A Salute to the
RADIO STATIONS
of the
Columbia Broadcasting System
from
CAMEL Cigarettes

We are proud to join you and the Motion Picture Industry in helping to maintain the magnificent work being done by the Motion Picture Relief Fund and its Country House ...through The Screen Guild Players Program.

CAMEL CIGARETTES PRESENT
The Screen Guild Players
FALL PREMIÈRE OCTOBER 6
BING CROSBY • INGRID BERGMAN
"The Bells of St. Mary's"

MONDAY EVENINGS • Columbia Broadcasting System
10:30 P.M., E.T.  9:30 P.M., C.T.  8:30 P.M., M.T.  7:30 P.M., P.T.

NEXT WEEK: BOB HOPE, DOROTHY LAMOUR
"MY FAVORITE BRUNETTE"
Advertisers and Agencies AGAIN

VOTE TOP AWARD TO WCOP

"...for outstanding audience promotion of ABC Programs"

For the second consecutive year WCOP wins one of the three top awards for outstanding audience promotion in Group 1 (for cities of over a half-million population).

These awards are based on an ABC poll of advertisers and advertising agencies. Naturally, we're delighted. But we don't work to win awards for the station; we work to sell merchandise for advertisers. There's no secret to WCOP success. Here are three good reasons for it:

The market is America's third richest and it's gathered compactly into the most densely populated area in America. Radio reaches Greater Boston more efficiently than any other medium, because here is America's highest per capita ownership of receiving sets.

WCOP programs have won tremendous Greater Boston acceptance, because outstanding local programs are developed to match the high quality of our ABC network shows. Constant advertising through courtesy announcements, outdoor boards, window displays, and newspapers in Greater Boston and in 90 suburban towns keep a great audience constantly alerted to program events.

WCOP merchandising combines smart planning with constant leg-work to keep advertisers' products continually in the mind of the retailer at the point of sale. Regular mailings to dealers, window displays, a monthly dealer magazine, "Sales Spotlight" and personal calls keep cash registers jingling for WCOP advertisers. That's the award we work for (and win) every day—increased sales for WCOP clients.

WCOP Boston
A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
Announcing...

the appointment
of
WEED and Company
as exclusive
national sales representatives for
WCBM, Baltimore affiliate of
the Mutual Broadcasting System

WCBM

John Elmer, President        George H. Roeder, General Manager
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfont, Haddon Hall, Atlantic City, N. J.


(Other Upcomings on page 81)

MARTIN BLOCK, disc m.c., severed relations with KFWB Hollywood by mutual consent after filling four months of three-year contract. Before release, Block agreed not to appear on local stations before June 1, 1960, end of contract. KFWB asked release from obligation to MBS, which takes Block's show from KFWB for network. Block remains on MBS, from KHJ Hollywood.

AP BOARD Friday elected to associate membership 441 radio stations including owned-and-operated stations of NBC, CBS, Texas State Network, Yankee Network, Don Lee Broadcasting System (see early story on page 17).

NEW WHITEHALL OFFICERS

NATIONAL ASSN. of Radio Station Representatives filed complaint with U. S. Attorney General and FCC against CBS. Specifically, it charged CBS has illegally made inroads on their business by taking over the non-network time sales of number of CBS affiliated stations heretofore represented by members of association. In both letters of complaint NARSR points out that in field of national advertising only competition with network's own sale of time has come from spot advertising sales made by station representatives. Complaint states that to combine these two competing forms of radio advertising in hands of network eliminates competition and places full control of time allocations and advertising rates for national advertising in CBS. Representatives assert Sherman Act is violated.

In complaint to FCC NARSR asserts tw of FCC's network regulations are violated. One limits amount of time network may control by option on each station; other forbids network fixing rates stations may charge or individual time sales for non-network advertising. Claim made that when CBS or any other network becomes national representative of affiliated station, control of all rates and station time is lodged with network. This dual time sales role, it is asserted, places network in more dominant position over stations than existed prior to adoption by FCC of present chain broadcasting regulations. Nominees for representatives group are James Lawrence Fly, New York attorney, chairman of FCC when network monopoly regulations were promulgated, and Paul D. P. Spearman, Washington attorney.
The Nashville area isn't a one-crop market. ... It's a strong, stable buying territory based on a wide range of business and industry, as well as farming. ... And a net farm income of 121,471,000 dollars yearly, puts plenty of buying power on the farm. ... So, for a good crop of sales, reach your share of this audience while they are tuned to favorite shows broadcast by WSIX.

**GOOD CROP!**

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
Fulton Lewis, Jr.

Top Ratings for the "Top of the News from Washington"

Here's proof that the Fulton Lewis, Jr. program commands listeners:

<table>
<thead>
<tr>
<th>STATION</th>
<th>LOCATION</th>
<th>LOCAL RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATW</td>
<td>Ashland, Wisconsin</td>
<td>22.5</td>
</tr>
<tr>
<td>WBOC</td>
<td>Salisbury, Maryland</td>
<td>34.0</td>
</tr>
<tr>
<td>WFHR</td>
<td>Wisconsin Rapids, Wis.</td>
<td>20.1</td>
</tr>
<tr>
<td>WFNC</td>
<td>Fayetteville, N. C.</td>
<td>20.8</td>
</tr>
<tr>
<td>WGNL</td>
<td>Galesburg, Illinois</td>
<td>11.1</td>
</tr>
<tr>
<td>WHBC</td>
<td>Canton, Ohio</td>
<td>17.0</td>
</tr>
<tr>
<td>WHIT</td>
<td>New Bern, N. C.</td>
<td>21.5</td>
</tr>
<tr>
<td>WJPA</td>
<td>Washington, Pa.</td>
<td>14.1</td>
</tr>
<tr>
<td>WMBH</td>
<td>Joplin, Missouri</td>
<td>17.0</td>
</tr>
<tr>
<td>WMT</td>
<td>Cedar Rapids, Iowa</td>
<td>13.8</td>
</tr>
</tbody>
</table>

... and so on, throughout the country. Local and national advertisers on 288 stations reach the top-notch Lewis audience. Join up with this outstanding co-op program. Wire for availabilities.

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
This is WMPS at your service

MEMPHIS

68 On your Radio

10,000 WATTS
DAY TIME
5,000 WATTS
NIGHT TIME

YOU CAN HEAR THE DIFFERENCE

REPRESENTED BY

TAYLOR • HOWE • SNOWDEN Radio Sales

19 WEST FORTY-FOURTH STREET, NEW YORK 18, NEW YORK

BROADCASTING • Telecasting

the size of your budget. No advertising plan is
Feature of the Week

TELEVISION coverage of major parties' national conventions in 1948 will introduce a new influence in the American political scene, Paul Mowrey, ABC director of television, told the first class in a new course on television at American U., Washington, a fortnight ago. Mr. Mowrey predicted a million video viewers, comprising some 130 electoral votes, by next June.

Last week, Walter L. Lawrence, television sales engineer of RCA, explained in layman's terms the technical aspect of the new radio art and cited the many applications video may have apart from commercial broadcasting. He reiterated the belief that video is an advertising medium of unparalleled effectiveness.

The introductory course in television, featuring outstanding people in the field as guest lecturers, is being offered this fall as part of American U.'s four-year accredited radio curriculum in cooperation with WMAL Washington. The course is conducted by Gordon Hubbel, WMAL-ABC director of program operations, who is radio and television director of the university program.

Among the television names who are conducting the lectures and demonstrations are: Edward Stasheff, author and producer of television shows for CBS and other stations, "Writing for Television"; Bob Emery, program director of WABD New York, Dumont video station, "Acting for Television"; James McNaughton, television designer, "Backgrounds and Sets"; Harvey Marlowe, head of Harvey Marlowe Television Assoc. and former executive director of television for ABC, "Television Studio Production"; A. Burke Croddy, director of field programs for NBC New York television, "Television Production Outside Studio"; Worthington C. Minor, manager of CBS New York television, "Television Directing"; Paul Raibourn, vice president in charge of television for Paramount Pictures, "Film in Television"; Joseph McDonald, vice president and legal counsel for ABC, "Contracts and Legal Aspects"; Judy Dupuy, editor of Televisor, "Programming Problems"; Dr. Paul F. Douglass, president of American U., "Future of Television." Series started Sept. 25 and is presented each Thursday 8:30-10:50 p.m. Lectures are held in WMAL-TV's new television quarters in the Commonwealth Bldg., Washington. A number of professional radio and agency people are enrolled in the course in addition to the regular students.

Sellers of Sales

A NYASHELLE HARBOUR New York, N.Y.

In Horse Racing

...means: Win, Place, Show

But IN DALLAS -FORT WORTH
• Complete FLEXIBILITY! That’s what Spot Radio offers you—the adaptability to meet the varied requirements of any advertising plan.

Only with economical, efficient Spot Radio can you select the markets, stations, and the times, to match the size of your budget. No advertising plan is complete without Spot Radio—no campaign’s goal, achieved without these stations.

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
Feature of the Week

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Sellers of Sales

ANNA BELLE D'ARCHIE ANDERSEN is one woman who confesses openly that for six months she led a duel life. Nor is the spelling an inaccuracy, for the "duel" in question is the fact of the "Duel In The Sun" for which Miss Andersen purchased radio spots in her capacity as timebuyer at Robert W. Orr Assoc., New York.

But Miss Andersen had won her own place in the sun long before the David Selznick classic declared its opus on that sphere. Starting her professional career as a piano accompanist in Hartford, Conn., in 1939, Miss Andersen switched from onstage to backstage as a member of the publicity staff for Bushnell Memorial Concert Hall in Hartford. Along with this job she was a feature writer for the Hartford Courant.

In 1942 she moved to New York and into her first advertising job at Federal Advertising Agency as a member of the accounting department on radio billing. From that basic advertising beginning, she rose to join Newell-Emmett as timebuyer on the Beechnut account, then went to Lennen & Mitchell as assistant timebuyer, and a year and a half later joined the Robert Orr organization as head timebuyer. The agency handles the Andrew Jerzynski Co. (Woodbury soaps, Jergens lotion) account as well as the David O. Selznick Productions.

Miss Andersen was born on Nov. 22, 1918, in Hartford. She attended the Julius Hart School of Music, where she mastered piano. She has perfect pitch and a fine sense of harmony. She still continues to play classical numbers for her friends.

Attractive "Annie" lives in an apartment in New York City. She spends her summer weekends sailing and winter weekends skiing.
Civic Pride and Service

St. Louis is proud of its outstanding civic organizations... The Advertising Club with its world-famous Gridiron Dinner; The progressive Chamber of Commerce; The Rotary, Kiwanis, Lions, Cooperative Club, Optimists and many, many others who expend much time and energy in extra-curricular functions to better serve this area... All civic-minded citizens who are happy to donate their services so that St. Louisans may point with pride to their home town.

KWK is also proud of its accomplishments in twenty years of service to St. Louis and to the people of this area... Service keyed to the needs and desires of a civic-minded people... And KWK programs, planned and directed by local people, will always be devoted to the service and entertainment of the people of St. Louis.

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
TAKES THE LEAD

bringing you the highest-rated network program ever offered for local sponsorship:

THE JOAN DAVIS SHOW

Never before has a radio headliner with such ratings been available for local sponsorships.

Never before has such proven top comedy been available cooperatively, on such top stations.

It's Joan Davis on CBS...

It's a strong program on strong stations; available in any or all of the markets you want.

Joan averaged a Nielsen rating of 21.6 this past winter season; she had a Nielsen high of 24.7; she ranked in the “top twenty” on nine separate occasions.*

Nielsen data also show her remarkably consistent appeal in every market: in big cities, in small cities, in rural areas. (Let us show you the specific figures.)

Joan is the funniest girl in radio by every count! The country’s leading radio critics in poll after poll have voted her “America’s No. 1 Comedienne” for four straight years.

And this year she goes higher and funnier. For Joan’s terrific personality will be backed by laugh-material from the type-writer of Abe Burrows, America’s top radio wit. And the show will be produced by Dick Mack, who has guided Joan to her top-status as America’s No. 1 laugh-girl.

Joan becomes available at 9:00-9:30 p.m. EST, October 11 — the best cooperative buy ever offered!

Here’s top programming on long-established top network stations across the country: the stations of the...

Columbia Broadcasting System

*If you prefer average-minute Hooper ratings to NRB’s total audiences, the same story holds.

Joan has the highest Hooper ever offered as a co-op: a 17.5 high, a 14.8 average (Oct.-Apr.)
One of the reasons spot-radio does such an enormous job for advertisers is its ability to capitalize on the likes and dislikes, the local and regional differences and preferences, of people in various parts of the nation.

In Syracuse, for instance, WFBL runs an early-morning feature called “RFD”—Robert “The Deacon” Doubleday, aired each weekday from 5:00 to 7:30 a.m. The Deacon really wows the farmers of Central New York, talks their language by living and working with them. The result is a show of better-than-network quality, because no network program could use the local angles...

F&P has its fingers on dozens of such top-notch local programs, here, there and everywhere among the stations at the right. How about letting us build your list for some Bull’s-Eye Radio?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932
NARBA Explosion; ITC Treaty Signed

Mexico’s Demands Involve Drastic Reallocations

DRASTIC PROPOSALS which would imperil existing U. S. channel rights and require wholesale reallocations and realignment of virtually all North American stations were revealed Friday as submitted by the nations signatory to the North American Regional Broadcasting Agreement, led by Mexico, in anticipation of the 1948 revision of NARBA.

Mexico proposed that all frequencies from 540 through 1140 kc be reallocated as Class 1 clear channels with a minimum power limitation of 100,000 w and no ceiling; that frequencies from 1100 through 1540 kc be assigned exclusively to regional stations without specified power limitations, and that 1550 through 1600 kc be used for local stations with 100 to 250 w power. The power ceiling in the United States is now 50,000 w.

New ‘Border’ Class

The Mexican proposal also envisioned creation of a new class of station—“border” stations, of the 250-w class, which would be protected to the 4-millivolt interference-free contour both inside and outside the country in which they are located. Regional stations would be required to protect the borders of their own countries by keeping their signals at any point to not more than one-half millivolt.

Mexico offers to give up 1220 and 1570 kc as Mexican clear channels but asks that 590, 630, 950 and 980 kc, (currently used as regional channels) be designated for her use as clear in addition to her present 730, 800, 900 and 1050 kc.

The reallocation she proposes would involve extensive shifts ranging in some cases up to 60 channels away from their present assignments. Upwards of 300 stations might be moved. Some regional frequencies would be moved upward and others would be shifted downward.

The Mexican proposals were the most extreme of all those submitted by NARBA signatories. Others came from the Bahamas, Canada, Cuba, Dominican Republic, Haiti, Mexico and Newfoundland. The State Dept. has called a Government-industry meeting for Oct. 17 to consider all the recommendations. The U. S. itself, with clear-channel hearing still uncompleted, has made no specific proposals for channel allocations, but has submitted suggestions relating to the use of 540 kc and the adoption of new technical standards in line with FCC’s own standards as revised a few months ago.

The signatory nations’ proposals were submitted for consideration at the NARBA engineering conference which opens about Nov. 3 in Havana. This meeting of technical experts will be preliminary to the Treaty Revision Committee scheduled to start next Aug. 3 in Canada, probably at Montreal.

Delegation Not Named

Members of the U. S. delegation at Havana have not been officially disclosed. It is considered unlikely that Comm. E. K. Jett, who headed the U.S. delegation and was chairman of the NARBA Interim Conference held in Washington in early 1946, will be present in view of plans to serve on the International Provisional Frequency Board which convenes in Geneva in January and will be preceded by preparatory studies. Nor was it considered probable that Chairman Charles R. Denniy would participate. Comm. Rosel H. Hyde, who made engineering trips to Mexico and Cuba a few months ago, is generally regarded as a good prospect for one of the FCC’s top representatives.

The Engineering Dept. representatives are expected to include Jamer Barr, chief of the AM division; Neal McNaughton, who has been closely identified with work on RBA terms in Canada, and Ralph R. Exton, with the Engineering Dept.; E. F. Vandivere Jr. of the Technical Information Division, and possibly Ralph R. Exton.

Although Mexico’s NARBA proposals are the most revolutionary, several other nations suggested marked revisions of the present treaty.

Cuba, which won 640 kc as a clear channel from the U. S. in the Interim Conference, insists that there is an “imperative necessity of improving the assignment of the channels Cuba has been using.” Cuba advocates “complete” revision of the treaty.

Canada proposes that 540 kc, authorized by the International Telecommunications Conferences at

(Continued on page 87)

Atlantic City Pacts To Help World Cooperation

IN A FINAL joint plenary session of the International Telecommunications Conference and the International Radio Conference last Thursday in Atlantic City, representatives of 76 nations signed two basic agreements in the field of international communications.

First was a treaty, the International Telecommunications Convention of Atlantic City. Second was an agreement covering the technical and operating aspects of international radio communications, the International Radio Regulations of Atlantic City.

Two Conventions

Three major achievements of the delegates, who have met daily in Atlantic City since May 15 to work out these agreements governing international communications in the postwar world, were cited by Charles R. Denny, FCC Chairman and chairman of the conferences.

