We readily grant that after years of practical experience, most agencies have a good though perhaps general knowledge of station preferences, program preferences, popular listening hours, etc., in Iowa.

Now, however, the 1947 Iowa Radio Audience Survey offers you a thoroughly documented statistical breakdown of the complete Iowa radio picture, backed by 8,682 personal interviews all over the State. It is a study which will prove the propriety of your recommendations, down to the last detail.

Write for your copy today. You'll find it the most useful book in your radio library.

THE 1947 IOWA RADIO AUDIENCE SURVEY

Made by Dr. F. L. Whan of the University of Wichita, from survey of 8,682 Iowa families (1 out of every 75 in State), broken down by place of residence (city, village, farm), age, sex and educational levels.

Contains complete maps, charts and statistical breakdowns on these and many other questions:
- What Stations are Preferred in Iowa ("Listened-to-Most")
- What Stations are "Heard Regularly"
- What Proportion of Audience Listens, at Each Daytime Quarter-Hour Period
- Program Preferences—General, News, Farm News
- Public Attitude Toward Transcriptions
- Effect of Age, Sex, Place of Residence on most of the above

WHO for Iowa PLUS!
Des Moines - - - - - - 50,000 Watts
B. J. Palmer, President
P. A. Loyet, Resident Mgr.
Free & Peters, Inc.
National Representatives
Mr. and Mrs. Ralph O. Werblo met the housing shortage in Metropolitan Chicago with true American ingenuity. They located a tiny, unused cottage at 4209 Wegg Avenue, in East Chicago, Indiana—bought it—and went to work. Paint flowed generously—Ralph's carpenter tools turned out built-in cabinets, bunk-beds for the youngsters. Mrs. Werblo's needle responded to the need for cheery draperies and curtains. Now, the unused cottage is a very comfortable home for the four Werblos.

Dennis is 7, Doris 12. They are radio fans like their parents—the WLS National Barn Dance, with favorite "Little Genevieve"—Aunt Rita's Children's Hour on Sunday morning—the Breakfast Club, Dr. Holland's Morning Devotions, News, Happy Hank, Weather... all the family radio fare on 890 kilocycles.

Mrs. Werblo has been a WLS listener since her parents bought their first radio in 1926. "We have always had confidence in the ideals of WLS," she says. Both Werblos were reared on farms, grew up reading Prairie Farmer and hearing WLS—and every now and then, they consider buying a farm, so their youngsters can have the fresh air and outdoor fun they had when growing up. The family makes frequent visits to the grandparents' farms in Indiana.

It is on this home and this family... and the homes and families like them throughout Midwest America—that the WLS microphones have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.

Lunch is a quick but cheery meal on school days. On the table in front of Mrs. Werblo is a geranium, Mother's Day gift from Doris and Dennis.
MOST POWERFUL STATION IN MONTANA

JOIN THE INTERMOUNTAIN NETWORK

KMFR, Great Falls
5000 watts, 560 KC
to be on the air soon

Affiliated in ownership with the largest daily newspaper and the only farm magazine in Montana.

The 17 home town markets comprising the Intermountain Network may be purchased as One-Pack-age or by units.

THE INTERMOUNTAIN NETWORK Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
NEGOTIATIONS for sale of KXYZ Houston by Tilton Jones to Industriall-Oil Man Glenn H. McCarthy of Houston for stripped figure of $875,000, reported in final stages last week. Overall transaction, including quick assets, would amount to roughly $1,500,000, and is being handled through Blackburn-Hamilton Co. KXYZ is ABC outlet operating on 1320 kc with 5,000 w.

CHANCES of FCC reorganizing itself into “divisions” before early November now regarded as very slim. Original plan was to put new system into effect about Oct. 1 [BROADCASTING, July 21]. But that target was set when it appeared world conferences at Atlantic City, which have kept three Commissioners occupied all summer, would be over in early September. FCC authorities say it’s hardly possible to effectuate plan in less than 30 days. It’s felt FCC is too strongly committed to Senate Commerce Committee to abandon plan altogether.

PROMOTIONS announced last week by NBC (page 20) do not complete network’s reorganization plan. One and possibly two new vice presidencies coming up, one via promotional-merit route and other probably by outside appointment of celebrated national radio figure.

COLGATE - PALMOLIVE - FEET Co. will move its Lustre Creme account from Hill Blackett and Co., Chicago, to an eastern agency. Lustre Creme division was purchased last year from Kay Daumit and sponsored quarter-hour portion of ABC Breakfast Club but cancelled at end of final 13-week contract.

AUTHOR of code resolution adopted by NAB board at hectic Friday Sept. 19 session in Atlantic City was neophyte member Howard Lane, general manager of Marshall Field stations. After board had argued language for several hours, Mr. Lane, who had been writing in longhand, read his suggested language, which was adopted virtually without change.

SPEAKING of code, board’s “adoption” was stretching actual situation since its resolution amounted to commitment of NAB to operation under standards starting next Feb. 1. Formal adoption will occur when final version is approved, likely in November. Literary license was based on desire to show world association was acting quickly and sturdily.

REPORTS that CBS Radio Sales will take over Fletcher Wileys’ Housewives Protective League on its O and O stations in Los Angeles, Chicago, St. Louis and New York at reputed price of million dollars again going rounds. Wiley’s income from program, radio shows and other investments has carried him into highest tax brackets.

AS PETRILLO fingers crystal ball in search of formula to govern music on FM, the recur

(Continued on page 86)

Upcoming

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

(Continued on page 75)

Bulletin

MUTUAL is reserving decision on rejoining BMB for future studies pending report of BMB’s Technical Committee on MBS engineering coverage measurement plan, which Mutual believes may point way to improvement in BMB techniques. Edgar Kobak, MBS president, said Friday, “We believe in the BMB idea and we want to see it continue. But we think that BMB’s present measurement methods need improvement. They are too expensive for one thing.” Other three networks reported ready to sign BMB contracts under new 15-year-long-term plan.

ROY C. PORTEOUS, formerly NBC advertising and promotion manager, appointed manager of network’s advertising and promotion department, succeeding James H. Nelson, recently named NBC director of advertising and promotion. (see story page 20).

GEORGE HICKS, ABC newsmen, one of 19 correspondents awarded U.S. Army Medal of Freedom last week for “exceptionally meritorious achievement.”

Business Briefly


UNION ON VIDEO - Union Oil Co., Los Angeles, will sponsor televising 1948 Pasadena Tournament of Roses parade on KTLA Los Angeles. Also made bid for Rose Bowl football game but association still undecided on price. Agency, Foote, Cone & Belding, Los Angeles.

SWIFT PLACES SPOTS - Swift Packing Co., Ice Cream Div., starts 52-week spot campaign Nov. 2 in 80 markets. Schedule calls for six weekly until May 1, then number doubles. Agency, Needham, Louis & Brobery, Chicago.


Station Representative Assn. Formed

(See early form editorial, Page 48)

FORMATION of National Assn. of Radio Station Representatives, to promote spot radio, was announced Friday following five-hour meeting in New York called by Paul H. Raymer and Edward Petry.

While no announcement was made beyond that relating to organization, it was stated that “various plans were acted upon unanimously.” Another meeting was scheduled for 3 p.m. today (Monday).

While there has been sporadic discussion about formation of spot organization, impetus for creation of association developed following recent appointment by WRVA Richmond of CBS Radio Sales as its exclusive national representative. KSL Salt Lake City Friday announced appointment of CBS spot organization as its representative effective Jan. 1 (see page 14).

It is presumed organization will endeavor to broaden its exploitation front, looking toward vigorous sale of locally developed programs for national sponsorship as well as for more widespread use of name presentations developed by the syndicated transcription companies.

Following announcement was made by new organization.

At a meeting held today in New York by the following companies: Avery-Knodel Inc., John Blair & Co., Bolling Co., Brannham Co., Burn-Smith Co., Forge & Co., Free & Peters, Headley-Reed Co., George P. Hollingbery Co., The Katz Agency, Joseph Hershey McGillivray, John E. Pearson Co., Edward Petry & Co., Radio Adv. Co., Paul H. Raymer Co., Weed & Co., Adam J. Young, Jr., Inc., The National Assn. of Radio Station Representatives was formed. The basic purpose of the association is to promote spot radio. Although all of these companies are highly competitive, various plans were acted upon unanimously. The meeting was adjourned until 3 p.m. Monday.

Page 4 • September 29, 1947
And, Sells Profitably to every Buying Group in this Multi-Million Dollar Market

Complete coverage, skillful local and NBC Network programming make this station the overwhelming favorite in this market consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL has outstanding listener loyalty, influences the buying habits of a tremendous number of people with money to spend. Case histories of sales results on request. Put this selling power to work for you.

For full information write direct or—

SALES REPRESENTATIVE

RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco • Los Angeles
your dollar buys more than before

... 42.5% MORE  
RADIO FAMILIES

... NOW 318,440  
RADIO FAMILIES

... NOW $885,811,000  
RETAIL SALES

... NOW $246,403,447  
VALUE IN FARMS

Diversified Industrial Production Area In The Heart Of A Rich Agricultural Region Makes Canton, Ohio, The Best Balanced Market In The United States.

Represented by RAMBEAU

WHBC-FM 25,000 WATTS SOON

WHBC your good neighbor in CANTON, OHIO

CITY OF DIVERSIFIED INDUSTRIES • OHIO'S RICHEST RURAL REGION
Your commercials pay off when listeners pay attention.

Listening is a matter of intensity, and Spot Radio delivers a more intensive coverage than any medium in general use today.*

Use Spot Radio's finest facilities — these radio stations. Your big audience will sit up — and pay attention.

*For statistical proof, send for "What Radio Research Forgot."

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.

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

THE YANKEE AND TEXAS
QUALITY NETWORKS
Pardon me, what station are you listening to?

WFLA!!!

Feature of the Week

RADIO has come to the rescue of the United Nations General Assembly, saving that body from slow suffocation in reams of multilingual translation texts.

Delegates and spectators alike were provided with tiny portable receiving sets when the General Assembly reconvened at Flushing Meadows, New York, last week. Speeches made on the floor are picked up and broadcast directly by the UN's shortwave station. Pressing a button on the receiver brings simultaneous translation of the speaker's remarks in either English or French. Later broadcast translations will be made also in the other official UN languages—Chinese, Russian, and Spanish. The system is an adaptation of the IBM-Filene Finlay Translator system used at the German and Japanese war crimes trials.

Col. Leon E. Dostert, UN chief of simultaneous interpretation—predicted that the new system may reduce by one-half the time needed for the current Assembly session. After the cumbersome system used at the last session each important speech was translated by an official interpreter, usually into several successive languages. This consumed endless hours and was not the ultimate in accuracy, interpreters sometimes veering off on tangents of their own.

The receivers themselves, which are rented to the UN by the International Business Machines Corp., weigh three pounds. They are worn around the neck on a plastic strap through which a wire antenna is run. Each receiver is furnished with a headset. The power of the radio wave is so low that the broadcasts cannot be received outside the building.

Listeners at the opening Assembly session last week reported good radio reception, except for occasional interference from the high-powered Naval radio station at Arlington, Va., which beams time signals and weather reports to ships at sea.

Some listeners, the UN reported, were so taken with their miniature radios that they took them along when they left. Dedicated as it is to the theory that mankind is fundamentally honorable, the UN likes to think that such persons are merely absent minded. The radios are assessed by IBM at $80 each.

Sellers of Sales

TIME-WORN AXIOM of the sports world—"If you can't beat 'em, join 'em"—may not have been the underlying psychology George Roessler had in mind when he recently joined Henri, Hurst & McDonald Inc., Chicago advertising agency, as radio newsbuyer, but at least there is a similarity. George now finds himself in the position of having completed a cycle which has included just about every phase of selling.

Born in New York City July 6, 1901, George moved with his family to Passaic, N. J., about two years later. When he was 5, the family moved again, this time to Rochester where he began his schooling. Nothing much eventful happened to him in those early days, George recalls, except that he entertained the boyhood ambition of getting into the theatre. For a few seasons he was with a Rochester theatre group.

In 1921 George was graduated from Brown U. and, later, far removed from the acting profession, became advertising manager of Cheplin Bacteriological Laboratories in Syracuse.

He began his radio career around 1927 with WCAO Balti-

more as an announcer, moving in the early '30s to KOIL Omaha as commercial manager and later (1935) to WJJD Chicago as sales manager.

A short time later George launched his own sales representative firm, and maintained it for three years before joining Joseph Hersey McGilvra Inc.

When CKLW Windsor opened its Chicago sales branch office in the early '40s George was on the pioneering end in a move which was to open the way for formation of Radio Advertising Co., national representatives. Other stints followed with Foreman Co., First United Broadcasting Agency and, finally, Broadcast Sales. The latter was absorbed by Taylor-Howe-Snodden in June.

Having covered selling from both the station and representative end, it remained only for George to complete the cycle by joining Henri, Hurst & McDonald Inc. in July as timebuyer. With his present position, George expresses himself as well satisfied. "In fact," he said, "I'm getting a terrific wallop out of it." He went on to explain that he was getting the chance to

(Continued on page 69)
YES, it’s such a bore to hear the same “canned” newscast in the same words... over and over again... one station duplicating another like a procession of parrots. The public has a simple defense mechanism in such cases. It merely twirls the dial to something else. The public has little patience with microphone parrots.

To have consistently interesting news programs, to produce the kind of distinctive newscasts your listening audience looks forward to tuning in regularly, you cannot afford to be without International News Service, the basic ingredient of America’s finest newscasts.

With INS you get the greatest variety of news, the news behind the news, and the latest fresh angles—all in a continuous flow so that at no time must you succumb to audience-killing repetitions.

There’s never an idle, never a dull moment on the INS wire. The INS newscaster never sounds like a parrot—because he has a constant flow of fresh, rich, new material to draw upon. The emphasis is on human interest, and local and regional as well as national and international significance. The writing is the product of journalism’s greatest craftsmen—men and women whose superior abilities make for distinctive newscasting and permanent INTERESTED listening audiences.

Banish the parrot from your microphones! Give your radio audience the fuller benefits of INS—the best news service "buy" in America for radio.

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET, NEW YORK 17, N. Y.
When a local farm program gets a 15.9 Hooperating even in an industrial city like Peoria—that’s news! Yet that’s what Farmer Bill’s Noon Farm Markets does on WMBD, Peoria*—and Farmer Bill is only one of many fine local programs on WMBD!

Matter of fact, there’s hardly a station represented by F&P which doesn’t offer economical local programs that compete very favorably with network attractions. Since these stations and programs can be bought one-by-one in any number of markets you wish, they offer you high audience-ratings, plus Bull’s-Eye economy, flexibility and effectiveness.

Let’s discuss the potentialities that spot broadcasting holds for you ... in any of the markets at the right.

*Hooper Report, Winter-Spring, 1947

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
Industry Pushes for PetriU Showdown

Committee on Music Being Formulated By NAB

By J. FRANK BEATTY

EVENTS in the broadcasting-PetriU battle, with all forms of music rendition at stake, are pointed toward a showdown as all industry segments prepare to face the AFM czar with a united front. Events of the week have organized an industrywide music policy committee, Rep. Carroll D. Kearns (D-Pa.) offered his services to settle the entire dispute and bring all parties into agreement without loss of music to broadcasters or loss of wages to musicians.

Other developments in a fast-moving musical week were:

Petrillo invited FMA President Everett Dillard to an Oct. 1 conference on FM music. Rep. Kearns will participate, as will the FMA Music Committee. The AFM head is probing alleged Yankee Network's duplication of network music on FM outlets.

He lifted his ban on broadcasting by amateur musicians, with one eye on Taft-Hartley Act.

Continental Network (FM) continued sponsored music series with performers not under AFM aegis.

NAB President Justin Miller last week sent telegrams to a number of broadcasters asking them to serve on NAB's new industrywide committee. The committee will be representative of AM, FM, television, transcription and other segments of the industry. It will serve as a long-range planning group.

First meeting likely will be held in Washington but no date has been set. Consideration of other members is still under way, with FMA, TBA and transcribers suggesting their own representatives.

To Form Front

With completion of its membership, the committee will set about the task of bringing all interests together to permit a solid industrywide approach to the music problem. Formation of the committee was authorized by the NAB membership in a resolution adopted at the Atlantic City convention [BROADCASTING, Sept. 22].

New approach to the problem appeared as Rep. Kearns told BROADCASTING that he believed the whole broadcasting-AFM controversy could be resolved. He has postponed his special House PetriU Subcommittee investigation to give the union head a chance to negotiate with broadcasters without interruption.

Last August Rep. Kearns had indicated he would defer calling Mr. PetriU for further testimony Sept. 15 because the timing clashed with the NAB convention. He had planned to call him later this month. Now he has decided both parties would be in better position to negotiate if the House hearing is postponed indefinitely.

Kearns' Viewpoint

Rep. Kearns was with the AFM president last Monday as announce-

ment was made that a one-year pact had been signed by the union and two national school organizations, Music Educators National Conference and American Assn. of School Administrators.

The Congressman, a musician and AFM card holder, said he is satisfied Mr. PetriU does not desire to obstruct the development of FM but that he is merely trying to work out a permanent policy because of his conviction that FM will soon be a fast-growing medium. Rep. Kearns feels that AFM musicians were pulled off Continental Network, though it was paying full AM network scale, to give Mr. PetriU a week or two to devise a scale of rates.

Rep. Kearns, who has had frequent talks with the union leader, said he has not heard the idea of stopping all networking of music mentioned since the House hearing last July [BROADCASTING, July 14].

He considers the musicians' leader a reasonable man anxious to get more work for musicians out of a medium without at the same time crippling its growth.

From his Congressional viewpoint he foresees the crystalizing of several simultaneous issues—AM network contract negotiations (contracts expire Jan. 31, 1948); FM duplication of network programs; FM network performances; transcription and record performances; televised music.

All these, he feels, are facets of one problem that can be solved satisfactorily for all parties without loss of music performances by media or loss of work by musicians.

The Wednesday morning conference of AFM and FMA officials is designed to work out a solution of the Continental Network problem. However Mr. PetriU indicated last week that he would announce prior to the meeting his decision in the appeal of AM network presidents for reconsideration of the ban on duplication of network programs on FM outlets of AM affiliates.

FMA's Position

FMA would enter the conference at a disadvantage if an adverse decision were handed down in advance. FMA naturally desires the right to duplicate network programs but feels the problem would be more difficult if Mr. PetriU re-affirmed his prior ban.

From its FMA's standpoint, the music problem is divided into two phases—FM duplication and separate musical performances on an FM network (Continental). FMA hopes to know PetriU's stand on FM as a result of the Wednesday meeting. Representing FMA will be its Music Committee, named a fortnight ago at the FMA Convention in New York: Everett Dillard, NAB Membership Chairman; and Paul Haas, NAB Membership Chairman.

NAB Starts Rewriting New Standards

Board Committee Named To Screen Station Suggestions

(Also see story page 32)

JOB of rewriting disputed portions of the Standards of Practice has been started by NAB. The code was adopted in tentative form by the Board of Directors at its post-convention meeting Sept. 19 [BROADCASTING, Sept. 22].

Machinery to draw all possible suggestions and criticism from member stations is being set up following transmittal of a copy of the document to stations, accompanied by a letter from President Justin Miller.

Assembly and screening of ideas and criticisms will be handled by a special board committee of four, appointed last week. Members of the committee are Harold E. Fellows, WEET Boston and District 1 Director; John F. Meagher, KXSM Denver, and District Ll Director; Willard Egolf, WBOC-

FM Bethesda, Md., Director-at-Large for Class A FM stations; Harold E. Fair, NAB Director, Program Dept.

Letters started flowing into NAB last week, offering ideas for changes in specific portions of the code. Many communications came from persons outside NAB ranks, all of them endorsing the code in principle and commending the association.

Analysis Job

Mr. Fair and his assistant, Ben Miller, will sort and analyze the letters in preparation for a meeting of the special board code committee, tentatively slated Nov. 3 in Washington. This group in turn will prepare a report to the board, which will meet in mid-November. Final adoption of the code may occur at the board session.

The proposed code came out of the Atlantic City convention: 90% intact. Critics concentrated on such provisions as the overall three-minute limit on commercials, the blocking of time segments, ban on dramatization of controversial issues and a few other provisions.

Should suggestions received during the next month be confined to this 10% portion of the code, the rewriting job of the Board of Directors will be simplified.

Typical of comments by independent station operators was that of Ben Strouse, WWDC Washington. Mr. Strouse urged simpler restrictions, including a flat 3 minute 30 second limit on commercials in 15 minutes, granting more leeway. He said room should be provided for want-ad and women's programs, and suggested service announcements should be permitted adjacent to an ordinary spot or station break, with other double-spotting eliminated. Mr. Strouse said he feared "there are a number of sta-

(Continued on page 72)

How NAB Code Affects You . . . Page 18

September 29, 1947 • Page 13
Atlantic Grid Series on 91 Stations

More Than 250 Contests On Oil Firm’s 1947 Schedule

RADIO coverage of the greatest total number of college, high school and professional games scheduled by the Atlantic Refining Co. in its 12 consecutive years of football broadcasting has been announced for 1947 by Joseph R. Rollins, advertising manager of Atlantic. Company will sponsor the airing of more than 250 contests over regional networks totaling 91 radio stations. Schedule includes 148 college, 78 high school and 22 professional games. First game was also Sept. 5.

Additional games will be added as the season advances. Atlantic’s schedule for remainder of seasons follow:

College Games

**OCT. 4**
- Tennessee-Duke: WHIG WBT WDNF WJIN WJTM WJVS WJOY, Nashville
- Georgia Tech-WRDW WHBM WMZG WJAM WMBR WWOX WHHE WHBW WHIP WHAM WHIO WHSE WHIC WHIB WHDI WHHD, Holy Cross-Temple-WAAB WPHN WPOZ WPMD WPON WPDS WPJL WPSC WPJC WPQK WPWF WPTF, Pennsylvania-Lafayette-WCAU WCAT WCAQ WCHR WCHH WCHC WHCM WHBP WHBM WHHG WHTH WGGC,WFBG WFBW
- Dartmouth-WBBN-WBZB WHBC WBBT WBBQ WHBH WHBI WHBG
- Princeton-Bucknell-WJAL WJAW WJOF WJMM
- Auditorium: Notre Dame
- KDRA WOR WRAP WCBR WHOA WJKB WHPB WHSL, Cornell-Wake Forest-CHNC WHNC WAPN WAPC WHBN WHDL, WARD WHNB WHNC WHQX WHFR WHGC WHGI WHGT WHGU WHHJ WHHI WHHS, Delaware-WLDE, Wake Forest

**OCT. 10**
- Boston College-Kansas State-WHDD WHNB WHIC
- Brown-Rhode Island State-WEAN WHNB WHDC WJAT WJNB WHDC
- Colgate-Cornell-WNBG WHHA WFTD WFTK WFTW WFTY WHOC WOPA, Temple-WACO WHAA
- WJRA WHNB WHNA WHIC
- New York-Ohio State-WEAN WHNB WHDC
- Wake Forest-Pittsburgh

**OCT. 11**
- Temple-Vanderbilt

Press Wire Elects

WILLIAM J. McCAMBRIDGE, who resigned as general manager of Press Assn., New York, last May, has been elected president of Press Wireless Inc., New York. Mr. McCambridge was general manager of Press Assn. for the last seven years and prior to that was assistant general manager of Associated Press. Mr. McCambridge succeeds A. Warren Norton, who resigned as president of Press Wireless recently to devote all his time to the presidency of McCambridge's N.W. Co., New York.

Agency to Submit Shows

SHOW PRODUCTIONS, affiliated company of Dancer-Fitzgerald-Sample, New York, will submit two or more shows this week to Press Wireless, Inc., in Cincinnati, as replacements for the Mystery of the week for the continuing series, with week's subscription being held over until a substitute is accepted.

KSL to Radio Sales

IVOR SHARP, vice president and general manager of KSL Salt Lake City, last Friday announced appointment of CBS Radio Sales to represent the station nationally beginning Jan. 1, 1948. The station, a CBS outlet, operates on 1170 kHz, 50,000 w. For the past 16 years KSL has been represented by Edward Petry & Co.

ANA’s Convention Program Arranged

Advertising Leaders to Convene in Atlantic City Oct. 5-8

ARRANGEMENTS for the 38th annual meeting of the Assn. of National Advertisers at Chalfont-Haddon Hall, Atlantic City, Oct. 5-8, have been completed.

Principal speaker on Monday, Oct. 6, will be Bryan Houston, vice president and general manager of the Pepsi-Cola Co., New York. Houston will be followed by A. R. Rhodes, vice president of Pepsi-Cola, who will speak on "How to Get the Most Out of Your Advertising." Others on the panel for this discussion are: T. Mills Shepard, McCaig Corp., moderator; 11:30, William William H. Smith, Executives, N. W. Ayer & Son; Henry Godfrey, Shenley Distillers Corp., and D. B. Lucass, Advertising Research Foundation.

Later Monday afternoon a roundtable discussion on outdoor advertising is scheduled, with R. M. Gray, Standard Oil Co. of New Jersey, as chairman. The theme of Tuesday afternoon’s discussion will be “How to Get the Most Out of Your Advertising Agency.” This will be illustrated dramatically by a “show” presided over by Gerald Carson, Kenyon & Eckhardt; Sanford Gerard, Lennan & Mitchell; Arno Johnson, J. Walter Thompson; Jack Robinson, Budin & Green; Arno Wilson, Advertising Council.

ANA sessions on Wednesday, Oct. 8, will be devoted to the presentation of a first-hand picture of the foreign advertising economic situation as related to advertising and selling. This will be given by Robert L. Garner, vice president and general manager of the World Bank; and Lewis H. Brown, Johns-Manville board chairman.

**BROADCASTING**

Miller Named

JUSTIN MILLER, NAB president, was named a member of the Citizens Food Committee by President Truman serving under Chairman Charles Luckman, president of Lever Bros. The committee represents all facets of the nation’s economy. Among other members are T. S. Ripley, president, Advertising Council, and Eugene Meyer, editor-in-chief. Mr. Luckman stated Thursday the committee will serve in an advisory capacity to the Government.

Press Wire Elects

WILLIAM J. McCAMBRIDGE, who resigned as general manager of Press Assn., New York, last May, has been elected president of Press Wireless Inc., New York. Mr. McCambridge was general manager of Press Assn. for the last seven years and prior to that was assistant general manager of Associated Press. Mr. McCambridge succeeds A. Warren Norton, who resigned as president of Press Wireless recently to devote all his time to the presidency of McCambridge's N.W. Co., New York.
Expect FCC to Continue Hobbling Along

Denny, Durr and Jett Future Plans Are Uncertain

HAVING hobbled along since last May with substantially less than its seven-man board, the FCC is headed for another siege of under-strength operation.

At least three members of the seven-man Commission will be away from Washington for prolonged stays beginning next month. There persisted reports of prospective sweeping top-level realignment before the new year.

Commissioner E. K. Jett, one of the mainstays at the International Telegraphic Communications Conferences at Atlantic City, has tentatively accepted appointment as head of the U. S. delegation on the Provisional Frequency Board to hold forth in Geneva, Switzerland, beginning Jan. 16. While the board will function for 18 months or two years to fulfill allocations commitments of the Atlantic City conference, Mr. Jett has committed himself to an appointment of only six months, during which time he will remain a member of the FCC.

Commissioner E. M. Webster, safety services expert, leaves Oct. 25 for London for an international conference on coordination of various safety services, and will return in December. He leaves again in April for London for a considerably longer conference on safety of life at sea.

Plans Vacation

Mr. Jett's action gives rise to renewed speculation about the future makeup of the FCC, and more particularly the plans of Chairman Charles R. Denny, who has neither confirmed nor denied reports (Broadcasting, Aug. 11) that he might resign before the year's end. These reports also linked Mr. Jett and Commissioner C. J. Durr, Democrat of Washington, with the year-end resignation reports.

Mr. Denny, who has performed prodigiously as chairman of all three of the Atlantic City Telecommunications Conferences since they convened last May, is going to take a long vacation following the adjournment of these conferences, or shortly thereafter. The conferences may wind up this week or next. Mr. Denny may return to Washington about mid-October to sit in on long-delayed oral arguments. It is now definite, however, that he will not participate in the highly controversial clear channel hearings which get under way Oct. 20.

Even in FCC quarters, there is speculation as to the future. Denny will return to the Commission following his vacation of three weeks or a month. He has a number of offers, and has obviously considered entering private law practice. When NBC recently reorganized its top-level structure [Broadcasting, Aug. 4] the vice presidency and general counsel slots were vacant by A. L. Ashby, who retired. It was not filled. It was presumed that this post was discussed with Mr. Denny by President Niles Trammell.

Reached Government Peak

Mr. Denny had committed himself to see through the international conferences. He has carried the FCC through its postwar work. The peacetime 3000 kc, 3200-3400 kc, 4750-4995 kc, and 5060-5250 kc, 5200-5500 kc bands have been assigned. Mr. Denny has appointed by Government to head the Geneva delegation. The Mr. Jett will succeed him in the Government's new operation.

Whether Commissioner Jett will return to the FCC after his European tenure, which will carry him through June, is likewise problematic. If headquarters of the International Frequency Registration Board, the permanent organization growing out of ITC, had been established in the United States as a UNESCO function, it is known on highest authority that he would have accepted such an appointment. But ITC has, however, designated Geneva as headquarters for both the IPRB and the Provisional Frequency Board on which Mr. Jett will sit. His career has been spent either in the Navy or in Government radio regulation, also has had a number of outside offers. Evidently he does not plan to consider any of them until his return from Geneva next year.

The Geneva post carries no salary. Hence Mr. Jett will continue as a Commissioner appointed by our Government to head the Geneva delegation.

Mr. Durr has kept his own counsel on his plans. A Wallace school graduate, he has served since June 30. Whether he could be re-appointed, or confirmed by the Senate if re-nominated, is highly doubtful. Seattlesbut has linked him with law professorships at Yale or his native U. of Alabama, and also with the presidency of smaller schools in the West. It is generally thought he won't be with the FCC at the year's end.

With the Atlantic City conferences drawing to a close, two high-ranking Americans, in addition to Commissioner Jett, have been nominated for important foreign posts. Capt. Paul D. Miles, chief of the Frequency Services — Broadcasting Division, has been designated representative on the IFRB, the post Mr. Jett probably would not have accepted if the locale had been the United States. This position is for a five-year term, and Capt. Miles will resign from the FCC to accept it. It is understood it pays $12,000 annually with substance, taxable.

Francis Col't deWolf, chief of the State Dept's International Telegraphic Communications Division, and vice chairman of the Atlantic City conference, has been named the U. S. representative on the International Telecommunications Union's Administrative Council, which serves in effect as the board of directors of the ITU. This position, like Mr. Jett's, is non-permanent. Mr. Jett will have on his delegation representatives of the various governmental agencies, identified with telecommunications service, private carrier representatives and observers.

Adjust Allocations

The PFB assignment will be to re-work the present Bern (Switzerland) allocation lists so as to fit existing stations into the new high frequency bands according to sound engineering principles, and by mutual agreement.

(Continued on page 74)

ITC Finish This Week Is Foreseen

New Signed Regulations Will Become World Radio Law

By BRUCE ROBERTSON

REPRESENTATIVES of 78 nations attending the International Telecommunications Conferences will wind up their summer labors early this week when they sign the New International Radio Regulations and the Atlantic City Conferences, which were ratified by the U. S. Senate and its counterparts in other nations, will succeed the Cairo Convention as the radio law of the world.

Signing has been tentatively scheduled for tomorrow (Sept. 30) and appearances last week were that this deadline would be met.

Major part of last week's work was held over from the sessions of the first printed proofs (blue) of the findings of the conferences. In some cases the corrected proofs (pink) were being considered. Finally, the delegate will receive white proofs which presumably will become the official documents. The table of frequency allocations between 10 kc and 10,600 mc, including all broadcasting, telecasting services, standard, FM, TV, etc., is in the pink proof stage.

This table allocates to standard broadcasting the frequencies between 535 and 1605 kc on a world-wide basis, with an additional 10 kc band, 525-535 kc, added in the European zone. Disposal of the new broadcasting channel added at the lower end of the band in the American zone will be made by a regional conference, probably the upcoming NARBA meeting.

European Regions

In the European region, which also includes USSR, Turkey, and Africa, the 190-255 kc band has been set aside exclusively for broadcasting. Ten kc below that, 150-180 kc, is also allotted to broadcasting on a shared basis with maritime mobile services, provided the latter do not interfere with the broadcasting activities, and in Eastern Europe broadcasting will share with other services the 255-285 kc band.

The bands 2300-2495 kc, 3200-3406 kc, 4750-4995 kc and 5060-5250 kc, have been set aside for tropical broadcasting in tropical countries where high atmospheric noise level makes it impossible to supply a satisfactory service in the low, medium or very high frequencies. In the European and Asiatic regions, broadcasting shares with fixed services 3960-4000 kc.

In the shortwave part of the spectrum in which most International Broadcasting takes place, the bands of 6960-6200 kc, 9690-9775 kc, 11700-11975 kc, 17500-17700 kc, 17700-17900 kc, 21450-21750 kc, 25600-26100 kc have been assigned to broadcasting on a worldwide basis. The 7100-7300 kc band is also assigned to broadcasting in the non-American regions, which permit amateurs to share with broadcasting the 50-kc strip, 7100-7150 kc.

Higher up the scale, the 41-68 mc band is assigned exclusively to broadcasting in the European-Afri-

Comr. JETT

BROADCASTING • Telecasting

September 29, 1947 • Page 15
Radio Saves Lives, Property in Storm

Outstanding Work Reported Through Blow Area

RADIO'S VALUE to the community and nation was reemphasized as reports continued to pour in telling of the industry's untiring effort and herculean job of public service during the recent Florida and Gulf Coast hurricane.

From station after station, as well as amateur operators, came stories of courage and devotion to duty in the face of great obstacles to make up another chapter in radio's history of service to the public.

In Miami all stations did outstanding work.

WKAT was able to stay on the air during the peak of the hurricane. Mutual said last week that planning of Chief Engineer Tom McGee enabled the station to provide this service. During the seven days preceding the storm while the weather bureau was posting warnings, Mr. McGee was busy collecting emergency equipment for the station. The entire WKAT staff remained on duty for the 36 hours preceding the storm and 500 calls an hour were received during that period, according to the station.

WGBS Miami lost two transmitter towers at the height of the hurricane, but stayed on the air with the one remaining tower. Only a few minutes were required by transmitter engineers to make quick adjustments and get the station back on the air after the two towers were destroyed by 125-mile-an-hour winds. In accordance with a previously formulated plan, engineers and announcers went on duty at the transmitter the night before the storm. Duplicates of all local programs plus a supply of recorded music were kept at the transmitter. The foresight paid off, for the AT & T lines were disrupted and no network service was available from Wednesday to Friday, when it was resumed only on a share basis with other network stations. Messages from other parts of the country requesting information about relatives were said by the Red Cross to have achieved nearly 100% response. All pertinent information was broadcast in both English and Spanish. The station was fortunate to have on hand four broadcast towers for its new 50-kw transmitter.

WIOD Miami stayed on the air continuously for 96 hours, 5 minutes. During the storm, except for a 6½-minute break when one tower bent in the middle and the transmitter had to be retuned and another 1½-minute when short breaks in commercial power were experienced. WIOD's wire-recorder crews were active bringing in on-the-spot interviews from Red Cross hurricane shelters and other points. Hourly weather reports were broadcast in Spanish by Blanca Estrella, WIOD's Spanish commentator.

WQAM Miami lost no air time by switching to auxiliary power when regular current failed. The station remained on all night Sept. 16 and telephone operators remained on duty to help those whose radios went out because of power failure.

Chief Engineer Gene Rider flew with Navy hurricane hunters into the heart of the storm near Puerto Rico on Sunday, bringing back wire recordings of his experiences. Later Special Events Director Marshall Parsons and a staff of engineers made a tour of the damaged area from Miami to West Palm Beach. ABC feeds were furnished by the station five times during the emergency. No damage was suffered at the transmitter, but there was water damage at the studios.

