation for final work to be carried out at a resummed session in Mexico City in 1948.

BROADCAST WORK OF THE FCC

A WARM SENDOFF was extended by Dr. Clinton O. Churchill (r), Arthur W. Sendoff as the latter's appointment to the post as manager of WKBW was an-

nounced at the convention.

Book. Its cover is still solid blue. It has not been bleached. The Blue Book stands as fundamental FCC policy.

Those who have suggested that the color of the Blue Book is fading point to the fact that the Commission after hearings has renewed the licenses of six sta-
tions that received prominent men-
tion in the Blue Book. Two things, however, are overlooked.

First, they fail to take into account the real improvement made by the stations in question and their recognition, which we are convinced is sincere, of their public service responsibility.

Second, they misconstrue the purpose of the Blue Book. The Blue Book was issued to make known to the public and the indus-
tory some of the basic questions which we felt should be taken into account. In developing pro-
gram service in the public interest.

It was issued to aid broadcasters. Developing a consciousness of public service responsibility. In addition, we intended to give a general indication of our outline of licensing policy. The Blue Book was never intended to lay down by rigid rule the precise conditions under which licenses are granted. For im-
provements in the broadcast field must come in the first instance from the broadcasters themselves, from their appreciation of their own responsibilities to meet public require-
ments. Only when there is continued and flagrant disregard of these responsibilities does the licensing authority come into play.

In the final analysis the success of this industry and the success of the governmental licensing au-

thority are not to be measured by the number of licenses issued or by the number of licenses revoked.

The important thing in broad-
casting is what comes out of the loud speaker. The renewal appli-
cations and other reports received since the publication of the Blue Book give evidence that you are becoming increasingly aware of your responsibilities to the public. Help them, then, if you are considering a detailed code by which (Continued on page 58)

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BROADCASTING • Telecasting
Denny Abstract

(Continued from page 91)

you hope to raise the standards of your industry.

In this objective we wish you every success. There is still much to be done. American radio is still too commercial.

However, the discussion seems to have gotten away from the point whether the proposed code is good or bad. Instead, there is a lot of speculation about what is said or what I didn’t say in response to your article from Jack Gould of the New York Times.

Let’s read Jack’s article.

Jack asked me what I thought of the code. Now I quote from the article:

“Charles R. Denny Jr., Chairman of the FCC, said he had not read the code. and, accordingly, was not preparer to express an opinion on its contents.”

Then Jack asked, “Suppose they adopt a code and then a few stations don’t live up to it?”

Now I quote again from his article:

“At the same time expressed the opinion that it would be an appropriate sub-

All Industries

(Continued from page 80)

subcommittee, received approval of his group’s recommendation that a “coordinated study of basic research procedures in television” be made by research men representing video stations and video advertisers. He said the study would help prevent “unsound promotion” and yet show not only what television advertising can do but what it is already doing.

Lewis H. Avery of Avery-Knodel Inc. outlined a subcommittee’s recommenda-
tions for improved standards for advertising agency recognition. Approval by the clinic cleared the way for preparation of detailed specifications. “Recognition” would be granted to applicant agencies, if they met the requirements, by community media groups. The subcommittee considered it “unfortunate” that an agency recognition bureau could not be set up on a national basis now.

Craig Lawrence of WOCP Boston reviewed recommendations to change the present definition of “retail rate” so that retail chain stores would not be excluded from eligibility to buy time on the “retail rate” basis. Activities of the sales promotion subcommittee were reviewed by John M. Outler Jr. of WSB Atlanta, who emphasized plans for the “radio in every room” campaign conducted jointly by NBC and the Radio Manufacturers Assn.

Odh S. Ramsland of KDAL Duluth presided over the clinic.

EX-PRESIDENTS of NAB dank Mary Margaret McBride, NBC, William S. Hedges, 1927-28 president of NAB, and vice president of NBC, is at left and J. Harold Ryan, vice president, Fort Industry Co., who served as interim president of NAB two years ago, at right.

ject of inquiry by the FCC if a station sought a renewal of its broadcasting license. We have no evidence that it would be adopted.