“First,” he stated, “we have adopted a worldwide frequency allocation table extending up to 10,500,000 kc.

“Second, we have planned practical machinery for putting this new allocation table into effect. Until now, every country using frequencies has simply notified the headquarters of our union of the assignments made by it so that these assignments could be entered on a master list. There was no concerted international effort to make arrangements which would best conserve spectrum space. There was no planned sharing of frequencies on a time basis or on a geographical basis.

“Frequency assignments spilled over the available spectrum space, radio interference became widespread, and the world was deprived of the full advantages of which radio is capable. To meet this situation, we are providing for a provision al frequency board which will be comprised of technical experts. It will be the task of this board to re-engineer the operating assignments throughout the world.

(Continued on page 89)
ECONOMICS, SALES FUTURE ON ANA LIST

Host of Speakers Set
For Atlantic City
Oct. 6-8

REPORTS on the economic situation and outlook at home and abroad and its relationship to advertising and selling; the first showing of "Communications Guides" for improving industry's employee and community relations, and a two-day "working seminar" on "How to Get the Most Out of Your Advertising" are included in the agenda of the 38th annual convention of the Assn. of National Advertisers, opening today (Oct. 6) at Chalfonte-Haddon Hall, Atlantic City.

Monday morning's session deals with the problems of determining the advertising plans and budget and presenting them to top management. Featured speakers are ABC Advertising Vice President Fred Zelis, advertising director, Pillsbury Mills; W. B. Potter, director of advertising, Eastman Kodak Co.; Marshall Adams, advertising and sales promotion manager, Mullins Mfg. Co.; Alpheus C. Beane, partner, Merrill, Lynch, Pierce, Fenner & Beane.

Afternoon Panel
Bryan Houston, vice president, Coca Cola Co., will introduce this afternoon's meeting on "Where to Advertise and What to Say," to be discussed by a panel including D. Earle Robinson, LaRoche & Ellis; John Caples, BBDO; William Rickette, N. W. Ayer & Son; Henry Godfrey, Schenley Distillers Corp.; Mark Wiseman, copy writing courses; D. B. Lucas, Advertising Research Foundation; T. Mills Shepard, McCann-Erickson, will moderate. A roundtable on outdoor advertising with R. M. Gray, Standard Oil Co. of New Jersey, as chairman, will conclude program.

Two concurrent sessions on Tuesday morning will treat the follow-through on advertising down to the point of sale and industrial advertising. First session, on follow-through, will present William Pierce, Northwestern Drug Co.; Ward Patten, Minnesota Valley Cannng Co. and E. L. Morris, Pabst Sales Corp., discussing merchandising and advertising; Alexander Rogers, Libby, McNeill & Libby, will chair the follow-through at the point of sale and via sales promotion to educate dealers and their sales forces.

Industrial Advertising

"How to Get the Most and Best Out of Your Advertising Agency," Tuesday afternoon topic, will be dramatized in skits featuring Gerald Carson, Kenyon & Eckhardt; Sanford Gerard, Lennen & Mitchell; Arno Johnson, J. Walter Thompson Co.; Jack Robinson, Kudner Agency; Allen Wilson, Advertising Council. Phil Kelly, Lennen & Mitchell, is chairman.

The business session of the convention, only session closed to the press, will conclude the Tuesday afternoon meeting. In addition to the election of officers and directors, this session will include brief reports of committee chairmen on radio and other media, educational activities, etc. A report on the status of the ANA radio council will also be given to the membership at this session.

Wednesday sessions, open to agency and media guests as well as ANA members, begin with a meeting on economic conditions that will include an address by Lewis H. Brown, chairman of the board, Johns-Manville Corp., a dramatized presentation by Fortune and a slide-film presentation to be available for individual company use. The luncheon will be addressed by Robert Livingston Garner, vice president and general manager of the World Bank.

Final session Wednesday afternoon will present the new "Communication Guides" on public, consumer and community relations. Speakers include Verne Burnett, Verne Burnett, Inc.; Robert M. Creaghead, public relations counselor; Jean Gordon, public relations assistant, General Foods; Don Patterson, advertising director, Scripps-Howard Newspapers; Ken Patrick, director of public relations, General Electric Co.; Cyrus Ching, director of the Federal Mediation and Conciliation Service; Lewis H. Brown, Johns-Manville. H. H. Shackelford, Johns-Manville, will preside.

ANA anticipated attendance of more than 1,000 at the three-day meeting. Banquet is scheduled for Wednesday evening. On Monday evening the ANA film committee will show films on various advertising topics, with D. B. Hobbs, Aluminum Co. of America, as chairman. Tuesday evening is "Fun Night."

SPECIAL, evening course in radio advertising, starting Oct. 8, will be given by School of Radio Technique, New York. Course will be conducted by Walter King, director of radio for American Cancer Society.

"Call Mutual—Call Gillette—Call Chandler. There's a 'Red Barber' announcing the World Series!"
400 Outlets, NBC, CBS Seek Associate Membership in AP

BOARD OF DIRECTORS of the Associated Press, meeting in New York last week, was expected to act on the applications of some 400 radio stations and two networks—NBC and CBS—for associate membership in AP before adjournment on Saturday.

Change in the status of broadcasters from customers buying AP news service to associate members of the new association follows action taken by the AP membership last year but not put into effect until recently when a new formula for payment for news by broadcasters was being worked out.

The associate membership status does not carry with it any voting privileges. Some broadcasters have voiced strong objections to accepting a position that would leave them liable to changes in the by-laws that might be voted subsequently by newspaper and periodical publishers who in some cases are news and business rivals of broadcasters. This viewpoint was presented in a letter written to Oliver Gramling, head of the AP Radio Dept., by E. R. Vadeboncoeur, vice president of WINR Binghamton, explaining that station's reasons for not applying for associate membership in AP (BROADCASTING, Sept. 1).

The network applications to AP contained certain provisions, notably that their fees are not to be increased for the next year, at least, which the AP board must pass on before the networks change from their present contractual status. However, it was indicated that these provisional applications would be accepted by the board, subject to future station contracts, the changes, which it was believed could be accomplished to the satisfaction of the networks.

One change in the membership agreement submitted to them by AP which the networks are requesting is the deletion of the clause giving AP the right to increase the network's assessment whenever the number of network affiliates increases.

While the details of the contracts have not been divulged, it is understood that the networks are taking out AP associate memberships for their owned and operated stations in a blanket agreement that also gives them the right to use AP services on the work as well as locally on the individual stations.

ABC, whose present AP contract runs until Dec. 31, 1946, also is faced with the same membership proposal and it is expected that this network also will submit an amended application to AP within the next few weeks. ABC attorneys are said to be concerned with the AP by-laws provisions on rate increases as well as that binding the network to any changes in by-laws which may be adopted by an AP membership in which the broadcasters would have no voice. ABC probably will ask AP for waivers on these points.

ABC is the only nationwide network without AP service at present, having dropped this news service at the beginning of the year.

Elgin Sponsors
ELGIN AMERICAN Division of the Illinois Watch Co., Elgin, effective Oct. 30, will sponsor Your TV Life and Mayo Group hour programs, as well as m.c. on ABC, Mondays 8:30 p.m. (EST). Agency is Weiss & Geller, Chicago.

Ban on FM Network Concerts Lifted

AFM Reverses Its Stand

JAMES C. PETRILLO, president of the AFM, has decided to lift the ban he had imposed on airing of a series of concerts by the Rochester Civic Orchestra over the Continental FM Network, sponsored by Stromberg-Carlson Co. As a result of the decision, the network can now broadcast the weekly programs remaining on its schedule, as originally planned.

Mr. Petrillo's decision was announced following a meeting with AFM representatives at AFM headquarters in New York last Wednesday. He said the original decision to stop the live musical broadcasts over Continental was made when he learned that the contract had been arranged by the Rochester local of the union and the network. He said that although the AFM wants locals to negotiate in their own localities, arrangements with a network come under jurisdiction of the national union. But since the existing contract had been made in good faith, Mr. Petrillo thought it only fair that it be honored, for he put it, "We don't break contracts!"

The Friday night series of concerts began Sept. 12 as the first sponsored program on an FM network. When the ban was announced the following week, the network continued the broadcasts, using programs and talent not under AFM jurisdiction.

FMA To Evolve Plan

On the overall matter of music duplication of FM, the FMA asked Mr. Petrillo to allow such duplication until Jan. 31, 1948. In the meantime FMA said it would work on its budget and be ready with a plan for employment of musicians by the network when the deadline is reached.

Mr. Petrillo said he felt the FMA was sincere and would come up with some sort of proposition if he lifted the ban until Jan. 31. He said he realized it was a new organization and hadn't much capital as yet and that it was necessary for FM to expand in order to attract advertisers. Nevertheless, he said, he would have to consider the proposition for a "few days" before giving the FM Assn. his answer.

Though the union head had notified the networks over the previous weekend that he would not reconsider his ban, he reversed the decision after the FMA meeting had announced he would call a meeting with networks in the near future.

In answer to a question, Mr. Petrillo said he alone would make the decision since he had been empowered by the AFM Executive Board to handle the whole FM situation in any way he deemed advisable. He said no further meetings were planned with FMA on the question.

Mr. Petrillo said the presence of Rep. Carroll Kearns (R.-Pa.) at the meeting was "helpful" and appreciated by both sides. Mr. Kearns in turn was optimistic about a new settlement being reached, if both sides continue to get together and work out problems.

Everett L. Dillard, owner of WASH Washington and new president of FMA, said after the meeting that both sides now realized the problems involved for each. He said he hoped the four-month ex-
Groceries Contribute Heavily to Radio

Lead Commodities; Department Store Income Second

GROCERIES pay a larger share of the nation’s radio bill than any other commodity group.

Department stores pay the second largest portion of the bill, followed by toiletries, medicine, jewelry and silver, automotive, household equipment and religion (see table).

Analysis of the sources that supplied broadcasting with 1947 net receipts of $228,000,000, computed with program and announcement breakdowns, is based on a study of logs of 85 stations for three days in November 1946, by Dr. Kenneth H. Baker, NAB Di-rector of Research. The stations were selected to represent a typical cross-section of NAB membership.

Dr. Baker last week completed the extensive job of computing income sources by program and commodity groups, providing an important addition to the fund of industry knowledge supplied by his study of station logs [BROADCASTING, Sept. 28, 1945].

The groceries commodity group easily dominates the sources of program time sales, the study reveals, amounting to 26.1% of the total. It is the largest of all source of income, leads in all major and large station announcement time.

Actually, department stores provided 15.1% of all announcement revenue as compared to 14.8% for groceries, heavy receipts by local department stores in this commodity group putting it in first place.

In analyzing program commercial time, Dr. Baker found that toiletries ranked a poor second behind groceries with 9.3% followed by medicine 8.9%, automobile 7.2%, department stores 7.1% and religion 6.5%. The relatively high percentage of income from religious programs is based on the fact that small stations get 9% of their program income from this source, which is second only to groceries. Medium and large stations obtain the largest source of program income, 6.1%, whereas the figure is negligible for large stations, 0.4%.

In the announcement breakdown religion, despite its religious nature, continues to be an eligible element, amounting to only 0.2%.

Jewelry and silver, only 2.4% of program income, provide 10.5% of announcement time sales to rank department stores and groceries. In fourth place as a source of announcement income is the automobile group, 8.2%, followed by medicine 7.7% and household 5.4%.

Leading sources of program income on small stations are groceries, religion, medicine, toiletries, department stores and religion. In that order. For medium stations the sources are groceries, medicine, toiletries, automobile, department stores and religion; for large stations, groceries, toiletries, medicine, automobile, department stores and religion.

In the following table, “R” represents renewal application; “ML” modification of license; “MP” modification of permit; “BL” license to cover CP; “PCT” television; “BS,” show-case cause.

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Kroger Launching $500,000 Campaign

Radio to Be Used Extensively By Midwest Grocery Chain

PLANS for a $500,000 advertising campaign today (Oct. 6) and using radio, newspapers and magazines were announced in New York last week by officials of the Kroger Co., which owns 2,545 food stores in 18 states.

To promote nationally-advertised brands sold at its stores the firm contracted to buy a total of 1,790 spot announcements on 33 midwest stations, including the following: WGST WCHS WBMM WATM WBNS WTJR KFPP WEDW WDAF KARK WHAS WBC WSM WMBM WDDJ KMOX KWTB WBSP WFUV WQW WHIG

Highlight of the firm’s radio promotion, according to Kroger officials, is a novel tie-in system in which network stars including Fred Allen, Art Hill, and others will transmit commercials for their respective sponsors’ products with a closing reminder to “buy Kroger” at “your near-by Kroger store.”

These transmissions will be aired by participating stations, with live tie-ins giving details of the nationwide Kroger contest. The contest is a further promotional tie-in with the makers of Hudson motor-cars, Westinghouse electric ovens and other products to be given away.

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FCC Plans Record Hearing Schedule

346 Applications Listed On October to April Agenda

THE HEAVIEST hearings calendar it has ever issued was announced by FCC last Friday, setting dates for hearings on 346 AM, FM, and TV applications between late October and mid-April.

The calendar provides for 188 hearings. Generally, officials point out, four will be in progress simultaneously -- usually two in Washington and two in the field. The hearings will be conducted by members of FCC’s new Hearing Division that are over members of the Commission are designated to preside. Bulk of the list is made up of AM cases, with only a scattering of FM and television stations.

An alphabetical listing of the cases is shown below. The number in parentheses is the docket number. This is followed by the type of service involved (the frequency, in AM cases), the date of the hearing, and the place it is to be held. Field hearings will be conducted in one or more of the cities involved.

In the following table, “R” represents renewal application; “ML” modification of license; “MP” modification of permit; “BL” license to cover CP; “PCT” television; “BS,” show-case cause.

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BROADCASTING • Telecasting
The Cavalier is a Richmond skating arena of the highest type. The skating winds up on Friday night at 10 P.M.

Then W-L-E-E takes over with a dance program from 10 to 11. Teen-agers and grown-ups both enter the rhumba, waltz and jitterbug contests.

This 10 to 11 show is endorsed by the Judge of Juvenile and Domestic Relations Course, the City Division of Recreation and the City Attorney.

Before the first Friday night show, we ran some announcements plugging this event. On the first Friday night, paid attendance at the Cavalier Arena was 64% greater than the previous Friday night. On our second Friday night, attendance was 80% greater. On our third Friday night, the show was sold to the Richmond Dairy Company and attendance was 110% greater.

That's action for you. And that's what you get in Richmond when you use W-L-E-E.

**Attendance Up 110%**

**W-L-E-E**

*Mutual ... in Richmond*

IRVIN G. ABELLOFF, Gen. Mgr. 
Represented by Headley-Reed

TOM TINSLEY, President

*BROADCASTING * Telecasting

October 6, 1947 * Page 19
New Stations, Entry Of New Services
Boost Demands

COMPLETE program to build up NAB in line with postwar expansion of the new services will be taken up by the association's board at its November meeting.

Entrance into the broadcast market of new types of services, including FM, television and facsimile, has created a demand for trade association facilities among members. Coupled with this is the need to consider the licensing of hundreds of new AM and FM stations, with consequent corresponding demands on the NAB headquarters staff.

Now operating on a budget just under $700,000 a year, NAB will require a minimum of $850,000 in 1948 if the present type of service is to be provided for the enlarged membership. All down the line, association departments will require larger budgets if present functions are to be continued and if proposed operations are to be undertaken.

New scale of dues will be drawn up by the NAB board at its November meeting [Broadcasting, Sept. 22], based on the revised membership classification now provided by the By-Laws. This revision is based on $26,000 annual income for the lowest class, ranging upward in $200 steps to $3,500. NAB stations pay an average of $1,250 under $600 a year, lowest figure since 1940.

Must Raise More

Besides reducing inequities in the present scale, with sudden jolts occurring, the new dues paid by some stations, the new scale must raise over $150,000 more than the old one. Further changes will be considered in dues paid by over 100 associate members, representing networks, equipment, research and transcription firms. The associates at present provide about a fifth of NAB membership fees.

NAB's pocketbook suffered a jolt last July when networks were shifted from active to associate status, costing the association almost $60,000 a year. At present the four networks are paying $5,000 each annually, compared to a total of nearly $70,000 paid by three networks (NBC, CBS, MBS) prior to the change in By-Laws.

Newest and fastest-growing operation at NAB is the Program Dept., of which Harold Fair is director. The department was organized last May by the board mandate. Already under way are a number of long-range projects such as a program reference library. This library would serve both as an exchange point for outstanding broadcasts and a working library.

The department is receiving many inquiries in which stations ask for successful programs: First important service in this field has centered around the industry's campaign to combat juvenile delinquency. The department plans educational programming aids and will publish important speeches, articles and other programming information of permanent value. A list of low-cost quality transcription programs is being developed. Farm programs and copyright information will be provided.

But most important department job, should the board follow out tentative proposals under consideration, is the administration of the new Standards of Practice which go into effect Feb. 1. Final code action by the board is expected at its November meeting. The job of handling routine interpretation of the code is expected to be a heavy one. The Program Dept. is presently budgeted $600, which includes costs of preparatory work on the code.