Up in Jacksonville, WJHP got together with AP in an attempt to furnish news for Miami newspapers.

In West Palm Beach, where the storm struck heavily, WJNO claimed to be the last station in the area to leave the air and the first to return. When the storm jack-knifed WJNO's tower at 9:05 a.m. Wednesday, the station was forced to leave the air, but returned at 11:12 a.m. using a temporary L type antenna. Manned by WJNO Engineers Warren Spencer and Curtis Brinson, amateur station W4HDX moved its 15 kw emergency power into the studios and proved to be the only contact for 48 hours. The Red Cross praised the station as a reliable communication area during that period. The West Palm Beach City Commission issued its first resolution to WJNO for its service which it said was largely responsible for the fact that there was no loss of life. This was WJNO Manager Stephen Willis' second hurricane experience, having been manager of WPRO Providence when the 1938 hurricane hit there.

On the other side of Florida, Meteorologist W. W. Talbott reported that Tampa and the Florida West Coast would have had virtually a blackout on weather information the night of Sept. 17 had it not been for WDAE Tampa and a group of amateur operators who stayed at their posts throughout the night to furnish data to the Weather Bureau. When power failed at 9 a.m. on Sept. 17, WDAE furnished the Weather Bureau an emergency transmission unit, enabling them to carry on. In addition, WDAE cooperated with a request from WTSP St. Petersburg and made its facilities available for people of the Gulf Beaches area to hear hourly reports.

WALT Tampa set aside its regular program schedule and concentrated on storm news, opening its facilities to all agencies for special announcements, directing workers for the local shipyards, as well as fishing fleet units, and drivers of cabs, trucks and relief units. No station damage was suffered.

WPLA Tampa carried reports at least every hour and remained on the air all night Sept. 17. Contact was kept with outlying sections by telephone and through highway patrol and other agencies. The station furnished details for

(Continued on page 84)
Postwar New Station DemandLessens

FCC Estimates AM
Requests Are
Down 50%

By RUFUS CRATER

THE POSTWAR DEMAND for new radio stations is leveling off. The boom is dying down. It isn’t openly apparent yet. But there are signs, and observers are convinced that it will be two years after the end of the war, the situation is moving back toward “normal.”

The two boomtime years have almost doubled the number of AM stations. FM outlets have increased almost 5,000%. Television authorities have gone up about 1,000%. There are enough applications still pending before the FCC to swell these figures substantially, particularly in AM and FM, and new ones are still going in. But the pace now is a little slower.

FCC authorities have estimated that the rate of new AM applications is about 50% as great as it was a year ago, and that FM applications, although there has been a spurt in recent weeks, are running “a little behind” last year’s so far as overall totals are concerned. Television applications are few, compared to the pace two years ago, but the rate appears to have picked up somewhat since issuance of the color television decision in March.

Consistent Progress

For the first time FCC appears to be making consistent progress in reducing its overall broadcast workload. Even a long time hard

er the FCC worked, the larger its backlog grew. Now, although 1947 new-station grants to date are running almost at a comparable rate in 1946, the number of pending applications for new outlets is approximately the same distance, percentagewise, below the backlog of February a year ago.

Just how much have the various services gained during the two boomtime years since normal licensing procedures were resumed in October 1945? The increase may be summarized roughly in the following table, showing approximate totals on stations licensed as of authorized as of late 1945, in September 1946, and today:

- Service: Late 1945 Sept. 1946 Current AM 161 3,260 4,52 4,19 FM1 48 562 949 TV 2 6 26 8 8
- All Services 1,015 1,849 2,890

The current numbers are on program or equipment tests. In FM 57 stations are licensed and about 230 others are still in FCC’s proposal list. More than 60% of the authorized commercial television stations are presenting regular program services, six of them under regular licenses.

What is the task ahead of FCC? Latest available figures show some 704 applications pending for new AM stations, 132 for FM, and 16 for television. There are also about 270 applications for changes in the facilities of existing AM outlets. Thus about 1,127 requests for new or improved facilities are now awaiting FCC disposition.

Formidable Workload

This is an admittedly formidable workload, but not quite so great as the totals at several other periods during the last two years.

When the Commission returned to normal licensing procedures in October 1945, the figure was 1,336. A little more than a year later, at the end of October 1946, it had dropped to a little more than 1,200. But in February 1947, an unexpectedly sharp upswing in AM applications preceding the three-month temporary expediting program, the backlog grew to more than 1,400.

Neither the apparent waning of new applications nor the slight reduction in overall backlog should unduly excite applicants with hopes of immediate grants, however. FCC Chairman Charles R. Denny warned, in testimony during appropriations hearings before Congress earlier this year, that “even if no applications are filed during the last of this fiscal year, or even if no applications are filed during the entire 1948 fiscal year, we would do well . . . to be on a current basis by June 30, 1948.” Although it now seems to be tapering off, the demand for new AM stations has consistently surprised observers and industry observers. When the Commission started processing the backlog that accumulated at war’s end, the total was under 400. Today’s figure is about 700. With almost 900 new AM stations authorized in the meantime, there is something new in the fact that new applications appear to be coming less frequently. Aside from the economic factors, there is now AM band simply is approaching saturation.

The truth of this is evident from a figure which estimates about 70% of future new-station applications may have to go into hearing because of engineering conflicts. Close to 400 AM new-station applications are now in one or another process of hearing—awaiting hearing, or having been heard but not yet decided.

Re-Opening of Clear Channel

Hearings Now Set for Oct. 20

EXPECTED DATE for a formal FCC decision in the clear channel case, already pushed at least into next month 1948, is now expected to be completed in early October. 2 Closing Cracurr, Sept. 22), FCC authorities then re-scheduled the oral arguments which the Commission in banc had been slated to hear near next in month, and this it may be necessary to push back the clear channel date.

It was also pointed out that another en banc session—the hearing on FCC’s proposal to eliminate Television Channel 1—has been booked to start Oct. 13, just one day before the previously scheduled channel resumption.

Remainder of the clear channel hearings will be heard by Comr. Roselle H. Hyde and any other Commissioners who are able to partici- pate. Chairman Charles R. Denny, winding up a summer as head of the international conferences at Atlantic City, plans a vacation starting upon completion of the series of FCC arguments and will not be on hand.

The new date marks the fifth postponement of the windup sessions of the hearing that will de- cide which clear channels should be broken down, if any, and whether power above 50 kw should be permitted. The hearings started in January 1946 and the last session was on Aug. 5, 1946. Resumption was first set for June 2 but subse- quently postponed to July 7, 22, Sept. 29, Oct. 14, and now Oct. 20.

New Schedule

A new schedule of oral argu- ments, largely covering proposed decisions and involving 10 separat cases, was announced for Thursday. The cases and new dates on which arguments will be heard are as follows:

1. Assignment of license of EMED Medford, Ore., to Medford Radio Corp. of Ashland Broadcast.
2. Assignment of license to Venturers Co. and Venture Broadcasters for new stations at Medford, Calif., on 1540 kw with 100 kw.
3. Assignment of license to WPX Canvas, Inc., and WCPX Cincinnati for same facilities.
5. Assignment of license to Associated Venturers Co. Inc. and Venture Broadcasters for new station at Bridgeport, Conn. In new license.
6. Assignments to BRN boards.
7. Assignment of license to Medford Refrigeration Co., and its Venture Broadcasters for new station at WORL Medford, Or. (Continued on page 75)
Radio Schedule Policies And Other Clauses Explained

When does the code take effect?
Sept. 1, 1948.

The board resolution says "... subject to contracts in existence on Sept. 19, 1947". Does that mean it applies to all contracts written Sept. 19, 1947 and thereafter?

The intent of the motion was to exclude from the provisions of the standards those contracts which were actually in existence on or before Sept. 19, 1947. All contracts entered into after that date are subject to the provisions of the standards.

What about long-term contracts with one or more years to run, negotiated before Sept. 19, 1947?

No provision has been made for such a contingency. There will be very few, if any agreements. It is presumed that renewals of long-term contracts will be under the provisions of the standards.

If the present code language is subject to board revision, how can contracts be negotiated prior to final adoption?

The broadcaster can negotiate his contract on the basis of the present code as it now stands with provision for later revision of the contract in accordance with possible later revisions in the code.

Will independent contractors have additional representation in the final code drafting process?

Yes. Will any provision be made for the special problems of FM stations?

Present thinking is that all broadcasters, regardless of type or category, are regulated uniformly by the code.

Is it possible to sell time to political parties?

Yes. Is it possible to sell time for discussion of controversial issues?

Yes. Are sponsored political broadcasts controversial issues?

Yes. Why are not doper, tip-sheet or race track publications acceptable since the copy itself does not mention odds?

Such publications supply information which encourages gambling even though specific odds are not mentioned.

Why are restrictions imposed on acceptance of business from schools?

In some cases they hold out to the prospective student the promise of a highly paid job after completing the course, which in turn induces the prospect to enroll under the mistaken supposition that he will be hired after graduation.

Can dentists and doctors buy time on the air as they do in newspapers? Is there any objection to the use of the Dept. of Justice inquiry into anti-trust aspects of such associations?

This question has no bearing on the code. It is entirely a matter of ethics within the dental or medical professions.

Under Product or Service Claims, copy similar to the radio criticism program "The Hucksters" might be unacceptable. Could Reader's Digest, for example, advertise on the air that it contains an article exposing corruption in a public institution or allegedly fraudulent tactics of, say, the watch-repair industry?

Yes. Is it necessary to schedule programs exactly to specifications set out in Paragraph 2 under time limitations? For example, can a client be sold 15:55 minutes, followed by one-minute spot and then station break, if total commercial time is less than 3 minutes in 15?

The broadcaster is within the

(Continued on page 79)

HOW COMMERCIAL PART OF CODE OPERATES

Attacks on Radio Not ABA Stand-Rix

Freund Views His Own, Says Bar Assn. President

CHARGES by an American Bar Assn. committee chairman that radio was loaded with crime and proposing an ABA appearance before the FCC to create a test case were officially disclaimed by Carl B. Rix, association president, at the group's Cleveland convention last Thursday.

Mr. Rix announced that the views, expressed at the Wednesday session by Arthur J. Freund, of St. Louis, chairman of a special juvenile crime committee, were personal and did not represent any ABA attitude.

Mr. Freund had claimed that judges, lawyers and legal processes were often unfavorably presented in movies, comic strips and on the air. He said the media feed children an entertainment diet heavy with crime and "dashed with seasoning of illicit sex relations."

He praised NBC for its action barring crime programs before 9:30 p.m. Bar Association appearance before the FCC to oppose renewal of a station license on the ground of crime program excesses, he said, would create a test case involving possible violation of the public interest. He advised that the ABA should examine the NAB and movie codes with a view to injecting outside supervision."

Commenting on the Freund statements, Mr. Rix said:

"The statements of Mr. Freund are an expression of his own views and do not reflect any action or view voted or expressed by the American Bar Assn. or any authorized agency of the association."

"The policy of cooperation with the representatives of the press, motion picture industry and radio, formulated at the Washington conference in June, will be continued and implemented. The joint committee, representing the American Bar Assn. and the interested parties, will continue its work in an effort to develop regulations of this important aspect of American life."

Committee Report

During the convention, the report of the Standing Committee on Communication submitted recommendations: (1) That Sections 309 (a), (b), and (c) of the Senate Bill 1383, providing for the right of hearing by interested parties, be approved; and (2) that Section 402 (e) of said bill, which provides that an interested party may intervene and participate in an appeal, be approved.

[Section 309 (a), (b), and (c) provides that "interested" parties may protest a grant and have it set for hearing. The Section defined "interested party" as including any station which would be harmed either "economically or by electrical interference" as a result of the grant in question.]

The Standing Committee's report also said that "In fairness to the commission and to the public every effort should be made to see that there be complete independence on the part of the Hearing Officers and that there be no suspicion to the contrary."

In its recommendations on Censorship, the Committee stated, "This is one of those controversial subjects upon which opinions cannot be reconciled ... the Blue Book ... at least points out to the industry some of the factors that are considered by the Commission in determining public convenience, interest or necessity ..."

PORTER, Ex-FCC Head, Blasts Lawyers Who 'Run Down' Radio

A SOUND RAP across the knuckles of those members of the profession who have criticized radio for depicting "lawyers as shysters" and for presenting "horrid blood and thunder and crime stories" was administered by Paul Porter last Wednesday in a speech before the Criminal Law Section of the American Bar Assn. Convention in Cleveland.

The former FCC chairman pointed out that "the assumption that the Bar Assn. and its members have fulfilled their responsibilities by pointing the finger is in reality a somewhat indolent method of achieving a result. Moreover, it invites regulation into an extremely complicated and somewhat dangerous area."

It is difficult, if not impossible, he said, to lay down and enforce detailed standards of conduct in an "opinion industry" such as radio, and added: "even if the Commission had the basic power to embark upon such a course."

Rather than the negative, critical approach, Mr. Porter suggested a definite plan of action along positive lines. He strongly advised that a program of constructive cooperation between broadcasting, the press and motion pictures be advanced, so that these media could be used for the constructive purposes of which they are capable.

Eager for Cooperation

"I know from my wide knowledge of broadcasters that they are eager for such cooperation," he said. "But cooperation is a two-way street. I submit that the standards and ethics of broadcasters are not any better or any worse than those of lawyers, doctors or any other class or profession. They are businessmen, shareholders, entertainers and capitalists. However, inasmuch as their business is endowed with a special public interest and they obtain their licenses in exchange for a promise"
Meet Jim Connolly

Jim's the head of the W-I-T-H newly-established newsroom. And he's quite a guy.

Twenty years with the Baltimore Sun (a byline for 17), Jim brings a richness of knowledge about news and how to handle it that's given to few radio stations.

And, as usual, with all W-I-T-H promotions, Mr. Connolly's news has a Maryland slant.

We still string along with Bonfils old newspaperman's remark. He told his reporters that "a dog fight on a Denver Street is more important than a war in Europe." (He made that crack during the trouble with Spain.)

Year after year, Jim Connolly has built up a reading audience. Today he's well on his way to a big listening following. In addition to assigning the W-I-T-H legmen, Jim chooses and rewrites the news for the announcers.

At 8:45 at night he puts on his own stories. Here's a program that's news at its best.

Gobbled up by smart local advertisers ... we're holding some time for a national spot.

Jim Connolly is another reason why W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

Pick up the phone and call Jake Embry in Baltimore, at the station, or Headley-Reed, almost anywhere. But hurry!

WITH AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
Mr. ROYAL
Mr. NELSON
Mr. McELRATH
Mr. HAMMOND
Mr. KERSTA

Gray Is Appointed
To High Army Post
WSJS, WMIT Head Is Assistant
Secretary of the Army

GORDON GRAY, Winston-Salem (N. C.) station owner and publisher, was sworn in last Wednesday as Assistant Secretary of the Army. He is president and publisher of the Winston-Salem Journal and Sentinel, which operates WSJS Winston-Salem, and he also owns WMIT Winston-Salem, one of the South’s pioneer FM stations.

If appointed, announced Tuesday by President Truman, had the active endorsement of Army Secretary Kenneth C. Royall, who is part owner of WGBR Goldsboro, N. C. Mr. Gray will handle relations between the Dept. of the Army and other departments of the government.

He said the publishing firm’s radio operations will be directed by Harold Essex, vice president of the company in charge of radio. In addition to his duties with respect to WSJS and WSJS-FM, Mr. Essex will continue to direct WMIT.

Mr. Gray, 38, who rose from private to captain during three war-time years in the Army, formerly practiced law in New York and Winston-Salem. He is now in his third term as North Carolina State Senator, was chairman of the Senate Finance Committee this year, and also is a member of the State Advisory Budget Commission and the State Board of Purchases and Contract. During the war he served in the European Theatre.

Mr. Royall (r) administering the oath to Mr. Gray

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* * *

Five Key Executives of NBC Given Realignment in Duties

FIVE top NBC executives took on additional jobs last week in the network’s second major staff realignment in less than two months. The changes were made in order to expedite development of NBC’s coast-to-coast video facilities and its “sight- and- sound” programming, according to an announcement by Frank E. Mullen, executive vice president.

John F. Royal, NBC vice president in charge of television, was appointed assistant to the executive vice president (Mr. Mullen) on television. Personnel of the network’s video department will report to Noran E. Kersta, director of video operations, who will report in turn to Mr. Mullen.

George McElrath, manager of the Engineering Dept., was appointed director of NBC engineering operations, in order that O. B. Hanson, vice president and chief engineer, might devote most of his time to assisting Mr. Mullen in developing NBC’s nationwide video system.

Mr. McElrath, according to Mr. Mullen’s directive, will take full responsibility for the management and operation of the technical aspects of NBC’s sound broadcasting and the business administration of the home office engineering groups. He is to report to John J. Macdonald, administrative vice president. However, on matters of technical design and engineering Mr. McElrath will report directly to Mr. Hanson, together with Raymond Guy, radio facilities engineer, and Robert E. Shelley.

Charles P. Hammond, NBC’s director of advertising and promotion, was appointed an assistant to the executive vice president. James H. Nelson, assistant director of advertising and promotion, was appointed director of this division, reporting to Mr. Hammond. The latter will assist Mr. Mullen in the administration of operating activities, mainly those of sound broadcasting.

Mr. Mullen’s statement added that these appointments do not alter “the lines of authority and responsibility established in connection with the organization changes announced on Aug. 1, 1947.” [BROADCASTING, Aug. 4]. He explained that Mr. Royal will assist him in the development of talent and features for NBC’s video network. Mr. Kersta, he said, will be in charge of the broadcast operations of the NBC television department. Mr. Hanson is to supervise the building and installation of new video stations, inter-connections, relays and other engineering facilities.

Mr. Royal has been in his present post at NBC since 1944, and before that was successively NBC vice president in charge of programs, manager of WTAM Cleveland, Ohio; manager and engineer of WIP Philadelphia; manager and engineer of WIP New York; and assistant program director of WNBC New York. He was appointed a vice president in 1938.

Mr. Hammond, before joining NBC in 1944, was promotion manager of the American Newspaper Publishers Assn. Advertising Bureau. Mr. Kersta came to NBC in 1936, was named assistant television coordinator two years later and was appointed manager of the Television Department in 1941.

Mr. Nelson joined NBC in 1942 and has had his present post since 1945. He was a vice president of the Saturday Review of Literature before coming to NBC. Mr. McElrath was in charge of the WEAF transmitter when NBC was formed and has remained with the company ever since. He was named manager of the network’s engineering department last year.

FCC Extends Waiver

THREE-MONTH further extension of the waiver of television’s “28-hour rule” was authorized by FCC last Thursday on petition of Television Broadcasters Assn. The rule, waived to Dec. 31, is designated Sec. 3.661 (a) and requires television stations to maintain a regular program schedule of not less than two hours per day nor less than 28 hours per week.

Dissolution of BAC

Revealed by Kobak

Says Existence of NAB Code Makes BAC Unnecessary

DISSOLUTION of the “Broadcasters Advisory Council” [BROADCASTING March 10] was announced last week in a joint statement by Edgar Kobak, MBS president, and Frank Stanton, CBS president. The actual announcement was made by Mr. Kobak, who earlier in the day had presided as chairman of the group’s organizational committee at a luncheon meeting in the Waldorf Astoria. The decision to suspend was voted unanimously at the meeting, Mr. Kobak said, while conceding the difficulty of “suspending” an understanding that never actually progressed beyond the idea stage.

Mr. Kobak declared, with Mr. Stanton’s concurrence, that the “Broadcasters Advisory Council” had decided that the adoption of the NAB code made unnecessary the existence of a group such as theirs. Tracing the origin of the BAC, he said originally to try to improve radio’s service to the public by three basic methods…(1) maintaining an information service to keep broadcasters informed on public attitudes and tastes; (2) developing and recommending standards of practice for commercial broadcasting; (3) continuing research into public acceptance of broadcasting.

Raised Question

Acknowledging radio’s penchant for organization, Mr. Kobak disclosed that the BAC members wondered at the outset whether such a group could accomplish its avowed ends or would merely be “another committee.” He declared, however, that while exploration of the problem convinced them such a group would be valuable, it now has become clear that the best means of achieving those ends is accomplished by passing the matter, through interested groups within the ANA, the AAAA, and NBA.

Original members of the BAC, met for the first time in New York last February, included the following: Mr. Kobak; Mr. Stanton; Niles Trammell, NBC president; F. B. Ryan Jr., president, Ruthrauff & Ryan; Charles G. Mortimer, vice president, General Foods; Clair McCollough, president, WGL Lancaster; I. R. Loussberry, executive vice president, WGR Buffalo; Justin Miller, NAB president; Thomas J. Ayrey Brophy, president, Kenyon & Eckhardt; Sigurd S. Larmorn, president, Young & Rubicam; Robert Elder, vice president, Lever Bros.; Donen; Stel; Babcock & Wilcox; Standard Brands; Fredric Gamble, president, AAAA; Paul B. West, president, ANA; Isaac W. Diggs, ANA; George Link, A.A.; Ed. Petry, NAB; George A. Ashby, NBC; Julius Brauner, CBS; Joseph A. McDonald, ABC.
WRAPPED IN CELLOPHANE . . .

made in Virginia! From great industrial plants in the Old Dominion, clear, transparent Cellophane protects American products to the far corners of the world. Increasing thousands of Virginians guard and control the highly technical production in huge, modern, well-equipped plants. Chemistry is an important new pillar of Virginia's vast industrial empire. It is an empire which is likewise served by another great institution - WRVA - Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA
Come now, Madame X, you can't charge a New Englander for that bit of advice. Young and old in New England stay tuned to their NERN station as a matter of course. Furthermore, the life line on the hand of any New Englander is bound to reveal great purchasing power and continued prosperity.
Gallup Radio Research Details Told

NAB, ASCAP May Reach Agreement

Both Sides Are Cooperative At Recent Conferences

HOPE was expressed on some of the more pressing problems in NAB-ASCAP relations to be reached Oct. 15, at the next meeting of the chairman of NAB's Copyright Committee and ASCAP's Radio Committee, was expressed last week by Theodore C. Streibert, president of WOR New York and chairman of the NAB committee. Group is attempting to clear the way for an extension of radio's present contracts with ASCAP without any increase in the fees now paid for the use of ASCAP music on the air.

Mr. Streibert stressed the amicable atmosphere of the meetings as he had done the week before in his report to the NAB Convention, stating that both groups were determined to reach satisfactory conclusions to their difficulties. The ASCAP group has given the broadcasters oral assurances that the fees will not be raised, it added, that his committee had not been able to get this in writing as a firm commitment as the ASCAP board first wanted two new license-per program licenses and the terms of payment on network co-op programs.

At Atlantic City sessions Carl Haverlin, BMI president, reported that there are now 1,768 BMI station licensees on the North American continent and that more than 1,200 new licensees will be added this year. He also said that BMI had been reported to him the $86,000,000 saved in six years—the difference between ASCAP's demanded fees and those actually paid.

J. Merritt, E. Tompkins, again president of Associated Music Publishers since its acquisition by BMI, briefly discussed the musicaltreasure chest that it makes available to all BMI licensees. On the legal front, Sydney Kaye, BMI vice chairman, reported that the Government's anti-trust action against ASCAP had already resulted in ASCAP's withdrawal from the international cartel which had previously blocked BMI's acquisition of domain over the world, and had caused other members of the cartel to alter their rules in BMI's favor. He said that broadcasters would be "prudent" to refrain from raising the use of those positions involved in the ASCAP suit against WDRC Hartford.

Urging broadcasters to renew their BMI contracts now, although they run through 1949, Mr. Haverlin pointed out that in making long-term contracts for music rights BMI needs proof that it will be in business beyond the end of its present station contracts.

Better Than Smith

WHAT WAS supposed to be a fictional part of CJAD Montreal's Mystery Time drama fortnight ago turned out to be an embarrassing, but amusing, incident of the day of the station's listeners. The story was written by a character named Moss Badley, and was cut for a crime he had never committed. A few minutes later, a call was received from A. E. Gidley of Montreal, whose friends to be informed that he had not been electrocuted, and to his best knowledge, was innocent of any crimes. The station, by ordering a memo to script writers cautioning them to be more anonymous in their choice of names.

6 Services Are Offered; Popularity Analyzed, New Ideas Tested

COMPLETE DETAILS of the radio audience research offered by Dr. George Gallup, director of Audience Research Inc., New York Broadcasting, June 30, were revealed at a luncheon held Sept. 23 at the Hotel Biltmore, New York.

"We plan to get people's reactions to a hit or less systematic manner a good many of the qualitative aspects of music," Samuel H. Northercross, vice president of Audience Research in charge of Radio Research, declared.

Radio Test Town

Among the six services introduced is the Radio Test Town, in which Dr. Gallup will provide a laboratory for testing new radio ideas under actual broadcasting conditions. This service, offered to networks and advertisers, will provide local broadcasting facilities and merchandising outlets for the testing and development of new programs or changed formats of established programs; retesting of commercial copy themes either for programs or spot announcements.

The steps in this test are so graduated in intensity and cost that the test can be halted anywhere along the line without wasting the cost of the completed study, according to Mr. Northercross. "This is important in view of the fact that over 30 network programs which were sponsored last fall have now fallen by the wayside, and a number of network sponsors which have been on a full year are still without sponsors," Mr. Northercross said. "These operations have cost considerable money." He added.

A national popularity audit of radio personalities, the radio coun-

terpart of the audit of marquee values which Audience Research developed and made available to the motion picture industry in 1939, was described, with particular emphasis on newcomers and rising stars.

The service consists of "E.Q." ratings—E. Q. for enthusiasm quotient—for such radio performers as comedians, singers, musicians, actors, etc. The questionnaires are based on the percentage of people who have heard the entertainer and his audience enthusiasm. The separate values are attached to each of a graph and the intersection of the two lines makes the E. Q. ratings, the information from which the audit is derived is obtained nationally.

Similarly, the popularity of musical hits based on national surveys each month will be measured by the most popular group as guidance to the program director. The survey will be divided into best-liked tunes, best tunes for the year, and the most popular of the semi-classical fare.

Use Televote Machine

In another service, Audience Research will install the Televote Machine, which continuously and automatically averages and records on a moving tape the reactions of an audience while programs are in progress. The machine has been used for the past seven years in the pre-testing of films. A group of listeners, pre-selected by personal interviews, is brought to a studio to hear a test program. Each person is given a dial and by turning the knob on the dial, either to the left or right, the program judges express their opinions on what is being heard.

The reactions are recorded electronically in an adjoining room on a continuously moving tape, and a complete program profile is immediately available showing the relative enjoyment level of each component of the show. Qualitative information is the addition of questionnaires immediately following the program.

Audience Research feels an advertiser should evaluate his property from the standpoint of value received over a 13-week period, Mr. Northercross said. Under the heading of a quarterly evaluation of radio advertising impact, the measurement firm proposes to provide the advertiser with the following:

The total number of radio homes reached during a 13-week period in all city sizes, all economic groups, all geographic areas, telephone homes and non-telephone homes; the characteristics of that audience and the extent to which market and audience are congruent—is the program reaching potential customers; the effect of advertising effort in terms of visibility; relative frequency and volume of listening among different segments of the audience; similar information on competitive products in radio; comparative cost and value analysis of competition.

In conclusion, Mr. Northercross mentioned television and stated that Audience Research "intends to make periodic surveys to measure the growth of consumer interest in this medium, and to anticipate the development of major television markets."

CHANDLER'S NEW 1-KW WVLK TO START SOON

WVLK, which plans to begin operations early in October as a 1-kw fulltime regional station on 590 kc, will have its home office and studios at Versailles, Ky., and also will maintain sales offices and studios at the Hotel Lafayette, Lexington, Ky.

A. B. (Happy) Chandler, Basebell Commissioner, former Governor of Kentucky and former Senator from Kentucky, is president of the Bluegrass Broadcasting Co. Inc. Vice president and Treasurer of his officers are: Roy G. Williams, co-owner of Williams-Graves Insurance Co. and president of Harris-Spang Co.; vice president, and Colvin P. Rouse, an attorney, secretary-treasurer.

Willis D. McCamish, P. Thomas, Ky., is general manager of the new station. Other staff members include: Edwin L. Rogers, former- ly with WINX Washington, program manager; Margaret Middendor, formerly with WLV Cin-cinnati, now in sales and Betty Ann Ginochio, commercial continuity.

WVLK announced that it has arranged to use the news facilities of INS.

Issues FM List

FCC has issued a list of FM stations by state and city. The frequency assignments given include recent revisions effective Oct. 1.

The list also indicates which stations are in operation. A comparable list was published in Sept. 15 BROADCASTING for commercial FM outlets.

BMI Refrain at Atlantic City (copyrighted). L to r: Carl Haverlin, BMI president; Sydney M. Kaye, prominent copyright attorney and BMI vice president and general counsel; M. E. Tompkins, general manager.

September 29, 1947 • Page 21
Top Men in Advertising Field Scheduled To Address Yosemite AAAA Convention

PACIFIC COUNCIL Convention of the American Assn. of Advertising Agencies to be held at Yosemite Park Oct. 12-15, will feature talks by many of the outstanding members of the advertising field according to Warren E. Kraft, chairman of the Pacific Council.

Starting with a golf tournament Sunday, Oct. 12, at 10:30 a.m., the session gets under way Monday with the following agenda:

MONDAY
7:45 a.m.—Breakfast—National Directors, Pacific Coast Governors and Chapter Chairmen.
9 a.m.—Meeting called to order, Warren E. Kraft, chairman; Election of Governors.
9:15 a.m.—Greeting, Jack Cornelius, chairman, National 4-A's, executive vice president BBDO Minneapolis.
9:30 a.m.—Headquarters Message, Frederic R. Gamble, president 4-A's.
9:45 a.m.—"Ten Things I Would Do If I Were Starting in the Advertising Agency Business Again". Melvin Brorby, director-at-large, 4-A's, vice president, Needham, Louis & Brorby, Chicago.

10:15 a.m.—"How About Rising Advertising Costs?", Merle Manly, chairman, Oregon Chapter; Boettford, Constantinides and Gardner, Portland. (Talk based on new study of campaign costs).
10:35 a.m.—"Advertising Agency Costs and Management", Clarence B. Goethorn, secretary-treasurer 4-A's, president, Benton & Bowles, New York.
10:55 a.m.—Recess.
11 a.m.—"Some Legal Kinks in Radio", Norman Tyre, attorney specializing in radio, Gang, Kopp & Tyre, Los Angeles.
11:25 a.m.—"Trends in U. S. Business", Dr. Ira Cross, noted economist, professor of economics, U. of California.
11:50 a.m.—All Star 4-A Management Panel, Frederic Gamble, leader. Participants: 4-A directors: J. C. Cornelius, BBDO, executive vice president for West; Thomas D'A. Brophy, Kenyon & Berkof, Chicago; Clarence B. Goethorn, Benton & Bowles, New York; Fairfax M. Cone, Foote, Cone & Belding, Chicago; John P. Cunningham, Newell.

A SALE FOR YOU?

Are you getting your share of the 356 million dollars spent each year in retail stores of the Nashville market area? Since there are 12,989 such outlets, a sales call to each would be impossible. But, with WSIX's loyal audience, you can reach many of the owners as well as their customers. . . . Your message can do a good selling job with both—at reasonable listener cost—over WSIX!

WSIX gives you all three: MARKET, COVERAGE, ECONOMY!

AMERICAN • MUTUAL
5000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.
GEORGE MOORAD

KGW News Analyst

George Moorad popularized the phrase “Behind The Iron Curtain”, making it the title of his best-selling book based on his experiences as war-correspondent in Russia. Book and title recently were purchased by Darryl F. Zanuck for Twentieth-Century-Fox pictures.

George's fifteen years of global newspaper and radio reporting took him quite literally “from hell to breakfast!” George's world-wide beat and noise for news led him into on-the-scene reporting from such hot spots as Guadalcanal, New Guinea, London, the Middle East, Italy, France and, of course, Russia. George has seen the Russians at work in Manchuria; attended the San Francisco conference; and was special observer at the atom bomb tests on Kwajalein.

How does a correspondent of George Moorad's calibre happen to be in Portland? KGW induced him to stay because this is his home town!

George is on KGW five afternoons a week, and needless to say, has become one of the station's most valuable features. When listing the numerous assets that make KGW a plus value station for advertisers, we point with understandable pride to George Moorad!
Three AM Stations Granted; KWK Increase Is Set Aside

GRANTS for three new AM stations, an increase in power and operating hours for KCOR San Antonio, and changes in the directional array of KALE Portland, Ore., were announced by FCC last Monday.

The Commission meanwhile set aside its April 30 grant to KWK St. Louis for nighttime power on 1380 kc to 5 kw [Broadcasting, May 5], and the application was set for hearing. The action was taken on petition of WTSP St. Petersburg, Fla., which claimed "serious" co-channel interference would result from KWK’s authorized operation.

Both WTSP and WMBG Rich- mond, also on 1380 kc and also objecting to the KWK grant on engineering grounds, were made parties to the hearing. KWK’s application would be heard from 5 kw day and 1 kw night to 5 kw fulltime, directionally at night.

New Grantees

The new-station grants went to J. W. Henning, Jr., Miami (Okla.), for use of 1390 kc, daytime only, at Kingsville, Tex.; Miami Broadcasting Co., for 1-kw operation on 910 kc, directionally fulltime, at Miami, Okla., and a station in Western Oklahoma Broadcasting Corp., for use of 1380 kc with 500 w night and 1 kw day, directionally, at Muskogee, Okla.

KCOR was authorized to boost power and hours on 1350 kc from 1 kw day only, to 1 kw day and 1 kw night, using directional antenna fulltime. Change in transmitter site also was authorized. KALE received a grant to change transmitter location and make changes in directional antenna for day as well as night, using 1330 kc, 5 kw, with FM antenna on top of center element.

Ownership of the grantee companies:

Jack Henry Kidd Jr., Kingsville, is a lawyer and owner of a bus line. Miami (Okla.) Broadcasting Co. is owned by a group of businessmen headed by J. G. Goff (55%), who is associated with Oriflith Amusement Co.

What to Do

JOHN FACENDA, WIP Philadelphia, Pa., formerly was on his way to work when he passed the construction project of WFIL-TV studios at 40th and Market streets, Philadelphia. Saw the flames of a small fire starting in it. He jammed on the brakes of his car, jumped out, grabbed a hose and with the aid of a workman, Ex. James McDay, put it out. When police arrived and ousted him, he couldn’t win at his studio, either, getting a dressing down there for arriving late.

NINTH SEASON started for Fanny Brice when she resumed her CBS Baby Snooks Show (Jello). Gathered for occasion are (1 to r.): Robert Hussy, Young & Rubicam Hollywood manager of program development; Walter Bunker, program producer; Miss Brice; Pat Weaver, Young & Rubicam New York vice president in charge of radio; Al Scapolone, agency’s Hollywood director of production (see Y & K story, page 68).

Lamar Broadcasting Co., Lancaster (proposed grant), got $20,000 from Frank Z. Temerson, attorney, publisher of comic magazines and interested in other businesses, and Maj. Mark A. Bramson, Army veteran with experience at several radio stations. Mr. Temerson will supply all capital and be repaid for such advances before profits are divided.

KWXM Chicago (proposed denial)—President John Eimer is principal stockholder of the licensee, Baltimore Bridgeport Broadcasting Co., but Eimer owns only 4% of common stock and 29.6% of first preferred stock of 60 stockholders.

Radio City, Baltimore (proposed denial)—Carl F. Steinhmann, of the law firm of Steinhmann & Cable, owns all common and second preferred stock and more than half of the first preferred, a partner, chairman of the board, Gen. Philip Hayes, U.S.A. (Ret.), who has been associated with Steinhmann in his real estate and other interests in Chicago. Mr. Steinhmann is in the Army in 1946, is president.