The Commission is not going to tell you what kind of a code you should adopt. That is your problem. Personally, I believe that some corrective action is needed in the industry and a good code would be a forward step.

But, let us be crystal clear about one thing. Even if you adopt a code and even if it is a good code—and if you adopt one, I hope it will be a good one—we are not going to tear up the Blue Book or close the office at 13th and Penn-

Syndie Avenue.

Under the law the Commission has a responsibility to make an overall review of your operations when you apply for a renewal of your license.

In this connection I would like to call to your attention a statement by Senator White in a recent hearing. Speaking to the Judge he said:

“Somebody has got to explain to me and bring conviction to me that the quality and the character of programs do not enter into, as a prime factor, a determination of whether a station is performing a public service. If you say that that has nothing to do with the thing, then I say you might just as well scrap all this radio law, and go back to where we were in 1926.”

Accordingly, the Commission, under its interpretation of the law, will continue to make an overall review of what you are doing. If you adopt a good code the Commission may, as one element of its review, inquire whether a particular station has lived up to the minimum standards adopted by the industry. But [the decision] will always be based on the evidence that has been, on the entire record . . .

This does not mean, however, that the FCC is going to go into the business of building false defenses for a toothless code. We have a responsibility of our own and we do not intend to abdicate that responsibility. There may be some things in your code which would not be in the code of the day or in the code of the future, but I do not think we have pushed this button to get off the hook.

But the last four could bring you something entirely new to the aural radio art. For example, Button 7 might be labelled “Classical music” and bring you an FM network joined together by direct radio pickup. Any hour of the day or night you would want to hear, you only have to push this button to get it.

Button 8 might be labelled “dance music!” and would bring you popular tunes at any hour of the day by any means of a parallel FM network.

Button 9 might be labelled “Features!” and could bring women’s programs, children’s programs and other special attractions.

The last button might be simply marked “News” and by pushing it you could get a 15-minute news summary any hour of the day.

If FM should take this trend it would bring us within sights of the long-sought goal of giving the radio listener what he wants when he wants it.

Again I urge AM broadcasters who have not applied for FM to re-examine their position.

III.TELEVISION

Last year I told you that in our judgment television was destined to become the greatest mass communication medium of them all. Psychologists have established that we learn nine times faster through the eye than through the ear. The potentialities of visual broadcasting are unlimited. Television magnifies many times the power of radio to instruct, to entertain, and to sell.

A good base has been laid upon which to build a sound television system.

Here is the television picture as of today: Twelve stations are operating in 8 cities. Fifty-six more stations are authorized and under construction and these are built to meet 41 cities will have television.

Receivers are now coming off the production lines at a rate of 12,000 receipts a month. I am told that they are being bought as soon as they reach the dealer’s shelves. Transmitting equipment can now be procured without unreasonable delay.

Where do we go from here? Are only 41 American cities to have a City? (Continued on page 94)
Model Bill

(Continued from page 88)

Commission shall be the duty of the Commission, in the exercise of its powers and authority, to institute and, for the district in which a station is located to institute in the United States District Court in and for said district and to prosecute under the direction of the Attorney General of the United States civil actions for the revocation of a construction permit or station license, without prejudice to any other remedy the Commission may have warranted the Commission in referring to an application, for priority of its consideration, to the extent that the same is not the subject of a proceeding before the Commission.

(c) Any station license granted under this section and any construction permit required thereby to be issued, whether issued for a limited time or for the full term of such license, or required by the judgment of the Commission such license or such permit be subject to revocation by the Commission because of, or in the exercise of, its discretion, convenience or necessity, or the provisions of Section 309 of this Act, or if any treaty ratified by the United States will be more fully complied with: Provided, That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds and reasons thereof, and shall have had a reasonable opportunity, in no event less than thirty days, to show cause why such order of modification should not be made. The order of the Commission shall have the same right of appeal as it has under the provisions of other orders and decisions of the Commission.

(d) Where a station licensee (1) has failed to keep on file in the Commission, or (2) has failed to observe any of the rules of civil procedure for the district courts of the United States shall apply, a station license or construction permit shall have the same right of appeal as it has under the provisions of other orders and decisions of the Commission. The order of the Commission shall have the same right of appeal as it has under the provisions of other orders and decisions of the Commission.