The General Counsel's office, which services all phases of NAB operation, faces a 1948 schedule far heavier than the present one. In the field of new legislation the office will take an active part. It recently completed a proposed revision of the Communications Act [Broadcasting, Sept. 22].

Music and copyright are requiring more attention, with possibility that NAB will be represented at the Inter-American Bar Assn. meeting next month at Lima. People also observe copyright discussions. Requests are multiplying for NAB to join in litigation involving other industries. Don Petty, general counsel, has been given added legislative responsibilities. The NAB's Legislative Digest, which appeared while Congress and Legislatures were in session, will appear in improved form starting Jan. 1.

Broadcast Advertising

Largest NAB unit is the Broadcast Advertising Dept., with divisions handling small market station activities, sales promotion and retail advertising. Each of these divisions is running on a heavier schedule as the association membership increases and as new stations call for advertising and general management assistance. The board is now looking to the department's slate, each involving extensive research, planning and execution, are in the development stage. In conjunction with the Program Dept., a program of retail advertising studies is planned, aiming at varying classes of retailling much as the Joske report provided means of testing department store radio techniques. The studies would provide help on the local level.

NAB '48 Convention Still a Problem

Los Angeles, Cleveland, San Francisco Sites Are Considered

NAB will hold an annual convention some time prior to December 23, 1948, but where, when and how is anybody's guess. As6 "jumping off" cities from Atlantic City's efficient Convention Hall and inefficient hostlery continue to haunt NAB headquarters, the only thing certain at this point is that the 1948 meeting will be held somewhere else [Closed Circuit, Sept. 22].

Because the West Coast is most often mentioned as a probable site, the location has been taken for granted.

And because the board last May voted in favor of a spring convention, this timing also has been taken for granted.

NAB directors and the membership have leaned favorably toward a West Coast meeting because that area has not had the convention since 1940 when San Francisco was host. Convention bureaus of that city and Los Angeles have discussed the subject with C. E. Arney Jr., NAB secretary-treasurer, but no definite offer has been submitted.

Very much in the running is Cleveland, where the Convention Visitors Bureau is active. The bureau was represented at Atlantic City. A meeting of Cleveland broadcasters and civic leaders is anticipated later this month, in advance of the November meeting of the NAB board. John F. Patt, vice president and general manager of WJAR Cleveland, is vice president of the board.

Faces Committee in November

The whole problem will come up in early November at the first meeting of the NAB board's new Convention Site & Policy Committee, named by the board at its Sept. 19 meeting [Broadcasting, Sept. 22]. Chairman of the committee is a new director, Howard Lane, director of radio, Field Enterprises. Other members: Harold Fellows, WEER Boston; William B. Way, KVOO Tulsa; William B. Smullin, KIEM Eureka, Calif.; Robert T. Mason, WMRN Marion, O.

A. D. Willard Jr., NAB executive vice president, has been given general top-level authority to supervise convention program planning, working directly with the committee. Mr. Arney, who is widely recognized as an expert at booking business meetings, continues in charge of arrangements.

The new committee faces a serious time problem when it meets in November. Since most industries book their meetings well in advance, and since NAB's convention is so large that few sites are adequate, the final decision rests on the joint problems of availability and timing, coupled with the nature of bids received.

Main objection to the West Coast is the travel problem, with some board members feeling many small men would not be able to afford the trip. Los Angeles can offer the Biltmore Hotel as a site, the hotel having large dining and play space and a Biltmore Theatre for general meetings. Delegates would be scattered over a wide area, however, because of a shortage of downtown rooms.

In San Francisco the municipal center provides palatial facilities for meetings, with possibility that equipment could be shown in an adjoining underground parking center. Hotel facilities probably are adequate, though again delegates would be scattered around the city.

Cleveland's Facilities

Cleveland has modern auditorium facilities and its hotels are able to handle the room problem, the Visitors Bureau says. The NAB convention was held there in 1942, but it has grown enormously in size since that time.

If all three cities can produce attractive offers next month, the special committee may be able to recommend site and date to the board.

That date matter isn't entirely

(Continued on page 73)
MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR
50,000 WATTS

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Pres.

HARRY WISHER
Asst. to the Pres.

OWEN F. URIDGE
V. P. and Gen. Mgr.

October 6, 1947 · Page 21
BAN RELAXATION SEEN IN PROBE RECORDING

POSSIBLE precedent for future radio coverage of public hearings in Chicago was established recently by NBC-WMAQ Chicago which wire-recorded for broadcast purposes the congressional investigation into the parole of four alleged Capone gangsters.

Heretofore, it was recalled, Chicago broadcasters have attempted to record various public hearings with little success, and only recently a WMAQ microphone was barred from the civil service hearings of two accused police officers. Broadcasters have been forbidden also to cover meetings of the school board.

Recordings of sub-committee hearings were made with the full cooperation of committee members, according to William Ray, WMAQ news and special events department manager. Actual recordings were made by Bud Thorpe of WMAQ special events staff.

**Future Television Aids Are Discussed During West Coast IRE-EMA Convention**

THE PROPOSED New York-Boston radio relay experiment testing microwave radio as a broad band transmission vehicle was held as an important contribution to television of the future at the West Coast convention of the Institute of Radio Engineers combined with the West Coast Electronic Manufacturers' Assn., held at San Francisco, Sept. 24, 25, 26.

In a paper on the relay operation, J. W. McCray, Bell Telephone Labs, New York, stated that the relay, scheduled for experimental operation this fall, will operate in the 3700-4200 mc band and will comprise seven repeater stations spaced about 30 miles apart. Two two-way channels will be provided, each about 10 mc wide, capable of accommodating several hundred telephone conversations or a transmission in each direction. FM, with a total deviation of 4 mc, will be used for television transmissions, and several alternate methods for handling telephone multiplex signals are under investigation.

Lester M. Field of Stanford U. discussed the traveling wave tube, a new kind of amplifier tube capable of handling 250,000 telephone conversations simultaneously. This ability to amplify a wide frequency band without amplifying one part more than another is just what will be needed to make television networks possible, he said.

The resonant tube, developed during the war to generate tremendous power at frequencies high enough to use in jamming radar, was discussed by W. W. Salisbury of Collins Radio, Cedar Rapids, lowa. The tube now gives promise of generating the kinds and amounts of power needed for television transmitters.

**New Michigan FM Network Underway**

**Baughn Indicates Possible Tie-in With Continental**

MICHIGAN FM Network began operations Sept. 27 with broadcast of the U. of Michigan-Michigan State football game. Five FM stations are participating.

Organized by Edward F. Baughn, vice president and general manager of WPAG and WPAG-FM Ann Arbor, the new network will carry all Michigan home and away games and will continue U. of Michigan sports coverage through the winter basketball and hockey seasons.

With WPAG-FM as key outlet, the network is composed of WELF-FM Battle Creek, WHBP-FM Benton Harbor, WFRS Grand Rapids and WTHM-FM Port Huron. The games are being carried also by the five associated AM stations, plus WMUS Muskegon.

Bob Ufer, sports director of WPAG and WPAG-FM, is handling football play-by-play. He will also handle the basketball broadcasts while gene Milner, formerly with WHQ Spokane and KCBC Des Moines, will cover the hockey games.

Mr. Baughn stated that the Continental FM Network, now being organized on a national basis, has indicated a desire to designate the Michigan FM Network as its regional outlet.
 "ON TARGET"

MEANS INTELLIGENT AND PROMPT SERVICE
TO THE WORLD'S LARGEST ADVERTISING AGENCY

"I am sure that you know I have always enjoyed working with
you and have considered your service to be given intelligently
and promptly. Our relationship with you has always been of
the kind that we like."

—Lowell E. Mainland
J. Walter Thompson Company

The harmonious relationship which exists between Weed men
and agency contacts is based upon a record of consistently
satisfactory service.
COULTER, THOMPSON GET MBS PROMOTIONS

HAROLD COULTER, formerly director of promotion of MBS, on Oct. 1 was made executive assistant to Jesse Thompson, Mutual vice president in charge of sales. On the same date Jesse Thompson, who has been responsible for the writing and production of the network's trade paper and direct mail advertising was named director of advertising and promotion.

Mr. Coultet had served as advertising and promotion director of KYW Philadelphia and WKRC Cincinnati before joining Mutual in September 1943 as manager of audience promotion. In April 1946 he became assistant director of promotion and research and in May of 1947 was appointed director of promotion.

Mr. Thompson entered radio in 1941, after wide experience with agencies and client advertising departments. He was with NBC first, transferred to the Blue Network when it became an independent operation, and left there to join Mutual shortly after Edgar Kobak left the Blue to become president of MBS. Mr. Thompson frequently writes articles on advertising for the trade press.

WBBM Is Given Citation For 'Report Uncensored'

WBBM Chicago received a special award Oct. 1 in recognition of its radio series, Report Uncensored, which dealt with study of juvenile delinquency in Chicago and Cook County. The award, in the form of a gold scroll, was presented by the John Howard Assn., organization dedicated to rehabilitation of persons after penal confinement.

Barnett Farol, association president, made the presentation concurrent with conclusion of 13-week series, which was written and produced by Ben Park of WBBM staff.

WNMP Started

WNMP Evanston, Ill., new 1-kw daytime station on 1590 kc, began Sept. 29. The owners are Fred S. Newton, Michigan business man, president, Angus D. Pfaff, last associated with WHLS Port Huron, Mich., as general manager, vice president and general manager, and James M. MacTaggart, secretary-treasurer, Station will operate totally on sustaining basis. Commercials, when added later, will be held to strict minimum, station reported. Studio and transmitter are at 2201 Olson St., Evanston. Licensee is Evanston Broadcasting Co.

MAN OF DISTINCTION

WIP's Gray Uses Initial

GORDON GRAY, assistant general manager of WIP Philadelphia, has decided to adopt a middle initial “R” to avoid further confusion between himself and his friend, Gordon Gray, North Carolina publisher newly sworn in Wednesday as Assistant Secretary of the Army.

The two Grays have known each other since 1929 and for years have been getting each other's mail by mistake. First confusion started shortly after they met in Atlanta, Ga. When the WIP Gray met a girl at a party and asked her for a date, the girl, confusing him with the other Gray, indignantly refused, saying, “You brute. You're engaged to my best friend.” Last year at Chicago NAB Convention, there was further confusion when both were nominated but not elected to the board.

The “R,” by the way, stands for a middle name which WIP’s Gray used as a boy, but is now keeping secret.

VA Radio Advisory Group Lays Information Plans

FUTURE radio activities of the Veterans Administration in connection with its efforts to inform veterans and their families of educational and health benefits provided by Congress were discussed at a meeting of VA’s National Radio Advisory Council Sept. 26 in Washington, D.C.

Members of the council in attendance included: George Ludlam, vice president of the Advertising Council; Bryson Rash, Washington executive of ABC; Edward E. Scovill, CBS Washington director of talks and special events; Sidney Alpert, FM Assn.; Charter Heslep, MBS Washington representative; Charles Basson, director of information, NAB; William McAndrew, assistant to the vice president of NBC in Washington, and Thad Brown Jr., Television Broadcasters Assn.

School Broadcasters Hold October Chicago Meeting

THREE-DAY meeting on the problems of school broadcasting, the 11th annual School Broadcast Conference, will be held Oct. 27, 28, 29 at the Hotel Sheraton, Chicago. On Sunday, Oct. 28, the National Assn. of Educational Broadcasters and the Assn. for Education by Radio will open their sessions in Chicago, also. There will be a joint luncheon of the three groups Oct. 28.

Numerous educators and broadcasteers have been invited to attend. WBBM is offering its studios for productions of four visiting workshop groups. Advance registration of $2 may be made with George Jennings, director, School Broadcast Conference, 228 N. La Salle St., Chicago.
More than 150 radio stations have taken advantage of the Gates system of engineered proposals that give you ALL the information on the complete equipment you need for your new radio station.

Everything you need, even down to the smallest items of wire and hardware are included. Special provisions for your particular station are also taken into consideration. Whatever your requirements are,—let us know.

The transmitter shown at the right is the Model BF-250A for broadcasting FM. This model is the basic unit for all higher powers. Your inquiry concerning the complete line of Gates FM equipment will be promptly answered, giving complete information.

BF - 250A TRANSMITTER

BRANCHES —
Eastern Sales Office: 40 Exchange Place, New York 5
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
Canadian Sales: Canadian Marconi Co., Montreal
International distribution overseas by Westinghouse Electric International Company
40 Wall St., New York 5
Radio-TV Inducement Again Stressed In Philadelphia's Bid to Democrats

PHILADELPHIA is pressing its bid to obtain both national political campaigns in 1948 and is planning to use its radio-television facilities again as an inducement to bring the Democrats to Philadelphia. It was the city's TV facilities which helped to win it the Republican gathering.

Roger W. Clipp, general manager of WFIL, has been appointed chairman of the radio-television committee of the All Philadelphia Citizens Committee for the Democratic National Convention. He held a similar post on the Philadelphia committee that convinced the GOP the city was the best site for the 1948 conclave.

Republican leaders were impressed by the television data laid before them by the Philadelphia committee. It was pointed out that only a Philadelphia convention could be televised on a network hook-up that would cover 13 Eastern States, an area controlling 163 electoral votes. Thus, millions could see and hear convention progress and the ultimate choice for the party's presidential nomination. It also was pointed out that in addition to the 15,000 who could be accommodated in Convention Hall, 25,000 others could view and hear proceedings via large-screen television in adjacent Commercial Museum.

These same factors will be emphasized before the Democratic National Committee. It will be pointed out that the city now has two video outlets—WFIL-TV and WPTZ—and that its central location on the densely-populated Eastern seaboard will make TV hook-ups possible over a 13-state area by existing coaxial cables and microwave relays. Also emphasized will be the fact that the major portion of television receiver distribution has been in the politically-strategic Eastern cities.

The city is offering $200,000 to bring the Democratic Convention to Philadelphia and is stressing its facilities for accommodating large gatherings as well as the TV angle.

TURNER CATLEDGE BUYS 5% INTEREST IN WORD

TURNER CATLEDGE, assistant managing editor of the New York Times, has acquired a 5% interest in WORD Spartanburg, S. C., from Walter J. Brown, president and principal owner, for approximately $5,000.

D. S. Burnside, secretary and treasurer of Spartan Radiocasting Co., WORD licensee, and Mrs. Evelyn C. Wyche, wife of Judge Cecil D. Wyche, have acquired 2½% interests from Mr. Brown. Mr. Burnside was secretary and treasurer of WSFA Spartanburg before Mr. Brown sold his minority interest in that station and acquired WORD.

Mr. Brown now owns 51.6% of WORD, a 250-w ABC affiliate on 1400 kc. Other stockholders are former Secretary of State James F. Byrnes, 5%; General Newspapers Inc., licensee of WGNI Wilmington, N. C., and WGNH Gadsden, Ala., 38.2%; Mr. Catledge, 5%; Mr. Burnside, 2.6%; Mrs. Wyche, 2.5%, and Philip Buchheit, 0.1%. Mr. Brown also owns 30% of WTNT Augusta, Ga., and was general manager as well as minority stockholder of WSFA before the transfer which culminated in the acquisition of WORD by Spartan Radiocasting [Broadcasting, July 14].

Dedictory Show Marks WGL Increase to 1 kw

CHANGEOVER from 250 w to 1,000 w on 1250 kc was made Sept. 24 by WGL Fort Wayne, Ind., with special honorary program aired following evening. Wide promotion campaign supported switch.

The Farnsworth Television and Radio Corp. station, an NBC affiliate, chose the Wednesday night 8:30 W spot for the power boost.

WGL claims 11 additional counties have been added to its primary area. The Thursday night honorary show included messages from Niles Trammell, NBC president, and Kenneth Dyke, network vice president. Guests included E. A. Nicholas, Farnsworth president; E. M. Martin, firm vice president, and Pierre H. Boucheron, head of the Farnsworth broadcasting division and WGL manager.

KONG-FM on Air

KONG-FM, owned and operated by the Alameda Times-Star, Alameda, Calif., went on the air Sept. 19 with 22 sponsors signed. Manager is Hal Altman, formerly associated with radio in the San Francisco Bay area. KONG is on channel 285, 104.9 mc.
When These "Bohemians" Start Whooping It Up

WNAX LISTENERS RESPOND WITH

FAN MAIL OR PAID ADMISSIONS

Before the microphone . . . or on the stage . . . with music as vigorous and comedy as robust as that of ol' Bohemia herself . . . the WNAX Bohemian Band always comes up with the kind of "carrying on" that is welcome entertainment to folks in Big Aggie Land. WNAX listeners show their applause by showering each broadcast with mail.

And when the Band makes a personal appearance, well it's usually an "SRO" affair.

Note below the mileages from the WNAX transmitter . . . versus population . . . versus paid admissions.