Foundation Co. of Washington, applying for Philadelphia (proposed denial)—Sixteen stockholders, headed by lawyer J. Heller, former owner of WINX Washington, who has 37% of stock, but filed a new application for stockholder of WINX, has about 18%, Eimer 8% stock and has about 4%. Other minority stockholders include Frank H. Snooks, Washington consulting radio engineer; Stephen W. Heller, son of Lawrence Heller.

WRNY Rochester (proposed denial)—The licensee, Monroe Broadcasting Co., is owned in almost equal interests by six Rochester area businessmen, headed by George B. Kelly.

Separate Actions

In separate proposed decisions to (a) grant application of Standard Tobacco Co. for new 250-w fulltime station on 1340 kc at Louisville, Ky.; (b) grant application of Brookhaven Broadcasting Co. for new Brookhaven (Miss.) station on 1540 kc with 250 w fulltime, and (c) deny application of Radio Springfield Inc. for new station on 1490 kc with 250 w fulltime at Springfield, Ill.;

Standard Tobacco Co., Maryville, Ky. (proposed grant)—Headed by Charles F. Clarke, who has 48%, J. M. Pinch Jr. has 46% and C. F. F. Fuchter has 4%. None of owners has other business interests. Recently povers Brookhaven Broadcasting Co., Brookhaven, Miss. (proposed grant)—The company was formed by the merger of two groups formerly seeking Brookhaven station. Owners of WJPR Green- ville, Miss.—Frank W. Baldwin, Emmett H. Mallory and Henry Golding Jr., own 30%, H. L. Bracey, Bracey’s attorney, and his brother Dalton B. Brady own 25% each. Messrs. Baldwin and Morey have 18.75% each, and Messrs. Golding have 8 1/3 each.

Radio Springfield Inc., Springfield, Ill. (proposed denial)—Company is wholly owned by Commodore Broadcast- ing Inc., which operates WOSY De- catur, Illinois, and WSWD Chicago, and is owned by Decatur Newspapers Inc., publisher of the De- catur Review. Frederick A. Schnaub is president and WSOY Man- ager F. Merrill Lindsay is vice president and treasurer.
SOON, WSAV will switch over to its giant new transmitting plant with
20 times more power on its favorable new frequency of 630 kilocycles. At 630, the
"Voice of Savannah" will welcome nearly a million new listeners in 79 counties of the great
Georgia-Carolina Seaboard Market, many of whom will hear a Savannah radio station
for the first time. It will soon be 630 in Savannah!

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TECHNICAL TALK—The favorable 630 frequency, excellent ground conductivity, and highly efficient
salt-water transmitter site will combine to give the new WSAV a daytime coverage comparable
to many of the nation's largest stations. (A station operating on 1300 kilocycles would require
a power of 140,000 watts to provide a comparable coverage in the same area.)

IT'S 630 FOR SALES—When IT'S 630
IN SAVANNAH, WSAV will cover
4 times more area and 3½ times
more people than any other radio
station in this important market
which accounts for $320,000,000
in retail sales annually.

BROADCASTING • Telecasting

September 29, 1947 • Page 25
**BMB Offers Discount to Subscribers**

**Special Rates Are Set For Subscriptions Before Oct. 1**

THE BMB board of directors has decided to offer stations in operation March 1, 1946 and which did not subscribe to Study No. 1, a 33 1/3% discount on their March 1946 BMB audience data providing they are current subscribers, it was disclosed last week.

This discount represents the deprecation of the data’s value in the year since its issuance, it was explained. — Stations accepting BMB offer with be regarded as Study No. 1 subscribers and thus entitled to the 10% “early renewal” discount if their subscriptions are mailed before Oct. 1.

_Caperton Replaces Rogers_

The BMB board, which was meeting in Atlantic City, also heard E. P. H. James, Mutual vice president, expound the MBS engineering coverage measurement plan. The board voted to refer the MBS technical committee for evaluation. It was announced that A. H. Caperton, advertising director of Dr. Pepper Co., will replace Wilt Rogers, California Packing Corp., as an ANA representative on the BMB board.

Board members in attendance included: Ford Ryan, WSPD Toledo, chairman; Hugh M. Bevill Jr., NBC; Roger Clipp, WFL; E. P. H. James, MBS; Robert Mason, WMIL, will Topel; KLZ. For AAAA—Frederic Camble, AAAA; Melvin Brobry, Needham, Louis & Brobry; Leonard Bush, Compton Advertising; Carlos Franco, Yoe & Luthe; Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding; For ANA—Paul West, ANA; Joseph Allen, Burt Shaffo.

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NOW OPERATING ON 680 KILOCYCLES AND DELIVERING TEN TIMES MORE POWER
ATS Award Winners Named; Poppele, Shubert Honored

FIFTH annual awards meeting of the American Television Society, New York, was held on Sept. 25 at the Barbizon Plaza Hotel, New York. Guests of honor were Maurice Gorham, head of the NBC television service, Jim Falkenburg and Tex McCrary.

Among organizations and individuals receiving the ATS awards, which go each year "to those making the greatest contribution to the advancement of television," was the Electri Assn. of Chicago, which received the award as the organization that has done most to advance the growth of television in its community. The award was based on the association's television promotion in the Chicago area and its success in getting set manufacturers to increase their quotas to that area. Felix Van Cleef, president of Electric Assn., accepted the award.

The Dramatists Guild, New York, received the award for giving fullest cooperation in making new programs and program materials available to television.

Jack Poppele, WOR New York chief engineer and president of the Television Broadcasters Assn., was adjudged the individual who has done most to solve problems handicapping television's development.

Looking Ahead

BECAUSE OF FUROR provoked over setting of last NAB Convention during Jewish high holidays, one of Broadcasting's subscribers provides the following information for the edification of NAB: Rosh Hashana in 1948 occurs on Oct. 4-5; Yom Kippur falls on Oct. 13. This year's convention, which began on Sept. 15, fell on the first day of Rosh Hashana.

ATS cited Mr. Poppele's successful efforts to solve the apartment house antenna problem, and also commended him on his campaign against the tax on television sets in public places.

George Shubert, sales manager of Paramount Television, and former head of the ATS, received the award for the individual who has generally rendered greatest personal service to the advancement of the medium.

ATS Committee Chairmen Are Named for '47-'48

DON McCLURE, president, American Television Society, has announced the following appointees as chairmen of ATS committees during the 1947-1948 period:


Movie Producers Outlaw Free Video Appearances

FREE video interviews featuring motion picture talent will continue to be out-of-bounds for present as the result of a decision Sept. 15 by radio subcommittee of Motion Picture Producers Assn.

Exempt, however, is Paramount Pictures for reasons of firm's interest in KTNA Hollywood. It was explained that this stand is not opposition to medium but rather "hesitancy" at present point in its development. Although commercial participation by film personalities is not forbidden in television, group's stand is implied in position taken on free appearances.
There are three basic reasons for WOW's outstanding (and increasing) domination of the large metropolitan-farm area it serves—one of the nation's richest markets.

1. WOW's frequency—590 kilocycles—with 5,000 watts power behind it. (Check it with your BMB!).
2. WOW's programs—20 years of NBC, the greatest programs ever on the air—plus excellent, high-rated local programs.
3. Strong local identity. WOW is "IN" everything that happens in its area!

RADIO STATION

WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES
plays cupid for keeps

WEEI "Columbia's Friendly Voice in Boston" • Columbia Owned • 590 Kc.
WO years ago, WEEI introduced Uncle Elmer to the makers of Gibson greeting cards. They looked like a perfect match. And they have been. Today. "Uncle Elmer's Song Circle" is the only radio program Gibson has in any market!

Gibson quality greeting cards bring cheer and friendliness into the home. So does Uncle Elmer. His "Song Circle" on WEEI commands a larger audience than any Sunday morning program on any Boston station (except CBS World News).* He receives more mail than any other Columbia Network or local star aired over WEEI. And in fifteen years, more than 385,000 New Englanders have packed schools, churches and town meeting halls on Sunday evenings to enjoy the "Song Circle" and Uncle Elmer's friendly philosophy.

Ever since WEEI brought Uncle Elmer and Gibson together, Gibson's New England sales have hit all-time highs. And their dealer acceptance has been getting better all the time. So much so that Gibson (which uses only newspaper advertising in all other markets) advertises on WEEI exclusively in Boston, because—"We felt that your program was so outstanding and in harmony with the objectives of the greeting card business that we wanted to continue this single program."*

If you want to parallel Gibson's success in New England, WEEI will be glad to "play cupid" and introduce you to the perfect program for selling your product.

---

*CBS-WEEI Listener Diary Study—the only study that covers all of WEEI's Daytime Primary Listening Area
*From a letter by Gibson's Agency: The Christiansen Advertising Agency

Represented by Radio Sales, the Spot Broadcasting Division of CBS
Station Managers Urge Changes in Code

Convention Debate Evokes Varied Viewpoints

CROSS-SECTION of industry ideas on NAB's proposed Standards of Practice, which go into effect Feb. 1, 1948, and their constituent parts written on and after Sept. 19, 1947, was presented during the NAB convention in Atlantic City during two general discussions.

Most vocal objections came from a group of independents, who found objection to the 30-second portion of time segments set aside for stations and networks, along with the ban on double-spotting. They contended the independents lacked adequate representation on the code-drafting committee.

Under procedure to be set up by NAB, under order of the board, all members will send views and suggestions to their directors prior to Nov. 1. The board will review these suggestions and revise the code at its November meeting.

Text of the proposed code, along with an article covering the convention discussion, appeared in the Sept. 22 Broadcasting. Because of lack of space, the detailed account of the debate at the Tuesday afternoon and Thursday morning general sessions was printed in that issue. Because the debate is of interest to the industry, the running account of proceedings is herewith presented:

TUESDAY, SEPTEMBER 16

Code discussion was opened Tuesday at 3:45 p.m. over an hour late, by Judge Miller. On the platform were Merle S. Jones, WCCO Minneapolis, chairman of the Program Executive Committee; Robert D. Sweezy, MBS, chairman of the Special Standards of Practice Committee; Harold Fair, NAB Program Director; John M. Outler Jr., WSB Atlanta, chairman of the commercial practices subcommittee; Harold Fellows, WEEI Boston, member of the subcommittee; Ken R. Dyke, NBC, chairman of the special code drafting subcommittee; Edgar L. Bill, WMBO Peoria, chairman of the subcommittee on general practices.

Mr. Bill, appearing for the codewriters, said a choice between Government and self-regulation was faced, commenting that the Government is getting deeper into the program field. The answer, he proposed, is to make radio a more useful means of communication.

Mr. Sweezy started actual reading of the full code provisions, covering Section 1 dealing with Standards for All Programs. He felt few objections would be raised to these obvious rules governing such topics as religion, sex, profanity, crime and similar matters. He conceded the sports section, designed to avoid any encouraging of gambling, perhaps did not go far enough.

Mr. Outler read Section 2, Standards for Specific Programs, with brief comments.

Mr. Fellows carried the load on the hottest part of the document, Section 3, Commercial Policies. He urged the convention to approach the section firmly and frankly and told how the committee had worked long and hard on the provisions.

Commercial Limitation

He said the "nutshell" version of the code in the Tuesday daily convention issue of Broadcasting graphically summarized the entire project. This description was: "Not more than three minutes commercial time allowed in any quarter-hour program." It should have read "15 minutes" instead of a quarter-hour, he added, and reminded broadcasters that "you don't have to use that much time for commercials."

Most controversial problem in committee discussions was limitation of commercials in participation and multi-sponsor programs, according to Mr. Fellows. He said the 15-minute unit is the prevailing industry time segment, but the code recognizes 14.30 minutes as belonging to sponsors with 30 seconds for the station. He explained the reasons behind other sections, closing with an emphatic announcement that double spots are banned.

Question period, directed by Judge Miller, opened up varied objections from station management.

Ted Cott, WNEW New York, program director, said independents felt overlooked and claimed this group represents 44% of all members. He praised program and public service achievements of independents. He first objected that Section 1 on general standards was too negative and did not specify minimum public service obligations.

Going into practical scheduling problems, he contended only network stations have 14.30 periods, independents not breaking down their schedules that way. Agencies use one-minute announcements as a unit, he said in claiming the code would eliminate such spots.

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Over 26 Million Spots Used Last Year

MORE THAN 26,000,000 spot announcements were broadcast last year by American radio stations, Kenneth Baker, NAB director of research, disclosed at the Sept. 17 research session of the NAB convention.

"That," Mr. Baker declared, "is a lot of announcing; it is a lot of copyrighting; it is a lot of singing commercials; it is a lot of transcriptions; it is a lot of business."

"You can see now why announcements have become so important in radio. They are important from a business point of view because all but 10% of those announcements were sponsored. It is important to the listener because he hears a lot of them. Much of his opinion about radio is determined by what he thinks of those announcements. You can certainly see why any code of good practices in radio must take the matter of announcements into account and deal with them in a way that will be acceptable to broadcaster and listener alike."

Mr. Baker disclosed the data on announcements as part of a report on a survey on programming he conducted last fall, using a sample of 100 stations, picked at random but representing a cross-section of the NAB membership and so, presumably, representative of the entire industry. (For a full report on the method used, see Broadcasting, Aug. 18.)

Analyzing the somewhat staggering figure of 26,000,000 announcements a year, Mr. Baker pointed out that this means about 500,000 a week, which, divided among the 1,125 commercial AM stations on the air at the time of the survey amounted to about 500 announcements per station per week, or between 75 and 80 a day. Small stations averaged 82, medium stations 75, large stations 56. Local retail advertisers sponsored 77% of the announcements broadcast by small stations, 57% of those broadcast by medium stations and 23% by the large stations. Regional and national advertisers accounted for 26% of the small stations' announcements, 31% of those on medium stations and 66% on large stations. Small stations broadcast 7% of their announcements sustaining, medium stations 12% and large stations 11%. For all stations 64% of announcements were sponsored by local retailers, 26% by national and regional advertisers and 10% were sustaining.

34% of Time Sustaining

One of the major discoveries of the whole survey, Mr. Baker reported, was the fact that on the average, 34% of all broadcast time is devoted to sustaining programs and 66% to commercials. This is well within the 80-20 rule of-thumb ratio observed under the FCC's Blue Book procedure. Incidentally, Mr. Baker said that he undertook

(Continued on page 60)
THE BOYS from the Midwest had the situation well in hand (l to r): William E. Hutchinson, WAAF Chicago; Harold Carlson, Illinois Bell Television, Chicago; and Glenn Snyder, WLS Chicago.

BIG GUNS of Convention were FCC Chairman Charles D. Denny (l) and NAB President Justin Miller, shown just before the Commission chief's address to an NAB Convention luncheon at Atlantic City Sept. 17.

TALKING SHOP in the Western Electric booth at NAB's Atlantic City convention (l to r): R. E. Poole, Bell Telephone Laboratories; J. R. Poppele, vice president and chief engineer, WOR New York; S. P. Taylor, manager, distributor sales, Western Electric Co.; and L. F. Bockhoven, broadcast sales engineer, Western Electric Co.

SIGURD S. LARMON, president of Young & Rubicam and featured speaker at NBC affiliates convention, elicits laughter from (l to r) Frank H. Mullen, executive vice president of NBC; Niles Trammell, NBC president, and Charles Mortimer, vice president in charge of marketing for General Foods Corp., who also addressed meeting.

EAST MEETS WEST as Murray Grabborn (l), ABC, greets Ralph Burn- ton, KQW San Jose, Calif. Leonard Kapner, WCAE Pittsburgh (second from l), and Robert B. Jones Jr., ABC Chicago, complete the foursome.

THE SOUTHLAND and BMI get together as this group meets. L to r: C. C. Carlson, Pat Shannon, WJBW New Orleans; Sydney Kaye, BMI; Jack Draughton, WSIX Nashville.

NAB gets once-over by Russell Winnie, WTMJ Milwaukee; Beth Black, Joseph Katz Co., New York, and Cecil Beaver, KTBS Shreveport.

COULD BE a record deal as (l to r) Dewey Long, WMOB Mobile; Walter Davison, Capitol Records; C. E. Seebeck, WTON Staunton, Va., and Ben Fisher, Washington attorney, trade yarns.

BEVY of New York timebuyers are accompanied by Frank Silvernail, BBDO. Ladies (l to r) include: Ethel Weider; Biow Co., Eleanor Scanlan, BBDO; (that's no lady that's Frank Silvernail); Vera Brenan, Duane Jones Co.; Lillian Selb, Foote, Cone & Belding; Gertrude Scanlan, BBDO; Anne Keegan, Compton Adv.; Jayne Shannon, J. W. T.
U.S. Radio Standards Depend on Sales

Reinsch Is Main Speaker
On 'All-America Radio Team'

RADIO in the American tradition depends upon sales and its costs cannot be met by one commercial announcement every quarter hour or by one commercial quarter hour out of every hour, according to J. Leonard Reinsch, general manager of the Cox stations.

Mr. Reinsch, radio adviser to President Truman, spoke as lead-off man in a discussion of "The Sixties Founders - The American System of Broadcasting" at the NAB Convention. Participating in the discussion were speakers representing members of an "All-America Radio Team" of station executives.

In the closing minutes of the discussion, the number of listeners in the main arena dwindled to 33 and a stenographer. The session, begun at a delayed hour, lasted beyond 6 p.m.

The sales necessary for radio operations go to pay for the good men who are in the industry, Mr. Reinsch emphasized. He said there was reason to feel proud of radio's salary standards, which in 1945 were topped only by the motion picture industry. Broadcasting's average wage increase, according to official government figures, he pointed out, was twice that of newspapers, periodicals and the telephone industry.

The type of radio produced by radio sales is liked by the American people, he said, citing figures to show public acceptance of present-day radio. He said nine out of ten Americans have radios.

The station promotion manager's job was analyzed, praised and recommended for greater consideration by Thomas D. Connolly, CBS, New York. A composite promotion manager on the premises, "All-America Radio Team," said Mr. Connolly, would spend 42.3% of the yearly advertising revenue of a 250-w station, 3.3% of a 10,000-w station and 6.35 in a 50,000-w station, exclusive of his salary and the salaries of his staff.

Two-thirds of the money would be used in program promotion and one-third in promoting the station among advertisers and agencies by ads in the trade press, direct mail and other means, he said.

Lauds Sponsored Shows
Sponsored programs are better than sustaining programs, Donald D. Davis, WLS, Kansas City, Mo., said in a talk on station programming.

"The chances are," he said, "that more time, thought, energy and skill will be expended upon the program if it is sponsored than if it is merely sustaining."

He asserted that if a program is worth broadcasting, it's worth being sponsored.

The salesman who brings in the money for the "All-America Radio Team" to function was discussed by Norman Boggs, general manager, WLOL Minneapolis. He thought it was sometimes easier to pick a good wife than a good sales department.

"One of the prime requisites (in a salesman) and one on which I refuse to compromise," he said, "is sincerity. This is not a business of one-time sales. You have to live with the advertiser, if you keep him at all.

"And before he has worked out his successful format, sometimes by trial and error, he and your salesman have gone through some trying moments when any lack of honest purpose on your salesman's part is going to get you an ex- clent. The salesman must have a real concern about performing a successful service for the advertiser."

To attract the type of man who will build and keep the right kind of sales volume and sales value, he must be "a busines-like arrangement about his earnings which will be commensurate with his ability—and still not let him hang around the country club every afternoon."

Praises Engineer's Role
Speaking on the radio engineer, Howard S. Frazier, management consultant of Frazier and Peter, Washington, D. C., said that the American system of competitive broadcasting produced many stations instead of a few government-owned outlets, with the result that when the war came, the country had an enormous field of trained engineers from which to draw. Without them the war might not have been won, he indicated.

Radio engineers have done their jobs so well, particularly in finding new bands for operating, including FM, that the point is now being approached that more air time hours are available than advertisers are able to buy, he said. This gives the listener great program choice and because of better programs through competition for the listener's ear attracts more listeners. "Thus in effect the American system of broadcasting is an ever-growing snowball," he said.

WKNS ON AIR AS 1-kw
DAYTIME INDEPENDENT
WKNS, Kansas City, Mo., was granted a construction permit by the FCC and license to operate a 1-kw station on 1280 frequency. There is a provision that the call letters for this station will be KAYS, as announced.

WDSU OWNERS CHANGE
MINDS ON 77.5% SALE
CONTRACT for acquisition of controlling interest in WDSU, New Orleans by William Spiegelberg and associates has been terminated, it was announced last week by the station's Washington counsel, Dempsey & Koplovitz. A 77.5% interest was to have been acquired by E. A. Stephens and H. G. Wall for $580,000 to the New York group. Mr. Spiegelberg is a Wall Street broker.

Instead, the present owners which include Fred Weber, general manager and holder of 22.5% interest, plan to expand and improve the present facilities. They are to acquire new equipment and new building to include a television theatre, it was said. WDSU holds construction permit for new FM station on Channel 287, 105.3 mc, with 300 kw effective radiated power.

A motion is to be filed with FCC to dismiss the sales application which had been presented to the Commission in April. The transaction was initially completed in January [BROADCASTING, Jan. 20]. Mr. Stephens holds 40% and Mr. Wall owns 37.5% of WDSU. An ABC affiliate, station is assigned 5 kw on 1290 kc.

WHBC Now 5-kw
TO CELEBRATE its increase in power from 1 kw to 5 kw, WHBC Canton, Ohio, was slated to hold formal dedication ceremonies yesterday (Sept. 28) at Canton's American Legion Auditorium. On program were Rep. Henderson Carson (R-Ohio), Mayor Carl Klein of Canton Township, concert pianist. WHBC will now carry both ABC and Mutual features until March 1, 1948, when it will broadcast a full schedule of ABC programs.

THE WEATHER and the code were the two main topics under discussion at the NAB Convention by (l to r): Ben Nedow, KECK Odessa, Texas; Robert D. Swezey, MBS; Otto Brandt, ABC; and Gene Carr, Brush-Moore radio stations.
STILL TINGLING from the shock of the plow-handle, they reach for 650 on the dial to check market conditions. Still dusted with flour, they tune for recipes and news of the outside world. Hands that are young, reaching for the stuff dreams are made of, find a beginning at WSM's wave.

Originally we built this station for them. And for 22 years they have been first in all our thinking and planning. They are the people who need us most. For they are, except for our strong voice, cut off from the outside world.

But as we worked for them, we found we were attracting the more sophisticated, too. And so it is that today WSM is the first station in homes at all levels, in the five million listener area reached by our 50,000 watt, clear channel signal.

HARRY STONE, GEN. MGR.  •  EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE
Early in the history of radio telephony, it became evident that further growth and expansion depended on accurate means of controlling frequency. The first step toward solving this problem was taken in 1915, when a Laboratories engineer developed the first master oscillator circuit for radio transmission. In 1917 came the first crystal controlled oscillator using Rochelle salt crystal, and in 1921 the application of quartz crystals.

From that day on, the Bell Laboratories-Western Electric team has pioneered in piezoelectric crystals. New cuts, new circuit applications, new methods of growing synthetic crystals... all have been developed by the Laboratories, and all mass-produced by Western Electric.

Today it is only natural to look first to this team for the finest quartz and synthetic crystals for every service.
you more accurate frequency control

1942 Wire mounted crystal unit designed to withstand shocks and rough usage went into battle in tanks and with artillery. Western Electric produced over 10,000,000 of these.

1943 Synthetic ADP crystals, first mass-produced by this team, were also first applied by the team to underwater sound in Sonar. Change acoustic energy into electric and vice versa.

1947 EDT crystals — the first low-coefficient synthetics — are being grown on Western Electric’s crystal farms to replace hard-to-get natural quartz.

TODAY FROM 1.2 KC to 50 MC.—that’s the extraordinary range covered by Western Electric’s new line of crystal units for oscillator control. All are engineered to assure maximum frequency for a given design, with increased accuracy and stability.

--- QUALITY COUNTS ---

BELL TELEPHONE LABORATORIES
World’s largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation’s largest producer of communications equipment.
New TV Film Service Seen by Hanson

Kinescopic Method Urged For Filming Live Video In Transmission

THE DEVELOPMENT of kinescopic motion picture photography —filming video programs off the screen of a monitor viewer as they are being on live broadcast —has been announced by two television broadcasters with an inexpensive form of programming, comparable to radio's transcription service. O. W. Goodyear, president in charge of engineering, told the Sept. 15 engineering meeting at the NAB convention in Atlantic City.

Citing the economies of this form of motion picture, which is filmed in a continuous quarter-hour, half-hour or hour, as the live program goes on and without the cuts, editing and retakes of Hollywood, Mr. Hanson said that programs can be developed by a new rapid process that will permit a daytime show to be repeated that晚间, and broadcast by other television stations as soon as the picture can be flown to them.

Quick Decisions Needed

In a talk illustrated by movies made in this manner by NBC, Mr. Hanson pointed out that television images are of satisfactory broadcast quality, since studio equipment is of 8 me bandwidth, while the channels assigned to television picture transmission are only 4 me wide.

George P. Adair, radio engineering consultant following years of service as chief engineer of the FCC, warned his audience that unless decisions are made soon and unless they are right, "the losses of the third NARBA to both broadcasters and listeners will make those of the first and second seem small peanuts." Too many people associated with the radio industry, he declared, either don't realize or won't admit that broadcasting is no longer a U. S. monopoly.

Beyond question, the United States has the best regulations in the world today, he stated, but he declared that they still need improvement. Better regulations, he explained, can come only from "full cooperation, honesty, a broad outlook and continual striving for perfection" from Commission, broadcasters and engineers alike.

"The responsibility of the Commission," he stated, "is to make informed, unbiased decisions promptly."

That of the broadcaster is to "assist the Commission in carrying out its duties; to help keep it informed; and to provide means for his engineers to gain knowledge and pass it on to the Commission, to keep informed of the problems of the Commission and of the industry in general; to see that his station is so operated that disciplinary regulations are not required or so that the FCC staff can devote its time to productive work instead of policing; to either accept decisions of the Commission in good grace or raise an appeal in accordance with established procedures and not indulge in spreading innuendos and slanderous remarks to nullify those rules beneficial to his class of station may be very disastrous to others and may be only a temporary cure for his own problems, and above all to keep the spirit of competition with cooperation in full play."

The engineer's responsibility is the greatest of all, Mr. Adair averred, and his responsibility is "establishing and maintaining good technical regulations. Both the Commission and the broadcaster depend upon him for sound technical advice. He is looked to for factual information, uncorred by the fact that he is employed by a particular station or group of stations."

Praises Howard

Praising Mr. Howard for his ability to educate such non-technically minded individuals as himself in the mysteries of engineering, Judge Miller asked the engineers to "get along with the station management when they get home, on both the domestic and international levels."

He cited the important work Mr. Howard has done in spreading the NAB's "diplomatic emissary" at the international communications meetings in Atlantic City and urged his audience to impress on their bosses the importance of engineering facts in international radio and what they mean to American broadcasters and listeners.

The FCC was urged to adopt measures for calculating FM coverage more realistic than their present ones, which assume a smooth earth and unvarying weather, by Paul A. deMars, consulting radio engineer, who stated that the terrain over which FM signals travel may have as great an effect on the distance they go as the power of the antenna or its height.

Mr. deMars asked FM engineers to keep records on the performance of high gain antennas, about which not enough is yet known. He also asked that designers of audio equipment for FM stations keep in mind the high standards set by the FCC which it may some day ask the broadcasters to live up to, to maintain the current standards of quality. Today, while FM is still in the "news, weather and phonograph" stage it may not make much difference, he said, but eventually it will.

Transmitter Upkeep

The importance of transmitter maintenance for small stations was stressed by G. Porter Houston, chief engineer, WCBM Baltimore, who declared that with the proper maintenance system "90% of the trouble-shooting is done in advance, leaving only 10% to be done when trouble hits." Alfred E. Towne, KSFO San Francisco director of engineering, discussed maintenance problems of a medium-sized station and Dixie B. McKay, consulting radio engineer, spoke on the care and maintenance of directional antenna systems.

John Colvin, ABC audio facilities engineer, talked about practical audio facility arrangements for radio stations that make for easy and efficient operation. Much of this address was devoted to broadcasting recorded programs, especially disc jockey shows such as the Paul Whiteman show which include old records. He outlined in some detail the way noise suppressors had been used, reporting they do an excellent job in clearing up the noise on old recordings.

Orrin W. Towner, WHAS Louisville and chairman of the NAB engineering executive committee, conducted the morning session. Mr. Howard was chairman of the afternoon session and moderator of the round table with which it concluded.

BROADCASTING • Telecasting

BBC Television Head Visiting States, Describes British TV Expansion Plans

FACED by numerous shortages, and recuperating from a wartime hiatus of nearly seven years, the BBC television service, which was resumed on June 7, 1946, is planning to expand its television transmission, according to Maurice Gorham, head of the service, who is visiting the U. S.

In New York last week Mr. Gorham reported that the BBC television service plans to cover all the main centers of population in Britain, and the first of the provincial stations will be near Birmingham, where a relay station will be erected shortly. The BBC television headquarters is at Alexandra Palace overlooking London's northern suburbs. The transmitter operates on the Marconi-E.M.I. system, with a definition of 406 lines per picture.

Plays Are Popular

Programs are transmitted 28½ hours per week, with emissions seven days a week, from 3 to 4 p.m. There are extensions in the case of plays, and as late as 8:15-10 p.m. In addition, a demonstration film is shown between 11 a.m. and 12 noon every weekday morning to the benefit of the film industry. Plays are the most popular form of television entertainment, and other transmissions include weekly editions of "Picture Page," which consists of interviews with people in the news; documentaries, illustrated talks, dance and variety shows, ballet, sporting interviews, sports, etc.

The English film industry refuses to coordinate its efforts for this service, Mr. Gorham stated, and will not permit it to telecast commercial newsreels or feature films. At the end of June 1947, television licenses recorded in England numbered 21,800. Video receiving licenses cost two pounds, or $5, double the ordinary "wireless" license.

There are between 12 and 15 video set manufacturers in England, and the price of a set ranges from approximately $208 to $512. He said that Schacht declared that the inexpensive $208 set is equivalent to the RCA or Philco table model in this country. Before the current fuel shortage about 2,400 sets were being manufactured weekly, and when selling as fast as they were made, he reported.

When asked to compare American and English television, Mr. Gorham said that he hadn't been in this country long enough to give any opinion, but thought that the BBC television had better studio production, used less lighting and got "better modelling."

Employees See Show

DAYTON POWER & LIGHT Co., one of 175 companies which sponsor The Hour of Charm on CBS, Sun., 3:30-4 p.m., set a precedent for the future when it bought out the entire hour on a consecutive basis for its employees. Program originated from Memorial Hall in Dayton through facilities of WHIO and was preceded by a concert attended by 3000 guests. Employees joined the choir in singing the program's closing selection, a hymn.

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BROADCASTING • Telecasting

THE DISTAFF side took over in a broadcast directed by broadcasters headed by (1 to r) Dorothy Lewis, NAB coordinator of listener activities; Ruth Crane, AWB acting president, and Mary Margaret McBride, WNBC New York.
What's new in television?

Take a Look at WPTZ!

Maybe we've been a little too modest... a little too reticent about the progress we're making in television here in Philadelphia. Actually things are really popping at WPTZ! For instance:

- At this very moment the contractors are putting the finishing touches on our new 300-ft. transmitting tower. Scheduled for completion in October, it will boost our high-gain antenna system over 900 feet above downtown Philadelphia—it will quadruple our service area!

- The other day "Television Magazine" made a tabulation of television station operations. Lo and behold WPTZ turns out to be on the air with more hours of programs than any other station in the nation... has the highest percentage of commercially sponsored time... and is tied for first place in number of current advertisers!

- Last month at WPTZ we added our second complete mobile unit, making possible a whole new series of remote events, further expanding our program schedule.

The conclusion we'd like you to reach is that if you're thinking of spreading your wings in television, give serious consideration to WPTZ's exceptional facilities, both for local and network origination, our fifteen years of experience in television, our well-trained, experienced personnel. Consider very carefully too the television audience in Philadelphia. Second only to New York in size... growing by leaps and bounds... enthusiastic, responsive!

Together WPTZ and Philadelphia add up to your best bet for a profitable, effective introduction to television. By all means, get the story! Write for the WPTZ rate card just off the press.

PHILCO TELEVISION BROADCASTING CORP.,
1800 Architects Building • 17th and Sansom Streets • Philadelphia 3, Penna.

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA
Station Managers
(Continued from page 32)

He also opposed different minimum commercial time breakdowns for day and night. Mr. Fellows said no attempt was made to tell stations how to use their allowable commercial time and denied that elimination of one-minute spots was intended. These spots are the source of wide criticism, he said. Mr. Fair agreed with him that no advantage for network affiliates as against independents was intended. A group of about 25 independents got together Monday night, according to Mr. Cott, and agreed their rights were not properly covered. Judge Miller again said the provisions are not in final form and asked for answers to specific objections.

"We urge formation of a committee of independents for consultation," Mr. Cott said.

"Will you chair one?" Judge Miller asked.

"Yeh."

"And name the members?"

"Yeh."

Mr. Sweeney took up the "negative" charge by saying that the preamble, not yet completed, will answer the objection.

Henry W. Slavick, WMC Memphis, asked Mr. Cott to represent independents. Mr. Cott said a group had discussed the matter informally.

Rates Going Down
Fred Fletcher, WRAL Raleigh, N. C., said the code needs more sober consideration. Rates are going down, he claimed as more AM stations are granted, and more sponsors are needed. He feared the code would be a new Blue Book by which the FCC could whip locals into line with network practices. He proposed that no action be taken at this convention, urging a referendum be conducted for the board with each viewpoint submitted to the membership after all views have been considered.

Allen Sayler, representing the United Auto Workers (CIO), which will be on the air before the next convention with stations in Detroit, Cleveland and Chicago, said his union will adhere to the code but felt three provisions required further study.

He said the clause confining discussion of controversial issues to specific programs for that purpose was not clear. Public interest, not program schedules, should be the criterion, he advises. He objected to the limit on dramatization of controversial issues as barring one of radio's most effective techniques. Thirdly, he objected to use of the phrase "properly identified authorities" as confining public interest broadcasting to this nebulous classification.

Mr. Butler replied that a housewife is an authority on the high cost of living. Censorship of controversial pro-

grams is an evil to be avoided, he concluded.

Judge Miller asked him to put his suggestions into concrete language. Mr. Swickey insisted no effort had been made to restrict freedom of speech or confine such programs to less favorable periods, the drafters merely desiring that they be labeled.

Edward O. Breen, president, KVFD Fort Dodge, Ia., regretted the code "had been tossed at us like a bombshell at the last minute." He said he didn't yet have an official copy.

He criticized Section 1 as negative, implying guilt and reflecting "horrible taste." He thought the code could be cut to a fourth its length and intimate the present version "would bar some of the world's masterpieces."

Laws Negative Too
Judge Miller pounced on the "negative" criticism by saying that criminal laws are negative but had to be framed. He said trade publication pressure had been exerted for swift written of new standards though he personally tried to avoid hurrying.

"I saw these provisions as soon as they were ready," he said. "The board will not rush nor will it adopt standards immediately. The preamble has not been completed. These code writers are busy broadcasters."

Mr. Breen called for allowance of time for a membership poll, drawing from Judge Miller a reminder that the Chicago convention last fall vested code power in the board.

R. Rosenhaus, WAAT Newark, independent, said the committee was not acquainted with problems of independents. "We are not interested in relaxing commercial standards," he said. "We want to keep the audience and sponsors satisfied." He specifically objected to the quarter-hour program breakdown and asked if the effect of the code on time signals had been considered.

He was told by the panel that time signals are out if they clash with the double-spotting rule for station breaks.

Walter Windsor, WDVA Danville, Va., opposed one-minute spots between programs, favoring a 30-second limit. Ban on middle commercials on news should be cut to less than 10 minutes, he suggested.

Mr. Windsor struck hard at the religious clause. In the "Bible Belt" or South and Southeast, he told the panel, commercial religious programs are popular. "The man on the street loves them," he said. "A service would be denied large numbers of listeners." He accepted Judge Miller's request that he provide alternate language and that he confer with other stations. He asked more specific lottery definition.