(e) In any case where a hearing is required which, in the opinion of the Commission, is necessary to the introduction of evidence and the performance of its duties of the Commission shall be prima facie evidence of the matters in question.

(g) The Act of June 17, 1938, is hereby amended to read as follows:

"(a) Any person violating any provision of any Act or any order, rule, regulation, term, condition or restriction, or any other order of the Commission, shall be subject to the penalties provided therein, and the same may be enforced by the Commission, at its discretion, by such means as it may deem necessary and proper, and by such means as it may deem necessary and proper.

"(b) Any person violating any provision of any Act or any order, rule, regulation, term, condition or restriction, or any other order of the Commission, shall be subject to the penalties provided therein, and the same may be enforced by the Commission, at its discretion, by such means as it may deem necessary and proper.

"(c) Any person violating any provision of any Act or any order, rule, regulation, term, condition or restriction, or any other order of the Commission, shall be subject to the penalties provided therein, and the same may be enforced by the Commission, at its discretion, by such means as it may deem necessary and proper.

"(d) Any person violating any provision of any Act or any order, rule, regulation, term, condition or restriction, or any other order of the Commission, shall be subject to the penalties provided therein, and the same may be enforced by the Commission, at its discretion, by such means as it may deem necessary and proper.

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Denny Abstract

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monopoly on television? Pictures of television sets are appearing in magazines that circulate throughout the land. Soon the good people of Kansas City, Denver, Atlantic City, and a hundred other cities are going to be start asking—"When do we get television?"

It is our clear duty—yours and mine—to do everything within our power to see that this new service reaches the maximum number of American communities.

To this end we earnestly solicit your suggestions as to what can be done to bring television to a greater number of American homes. We are anxious to mold our policies so as to facilitate your entry into this field.

What are the barriers that today stand in your way? For the most part they are economic. Many of you while willing to plow into television a reasonable share of your resources have found that you just cannot afford it. Among other things you would have to provide: a transmitter, an antenna, cameras, a film processor, camcorders, and costly stills, you would have to arrange for the origination of programs. Suppose it could be arranged for you to enter television simply by installing a transmitter and an antenna. Suppose instead of building a film pickup for the origination of programs of your own, you could, initially at least, rely upon a network for program service? In this way you would be associated with programs and contribute to transmitters that you would build in smaller adjacent communities and link to the key transmitter by radio relay? Several stations in different communities could come together to exploit a single studio or mobile pickup unit and move it from place to place for the origination of programs. Thus, little clusters of television stations might be spawned in various parts of the country. Then as the coaxials and microwave relays reach across the nation these little networks might be joined together for the efficient exploitation of television service would emerge.

In this way television might be nurtured through the tender period of its infancy. Once there was sufficient economic support, licensees would be encouraged to superimpose their own cameras and studios so as to make possible the origination of television programs in their own communities. Surely, this would be a radical departure from the present plan as we have known it in aural communication. Perhaps a radical departure is necessary if we are to fulfill our obligation to bring television service to homes throughout this country. At least this is something worthy of consideration and we would like to have your views as to what can be done.

IV. International Broadcasting

At the Atlantic City Conference we have become acquainted in some detail with the plans of the rest of the world in the field of international broadcasting. With but one exception, the nations have set their major priorities in this field. Unfortunately, the one exception is the United States of America. We have been reducing our international broadcasting as a rapid rate. Always associated with the beginning of the war we had 13 short-wave transmitters in this country which were used principally for programs to South America and Europe. During the war, after the Government entered the field, we had over 40 transmitters in operation. By 1944 we were broadcasting over 1,000 hours of programs per week. In an attempt to help the United Nations we established the "Voice of America" which was beamed programs to every corner of the earth.

Then began the downward spiral. A year ago our programming had declined to 432 program hours per week in 21 languages. Today our operations have been reduced to 233 program hours per week. The United States now occupies a poor third place in international broadcasting. The "Voice of America" has to catch up.