<table>
<thead>
<tr>
<th>TOWNS WHERE WNAX BOHEMIAN BAND RECENTLY MADE PERSONAL APPEARANCES</th>
<th>NO. MILES FROM YANKTON</th>
<th>POPULATION</th>
<th>PAID ADMISSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alta Vista, Iowa</td>
<td>341</td>
<td>333</td>
<td>752</td>
</tr>
<tr>
<td>Sleepy Eye, Minn.</td>
<td>229</td>
<td>2923</td>
<td>924</td>
</tr>
<tr>
<td>Jackson, Minn.</td>
<td>180</td>
<td>2840</td>
<td>634</td>
</tr>
<tr>
<td>Silver Lake, Minn.</td>
<td>305</td>
<td>604</td>
<td>1229</td>
</tr>
<tr>
<td>Appleton, Minn.</td>
<td>262</td>
<td>1877</td>
<td>694</td>
</tr>
<tr>
<td>New Ulm, Minn.</td>
<td>232</td>
<td>8743</td>
<td>802</td>
</tr>
</tbody>
</table>

*$1 per person at all appearances.

Ask your Katz man about the WNAX Bohemian Band. Or if you prefer one of the other live talent shows produced from the largest group of radio entertainers in this area, he will have one for you.
Media Advisory Council Is Urged by Zacharias

ESTABLISHMENT of a council, composed of leaders from the fields of radio, press and other media, to advise government officials should be formed to extend this country's information activities, former Rear Admiral Ellis M. Zacharias said in Philadelphia a fortnight ago.

The former naval officer, who made 14 broadcasts to the Japanese calling on them to surrender and who predicted before Pearl Harbor that the Japanese would strike there on a Sunday, called for reorganization of the country's psychological information services to make greater use of private media of news transmission.

In Philadelphia to address the reserve officers of the naval services at the Sheraton Hotel, he urged that the transmission of psychological information to foreign nations become a "real instrument of national policy."

FOOTBALL IMMORTAL Harold (Red) Grange (c) has returned to the air as star of Red Grange Predicts over WGN Chicago, Fri. 7:15-7:30 p.m. (CST). Henry Ports (l), president of Ports Style Industries Inc., Chicago sponsor, and Frank Korch, WGN sports editor, hear Mr. Grange explain how he will make predictions on outcome of major football contests during 11-week series. Contract was placed through Olian Advertising Co., Chicago.

Look This Way

THE NEXT page opens into the Comparative Network Program-Sponsor Schedules, a copyrighted BROADCASTING feature, for October 1947. This is the second published by BROADCASTING. It will appear in the first weekly issue of each month henceforth. Suggestions for improvement would be welcomed.

Brockton Decision Flayed by Losses

Two Denied Applicants Attack Final Action by FCC

BOTH losing applicants attacked FCC's decision in the Brockton, Mass. 1450-kc case last week and requested rehearing.

Plymouth County Broadcasting Co., which won the proposed decision but lost out to Cur-Nan Co. in the final [BROADCASTING, April 7, Sept. 15], pursued the conclusion's assertion of its policy which was invoked by only four of the seven Commissioners, only three of whom had participated in oral argument.

Bay State Beacon Inc., which lost both proposed and final decisions—partly because of program plans—asserted that FCC's conclusions were not adequately based on the evidence, and that, in part, they exceeded the statutory authority of the Commission.

Bay State asked for rehearing or for "a reasonable articulation of the Commission's grounds for decision."

Plymouth County insisted that the final decision erroneously "attempted to minimize the factor of local residence" while emphasizing the importance of integration of ownership in day-to-day operations.

This change, the Plymouth County petition declared, "represents a complete departure from well established and settled principles." Plymouth County considered it "desirable" that the full Commission consider "this important principle."

The decision was adopted by Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, and C. J. Durr. Plymouth County pointed out that, although he may have studied the transcript, Comr. Walker did not participate in the oral argument and therefore did not have an opportunity to hear and take part in the questioning.

All three applications are for new stations at Brockton on 1450 kc with 250 w fulltime.

PAUL BRENNER'S "Bequestfully Yours" program, heard on WAAT Newark, N. J., was chosen "the outstanding radio show of 1947" by the board of judges of New Jersey State Fair.

Nearly 1 Billion Dollars of Spending Money on the Hoof!

KMA Farmers Own
About $1,000,000,000,000.00 Worth of Livestock

That's real buying power! It's one of the reasons why the KMA territory has the largest per capita income group in the world.

Here's proof that our folks have the money to spend. It helps you answer the question:

Isn't KMA a must for my advertisers who want to sell merchandise?

Get all the facts. Let us tell you how the loyalty of our listeners makes KMA one of the best mail-pullers in the country... how KMA farmers depend on the data from our special weather bureau and our farm department. Write us, or contact your nearest Avery-KnodeL office. Act now to include KMA in your winter schedule.

KMA Advertising Co.

AVERY-KNODEL, INC.
National Representative

960 KC
SHENANDOAH, IOWA
5000 WATTS

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BROADCASTING • Telecasting
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.
### Sunday Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
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### Special节目

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### Addenda

- **SUNDAY**: Various events and programs as advertised.
- **MONDAY**: Features include a variety of radio programs and music performances.
- **TUESDAY**: Schedule covers a range of broadcasts and events.

**Note**: The schedules are representative of broadcast times and programs, with specific details varying by location and station.
A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today.

There is one yardstick of radio effectiveness that the tough-minded advertiser looks at hardest—the actual cost of audiences delivered to his program. And the figures show that:

**CBS leads all other networks in delivering actual audiences at lowest cost to advertisers**

The facts on this have just been summarized in a new CBS study that covers not any one week or month but the entire period of standard time, October 1946—April 1947. And the facts show that for the entire evening schedule on all networks seven nights a week:

The second-best network is only 96% as effective as CBS—and the fourth-best network is only 66% as effective as CBS—in delivering actual audiences for each advertising dollar expended.

To see this complete study....

and to get the utmost in Radio values....

**SEE CBS...**

**THE COMPLETE NETWORK**
New Firm Bids for KERO Under Avco; KSDJ, KOLE, WHTB Deals Pending

AN OFFER to match the terms of the proposed $30,000 sale of KERO Bakersfield, Calif. to Manager Paul E. Bartlett has been filed with FCC by Peter K. Onnigan, KERO announcer, and Thomas B. Reese, and associated with agricultural business interests, under provisions of the Commission's Avco open-bidding rule.

The station, operating with 250 w on 1230 kc, is owned by J. E. Rodman. The application for transfer to Mr. Bartlett was filed several weeks ago, contingent upon approval of an application of California Inland Broadcasting Co. for 50 kw on 940 kc at Fresno, Calif. Mr. Rodman is president and owns 40% of California Inland, which was formed by merger of AM-FM holdings of Mr. Rodman and Tular-Kings Counties Radio Assoc. [BROADCASTING, July 21.]

Mr. Onnigan has a 10% interest in the new partnership, Kern County Broadcasters, while Mr. Reese holds 90%. Mr. Rodman in addition to KERO is licensee of KFRE Fresno and permittee of KRFM Fresno (FM). Under Avco procedure the Commission must determine whether Mr. Bartlett or Messrs. Onnigan and Reese are better qualified to receive assignment of KERO.

KSDJ San Diego, Calif., 5 kw fulltime on 1170 kc, requests assignment of license from Clinton D. McKinnon to McKinnon Publications Inc. The assignee is owned 75% by Mr. McKinnon, president and KSDJ general manager, with remaining interest divided among some 71 employes stockholders. Purpose of the transfer is to permit employees to participate in ownership of the station. The consideration would be Mr. McKinnon's investment in the station at the date of FCC approval of the transfer.

KOEL Port Arthur, Tex., seeks assignment of license to a new partnership composed of two of the present owners, Mary A. Petru and Soes N. Vratis. The new partnership would pay $19,000 for the half interest of Gray R. Harrower and Branch C. Todd, the retiring partners.

This sum is to be advanced by Glenn H. McCarthy, Houston, as option on future purchase of a half interest in a new corporation to be formed to take over operation of the station. Mr. McCarthy would pay a total $55,000 for the half interest in the new firm, Port Arthur Broadcasting Corp. A transfer application for this change will be filed when ready. KOLE is assigned 250 w on 1340 kc fulltime.

WHTB Adds

To obtain experienced management and capital to improve existing facilities, WHTB Talladega, Ala., 250 w fulltime on 1230 kc, has applied for Commission consent to enlargement of ownership participation. A 60% interest, from the holdings of Harry Held and D. Hardy Riddle, would be sold to Melvin Hutson, attorney, for $16,500. The agreement provides that B. C. Eddins be retained as general manager. WHTB has 154 shares outstanding and held as follows: Mr. Held, president, 64 shares; Mr. Riddle, secretary-treasurer, 65 shares; and Julius Vessels, vice president, 5 shares.

WHTB reported for the period Jan. 1 to May 31, 1947, that its earned sales totaled $14,339.27 while operating expenses during the period totaled $15,185.36. Mr. Hutson is to advance $4,000 without interest to pay amount due on the transmitter, according to the application.

Oldfield Named to Head Army Radio-TV Section

MAJ. BARNEY OLDFIELD, formerly with KFAB-KFGR-KOIL Omaha and Lincoln, has been named chief of the Radio and Television Section, Army Public Information, succeeding Capt. L. G. Schmitz, who resigned Oct. 1 [BROADCASTING, Sept. 15.]

Prior to the war, Maj. Oldfield was a motion picture columnist with the Lincoln (Neb.) Sunday Journal & Star, and reviewed films on KFAB-KFGR-KOIL. He was in public relations during the war with the 82d Airborne Division, and served under Generals Devers, Bradley, Simpson and Marshall Montgomery. After leaving the Army he went to Hollywood to do publicity with Warner Bros. He has just returned to duty with the Army.

There's a new look to Iowa!

Smokestacks are going cornstacks better than 50-50 these days in Iowa. Iowa farm income is up, of course. (A fabulous 67% in fact.) But industrial plants are sprouting everywhere. Only 38% of Iowa's income comes from the farm and it's the highest per capita in the U.S.A.

Yes, there's a new look to Iowa. But don't stand there staring! Get on WMT and get your share of the rich harvest of sales in Eastern Iowa.

Wire or phone your Katz representative now.

WMT

The Station Built By Loyal Listenership...Now in its 25th Year!

CEedar RAPids

1947 25th Year

BASIC COLUMBIA NETWORK

5000 watts 600 kilocycles Day & Night
Member: Mid-Missouri Group

October 6, 1947 • Page 33
In retail sales ... in wholesale sales

**New Orleans is first** in the South

**Buying Power**
Buying power in New Orleans today is more than 2½ times as great as it was 5 years ago.*

**Income**
Effective income is higher than the United States average. In 1946, the national index was 237. NEW ORLEANS INDEX WAS 264.*

**Retail Trade**
Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

**Industry**
New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more than in 1940.

... and **WWL** is the greatest selling power in the South's first city

---

*Source: SALES MANAGEMENT's Survey of Buying Power, 1947
Matt shows rank in wholesale sales, rank in retail sales:
1. New Orleans 5. Louisville 8. Fort Worth
4. Atlanta

**Source: DUN'S STATISTICAL REVIEW.
WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive merchandising program.

Folks turn first to...

Represented Nationally by the Katz Agency, Inc.

50,000 Watts - Clear Channel
CBS Affiliate

NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
25 YEARS OF SERVICE
Hedges of NBC Calls Microwave Relay Of GE a Step to National Video Net

Five thousand watts on 550 kilocycles!

To the engineer it means greater signal strength over a greater area . . .
To the listener it means better reception . . . To the advertiser it means more listener impressions per dollar. For 5000 watts on 550 can do the work of 50,000 or even 100,000 watts on less favorable frequencies. It means that KFYR, with 5000 on 550 gives you cleared channel coverage of one of America’s richest markets at regional channel rates.

This choice frequency, in combination with an amazingly high ground conductivity, gives KFYR a ground coverage unsurpassed by any station in the nation.

Add to this an intense listener loyalty—carefully built up during the past 22 years—and you have an unbeatable combination for the advertiser who selects stations with care.

MORE POWER to radio as Tyrone Power (l) of movie fame confers in Dallas with Lee Segall, operator of Dallas’ new KIXL. Mr. Power is 5% owner of the station; Mr. Segall owns 52.4%. Mr. Segall, a former Houston agency executive, is author-owner of Dr. I. Q.
Don't Murder

Don't mess around with second-rate FM gadgets . . . when FM DEMANDS the high quality of

Pilotuner

Mr. Dealer! We earnestly urge: USE THE AMAZING FM PILOTUNER AS YOUR STANDARD OF COMPARISON, in testing ALL FM receivers and "tuners".

That's how you can avoid inferior, "rat-trap" equipment that simply will not and can not do justice to FM.

FM stations throughout America have acclaimed the PILOTUNER with all the raves in the book. It DOES THE JOB . . . because it's a QUALITY product, backed by Pilot Radio's unsurpassed practical experience in making FM sets.

Remember—we INVITE and WELCOME legitimate competition. We deplore ONLY that FM equipment which lacks integrity . . . which can do no good for the dealer, the consumer—or for FM itself.

The fate of FM—the glorious, most modern kind of broadcasting—is in your trust. Guard it well! Join the swing to the BEST FM . . . headed by the original PILOTUNER.

PILOT RADIO CORPORATION, 37-06 36th St., Long Island City, N. Y.

Makers of PILOTONE VINYLITE RECORDS • PIONEERS IN SHORT WAVE • FM • TELEVISION
THREE NEW SERVICES STARTED BY HOOPER

C. E. HOOPER INC. last week announced three new Hooperating service features: minutes of listening, average quarterly ratings and distribution of sets-in-use.

The first, according to Mr. Hooper, provides subscribers with “a continuing record of the number of minutes of listening in available homes, i.e., homes in which someone is at home and awake.

The issuance of quarterly Hooperatings, he said, “is prompted by our desire to save our subscribers clerical expense.” Figures on the distribution of sets-in-use, Mr. Hooper explained, express distribution in local time, thereby supplying hitherto-unpublished comparisons and making possible comparative study of different procedures in dealing with daylight saving time, rebroadcasts or delayed broadcast policies comparatively by networks.

MOST INTENSIVE sports coverage WJBO Baton Rouge has undertaken is arranged as the station contracts to broadcast all Louisiana State University football games. Broadcasts will be sponsored for the second consecutive season over WJBO and the entire Louisiana Network by Guaranty Life Insurance Co. Participants are (1 to r): Bob Seeare, color announcer; Forrest G. Ray, insurance firm secretary; George A. Foster, insurance company president; John Ferguson, play-by-play announcer; Tom Gibbens, WJBO commercial manager.

RADIO MEN ORGANIZE PUERTO RICAN GROUP

ALL PUERTO RICAN broadcasting stations now on the air, and permittees holding construction permits met in Caugus, Puerto Rico, last month to form the Puerto Rican Association of Broadcasters (Asociacion Puertorriqueña de Radiodifusion). With the number of stations doubled since the end of the war, and national and local radio budgets at an all-time high, the broadcasters have banded together to improve radio standards on the island.

Fourteen stations are now on the air, and 11 are under construction. Representatives from each station and permit holder were present at the organizational meeting.

Tomas Muniz, WJAC San Juan, was elected president of the group and Harwood Hull Jr., WAPA San Juan, vice president. Other officers are: A. Gimenez Agyayo, WPAB Ponce, treasurer; Antonio Alfonso, San Juan, secretary; and Eli B. Canel, WNEI San Juan, Jose Bechara, WKJQ Mayaguez, Angel del Valle, WKAS San Juan and F. Virello, WJJB Caugus, directors.

Headquarters of the new association will be in San Juan. Annual meetings of the association will be held in cities throughout the island, and officers and directors will meet monthly. The new Constitution and By-laws have been approved by all members. The organization is considering affiliation with NAB and Inter-American Assn. of Broadcasters.

Eleanor Roosevelt Agrees To Moderate Radio Show

MRS. ELEANOR ROOSEVELT will serve as permanent moderator of a new NBC weekly program series to be heard as part of that network’s World Security Workshop, Robert Saudek, ABC’s public affairs director, said last week.

Mrs. Roosevelt, a member of the U. S. delegation to the UN Assembly, disclosed that Andrei Vishinsky, deputy Soviet foreign minister, was among those invited to appear on the first program of the new series, heard yesterday (Oct. 5) 12:30-1 p.m. Other UN representatives will be invited to future programs, which originate at WKPX Poughkeepsie near Mrs. Roosevelt’s home in Hyde Park.

WMCK-FM on Air

WMCK-FM McKeesport, Pa., has begun regular broadcast service operating on 101.9 mc, Jack Craddock, station manager, reports. Key positions on the staff, in addition to Mr. Craddock’s are held by Roy E. Ferrar, commercial manager, Pat Haley, program director, and Charles W. White, chief engineer. WMCK-FM and its AM affiliate, WMCK (1 kw fulltime on 1360 kc) are operated by Mon-Yough Broadcasting Co. Inc. Studios are in McKeesport’s Elks Temple.
AMBRIDGE IS 100% • If you live in Ambridge, Pa. (as do 25,000 other people) and if you listen to the radio (as do most of them) we know you listen to KDKA.

In Ambridge, a growing industrial center with $18 million retail sales in 1946, KDKA's daytime BMB rating is 100%. Astounding? Not for KDKA. In the Pittsburgh area... the nation's sixth market... KDKA has 19 BMB daytime counties in the 90-100% class, and 24 BMB nighttime counties in the 90-100% class. Altogether, BMB credits KDKA with 1,159,910 daytime families, and 1,303,520 nighttime families.