Stanley Hubbard, KSPF St. Paul, feared many broadcasters would leave before Thursday and suggested comments be sent the code committee by mail.

"Much of this reflects uncertainty," Judge Miller said.

Frank S. Blair, WSCR Scanton, Pa., said the code was "thrown at us too fast."

Leonard J. Patricelli, WTIC Hartford, questioned the claim of independents that they comprise 44% of the association.

Edythe Fern Melrose, WXZY Detroit, feared the commercial ban would hurt recipe and similar programs, where commercial content is difficult to measure. Mr. Fellows felt there would not be as much effect as she feared. Miss Melrose wondered if the code would affect product displays in television programs but code drafters said it does not cover television.

THURSDAY, SEPTEMBER 18

Opening the Thursday morning code discussion, Judge Miller read names of the program and standards committee members to show they represent all sections of the industry. He emphasized the broad code-adopting powers given the board under the by-laws.

He said there will be absolutely no railroadings of the standards. Work is moving forward on the preamble, he said. It will contain affirmative statements on responsibility of broadcasting calling for suggestions from the membership.

Ralph Hardy, KSL Salt Lake City, opened floor discussion, asking abandonment of the historic distinction by which longer commercials are permitted in the daytime than at night. He opposed the "soft" provisions which specify 30 seconds of each unit belongs to the station. He favored the 3-minute limit for 15-
You can't cover California's Bonanza Beeline without on-the-spot radio

Two billion in buying power nestles in the Bonanza Beeline market—California's central valleys plus the wealthiest slice of Nevada. But this is a market surrounded by high mountains...natural barriers that block outside radio signals. So you get effective coverage only with on-the-spot radio.

Each of the five BEELINE stations is located right in a major Beeline trading center. Each is the oldest station in its area.

For example, consider Sacramento. SALES MANAGEMENT'S 1947 study of test markets in the United States reveals this vital fact: In the opinion of agency time and space buyers and national advertisers, Sacramento leads the entire country as a good test market! The Beeline station in Sacramento is 25-year old KFBK—10,000 watts...1530 kc.
Popple Gives Warnings On Indifference to TV

EDITOR, BROADCASTING:
In a recent issue of your valued magazine I noted with interest a poll conducted among AM broadcasters with regard to their preferences in attending various types of conventions and conferences. The poll indicated that many of the AM broadcasters were not interested in attending television conventions and those AM broadcasters who did attend came away with a blank feeling.

Frankly, I question the validity of a poll from AM broadcasters with regard to their interests in television as a true expression. There are few AM station operators in television today and there are few AM station operators who have indicated anything more than a passing interest in this new art of broadcasting. This lack of foresight is going to prove costly in a relatively few years!

Taking a quick glance at the television stations now operating in eight leading metropolitan districts of the United States one finds this glaring indication of AM broadcaster indifference:

a. Philadelphia’s pioneer station, WPTZ, has no AM affiliation.
b. Los Angeles’ only commercial station to date has no AM affiliation.
c. Chicago’s only operating commercial station has no AM affiliation.
d. Only a handful of AM broadcasters are actually operating television stations today.

An analysis of attendance at the first and second television conferences conducted by TBA indicates that the preponderance of individuals present did NOT represent AM stations.

Those present included representatives of equipment manufacturers, motion picture producers, film manufacturers, advertising agencies, newspaper and magazine representatives, retail store executives, educators and others engaged in business and industry—not generally affiliated with radio broadcasting. In other words—where were the AM broadcasters?

Is it any wonder that AM broadcasters polled by Broadcasting Magazine didn’t show particular enthusiasm for television. As the saying goes on radio’s popular quiz shows: They’ll Be Sorry!

J. R. Popple
TBA President,
New York, N. Y.

Radio Editorializing Proposal Questioned

EDITOR, BROADCASTING:
In view of the fact that the widely-publicized subject of “editorializing on the air” has been set for hearing by the Commission Jan. 12, I should like to see more

Open Mike

( Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

My interpretation of free speech means free speech of the people, not necessarily of one individual or a group of individuals. The obvious would be to compare “editorializing on the air” to editorializing in newspapers. Editors of newspapers (and I say this without criticism) publish only what they want the people to read in most cases. The exceptions are newspapers of extremely high standards in metropolitan areas who conduct real forums in an unbiased manner. The present practice as presented by the FCC and upheld by the Mayflower Decision in my opinion gives greater rights to the people through non-editorial policy and the right of rebuttal. It has been pointed out that an editorial policy would place too much power in the hands of too few people. Perhaps that is true.

The practice of unbiased news reporting as is now generally in effect in the broadcasting industry, I believe has given radio a decided advantage over other news sources.

The U. of Denver Research shows an overwhelming majority of people have more confidence in what they hear via radio than what they read in newspapers...

In medium-size or smaller communities, radio stations have a more intimate contact with the people. They write us letters of criticism or praise, as the case may be, and we have a better opportunity of guiding ourselves in programming, etc., with this close contact. This is another reason why I question the wisdom of editorial policy.

It seems to me that broadcasters have enough to do with their engineering, programming, objective local news, in normal times, and their other multiple duties without entering political controversies which 90% of editorial opinion constitutes.

Bert Georges
General Manager
WHEB, Portmouth, N. H.

Worthless Reservation Treatment Hit Again

EDITOR, BROADCASTING:
Your Closed Circuit item disclosing the shameful treatment some Radio Vision Inc. stations at Atlantic City hotels is a public service.Calculated rudeness and bad hotel manners certainly made the 1947 trip a conclusive flop. We found our “confirmed” reservations to be worthless but unlike others who came from afar we were only 90 miles from home.

Thomas Tighe, WILK
Asbury Park, N. J.

Concurs in ‘Inquirer’

Phone Vision Comment

EDITOR, BROADCASTING:
Open Mike is Sept. 8 issue of Broadcasting included a letter written by Mr. Ted Leitell of Zenith regarding Mr. McDonald’s “box office” for television. While Mr. Leitell is probably unbiased and actually believes he is championing the “great white hope of television,” as well as your many other readers, may find interesting the following which is quoted from an article in The Philadelphia Inquirer, dated Aug. 13, 1947, in which I wholeheartedly concur:

“Zenith’s experimental television station in Chicago broadcast the blurred picture referred to in McDonald’s statement. At a demonstration point, a telephone line carried the missing frequency and straightened out the picture.”

Mr. Brzezka, at RCA’s Chicago office, at American Television Inc. laboratories, and at WGN-TV, television engineers hooked one tube and a few wires to the television receiver—with a phone line—and brought the Zenith picture in clearly. These engineers assert that any radio amateur can straighten out the blurred Phone Vision picture, and thus obviate the necessity of paying the phone company or anyone else for the ‘first run movies.’

“The Illinois Bell Telephone Co. was not notified of the experiments.”

Zenith was making. Mr. McDonald did talk with some American
**Spot Light**

LONG OVERDUE is the project of Paul H. Raymer, strongly backed by Edward Petry, to establish a national spot radio organization. Non-network advertising is an important segment of radio, representing as it does, upwards of 25% of radio’s net time sales. It is the vehicle by which advertisers of less-than-network budgets or of limited distribution can utilize radio effectively and with the top caliber talent now provided by leading transcription companies. It is the segment of radio most competitive with other media catering to advertisers of non-network stature.

Mr. Rayner presents some very cogent arguments in favor of an organization which would embrace stations and transcription companies as well as the accredited representatives. Mr. Petry, who was largely responsible for the successful introduction of exclusive representation, certainly has ideas to impart.

It is perhaps too early to anticipate the scope of the proposed organization. There first should be a meeting of the minds. Certainly the representatives and the transcription companies have mutual interests looking toward the welfare of their clients—the stations. Certainly there should be greater emphasis upon selling of these companies. That Haro’s organizations and the representatives who sell them, can do more in keeping commercials within code limitations?

The way to throw greater light on spot, is for those responsible for its welfare to get together.

**FMA’s Second Year**

IN ELECTING Everett L. Dillard, engineer, pioneer FM broadcaster and founder of Continental, FM’s first network, as its president, the FMA Assn. membership has made an optimum choice.

No arm-waving politico-orator or phrase-maker, Mr. Dillard is one of that stolid school who began in radio while in knickers because he loved it. He was an early disciple of Maj. E. H. Armstrong, FM's inventor. He has plowed back into FM much of the proceeds of his engineering practice. He started Continental to prove a theory—that FM could be networked without landlines.

Mr. Dillard has flanked him, in FMA’s second year, Bill Bailey who was reelected executive director. A strong board, headed by Roy Hofheinz, out-going president, is there to back him up. Mr. Bailey has demonstrated marked abilities, and by dint of his verve, drive and enthusiasm has overcome the obstacles of the first tough organizational year.

FMA’s main function is to exploit the sale of FM receivers, and expedite the installation of stations. There must be an econo-plan of the radio circuit before FM can be sold as an integrated medium. A good start has been made. We think that under the astute, clear-headed direction of Mr. Dillard, FM will make long strides toward its goal during the oncoming year.

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**Our Respects To—**

THOUGH NAB has no Code Authority, in the old New Deal NRA sense, it has a genuine authority on the code as it prepares to operate under new Standards of Practice.

Since joining NAB last April as Director of the Program Dept., he has taken an active part in preparation of the new Standards. He is to direct an undertaking mentioned in all discussions about who will administer the new code when it becomes effective Feb. 1.

During the coming weeks Mr. Fair will be at the bottom of the funnel into which suggestions for revision of the old code are poured. His role will be to sort and analyze these suggestions for presentation to a special board committee which meets in November.

Sights were set high when NAB started looking around last winter for a director to head its newly formed Program Dept. The job was to be a difficult one, with many facets.

When facets are needed, Harold Fair has them, for he has done just about all the operations around a radio station.

As program director of WHO Des Moines, Mr. Fair has kept the standards of that clear-channel station at a high level, and has been active in WHO’s management. NAB needed an authority on music—all kinds of music. Here again the finger pointed toward Des Moines, where Mr. Fair conducted a string symphony and concert band, besides playing a piano and composing occasionally.

Most important, though, NAB needed an idea man who could take over a new and difficult function, involving both programming and participation in operation of a new set of industry standards of practice. Harold Fair knows the commercial end of the business, and is a former chairman of the NAB Program Managers Executive Committee.

The selection of Mr. Fair was so logical that it was inevitable. Would he who heads NAB’s program department, come to Washington?

Interestingly, the challenge offered by NAB’s newest project appealed to him. Here was a chance, he has been prominently mentioned in all discussions, to head the country’s leading Program Dept. The job was to be a difficult one, with many facets.

(Continued on page 50)
Together!

unorganized. We should identify our competition and recognize our opportunity.

Obviously, Spot Radio is competitive with magazines, newspapers and outdoor. Not quite so obviously, it is basically competitive with the networks and is much more than a nursery or proving ground for network accounts. It must stand on its own feet and must be considered as something more than supplementary. Properly developed, Spot Radio can bring big names and glamor to all national advertisers. Let's have more Ronald Colmans and T. Dorseys. Let's get more Bing Crosbys and P.W.s—but as Spot Radio and at a rate more profitable to the stations.

Membership in a National Spot Radio Association should consist of national representatives, transcription companies, talent, advertisers and radio stations. Radio stations have the chief stake, the most to gain. Such an organization is designed to promote and protect their richest source of income.

Right now, a National Spot Radio Association could accomplish the following:

1. Unite in one common effort stations, representatives, transcription companies and all others whose primary interest is the development of Spot Radio.

2. Advertise, educate, promote Spot Radio’s great advantages.

3. Glamorize transcriptions and overcome the slur of “canned music.”


5. Encourage more “big name” recordings.

6. Identify competition.

7. Secure a better share of station’s allotted time for Spot business.

I am making this proposal with the hope that it may be constructive. Any thoughts or suggestions you may have on the subject will be most welcome. Most of us are competitive with each other in one way or another, but we do have a common cause and we need a common meeting ground.
SPOT RADIO should have a national organization of its own. This means an association organized for the sole purpose of championing the cause of National Spot Radio.

The cause is worth while. Spot is big business. Its volume this year will exceed $100,000,000. It is growing faster than any other major advertising medium and unquestionably is destined to overtake and pass total annual network volume. If we could remove some of the obstacles and restrictions, a flood of new Spot business would immediately be stimulated.

Spot business is radio's greatest potential. It offers the most productive field for development. National network prospects are limited to the few hundred with national distribution. Spot prospects are numbered by thousands. The advertising registers last year listed more than fifteen thousand national advertisers—all Spot Radio prospects.

Here is an abundance of business for new stations and for the older ones feeling the first pinch of new competition. Here is business that nets stations their biggest income and pays them the full card rate—and yet, it has grown like Topsy, without national organization or promotion.

Here is a great opportunity, radio's greatest potential business; and what has been done to date? There has been no united front, no national effort, no protection against competition. Although National Spot pays radio stations the highest rate, it is allotted the least desirable station time. It deserves better time. We don't want more chainbreak time; we need evening hours for programs.

National representatives must be credited for great accomplishments, but they must have the support of a larger and broader national organization, if we realize this opportunity.

Let's get together and form our own National Spot Radio Association. All other major advertising media are organized. American magazines have their Advertising Bureau well designed to promote magazine advertising against newspapers and radio. The Outdoor people have united to do a tremendous job in selling outdoor advertising. The American newspaper publishers have their bureau to sell newspaper advertising against radio and magazines. Their collective effort presents a national front, fully organized and aggressively strong. And the networks are even more compactly organized to present the features of network advertising. Of all great mediums, National Spot alone is still
BOB ELSON, America’s leading baseball announcer, follows the fortunes of the Chicago White Sox and the other thrilling developments in the American league pennant race.

And each night at 6:00 P.M. BOB ELSON conducts the first major sports review of the evening. (Sponsored by Ambrosia Brewery.)

Jack Brickhouse, one of the midwest’s youngest sports announcers, will cover all National Professional Football League games of the Chicago Cardinals... The Cardinals... with their “dream backfield” of Trippi, Goldberg, Harder and Christman... have been picked as the team to beat this fall.

BOB ELSON and HAROLD “RED” GRANGE, the famed “Galloping Ghost,” collaborate to bring an intimate and factual report of the 1947 University of Illinois football games. BOB ELSON will do the play-by-play and “Red” Grange will supply the color on the outstanding games of the 1947 Rose Bowl Champions.
TAKE THE GUESS OUT OF BUYING
WITH WOV’S 5 Audited Audiences

IT ALL DEPENDS WHAT YOU’RE AFTER. WOV’S continuing market studies give you specific market information on each of 5 Audited Audiences...age, sex, income, likes and dislikes, buying power and buying habits—real information that opens the door to known individuals.

WOV’S Pantry Survey, just completed, tells you where you and your competitors stand in the New York buying market. Are you getting your share? Do New Yorkers buy what you make—what you sell? This WOV study shows what you have done, what you can do to get a larger share of the largest retail buying market in the world.

Get the facts on 5 Audited Audiences today. A WOV salesman will give you specific market information that will help you to...

"Take the guess out of buying."

Ralph N. Wells, General Manager • John E. Paterson Co., National Representatives

* WAKE UP NEW YORK with Bill Williams
* 1280 CLUB with Fred Robbins
* BAND PARADE with Bill Gordon
* PRAIRIE STARS with Rosalie Allen
* ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of St. Louis and Kansas City.

WOV
NEW YORK
 minute programs, distributed any way the station desires. Mr. Hardy urged quick adoption of the code and urged that members notify the board of their recommendations.

Ted Cott, WN9EW New York, who had stirred the Tuesday discussion with a claim that independents were neglected, read a "declaration of the independents" but stressed that these stations, though not acting as a unit because of diverse interests, want a code that considers their problems.

Language Problems

Foreign language stations offer a special problem, he said, pointing out that it takes 25% longer to read an announcement in Italian, for example. He asked if a free commercial to the owner of rented studio quarters would constitute a commercial under the double-spotting ban.

Mr. Cott said he had lacked time to draft new code provisions but his group desired to test a scheduling formula before submitting it to the board. He favored the naming of a Code Advisory Board as sole interpretative agency as a means of attaining uniformity.

Martin D. Wickett, KING Seattle, felt the code should specify 3-minute limit on commercials but with the addition of language governing their quality. He asked when the code would take effect, if adopted, with Mr. Sweezy replying that the board has sole power over this phase.

Morris Novick, Unity Broadcasting Co., said the code fails to consider the rights of labor unions, who want the right to dramatize broadcasts of a political or controversial type. He saw danger in allocation of less desirable air time to political candidates.

Mr. Butler, speaking for the code drafter, said the ban on such dramatizations was designed to insure emphasis of the actual issues rather than to turn these broadcasts into a "three-ring circus."

Harold H. Meyer, WSTC Stamford, Conn., argued that the code can involve no censorship.

Edward O. Breen, KVFD Fort Dodge, la., active in the Tuesday debate, asked how to specify what portion of a farm cooperative program constitutes actual commercial. The code assumes all commercials are evil, he charged. Judge Miller interrupted to say that advertising is a definite service to the public.

"Not Specie"

Gustav Brandborg, KVVO Tulsa, sought reasonable freedom in presenting programs and favored the ban on dramatization of public issues. He said the definition of "broadcaster" in the section covering news originations is not specific.

Victor C. Diehm, WAZL Hazelton, Pa., asked the convention to endorse the work of the standards and program committees. He cautioned that the listener doesn't stop to analyze a program to determine if it originates at a network or independent station, but merely likes or tunes it out.

John F. Watt, WGAR Cleveland, active in NAB affairs during most of its 25-year existence, warned that if broadcasters left Atlantic City without taking affirmative action, they would invite serious criticism. "We gave the board power a year ago to adopt a code," he said. "The board is representative of all sections of the industry. It can do the job if we give them our blessing." He proposed a resolution to that effect, which was turned over to the Resolutions Committee.

Objects to Resolutions

Fred Fletcher, WRAL Raleigh, objected to specific restrictions on spot announcements and newscasts. He too called for adoption of a code and suggested a referendum vote prior to adoption. Judge Miller reminded that such action would require reconsideration of the by-laws, a difficult procedure.

Walter Windsor, WDVA Danville, Va., said much of the code language is too vague. He proposed new language confining solicitation of funds on commercial religious programs to the voice of the station announcer, limited to time before or after the program itself.

The sports section, he argued, should prevent announcement of odds before and after an event, and should apply to elections and public events involving gambling. He asked middle commercials on news programs of more than 10 minutes. Day and night commercial time limits should be the same, he felt. He questioned a ban against reducing agents while laxatives and deodorants are acceptable, if in good taste. Mr. Windsor offered a resolution endorsing broad terms and mandatory observance of the code as now written, pending a final draft.

Thomas G. Tinsley Jr., WITH Baltimore, opposed cutting 1-minute commercials on the ground it would weaken the local advertising structure. He favored more

Commercial time than the code now permits, and asked quick adoption of the standards.

Theodore C. Streibert, WOR New York, regretted the attitude of independents in the discussion, but said the commercial provisions hit the 50-kw major market station originating network programs as hard as the independents. He contended the double-spotting clause should not cover service (weather, time, etc.) announcements. He proposed that multi-sponsor provisions be referred to an administrative agency for later rulings.

The board should adopt the major portion of the code at this time, with later rulings on some paragraphs. All provisions should be open to change, he concluded.

William E. Ware, KS1 Council Bluffs, la., and E. C. Obrist, WPEN Philadelphia, closed the floor discussion. Mr. Obrist said he would like to know if he can live up to the code before voting on it. Mr. Sweezy thanked delegates for their suggestions and criticism. He conceded it had been a mistake not to have more independents on the committee. The job was tough, and still is, he said. "You can't swallow it without chewing it a little," he said. "Send in your criticism." He closed with a strong promise there will be no "railroaded."

Mr. Jones said the whole code preparation and discussion demonstrated Judge Miller's impartiality, knowledge of industry problems and leadership.

Canadian Video Exhibit Attracts Large Crowds

OTTAWA residents turned out in full force last month to view the television demonstration staged by Television Projects Inc., Newark, N. J., for the A. J. Freeman, Ltd., department store in Ottawa.

The demonstration was part of the Central Canada Exhibition in Ottawa from Aug. 18 to 23 and was attended by 324,192 persons. Four shows of 20 minutes' duration were given each afternoon and four evenings. The program mingled entertainment and merchandise demonstrations.
At last!
True FM response

...with the new
RCA LC-1A
Duo-Cone Speaker

The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion—over the full FM range. Read these highlights:

Uniform response, 50 to 15,000 cycles. Audio measurements prove RCA's new speaker free from resonant peaks, harmonic and transient distortion ... at all usable volume levels.

120 degrees radiation at 15,000 cycles! The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms is not critical.

Remarkably smooth crossover-response. Both cones are mounted on the same axis and have the same flare angle to place their surfaces in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

Controlled "roll-off" at 3 and 10 kc. Because of the LC-1A's exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A's high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray for control-room use. The other, in bleached walnut, is suitable for executive offices and modern surroundings.

For prices and further details on the LC-1A speaker ... now in production, write Dept. 19-1.

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

In Canada: RCA VICTOR Company Limited, Montreal
PRaised for NBC's ban on crime story broadcasts in the early evening hours was sounded Sept. 18 at an NAB luncheon in Convention Hall, Atlantic City, by James F. O'Neill, National Commander of the American Legion.

In a speech in which he outlined the importance of radio in the preservation of freedom and democracy, he asserted that radio can also do a big job to solve what he considered the country's biggest domestic problem—juvenile delinquency.

"In recent years," he said, "I have had personal experience with hundreds of young law-breakers whose conduct was directly traceable to impressions made by dime novel thrillers or by radio crime dramas, or by adventure type of movies.

"Many youngsters spend a good part of the day with ears glued to the radio. They lack the mental capacity to distinguish between good and evil. They need protection against indiscriminate servings of both."

He emphasized that the Legion did not wish to provide such protection by censorship. "It has, however, strongly urged broadcasters and sponsors of radio programs to take it upon themselves to bar any entertainment which might foster disrespect for authority or glamorize violations of law," he said, adding, "personally, I am very happy that NBC stations have taken the lead in eliminising this type of program from the children's hours. This is a step in keeping with the highest concepts of the ideals of radio broadcasting."

He lauded the cooperation broadcasters have given the Legion's over-all youth betterment program. He said, "1,600 radio stations are airing weekly programs prepared by the Legion in the public interest. Radio's own campaign against juvenile delinquency, he said, is "written off' juvenile delinquency as a major threat.

"Radio is ideally situated to stem-wind a nationwide drive at the banning of radio crime programs. "Broadcasting is equipped as no other medium to arouse public awareness of the danger inherent in the mounting juvenile crime problem."

He also inveighed against "paid peddlers of Communism" and asserted it is the responsibility of people in charge of public expression mediums "to give these plotters the bum's rush they deserve." He said 26 pro-Soviet news correspondents were actually put off the air, but that a remarkably high percentage of them turned up as members of "packaged" lecture groups touring the country.

"In the past, we have done with Russia present a great challenge to the radio and press," he said. These information services must supply the facts. By so doing, they would be strengthening America's freedoms, he said.

Judge Justin Miller, NAB president, who introduced Mr. O'Neill, told the Legion commander on conclusion of his address, that the NAB would make every effort to cooperate with the Legion and its program.

Respects

(Continued from page 48)

band was heard frequently on Chicago stations. After several good seasons an announcer, who introduced Mr. O'Neill, told the Legion commander on conclusion of his address, that the NAB would make every effort to cooperate with the Legion and its program.

JULIAN SCHWARTZ, assistant manager of WSTO Stamford, Conn., has been named general manager of that station, succeeding HAROLD H. MEYER, who has resigned to become manager of WBZ in New York, which he joined WSTC in 1942 as news editor and was appointed assistant general manager in 1943.

WILLIAM R. CLINE, former sales manager of WIGA Chicago, has joined WCAR Pontiac, as station manager, and will coordinate his resignation Sept. 13 "for reasons of difference over policy." Mr. Cline has not announced future plans.

H. R. HURST, former general manager of KFJB Marshalltown, Iowa, has been announced general manager of KEFL, new FM station owned by Pacific Broadcasting Co. and slated to begin operations in October at San An- tonio, Texas.

Mr. Hurst, 30, ex-distributor of radio division of Rocky Sentinel Co. and in charge of WRUN-ULTRA-Uome, N. Y., has resigned to enter Law School at Cornell University.

LOUIS LINGER, formerly with WNPV Florence, Ala., is now manager of WJZM Lewistburg, Tenn.

TOM JOHNSON, formerly KFPM Tulsa, has been appointed general manager of K X Y F Oklahoma City, Oklahoma. Mr. Johnson previously was station manager of K T O K, both of Oklahoma City.

AMON G. CARTER, president of WABP Fort Worth, and Mrs. Minnie Mesch- ein Smith were married Sept. 16.

ROBERT B. TABER, Jr., a sales director and record m.e. of WEBS Springfield, Ala., has been ap- pointed general manager of that station.

C. L. THOMAS, general manager for KCMO Kansas City, has been elected to a two-year term on the St. Louis Adver- tising Club.

SENIOR JACOB NICOL, president of CHLT Sherbrooke, and CHLN Three Rivers, Que., as well as four French language dailies, is being awarded the French Legion of Honor by the French Government. French Embassy in Ot- tawa has announced.

J. E. CAMPEAU, manager of CKMO Vancouver, is reported to be leaving the station at end of September. Successor has not yet been named.

FRANK STANTON, CBS president, has been elected a Fellow of the American Asn. for the Advancement of Science. He received notice of his elevation last week in a letter from the AAAS which said the fellowship came "in recognition of his work in science radio editing for the masses in the service of the Public Interest."

HENRY GERSTKORN, assistant gen- eral manager of Don Lee Broadcasting Co., Hollywood, who is now in New Orleans for two weeks and will visit in Los Angeles, before returning to California.

On leave of absence is Fr. J. C. MEALLON, manager of KEFL Denver, has been appointed by Gover- nor Knowles of Colorado as a member of "National Physically Handicapped Week" committee (Oct. 3-11).

Electric Range Sales

ARTICLE on use of radio adver-
sising for furniture and home fur-
nishings [BROADCASTING, Sept. 15] erroneously reported manufactur-
ers' sales of electric ranges as totaling 388,162 units in 1946. Cor-
rect figure is 551,507. The other figure represented domestic sales of distributors and dealers only. Larger figure represents combined sales of leading manufacturers as reported by Electrical Manufacturers Assn.

ART-LINKLETTER, m.e. of CBS "House Party" and NBC "People Are Funny," is the author of "The Old Days." His book, pub-
lished by Doubleday & Co., and released to bookstores Sept. 25, with foreword by Bing Crosby, book contains anecdotes and experiences during Mr. Linkletter's years in radio.
"TEMPERATURES"
(Transcribed Temperature Jingles)

Meet the Strict Requirements
of U.S. Weather Bureau

TEMPERATURES give the exact temperature in a 14 second tuneful, humorous jingle—a different jingle for each degree, from 30 below to 110 above—140 different jingles in all. That's why this feature always attracts the listeners' attention, every time it's put on the air. TEMPERATURES have done an outstanding job for advertisers in many different classifications... not only for such products as Ice, Soft Drinks and Beer, but for Bakeries, Furniture Stores, Auto Accessories, and many other business classifications.

A number of radio stations have recently asked us if "TEMPERATURES" are subject to #117 (Criminal Code, Section 617)—"Counterfeiting Weather Forecasts". This telegram from Mr. McDonald, Acting Chief of Bureau, clearly answers that question. To combine temperature and weather forecast, have the announcer give the official weather forecast following the "TEMPERATURE" Jingle, exactly as released by the Weather Bureau.

If you don't have TEMPERATURES on your station now, you are missing a sure-fire bet. Write or wire for detailed information on how to get this top-notch feature on an exclusive basis for your city.

The Merchandising Division of The National Research Bureau, Inc., is sales representative for radio transcription of proved merit. Our sales force can carry a limited number of additional transcriptions. We invite inquiries.

The National Research Bureau, Inc.
415 N. Dearborn
Chicago, 10, Illinois
PROGRAM FILLER for Southwestern Football Fans titled "Southwestern Football Preview" was set Sept. 20 on WOC-FM, Des Moines, and the Texas Quality Network. Program precedes college game and is broadcast by the station. The station is sponsored by U. S. Army and the Texas Quality Network. Program precedes college game and is broadcast by the station. The station is sponsored by U. S. Army and the Texas Quality Network.

Use Three Facilities

The story of the first football game of the season was the subject of a story that was written by Mike HunsCREMENT, Jr., a reporter for the Chicago Tribune. The story was later broadcast on the radio program "Southwestern Football Preview." The program was broadcast over the Texas Quality Network.

PMPS Boosts Power

WOC-FM, Des Moines, has added a new radio station to its line-up. The station is WMMX, which will broadcast on 970 AM. The station is operated by the Des Moines Register and Tribune Co.

WVAV (FM) Begins

WVAV, new FM outlet in Chey-
lot, Ohio, was scheduled to take the air last Monday (Sept. 22), oper- ating from 8 a.m. to 10 p.m. daily on Channel 244, 96.7 mc. As soon as local channel interference has been cleared and FCC approval is obtained, the station plans to broadcast from 7 p.m. daily.

Five Strikes—You’re Out

REQUEST RECORD show with a new twist on WOC-FM, Des Moines, conducted by Mike HunsCREMENT, Jr., has inspired a new feature on the morning show. The feature is a "DJ" program called "Music for Your Morning." The program is hosted by Mike HunsCREMENT, Jr., and is broadcast on the radio station.

WOC-FM, Des Moines, is licensed by the FCC to transmit a power of 5,000 watts, effective range 35 miles. The station is operated by the Des Moines Register and Tribune Co.

Anniversary Show

THREE-HOUR show in celebration of the 10-year anniversary of "Don't Miss the Show" was heard on the radio station. Listeners were invited to studios to participate in the show, which was broadcast on the radio station.

Promotes Worthy Cause

DURING THE 1947 football season, WKJY Oklahoma City will devote its football broadcasts to "Community Chest" drive. Three night games are scheduled and WKJY plans to cancel both net- work and local commercials in order to promote the "Community Chest" drive.

New Sports Features

TWO SPORTS features have been added to the fall football coverage by WKJY Oklahoma City. The first is a "ten-minute interview with U. S. Army" which will be broadcast each week during the football season. The second is a "ten-minute interview with U. S. Army." Both features are scheduled to broadcast during the football season.
REMEMBER - I'M NOT FIREPROOF!

Two thousand children—under 5—were burned to death last year! Many more will carry the disfiguring scars of fire through life.

Shock has followed shock over the nation—as one horrible fire disaster has followed another. And the rate of death and destruction continues to rise.

Can anything be done to stop it? The President of the United States thinks so. He has marshalled the nation's leading fire safety experts in an all-out war against this serious menace to our national well-being and economy.

Responsibility for improved laws and building codes, fire prevention education, modernized fire-fighting services, building regulations, must be accepted by highest state and municipal officials.

The action and support must come from every citizen in local communities—from you, whose lives and welfare are in constant danger.

Remember—fire strikes with the force of war. It must be feared and dealt with as an enemy with the power to kill and destroy.

* * *

TAKE THIS ACTION NOW! To help you protect yourself and your community, write today for a free copy of "The Action Program." Address: The President's Conference on Fire Prevention, Washington, D. C.

"Safety from fire should not be a topic for discussion one or two weeks of the year. It is definitely a year-round public responsibility. We in the Federal Government can give aid within the framework of existing agencies. The impetus must come from the states and from every community and every individual in the land."

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.
OGDEN, UTAH, HAS NEW AM AND FM FACILITIES
KOPP, new Ogden, Utah, 1-kw daytime outlet on 730 kc, and its FM affiliate, KOPP-FM, were scheduled to start operations yesterday (Sept. 28). The FM station, using channel 280 (103.9 mc), is programmed from 7 a.m.-10 p.m. (MST) and operates simultaneously with KOPP until sundown.

Owner and general manager of the new facilities is James B. Littlejohn. A member of the Radio Technical Planning Board, Mr. Littlejohn engineered the radio system used by the Utah State Highway Patrol, which incorporates both AM and FM.

Eddie Denkema, a veteran of 17 years in radio in the West and Midwest, has been named assistant manager and will have charge of sales, programming and production. On the sales staff under Mr. Denkema will be F. R. Conroy Jr. and Alex Adams.

Robert Seyv has been appointed chief engineer. Members of the announcing staff include Cliff Owen, chief announcer; Gil Henry, Forrest Kyle and Mary Barber. Homer Griffith Inc. has been named national representative.

CEAC Montreal, in keeping with its 25th anniversary, was scheduled to go on the air 24 hours daily starting Sept. 27. Phil Lalonde, general manager, announced.

"MARKETS ARE PEOPLE WITH BUYING POWER"

97.5% OF DAYTON FAMILIES are radio families. Their favorite station is WHIO. Their effective buying power is estimated at $4,903 per family — $1,263 higher than the national average. Their steady earnings are based on employment in Dayton's world-famous industrial plants such as Inland Division of General Motors Corporation.

WHIO reaches this prosperous Dayton market and the surrounding agricultural area . . . a profitable market for your sales message.

5000 WATTS
BASIC CBS
DAILY, O.

COMMERCIAL

CHARGE OF SCENERY
Football Replaces Kitchen
- On Kelvinator Show

A NEW TECHNIQUE for relinquishing time to a special event has been introduced by WNBT, NBC's New York video station, on the Kelvinator Kitchen program.

Ordinarily the program features Alma Kitchell extending greetings from the doorway of a kitchen, but on Sept. 17 Ray Forrest of NBC appeared and explained that "Alma had made arrangements with the Kelvinator people so that we could all watch the New York Giants-Los Angeles Rams football game at the Polo Grounds from the very start . . . and if you don't mind, I'm going to duck out now and watch that game too."

The regular Kelvinator title card was then flashed on the screen and Mr. Forrest explained that Kelvinator would present again next week on the Kelvinator Kitchen at 8:30 p.m. on WNBT. The scene then switched to the Polo Grounds.

Geyer, Newell & Ganger, New York, is the agency.

FTC Vs. Sterling Drug Co.
Case Testimony Is Ended

BOTH PLAINTIFF and respondent ended their testimony in New York last week in the case of the Federal Trade Commission vs. Sterling Drug Co., maker of Philip's Milk of Magnesia and Bayer Aspirin. Further litigation was indicated but FTC Trial Examiner Webster Ballinger has set no date for the next hearing.

Andrew J. Graham, Sterling attorney, said the firm ceased three and a half years ago—at the time of the initial government complaint—to use advertising the FTC found objectionable.

CCKL Verdun, Que., is increasing its airtime to 24 hours daily, and is moving its 1-kw transmitter to a new site at La Prairie, Que., where a directional array supported by three towers is being erected for use on station's new frequency of 960 kc replacing former 990 kc.

AGRICULTURE

We've been programmed for the farmer for 20 years. That's why WIBW - advertised goods sell so well in Kansas and adjoining states.

WIBW TheVoice of Kansas in Topeka

BROADCASTING • Televasting

Page 54 • September 29, 1947
SELLING! more hours per week of locally sponsored programs than all other San Antonio network stations combined—to sponsors who know first hand which station really produces.

SELLING! more listeners for each of your advertising dollars in four out of five of the Hooper rated time segments than any other San Antonio network station (June-July Index).

SELLING! more local advertisers than any other network station in San Antonio.

SELLING! the big, active San Antonio market that grew 31 per cent since 1940—now America's 28th market.

SELLING! America's greatest military center—with 11 major installations in and around San Antonio.

SELLING! balanced programming to Texas' most cosmopolitan market—Mutual Network shows; public service programs; audience tested local features; complete sports coverage; local, state and worldwide news; on-the-spot broadcasts of all major events.

SELLING! more of your products with our highly trained staff of 38 people.

“TOWERS of STRENGTH in SAN ANTONIO”

Represented Nationally By

JOHN E. PEARSON CO.
A Program, monitor or booster amplifier, Type 117A.

- ant. - antenna
- cond. - conditioned
- N - N-local
- sub-s - sub-synchronous
- synch. - synchronous
- amplifier

September 19 Decisions  . . .