Now I am speaking to you about this situation I am, of course, aware that of the 2,000 broadcasters at this meeting only 7 hold shortwave licenses. Nevertheless, as I hope to make clear above and even above and beyond your duty as citizens to take steps to insure that the United States plays its proper role in this important field. If we are not to lose to another country a place placed upon our country a heavy responsibility in world affairs. We must prove equal to the task. The world wants to know what America is thinking. We must make known our way of living, our system of government, and the policies which guide our international affairs.

We have here an obligation to do everything in our power to strengthen the "Voice of America." The voice that reaches out from our shores must be firm and clear. It must speak the truth in all the languages of the world. It must be heard throughout the world. The "Voice of America" must play its part in the fulfillment of the prophecy that—"Nation shall speak peace unto nation."

Text of Code

(Continued from page 87)

associated with burial should not be accepted unless both the program and the commercial copy are handled in accordance with the highest standards of good taste and business ethics.

11. Products which are not acceptable conversational topics

12. Acceptable conversational topics

13. Any school, educational institution, person, firm or organization offering services of a professional or specialized character in the field of broadcasting has satisfied himself that the institution, person, firm or organization is able to fulfill all claims and indentures offered in its commercial copy.

14. Professions in which it is deemed undesirable to advertise.

Product or Service Claims

Broadcasters should not accept for broadcast:

1. Advertising statements or claims that are exaggerated.

2. Misd jesting statements of price or sales, and comparing competing products or price or value. The comparison should be a true and not one which describes or dramatizes distress or morbid situations involving ailments.

3. Unfair AFABF contests, competing products, or other inducements.

4. Claims that a product will effect a definite and specific cure.

5. Insincere representation of Commercials

6. Broadcasters should partici pate in the production and presentation of commercials. Disturbing or suggesting snappy effects or voices, blatant announcers and over-repetition should be avoided.

Time Limitations on Commercials

1. The maximum commercial time in cluding station brady is: (a) one minute after any fifteen-minute segment of broadcast time, regardless of type of program, or sponsorship, or how such a segment is divided into program or sponsorship units and that such a segment shall not exceed three minutes.

2. The minimum commercial time allowable to any single sponsor, regardless of type of program, should be as follows:

BEFORE 6 P.M.: 5-minute programs (4:30) 1:00. 10-minute programs (9:30) 2:00. 15-minute program (1:00) 4:00. 20-minute program (1:30) 4:00. 25-minute program (2:30) 7:00.

AFTER 6 P.M.: 5-minute programs (4:30) 1:00. 10-minute programs (9:30) 2:00. 15-minute programs (1:00) 4:00. 20-minute programs (1:30) 4:00. 25-minute programs (2:30) 7:00. 30-minute programs (2:30) 3:00. 45-minute programs (4:30) 3:00. 60-minute programs (5:00) 6:00.

All multiple sponsorship programs such as participation programs, announcements of give-a-ways and shopping guides, which heretofore have been exempt from any commercial time limitations, shall be set forth in Paragraph 1 and, in the case of such programs which are less than three-quarter-hour and hour duration, the time shall be divided into four minutes.

5. Five and ten-minute multiple sponsorship programs are subject to the time limitations set forth in Paragraph 1 and, in the case of such programs which are less than three-quarter-hour and hour duration, the time shall be divided into five minutes.

6. Programs of news, news commentary and news analysis, which are less than 60 seconds in length, should contain no middle commercial interruptions.

7. While there is no restriction on the number of commercials, each single sponsor may advertise within the above time limits, commercials for these products should be presented within the framework of the sponsor's program structure. This practice on such programs of simulated spot announcements which are divorced from the program by preceding the introduction or announcing of programs by this following its apparent sign-off. To this end the program itself should be announced before the use of what have been known as "cow-catcher" commercials, and the program should be signed off after—by means known as "bitch-hike" commercials. At such a time a product or service under any trade name should be identifi able to identity same should, except for descriptive or explanatory information, be considered as commercial copy and as such is a part of and included in the total broadcast time.

8. The placement of more than one commercial or service announcement in any program which require not be permitted under any circumstances.

Contests and Offers

Any broadcasting designed to "buy" the listener in hope of reward, rather than for the quality of the broadcast should not be permitted.

Contests should be subject to the following:

1. All announced prize contests should be submitted to the broadcaster well in advance of the first public announce ment that the particular program radio program.