Such widespread listenership, naturally, is an asset to any station. It is of special importance in the Pittsburgh market, where 66.3% of the district population live outside the city limits. And no Pittsburgh station approaches KDKA in thoroughness of coverage, by BMB standards or any other criterion. See NBC Spot Sales for availabilities.

KDKA, Pittsburgh. 50,000 watts, NBC affiliate. Westinghouse Radio Stations Inc. (KEX, KYW, WBZ, WBZA, WOWO, KDKA). Represented nationally by NBC Spot Sales - except KEX. KEX represented nationally by Free & Peters.
We're proud to be affiliated with stations like these

10TH ANNUAL BILLBOARD PROMOTION AWARDS TO NBC AFFILIATES

<table>
<thead>
<tr>
<th>Overall Promotion</th>
<th>Public Service Promotion</th>
<th>Single Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLW Cincinnati</td>
<td>WHO Des Moines</td>
<td>KSTP Minneapolis</td>
</tr>
<tr>
<td>KYW Philadelphia</td>
<td>WTIC Hartford</td>
<td>WSB Atlanta</td>
</tr>
<tr>
<td>KDFY Salt Lake City</td>
<td>WLW Cincinnati</td>
<td>WKY Oklahoma City</td>
</tr>
<tr>
<td>KELO Sioux Falls, S. D.</td>
<td>WKY Oklahoma City</td>
<td></td>
</tr>
<tr>
<td>KRCV Weslaco, Texas</td>
<td>WSYR Syracuse</td>
<td></td>
</tr>
</tbody>
</table>

TELEVISION AWARDS

Overall Promotion: WNRW Washington  Single Campaign: WNBT New York

There's no limit to the imagination and energy put forth by NBC affiliated stations in promoting their activities. WLW in Cincinnati sprouted wings and carried passengers on a fact finding tour of Europe—KSTP in Minneapolis jumped into the surrounding lakes, tagged the fish and came up with a superlative bit of imaginative promotion. WHO in Des Moines helped support Iowa's tall corn stories with a Corn Plowing and Soil Conservation Field Day. Other NBC affiliated stations displayed equal ingenuity.

On the serious side, NBC affiliates placed one-two-three in the Public Service Promotion Awards for clear channel affiliates, and took two out of four Public Service Awards in the regional channel classification.

While its stations were reaping nearly half of all the Billboard awards given to network affiliates, NBC was not idle. It was polishing up its own entry in the Single Campaign Division—its It Happened on NBC series. The result: First Prize.

What does all this prove? It's the stations that make a network—America's Number One Stations add up to NBC—

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America
How many new industries came to Memphis in 1946?

1. Forty-nine?
2. Fifty-nine?
3. Sixty-nine?
4. Seventy-nine?

ANSWER:

Since 1940 more than 100 new industries have been attracted to this rich Southern metropolis, seventy-nine of them in 1946! This tremendous industrial expansion created 7,100 new jobs and a capital investment of over $29,000,000! WMC at 790 on the dial of 684,460 radio families, is the favorite station in Memphis and the Mid-South!

WMC

"the station most people listen to most!"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

Total Sets - in - Use
In N. Y. Up Slightly

The Pulse Inc. finds Winchell, Lux Show in Sept. Top 10

SEPTEMBER report of The Pulse Inc. for New York showed a "very slight" increase of sets-in-use over the August figure. The return to the air of Lux Radio Theatre and Walter Winchell found both in the top ten listings for September. Both had higher ratings than the top show in August. Baseball continued to lead week-end daytime listening.

Here are the top ten evening and daytime shows, as compiled by The Pulse:

EVENING

Lux Theatre, 14. Break the Bank, 14.7; Walter Winchell, 14.5; Take It or Leave It, 13.7; Mr. District Attorney, 13.7; Can You Top This, 11.3; This Is Your FBI, 11.3; The Fat Man, 10.7; Your Hit Parade, 10.7; Dr. Christian, 10.3; Suspense, 10.3.

DAYTIME

My True Story, 5.9; News-Harry Clark, 5.2; Rosemary, 5.2; Grand Slam, 5.4; Arthur Godfrey (11:15), 4.8; Arthur Godfrey (7:30), 4.7; News-J. Bohnman, 4.7; Breakfast Club, 4.7; Helen Trent, 4.7; Big Big Sister, 4.7; Make Believe Ballroom, 4.7.

NATL. SAFETY COUNCIL CITES FOUR STATIONS

FOUR stations were cited for "awards of honor" as contributing "best safety programs in their class" in the Third Annual Farm Safety Contest sponsored by the National Safety Council, Chicago. Awards follow:

WHO Des Moines, in 10-50 kw clear channel class for "best individual all-year round farm safety campaign"; WITC Hartford best in the 10-50 kw non-clear channel class, for "preparation and production of farm safety programs"; WCY Oklahoma City, the 1-10 kw class, for "carrying pulse beyond studio walls to farms, schools and fairs"; KWG Stockton, Calif., 1 kw and under, for a "keen sense of responsibility to safety."

WGY Schenectady won in the open competition for most original farm safety program during National Farm Safety Week. WMT Cedar Rapids IA, was awarded a certificate of honor for "exceptional year-round program of farm safety education." CBS received a special award for CBS Country Journal for the most original network farm safety program.

Morris Appointed

ROBERT M. MORRIS, assistant to C. Lloyd Egner, NBC vice president in charge of recording, has accepted chairmanship of the NAB Recording & Reproducing Standards Executive Committee. The committee will endeavor to complete action on adoption of standards in time for the NAB spring convention [Broadcasting, Sept. 29]. The job was started some years ago but was held up by the war. Work was resumed this year under direction of Royal V. Howard, NAB director of engineering.

LOOKING OVER contract providing for one-year sponsorship of The Concert Hall over WHIM, Providence independent, is Frederick W. Aldred, chairman of the board of the sponsoring firm, Gladding's Inc., department store. Participating in completion of contract arrangements were (1 to r): Claire R. Grenier of Gordon Schonfarber & Assoc., agency which handles Gladding's account; Robert T. Engles, WHIM general manager; Laure A. Brundage, Gladding's advertising manager. The show, featuring classic music, is heard Mon.-Fri., 11 a.m.-12 noon. Gladding's sponsorship began Sept. 22.

WHRV (1 KW, 1600 KC) BEGINS IN ANN ARBOR

WHRV planned to begin operations yesterday (Oct. 5) at Ann Arbor, Mich., on 1600 kc as a 1-kw full-time ABC outlet, according to an announcement by the permittee, Huron Valley Broadcasters Inc.

Station's one-story studio and transmitting building is of rambling design, employing the new Bricktote treatment over cinder blocks, and is located about midway between Ann Arbor and Ypsilanti.

Principal owners of Huron Valley Broadcasters are R. A. Connell and James F. Hopkins, who recently disposed of WJBR Detroit. Mr. Hopkins is manager of WHRV. He and Mr. Connell are continuing their association in the Michigan Music Co., Detroit, franchise holders for Musak Inc.

In announcing its opening WHRV used 78-inch advertisements in 11 dailies and weeklies in its listening area.

Barber, Allen Honored

RED BARBER, CBS sports director, and Mel Allen, New York Yankees broadcaster, who together broadcast the 1947 World Series, have been named as the top broadcasters of the year in the National and American Leagues respectively by the Sporting News magazine. The current series was the 10th Mr. Barber has described and the fourth for Mr. Allen.
514 Counties in 16 States prove WOAI’S **Nighttime** Superiority

NIGHTTIME MAP
Based on BMB Study No. 1—March 1946
Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

**SUMMARY BY LEVELS**

<table>
<thead>
<tr>
<th>County Level</th>
<th>Number of Counties</th>
<th>Number of Radio Families</th>
<th>Number of Broadcast Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% to 100% BMB</td>
<td>138</td>
<td>458,400</td>
<td>549,270</td>
</tr>
<tr>
<td>30% to 49% BMB</td>
<td>100</td>
<td>381,260</td>
<td>145,710</td>
</tr>
<tr>
<td>10% to 29% BMB</td>
<td>276</td>
<td>1,133,610</td>
<td>207,030</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>514</strong></td>
<td><strong>1,972,250</strong></td>
<td><strong>702,010</strong></td>
</tr>
</tbody>
</table>

**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

**NBC • TQN**

**WOAI San Antonio**

50,000 **WATTS** Clear **CHANNEL**

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST
The Branham Network

SAN FRANCISCO
KANSAS CITY
LOS ANGELES
CHICAGO
DETROIT
NEW YORK
MEMPHIS
ATLANTA
DALLAS

THE BRANHAM COMPANY

HOWARD STANLEY, director of advertising and sales promotion for CBS Radio Sales, has resigned to become assistant general manager of WEM Arlington, Va. Mr. Stanley joined WTOP-CBS Washington in 1943 as sales promotion manager and press information director for CBS in Washington. After 15 months he was advanced to CBS in New York as assistant director of advertising and sales promotion for O&O stations, and in June of last year was appointed to CBS Radio Sales.

PREFREIC. E. BIEBER, former assistant manager of WHTT Hartford, Conn., has been named general manager of WLCT, new daytime station under construction at Torrington, Conn. Mr. Bieber joined WHTT in 1948, and served successively as engineer, announcer, program manager and commercial manager until his appointment as assistant manager in 1952.

PIERRE PAULIN, for past seven years announcer with KORA Pittsburgh, has been named manager of WESA, new station under construction at Charleston, W. Va.

ARTHUR L. ELFMAN, president of WXYZ, has taken over duties of general manager, following resignation of George C. TOPPING, who is now general manager of WCKY Cincinnati.

RALPH MILLER, former sales manager of KCKA Sacramento, has been appointed general manager of KVOS Bellingham, Wash.

With the last day of the three-month contract, KCRA Mr. Miller was named manager of WKY Oklahoma City for six years.

ROLAND VAILE, program director, has been elevated to assistant manager of KCMJ Palm Springs, Calif.

Mr. Miller

DANIEL J. HYLAND Jr., senior announcer at WABA Washington for past four years, has been appointed general manager of WAGE Wake, Mass., new station under construction. Mr. Hyland has been in radio for ten years and formerly was with WABA Fall River, Mass., WPRD Providence and WFBF Greenfield.

CHARLES J. RUDD, formerly with CKNY New Westminster, B. C., has been appointed station manager of CCAJ Port Alberni, B. C.

Mr. Rudd

KEN R. DYKE, NBC administrative vice president, is to address the Boston Conference on Distribution Oct. 29 on "Selling Democracy to the Japanese." On Oct. 15 he is scheduled to speak on radio before the Des Moines Women's Club.

MARK WOODS, ABC president, has been elected to the board of directors of Brand Names Foundation Inc., of New York.

IRA DILWORTH, head of CBC International Service, Montreal, has returned from a trip to Europe and attendance at UNESCO meetings in Paris, and brought back favorable reports on reception of impartial Canadian news broadcasts in Europe.

NATHAN STRAUS, president of WMCA New York, was guest speaker at State Dept.'s "Voice of America" broadcast to Germany Sept. 24.

THOMAS DARLING, assistant manager of CHML Hamilton, Ont., since 1948, has been appointed manager of CHML. He started at CHML North Bay as announcer in 1936, became manager of CHML Timmins in 1938, assistant manager of CJIK Kirkland Lake, manager of CFBO, and manager joined CHML.

WPMO Jersey City, N. J., PM station, had its formal opening Sept. 25 at 5 p.m. Broadcasting was delayed at the station's studios at 990 Bergen Ave., Jersey City, during the first few months of operation. The station's schedule for the first few months of operation will be Mondays through Fridays, 7 a.m.-10 p.m.; Saturdays, 7 a.m.-12 midnight and Sundays, 9 a.m.-10 p.m.

Page 44 • October 6, 1947
YOU can select a monitoring speaker to fit your needs

New Western Electric speakers for every broadcasting use

Now you can enjoy truly lifelike sound reproduction, unmatched tonal brilliance—in control rooms, clients' booths, offices, reception desks—with these small, wide range Western Electric loudspeakers.

Designed by Bell Telephone Laboratories, they fill the requirements of every broadcaster for high quality reproduction regardless of power handling capacity.

For full details, get in touch with your nearest Graybar Broadcast Representative, or send the coupon to Graybar.

Western Electric

QUALITY COUNTS

Graybar Electric Company
420 Lexington Ave., New York 17, N. Y.

Gentlemen: Please send me literature and information on the new line of Western Electric loudspeakers.

Name: ___________________________________________________________

Station: __________________________________________________________

Address: _________________________________________________________

City: ___________________________ State: ___________________________

October 6, 1947 • Page 45
Western Heater Company
Expanding Use of Radio
PAYNE FURNACE COMPANY,
(gas heaters) Beverly Hills, Calif.,
which in May of this year initiated
a radio campaign on a few
California stations, has just com-
pleting an extension of that campaign
to 60 stations in the West and
South. An average of four
one-minute spot announcements are
being used in the entire list of
stations. Dealer support has been
secured in the current campaign.

The sponsor stated that this is
believed to be the largest radio
campaign in the history of the gas
heating industry. In conjunction
with the radio campaign, it is
carrying on a vigorous merchandis-
ing program to the trade. Ra-
dio campaign extends as far east
as Orlando, Fla. Further expan-
sion is now taking place, through
addition of evening station breaks
on more major network stations
in key sales territories.

Knollin Advertising Agency,
San Francisco and Los Angeles,
handles the account.

CBS Plans Pacific Coast
daytime "Mood" Shows
TO BOLSTER daytime program-
ing on the Pacific Coast, CBS
will "capitalise on mood listening
in that area by lining up
programs of comparable quality in
sequence," according to Wayne
Steffner, Western Division sales
manager.

This will be accomplished
through use of transcriptions in
part with the following afternoon
schedule in effect: (all times are PST) 2:23 p.m. Winner Tale
All, transcribed and sold cooper-
vatively; 2:30-3 p.m. House Party,
transcribed and cooperatively
sponsored until Dec. 1 when General
Electric resumes; 3:30 p.m. Meet
the Missus, regional audience par-

ticipation format with participat-
ion sponsorship; 3:40-4 p.m. Art-Goddard, by Liggett and
Myers Tobacco Co. (Chesterfield),
transcribed; 4:40-5 p.m. Evelyn
Winters, transcribed daytime ser-
ial, sponsored by Manhattan Soap
Co.; 4:50-5 p.m. Metropolitan
News specially prepared for West
Coast listeners sponsored by Met-
ropolitan Life Insurance Co.

ENJOYING 25th anniversary festivities of WSYR Syracuse, N. Y.
[BROADCASTING, Sept. 29] is this industry group. Standing (1 to r): Col.
Harry C. Wilde, WSYR president; Harry C. Kopf, assistant vice presi-
dent; William S. Hedges, NBC vice president in charge of
planning and development; Harry C. Kopf, administrative vice presi-
dent of NBC in charge of network sales, national spot sales, owned
and operated stations and station relations; and Easton C. Wooley, director
of NBC stations department. Seated: Charles E. Wilson, president,
General Electric Co.; E. R. Vadeboncoeur, WSYR vice president, and
Harry Hershfield of NBC's Can You Top This?
extra points are important

Yes, it's the extra points that make the difference... in a football game or a radio broadcast... and we believe that WGN's 1947 football coverage has the extras that count: a nationally known sportscaster, Jack Brickhouse, and a schedule that is completely middlewestern, where the best football is played.

In Chicago you can be sure your radio advertising regularly covers the extra points in the middlewest by placing it on WGN.

*Subject to World Series Date

A Clear Channel Station... Serving the Middle West

MBS
want to go places in

WGBS
FLORIDA'S MOST
POWERFUL STATION
CBS

WMMN
FAIRMONT
5,000 WATTS CBS
MONONGAHELA VALLEY

WLOK
LIMA'S NBC VOICE
IN A GREAT
TEST MARKET

WJBK
IN AMERICA'S
4TH MARKET
DETROIT
seven leading markets?

You're heading for more sales when you place your advertising message on these seven leading stations in seven leading markets. Ask your Fort Industry Company representative about availabilities.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.
WWVA, Wheeling, W. Va.
WMMN, Fairmont, W. Va.
WIBK, Lima, O.
WJRR, Detroit, Mich.
WAGA, Atlanta, Ga.
WGBS, Miami, Fla.
Enterprise for Survival

IN THESE LAND-RUSH days of radio, station rosters read in box-car numbers. There are more than 3,000 stations of all classifications authorized. When the war ended in late 1945, there were about 1,000. Although many stations are not air-born,e nost will be built.

The big question mark has been whether and when the increase in radio to the station population. Thus far the picture has been disappointing. In a special analysis for Broadcasting, C. E. Hooper reports in use have risen only 8.5% since the war in 17 cities where station population has increased 31.7%. The answer appears to be that new stations, instead of appealing to a new audience, are following familiar patterns. They are not creating new listeners, but rather are attempting to divert existing ones to their dial-settings.