BY A BOARD

AM-1396 kc  Wharton County Broadcast Co., El Campo, Tex.—Granted CP new station 1390 kc 50 w; engineering cond.

AM-826 kc  St. George Telecasting Co., Brigham City, Utah— Granted CP new station 800 kc 250 w; engineering cond.

George Basil Anderson, Columbus, Neb.—Granted CP new station 900 kc 1 kw; engineering cond.

Rossmyve Corpor. , Le Moine, Pa.—Granted CP new station 220 kc 1 kw; engineerin cond.

El Paso SWB, Inc.—Granted CP new station 500 kc 1 kw; engineering cond.

September 19 Applications . . .

ACCEP TED FOR FILING

AM-1250 kc  KHSJ Chico, Calif.—CP increase power from 1 to 5 kw, install new trans., to mod. DA-N (non directional), D, and change trans. location, AMENDED to use DA from 1 hour before local sun-set to sunrise.

Modification of CP

KCBS Des Moines, Iowa — Voluntary assignment of license from Capital City Broadcast Co. to Capital City Broadcast Co.

Southeastern Massachusetts Broadcast Co. — Granted CP new standard station 1400 kc 250 w unii. Am. 1400 kc 250 w to 1300 kc.

Assignment of License

WWOR Flint, Mich.—Voluntary assignment of license from Capital City Broadcast Co. to Capital City Broadcast Co.

Southeastern Massachusetts Broadcast Co.—Granted CP new standard station 1400 kc 250 w unii. Am. 1400 kc 250 w to 1300 kc.

Assignment of License

WEMB Conrath, B. N.—Voluntary assignment of CP from Angel Ramos and Jose Cul Vital, partnership, d/b/a El Mundo Broadcast Co. to El Mundo Broadcast Corp.

September 25 Broadcasts . . .


Modification of CP

WKXW Columbus, Ga.—Granted CP new standard station 1200 kc 200 w; engineering cond.

WJYD Wheeling, W. Va.—Granted CP new standard station 850 kc 250 w; engineering cond.

Modification of CP

WKOM-AM, Kansas City, Mo.—CP which authorized new station to change trans. site, change type trans., limit power, and change power; to 3 kw; 1.75 kw, and after completion date, change type trans. and change power. CP for transmission of wireless telephone service from 1370 kc to 990 kc.

WJAC-N, Baltimore, Md.—CP which authorized new station to change trans. site, change type trans., limit power, and change power; to 3 kw; 1.75 kw, and after completion date, change type trans. and change power. CP for transmission of wireless telephone service from 1370 kc to 990 kc.

WJAM-C, Jacksonville, Fla.—CP for transmission of wireless telephone service from 850 kc to 830 kc.

WJAT-FM Jackson, Miss.—CP which authorized new station to change type trans. and change power; to 3 kw; 1.75 kw, and after completion date, change type trans. and change power. CP for transmission of wireless telephone service from 1370 kc to 990 kc.

WKFY-TV St. Petersburg, Fla.—Same.

Radio Station WUSU Inc., Bloomington, Ind.—CP new FM station (Class B) which increased frequency from 91.9 to 92.7, and after completion date, to change type trans., and change power; to 250 w; 7 kw.

WPDU-FM Jackson, Miss.—CP which authorized new station to change type trans. and change power; to 250 w; 7 kw, and after completion date, to change type trans., and change power; to 250 w; 7 kw.

WKBW-AM Buffalo, N. Y.—CP which authorized new station to change type trans. and change power; to 250 w; 7 kw, and after completion date, to change type trans., and change power; to 250 w; 7 kw.

WKBW-FM Buffalo, N. Y.—Same.

WKBW-AM Buffalo, N. Y.—Same.

WKBW-FM Buffalo, N. Y.—Same.

WKBW-AM Buffalo, N. Y.—Same.

APPLICATION RETURNED

WKBW-AM Buffalo, N. Y.—Same.

WKBW-FM Buffalo, N. Y.—Same.

WKBW-AM Buffalo, N. Y.—Same.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1229 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
803 NATIONAL PRESS BLDG. DI. 1208
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 5221
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. DEMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

RING & CLARK
55 Years Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
922 NATIONAL PRESS BLDG. NA. 3279
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RUSSELL P. MAY
1422 F St., N.W.
Kellogg Bldg.
Washington, D. C. Republic 3984

WARNER BLDG., WASHINGTON, D. C.
1217 E. BRYER ST., N. W.
NATIONAL 9515
WASHINGTON, D. C.

JOHN J. KEEL
4 Complete Consulting Service
HOLLYWOOD, CALIFORNIA

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8219
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14TH ST., N.W. — Metropo!itan 4477
WASHINGTON, D. C.

HAROLD B. ROTHROCK
GEORGE B. BAILEY
ASSOCIATE
1000 EYE ST., N.W. NATIONAL 0106
WASHINGTON, D. C.

GARO W. RAY
911 BROAD STREET Phone 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F ST., N. W. DISTRICT 4127

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., Ml. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

HERBERT L. WILSON
1518 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 NO. SEWARD ST. NO. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N. E.
Atlanta, Ga. ATLwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
383 E. 7TH ST. TRIANGLE 4400
CHICAGO 15, ILLINOIS

DIXIE B. McKee & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adomas 3711

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bonhamer 1500R

COLTON & FOSS, INC.
927 19TH ST., N.W. REPUBLIC 3803
WASHINGTON, D. C.

ANDERSON & MERRYMAN
New York City
New Orleans
American Bank Bldg.
Roosevelt 8111
Laboratories: Baton Rouge, La.
Roosevelt Road

J. A. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

ulen RESEARCH LABORATORIES
ALFRED E. TOWNE, Director
One Nob Hill Circle, San Francisco 2, Calif.
Telephonic: DGuglas 2-5380

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1708 K ST., N.W. REPUBLIC 1891
WASHINGTON, D. C.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 8178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
P. O. Box 2407
Birmingham, Alabama
Bessemer 1500R

COLTON & FOSS, INC.
927 19TH ST., N.W. REPUBLIC 3803
WASHINGTON, D. C.

ANDERSON & MERRYMAN
New York City
New Orleans
American Bank Bldg.
Roosevelt 8111
Laboratories: Baton Rouge, La.
Roosevelt Road

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoa Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

A. R. BITTER
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Merrl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas
LOS ANGELES LIKES TV

39% of Home Audience Rates Present Video Shows

— Very Good; Phone Vision Well Received

VIDEO REVIEWERS in the Los Angeles area have registered a predominant "aye" for television, with 39% of home audience considering present productions "very good" and 57% terming it "fair," which they discredited in a survey conducted by Teleview Research, South Pasadena, and based upon returns of 40% of home set owners of three months or more (approximately 600 in Los Angeles). Results of survey were announced Sept. 17.

Proposed Phone Vision also was favorably received with 79% of those queried expressing a willingness "to pay 30 to 50 cents for each such program, provided you can select the best in available entertainment."

Survey disclosed that 85% of home receivers are turned on during an average evening, as contrasted with a 6% figure developing a Chicago survey. Monday and Wednesday nights appeared to be the most popular for video programs, with 90% and 89%, respectively, of home sets tuned in.

Afternoons, two-hour period (3-5 p.m.) was reported as most popular, with 47% of total audience indicating they would most likely be turned in. Periods from 2-3 p.m. and 5-6 p.m. reflected potential audiences of 39% and 44%, respectively. Another interesting potential was reflected in 38% for 11-12 a.m. and 12-1 p.m. periods; 40% for 1-2 p.m. and 2-3 p.m.; 50% for 3-4 p.m. and 4-5 p.m., indicating that advertising could be highly effective.

Four hours of original programs were going on at 8 p.m. and 9 p.m. on Monday and Wednesday nights, while Christmas and other holidays, the Los Angeles City School Board has been receiving reports of the most frequent home addicts.

438 for MBS

A QUARTERLY letter sent out by MBS President Edgar Kobak to Mutual affiliates and the press this month disclosed that the network has affiliated as of Sept. 1, with 17 stations waiting to join. The number of MBS affiliates of 1 kw and 5 kw has increased 90% in the last 13 months, Mr. Kobak said.

CHARLES TAYLOR has been appointed operating manager of WCLN, San Diego City. He replaces the late Charles Taylor, who had been chief engineer of WCLN.

The fountainhead of Modern Tube Development is RCA
Advertising Agency Group Condemns Irritating Singing Jingles

IT IS HIGH time that advertising agencies call a halt on radio commercials that offend and irritate listeners, decided the First Advertising Agency Group in its recent three-day convention in Pittsburgh. The group with one voice with the following jingle "doodled" by one of the agency men during the meeting:

"Jingles that sell
Can please, as well;
Those that annoy won't
Good-will destroy."


Division directors are: Robert Jenkins, of Smith, Taylor & Jenkins, Pittsburgh, Eastern; Lynn Miller, Advertising Inc., Richmond, Va.; South; Bob Walker, The Conner Co., San Francisco, Western; Sells Stites, Keelor & Stites, Cincinnati, Central.

Radio sessions stressed two facts about singing commercials: (1) Some singing commercials are actually popular with the public; (2) Some radio advertisers believe their commercials must be irritat-

PROTESTANTS' RADIO COMMISSION IS VOTED

ESTABLISHMENT of a Protestant Radio Commission to help the churches of America develop and administer a "unified religious radio ministry" was voted last week at a special meeting of 50 leading church council executives and denominational leaders held in Bronxville, N. Y.

Major functions of the proposed Commission would be to encourage a wider and more adequate use of religious radio; to represent the Protestant churches in maintaining Christian standards of public decency and good taste in commercial programs; to develop intelligent radio listening on the part of church people; to represent Protestantism in interfaith broadcasts; to provide professional radio services and consultation for parishes and local councils of churches; to further cordial relations with the radio industry and to represent the Protestant churches before the FCC.

Members of this committee are: Dr. Mark A. Dawber, executive secretary of the Home Mission Board of North America, New York; Dr. Quinton M. Smiley, associate general secretary of the Federal Council of Churches, New York; Dr. B. H. Roberts, general secretary of the International Council of Religious Education, Chicago; Dr. Ralph Stookey, director, Methodists Information, New York; Miss Beatie S. Brittingham, chairman of the division of promotion and publicity of the United Council of Churches, New York; Dr. Theodore F. Savage, chairman of the radio division of the General Assembly of the Presbyterian Church in the U.S.A., New York; and Dr. Alfred G. Walton, joint Religious Radio Committee, New York.

FREEHORSE RUSH

A BROADCAST on WMAQ Chicago's News on the Spot (Mon.-Fri., 5:05-5:15 p.m.), together with a newspaper advertisement, brought in some 17,000 applicants for 19 saddle horses which Maynard Dowell of Chicago wanted to give away free to persons who would promote them with good horses. Bud Thorpe of the NBC-WMAQ news staff interviewed Mr. Dowell early in September, and Mr. Dowell announced his intention of giving the horses away. On Sept. 16 names of the new owners were announced.

Seattle UP Headquarters Moves Into KOMO Studios

AS RESULT of transfer of Seattle regional United Press offices to new headquarters at KOMO, that city, in October, station will have access to direct wire service coverage of local and regional news as it happens, according to O. W. Fisher, station president and general manager.

In its new quarters UP will house all major facilities of the news service for Washington, British Columbia and Alaska, according to Mr. Fisher.

TRUMAN ON NETWORKS

PRESIDENT Harry S. Truman broadcast last Friday, Sept. 26 in a half-hour salute to the 1948 National Community Chest Campaign. 10:30-11 p.m. on all four networks.

Stars appearing on the show included Jack Benny, Edgar Bergen, Bob Hope, Dorothy Lamour, Margaret O'Brien and James Stewart.
FCC Actions

Applications Cont.: TENDERED FOR FILING

Transfer of Control

WFRS Grand Rapids, Mich.—Consent to transfer of control from permittee to F. Leo Dike, A. James Ebb, James W. Hildinger, Robert L. Epstein, Dr. Allan Fosler, Edwin A. Loop, Victor Epstein, Arthur L. Epstein, Wayne Dike, Fred Clark, Dr. H. Meanmore, George Hildinger, Ted Gamble, Dr. Fred Foster, J. Weston Harding, Kenneth Welch, Donald E. Foster, Gerald J. Weston, R. Dale Low and Phillip W. Barchen.

WFRS—1010 kc

KELP El Paso, Tex.—Request for SSA to operate additional hours on various evenings to broadcast football games, period beginning Sept. 12, extending through Dec. 6, with 500 w on 920 kc.

September 22 Decisions...

BY A BOARD

AM—1220 kc

Jack Henry Kild Jr.—Granted CP new station 1350 kc 1 kw D, engineering condition.

AM—510 kc

The Miami Bscg. Co., Miami, Okla.—Granted CP new station 910 kc 1 kw DA; engineering condition.

AM—1380 kc

Eastern Oklahoma Bscg. Corp., Muskogee, Okla.—Granted CP new station 1380 kc 500 w in 1 kw DA; engineering condition.

AM—1390 kc

KCOR San Antonio, Tex.—Granted CP increase power from 1 kw D to 1 kw 10 kc on 1390 kc, change hours from 12 to 7, install new trans. and DA DN and change trans. location.

AM—1320 kc

KALE Portland, Ore.—Granted CP change trans. location, make changes in DA-DN with FM ant. on top of center element; good condition.

Petition Granted

Northwestern Theological Seminary and Bible Training School, Minneapolis—Adopted order denying petition requesting reconsideration and grant of its applications for new AM and FM stations.

Petition Granted

WTSP St. Petersburg, Fla. and WMGB Richmond, Va.—Adopted order granting petition of WTSP for reconsideration of Commission action of April 30, 1947, granting new CP for station 1320 kc 5 kw, Richmond, Va., to increase power of WAK, St. Louis 5 kw N and to install DA-N use; set aside said action of April 30 and designated for hearing said application of WAK; further ordered that WTSP and WMGB Richmond, Va., be made parties to proceeding; further ordered that petition of WTSP filed 3/31/47 requesting WKW application be designated for hearing, and petitions of WMGB filed 8/13/46 and 5/15/47 be dismissed.

WWTX Paris, Tenn.—Adopted order granting petition of WWTX for grant of license for station WPZT 500 w 1 kw 10 DA, 1946, to change location of station to TN.

KALE Portland, Ore.—Granted CP change trans. location, make changes in DA-DN with FM ant. on top of center element; good condition.

Petition Granted

Northwestern Theological Seminary and Bible Training School, Minneapolis—Adopted order denying petition requesting reconsideration and grant of its application for new AM and FM stations.

Denison-Texoma Bscg. Co., Burton V. Hammond Jr., Denison, Tex.—Adopted order (1) granting petition of Denison-Texoma Bscg. Co., requesting that Commission accept its late appearance in proceedings in Dockets 8076, 8177 and 8286 and designate for hearing petition of Burton V. Hammond, waived Sec. 1397 and accepted said appearance in proceeding; (2) further, denying petition of Burton V. Hammond, requesting that application of Denison-Texoma Bscg. Co. be dismissed in default by reason of failure to file an appearance indicating its intention to proceed with said application.

Petition Denied

Craig Broadcasting Co., Ft. Worth, S. C.—Adopted order denying petition requesting reconsideration of Commission order granting for station WPZT 500 w 1 kw 10 DA, 1946, to change location of station to TN.


AWGN Drake Co., Pineville, W. Va.—Granted petition for leave to amend application to specify 700KC instead of 720 kc, accepted amendment, and on Commission’s own motion removed application from hearing docket.

The Kentucky Mountain Holiness Association, The Lake, Ky.—On Commission’s own motion, removed application from hearing docket.

Alexandria Radio Corp., Alexandria, Minn.—Granted petition for leave to amend application to specify 970 kc instead of 920 kc, accepted amendment, and on Commission’s own motion removed application from hearing docket.

Will Peter Huron, Mich.—On Commission’s own motion, continued hearing upon application for renewal of license.

Patriot Co., Harriman, Pa.—Granted petition requesting 7-day continuance in hearing in Dockets 9851 and 9864, etc., and continued hearing in Docket 9863.

Over 26 Million

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Over 26 Million (Continued from page 88)

his study largely because of the Blue Book and the conflict of its findings with those of the NORC survey, "The People Look at Radio." For the broadcasters to donate a third of their time to sustaining programs might be considered as generous, at least. But Mr. Baker pointed out that the data on announcements can be used in another way.

"Suppose," he said, "that we consider that they (the announcements) average three-quarters of a minute. Suppose we add to them two minutes of commercial messages for each 15-minute sponsored program on our schedule. This latter average is high, because it adds up to eight minutes of commercial time in an hour program. If we add these together, we come up with something like 156 minutes of commercial announcements and messages per day. Expressed as a percentage of the broadcast day, this figure is something like 14%. Why isn’t it fair, then, to say that radio is 14% commercial and that this is the figure we should emphasize to the public?"

Carl J. Burkland, WTOP Washington, was session chairman.
Sedgwick Says Our Free Radio Is Big Help to Canada System

AMERICAN broadcasters, in supplying many of their best commercial programs to the Canadian Broadcasting Corp., are largely responsible for the success of this government-owned system of radio operation, Joseph Sedgwick, K.C., general counsel for the Canadian Assn. of Broadcasters, charged in an address Sept. 11 at the NAB Atlantic City Convention.

"Apart from the revenue that these commercial programs bring to the CBC," he stated, "I think it may fairly be said that they are the main foundations of its popular audience; certainly most of its highest ratings are for shows of U.S. origin.

"It has often struck me as paradoxical that the U.S. radio industry, the great champion of radio freedom, the constant opponent of governmental interference and regulation, should be sustaining and supporting, on its front door, an experiment in nationalized radio," he declared. "It seems to me very strange, in the light of all that has been said by the leaders of your industry about the evils of domination of radio by the government or its agencies, that you should, by your support, have made popular and potent a system of publicly-operated broadcasting that embodies much that you decry." Reviewing the development of radio in Canada, Mr. Sedgwick said it "just grew" until 1928 when the Aird Commission, appointed to draft plans for a nationwide system, recommended "that broadcasting should be on a basis of public service and that all stations should be owned and operated by one national company. This company was to be financed by license fees to be paid by receiving set owners. It was to be non-commercial . . . all non-government stations were to be closed down as soon as possible.

"Adoption of these recommendations with a number of variations, including the survival of privately-owned stations, Mr. Sedgwick said, has given Canada a national radio system which today owns and operates 12 stations and two national networks, as well as a regional French language network.

Regulatory Powers

But, in addition to operating networks and stations, the CBC has the power to regulate all stations, both its own and private, including program content, the character and extent of advertising, what news services can be used, etc., Mr. Sedgwick stated. "Practically," he said, "the CBC has the power of your FCC plus—and unlike the FCC it is in the business of operating stations in direct competition with the privately-owned stations it regulates."

Expressing no desire to see CBC abolished, Mr. Sedgwick said he "would like to see the corporation get back to its original function as a cultural, non-commercial system of broadcasting, supplementing but not competing with (other than for audience) the efforts of the commercial stations." He pointed out that today 104 private commercial stations cover practically all of Canada and that the high-powered CBC stations could be expanded so as to practically duplicate that coverage.

"It is possible now, as it was not in 1928," he stated, "to give our people a national, non-commercial cultural broadcasting service, and parallelizing it with competition with (other than for audience) the privately-operated commercial broadcasting service. That indeed is approximately the Australian system, and for us I think it is the solution which we must ultimately reach and I think it a desirable one."

"But," he asserted, "any effort to arrive at such a solution is delayed and prevented so long as the commercial broadcasting interests have a monopoly of its fields."

BMB results, and the plans for the second study, which had been tentatively scheduled for March 1948. Picking up the story at this point, Mr. Shafto said that as of last May, 120 broadcasters had subscribed to the second study, which would need about 500 subscribers to defray minimum costs, but required 1,000 subscribers "to make it worthy of continuing support and fully useful to broadcasters, agencies and advertisers." With the district meetings over and no chance to go to the NAB membership before this convention, too late for a survey to be made next March and it had to be made that month to be comparable with the first one, the NAB board decided "it was time to pause and read the road signs."

That reading convinced the board that the best guarantee of a successful second BMB study called for its postponement until 1949. It also felt that BMB should be put on a permanent and continuing basis and appointed Messrs. Shafto and Morency to work out such a plan with the BMB board. The result of those labors was the 6-point program adopted by the BMB board, whose salient points Mr. Shafto outlined as follows:

BMB's Basis

BMB is now set up on a continuous and permanent basis, with subscribers contracting for continuing services of the bureau. Thus BMB will avoid costly renewal campaigns every two years.

In the next five years BMB will make two surveys, in 1949 and 1951.

Station contracts are on a monthly basis at rates 29% below the renewal offer of last spring, which had been about 10% more than for the first study. A 10% discount will be allowed on the first year's costs for renewal subscriptions made before October 1; a 5% discount will be given to subscribers before that date; 2% will be allowed for a year's payment in advance.

Rates will be adjusted up or down each July, and any station whose rate is raised more than 10% may resign from BMB.

Whenever a station joins BMB, it must pay fees back to July 1947 to get the next annual report and to have its station data published in the next area report.

Concluding the session, Mr. Terry reported that 285 stations have already subscribed to this long-range plan. Predicting that many more will subscribe during the convention or immediately upon returning home, he said, "The prospects are bright, indeed. While BMB is not yet out of the woods, certainly we can begin to see through the trees. The future of BMB rests with some of you who have not yet subscribed . . . stations and networks."
STAFF CHANGES LISTED BY YOUNG & RUBICAM
WALTER BUNKER, who has been with Young & Rubicam, as
production supervisor since 1942, has been named manager of radio
of the agency's Hollywood office. Mr. Bunker, prior to his affiliation with
the agency, was production man-
ger for NBC and chief announcer
for CBS in San Francisco.

Samuel C. Fuller and Edward Merrill Jr., have rejoined Young &
Rubicam in executive posts in the
program department of the agency's
Hollywood office. Charles Henry, assistant producer, has been
named producer of the agency's
General Electric House Party
program. Mr. Fuller formerly was
associated with Sherman & Mar-
quette as head of radio of the
Hollywood office.

Alfred J. Scalione, agency's pro-
gram manager of Hollywood office,
has resigned. He declined an execu-
tive position in the company's New
York office, preferring to stay on
the coast.

Serutan Renewes
SERUTAN CO., Newark, N. J.,
has renewed sponsorship of Gab-
riel Heatter and Victor Linddahl
on MBS. Mr. Heatter is heard
Tuesday and Thursday, 5:15 p.m.,
and Mr. Lindhahl Mondays through
Fridays, 12:15-12:30 p.m. Agency is Roy S. Durstine, N. Y.

Radio stations, representatives and advertising agencies find the
Califone Portable Transcription Player indispensable for auditioning
programs and soliciting new accounts. Its fidelity is excellent and it is
easier to carry than a portable typewriter.

Compare these 12 Features:
1. Excellent professional fidelity.
2. Less than 10 lbs. weight—easy to carry.
3. Plays up to 17½” transcriptions and standard
records.
4. Plays 33 1/3 RPM and 78 RPM.
5. Finest quality transcription crystal pickup—
      Astastic "400 Master."
6. 3½ ounce needle pressure—replaceable, per-
      moment needle—no needle noise—Balanced
      pick-up arm.
7. Wide range amplifier.
8. Variable Tone Control.
9. Wow-free turnable—completely silent.
10. Sturdy, handsome construction.
11. Guaranteed 90 days—against defects in ma-
      terial or workmanship—factory service
      available thereafter.

Order Califone now to audition your programs and go on after that new business.

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

AGENCIES

R W. WELCH, vice president and ac-
count executive of BBDO, New
York, has resigned to become direct-
or of the Pacific division for
Joining Mr. Welch as assistant is GLENN
HOLDER, formerly advertising director of
Shenley Corp., and president of Hitch &
Jawor Co. Mr. Welch previously was
assistant to Gil Samuelsen at General
Mills and vice president of McPafford.

ETHEL GREENFIELD, formerly of NBC
Radio Institutes in Hollywood, has been
named head of the r a d i o department
of the N.K.L. Adv., Los Angeles. Miss
Greenfield previously was copy chief of
KERO Bakers-
field, and was a
WAVE officer dur-
ing war.

ROBERT F. ENG-
ELKE, formerly with
Newell-Emmett and the
Centaur Div. of
Sterling Drug, has
joined Celci & Presby-
brein Inc., New York,
as account executive.

EDWARD J. MITTELSTADT, art direc-
tor of H. M. Gross Co., Chicago,
has been appointed vice president of that
firm.

ADV. FEDERATION OF AMERICA an-
nounces the following have been elected to
membership in the Federation:
WEMP and Charles Melameter & Assoc.

Miss Greenfield

Inc., Milwaukee: The Journal-Times
Radio Advertising Adv., Racine; Wiz:
Spencer W. Curtis Inc., Indian-
KENT PRITCHARD, formerly with
Mr. E. H. Trask & Co., and Ted Thomas,
has been appointed publicity director of
Campbell-Mithun Adv., Minneapolis.

She is on the Reserve Inser tions
account.

F. SULIVAN, formerly
Boston, Mass., has opened offices at 22 Monu-
ment Ave. Boston.

LEO P. BOTT JR., formerly head of
Bott Adv. in Little Rock, Ark., for 18
years, has started a new agency in
Chicago under name Leo P. Bott Jr.,
Adv., 46 J. E. Kline
Telephone: Har. 9177.

HOWARD C. CAINE, formerly of CKCY
Toronto, and O&O Hasbro, has been
appointed radio director of E. W.

FRED BARNETT, of BBDO, New York,
has been appointed by Ad Research
Foundation to administer the
Continual Study of Farm Pub-
lications.

KALOM Co. Adv. has opened new offices.
at 111 E. Delaware, Chicago.

JIM McDONOUGH, copywriter with
Russey & Ryan Inc., Chicago, is the
father of a girl, Sarah. Mrs. McDonough
is the former MEG HAUN, radio
director of Chicago's

JAMES REALY, formerly in market re-
search at Kiner-Gross Bros.
Company, Mass., has joined Harrington,
McDonald & Russey, Los Angeles,
as head of that department.

LEON THAMSER, formerly of J. Walter
Thompson Co., Los Angeles, to
joined Hixson, Fox & Russey, Los
Angeles, as head of that department.

DON FOTH and WALTER TEMPLE,
art director and copy writer, respec-
tive, of the Hagers Co., Los
Angeles, have resigned to
freelance.

FORD SIBLEY, vice president and ac-
count executive of Poole, Conlon &
Ingersoll, is the father of a boy
born Sept. 12.

A. S. (Ab) WHITE, former copy chief of
McClain-Erickson Inc., has been
named vice president in charge of crea-
tive efficiency for Mogge-Piven and
Los Angeles. Agency, to meet expa-
nsion, has taken additional
offices at 609 S. Grand Ave.

JOHN RAMSEY, copy chief of
Kitten & Brandman, Los Angeles, has
joined Robert J. Cooke & Asso.

RAMSEY & O'Donnell Adv., that
account executive has been assigned to Richfield
Oil Co. account. He succeeds VERN
EASTMAN who joined John D. Rees
Adv. Co., St. Louis, as account execu-
tive.

DOROTHY FOLEY and WALTER A. TEMPLE,
art director and copy writer, respec-
tive, of the Hagers Co., Los
Angeles, have resigned to
freelance.

JORDAN & LOBONO Adv., Los
Angeles, has moved to new offices at 200 W.
7th St. Telephone: Fairfax 2438.

GLENN Adv. Inc., Hollywood,
has moved to larger offices at 1800 N.
Vine St., Hollywood 4974.

SHERWOOD ARMSTRONG has been
shifted from New York to San Fran-
sisco office of Poole, Conlon &
Ingersoll, as advertising manager.

JEAN DANIELI, formerly of Jere Bar-
ard & Asso., Los Angeles, has joined California Fabric Co., that city, as head
of newly created advertising depart-
ment.

BENNETT RATES, vice president of
Erwin, Wasey & Co., New York,
has shifted to agency's Seattle office
for several months to handle special
planning for Albers Milling Co., sub-
card of Carnation Co.

NORMAN S. BECK, recently in adver-
tising department of Standard Oil
Co. of California, has joined
Allen, Belding, Shephard & Smith, Portland ag-
ency, as assistant to the executive

ED KOEPE, former account executive of
EMRY Denver, has joined staff of
Ben Benoff Adv., Los City.

ALAN CONNER, with Frank Wright
National Advertising Agency, New York,
has resigned to join sales staff of
Wobber Bros. Intelligence, New York,
year, as vice president.

JEAN WOODEN, who has been moved from New York to Hollywood office of J.
Walter Thompson Co. and appointed
director, has joined the staff of
EMARIE W. ODAM, who retires after 14
years with agency.

ANTHONY LA SALA, who has been with Geyer, Neill & Gugger, New York,
for last 15 years, has been appointed ac-
count executive in charge of Lenthimer's
account.

THELMA BERESIN, public relations di-
ger for the agency, is conducting a class in advertising and
public relations at Palmer Business School, Philadelphia.

ALLAN H. FRY, formerly with D'Arcy
Agency, New York, also during the war
chief of Foreign Language section of
the agency, has joined International Div. of
Pouc, Cone & Beiding, New York.

RAY W. OVERBY, recently in public
relations for Mac's, New York, has joined publishing department of staff of Les-
Gliman, Philadelphia.

JOSEPH C. LIEB, account executive at
Ad Research Foundation, New York,
has been elected a vice president of
Ad Research Foundation, New York.

WILLIAM L. LEDWITH, formerly with
established publishing and publicity firm,
has joined Walter Weir Inc., New York.

EDYTHE POLSTER, formerly on cre-
tinent's account at James
Haworth Inc., Los
Angeles, and prior to that, vice president of
AdVERTISING ADV. R.M. MERTZ,
chairman of the Board of Directors,
became chairman of the Foundation's
board of directors.

ROBERT H. ESTEY, former head of
Professional, Inc., Dallas, Texas, under
agency, has joined McClain-
Erickson Inc., Chicago.

TABBED "Joe E. Brown's Sports Alma-
Torch Program featuring the comedian as com-
mentator, has been cut by Fredric Bros., Hollywood talent service, for con-
tractions by an unidentified prospec-
tive sponsor.

BROADCASTING • Telecasting

HAIFA
NOVA SCOTIA

CHNS

THE SIGNBOARD

OF SELLING POWER
IN THE MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!

Page 62 * September 29, 1947
Open Mike (Continued from page 42)

Telephone and Telegraph officials many months ago but no statements on AT&T's enthusiasm for the project have been forthcoming. 'We're in the telephone business,' said an Illinois Bell spokesman, 'not in entertainment. We'll lease a wire to anyone who wants one—at regular rates.'

"Receive a two-and-a-half hour motion picture with the help of a long-distance phone line at home 30 miles from the television transmitter would involve a rather high telephone bill," McDonald said in his Phone Vision announcement that movie companies were interested in his process. On July 24 he told a meeting of Zenith stockholders that the moving picture producer 'welcomes Phone Vision.'

"As has been pointed out in a previous article, Hollywood motion pictures have been found to be the least popular type of programming for television viewers. "A Chicago cab driver, who studies radio at night, had not analyzed Zenith's toll television system as closely as this writer did. He declared that the cab driver had one good basic reason why Phone Vision won't hold up in the present system of television for even five minutes. 'That Phone Vision business will never work,' he declared. 'Why should people pay for something they can get from the advertisers for nothing?'"

Norman C. Lindquist
Vice President
Television Adv. Productions
Chicago 1, Ill.

Code 'Railroading' Causes Apprehension
EDITOR, BROADCASTING:
I quote from page 765 of NAB Reports: 'There is not and there will not be any railroading of Standards of Practice,' Judge Miller assured proponents and protagonists, alike.

I like-wise quote from the NAB Reports, page 766: 'Now therefore be it resolved, that the Board of Directors of NAB endorse and adopt the said Standards of Practice effective February 1, 1948 . . .'

From where I sit, that's railroading that even Robert R. Young would be proud of. Approximately a 24 hour schedule.

Now, before I'm shouted down by the boys in the boxseats, let me acknowledge that the Board of Directors of NAB is made for the membership to register its objections to its Directors. NO PROVISION IS MADE, HOWEVER, THAT THE BOARD OF DIRECTORS WILL PAY ANY ATTENTION TO THE ACCUMULATED DISSENTS. When the Board of Directors of NAB is dominated almost entirely by representatives of large and medium network stations, consideration of objections is sure to be made—consciously or unconsciously—without consideration.

I contend that such a far-reaching development in regulation of radio should be voted on, section by section, by the entire membership, in the same manner that the recent revised constitution of NAB was approved. Only by such a procedure will the small-station membership ever be convinced that the Standards of Practice is the will of the majority.

Before there are murrinings of 'stuck pigs,' let me say that the proposed Standards do NOT change the opening or the closing of the day.

We have no give-away shows. No dramatizations of controversial issues, and not more than three minutes of commercial material in any 15 minute segment.

No, the basis of my objection is this: If regulation such as this can be pushed through without appeal to the democratic procedure, we small-station people have no assurance that other and more strangleing prohibitions will not be forced upon us. It would be a very serious matter to not new network stations. If it were decided, say, that disk-jockey shows were in poor taste, and so forbidden. Such an edict is not beyond the bounds of possibility, as witness the recent story in your columns recently. I have come to the conclusion that if regulation is necessary—and I am not convinced that it ever will be—such regulations must be subject to the democratic procedure forced upon us by our large and rather mentally muscle-bound economic competitors. The FCC at least has no monetary ax to grind.

It has been said many times that the NAB is particularly concerned with the problems of the large stations because a large portion of the Association's revenue naturally comes from them. Let me add that a large portion of its income comes from the small stations, as well. The natural competitor of the small station is not the 250 wattier 25 or 50 miles down the road; it is rather the regional and chain station 100 or more miles away. We have, I think, a great deal to gain and relatively little to lose when we set up our own organization . . .

WOOYARD'S NEW PACT COVERS WHOO OPTION

A CONTRACT providing for Ronald B. Wooyard to serve WHOO and WHOO-FM Orlando as a radio consultant for three years at a total compensation of $28,875 has been signed by Mr. Wooyard and Orlando Daily Newspapers Inc., WHOO licensee.

The contract replaces an agreement dated Jan. 5, 1946, under which Orlando Daily Newspapers, then an applicant for construction permits, agreed to make a 25% stock interest available to Mr. Wooyard for $25,000. The new contract provides that Mr. Wooyard release Martin Andersen, chief owner of Orlando Daily Newspapers and WHOO, of all claims under the January 1946 agreement.

Mr. Wooyard formerly owned WINK Fort Myers, Fla., and now owns 45% of WIZE Springfield, Ohio, and has lesser stock interests in Sky Way Broadcasting Co., FM grantee and AM applicant at Columbus, Ohio; in Skyland Broadcasting Co., AM and FM applicant for Dayton, and in Ellyria Lorain Broadcasting Co., which has won proposed decision for both AM and FM in Ellyria, Ohio. Under the new contract with WHOO, he will receive $10,000 for service as consultant in 1948, $10,000 for 1949, and $8,875 for 1950.
TO SELL EASTERN NORTH CAROLINA YOU HAVE TO KNOW YOUR ABC'S

I VING KANE has announced his resignation as president of Viewmatic Television and Radio Corp. to become president of Viewmatic and general manager of newly-organized Clear-Vu Television Corp. New York Clear-Vu video lines of consoles and consolettes priced from $299.50 to $750 was displayed at a press showing in Park Central, Hotel, New York, Mr. Kane said that for the present he will continue as chairman of Viewmatic board.

SOUTH PARAPATUS Co., New York, has appointed Harris Poll of Montreville, Canada, as its Canadian representative.

SYLVIA JAMES, freelance writer and actress, has joined Community Chest of Philadelphia public relations department as a writer in the radio division.

NORMA GILCHRIST, formerly of Smith, Bilt & McCreaery Adv., Hollywood, has opened her own fashion publicity service at 250 N. La Peer Dr., Beverly Hills.