2. The broadcaster should offer the opportunity to all contestants to win on the basis of skill, as well as on chance. Games of chance are not allowable.

3. The decision of the judges should be final and all other prizes should be awarded in case of ties.

4. Full details, including the basis upon which the contestant's submission is judged should be clearly stated in the accompanying announcements. Where the decision is made only on the basis of the quality of a contest or a pending or current contest, or where the decision is made on the basis of any other basis of assessment it should be clearly stated.

5. The date of the contest should be made known to the broadcaster the closing date should be stated during the first broadcast announcement of the contest. If of long duration, the termination date should be announced at least two weeks in advance.

6. While advertisers may require contestants to submit box-tops, wrappers or similar items, no reasonable facsimile thereof should be equally acceptable.

7. Contests and offers which require a consideration for which no reasonable facsimile thereof should be equally acceptable.

8. All decisions should be made promptly, and the names of winners should be announced forthwith. When the broadcasting of the name of a winner is undesirable because of its length, broadcasting his place in the world should be part of the program, with the names of winners and other necessary details.

9. All copy pertaining to any contest associated with the exploitation or sale of goods or products or services, or all references to prizes or gifts offered in any contest should be cleared with the advertising department as part of and included in the total broadcast time.

Offers should be subject to the following:

1. Full details of proposed offers, including samples of premiums and proposed copy should be submitted to the broadcaster for investigation and approval before the offer to be broadcast. No premium should be offered which is harmful to person or property.

2. No premium that depends upon the listener's skill or ability, or his understanding of its attractiveness or in any fashion appeals to such should be permitted.

3. Announcement of the termination of an offer should be made as far in advance as possible.

4. If a consideration is required, the advertiser should agree to honor contracts with contestants for the premium by returning the consideration for which they paid to the station from all liability in a specified type of contest. Where the advertiser requires a consideration, the premium should be furnished by the station as "absolutely free."
Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry...and darned few can boast of 18 years with the same station.

But that's the history of Eldon A Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs...with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well..."encourage new talent—never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety...and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.
“INFO. PLS.” and “PARKY” JOINING NEON-NAME SWING TO MUTUAL

New Fall Line-up of World’s Largest Web Features More Stars Than Ever Before

The swing started in June. First came Martin Block, the air’s No. 1 Disc Jockey (courtesy Warner Brothers) to liven Mutual’s afternoon schedule. Next, we welcomed Kate Smith, radio’s beloved first lady who, with Ted Collins, occupies her traditional spot at high noon. In August, Jim Backus (sponsored by Pharmaco) got on the bandwagon. Then in September and October, in swift succession, Mutual will have Jimmie Fidler and “Information, Please” and Parkyakarkus and Billy Rose.

MORE BIG NAMES—MORE GOOD SHOWS
But that is not the whole story. For, since the summer, Mutual has added new programs that will attract more and more radio listeners, and welcomed back old favorites which have been on summer vacation. Look for these and many others in our Fall schedule: “Song of the Stranger,” “Adventures of Charlie Chan,” “Juvenile Jury,” “Sherlock Holmes,” “Scarlet Queen,” “Opinion-Aire,” “Quiet Please,” “Stop Me If You’ve Heard This One,” “Zane Grey Show,” to say nothing of such long-standing favorites as Basil Rathbone in “Scotland Yard,” “Chicago Theater of the Air,” “The Shadow,” “Family Theater” (with top Hollywood stars each week), “Leave It to the Girls” and others too numerous to mention.

MORE NAMES TO COME
Even then, this is not the whole story. For we are negotiating for still more big-name, popular shows. To stations, advertisers and agencies we say: “Watch Mutual—or better yet, listen to Mutual.”

P.S. “Information, Please” and “Parky” are co-op programs—the most important recent additions to the fastest moving and most successful Co-op Department in the business. For full details of availabilities on these and other programs including Kate Smith, Fulton Lewis, Mediation Board, Meet the Press, Cedric Foster and Cecil Brown, we suggest you write, wire or telephone the Co-operative Program Department.

Mutual Broadcasting System
WORLD’S LARGEST NETWORK