It has been evident for some time that all of the newcomers will not succeed and that some of the "old-timers" will falter. Stations are being offered for sale after brief operation. Others won't be completed by the family can listen. With more receivers in offices and automobiles, means must be found of keeping them going more hours per day.

Competition breeds business. Business success is not a bad thing. Broadcasters have proven that they're possessed of both. In this new free-competition era, the executive with program ideas that will attract listeners will bring home the sales bacon.

Achievement in Data

WHAT is broadcasting?

The answer to that simple question is now available, in detailed form, for the first time. Until Dr. Kenneth H. Baker, NAB Director of Research, unveiled the results of an eight-month research project at the Atlantic City convention, the program and advertising structure had never been thoroughly analyzed.

By studying a large cross-section of nearly 100 stations and breaking them down into dozens of categories—a process involving millions of tabulations—the answers to the broadcasting questions have been revealed.

Good or bad, praiseworthy or condemnable, this research project has made the record available for all to see. It is a good job. So good that men of the stature of Frank Stanton, CBS president, have classified it "the best research job ever to come out of the NAB." The project is a continuing one. With a few refinements, the industry will have a scientific research program of which it can be proud.

Our Respects To—

EDMUND LEO CASHMAN

G OING to work for a department store which also owns a broadcasting station?

At least that was the entry point for Ed Cashman, currently manager of Kudner Agency's Hollywood office, and producer of CBS Tony Martin Show (Texaco).

And radio was a consistent move for the young man who first became interested in the medium while attending La Salle Academy, Providence, R. I. While there he built a crystal set. Before graduating in 1925 Edmund Leo Cashman had put up more directional aerials than anyone in town.

Starting out to major in business administration at Rhode Island State College, he spent two years at it until a summer job with nearby Shepard Store led to being a sales clerk. Prospect of a fulltime job with the store and a chance to work at the station evenings was more of a lure than he could overlook.

WEAN Providence was his first sounding board as a part-time announcer. In November 1928 he was transferred to the station full-time. After one year of announcing, continuity, production and remotes, he was named program manager.

Next move was to the Shepard station in Boston, WNAC, where he handled announcing, production and continuity. That was in November 1929. About that time the Yankee network began to evolve. Eddie Cashman was sent into and out of New Bedford, Mass., Worcester, Mass., and Bridgeport, Conn., to help in setting up regional programs at WNBH, WORC and WICC respectively. In addition he also served as assistant production manager of the Yankee Network.

After four years of station and regional network operations, Mr. Cashman felt he was ripe for New York. And in April 1931 he joined CBS New York as a producer. For the next nine years he handled a variety of shows including Camel Quarter Hour with Morton Downey and Tony Wons, Burns & Allen (Robert Burns Cigars), Fred Allen (Corn Frods), George Gerchwin Show (Livit Health Frods.), and Al Pearce (Ford).

Some of Mr. Cashman's colleagues at that time, today constitute an imposing list of talent. They were Irving Reis, then an engineer-producer, and now a motion picture producer in Hollywood; Phil Cohan who now produces Jimmy Durante Show; Bill Robson, CBS Hollywood executive producer; Bill Goodwin, star of his own CBS show; Vic Knight, freelance producer and packager; Earle McGill,

(Continued on page 52)

Page 50 • October 6, 1947

BROADCASTING • Televasting

Taft Tasty

SENATOR Robert A. Taft, the calculating Republican Presidential aspirant, gives radio a black eye on treatment accorded the G.O.P. in Washington. Newspapermen generally, he said, give the party an even break; newspaper columnist les that the party is in the break, and radio commentators: "Very much worse than an even break." Further, he said, radio gives the Republicans "a bad break," while "two-thirds of the radio comment is anti-Republican."

Strange words from an avowed candidate out to make friends and influence people. Strange also because we know of no other Republican leader who harbors similar views. His views, incidentally, are totally at variance with those of CIO, which contends radio comment is preponderantly slanted toward "capital" and Republican "reaction."

Oh, well, we imagine radio can hold steady when both sides are pot-shooting from opposite directions. We've never detected stations or networks which wear any man's political collar, although the move toward uninhibited "editorializing" might make party labels the rule. And that would create an atomic fire that would make the Taft blast sound like a nursery rhyme.

Meanwhile, we suggest Mr. Taft, just emerging from his austere Senatorial cocoon, rub elbows with Ed Cashman, for such a thing as WKRC Cincinnati, affiliated with the Times- Star, and owned by the Taft family. He then would learn at first hand about radio life in a big city.
See that clock? It reads 7:27 in the morning. And even at that hour these four b'casters have fun. As a matter of fact, they've been having fun for an hour at that time of day, because they're members of the "KOIN KLOCK" crew... on the air six mornings a week from 6:15 to 7:15.

THE KOIN KLOCK is a show with a personality... not just another of those run-of-the-mill "wake 'em up" programs. Why, the folks in the Pacific Northwest know these four fellows by their first names... personally, we mean. You see...

THE KOIN KLOCK has been on the air six mornings a week since 1930... a solid 17 years... and it's done nothing but make friends during all those years. You ought to see the fan-mail these guys drag in! (Sometimes the mailman growls a little, but he doesn't really mean it.) The format of...

THE KOIN KLOCK is simple enough—ear-catching music... time signals... commercial announcements. The informal, catch-as-catch-can comment by this foursome makes it an early morning "must" in the Portland territory.
Respects
(Continued from page 50)

Frank Hall Jr., using name of Dana
Frank Jr., is and graduate of NRC-UCI
Telecasting Inc., has joined KDKW Pasadenas,
California, as news reporter.

Paul Barette, CBC French-language
newspaper and special events director,
has been appointed French-language
newspaper editor, with office at Montreal.

AL GALT, director of news and special
events of KWKW Burbank, Calif., and
BENNOIT LAFLUER, CBC corre-
spondent, have been appointed special
events director of CBC French network.

PHIL JASEN, director of sports for
WTAG Worcester, Mass., covered the
World Series for WTAG, broadcasting
his 612 p.m. "Boardcast" show and his
11:15 p.m. "Sports Roundup" direct
from New York, as well as doing live
cut-ins on evening WTAG news broad-
cast.

DICK REED, news editor and news-
caster for WIRE Indianapolis, has been
appointed radio chief of American
Legion, effective Oct. 8. He succeeds
ROBERT SHINN, re-
signed.

Mr. Reed

Mr. Pack

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BENNOIT LAFLUER, CBC corre-
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PHIL JASEN, director of sports for
WTAG Worcester, Mass., covered the
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his 612 p.m. "Boardcast" show and his
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from New York, as well as doing live
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DICK REED, news editor and news-
caster for WIRE Indianapolis, has been
appointed radio chief of American
Legion, effective Oct. 8. He succeeds
ROBERT SHINN, re-
signed.

Mr. Reed

Mr. Pack

FRANK HALL JR., using name of Dana
Frank Jr., is and graduate of NRC-UCI
Telecasting Inc., has joined KDKW Pasadenas,
California, as news reporter.

Paul Barette, CBC French-language
newspaper and special events director,
has been appointed French-language
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All Yours

... alert ready-made television audiences on Du Mont Station WABD
New York

Highway to the Stars...
Brand-new weekly serial with a heart-warming story and the kind of appeal that keeps an audience coming back for more—regularly. Takes you through the struggle, fun and exciting career of a girl in love with both a boy and a career. A smooth-running, fast-clicking production.

Doorway to Fame...
This is the "big break" in television for which hundreds of young talented actors, singers and dancers have been praying. They really give! Half-hour Friday evenings. There are no bugs in this easy-to-produce program! You can "discover" some of the future stars of television.

Birthday Party...
7:30 to 8 Thursday evenings following television's most popular juvenile show "Small Fry." Each week a new group of gifted youngsters attends the party—display an amazing array of talent as entertainers. A show for the whole family—and one that's a cinch to run—one that can sell goods.

television

—your fastest-growing audience—has its part in your budget... plan for it NOW!

These are sure-fire programs... custom made... pre-tested... ready to work for you. Heavy mail response is already proving genuine listener interest in many WABD presentations. Latest industry reports indicate more than 35,000 television receivers in service in the New York area, estimated to approach 200,000 by the end of 1947.
WABD is currently presenting the most ambitious television program schedule of any New York station, averaging 39 hours per week.
Here's your audience, here's your station, here are your programs. Phone or wire... TODAY.

WABD—DU MONT
Time Sales Dept.
315 Madison Ave.,
New York 16, N. Y.
Phone: PL 3-9800
Has QUADRUPLED!

- PROOF OF THE AMAZING ARIZONA MARKET AND HOW IT IS GROWING.
- "ARIZONA PROGRESS" - THE VALLEY NATIONAL BANK OF ARIZONA PUBLICATION, REPORTS THESE FIGURES.

 BANK DEPOSITS IN ARIZONA
1940 . . . $100,000,000
1946 . . . $400,000,000

ARIZONA'S BANK DEPOSITS TODAY ARE FOUR TIMES AS GREAT AS IN 1940 AND TWICE AS GREAT AS TODAY'S NATIONAL AVERAGE.

KOY - ARIZONA'S FIRST RADIO STATION - REACHES THIS QUADRUPLED BUYING POWER FOR FASTER, SURER SALES THROUGHOUT THE STATE.

BROADCASTING • Teletasking

WLBR
SERVING CENTRAL PENNSYLVANIA FROM LEBANON

WLBR HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED

-Robert S. Conlon Survey

Within 30 miles of Lebanon, Pennsylvania, over 1,000,000 buyers in six cities and eight counties - comprising a rich agricultural and steel market - spend $300,000,000 annually in retail sales . . . When considering Central Pennsylvania, be sure to specify - 

"The Voice of Lebanon Valley"

JULIAN F. SKINNELL, Operations Manager
Radio Advertising Co., National Representatives

WLBR

Serving Central Pennsylvania from Lebanon

Page 54 • October 6, 1947

BROADCASTING • Teletasking
Four hundred airport cities, as well as thousands of communities linked to these airports by surface carriers, now benefit by the latest drastic slash in air freight rates which became effective August first. This is the third time since 1941 that the Scheduled Airlines have reduced freight rates and today thousands of tons move weekly on regular schedules at rates so low that it is true economy to "ship air freight."

Also, for the first time, shippers are now provided with an interline freight service of 20 Certificated Airlines under which shipments between air carriers move on a single airbill, insuring new speed, new convenience for cargo.

Nowhere in the world is there such speed, amount of service, such low rates and dependability as now provided air freight shippers in the U.S. by the Scheduled Airlines fleet of 700 planes, all of which carry freight as well as passengers and mail. And since air transportation is at the core of national security, the rapid development of air freight is strengthening our frontiers.
HERB HOWARD, formerly program manager of WNXA, Tankstown, Ind., has joined the staff of WNAK, as program manager, replacing C. P. LOWE. Mr. Howard joined WNXA in 1929 as program manager, and had remained there for the past five years.

SAM ARELOW, for two years member of CBC program promotion department, has been appointed assistant to the chief of CBC's documentary unit, Mr. Arelow wrote for OWI in early part of the war, and then enlisted in the AAF. He joined CBC in October, 1945, and is in charge of public service promotion.

RENEE BLAIR, music director of WHB Rock Island, will be married Oct. 29 to MARLON DALTON, former WHB announcer and now manager of Red Rose FM, Houston, San Antonio, Tex.

NELSON TALLEY, formerly WSB announcer, has joined the staff of WHB as assistant music director.

WILLIAM BROWN, formerly with WSB in Atlanta, has rejoined WHB as assistant music director.

JACK WILSON, former WHB announcer, has been named chief announcer of WING, Dayton, Ohio.

WALLY CLARK, former announcer of WHBF, Chicago, Ill., has joined WHBF as program manager.

DUANE F. JOHNSON, on staff since its inception last January, has been elevated to production manager of KCOY, Santa Maria, Calif. He succeeds DICK NORMAN, who has resigned to return to Illinois.

DICK BALEY, former program manager of WIPA, New York, has joined the staff of WHBF as program manager.

TOM LATIMER, former announcer of KMPC, Hollywood, has joined KLAC, Los Angeles, as program manager.

JACK WILSON, former chief announcer of WING, Dayton, Ohio, has joined WHBF as program manager.

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PLANNED PROGRAMING

gives KUSN listeners the programs they like best . . . because they are the programs San Diego ASKED for. A continuing survey (available for your study), covering the radio likes and dislikes of San Diegans, keeps KUSN on its toes.

GREATER POWER

than any other full-time independent in the area (5,000 watts daytime, 1,000 watts night, equal to or greater than every network outlet)—plus broadcasting on a CLEAR CHANNEL—assures clear, true reception of your message.

LOWER RATES

that only an independent can offer send your cost per thousand listeners down . . . Down . . . DOWN!

FINEST STUDIOS

in the west, rivaling the glamour network studios of Hollywood, in the heart of San Diego’s downtown business district, contribute to KUSN popularity, give KUSN the title of “RADIO CENTER”—the showplace of radio entertainment.

MERCHANDISING SERVICE

unequalled even by many network stations, is another KUSN plus service—follow-through that means greater returns on your radio investment in this teeming, expanding, high-income market of over 550,000.

SAN DIEGO
CALIFORNIA

Represented Nationally by
FORJOE & COMPANY
Nielsen Food-Drug Index Sales Records Shattered

SHATTERING of all existing sales records for its Food-Drug Index during the fiscal year ended Aug. 31, 1947, has been announced by A. C. Nielsen Company. Fifty-seven contracts, representing leading food and drug manufacturers in the United States, United Kingdom and Canada, were obtained during the year, the organization reports.

Based on an index of 1 for sales during the fiscal year ended Aug. 31, 1946, company's first year, Nielsen has obtained sales for all Nielsen services, including its Radio Index, stood at 112 as compared with 85 for 1946, it was pointed out.

Number of full-time employees increased during recent fiscal year to 1615, an all-time high, Nielsen reported.

NBC "Burns & Allen Show," sponsored by General Foods.

ROSS GARDNER & WHITE, Adv., Los Angeles, has moved to 54th West 7th St. Telephone: 5190.

MARGARET R. CARLSON, secretary to DONALD W. THORNBURGH, CBS Western division, vice president, has shifted to Ward Wheelock Co. as Hollywood office manager.

ANN COOK, formerly administrative assistant to AAF for four years, has joined Western Advertising Agency, Los Angeles, as assistant to MILTON CARLSON, radio director.

LOIS GRAY, formerly of Time and Life, has joined Young & Rubicam Inc., Hollywood, publicity department.

LEWIS EDWIN RYAN Adv., Washington, has moved its offices from National Press Bldg. to 724 Jackson Place.

GARFIELD & GUILD Adv., San Francisco, has resigned the account of Simplot Inc. and has joined Young & Rubicam Inc., Hollywood, public relations department.

EDWIN J. KARLSON, public relations director of Rogers & Smith, Dallas, has resigned to join Zippett Blind Co of Dallas, Texas, where he will direct sales expansion program.

JOE STERN, New York program director of N. A. Yer & Son, is in Hollywood on business for clients, Renael Drug Co. and Plymoth Auto.

JOSEPH L. LOMOYNE, former account manager for Wells, Houston, has joined Hunter Adv., Dayton, as vice president to charge radio timebuyer for company.

ROBERT P. CAREY, formerly with Burton Brown Adv., Chicago, has joined Boselli & Jacobs, that city, as account executive in public relations department.

PAUL F. BRINK, former advertising manager of Pennsylvania Rubber Co., has joined copy staff of Fuller & Smith & Co., New York.

Northern Californians are enthusiastic about KSFO's planned music program, including advertising executives are enjoying the Pay Off. Ask your Universal Radio Sales representative.
Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

KPRC
HOUSTON
950 Kilocycles  5000 Watts

National Representatives: Edward Petry and Company . . . Affiliated with NBC and TON . . . Jack Harris, General Manager
LEVER BROTHERS CO., Cambridge, Mass., has appointed Sullivan, Stauffer, Cowell & Bayes, New York, to handle advertising for Surf Dust, a granulated laundry soap.

BROADCASTERS INC., New York, used car dealer, will sponsor ten-minute video programs on WOR-FM preceding traffic reports. Station's telecast of Columbus U. home football games for this fall. A car just purchased by the firm will be driven to field by its owner, who will tell video audience why he bought it. Agency: Lester L. Wolf Inc., New York.

OMAR INC. (Milling Div.), Omaha, Neb., has appointed Allen Reynolds Adv., Omaha, to handle advertising, promotion and merchandising.

BOTANY WORSTED MILLS, CBC Sackville, has been transferred to the government's Department of Commerce. Former owner, D. J., has been named assistant engineer of WBBM, Chicago.

JULIUS WERNER, president of Werner-Hilton, St. Louis men's clothing, is shown here with one of the large displays that announced this week's "Favorite Story" on KXOK St. Louis, sponsored by Werner-Hilton, Sun. Oct. 15 p.m. Series, featuring Ronald Coleman, is produced and distributed in Hollywood by Fredric W. Div. Co. Werner-Hilton contract is for 25 weeks and will be in charge of Panel Adjustment, St. Louis.