MAURICE MORTON, for past 12 years with WJR, Detroit, has opened his own V. O. C. agency, Beverly Hills Calif., program package and talent service, has resigned effective Oct. 6 to establish his own business as producer and personal manager.

THOMAS BLAIR INC., new program packaging firm, has been formed with offices in Los Angeles and New York, and is represented by well known program producer, corporation secretary, Headquarter, 250 N. La Peer Dr., Beverly Hills. Firm will build both live and transcribed shows.

CANNONE, Inc., Montreal, has been appointed Canadian distributor of recording equipment made by KOB Television and Radio Corp., has been appointed district sales manager for Zenith Radio Corp. serving lower Michigan and Indiana. He succeeds WILLIAM H. BOYNE, who has been named general manager of Zenith Radio Distributing Corp.

RALPH AUSTRIAN, former president of RKO Television Corp., now vice president of Foster, Cone & Belding in charge of television, continues to serve RKO companies as video consultant both on home and theatre television, according to NED E. DEFNIT, vice chairman, who announced that RKO Television Corp. will continue to create and package film shows for video stations, advertisers and agencies.

ROBERT J. BURTON, house counsel of BMI, has been elected vice president of industry-owned music licensing organization in charge of publisher relations. He also continues his legal duties.

SYDNEY H. KASPER, former director of publications division of the National Housing Agency, has joined Mitchell McKenon Organization, Chicago public relations firm.

MURRAY R. RAYMOND has been appointed vice president of Associated Broadcasting Co. Ltd., Montreal, and Wilcox-Gray Co., Charlotte, Ontario. Company makes recordings and transcriptions, has offices in Canada and northern New York State.

FRANK DANZIG, manager of Command Productions, Hollywoood, who was with Columbia Records' recording firm, is the father of a girl born Sept. 20.

JACK H. FRANKEL has been appointed general manager of Bagdad Television Co., New York, Mr. Frankel formerly was with Columbia Records' recording firm.

ESTEBAN TERRADAS, linguist, engineer and recent appointee to "Academia de Television" in Madrid, has joined Spanish Copywriters Assn. of New York.

GEORGE F. DEVINE, with General Electric Co. since 1933, has been appointed commercial engineer, of Special Div. of GE's Electronics Dept., New York, and also will be service agent for GE's General Electric Co., New York.

FINLEY TRANSCRIPTIONS Inc., Hollywoood program packager, has expanded to include distribution of television sales of outside shows for other producers who are without such organization or facilities of their own. Firm has acquired sales representation for several transcribed properties of TRANS-RADIO PRODUCTIONS Inc., Boston.

August Trend of Set Output Turns Upward

OUTPUT of radio receiving sets turned from its three-month downward trend in August when manufacturer members of Radio Manufacturers Assn. produced 1,265,000 units of all types. This brings the year's total to 11,031,935 sets.

Showing an upswing toward April's peak was the production for the work week ended Aug. 29, amounting to 365,429 sets as against 268,896 in the first week of the month.

Output of AM-FM receivers totaled 72,014 in August compared to 70,649 in July. The total consisted of 7,053 table models, 178 consoles and 66,183 radio-phonograph combination models.

Television receiver production in August rose sharply from July, to a new monthly record, reaching 12,283 units for the four weeks against 10,907 for the five-week period in July. Television sets consisted of 7,984 table models, 2,181 direct-viewing consoles; 92 projection consoles; 2,008 direct viewing radio-phonograph combinations, 18 projection phonograph combinations.

RMA manufacturers produced 273,380 auto radios in August, 149,150 portable radios and 26,080 table model battery sets.

KEX Transmitter

CONSTRUCTION on the new 50-kw transmitter for KEX Portland, Ore., is nearing completion. The modern single-story structure is a flat modern single-story structure with the interior decorated in pastel colors. Heat produced by the transmitter will warm the offices in the winter and special ventilators will control the heat supply during the summer. Six 3%-inch copper tubes extend from the transmitter site to the three 450-foot Blau-Knox towers, and 162,000 feet of copper wire is buried beneath the ground. An auxiliary diesel powered generator is being installed to be used in emergencies arising from power failure.

Heard by most... Preferred by most

in the BUYING Ark-La-Tex

Page 64 • September 29, 1947
BROADCASTING

Sen. Robert A. Taft apparently does not share the concern of some big-wigs of both major parties concerning possible effects of televising the features of candidates for public office. Before starting his swing through the West the Republican leader made an appearance on WBKB Chicago's Streamliner Parade Tuesday night show consisting of interviews with passengers departing from Chicago on the Streamliner, "City of Los Angeles."

The 20-minute program, closing with the train's departure, is handled by a remote camera crew in the Chicago and North Western Railway station, Chicago.

Senator Taft was interviewed by Joe Wilson, m.c. of the show, which was prepared by David P. Lewis of the Capital Co., advertising agency for the two railroads which sponsor it, the North Western and the Union Pacific. Also appearing on the program were Catherine Littlefield, choreographer for Sonja Henie ice shows; Frank Ger- vasi, associate editor of Collier's, and Tappan Gregory, president-elect of the American Bar Assoc.

New Labor Law Influences Nets' Session with RDG

Network officials meeting with the Radio Directors Guild last week in New York indicated to the Guild that they strongly felt that legally they did not have to bargain with them for a director's contract (outside of staff) because of the Taft-Hartley Law.

The meeting occurred after a lapse of seven weeks during which time the Guild had local meetings as a result of which the New York and Los Angeles branches backed the negotiating committee with a strike vote while the Chicago local refused to support the strike stand.

At the conclusion of Monday's meeting, the networks agreed to hold another meeting but no definite date was arranged.

L.A. AFRA Elections

Los Angeles AFRA members have elected Knox Manning, CBS newscaster, local president. Other officers are Ken Carpenter, first vice president; Frank Martin, second vice president; Earle Ross, third vice-president; John (Bud) Hiestand, fourth vice president. Allan Watson is recording secretary and Stanley Farrar, treasurer. New board members are Ken Christy, Stanley Farrar, Will Wright, Georgia Backus, Tyler McVey, Virginia Gregg and Hal Berger representing actors; Knox Manning, Del Sharbutt and Bud Hiestand for announcers; and Allan Watson for singers.

Julian Bentley, who resigns Oct. 1 as news chief of WLS Chicago, after 17 years with the station, will join WBKB Chicago, as newscaster Oct. 11. Mr. Bentley will take over station's 4-5 a.m. newscast period Mon.-Fri., and will have an additional news program, details of which will be announced later. ROSS GORDON, formerly with WSPA Spartanburg, S. C., WWL New Orleans and WTAD Quincy, Ill., has joined KMOX St. Louis, as sports announcer. BARRY COLEMAN, announcer of KEEL Denver, has been appointed a member of station's news staff.

CLETE ROBERTS, director of public affairs for KMPC Hollywood, has been elected president of Radio News Club for ensuing year. JACK BECK, CBS news editor, has been elected vice president, with BILL BURNS, ABC news writer, secretary-treasurer. Board of directors elected include GEORGE LEWIN, supervisor of KMPC newsroom, FRED HENRY, program director; C H E T BENTLEY, rector of public affairs; and KERWIN HOWEVER, KFI news writer, MAURICE STARAKIS, news writer of KMPC, was appointed publicity chairman.

Clifton Utley, NBC commentator recently returned from Europe. Sept. 23 embarked on a lecture series, opening.

Bland Promoted by CBS To Head Special Events

Lee Bland, formerly CBS supervisor of network operations, has been appointed CBS director of special events, it was announced last week by Wells Church, director of news broadcasts for the network.

A native of Crewe, Va., Mr. Bland came to CBS as network operations supervisor in 1941. Previously he had been an announcer for WKRC Cincinnati and program manager of WFMJ Youngstown.

He worked closely with Norman Corwin in producing the One World, One Flight series, supplying recording operations for the documentary.

KWIL Albany, N.Y., has received recognition from the Albany Junior Chamber of Commerce and the U. S. Junior Chamber of Commerce in the form of an award of appreciation for the service rendered to them.

What are you WAITING for?

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHerville, IA.

A TAYLOR-HOWE- SNOWDEN STATION

September 29, 1947 • Page 65
**Promotion**

A radio for every room,” ties in with a merchandise promotion program introduced by Manufacturers Assoc. which emphasizes individual station promotion. Additional programs to follow:

Samples to Phone-Girls

ON THEORY that boardroom engineers are the logical point for queries relative to a proposed program, Longmont, Colo., television department mailed each such employer a sample of the “ball-point pen” offered for sale in a local sales promotion campaign. The station, “Meet The Minus,” along with the pen, is held by them to demonstrate the pen enclosed was that which listener in the lucky draw for 25 cents and a Rangoon soup label.

Sport Sheet

REPRINTS from various trade journals of articles dealing with sports coverage of WHN New York, are presented on promotion sheet issued by that station. Sheet is headed “Winner and Still to Go” and states that year after year, WHN has more listeners through its coverage of sports. Letter attached to the sheet explains that sponsorship of a play-by-play broadcast is out, but some adjacent periods and program ideas are still available.

**Radio Playing Cards**

DECK of bridge cards has been sent to the principals of high schools in New York, which is latest in its series of promotion stunts. Cards are attractively designed and carry suggestions for presentation on the back.

**Bookcovers Distributed**

SCHOOL CHILDREN attending schools in Vancouver, New Westminster, Lower Fraser Valley, and other communities, have received schoolbook covers distributed by WCB-FM Vancouver. B. C. Covers are printed on strong paper, and can be held by entertaining photos of CKNW personalities. Calendars are also provided for the student to write his name and book title on the front face of the cover.

Agency Coverage Map

UNUSUAL adaptation of the coverage map technique is employed by Robert S. Keller Inc., radio sales promotion company. The 28-page promotion folder, which includes a map of midtown New York showing location of each of the station’s leading advertising agencies and Mr. Keller himself, three Americans, and the latter, who are accompanied by financial breakdown, complete personal and financial breakdown, is given to agencies and clients. Coverage map is valuable to advertisers and agencies. Clients are given choice of covers in 20, 25 or 30 clients. One consisting of two sentences: one concerning new Creme Shampoo, and the other concerning Fitch’s Dandruff Remover Shampoo.

Increased Power

SIMULTANEOUSLY with first day’s operation of 30 kw, KCMO Kansas City, mailed over 2,000 promotion folders to national and local trade people. Printed in blue on a white background, folder describes KCMO’s operation with the increased power. Station's broadcast characteristics being Midwestern, the frequency is featured throughout the mailing piece which is headed “KCMO is Up To 30,000 Watts.”

**Dog Contest**

IN CONJUNCTION with National Dog Show, the Creme Shampoo will give away a springer spaniel puppy to the person who wrote the best letter on "Why I want a springer spaniel." Contest was promoted on Tait Cummins’ "Dog Show." Prize was selected by a local pet store owner who arranged to have a contest each day during the contest with a prize to the winning contest entry, and the sports show.

**School of the Air Review**

ILLUSTRATED brochure announcing broadcast series will be sent to principals of schools in the area of Columbia’s American School of the Air, sponsored by Creme Shampoo. Prettily printed on sturdy paper, brochure reviews format of the series and includes the station’s call letters. Covers of mailing piece shows drawing of school children and the headline, "KXOK Has Plenty to Shout About.”

**Fitch Contest**

UPON RETURN of Phil Harris and Allee Pay to the "Fitch Bandwagon" on NBC Oct. 5th. Pay will announce a new product, Creme Shampoo, and a contest which will be carried on in each issue of the program. Contest is limited to $50 in prize money for the first competition. Weekly prizes include Miss America, Miss America, Miss America, or local TV stations. Printed in blue on a white background, folder describes Creme Shampoo’s operation with the increased power. Station’s broadcast characteristics being Midwestern, the frequency is featured throughout the mailing piece which is headed “KCMO is Up To 30,000 Watts.”

**Southern FM Net Formed**

WRL-FM Raleigh, N. C., is serving as key station for a southern FM network of some 25 stations which carry broadcasts of the football games of Duke, Wake Forest, North Carolina, and U. of North Carolina originating at WRL-FM. Hookup is partly by wire and partly by relay, with some stations picking up the broadcast direct from the other stations. The network, formed by station owners, brings in 25-42 program which includes pickups from six other FM stations in the Carolinas and Virginia, received by direct pickup and without use of any wire line.
New Business

H. J. KEINEZ, Pittsburgh (37 Variety Foods and Swwi Buds), Sept. 1, started the campaign on Chicago's WENR, 5:30-6:30 p.m. Agency: Trial &Error, Pittsburgh.

COLE MILLING Co., Chesterfield, Ill., 5 runs for 3 weeks "Ernie Lee's Omega, 9:30-9:35 d. in 33 southern outlets. Sun., 3:30 p.m. Point or origin is WLYW Minneapolis.

PACKARD MOTOR Co., Detroit, has started series of one-minute participations in Yankee Network News Service on WNYC, Mon.-Sat., 6:45-7 a.m. Packard also has signed with Yankee for series of spot announcements on WNAC WEAN WAJH WONS WINN New York, Agency: Young & Rubicam, New York.

DOW BREWERY Ltd., Montreal, Sept. 25 started "Dow's Old Guinness" on 5 English and 9 French stations in Quebec province, Sun. 8:30-8:55 p.m. on English, and Mon. 8:30-8:55 p.m. on French stations. Agency: MacLaren Adv., Montreal.


DIXIE MILLS Co., East St. Louis, Ill., has appointed Oakleigh R. French & Associates, St. Louis, to handle advertising. Radio will be used.

PURITY BAKING Co., thru Young & Rubicam, Chicago, is preparing for fall campaign on behalf of Gremmelen Bakes and is considering both radio and television for Taste Bred before Jan. 1. New budget is expected, which will permit more extensive use of radio.

PAN AMERICAN BROADCASTING Co., New York, has announced that RUBERT PHARMACEUTICAL Co., a half-hour record of its "Bob Hope Show" over South Africa's only commercial station, through Radio Transvaal, Pretoria. Effective Oct. 3, contract is for 52 weeks.

DADS ROOTBEER Co., Chicago (Outlook Pashioned root beer), is stepping up its advertising campaign. Dr. W. H. Caldwell (laxatives) to include approximately $12,000,000 in 30-minute spots. Station list is not yet completed.

VALENTY MARKET TOWN, Van Nuys, Calif. (17-50-ul time slot protector), has appointed Jim Ward & Co., Hollywood, to handle its advertising. Radio will be used.

FIRESTONE TIRE & RUBBER Co. of Canada, Toronto, has used spot announcements on all Canadian stations to announce "World of Tomorrow," a television series. Agency: Russell T. Kelley Ltd., Hamilton, Ont.

MARIE ELECTROLYSIS ELIMINATOR Co., Seattle (Red Devil root remover), in a fall campaign which is running major parts in 11 western States and Canada, along with other markets, has scheduled a series of nine one-minute spots in nine major markets. Agency: United States.

PERFECTION CORSET Co., Ltd., Quebec (fondued gadgets), has used spot announcements on all Canadian stations to announce "World of Tomorrow," a television series. Agency: Russell T. Kelley Ltd., Hamilton, Ont.

H. W. WAMPole Co., Perth, Ont. (proprietary), has used spot announcements on all Canadian stations to announce "World of Tomorrow," a television series. Agency: Allan M. McHardy & Co., Toronto.

ROLLE Co., Chicago (food house contribution division), has used spot announcements on Chicago stations to publicize their "WCFW Wallet WJWJ during month of October to promote 35th anniversary of its products. Agency: Robert N. McAdams Inc., Chicago.

BREDD SCHIRRER, assistant director of advertising of U. S. Steel Corp., of Delaware, has been appointed director of advertising to succeed CHARLES R. MOFFAT, who will retire Nov. 1. (See broadcast section of BROADCASTING, Sept. 20.)

222), Mr. Schirrer has been with U. S. Steel for 28 years.

ARTHUR GODFREY (center) is about to sample some Mason's Pecan Cooenut candy, the product now advertised on ABC network. Mason's will be shown out the sweets is Fred E. Magenheimer (r). Agency: Mason's, while Frank Dyson, account executive of More & Hawkes, waits for his sample.

R. J. REYNOLDS Co. has renewed both Chicago Magazine show on CBS for 52 weeks. Renewal of "Vaughn Monroe Show" is effective Oct. 22. "Bob Hope Show" was renewed effective Sept. 25. Agency for both is William Ettly & Co., New York.

CANADA STARCH Co., Ltd., Montreal, (cornstarch), has started a new program "Bottle Biscuits" on 33 Canadian stations. Agency: Vickers & Benson, Montreal.

HERBERT H. RAYZER, former sales and promotion manager of North western Yeast Co., Chicago, has joined Consolidated Foods interests, Chicago, as director of sales and advertising.

DR. GEORGE KENTH FISHTON, president of Trinity College, Hartford, Conn., has been elected a director of General Foods Corp., New York.

THE EVE Corp., New York, has increased its sponsorship of weather reports on WRGB New York, NBC video station, during the football season. In addition to its regular Thursday night weather reports, the company will also begin spot announcements prior to nine New York Giants home games.

COMMONWEALTH EDISON Co., Chicago, Oct. 1, renews for 52 weeks sponsorship of one-per-week schedule of chain breaks on WMAQ Chicago. Company is running five per week, over 27,000 period, on other Chicago stations. WLS WENR WOND. Agency: J. R. Pearlberg and Co., Chicago.


BROWN & HALEY CANDY Co., Tacoma, in campaign to promote Yankee Toffee, a new candy, is using spot announcements on stations KOMO KOLB NBC throughout Northwest stations. Agency: Ronig-Cook Inc., Seattle.

EVANS PEN Corp., Hollywood (fountain pens), has appointed Caples, Kennedy & Duke Adv., that city, to handle national advertising. Radio will be used.

L. B. BAYLOR INc., Los Angeles (hair tonic, shampoo). In addition to regional spot campaign, Oct. 3 starts for 13 weeks "Golf of Two Cities" on 8 Los Angeles stations. Sun, 7:30-8 p.m. (FST). Agency: The Meyers Co., Los Angeles.

BOW HOWELL, Los Angeles (men's sport shirts). Bow Rodgers, has appointed Raymond Kean Adv., that city, to handle national advertising. Radio is being contemplated.

HOLMES BAKES, Los Angeles (bread flour), has renewed its advertising campaign in Chicago, effective Oct. 21. Agency: Dana Jones Co., Los Angeles.


TOMI Co., St. Paul, Minn. (Tomi home permanent), has appointed Spitzer & Mills, Toronto, to handle advertising in Canada. Plans for fall campaign have not yet been announced.
The Texas Rangers' transcription of western tunes is tops in quality of control. The price is reasonable - scaled to the size of the station and market. Available, too, at retail is an attractive song book for give-away or self-liquidating offer. Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Gene E. Holley, Mgr. Syndicate of Features

PICKWICK HOTEL, KANSAS CITY 6, MO.

Page 68 • September 29, 1947
Little Man, You’ve...

BILL BRUNIDGE, sports director of WOL Washington, will be practically airborn in the airwaves this Saturday he aired with Ted Husing the Army-Villanova game from West Point, N. Y., for Mutual then flew to Detroit for the Lions-Cardinal pro game which he handled with Jimmy Dudley for Goebel’s Beer. Mr. Brundige will continue with Detroit Lions games all season over WXYZ and the Michigan network; all games for Army recruiting on MBS; two hour quarter hour shows on WOL and Wednesday night wrestling matches on WTTG, DuMont video station in the Capital.

World's Best Tobacco Market

WBTM FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGSBECK CO.

National Representatives

WORLD'S BIGGEST TEXTILE MILLS

BROADCASTING • Telecasting

Porter

(Continued from page 18)

to render such a service, they have a peculiar obligation to do so, and by large, I believe most of them respect that obligation.

He then cited the WBBM Chicago series on juvenile delinquency, presented in cooperation with the Chicago Bar Ass’n, as a specific example of constructive action to combat the practices which lawyers have been criticizing.

Mr. Porter played a portion of the programs as recorded for the season.

“Naturally,” Mr. Porter commented, in closing, “the broadcasters themselves are going to undertake all the self-regulation that is practical, not necessarily because they live in fear and trembling of the FCC, but because they are decent Americans just like any other responsible group.”

INTRA-CITY TELECASTS PROBABLE IN CHICAGO

INTRA-CITY television transmission in Chicago in the near future became a definite possibility as NBC Central Division announced last week that a string-insulated cable link is being established between its studios in the Merchandise Mart and the central terminal of the Illinois Bell Telephone Co.

Hailed as the first such video link in Chicago, it is being installed for network use early next year, when NBC expects to begin its television operations in Chicago. Meanwhile, it was pointed out, cable can be used for audio program transmission if necessary. New-type cable consists of 186 audio and 2 video circuits.

Installations are being planned so that on-the-spot pickup can be made from such points as Soldiers Field, the Chicago Stadium, the Coliseum, Wrigley Field and Comiskey Park in Chicago and Dyche Stadium in suburban Evanston.

Allen F. Rader

ALLEN F. RADER, 61, former sales executive of the Western Foods Corp., New York, until his retirement in 1945, died on Sept. 22 at his Lake George, N. Y., summer home, following a heart attack.

Sellers

(Continued from page 10)

put into practice some of his own theories about timebuying in terms of clients’ needs.

George has been married since 1929 to the former Elizabeth Lee Taylor (Ohio, Virginia). The Raders make their home in Palatine, Ill. One of George’s pet forms of recreation is entertaining close friends and acquaintances who just happen to drop in to sample the “victuals off Roasters’ outdoor grill.”

George also features croquet and horse-shoe pitching which help nicely to while away a lazy Sunday afternoon.

FARM DEPT. of WMT Cedar Rapids has been awarded a special certificate by the National Safety Council for “an exceptional year-round program of farm safety education.”
SPEARHEAD THE PROGRESS OF FM

WESTERN 70

$5,000,000 OF COLORADO'S

PEACH which authorized change in frequency, increase power, as mod., and change trans. location, to make changes in DA and change trans. location.

September 23 Applications... ACCEPTED FOR FILING

License for CP

KSGN near Centerville, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Jasper On The Air, Jasper, Ind.—CP new standard station 990 kc 1 kw D.

AM—1580 kc

L. W. Andrews Inc., Davenport, Iowa—CP new standard station 1350 kc 250 kw D.

License for CP

WKYB Paducah, Ky.—License to cover CP which authorized to mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

License for CP

WJWQ Lafayette, La.—CP install new trans.

License for CP

Frequency Bestg. System Inc., Monrovia—CP new standard station 900 kc 250 w D.

AM—900 kc

September 24 Applications... ACCEPTED FOR FILING

License for CP

KGOF Los Angeles—License to cover CP as mod., which authorized increase power and make changes in trans. location, authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

Sheehy Radio-Electric Co., Needles, Calif.—CP new standard station 1340 kc 250 w un D.

AM—990 kc

Orange Empire Bestg. Co., Redlands, Calif.—CP new standard station 990 kc 1 kw D.

License for CP

KCBS San Benito station, Calif.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

The Greenwich Bestg. Corp., Greenwich, Conn.—CP new standard station 1400 kc 250 w un D.

Modification of CP

Lincoln Operating Co. as Trustee for Sun Coast Bestg. Corp., Miami, Fla.—Mod. CP which authorized new standard station to change trans. location.

WJMM Colerade, Ga.—Voluntary assignment of license from Colerade Dia. Corp. to the Southernthern Bestg. System.

License for CP

KZPI Pocatello, Idaho —License to cover CP which authorized new standard station to change trans. location, and make changes in DA.

WDWS Champaign, Ill.—Mod. CP which authorized change frequency for installation of new vertical ant. and mounting of FM ant. on AM tower to change trans. location, and make changes in DA.

KIEG Pocatello, Idaho —Mod. CP which authorized change in frequency, increase power, install on top of AM tower, and change DA-DA (DA-1), to increase 500 w to 1 kw D, change trans. and make changes in DA.

WBAS Decatur, Ga.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KEIO Pocatello, Idaho —Mod. CP which authorized change in frequency, increase power, install on top of AM tower, and change DA-DA (DA-1), to increase 500 w to 1 kw D, change trans. and make changes in DA.

WBOY Beckley, W. Va.—License to cover CP, as mod., which authorized increase in frequency, and change trans. location, and authority to determine operating power by direct measurement of ant. power.


License for CP

WHIT Dubuque, Iowa—License to cover CP, as mod., which authorized change in frequency, hours, install DA-DA (DA-1) and trans. location, and authority to determine operating power by direct measurement of ant. power.

Assignment of License


AM—730 kc

WOHS Shelley, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KVCO Tulsa, Okla.—Mod. CP, as mod., which authorized reinstallation of ant. power.

License for CP

KWDB Chicago—License to cover CP which authorized new standard station.

AM—1350 kc

Independent Bestg. Service, Oak Park, Ill.—CP new standard station 1550 kc 500 w D.

Southern Pirates Bestg. Corp., Ponce, P. R.—CP new standard station 900 kc 250 w D, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1390 kc

BYW Philadelphia—Mod. CP which authorized installation of new DA for extension of completion date.

AM—1390 kc

Modification of CP

WESC Chippewa, S. C.—Mod. CP, as mod., which authorized increase power, change DA-DA, and DA-NA and change trans. location, to make changes in DA and change trans. location.

AM—1370 kc

KMMK Las Vegas, N. E.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc

Southwest Bestg. Corp., Ponce, P. R.—CP new standard station 900 kc 250 w D, as mod., which authorized increase power, change DA-DA, and DA-NA and change trans. location, to make changes in DA and change trans. location.

AM—1490 kc

Belleview Bestg. Co., Pascagoula, Texas—CP new standard station 1490 kc 250 w un D.

AM—1470 kc

License for CP

KORA Bismarck, N. D.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDWM Beaumont, Tex.—Mod. CP, as mod., which authorized increase power, change DA-DA, install new trans. and DA-NA and change trans. location, to make changes in DA and change trans. location.

AM—1490 kc

AM—1460 kc

Community Bestg. Corp., Corpus Christi—CP new standard station 1400 kc 100 w un D.

Lakewood Bestg. Co., Dallas, Texas—CP new standard station 1470 kc 500 w D.

AM—1470 kc

KELP El Paso, Texas—License to cover CP, as mod., which authorized to mount FM ant. and change DA-DA, and change DA-NA and change trans. location, to make changes in DA and change trans. location.

AM—1450 kc

Texas Star Bestg. Corp., Harlingen, Texas—CP new standard station 1530 kc 50 kw D, AMENDED to change hours from D to comply with DA-DA (DA-1) and change trans. location.

AM—1530 kc

KLEE Houston, Texas—Mod. CP, as mod., which authorized new standard station to be from N to DN (DA-2) and mount FM ant. on No. 2 tower.

AM—1470 kc

KLEE Houston, Texas—Mod. CP, as mod., which authorized new standard station to be from N to DN (DA-2) and mount FM ant. on No. 2 tower.

AM—1470 kc

Modification of CP

KAYS Dallas, Tex.—Mod. CP, as mod., which authorized new standard station to be from N to DN (DA-2) and mount FM ant. on No. 2 tower.

AM—1470 kc

William M. Reilly, Fort Worth, W. Va.—License to cover CP which authorized new remote pickup station to be used in connection with KWFB.
Assignment of License
KGER Long Beach, Calif.—Involuntary assignment of license from Consolidated Bcstg. Corp., Ltd., to Dan Latham, ex- owner of WDSY, deceased.

Acquisition of Control
KYVC Ventura, Calif.—Voluntary ac- quisition of control by Griner & Co. from James L. Harris and S. H. Fowlston of WPRP and Marian Louise Haupt, 1235 8th, issued and 752 subscribed for 21,586

Assignment of License
WAJB Adrian, Mich.—Voluntary as- signment of license from CMQ Griner and Aiden M. Cooper, partnership d/b/a The Adrian Bcstg. Co. to James Gerty Jr.

Radio Lakewood, Lakewood, Ohio.—CN new station standard 1380 kc 500 w D. AMENDED license to be published for change of applicant from James A. Butler and Jack M. Berkman, to James A. Butler as Radio Lakewood to Radio Lakewood Inc., in- stall DA, change type trans., change location and change studio location.

AM—990 kc

WBZZ Puncheonville.—CP change frequency from 1250 to 990 kc. Increase DA to 1 kw, install new trans., and DA-DA and change trans. location.

TENDERED FOR FILING
AM—1250 kc

Southland Bcstg., Inc., Penomia, Calif.—CP new standard station 1250 kc 1 kw DA.

Transfer of Control
WLAD and WLAD-FM Danbury, Conn.—Consent to transfer of control of WLAD and WLAD-FM from Lamosas R. Burrows, William H. Kinnle and James A. Butler as WLAD and WLAD-FM to Griner & Co., of WPRP.

WLAD-FM Columbus, Ohio.—Renewal of license granted for station 1190 kc 500 w D on completion date to 10-18-47.

WRRF Providence, R. I.—Grant- ed license for station 1250 kc 250 w D, change location, same, for portable-mobile station to be installed in Newport area.

WPQD Jacksonville, Fla.—Grant- ed license for change in frequency, install new DA-N and new ground system on Continental Bcstg. Inc., area Decatur, Ill.—Granted license for new remote pickup station WDAY.

WMAJ-TV Washington, D. C.—Grant- ed license for changes in frequency, install new DA-N and new ground system on Continental Bcstg. Inc., area Decatur, Ill.—Granted license for new remote pickup station WDAY.

KCQY Rockville, Md.—Grant- ed license for new remote pickup station KOLY.

WMBR Boulder, Colo.—Grant- ed license for new remote pickup station WRWP.

WHD-AM Waco, Texas.—Grant- ed license for new remote pickup station WDRX.

WYCA-AM Rochester, N. Y.—Grant- ed license for new remote pickup station WYCA.

KFXR Fort Worth, Texas.—Grant- ed license for new remote pickup station KDFH.

KBGF Fort Lauderdale, Fla.—Grant- ed license for installation of new trans. to be used on new station KXSF.

WYCA-AM Rochester, N. Y.—Grant- ed license for new remote pickup station WYCA.

KFXR Fort Worth, Texas.—Grant- ed license for new remote pickup station KDFH.

KBGF Fort Lauderdale, Fla.—Grant- ed license for installation of new trans. to be used on new station KXSF.

FCC Box Score

FCC Box Score of actions as of last week stands as follows: Standard stations—1 licensed, 486 construc- tion permits, 704 applications pending (of which 373 are in hearing); FM—57 licensed, 892 conditional grants, 670 CPs (part of CPs come from conditional grants, others from hearing proceedings), 132 applications pending (83 in special case), 124 CPs, 16 applications pending (three in hearing); noncommercial educa- tional FM—six licensed, 26 CPs, six applications pending.

September 24 Decisions

BY THE SECRETARY

WERA Decatur, Ga.—Granted license for new station 1010 kc 1 kw D. WRLX Blackshear, N. C.—Granted license for new station 1450 kc 250 w D.

WRAI Macon, Ga.—Granted license for new station 1520 kc 250 w D.

WRRP Providence, R. I.—Grant- ed license for extension of completion date to 10-18-47.

WPQD Jacksonville, Fla.—Grant- ed license for change in frequency, install new DA-N and new ground system on Continental Bcstg. Inc., area Decatur, Ill.—Granted license for new remote pickup station WDAY.

WMAJ-TV Washington, D. C.—Grant- ed license for changes in frequency, install new DA-N and new ground system on Continental Bcstg. Inc., area Decatur, Ill.—Granted license for new remote pickup station WDAY.

KCBS Des Moines, Iowa.—Grants of CPs for new FM station WIRK.

KZYW Vallejo, Calif.—Granted mod. CP to make changes in vertical ant.

September 25 Decisions

BY COMMISSION EN BANC

Assignment of CP
WROD Daytona Beach, Fla.—Granted assignment of CP from new station WORF to Consolidated Bcstg. Co., partnership to corporation of same name.

Assignment of License
WCJU Columbus, Miss.—Granted assignment of license from R. S. B. Peabody to The Griner & Co., in- stall KXSF on 94.1 kc, in virtual new location.

Hearing Designated
Haygood S. Bowden, Camden, S. C., and WTCO Savannah, Ga.—Hearing scheduled for consolidated hearing assignment of license in consolidated hearing of new station 960 kc 250 w D and application of 1290 kc 5 kw untl. to 490 10 kw D.

Hearings Postponed
Oral argument in several cases has been postponed by the Commission to Oct. 8-10. See story this issue.

Conditional FM Grants
Conditional grants for one Class A station and new station in consolidated hearing for new station 960 kc 250 w D and application of 1290 kc 5 kw untl. to 490 10 kw D.

BY COMMISSIONER DURR

Petition Granted
WIBR Knoxville, Tenn.— Granted petition for continuing of hearing for new station 960 kc 250 w D and to be held at Griner & Co., in- stall KXSF on 94.1 kc, in virtual new location.

BY THE SECRETARY

WGBA Columbus, Ga.—Granted CP to change type trans., and CP changes in vertical ant.

WCHO Television—Granted mod. CP to change type trans., approval of ant. and trans. location and specify studio location.

WEMB San Juan, P. R.—Granted mod. CP to make changes in trans. equip- ment, approval of ant. and trans. location and specify studio location.

WILP Kenosha, Wis.—Granted license for new station 950 kc 250 D.

WCMM Arecibo, P. R.—Granted license for new station 1280 kc 1 kw untl. and specify studio location.

WBEE near Coram, N. Y.—Granted mod. CP for extension of completion date to 12-15-47.

WABX Harristown, Pa.—Same to 2-1-48.

WDUL Dubuque, Minn.—Same to 12-16-47.

WGBA Cleveland, Ohio.—Grant- ed license to use old main trans. for aux. purpose.

WVEY Erie, Minn.—Grant- ed CP for approval of ant. and trans. location and to specify studio location.

WGBG Greenbush, N. C.—Grant- ed CP for new vertical and new horizontal FM ant. on AM tower.

WKY Rock Island, lll.—Grant- ed mod. CP for extension of completion date to 12-15-47.

WXAN San Bernardino, Calif.—Same to 1-12-48.

WSSB Durham, N. C.—Same to 12-27-47.

WRJN Racine, Wis.—Same to 4-21-48.

KBQX Garland, Texas.—Grant- ed license for CP to make changes and trans. location.

WPFB Rockford, Ill.—Grants of CPs of new FM antenna.

KGYY Vallejo, Calif.—Granted mod. CP to make changes in vertical ant.
FCC Actions
(Continued from page 71)
Decisions Cont.:...
When the International Executive Board of AFM held its four-day meeting at the Blackstone Hotel in Chicago Sept. 8-11, network officials attended on invitation of James C. Petrillo, AFM head, to discuss again their requests for removal of AM-FM duplication ban. L to r: Frank White, vice president of CBS; Frank Schreiber, general manager of WGN Chicago (which owns WGNB, FM outlet); Mr. Petrillo; Mark Woods, president, ABC; Frank Mullen, executive vice president, NBC, and Robert Sweezy, vice president and general manager of MBS.

Industry Pushes
(Continued from page 15)

lard, FMA president, chairman; Morris Novik, Unity Broadcasting Co., a new FMA director; Marion Clair, WGN Chicago; Raymond F. Kohn, WMFZ Allentown, Pa.; Edward Lamb, WTRT Erie, Pa.; Bill Bailey, FMA executive director.

Continental Network carried a musical broadcast Friday night under sponsorship of Stromberg-Carlson Co., third in the sponsored FM network series. Appearing on the broadcast, 8:30-9 p.m., were the Polka Dots, harmonica quartet, and the Revelers, vocal quartet. A sustaining half-hour, True Stories of New York State Police, was carried 8-8:30 p.m., keyed from WHFM Rochester, FM affiliate of WHAM, owned by Stromberg-Carlson.

Continental added a 28th station Friday, WSBA-FM York, Pa. The network carried its usual sustaining broadcast by the Army Band Wednesday, 8-8:30 p.m., keyed from WASH Washington.

Mr. Petrillo last week indicated he was investigating all angles of Yankee Network's purported duplication of network (MBS) programs on FM outlets of affiliates.