BURLINGTON BREWING CO., Burlington, Wis., (Van Mielert beer), has started sponsorship of weekly transcribed half-hour "Ted Lewis Show" on eight stations in leading markets: WOR New York, WGN Chicago, KPO San Francisco, KFI Los Angeles, WBBM Chicago, WGAJ Philadelphia, WBBN Boston, WBAI Cleveland. Contracts are for 15 weeks with options and were placed through Cohens-Jones & McGee Inc., Chicago. Show is packaged by Charcoal-Coleman Productions.

RADIO REPS FELLOWSHIP, Los Angeles (religious), in addition to its program on KFWD Los Angeles, is handled in area weekly. All stations are handling the program.

FERTILIZER MARKETERS, Inc., Chicago, has been appointed as exclusive handling for the Mountain States Fertilizer Co., Salt Lake City.

B. F. PANK, Hollywood (ball pens), is placing advertising through Bedine & Messner Adv., Los Angeles.

KALIAN ICE, Inc., South Gate, Calif. (Franilla ice cream milk), Sept. 13 started its local advertising, one-minute announcement on one station a day in each of Los Angeles, San Francisco, Portland, Seattle, Spokane, Seattle, KXOK and WBBN.

Peter Fox Brewing Co., Chicago (Fox Deluxe beer), has been appointed John W. Shaw Inc., Chicago, for national advertising. Shaw is expected to handle most or all of radio budget of the account which spends approximately $600,000 for all media. Brewery currently sponsors "Wayne King Show" on WGN.

BELTONE HEARING AID Co., Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle advertising. Company is planning enlarged advertising program for 1948, calling for increased radio appropriation. Current spot announcement campaign is handled by Belli & Benedict, 19 spots per week on WLS and WJJD, as well as participation in Paul Gilbert program on WBBM.

A. LOUIS READ, former commercial manager of WNL New Orleans, has appointed director of advertising and sales promotion for Wemby Inc., New Orleans, neckwear manufacturer.

CENTRAL GROCERS COOPERATIVE Inc. has appointed Saltimbero Radio Adv., Chicago, to handle advertising. Firm starts "To You, Milady, A Surprise" on WGN Chicago, Oct. 6, 15 minutes daily at 9:15 a.m.

SNOW CROP MARKETERS Inc., New York (Birds Frosted Foods), Sept. 13 began national campaign using one-minute announcements on 30 stations in each Snow Crop market throughout country. Two spots daily, five times weekly for four weeks are being used. Agency: Mason Inc., New York.

READER'S SCOPE MAGAZINE is to launch a radio test campaign in Providence, R.I., in November. Agency: Rockmore Co., New York.

B. J. FEN Co., Hollywood (ball pens), is placing advertising through Bodine & Metier Adv., Los Angeles.

BROADWAY ICE, South Gate, Calif. (Fruit ice cream milk), Sept. 13 started its advertising campaign, one minute announcements on each of three stations in Los Angeles area: WPXD, KRPV, KXKJ-KFJ KFAC, KXOB.

R. H. B. PETER, Birmingham, Ala. (B. H. R. P. Co.), has been appointed by the firm of the same name, Birmingham, for national advertising.

INLAND FERTILIZER Co., Los Angeles (micron Brand Glads & Pestles products), and its subsidiaries, have appointed Booker-Miller Co., Los Angeles, for national advertising. Radio will be used.

B. J. PETERSON, Fordham, Ind. (Petersen Co.), has been appointed firm for national advertising.

RALPH J. LANEY, New York (R. J. L. Co.), has been appointed for national advertising.

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WHN does it again!

Thank you, Billboard judges!

TED HUSING'S BANDSTAND PROMOTION WINS SINGLE CAMPAIGN DIVISION INDEPENDENT STATIONS OVER 5,000 WATTS BILLBOARD 1947 RADIO PROMOTION EXHIBIT

Last year it was WHN's Sports. This year, again, another WHN feature runs off with top promotion honors. WHN advertisers get intensive promotional support for their campaigns, plus showmanship, plus fifty-thousand-watt clear channel coverage, in America's greatest market.

Yes, you get more for your money on WHN.

WHN
NEW YORK

50,000 Watts • 1050 Clear Channel
September 26 Decisions

BY COMMISSION EN BANC

AM-1230 kHz

Donald W. Howe, Ware, Mass.-Granted CP new station 500 kW D; cond.

Petition Granted

Platte Valley Bestg. Corp., Scottsbluff, Nebr.-Petition for reconsideration, for permission to change type from 500 kW to 600 kW. The Commission had previously granted permission to change type from 500 kW to 600 kW. The petition was granted.

WSIR WINTER HAVEN, Fla.-Adopted an order granting permission for license to WSR for reconsideration of Commission action granting without hearing application for a CP new station 600 kW D; cond.

Petition Dismissed

Raymond B. Wicker, Earl G. Barbour Sr., Alice of Southern Plains, N. C.-Adopted an order dismissing petition for reconsideration of Commission action granting without hearing application for a CP new station 600 kW D; cond.

License Renewal

WRB- WICB-WSAN-FM

Mr. and Mrs. H. T. Clark, Allentown, Pa.-Granted renewal of license for 500 kW D; cond.

Petition Granted

ATO-WFIR

Allentown, Pa.-Granted petition for extension of license without hearing application for a CP new station 500 kW D; cond.

License Renewal

KTRC Santa Fe, N. M.-Granted renewal of license for period ending Aug. 1, 1949.

License Renewal

KXNO Sweetwater, Tex.-Granted renewal of license for period ending Aug. 1, 1949.

STA Extended

WOKO Athens, N. Y.-Extended the time to file for renewal of license.

License Extensions

WOKO Athens, N. Y.-Directed that license for operation of following stations be extended on temporary basis to Dec. 1, pending final determination upon applications for renewal:

KJHI K1FL K1EC K1IC K1IP K1LZ K1RZ

K7BZ K1KZ K1NK K1KZ K1EE K1IC K1IP K1LZ K1RZ

KA60 K1EC K1IC K1IP K1LZ K1RZ

K1QZ K1LZ K1IP K1LZ K1RZ

K1QZ K1LZ K1IP K1LZ K1RZ

KXNO Sweetwater, Tex.-Directed that license for operation of following stations be extended on temporary basis to Dec. 1, pending final determination upon applications for renewal:

KJHI-P FMWM WMIT-WY

K1KZ K1IP K1LZ K1RZ

Directed that license for operation of following TV stations be extended on temporary basis to Dec. 1, pending final determination upon applications for renewal:

KJHI-P FMWM WMIT-WY

At WSAN-FM, Allentown, Pa., this six bay Clove-Leaf—located atop a 1200 foot mountain—tops everything in Lehigh County!

Clove-Leaf Antennas are in top performance, too! They provide a true circular pattern—exactly match any line impedance between 50 and 100 ohms, assuring maximum radiation of transmitted output to the service area—have a power handling capacity as high as 50 KW. They’re easy to erect and require a minimum of maintenance.

Filing Notice

If you want to put your FM programs on the air at their best, get details on the 54 A Antenna from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

---QUALITY COUNTS---
More and More
250 Watt Stations
are being powered by Raytheon

Here's the AM Transmitter that small-station owners are turning to...for its dependable, simpler circuits...its advanced design...its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. Increased Operating Efficiency—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. Greater Dependability—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. Simple, Speedy and Accurate Tuning—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. No Buffer Stage Tuning—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. Silent Operation—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. Low Audio Distortion—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. Easy Servicing—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. Easily Meets All F.C.C. Requirements—All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty...beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance...its silent operation...and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Commercial Products Division • WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
ANOTHER "WIN" FOR LEAHY!!!!
in
"LEAHY OF NOTRE DAME"

Two weeks ago when we first offered "LEAHY OF NOTRE DAME" to stations, we never dreamed there would be such a universal interest. We've been swamped with wires—telephone calls from all over the country—as well as a flock of firm orders for this unusual sports program.

AND—THERE'S STILL TIME TO GET THIS PROGRAM FOR YOUR SPORTS FANS!

"Leahy of Notre Dame" is a 15-minute, once-a-week, transcribed program with the one and only Frank Leahy in behind-the-scenes football stories, news of all college teams and coaches, interviews, human interest sports stories, and predictions!

Giving added color to the show, will be Harry Wismer, rated radio's top sports-caster for the past four years, who will work with Leahy on the program.

"LEAHY OF NOTRE DAME" is recorded on Sunday of each week and in your hands for Thursday or Friday evening or Saturday morning programming—thus giving your listeners the latest in football from two top figures in the sport today!

WRITE, WIRE, OR CALL FOR PRICE FOR YOUR MARKET ! !

GREEN ASSOCIATES
RADIO AND TELEVISION PRODUCTIONS
360 N. MICHIGAN AVE.
TEL. CENTRAL 5593
CHICAGO 1, ILL.

FRANK W. LEAHY—Director of Athletics and Head Football Coach, Notre Dame University.
Leahy, considered America's No. 1 football coach, has been at the helm of the Fighting Irish since February 1941. Since then he has chalked up a record of 32 wins, 3 defeats and 4 ties. He kicked off the 1947 season, in a big upset, when his All Stars defeated the champion Chicago Bears pro team a few weeks ago. He has also just been signed as sports adviser to WJR Detroit, Michigan.
Music for Children

DESIGNED to familiarize children with good music, children's program "Make Friends With Music" is presented by WTAE, Vol. 29, No. 18, Tuesday, Nov. 14. Time: 8:00 p.m. Wensley, Mass. Series that is

The program is open each week to boys and girls of ages 6-10, scouts, clubs or church groups who are interested in a variety of music. The children are led through a series of music by the conductor of the program, Dr. Leonard J. Miller. Each week, a new music topic is introduced, and the children are given the opportunity to learn about the music of different countries. The program is intended to foster an appreciation of music and to help children develop a love for it.

For Pre-School Age

DESIGNED for pre-school age children, "Riddlesport," a new weekly quarter-hour show, has been started on ABC stations in the northeastern part of the U.S. The show is being produced by NBC "to give children in isolated rural areas creative stimulus in development of constructive games visually, and to teach pre-school age children." Program presents fun, on-air interviews with home town people, and handwork suggestions, music, folk-lore and language exercises. Program is developed by CBC in conjunction with the National Canoe Federation, in isolated areas.

Video Interviews

PASSEY will interview tele- vision program was broadcast recently when mobile cameras of Filco video station WPTZ Philadelphia were stationed at corner of 1st and Chestnut Sts., a quality shopping corner. Boy was visiting the corner, the KDKY station at 900 for an hour called "Pleased To Meet You," picked likely for a show in front of Boxwood Teller store and in which men were questioned on their opinions about high prices, prices, and other consumer topics. After polling of passers-by, camera men cut tele- visions in Boxwood Teller windows which depicted styles in various periods from 1860 to the present.

Grid Plays on Video

TOUCHDOWN-WINNING football plays are diagrammed for television audience members in "Bart's Plays," a new quarter-hour show presented by Don Kellett, former U. of Pa. backfield star, in cooperation with Filco Philadelphia, program, called "Fair Better Sports," and the Philadelphia Chamber of Commerce. The station's representative deal, gives television viewers a prospect of 50 top gridiron games visually, as Mr. Kellett, of 200 home, in each show, is presented. The second show is presented every Monday night. The program, which is also broadcast, is developed by ABC.

Good Deeds Aired

WEEKLY TALENT search among schol- age children is featured on "Good Deeds Club," Saturday morning on CGA Edu- cation. Program is sponsored by na- tional department store chain (T. Eaton Co., Toronto) and features good deeds of the week by youngsters as well as mu- sical numbers, to which children are invited to attend.

'Shine Quiz'

STUDENTS of church organizations are participants in "Bible Quiz," religious quiz program that is presented on WQW from 8:30 to 9:00 a.m. (CST). Six students rep- resent each church, and the same team with different churches are quizzed on facts of their own denomination. Best answers are given to questions that will move the church that the winning contestant rep- resents closer to the quizmasters' goal.

Farm Interviews

MATERIAL for the "Khir Farming Program" is being gathered in the field. In the area, Will Wright, KDFY farm editor, is visiting every county in Wisconsin this week, getting 10-minute interviews with farm families and airing interviews from different sections of the state each morning. Interviews are recorded against ag in farm backgrounds — from milk- ing barns, horse corrals and grain fields. Purpose is to acquaint farmers with problems of all sections.

War Children

EFFECTS on children of tensions and depravations of war and uncertainties of peace are dealt with in "Children's World," a special service programs at 9:30 p.m. over WIP Philadelphia. Special guest interviews placed in the series on problems of the heart are as revealing as reports of 3,000,000 war-babies entering school this fall. Shows are written by Dr. W. D. Funkhouser of U. of Penn, and directed by Mitchell Grayson and are produced with aid of State Radio Chairman of Parent-Teachers Assn., General Federation of Women's Clubs, Metropolitan Mutual Assurance, and other groups.

MADE UP ENTIRELY of ideas sent in by listeners, show "Listener's Ex- change" is featured on WKN Saturday, 10:30-11:00 a.m. WKN North Philadelphia is the station's home. The show is based on success and failure of the school with what school is doing. It is the first time that the direct school has used radio for this purpose. Program is arranged by Frederick O. Montgomery, program manager of WKN.

Parents-Teachers Discussion

RONDUNDALE discussion between school principal and students by J. N. Davis, Young and White of WKN Saturday, 8:30-9:00 p.m. on WILX North Philadelphia will be broadcast every Saturday to schools in the metropolitan area. Purpose of programs is to acquaint patrons of the schools with what school is doing. It is the first time that a new school has used radio for this purpose. Program is arranged by J. N. Davis, program manager of WILX.

Resources Conservation

CONSERVATION of America's national resources is the theme for the "Generation on Trial" to be presented on "Family "Roundtable"" program, on Sunday, Dec. 17 at 9:00 p.m. The program, titled "trial procedure," format, asking listen- ers, "Are you guilty?" of helping to waste resources. Brenton Grant will prepare the argument for conservation, Dr. W. D. Funkhouser of U. of Penn, will prepare the opposition.

Talent Hunt

CHORAL society of Philadelphia, in cooperation with WIP Philadelphia, is conducting widespread vocal talent hunt for promising young voices. Five opportunities will appear as soloists at 65th annual meeting of the Academy of Music, at the Academy of Music. Competition is in form of scholarship prize given to the first winner who wins $100 scholarship to aid winner in furthering music edu- cation. The first winner will be announced on Sunday, Oct. 20 in counties surrounding Phila- delphia and beginning Nov. 14 in- ters will appear on WKN Wednesday, Dec. 8, 9, with Jack Allen, WKN main studio Dec. 12, 13 with Jack Allen, WKN main studio.

Children Guests of WHIO

BOYS and girls from the Champaign- Urbana Children's Home in Dayton, Ohio, recently were guests of "Sun- day Night News," special guest on WDAY Dayton. Children were interviewed over radio by guest of the WDAY "Roundtable" for breakfast. They were taken on a tour of the city, to a concert and then on a tour of the country. The tour reports that they were 45 excited chil- dren when they went back home.

Now brought to life by

JIMMY SCRIBNER
Ten years on coast-to-coast MBS with his 'JohnsonFamily'
RCA TK-20A FILM CAMERA . . . as outstanding for film programming as the RCA image-orthicon field and studio cameras have proved for "live" pick-up work. Only one of these cameras is required for a complete, versatile film and slide setup.

**RCA FILM MULTIPLEXER**
Images from the RCA television projectors are reflected from the mirrors of the multiplexer to the pick-up tube of the camera. The slide projector, mounted on the multiplexer, focuses directly on the pick-up tube. No focusing lenses are required on the film camera; distortion is negligible. Instant change from one projector image to another . . . or injection of slide pictures is performed in the projection room.
New RCA "Frfay"* television film camera

* for use with one 16mm or one 35mm RCA television film projector
* for use with a 16mm and a 35mm projector
* for continuous shows with two projectors of either size
* for two film projectors and a slide projector

**FILM CAMERA CONTROL—** one required for each camera . . . becomes part of video console to monitor and control quality of picture signal (amplifying, mixing, blanking, synchronizing, etc.).

**VIDEO CONSOLE—** composed of studio and film camera controls, a master monitor, and switching, lap-dissolve, and fading facilities for selecting the camera pick-up desired. "Building-block" design assures a compact, unified appearance . . . permits adding extra units at any time.

IT IS NOW POSSIBLE to use two film projectors and a slide projector with just one film camera . . . and to switch instantly from one to another without moving the camera.

Versatility in the RCA TK-20A is achieved through the use of a unique mirror system (see diagram at left). By this means, slide projector images may be shown in conjunction with motion picture films for special effects . . . or used separately for station identification, announcements, commercials, etc. Consecutive movie shorts or continuous multireel shows are handled with equal ease.

The camera includes a sensitive RCA pick-up tube, blanking and deflection amplifiers, and a six-stage video preamplifier. Resolution is excellent.

A separate control unit and master monitor, and two regulated power supplies (rack-mounted) complete the film-camera chain.

Only initial settings need be made at the camera; all other adjustments are made at the monitor and control units which normally become part of your video console.