Should the AFM head decide to crack down on Yankee, possibility of a quick test case based on the Lea Act or Taft-Hartley Act would arise. He claims the Yankee contract with the AFM local does not permit FM duplication. However, it is understood the Yankee contract contains no language forbidding such duplication.

If Mr. Petrillo pulled his musicians from Yankee, the network then could decide if it desires to get along without use of live musicians.

May Become Test

If Mr. Petrillo pulled his men off Mutual because of Yankee duplication he then would face action under the labor laws, perhaps setting up a test case that would lead to legal clearance of many phases of new legislation.

In announcing his pact with educators last Monday, Mr. Petrillo said: "We've done a good job here. We've got to stop the cry that kids can't go over the air or make records. That's all over."

The contract was described as "a code of ethics." Under its terms, professional musicians and educational institutions teaching music are pledged not to interfere with each other. Mr. Petrillo said the action does not permit Dr. Joseph E. Maddy, director of the Interlochen Music Festival, to resume network broadcasts since the school "is not a publicly owned institution."

Maddy Has No Comment

Dr. Maddy said the code was a step forward "in general" but declined to comment on the Petrillo statement that Interlochen is not affected. He said the festivals are presented under the sponsorship of the U. of Michigan, a member of Music Educators National Conference, one of the two school signatories. Other signatory was the American Asn. of School Administrators. Dr. Maddy indicated he would seek a hearing before the first-named organization in an effort to return Interlochen pupils to the air.

The code defines as educational activities at which students may perform without interference from AFM these affairs: School functions, community functions in the interest of schools and for educational purposes, school exhibits, educational broadcasts to demonstrate or illustrate pupils' achievements in music study, civic occasions, benefit performances, educational or civic services agreed upon by school authorities and union representatives and audition recordings for study purposes. Reserved for professional musicians are parades, functions of further public or private enterprise, partisan or sectarian functions, and club and civic functions.

Analysis of the contract by persons familiar with the Taft-Hartley Law is said to show that Mr. Petrillo actually sacrificed no privileges or rights. His concessions are actually required by statute, it was stated, and he seized the opportunity to grab favorable publicity as a benefactor of American youth. Mr. Petrillo took a stiff lacing from subcommittee members when educators testified as to his refusal to permit broadcasting by school children, even on the Chicago school system's own station.

IBEW Group Threatening Court Test of Labor Law

Broadcast technicians were the first in radio industry to challenge the Taft-Hartley labor law when the International Brotherhood of Electrical Workers filed Sept. 17 with the National Labor Relations Board for a collective bargaining election at WARB Arlington, Va.

Challenge was effected when the union, following action of executive council of AFL, refused to file anti-Communist affidavits as required by the Taft-Hartley law. The NLRB, in turn, refused to proceed with the election until terms of the law are met, but union officials declared they would carry the matter through a court test if NLRB does not process the case.
NAB Starts
(Continued from page 18)

tions who will silently accept the code and then file it in the waste basket.* (Other code comments by stations on page 42.)

In his letter to stations, accompanying the code text, Judge Miller enclosed a copy of the board’s resolution adopting the code subject to revision. He wrote:

“We sincerely urge you to study it from every standpoint and then, if you have any suggestions to make regarding any phase of it, make them known at once to your District Director. He in turn will pass on to the committee of the Board for careful and complete consideration. Your suggestions will guide the board in determining the final form of the Standards of Practice.”

The welcome mat was out for the code in New York radio circles last week. Warmth of the reception varied from the wholehearted enthusiasm of the network presidents [BROADCASTING, Sept. 22] to the cordial but guarded wait-and-see attitude of some independent and station representatives.

Results of a survey made by BROADCASTING among New York independent station operators, agency men, and station representatives can be summarized in a sentence...The code is potentially a great boon to the industry, but it will mean nothing unless it can be enforced.

Several of those responding were of the opinion that the code sections on commercial time limitations were in need of adjustment, that reductions were too drastic. One broadcaster felt that the really amazing thing about the code is “that the industry has been able to get along for 25 years without one.”

Virtually all of those polled pointed out that they have not had time to study the code carefully, in a point-by-point evaluation. With that qualification, here are some typical comments on the code from residents of New York’s radio row:

Linee Nelson, head timebuyer of J. Walter Thompson:

“I would prefer not to make any comment on the proposed code as such. However, I do feel that it should be carefully studied by every station in the United States and whatever code the industry settles on should be one that, the great majority of stations can live up to. A code that stations would be forced to violate in order to make a living might be far more serious to this country’s way of operating radio than no code at all.”

Frank M. Headley, president, Headley-Reed, station representative:

“There is no doubt that the new standards of practice recently adopted by the NAB to become effective Feb. 1st is a progressive step on the part of the industry. We in radio have been conscious for a long time that such a code is necessary even though a large majority of broadcasters have been observing the proposed standards for many years. A code of ethics such as that adopted last week by the board of directors of the NAB will mean nothing unless it can be enforced. Since the NAB has no police power, it would be a good thing if the FCC could make it a condition, when issuing radio stations, that broadcasters live up to the new standards of practice or suffer the risk of having their license in jeopardy.”

Eugene Katz, executive vice president, Katz Agency, station representative:

“This proposed code is a fine start in the right direction but it is in its present form too inconsistent to be adopted by the NAB for application to all members. If the proposed limitations on commercial time are not fixed the code will not be ratified by member stations, or if ratified will not be observed.”

Lewis Allen Weiss, chairman of the board of the PFB, New York’s radio row:

“I heartily endorse the action taken by the NAB in adopting the code as presented to the convention subject to any revisions therein which the board feels are necessary as a result of the suggestions made in the convention and others which will be received by the board prior to its next meeting in November. The action of the NAB board is clear evidence that the industry has felt the impact and ability to regulate its own affairs. I have confidence that the board will adopt a sound and workable code and that it will do so not by reason of any dictation from government officials or minority pressure groups but because it has a sincere desire to voluntarily improve the quality of its service to the public.”

Expect FCC
(Continued from page 15)

Opin average consent. Any nation that wishes may have a representative on PFB and the representatives may have as many assistants as they desire.

After the PFB completes its assignment, a world conference is to be held to approve it. It is unlikely that such a conference can be held until early in 1949. Members of IFRB, of which there are to be 11, will also serve on PFB. PFB’s job is preliminary to IFRB, since the latter will record frequency assignments made by various signatory nations after PFB has finished re-working the Borne List.

So, as things appear now, the FCC probably will be functioning with only five of its seven members for some weeks to come. Mr. Jett begins preparations for his Geneva work in October. That won’t preclude his presence at important Commission sessions, but it is hardly expected that he will participate on a full-time basis. The betting in inside circles is still that Messrs. Denby and Darr won’t be around on New Year’s, and that Mr. Jett may not stay long after he completes his European tour.
RADIO PAYS TRIBUTE TO LaGUARDIA
His Honesty and Contributions to Medium
—Praised by Network Heads

RADIO paid deep and moving final tribute last Thursday to Fiorello LaGuardia, former New York mayor and one of the most colorful of broadcasters.

A memorial program was heard on WJZ Thursday, Sept. 21, from 12 noon to 12:25 p.m., the time Mr. LaGuardia formerly broadcast his weekly talk under the sponsorship of June Dairy Products.

Mark Woods, president of ABC, in paying tribute to Mr. LaGuardia, said: "Not only America but the entire world has suffered a great loss in the tragic death of former Mayor LaGuardia. His career has been an inspiration to every American."

Edward Cole, chairman of the board of ABC, said: "Mayor LaGuardia was a man of ability and honesty who served his country well. His influence on American life was important."

Edgar Kobak, president of MBS, stated: "...He fought for what he thought was right and though his forthrightness often subjected him to criticism, he always kept going, impelled by the courage of his convictions..."

Since Mr. LaGuardia's fatal illness, which began about three months ago, he had been replaced by various speakers in public life on the WJZ New York program. The Sunday before his death, Herman Stichman, New York housing commissioner, was heard on the former Mayor's formerly prepared show. As of last week WJZ had not yet decided upon a permanent replacement.

Mr. LaGuardia was also heard cooperatively on MBS with the exception of WOR New York, Saturdays, 6:30-6:45 p.m., and his program was heard transmitted the same evening on WINS New York, 9-10 p.m. Last week Mutual announced that the program would be replaced by a sports program featuring Johnny Bosman, giving football news and scores. WINS did not announce future plans for that period.

Frank Stanton, president of CBS, declared: "The nation's radio audience will miss the voice of Fiorello H. LaGuardia, just as the millions in his beloved New York City will miss his dynamic presence. Whatever he had to say was always deeply imbued with his own honest thinking."

Niles Trammell, NBC president, said of him: "As a broadcaster, Mr. LaGuardia brought a vivid, Fiorello H. LaGuardia's voice to millions throughout the world and he fought hard to protect the people from whatever injustices he found."

NYC New York's municipal station, which carried talks each Sunday by Mr. LaGuardia while he was mayor of New York, broadcast a memorial concert by local station, KFI, on Sept. 28, at 1 p.m., the time of the former mayor's regular Sunday Talks to the People.

Notables Attend WSYR's 25th Anniversary Dinner

SILVER ANNIVERSARY banquet of WSYR Syracuse, N. Y., was held Sept. 19 at Hotel Syracuse with national and local leaders in all fields present. The story of WSYR progress since its inception on Sept. 15, 1922, was told informally in a colorful souvenir booklet prepared by the station. Among the guests were: Charles E. Wilson, president, and Dr. W. R. G. Baker, vice president, General Electric Co., Rep. Hadwen C. Furtney (R-N.Y.); William S. Hedges and Harry C. Kopf, vice presidents, and Easton C. Woolley, director of station relations, NBC; Mayor Frank J. Costello of Syracuse; Phil Newcomer, UP radio manager; Bert Silen, KZXR Manila, P. I.; Ralph Damon, American Airlines president; William White, president, Delaware, Lackawanna and Western Railroad; Dr. William P. Tolley, chancellor, Syracuse U., and Harry Hershfield, star of NBC's Can You Top This? Harry C. Wilder, WSYR president, was host. Toastmaster was E. R. Vadeboncoeur, WSYR vice president.

Postwar

(Continued from page 17)

been a sizeable upswing since the "reserved" channels were released on July 1.

The rate of AM applications has had a remarkable experience, in reverse. Current figures show laying almost 50% behind last September's figures; but earlier this year, just before the Commission instituted its temporary expedient plan, requests for new stations were fairly showered upon FCC. Television applications now going in are about on a par, numerically, with those being received late last summer, but there has been some gain since FCC decided the color television question, which had contributed to uncertainty in the video field throughout 1946.

An unofficial count of all new-station applications received by FCC during six recent weeks showed 77 AM, 44 FM, and 1 TV. During the comparable six weeks in 1946 there were 150 AM, 26 FM, and 2 TV.

AM applications continue to be a primary item of FCC's broadcast business. Better than 50% of this year's grants for new stations have been AM, and approximately 80% of the pending new-station applications are in the standard band.

In number of grants issued in all three services, FCC is about 30% short of the total it had reached at this time last year—about 600 this year to 850 as of early September 1946. AM grants are running about 10% ahead of last September's figures, FM authorizations are about 55% behind, and video grants are about 30% behind.

WHAS Celebrating 25th Anniversary This Week

WHAS Louisville is celebrating its 25th anniversary during the week of Sept. 29-Oct. 4 with a series of specially planned activities. Several outstanding WHAS and CBS programs are originating during the week from the Memorial Auditorium, with the public invited.

The Thursday night program will bring together Gov. Simeon Willis of Kentucky, Gov. Harold Gates of Louisiana, Gov. J. Strom Thurmond of South Carolina, and Gov. Millard Caldwell of Florida, taking part in a discussion of the Presidential outlook for 1948. The discussion will be broadcast from the auditorium at 9 p.m.

KFI Drops Fight

KFI Los Angeles has dropped its fight for Channel 4 for its new television station, FCC announced last Thursday. The station was assigned Channel 9 but argued that it should have Channel 4, which was held by NBC with which KFI is affiliated. The dispute [BROADCASTING, Aug. 4] was then set down for oral argument and was to have been heard by the Commission on Aug. 18. Argument was called off upon approval of KFI's request that its petition be dismissed.

Upcoming


Oct. 6-8: Annual National Advertiser's convention, Hotel Chalfonte, Haddon H., N.J.


Oct. 17-18: Kentucky Broadcasters Association annual meeting, Chateau Frontenac, Quebec.

Oct. 22-24: Life Insurance Advertiser's annual meeting, Chateau Frontenac, Quebec.


Oct. 29-31: Assn. of Canadian Advertiser's annual convention, Royal York Hotel, Toronto.

Nov. 1: NATBA Engineering Conference, Batavia.

Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.

Nov. 8-9: Southwestern Assn. of Advertising Agencies, fall meeting, El Paso, Tex.

Deletion of Channel No. 1 Among Video Rules
To Be Argued

ORAL ARGUMENT before a full Commission was ordered last week by FCC for Oct. 13 in the matter of proposed amendments to the rules and regulations governing the sharing of television channels with other services and the proposed deletion of video Channel 1, 44-50 mc. In view of the host of varied interests which had indicated that a hearing, proceeding is expected to effect a heated scramble for recognition should any frequency assignment result.

The Commission's proposal, released in August [Broadcasting, Aug. 18], would delete TV Channel 1 and assign these facilities to non-government fixed and mobile services. Sharing of television's upper channels by the latter group would cease, except for certain fixed services such as aeronautical marker beacons in 72-76 mc band. By reducing the video channels from 13 to 12 some six cities, including Chicago, would lose a TV allocation availability. Allocations in other areas also would be affected.

FCC last week also announced that all applications pending, or which may be filed, seeking assignment in the 44-50 mc 72-78 mc bands will be held in abeyance pending outcome of the proceeding. Certain emergency operations are excepted.

Television interests, led by Television Broadcasters Assn. asert channel sharing has been proven impractical and that additional video facilities are needed if a truly serviceable nationwide system is to be developed.

The fixed and mobile service interests generally hold that they are not receiving proportionate consideration in view of the scope of their activities. They also feel their stand may be pre-judged and unduly limited in view of the forthcoming further hearing on general mobile services scheduled Oct. 27.

No Evidence
In view of this latter point the Commission stated in its order for oral argument that no evidence or argument on the 44-50 mc question "will be received at this time covering the specific number of channels which should be assigned in this band to particular radio services (e.g. police, fire, power, utility, provisional, experimental, forestry conservation, highway maintenance, special emergency)."

Thus the argument would be confined to whether 44-50 mc goes to television or to fixed and mobile services. FCC sources stated herein that this would not about the present low band FM broadcast and FM network interests which have been indicated to be adversely affected by the Commission's proposed changes.

In asking oral argument, NAB charged that FM as well as television would be hurt by the reallocation plan which FCC proposed several weeks ago in a move to eliminate the interference which results from sharing television frequencies with other services. With Channel 1 allocated to other services channel sharing would be eliminated on most channels.

"Any action which will narrow the already limited portion of the spectrum allocated to these services (AM, FM, TV) will not serve the public interest, convenience and necessity as that phrase is used in the Communications Act," NAB's brief declared.

NAB's statement noted that one video construction permit has been issued for use of Channel 1 and that two applications have been virtually perfected for filing. Since only seven channels are available in any metropolitan area even under the present allocation, NAB declared, the proposed change "will aggravate a scarcity already apparent."

"Furthermore," the brief continued, "there are more than 20 proposals for operations on the 44-50 mc and thousands of users service FM receivers not able to tuned to the new FM bands. Finally, the immediate proposal now in existence operates in this band."

TBA's brief voiced opposition to the Commission's proposal that video Channel 1 be deleted and assigned other services; opposed the proposal to restrict Channel 7 use with government fixed and mobile services, and concurred with the FCC's conclusions that there is no practicable sharing arrangement which will not cause serious interference to television reception. TBA also urged consideration of the present need for a minimum of three additional commercial television channels within the present frequency range assigned to TV.

TBA told the Commission that the present allocation of 13 channels to television produces certain serious geographic insufficiencies and prevents the establishment of a merely national and competitive television system." The brief continued to point out that deletion of Channel 1 and the accompanying modifications in television allocation, shocks the stability of the industry and the public confidence therein. The association that "the technical solution of the problem which is therefore evolved is most intricate and difficult; however, it is urged that over the solution, it must be based on the touchstone of public interest and demand."

Joint Statement
RCA and NBC, in a joint statement to the Commission, urged that FCC "adopt a position in this proceeding which will assure the stability of the competitive assignments made to television."

It was stated the proposed revision is desirable insofar as it prohibits sharing of video facilities and elimination of harmful interferences but that this should be accomplished without deletion of any TV channels.

The loss of video Channel 1 was declared to be more far reaching than the immediate effect upon one construction permit now issued. RCA-NBC cited the great investment of the public and industry in television, including development and research, and noted that this was being made with reliance upon the FCC's "providing adequate frequency space to accommodate a national television service."

Philco Corp. stated it too has found no satisfactory sharing arrangement devoid of harmful interference to both services and held that twelve channels on exclusive-use basis were better than more with sharing. Philco also pointed out that the video allocation is inadequate. The firm would not interfere with the stability of the allocation plan but indicated it could not agree to any plan which would exclude large areas of population from television service.

Yanke Network Inc. told the Commission that while the interference resulting from sporadic E renders the 44-50 mc band unsatisfactory for vital emergency radio service, the facilities may be properly employed as an entertainment channel. Although much, not all, was unsatisfactory for television, the band is "pre-eminently suited for use which has been established and is currently in operation and for which service permanent provision has been made," the Yankee brief said. Reference was made to the present FM wire broadcast operations in the 44 mc band by WFMN Alpine, N. J., the outlet of the FM inventor, Dr. Edwin H. Armstrong, and the Yankee outlets WCTR Paxton, Mass., and WMNE Mt. Washington, N. H.

It was pointed out that "full fidelity FM programs are being rendered to 10 existing FM broadcast stations and by virtue of the 44 mc band operation the three above-mentioned stations are capable of furnishing program service to FM stations serving over 20,-000,000 people." FM relays in the 44-50 mc band could facilitate six national FM networks, Yankee indicated. The brief further said these could be established at an early date and at less cost than any alternative means of program transmission.

In a letter addressed to the Commission on this subject, Leonard Asch, president of WBCA Schenectady, N. Y., FM outlet, stated that of 18,000 FM homes within the service area of WBCA more than 15,000 are 44-50 mc only. He continued, "Judging from the constantly descending production..."
Not WLOK

NEW FCC member, Comr. Robert F. Jones, was incorrectly reported in Broadcasting, Sept. 8, as a former minority stockholder in WLOK Lima, Ohio. Commissioner Jones once held an interest in Northwestern Ohio Broadcasting Corp. FM grants in Lima and AM applicant there. He had withdrawn from Northwestern Ohio Broadcasting after becoming Commissioner designate. [Broadcasting, Aug. 11].

be used for fixed and mobile services. FMA said the effect "on FM broadcasting will be dealt with extensively.

FMA at its national convention in New York adopted a resolution to urge FCC to assign channels in the 44-50 mc band for wide area relay purposes only [Broadcasting, Sept. 22]. Such relays would be point to point.

American Telephone and Telegraph, commenting for itself and the other Bell System companies, said common carrier fixed and mobile services should be permitted to continue to share TV channels subject to not causing harmful interference. Such sharing is feasible in many cases, it was stated. The brief continued that in the proposed changes no provision is made to accommodate certain fixed and mobile services to compensate for loss of right to share video channels 1-5 and 9-13 on mutually non-interference basis.

General Telephone Corp. took exception to FCC proposal and stated that the number of radio frequencies are out of proportion to the limited number of frequencies available to public utility common carriers for development of mobile radio services for public use. The enormous demand by the public for such service was cited. General Telephone would assign TV channels 6 and 7 for common carrier general mobile service.

Railroads' View

The Assn. of American Railroads stated FCC's proposal might delete some 53 channels now allocated to railroad service.

Others who requested hearing to protect their respective interests in view of the Commission's proposal included: Pacific Northwest Loggers Assn., in behalf of Forest Industries Communications; Pacific Logging Congress, representing 350 logging operations in 11 western states; the State of California, seeking protection of investments in mobile services in 72-76 mc band; National Bus Communications Inc., American Automobile Assn., and American Taxicab Assn. Inc., were concerned that immediate decision in this matter might detrimentally affect their stand in forthcoming general mobile services further hearing Oct. 27; RTPB Committee 4, Panel 15.

HONORING Ralph C. Price, of Greensboro, N. C., at luncheon in Charlotte’s Hotel Charlotte following his unanimous election as chairman of the board of directors of Jefferson Standard Broadcasting Co., owner of WBT Charlotte, were (1 to r, clockwise around table): Grady Cole, WBT farm editor (extreme 1); Edward De Gray, WBT assistant manager and secretary-manager of Jefferson Standard Broadcasting Co.; Hugh Campbel, legal counsel of the broadcasting firm; Julius Smith, vice president and general counsel for Jefferson Standard Life Insurance Co.; M. J. Minor, WBT chief engineer; Mr. Price, who is also president of the insurance company; J. M. Bryan, president of broadcasting firm; Charles H. Crutchfield, general manager of WBT and vice president of broadcasting firm; Jack Knell, WBT director of news and special events; Clarence Etters, director of WBT FM activities; Larry Walker, station’s program director, and Keith Byerly, manager of North Carolina sales for WBT.

figures of set manufacturers, it will be a long time before this low band audience will be equalled with high band sets." Similar to Yankee, Mr. Asch stated "The 44-50 mc band has proved best for FM relay network operation, existing line facilities do not permit true FM network operation." He also believed that the “anticipated sky-wave interference in the 44-50 mc band would prohibit its use for vital emergency services.

WDEL Wilmington, Del., which has received authorization for a Channel 7 commercial television outlet, requested permission of the FCC to present evidence later, "when more progress has been made in the art and when definite factual information is available," as to the best type of video service for Wilmington in view of the interference problem.

Trent Statement

Trent Broadcasting Corp., licen-
WANTED

Commercial manager-Midwest independent station 1 kw daytime with FM, AM. Two years' experience, desire man. No box shot wanted; no pressure by brickie. Equipment, 1000. Salary and commission. Send letter and please return Box 512, BROADCASTING.

Wanted-Commercial man needed in well established network of southern city in growing market, with minimum 5 years experience in all phases of radio. Send resume to Box 569, BROADCASTING.

Wanted-Operator/announcer, 250 watt network account. Must be available 10 months of the year. $500 minimum. Advertise full time or part time. Send letter and photo to Box 588, BROADCASTING.

Wanted—WANTED: Experienced newsman. No experience will be accepted. Full time or part time. Send resume to Box 588, BROADCASTING.

Wanted—Young energetic salesman 250 to 500 kw network account. Send letter, photo and resume to Box 572, BROADCASTING.

Metropolitan net affiliate in city of 5 million population is accepting applications for announcing staff vacancies. Regular and part time. Send resume and photo to Box 588, BROADCASTING.

WANTED ANNOUNCER

Operator 1 st phone, Army telegraph operator. For immediate full time employment with Army. Please send resume and photo to Box 525, BROADCASTING.

Available immediately

SALES MANAGER, MANAGER-For the past ten years I have been selling radio and TV in a major network station; the past four years as general sales manager. Have learned the business, the market, the merchandise and the business. For the past two years as general sales manager. Please write to Box 556, BROADCASTING.

Available immediately

SALES MANAGER-Manager of sales for a midwestern newspapers. Available immediately. Box 556, BROADCASTING.

Available immediately

SALES MANAGER-Manager of advertising for a midwestern newspaper. Available immediately. Box 556, BROADCASTING.

Available immediately

SALES MANAGER—For the past ten years I have been selling radio and TV in a major network station; the past four years as general sales manager. Have learned the business, the market, the merchandise and the business. For the past two years as general sales manager. Please send resume and photo to Box 556, BROADCASTING.
Situated Wanted (Cont’d)

Chief engineer, will install, Broad.
experience. Handle any power, familiar
with Dehopty, or medium wave systems. Minimum
considered, 1 kw familiar with 5 kw or more.
West to coast. Box 583, BROADCASTING.

30 kw disc Jockey, humorist. Highly
experience. Box 386, BROADCASTING.

Announcer, disc Jockey, special situation.

Engineer, 1 st phone, 2nd telegraph, amateur
Washington, D. C. Interested announce-
Veteran, single, 21, travel. Salary op-
tional. Spaciously situated, large.
David Sparky Frankel. 2250 83rd St.,
Brooklyn, N. Y.

Announcer, Solid selling voice, College
background. Trained all phases announcer.
BROADCASTING. Experience.
Bill Donaldson, 8890 Wilshire Blvd., Beverly
Hills, Calif. Announcer, disc Jockey. Go
anywhere. Bob Feiman, 2036 Pelham Ave., West
Los Angeles.

If you are interested, here is a versatile
experience announcer who can handle
consoles and public relations. At pres-
ent employed by large AM station in
network, but prefer getting behind
microphone. Will work, any position.
Salary? Of course! Fat Conniff, 2722 N.
76th Ave., Elmwood Park, Ill.

Eleven years experience, majority of
transmitting capacities, one of largest transmitting sta-
tions. Seeking AM or FM station or sta.
Radio engineer, large company.
graduate, C.E.E. Victor New York City.
Arthur Kline, 905 South Second,
Lindenhurst, L. I., N. Y.

Love that job! Love that boss! But
Don’t have the money. Have
been saying that for 16 years as WDRM
transmitter, Inc., in Chicago, Ill. Also,
in advertising and radio engineer,
with WRCA. Will accept flot
Florida, Texas, N. M., Ariz.,
Calif., New York, Long Island, Conn.

disc Jockey with a “hit record,”
5 years of spinning platters, pulling
building, handling equipment.
Sold an audience of 2 million for 2
years. Am seeking to settle in pro-
gressive metropolitan city. Ideas, en-
gy, experience. Box 580, BROADCASTING.

Technician with first phone license,
years radio experience, seeking
broadcast work. Bill Cameron,
4079 seeks Ave., San Francisco, Calif.
Disc Jockey with a “hit record.”
5 years of spinning platters, pulling
building, handling equipment.
Sold an audience of 2 million for 2
years. Am seeking to settle in pro-
gressive metropolitan city. Ideas, en-
gy, experience. Box 580, BROADCASTING.

Young woman—Experience announcing,
platter shows, disc Jockey, disc
acting, disc photo available. Cathy Bieves,
1317 South 19th Place, Chicago,
N. W. Ill.

1 st class phone license. 5 years varied ex-
perience. Destries transmitter position.
Box 565, BROADCASTING.

Engineer—1 st class telephone, telephone,
Ham, communication experience. Young,
ambitious, ambitious. Will travel.
Announcer.

Announcer—21, single, veteran, Alert,
ambitious, no flacker. Will travel. Box
564, BROADCASTING.

Engineer, 1 st phone, mechanically in-
culsted, vet, married, RCA grad. Box
340, BROADCASTING.

No white kid, need experience as an-
ouncer. Attested in Columbia College.
Chicago. Salary no hold back. Record shows
standing. In care of Box 596, BROADCASTING.

Transmitter operator 1 st class license.
Desires position in midwest. Box 516,
BROADCASTING.

EXPERIENCED SALESMAN

If you are looking for an experi-
enced salesman in your opportunity of securing an
opening in your city, not looking
for a desk position, but a tough
selling job and you have the
根据 the amount of business
you produce you will be considered.
In care of Box 596, BROADCASTING.

BROADCASTING • Teletcasting

Situated Wanted (Cont’d)

Announcer, vet, married, professionally
trained all phases leading N. Y. school.
Henry Mints, 322 East 33rd Street,
New York City.

Salesman residing on west coast seeks
new assignment. Knows programming.
Box 594, BROADCASTING.

Announcer, Three years experience.
Proven sales and news. Box 594, BROADCAST-

Two experienced radio announcers.
Desire position together. Excel in play-
by-play announcing. Disc Jockey experience
exceptionally well together. Valuable background.
London. Bill Whitmer, 6651 S. Seward A-

We can staff your station with three
expensive announcers, trained for
radio. M. B. Will go single if
necessary. Stewart MacArthur, 1561
1st Ave., Brooklyn 1, N. Y.

Announcer, experienced all phases radio.
Assist for any station. Lee Maler,
149 W. 25th Street, N. Y. C.

Engineer, 1 st phone, station experience.
College background. Will travel. Salary
$45.00 start, Ted Braunstein, 190 S. 8th
St., Brooklyn 1, N. Y.

Announcer, seeking a good announcer.
Here’s promoting personality combined
with capability. Veteran with
background, trained all types show
leading Radio City school. Call Mount Vernon
7-2272. Jerry Teich, 118 N. 7th Ave.,
M. Vernon, N. Y.

Announcer, experienced all phases radio.
Knows network. Box 597, BROADCASTING.

Announcer, vet, single, trained all
phases. Would like small station
or midwest. Spiro Pala, 4448 Adams
Chicago, Illinois.

Engineer, studio, transmitter. Desires
position New York, Long Island or vi-
cinity. First phone. Presently
employment. Box 614, BROADCASTING.

Wanted to Buy

Field intensity meter, new or used, im-
died. Contact WMRF, Lewistown,
Pennsylvania.

Closely corporation desires control or
outright purchase of outstanding sta-
tion. Will make offer. Box 393,
BROADCASTING.

Want to own

Jockey’s comedy script collection, $5.00.
Kleemann, 22-31-3 30th Road, Astoria,
L. I., N. Y.

Frequency monitor service: We serve
local and distant stations. I will make sta-
tion monitors including replacement
the crystal. High quality quartz crystals
for broadcast and other services. PCO
accepted station frequency measure-
ments, calibration of satellite
fast service! Hudson Electronic Com-
pny, Temple, Texas.

OPPORTUNITY KNOCKING

New 1000 watt station, now un-
occupied, construction laid.
Offer of 40,000 offers real opportunity
for the thoroughly experienced and reliable
man to operate and manage station. Must be familiar
all details, how to train others and direct sales
department. Only station in a really
town. Salary and bonus arrangement will
interest station a position. Should be on
job immediately. Call 1-1 to in-
formation scheduled to go on air November
1st. Write your name and address;
looking for will take his place end
community affairs, be thor-
ously dependable, indicates
accept all responsibilities of suc-
cessful management. Inquir-
ing give all details. Everything
financial. Box 574, BROADCASTING.

3rd phone. Veteran. Experienced in con-
control room, and other local
station. Have no car. Box 598, BROADCASTING.

Manager—Experience in all phases of
radio except engineering. Specialize in
construction of stations, building
and operating. Good programming. Excellent
recommendations. Has 15 years
est, reliable. Desire permanent position in
larger market. Box 598, BROADCAST-

Will trade 3 years announcing expe-
rience and top notch Jockey’s
nation offering permanency and oppor-
untunity. Three-45 initiative. Box 599,
BROADCASTING.

New station—Three engineers to
fill your station. We are experienced
AM-FM, console operation, con-
struction, transmission. Box 605.
Florida location. No “on the job training.” Box 601,
BROADCASTING.

Program director, 10 years experience,
programming, production, announcing.
Desires position with expanding opera-
tion where quality counts. Box 603,
BROADCASTING.

Program director thoroughly experienced
AM or FM wishes permanent connection
with growing station in friendly
community, preferably college
station. Box 602, BROADCASTING.

Time on tape with know-
how. Real producer. Creative. Former
advertising account man. Compensa-
tion proportionate to fact. Box 601,
BROADCASTING.

Announcer—Vet, single, trained all
phases. Would like small station
or midwest. Spiro Pala, 4448 Adams
Chicago, Illinois.

BROADCASTING MANAGERS!

Trained personnel available for all phases of studio
work. G. I. students available for
on-the-job training.

BROADCASTERS!

Brush up on your technique through resident or corre-
spondence courses.

WOMEN!

Learn the lucrative field of public relations through
radio. Train yourself for the women’s radio programs.

MEN!

Intensive 32-week course trains you for real jobs in
acting, announcing, writing, producing.

THE NATIONAL ACADEMY OF
BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting
School

(Correspondence Courses Offered to Beginners and Professionals)

G-I APPROVED

NATIONAL ACADEMY OF
BROADCASTING, Dept. 111
3328-16th St., N.W.
Washington 10, D. C.

Please send Information concerning:

Correspondence \ Response Information Courses

Name:

Address:

City:

State:

September 29, 1947 • Page 79
**FCC Issues Conditional Grants For 7 New Class BFM Outlets**

**CONDITIONAL GRANTS for three new FM stations were issued by FCC 102.5 MHz. The decision was tentatively based on the last 10 days' trials to seven. Four were announced Sept. 19, along with construction permits issued for seven Class B FM operations in location conditions.**

Last Thursday's conditions went to WFLB Fayetteville, N. C., for a Class B station with Channel 236 (95.1 mc) as proposed assignment; WKBX Manchester, N. H., for Channel 235 (94.9 mc) as proposed assignment; WCFN 101 (100.1 mc); and Radio Station

Des Moines Inc., for Class B operation on Channel 222 (92.3 mc). This decision, however, is not final, since conditional grants are subject to further review and approval of engineering details.

The Commission also approved the condition of construction for WLEE-FM Richmond from Thomas Garland Tinsley Jr. to Lee Broadcasting Co., wholly owned by Mr. Tinsley.

Radio Station Des Moines Inc. is holding the Myron J. Bennett, president of Bennett Adv. Agency and formerly with KRNT Des Moines and other stations. He owns 18%.

A. O. Caplan, executive of firms publishing several Chicago community newspapers, has 40%. William B. Abramson and E. S. Abramson, Des Moines automobile dealers, have 20% each. Ray C. Fountain, Des Moines attorney, owns 2%. FM actions announced by FCC on Sept. 19.

**For Sale**

250 w RCA AM transmitter for sale at 5. Box 977, BROADCASTING.

Best offer takes type 260 Andrews phase monopole used three months in A-1 shape, 29,000 ft. No. 10 medium hard drawn copper and ground wire. Entire lot by the pound. WEEK, Peoria.

1 kw transmitter, RCA frequency moni- tor, WM limiting amplifier, General Radio modulator, Bendix single-tube transistors, 500 ft. coaxial, 180 ft. std. tap support tubing. Price $7,000. S. D. Woolen, WRCB, Memphis.

GE wire recorder. Factory rebuilt. Make offer. Engineering Record, Radio Station WDY, 1375 Euclid Avenue, Cleveland, Ohio.

1000 watt Western Electric Type 233 H receiver in excellent condition. Available immediately. Radio Station EDAL, Duluth, Minnesota.

Temco transmitter, 250 watts, never used, control console, monitor amplifier, two control cabinets, coil, rectifier scope. $1500 takes everything. Chosen Daily, Salesmen.

Practically new Re-Kut professional recording turntable, volume indicators Stromberg-Carlson amplifier, speaker, microphone box. 604, BROADCASTING.

Carrier, 7½ b. p. a. three phase 60 cycle 220-440 volt fresh air, conditioning compressor, model 78275 EF, serial #20590, complete with condenser. Com- pressor needs new seal. Also one 7½ ton Carrier refrigeration unit, model 1255-A, serial #20313A, complete, ready for use.

Clean, condition excellent. Also, one four row direct expansion cooling tower

45' x 24', face area complete with exp- ansion valves and expansion tank. Equip- ment ideally suited to air conditioning mixing, broadcasting station and studio. Write, wire or telephone Mr. R. S. Mcanhurst, 914 Daniel St., Campbell St., Kansas City, Mo., attention Very Nearly New.

Fore sale.—Used AM Winchcharger tower, 116 ft. in use only 6 years. Excellent condition, $3,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

**FCC Is Requested by CCBS to Furnish Details on FM for Its Future Sessions**

FCC WAS ASKED by the Clear Channel Broadcasting Service last week to make available its information on the efficiency and performance of FM sets, FM tuners, and built-in antennas, so that CCBS may use the data in its preparation for the clear-channel sessions.

The request was predicated on the "assumption" that the clear-channel hearing issues would encompass the question of and to what extent the area and popu- lation of the U. S. may be expected to receive satisfactory broadcasting from FM stations in the future.

If this "assumption" is incorrect and the question of potential FM service is not pertinent, CCBS asked that the Commission "make a finding to this effect and rule accordingly."

"If and to the extent that said question is held to be relevant," CCBS declared in its petition, the clear-channel group intends to "present evidence relating thereto" at the next clear-channel sessions, in which the long-drawn hearing will be completed. This is now slated to get under way Oct. 20 (story page 17).

CCBS asked the Commission to "deliver or render accessible to peti- tioner all information (whether in the form of measurements, tabu- lations, reports, or other docu- ments) in the possession of the Commission relating to the sensitiv- ity, selectivity, efficiency of built-in antennas, and overall performance of FM broadcast receivers (including combination AM-FM broadcast receivers), and FM tun- ers... .

The petition asked that this information be made available "accord- ing to price ranges but in such a manner as to preclude any rea- sonable possibility of associating any of the requested information with any particular manufactur- er's product."

CCBS said this information is "indispensable to any adequate presentation" of evidence on poten- tial FM service. It said it was in- forming that FCC "has in its pos- session such information which has not been made public, which is not available from any source, and to which petitioner does not otherwise have access."

The petition was filed Thursday by Louis G. Caldwell and R. Russ- sell Regan, Washington attorneys, as CCBSB-21.

RICHARD HUDNUT Ltd., Toronto (hair style starting spot ac- countancy campaign in major Cana- dian cities. Agency: James Fisher Co., Toronto.

**FOR SALE**

**MIDWEST REGIONAL**

Very profitable 1 kw operation located in one of the Midwest's rich, medium-sized industrial and farm markets. Primary coverage over 800,000 persons having a very high effective evening earl. Income. This fine facility is available at less than half the cost of buying new because of serious illness of own- er. Price $2,000 will buy all. Write exclusive representatives.

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FOR SALE

**EASTERN**

250 WATT STATION

One of the most desirable 250 watt operations having combined studio and transmitter facilities. Excellent equipment and build- ing located in one of the eastern seaboard's best small cities. Show- ing nice profit now and has an outstanding opportunity for fa- cility development and increased volumes.

Price $190,000.00 Write ex- clusive representatives.

BLACKBURN-HAMILTON CO. Radio Station Brokers

WASHINGTON, D. C. SAN FRANCISCO

James W. Blackburn, Ray V. Hamilton 1521 New Hamp- shire Ave. W. national 7685 Ext 1212
GE Starts Microwave Relay TV, N.Y.-Schenectady, Today

TELEVISION programs originating in any video station in New York or Philadelphia on Tuesday will be available to the viewing audience in the Albany-Troy-Schenectady area beginning this evening (Sept. 29), when General Electric Co. officially inaugurates its new microwave relay between New York and WRGB, GE television station in Schenectady.

Programs available through this relay will make the WRGB area the "best video-programmed region in the country," at least until the relay or a similar networking service is extended to other territories, General Electric officials told newsmen in Schenectady last Wednesday when programs originating at WNBT and WABD New York were sent over the relay in an advance demonstration.

Although WRGB has rebroadcast a number of WNBT's programs for a regular basis for the past seven years, the station has not made any exclusive video network tieup as yet, according to Al Zink, WRGB program supervisor. Mr. Zink announced that the first month's schedule following the inauguration of the new relay would include regular pickups from WABD, the Du Mont station in New York, and WBCT-TV New York as well as from WNBT.

Tonight's opening program, he said will be a salute to NBC, with Niles Trammell, NBC president, and Frank E. Muller, executive vice president, and other top executives paying their respects to WRGB and the new relay system.

On Tuesday evening the pickup will be from WABD and on Thursday from WBCT-TV, with those pickups to be repeated for the succeeding three weeks. Citing the limited supply of talent available locally and the high cost of live programming as limiting factors on WRGB's local program presentations, Mr. Zink said that present plans contemplate about seven hours a week of local telecasts, with the remainder of the station's programs coming from New York, Philadelphia or Washington via the relay.

Relay was to be put into use two days a week of local telecasts, with the remainder of the station's programs coming from New York, Philadelphia or Washington via the relay.

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Exact Measurements at any time

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ALL MAKES—SPECIALISTS 9A & 1B
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Franklin 5022

ARE YOU MOVING?
We'd like to move with you.
Please tell us three weeks in advance your new address. You'll not miss an issue of .......

BROADCASTING  September 29, 1947  Page 81
New Advisory Unit To Meet in October
Group of 17 Radio Leaders To Study IBF Plan

INITIAL MEETING of the new advisory committee on international broadcasting will be held in New York in early October, according to information received last week. Assistant Secretary of State William Benton announced the committee appointments before resigning last week and said: "The Committee will advise the Department on those subjects pertaining to our international broadcasting which will be of greatest interest to the people and the Congress."

The new group is a working committee which will probably re-study the "International Broadcasting Foundation" plan recommended by the State Dept. Other plans will also be discussed in an attempt to find one which can be agreed upon by both industry and government.

As Mr. Benton says in his announcement, "Congress will naturally look for advice and guidance to the seven private licensees with whom the Department now has contracts and to other leaders in the radio field."

Those invited to serve on the new committee are: Gardner Cowies Jr., Publisher, Des Moines Register & Tribune and president, Cowies Broadcasting Co.; Wesley Dunn, president, Associated Broadcasters Inc.; Mark Ridge, publisher, Louisville Courier Journal and past president, NAB; Walter Evans, president, Westinghouse Electric Corp.; Don Francisco, vice president and director, J. Walter Thompson Co.; Robert J. Gannon, president, Fordham U.; Edgar Kobak, president, ABC; James Law, president, Tune Inc.; Harold Lasswell, School of Law, Yale U.; Walter Lennon, president, World-Wide Broadcasting Foundation; Justin Miller, president, NAB; Edward Noble, chairman of the board, ABC; Paul Porter, attorney and former FCC Chairman; Philip Reed, chairman, General Electric Co.; James D. Shouse, president, Du Pont; and Miles Trammell, president, NBC.

Radio to Stage
BERT LEE, WHN New York sportscaster, has turned legitimate actor, playing—all things—a sportscaster. He made his Broadway debut last week in the race track comedy, "I Gotta Get Out," at the Cort Theatre.

XXLE Transfer
CONSENT has been granted by FCC to transfer of control of XXLE Ellensburg, Wash., from R. L. Rutter Jr. to Goodwin Chase Jr. Mr. Rutter returned his 75 shares to the company for $10,731 thus increasing the proportionate interest of Mr. Chase from 40% to 57%. Remaining interest is held by E. B. Craney and Francis R. Symons.

Benton Leaves State Dept.; Lauded by Truman, Marshall
WILLIAM BENTON, one of the most controversial figures to hold public office, resigned last week as Assistant Secretary of State for Public Affairs.

President Truman, in accepting the resignation, highly commended Mr. Benton for the job he did during the last two years as head of Information and Cultural Affairs, including the "Voice of America" overseas broadcasts. Mr. Truman said he realized "the difficulties and frustrations" he had encountered in trying "to project throughout the world a genuine picture of American life and the objectives of our democratic system."

"The United States Government," added the President, "has a continuing obligation to make available to the peoples of the world the facts about this country and the policies of our Government . . . particularly in the critical times ahead." Mr. Benton, he said, had succeeded in building a solid foundation upon which the work could go forward.

Marshall's Comment
Secretary of State George C. Marshall, in a letter to Mr. Benton also expressed his thanks and best wishes and said he was "sorry" to lose Mr. Benton.

Mr. Benton, who was appointed to his State Dept. post Sept. 14, 1945, said in his letter of resignation that he had "full confidence" that the program which he has directed in the State Dept. "will continue to grow in public understanding and to receive the increasing Congressional support which it so manifestly deserves."

A suggestion that his successor would have an easier time with Congress was dropped by Mr. Benton to reporters after his resignation was announced. Referring to the 40% slash which an economy-minded Congress handed his division, Mr. Benton said, "I would never have had any trouble with my program if Congress could have been sent to Europe for 60 days."

Concern was expressed by some officials that President Truman would have a hard time finding someone to fill Mr. Benton's shoes. In that case, Howland Sargeant, his deputy, would have to take over when Mr. Benton steps out on Tuesday. But other sources said that the President already had a list of names to fill the post.

Mr. Benton will continue in the field in an advisory capacity by serving as consultant to Secretary Marshall and the department. In November he will go to Mexico City as chairman of the American delegation at the UNESCO conference.

Formerly an advertising executive and university vice president, Mr. Benton plans to become chairman of the board of Encyclopedia Britannica Films, in which he owns all the common stock. He also owns Muzak Corp., which supplies recorded music to restaurants, industrial plants and other places, but he is undecided about resuming chairmanship of that concern.

NAB and NRDGA Groups Meeting to Plan Contest
RADIO Committee of National Retail Dry Goods Assn. will meet today (Sept. 29) in New York with members of the NAB Dept. of Broadcast Advertising to consider plans for the second annual NRDGA retail radio contest. Members of the Retail Advertising Sub-committee of NAB, of which J. Robert Gallick, KGAL Lancaster, is chairman, have been invited.

Frank E. Pellegrin and Lee Hart, director and assistant director of the NAB Dept. of Broadcast Advertising, will attend. The group will also review plans for the radio portion of the NRDGA's annual convention in New York Jan. 12.

We're 4 Years Young, too!
A B C
4th Anniversary
American Broadcast Company

- Paralleling the expansion of the ABC Network is the phenomenal growth of its Cleveland affiliate, WJW.

Now, also in its 4th year, Cleveland's Chief Station is distinguished by its alert programming and outstanding merchandising promotion. The energy and imagination of young ideas will continue to dominate WJW's planning of entertainment and public service.
Rules on Hearing Examiners Announced by Civil Service

U. S. CIVIL SERVICE Commission last Tuesday published in the Federal Register its rules and regulations governing new FCC and all Federal agency hearing examiners as specified in the Administrative Procedure Act. The specifications on qualifications are due to be issued by mid-November.

The Civil Service rules cover appointment, compensation and removal of examiners. The specifications portion will concern experience requirements, basis for pay ratings and similar details. In an attachment to its announcement of the rules, Civil Service stated that the minimum qualification requirements have been modified slightly for the lower grades of hearing examiners but for the top grades the requirements remain essentially the same, namely six years of appropriate experience in the field of administrative law.

FCC has named 12 of its staff to examiner posts but two have switched to other appointments. At present there are some 200 persons in general hearing positions which are comparable to the hearing examiners. These incumbents fall into three general classifications: Persons with regular civil service status who have been given war service appointments, and persons with temporary appointments. The FCC group is understood to be divided, five with civil service status and five with temporary and war status.

All were conditionally named June 11, and after, and will continue under such appointments until the register is established. This hinges on issuance of the qualification requirements.

CSC has decided that persons now holding trial or hearing examiner posts, and who have civil service status, will be considered for reappointment through the filing of a complete experience statement and oral interview before a special board of examiners. This board will be established by CSC and will be composed of one CSC member and at least two persons from outside government who have an outstanding reputation in the field of administrative law.

The board will make a complete investigation of each incumbent and match qualifications with its own established standards, according to the Civil Service statement. Only those "eminently qualified" will receive regular appointment. The statement further pointed out that those under civil service status in most instances will have had at least five years' service since no regular appointments were made for the duration of the war from March 1942.

It was indicated that persons in temporary or war appointment status would have to compete successfully in an open competitive examination before they can regain regular appointment. This same procedure was declared to hold for transfer of persons with regular civil service status from non-hearing examiner positions to examiner posts and also for reinstatement of persons who previously held civil service jobs to examiner positions.

In the promotion of a hearing examiner to a higher grade to fill a vacancy, Civil Service has decided that the agency in question must confine its selection to three persons. CSC will certify from a competitive promotion list maintained by Civil Service for the agency.

The final draft of the rules and regulations omits a provision of the proposed form which would have set up a competitive period for examiners. Regular appointments will be absolute under the final form.

Park New WINS Chief, Crosley Corp. Announces

ELDON PARK, programming vice president of the Crosley Broadcasting Corp., has been named vice president and manager of WINS New York, replacing Willard Schrader, it was announced last week by James Shoos, Crosley director of programming.

At the same time, Mr. Shoos announced that William T. Robinson, WINS sales manager, will return to WLW in Cincinnati, as program director. Jerry Dantzig is to continue as WINS program director.

Mr. Schrader said that his parting with WINS and Crosley was "most amicable" and that he has made no immediate plans.

FALL START of CBS Dick Haymes Show was occasion for gathering of agency, sponsor and network personnel in Hollywood. At program kickoff were: (1) Harry Witt, program director; (2) F. J. Miller, assistant program director; (3) Herb Bissell, advertising manager of CBS Western Division; Herb Bissell, advertising manager of Auto-Lite Corp.; Tod Reed, vice president of Ruthrauff & Ryan Inc., Detroit; Willson Tuttle, vice president of Ruthrauff & Ryan, New York; F. Bourne Ruthrauff, vice president of Ruthrauff & Ryan, New York.

RELI Plans Listener Survey Service With New Technique

RADIO Encyclopedic Listener Institute, Los Angeles, today announced its entrance into the station audience survey field. Organization has already set up a non-mechanical checking system utilizing listener cooperation in its studies.

Institute is headed by Kenneth H. Bennett, executive director, who is also general manager of California Broadcasting Co., applicant for seven stations in California. Frank Ponce, manager, was formerly with C. P. MacGregor, before serving four years in the Army. Bernard and Associates, Hollywood consulting engineers and also part owner of California Broadcasting, is connected with RELI.

RELI survey system is built around a punch card, designed to hang on the knob of a radio. Cards will be distributed in large quantities in the areas of the station for which the survey is being made. As incentive for cooperation, each listener card is numbered. Prizes such as radios, etc., will be awarded in periodic drawings of cards returned.

The cards themselves (see sample diagram) contain horizontal listings for each quarter hour of the day; vertical listings to show male, female, under 18 years of age bracket, etc. Last column, differently colored on the card, is for use when other stations are being used.

Announcer of the surveyed station is to make periodic announcements asking cooperating listeners to punch out corresponding holes on the card.

RELI plans to use similar cards for other types of surveys, simply by changing the headings to types of programs, attitude toward commercials; general attitude, etc. All would be based on the same punch card technique.

Over 2,000 sample cards are being mailed to industry this week. Survey system will be put into operation next month. Mr. Bennett said, with view of obtaining a sample of selected rural, urban and metropolitan areas. RELI headquarters are at 2611 South La Cienega, Los Angeles.

ARE YOU REACHING THE BOB-BY-WATCHERS? If your station is making a lady a square and the sharply dressed guys of the soda pop set pass you frequently like they would a bawdy sign, get help with a neat character who can peddle the duds like they have been delivered. I criss the cyclotyces with the edgy words and the brittle consonants the teen-agers go for. I whet the edge they ask for in shackful of mail a week. I me a hour-long product every day morning that plays to 600-700 dreamers and their dates. I front the special high school remotes. In other words, I specialize on the age appeal, the market. Indisputably, it is a very terrific specialty. However, I hope you find this. You can’t have me. I’m tickled groovy with my bash at WGN, the swellest station in the nation.

(RSIGNED) Jim Hosen, WTCN-ABC, Minneapolis-St. Paul.

Sample of Survey Cards

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
<th>Under 18 Years</th>
<th>Other Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
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<tr>
<td>6:45</td>
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<td></td>
</tr>
<tr>
<td>7:00</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Sample of Survey Cards

<table>
<thead>
<tr>
<th>Time</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15</td>
<td>Female</td>
</tr>
<tr>
<td>6:30</td>
<td>Male</td>
</tr>
<tr>
<td>6:45</td>
<td>Under 18 Years</td>
</tr>
<tr>
<td>7:00</td>
<td>Other Station</td>
</tr>
</tbody>
</table>

Top-name advertisers are cashing in on KSFO’s planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.
A PLAN anticipating sale of an additional 15% interest to its employees, who already own 40%, was presented to FCC last week by The Journal Co., owner of WTMJ Milwaukee and associated FM and television properties, the Milwaukee Journal, and WSAU and WSAU-FM Wausau.

Meanwhile several other station transfers and assignments were submitted to the Commission for approval.

Journal Board Chairman Harry J. Grant and Faye McBeath, it was said, propose to convey 9,000 shares each (1/4%) to trustees under the Employees Stock Trust Agreement, exchanging these for an equal number of units of beneficial interest which will be offered for sale to employees.

Formula price as of June 30 was 74.76 per unit, which would put the value of the 15% interest at $3,145,680.

With the transaction completed, the trustees would hold 66,000 shares or 36% of the 180,000 shares outstanding, compared to 40% now. But the application emphasized that control of the company would be neither acquired nor relinquished in the transfer. Although the trustees would hold 55%, it was explained, their only function is as exchange agent for the issuance of certificates, and the holders of the certificates do the voting.

600 Would Hold Stock

Around 600 employees would hold stock upon consummation of the transfer, which FCC authorities reportedly have ruled is not subject to the open-bidding procedures of the Aveco Rule. Mr. Grant would then have 2,07% of the company's outstanding stock and Miss McBeath would have about 400 shares. WTMJ is on 620 kc with 5 kw.

Pointing out that they had not anticipated that any other new stations would be authorized for their community, 10 stockholders of Pan- trown Broadcasting Co., permittee of WPTR Albany, N. Y. (1640 kc, 10 kw) applied for consent to the sale of their 76% voting and 100% preferred-stock interests in the company. They would sell 55% of their voting stock and all of the preferred shares to Schine Chain Theatres while their remaining 20% of common stock would go to H. E. Blodgett, who would act as their agent and already owns 10%.

The sales price to Schine Theatres was put at $101,000 but spokes- men pointed out that this covers only the stockholders' investments in the company, which now has a bank account of approximately $88,000 plus the value of equipment. Mr. Blodgett would acquire his additional 20% of common stock for $400. Schine Theatres also agreed to subscribe to 400 additional shares of preferred stock for $200 each share, if necessary, to loan up to $50,000 for operation of the station, which is now under construction.

Operate 125 Theatres

Schine Theatres operates 125 theatres in New York, Delaware, Ohio, Kentucky and Maryland, and is a subsidiary of Schinebro Inc., which is owned by Louis W. Schine (36%) and Louis W. Schine (36%). Leonard L. Asch, who is also president of WBCA (FM) Schenectady, will be manager of WPTR. Stock not involved in the transfer is held by the following and was issued, according to the application, for services rendered (all voting stock): Mr. Blodgett, 10%; Bertha Ryan Asch, for L. L. Asch, 15%; William R. David and M. L. Prescott, 2½% each.

The selling stockholders pointed out that they do not contemplate that additional new-station grants might be made in Albany, but that two others already had been issued and that a third application is being considered by the Commission. Sellers are as follows: Richmond Merrill, George W. Foy, John T. DeGraaf, George H. Berth- wick, George E. O'Connor, Edward M. Toole, Irving L. Simon, J. Glenn Prescott, Murray C. Smouse, and Theodore Sonnenfeld.

In addition to Schine, Robert E. Buck, Merle H. Tucker and Frank C. Rand Jr., Southwest broadcast- ers, proposed to consolidate interests in KOAG Gallup (1250 kc, 20 kw), KOA at Longmont (1450 kc, 250 w), and KTRC Santa Fe, N. M. (1400 kc, 250 w). All three are stockholders in Rio Grande Broadcasting Co., licensee of KOAT. Mr. Buck is president and holder of 398 shares (66 1/3%); Mr. Tucker, vice president, 2 shares (1/3%); and Mr. Rand, assistant treasurer, 200 shares (33 1/3%). Messrs. Buck and Tucker equally own KGAK while Mr. Rand owns KTRC through New Mexico Pub- lishing Co. All three are stockholders in El Paso Broadcasting Co., El Paso, Tex., applicant.

Details of Consolidation

The consolidation is made under Rio Grande Broadcasting with Mr. Buck selling 100 shares of his shares for $19,800 to Mr. Tucker and Mr. Rand, all three stockholders have equal in- terests. New Mexico Publishing Co. sells KTRC to Rio Grande for $760,000 and KGAK to Buck for $160,000; Rio Grande for $50,000. Rio Grande in addition issues 167 shares to each of the three stockholders for $16,700 each.

WLAD and WLAD-FM Dan- bury, Conn., are seeking transfer of control through sale of 72.5% interest for $20,000 to a new group of local people. Reinquishing their interests are Lazarus S. Heyman, 50%, Burton F. Sher- wood, 13.75%, and William Hanna, 8.75%, all of Norwalk.

Their stock is purchased by the following: John C. Doran, pres- ident and treasurer, Doran Bros. Inc., makers of hitting machinery, 25%; Cecil Previdi, chief technical supervisor in Hartford for Cin- cinnati Milling Machine Co. 6.25%; Robert J. Doran, vice president and secretary, Doran Bros., 12.5%; and John F. Previdi, owner Danbury Printing Co., 28.75%. The trans- ferees agreed to advance $10,000 to cover costs of completion of the stations. WLAD is assigned 500 kc, 250 w, day only.

Storm

(Continued from page 16)

NBC summaries.

At Fort Myers, WINK continued to broadcast except for a few hours when a large storm was lost during a power failure. To make matters worse, WINK oper- ated with a skeleton crew. Manager George C. Case left the hospital and directed operations through a telephone link while two other staff members were hospital- ized from an auto accident the night before.

WWPG Palm Beach, located on the edge of a narrow strip of land with a lake behind, had a power failure at 11 p.m. Sept. 16, but by using its emergency power plant was able to return by midnight. A half hour later the station was on again, operating with an emergency inside antenna. By 10 a.m. ocean waves had driven the front door and 30 feet from the station. By noon the wind had reached 160 miles per hour, but the station man- aged to stay on. The station existed solely on emergency power for awhile, as all poles were washed out in the vicinity.

Use Emergency Generator

At Pensacola, WCOA maintained consistent service throughout the period by resorting to an emer- gency generator, leaving the air only briefly to refuel the gen- erator. WCOA also furnished on-the-spot broadcasts for NBC.

In the New Orleans area, WNOE devoted almost its entire time to the approaching hurricane for 24 hours before the batter hit. The station acted as a clearing house for re- lief and public agencies, air lines, business houses and stranded indi- viduals until its tower gave way at 6 a.m. the morning of the hurri- cane. Beverly Brown, program director, handled the chief engineer, and Annunciators Bill and Ken Elliott remained at City Hall and cooperated with the mayor in originating broadcasts. Fortunately for the station, General Manager James E. Gordon was in the East attending the NAB meet and had a new tower ordered less than three hours after the old one collapsed.

James A. Noe, WNOE owner and former Governor of Louisiana, sent orders from Monroe for the station to operate 24 hours a day and offer its full facilities to the public. All stations in New Orleans cooperated during the storm, using each other's facilities when necessary, and WDSU even offered WNOE an aux- iliary antenna until its new tower could be installed.

WDSU kept a man permanently at the Weather Bureau. No commercial programs were carried dur- ing the emergency and information was aired as it came in. The station was forced off the air between
LISTENERS PAID BUT FAILED.

When it became apparent that New Orleans might be in the path of the storm, WWL contacted AT&T and ran lines to the Weather Bureau, City Hall, the municipal auditorium and other points and had two portable recorders with shortwave equipment standing by. By 8 a.m. on Sept. 19 when the storm reached its peak, most power in the city was out, but WWL managed to continue with emergency equipment. The station stayed on the air until after the hurricane passed inland, into the flood waters which followed proved too much. Located on an 80-acre tract on Lake Pontchartrain, the station's transmitting and directional antennas became surrounded by seven feet of water, with the nearest dry land five miles away. Two engineers, J. D. Bloom and Charles Fox, were marooned on their truck five hours. Announcers carried on in Roosevelt Hotel studios. Announcer John Kent rowed five miles in a row boat to New Orleans to return the network. R. N. Toups and W. W. Whitmon who remained at the transmitter throughout the hurricane. The storm came just as the station had completed plans for an elaborate 25th anniversary celebration. Despite difficulties, the celebration came off.

WSMB New Orleans carried hundreds of emergency messages. Station cooperated with the amateur shortwave relay organization in getting word back and forth in to the Mississippi coast area. The station was with network service for two days, but was only off the air from 8:10 a.m. until 2:30 p.m. the day of the storm.

Public Service Praised

WJMR claims to be the only New Orleans station remaining on the air during the height of the disaster. Mayor Jimmy Morrison praised WJMR for its noteworthy public service.

At Fort Pierce, Fla., the WIRA team managed to stay on the air despite of being surrounded by three feet of water. The station was saved by a large WPA sea wall. WIRA stayed on the air all night Sept. 16 and 17, leaving Sept. 17, during the storm's height when power failed. It was restored, however, the next morning.

Before the storm hit Mobile, Ala., WMOB made arrangements to install an auxiliary power unit both at the studios and transmitter, as well as direct lines from Red Cross headquarters. Auxiliary power was used for more than 12 hours with a loss of only 18 minutes during the period.

WALA Mobile remained on continuously during the storm, cooperating with the Weather Bureau, Red Cross, etc. WKRG Mobile was well prepared for the storm and kept its listeners posted on its progress and intensity. One of the features of WKRC coverage was the "Hurricane Caravan." This consisted of Carl Haug, program director, and engineer John Hughes traveling about in a jeep station wagon getting on the spot interviews by means of a tape recorder.

When local power gave out at 12:30 a.m. Sept. 19 before the storm, WGCW Gulfport was forced to leave the air. Operations were later resumed by using two auxiliary generators. No damage to equipment was sustained and normal broadcasting was resumed last Tuesday.

In Houston, Tex., KPRC got running reports from WSMB New Orleanians by teletype and kept a running account of activities on the air. The station also provided NBC with two feeds. In Tarboro, N. C., WCPS Engineers Charlie Chandler and Charles Neer kept contact with Miami via shortwave.

All four major networks originated live pickups from the cities hit. During the height of the storm all networks were alternating in the use of a single circuit to the storm zone, a relay from New Orleans which had been patched up after all were knocked out earlier.

CBS sent John Daly to Jacksonvile, where he broadcast reports of the storm on Sept. 18 from WMBR, on the 8 a.m. CBS news program. At noon on the same day Doug Edwards in New York broadcast a hurricane round-up on the CBS Wendy Warren show and later switched to WNJO West Palm Beach, where Matt Geddings of the station broadcast an eye-witness account of the storm. Shortly after Matt Geddings' report, the WNJO transmitter was blown down and after that Matt Geddings covered CBS in New York by telephone.

During Mutual's Cedric Foster program on Sept. 16, the network picked up a broadcast direct from its Miami affiliate, WAKT, for a report on the eve of the storm, and again carried a broadcast from the station at 3:20 p.m. on the same afternoon. The same evening Mutual carried a round-up of the oncoming hurricane from Miami.

Morgan Beatty and Bob Reuben covered the storm news from NBC, with Mr. Beatty staying in Jacksonville, and Mr. Reuben traveling directly into the storm zone. Bob Reuben made his first direct broadcast from Fort Pierce, Fla., on Sept. 17 at 7:15 p.m. on NBC's News of the World show. Mr. Beatty broadcast on Sept. 17 and 18 from WJAX. NBC also carried news direct from WIOD Miami, WPLA Tampa, WCOA Pensacola, WSMB New Orleans, KPRC Houston and WALA Mobile.

ABC began its coverage of the storm Sept. 15 with a pick-up from WQAM Miami, which described precautions taken in and around Miami for the impending hurricane. Pick-ups from the hurricane areas were heard daily on the two ABC news programs, Headline Edition, at 7 p.m., and News Roundup, at 11 p.m. As the storm progressed towards Florida the network added additional pickups from Florida stations.

The Martin Acrosky program at 8 a.m. on Sept. 17 was interrupted for a pick-up from WQAM and later that same morning during George Hicks' 8:50 a.m. program the network carried another broadcast from Miami. A special half hour program was heard on Sept. 17 at 9 p.m. devoted to the story of the hurricane. Ted Corbett and Les Griffith in New York calling in ABC affiliates throughout the South. ABC carried pickups from WPDS Jacksonville, WAFB Atlanta, WDSU New Orleans. ABC continued to pick up direct broadcasts throughout the storm and on Sept. 19 when the hurricane moved on to New Orleans the network aired reports from WDSU New Orleans and KRMD Shreveport.

At 7:45 a.m. Sept. 10 the amateur emergency service was given the signal to start operation. The green light was sped by breaks in the Atlanta-Miami and New York-Miami telephone circuits.

**EDITORIALIZING**

The air will be the highlight discussion of the second annual convention of the National Association of Radio Directors, to be held Nov. 13-15 in Washington, D. C. NARD President John F. Hogan, news director of WSHC Portland, Me., announced the the sessions will be held at American U.

William McAndrew, assistant to Frank M. Russell, vice president in charge of NBC Washington and William Neel, WMAL Washington news director, have been placed in charge of convention arrangements. Jack Shelley, WHO Des Moines, is convention program chairman.

NARD already has filed a formal protest against Section 332-A of the White Bill to write the Communications Act. Filed by Mr. Hogan, the protest said the section calling for identification of the source of information used in news broadcasts "will not afford the nation's press an unfair advantage over radio journalism.

Jerry Stone, manager of WDBN Daytona Beach, Fla., has written NARD a letter reviving the break through a ban on radio recording devices imposed by the Daytona Beach city administration. In a similar instance, the La Cross, Wis., Board of Aldermen passed a resolution clearing the way for WKBH to record its proceedings. The formal resolution reversed a previous stand, and earlier the NARD, through its Executive Secretary Ed Wallace, of WTAM Cleveland, had joined the dispute at the request of WKBH News Director Paul Ziemer.

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FCC ORDERS WTEL BLUE BOOK HEARING
EARMARKS of first “Blue Book” renewal hearing since original seven cases were designated in September, 1946, were seen Friday as FCC called hearing on WTEL Philadelphia’s application for renewal.

Authorities said decision came after review of 250-charge-time station's program log for "composite week" showed little or no live sustaining program, which stations had been doing copy for commercials. Hearing date set and issues not released. Station is licensed to Faulkurd Radio Engineering Co., owned by President E. Douglass Hibbs and Gertrude Hibbs (25% each), and Harry N. Cooker, 50%.

WTEL was among 25 AM, 4 FM, and two TV stations given temporary license extensions. KTTC Santa Fe received regular renewal to Aug. 1, 1950, and XOXO Sweetwater, Tex., to Aug. 1, 1948. WOKO Albany, facing deletion for cancellation of ownership, was granted temporary extension to Oct. 31 “unless sooner terminated by the Commission.”

WTEL also figured in another “first”—what FCC sources said apparently is first realignment of existing stations’ operating schedules to take advantage of FCC’s relatively new 30-ke separation principle [BROADCASTING, June 16].

WTEL and WHAT Philadelphia, which share time on 1340 ke, heretofore have been unable to operate during operating hours of WCAM Camden, which shares 1310 ke with WCAP Asbury Park and WJTN Trenton. Under new standards, since their 25-millivolt contours do not overlap that of WCAM, they will be able to operate whether Camden station is on air or not. FCC granted modification of license to WHAT and WTEL accordingly, subject to any changes that may ensue from separate pending proceeding and subject to final action on WTEL renewal.

AM, FM, and television stations given temporary license extensions (all to Dec. 1, 1947):


TV—Don Lee’s WNEW and WEXDU Los Angeles.

**Ford, Gillette Get World Series Video**

**FORD MOTOR Co. and Gillette Safety Razor Co. will co-sponsor telecasts of World Series games, starting Sept. 30 at Yankee Stadium, New York. Widescreen movies sold to these advertisers for $65,000 came Friday afternoon, when many video fans had deserted of being able to watch the series by television.**

F. A. B. (Happy) Chandler, baseball commissioner, has previously rejected bid of $100,000 —his asking price—from Lieberman Breweries, reportedly because of feeling that tie-up of beer and baseball would not be good for youthful viewers. Chandler also turned down $60,000 offer of Ford and Gillette and proposal of video stations that they televise series simultaneously, paying nominal fee of $5,000 a game for privilege.

Telecasts of series will be carried by all three national network organizations—NBC, CBS and DuMont—and fed to as many stations as available and within reach by radio relay or coaxial cable. Line-up will include WNET, WCBS-TV, WABD, New York; WJZ-TV, Philadelphia; WPXG, WNBC, NBC, WPXG New York and aux.; WPTG, WBNW Washington; WRBG Schenectady.

Details of camera crews, announcers, etc., had not been worked out late Friday as Commissioner Chandler’s announcement that series would be telecast did not come until mid-afternoon. Agency for Gillette is Maxon Inc.; for Ford, J. Walter Thompson Co.

**NAB PLANS EXPANSION AS RATE INCREASE LOOMS**

NAB to expand in eight categories to meet needs of growing membership and heavy demands on staff, A. D. Willard, Jr., executive vice president, said Friday. NAB board expected to act in November on Finance Committee recommendation for rate increase, probably 10% [CLOSED CIRCUIT, Sept. 22].

Expansion to occur in these activities: FM, television, music licensing, contractual relations with unions, international broadcasting, legislation, new Standards of Practice, audience attitude research.

**CBS DROPS NEWS SEGMENT**

CBS to drop daily 8:55-9 p.m. news effective June 18, 1948—thus losing estimated $1,000,000 billings from Johns-Manville and Ludens—because of over-proximity to Ed Murrow’s 7:45-8 p.m. daily Campbell Soup series to start next week. Network gave sponsors of adjacent 8:30-8:55 p.m. periods until June 21, 1948 to buy odd five minutes or drop entire half-hour.

**GOVERNMENT expected to renew attack on President Petullo for alleged violation of the Lea Act in form of amended bill of information to be filed sometime this week in Federal Court, Chicago. New bill will contain more "factual" information in line with Supreme Court ruling which found Lea Act unconstitutional but returned Petullo case to lower court. Judge Walter LaBuy, who found in favor of Petullo last spring, will also hear case when it comes to trial. If anticipated motion by defense to quash bill is allowed, government is expected to call on Supreme Court for final decision.**

**WHITEHALL PHARMACAL Co., New York, one of radio’s biggest advertisers, scheduled to announce appointment of four vice presidents early this week.**

**DUE SHORTLY is new FCC calendar scheduling dates for hearings on upwards of 400 AM, FM, TV applications, hearings probably will start in late October or early November and continue into March.** By time first ones start, FCC hopes to have issued decisions on bulk of hearing cases already heard but not yet decided.

**WASHINGTON OBSERVERS are wondering whether FCC will ever again muster quorum of at least four members to sit in on controverted changes in the act which resume Oct. 20. At least two FCC members (Denny and Webster) will be away during latter October, and another, Jett, will be Geneva-bound at year’s end. Other international communications affairs, cropping from Atlantic City conferences, may sap additional commissioner strength for extra-territorial conclave.**

**MILLER, DURR AGREE**

NAB PRESIDENT Justin Miller declared “a very real place [exists] for radio broadcasting in our educational systems, at all levels,” and said “time goes by I shall hope to have increased opportunity to work with state universities, colleges and public school systems to this end.” Statement was contained in letter to FCC Comr. Clifford J. Durr, who had asked whether references in his NAB Convention speech meant that he or NAB “are now taking an official stand in opposition to the establishment and operation of educational broadcasting stations by state universities and colleges and public school systems.” Miller answered, “Definitely, ‘NO.’” Exchange was re-leased Friday by NAB.
"Triple-Threat Star"

Running . . . punting . . . passing. The player who's best at all three is key man of the team. AM . . . FM . . . TELEVISION. The station that's first in all three is key station of the city. IN DETROIT, it's WWJ—The Detroit News, with its record of consistent aggressiveness and constant "firsts" in every phase of radio broadcasting. WWJ . . . first AM station in the nation in 1920. WWJ—FM . . . pioneer in Michigan in 1940. And now WWJ TV . . . the only television station in Detroit today . . . broadcasting regularly scheduled commercial and sustaining programs to a fast-increasing audience. It's little wonder that WWJ are the most familiar letters of the alphabet to Detrotters . . . and best source of results for both national and local advertisers.