Complete specifications and description of the TK-20A Film Camera are now available. Write Dept. 18-J, RCA, Camden, N. J.
Philco Corp. Offers Patents To All Other Manufacturers

PHILCO Corp. in a move that may be regarded as among the important developments in the history of radio manufacturing, announced Sept. 24 that it is offering use of its 700 patents and inventions in the radio receiver, electrical phonograph and television fields to any manufacturer, public and for broadcasters.

Formal announcement of the policy was made by John Ballantyne, corporation president, and it was interpreted as a move which will have far-reaching benefits for other manufacturers, the public and for broadcasters.

It followed less than a month after RCA's somewhat similar initiative to other manufacturers to get into the television field [BROAD-

CASTING, Sept. 1], but the Philco step was not taken because of the RCA move. It has been planned for a year now and it marks a definite break in former Philco policies.

Herefore, Philco never licensed manufacturers to use its patents and inventions, as did RCA. But a year ago, it made a first move in this direction when it signed a cross-licensing agreement with RCA. Since then it licensed General Electric and Westinghouse Electric Corp. to use its developments, but now it has widened its policy to include the entire industry.

Unusual in the Philco offer is the fact that it is willing to bring other manufacturers right up to date in the latest developments, granting not only licenses in patented items, but also in brand-new inventions for which such protective rights are still in process.

Included among the many outstanding developments of Philco research are its advanced FM system; electronic voltage regulator; the Philco large-screen projection TV system with the micro-lens screen, regarded as a major advance in the TV art, and a new method of playing records which is incorporated in the Philco 1201. Under the licensing agreements to be signed with manufacturers, the licensees are required to pay Philco a minimum of $10,000 a year. Payments to Philco generally are according to the following schedule:

For each TV receiver when equipped only for accompanying sound, 1 1/2% of the specified selling price. For FM receivers, 4% of the selling price. For AM receivers, 1% of the selling price.

TRUSCON RADI0 TOWERS
Blanket NEW ENGLAND

There are scores of Truscon Radio Towers in New England, ranging from 100 feet to 600 feet in height. They are both guyed and self-supporting types, either tapered or uniform cross section, and are meeting both AM and FM needs.

There are hundreds of Truscon Radio Towers serving the entire United States, and in many countries overseas. Truscon field experience and manufacturing facilities enable Truscon to meet adequately the individual needs of each broadcasting station. This assures satisfactory, trouble-free operation and ability to meet changing conditions.

Truscon engineering consultation is yours without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Sound Effects

AS THE RECENT Florida hurricane ripped through Fort Pierce with winds of 110 miles per hour, WRA listeners were startled to hear: "Want to cool off—nothing to raise a breeze? For these hot, dog days insure your comfort with an electric fan . . ."

For phonographs only, 1% of the selling price.

For combinations, with TV receivers except when combined with phonographs, 1 1/2% of the selling price.

For TV receivers with phonographs, 1 1/2% of the selling price.

For FM and AM receivers only, and when combined with phonographs, 1 1/2% of the selling price.

For electronic voltage regulators, $100 a year and 3% on each voltage regulator.

Lightweight TV Camera Is Now Developed by GE

DEVELOPMENT of a 56-pound television camera by the Transmitter Division of General Electric Co.'s Electronics Dept. at Syracuse was announced last week by GE officials, who said it is believed to be the lightest video camera ever built for studio use.

It is equipped with a turret of three lenses, is 10 inches wide, 10 inches high and 20 inches long, and although designed primarily for studio work, it may be adapted for greater distances with a telephoto lens. It is mounted on a mobile dolly and may be operated by fingertip control.

GE officials said the camera will produce acceptable pictures at 50 foot-candles and $3.5, and that smaller stop openings may be used for greater depth of focus if 100 to 200 foot-candles are supplied.

New Agreement

INTERIM arrangements have been made between the U. S. and Canada under which mobile radio transmitting equipment licensed by either country may enter the other country. New agreement provides that such equipment be sealed by customs officials to prevent its operation in the country visited. Under the old arrangement U. S. equipment had been removed before entering Canada while Canadians entering this country were warned of illegal operation under U.S. laws. If the seal on equipment is broken under the new terms such equipment is subject to seizure.

Champion Renews

CHAMPION Spark Plug Co., Toledo, Ohio, effective Oct. 5 for 52 weeks, renewed its sponsorship of Champion Roll Call, on ABC Fridays, 9:55-10 p.m., featuring sports commentaries by Harry Wiser. Agency is MacManus, John & Adams, Detroit.
FCC Actions
(Continued from page 62)

Applications Cont.: TV-Relay

The Evening News Ann., Detroit—CP new experimental television station at
station on 690-695 mc., power 0.1 w. emit-
ting and un, hours in accordance with Sec. 4.131(b) and 4.163.

AM-978 kHz

KERO Bakersfield, Calif.—CP change frequency from 1230 to 970 kc, increase
SMP houra from un, D and power from 5 kw to 10 kw, install new trans. and
DA-NN and change trans. location.

AM-1290 kHz

Mendocino Coast Bestg., Co., Fort Bragg, Calif.—CP new standard station 1290 kc
250 w un, AMENDED to change trans. location.

AM-990 kHz

Dawson Bestg., Co., Dawson, Ga.—CP new standard station 990 kc D
AMENDED to change type trans.

AM-1290 kHz

Hillsdale Bestg., Co. Inc., Hillsdale,
Mich.—CP new standard station 620 kc
1 kw D, AMENDED to change power from 1 kw to 500 w.

Modification of CP

WFLB Fayetteville, N. C.—Mod. CP, as mod., with increase in standard
station to change type trans. and to make changes in vertical ant.

AM-1340 kHz

The Mount Vernon Bestg., Co., Mount Vernon, Ohio—CP new standard station
230 kc 500 w un, AMENDED re change in officers.

AM-1380 kHz

Phillip W. Matthews, Carthage, Pa.—CP new standard station 1380 kc
250 w, hours from un, D, change type trans. and make changes in ant.

Modification of CP

WGJ Newport News, Va.—Mod. CP which authorised changes in vertical ant. and to move
FM ant. on AM tower, and AM change in type trans. and change in
completion dates.

WGJB Chicago—Mod. CP, as mod., which authorised changes in FM station to
change trans. site, ERP to 48 kw, ant. height above average terrain to 193 ft., make changes in ant. system and change commencement and
completion dates.

WKIL Kankakee, Ill.—Mod. CP, as mod., which authorised changes in FM station to
change in trans. ant. and system, ERP to 72 kw.

KWN-OFM Winona, Minn.—Mod. CP, as mod. which authorised new FM station to change in
system and completion date.

Reinforcement of Control

KFAB-FM Lincoln, Neb. — Voluntary reinforcement of control of permitting company
with Bland Co. to R. W. Printing Co.

WWFT-FM Wooster, Ohio—Mod. CP as mod., which authorised new FM station for
extension of completion date.

KWFT-FM Wichita Falls, Tex.—Volun-
tary assignment of CP to KWFT-
FM.

WFCU Beckley, W. Va.—Mod. CP as mod., which authorised new FM station for
extension of completion date.

WQFM Milwaukee—CP which authorised new FM station for extension of completion date.

Chicago Times Inc., Chicago—CP new commercial station on Channel 11, 210-216 mc., power of 5 kw,
sur 4 kw and un.

License Renewal

WMMW Meriden, Conn.—License renewal
standard station.

KATL Houston, Texas—Same.

AM-690 kHz

WTTO Savannah, Ga.—CP change frequency from 1290 to 690 kc, change hours from un, to D and increase
power from 5 kw to 10 kw, install new trans. and change type trans. location.

Modification of CP

WGPL Chicago—Mod. CP as mod., which authorised increase in power, install new trans. and DA-NN and
change in trans. location, for approval of DA and to change trans. location.

AM-1340 kHz

Little Dixie Bestg., Co., Hugo, Okla.—CP new standard station 1340 kc
1 kw D.

Modification of CP

WKTQ New Castle, Pa.—CP, as mod., which authorised changes in vertical ant. and to move FM ant. on AM
tower, for extension of completion date.

AM-1380 kHz

Roger Williams Bestg., Co., Paw-
tucket, R. I.—CP new standard station
1380 kc 500 w un.

Modification of CP

KTSA San Antonio, Tex.—Mod. CP which authorised increase in power, install new trans. and DA-NN and change
trans. location, to change in trans. location for extension of completion date.

WLVA Lynchburg, Va.—Mod. CP which authorised increase in power, install new trans. and DA-NN and change
trans. location, for approval of DA and to change trans. location.

WSLS Roanoke, Va.—Mod. CP which authorised increase in power, install new trans. and DA-NN and change
trans. location, for change frequency from 610 to 500 kc, change type trans. for approval of DA and to change
trans. location.

FM-94.7 mc

Northern Illinois Bestg., Co., Wood-
stock, Ill.—CP new FM station (Class A) on Channel 224, 94.7 mc, ERP 999 w.

APPLICATIONS DISMISSED

Central Colorado Bestg., Co.—CP new standard station 1400 kc 500 w 1 kw
AM-1100 kHz

DINNED FOR LACK OF PROSECUTION.

FM-1490 mc

—Unassigned

Huntsville Bestg., Co., Huntsville, Ala.—CP new FM station (Class B) on fre-
quency to be assigned, ERP 1.2 kw, Application dismissed without prejudice on
demand of partner F. L. Mickle.

Relay Deleted

Havens & Martin Inc. area of Rich-
mond, Va.—Deleted high frequency re-
lay station WGBL on Sept. 29.

TENDERED FOR FILING

Modification of CP

WSKB McComb, Miss.—Mod. CP to
change proposed trans. location, using
500 w-1 kw D, 35 kw on 1290 kc.

Coastal Bestg., Co., Inc., Bay Shore,
N. Y.—CP new standard station 1520 kc
250 w D. (Requesting facilitation of
WKBS Oyster Bay, N. Y., pending
change to WMMN at Hempstead, N. Y. )

Modification of CP

KVL North Little Rock, Ark.—Mod.
CP to specify studio location and ap-
proval of trans. location.

AM-1290 kHz

WJXW West Palm Beach, Fl.,—Re-
quest for use of 250 kw for old main
trans. to be used as alternate main
trans. power of 250 w, un, D and
DA-NN, change in trans. location.

AM-1410 kHz

Christian County Bestg., Co., Taylor-
ville, Ill.—CP new standard station 1410 kc
250 w D and change trans. location.

AM-1490 kHz

WPPT Raleigh, N. C. — CP make
changes in DA to support FM radiato,
using 50 kw of DA power.

September 29 Applications . . .

APPROVED FOR FILING

AM-1060 kHz

WPOR Portland, Me.—CP to change frequency from 1450 to 1060 kc, increase
250 w to 5 kw, install new trans. and DA-NN, change in trans. location.

AM-1320 kHz

Hocking Valley Bestg., Corp., Lan-
caster, Ohio—CP new standard station
1220 kc 250 w D, change in trans. and
DA-NN, change in trans. location and
change in trans. location.

AM-1380 kHz

KBMC Kansas City—CP as mod. which
authorised new standard station to
change in trans. location, for extension of completion in DA and for extension of completion date.

AM-1350 kHz

Modification of CP

WARR Los Angeles—Mod. CP which authorised new FM station for extension of completion date.

KMFC-FM—Marysville, Calif. — Mod.
CP as mod. which authorised new FM station for extension of completion date.

KOMB Los Angeles—Voluntary assign-
ment of CP as mod. which authorised
new FM station to move tower and change trans. location, using 10 kw to 50 kw.

Modification of CP

KPNI Palo Alto, Calif.—Mod. CP as mod. which authorised new FM station for extension of completion date.

KAGH Pasadena, Calif. — License to
cover CP as mod. which authorised new
FM station.

Modification of CP

KBMT San Bernardino, Calif.—Mod. CP as mod. which authorised new FM station for extension of completion date.

WHFM-FM Jacksonville, Fl.—Mod. CP as mod. which authorised new FM station for extension of completion date.

WSCE Los Angeles—License to cover CP as mod. which authorised new FM station.

Modification of CP

WSRK Sheboygan, Ind. — Mod. CP which authorised new FM station for extension of completion date.

WHIL-FM Terre Haute, Ind.—Same.

WGUY-FM Bangor, Me.—Same.

WGAN-FM Portland, Me.—Same.
DISTINGUISHED achievement certificate is presented to William K. Jenkins (r) president of two Georgia stations, WRDW Augusta and WSAC Columbus, and immediate past chairman of the Georgia chapter, National Foundation for Infantile Paralysis, by two members of the chapter's present staff of officers. Making presentation are Robert F. Maddox (r) and Baxter N. Maddox, both executives of Atlanta's First National Bank.

WAGM-FM—Newport, Va. — Same.

WBC-AM—Jackson, Tenn. — Same to 4-1-48.

WBCW-AM—Winston-Salem, N. C. — Same to 4-21-48.


WJBD-AM—Mobile, Ala. — Same to 11-17-48.

 Herbert L. Spencer, area, Laurel, Md. — Granted mod. CP WXMCL for extension of completion date to 12-4-47.

 Carl E. Raymond, area, Tacoma, Wash. — Granted license for new station 830 kc 1 kw D.

 WADE Wadesboro, N. C. — Granted mod. CP for new remote pickup station KSMA.

 WIXY Evansville, Ind. — Granted license for new station 1210 kc 1 kw D.

 WKEA Kenton, Ohio — Granted license for new station 1210 kc 1 kw D. for extension of completion date.

 WRKU near Canton City, Col. — Granted license for new station 1210 kc 1 kw D.

 WNSI Lake Charles, La. — Granted license for new station 1210 kc 1 kw D.

 WASK Lafayette, La. — Same to 12-15-47.

 WAZZ-AM—Mobile, Ala. — Same to 4-14-48.

 WXYZ-AM—Salisbury, N. C. — Same to 4-25-48.

 WSTF-AM—Salisbury, N. C. — Same to 11-17-48.

 September 30 Decisions...

 BY COMMISSION EN BANC

 WDCK-AM—Chicago — Granted extension of present license to Dec. 1, pending study of information received under Sec. 308 (c).

 BY THE SECRETARY

 WTVN New York — Granted license for new non-commercial educational station: Channel 211, 90.1 mc, ERP 3.5 kw.

 WBNB Belmont, Wis. — Granted license for new station: Channel 267, 197.3 mc, ERP 87 kw.

 WQOJ Farmville, Va. — Granted license for new station: Channel 870 kc 1 kw D.

 WKU Wabash, Ind. — Granted license for new station: Channel 1500 kc 500 w.

 KXCO Bay City, Mich. — Granted license for new station: Channel 1250 kc 1 kw DA-N.

 KJIC Lincoln, Neb. — Granted license for new station and studio location.

 KWIK Burbank, Calif. — Granted mod. CP for renewal of ant. and trans. location.

 KDUC Stuttgart, Ark. — Granted mod. CP for renewal of ant. and trans. location.

 WFLD Fayetteville, N. C. — Granted mod. CP for change in type of trans. and station location.

 WOAP-AM Owosso, Mich. — Granted mod. CP for change in type of trans. and station location.

 WASK Lafayette, Ind. — Granted mod. CP for extension of completion date to 1-5-48.


 WCFL Chicago — Same to 4-24-48.

 WAIR-FM—Winston-Salem, N. C. — Same to 4-21-48.

 WJAM Lafayette, Ind. — Same to 12-15-47.


 WJES-FM Jackson, Tenn. — Same to 4-14-48.

 WSTP-AM—Salisbury, N. C. — Same to 4-25-48.

 WREG-AM—Mobile, Ala. — Same to 11-17-48.

 Herbert L. Spencer, area, Laurel, Md. — Granted mod. CP 2XKLL for extension of completion date to 12-4-47.

 Carl E. Raymond, area, Tacoma, Wash. — Granted license for new station 830 kc 1 kw D.

 WADE Wadesboro, N. C. — Granted mod. CP for new remote pickup station KSMA.

 WIXY Evansville, Ind. — Granted license for new station 1210 kc 1 kw D.

 KXCO Bay City, Mich. — Granted license for new station: Channel 1250 kc 1 kw D. and change in type of trans. and station location.

 KJIC Lincoln, Neb. — Granted license for new station: Channel 1250 kc 1 kw DA-N. and change in type of trans. and station location.

 KWIK Burbank, Calif. — Granted mod. CP for renewal of ant. and trans. location.

 KDUC Stuttgart, Ark. — Granted mod. CP for renewal of ant. and trans. location.

 WFLD Fayetteville, N. C. — Granted mod. CP for change in type of trans. and station location.

 WOAP-AM Owosso, Mich. — Granted mod. CP for change in type of trans. and station location.

 WASK Lafayette, Ind. — Granted mod. CP for extension of completion date to 1-5-48.
FCC Actions
(Continued from page 71)

Decisions Cont.: WRLY Rochester, N. Y.—Grant license to change frequency from 1460 to 1500 kc. KGGM Albuquerque, N. M.—Grant license for change in frequency, increase power, install new trans., and DA-N and change trans. location. WSCIC Stateville, N. C.—Grant license for change in frequency, increase power, install new trans., and DA-N and change trans. location. KTOP Topka, Kan.—Grant license for new station 1460 kc, 250 w unil. and for change in studio location. KJUV Huron, S. D.—Grant license for new station 1460 kc, 250 w unil. and for change in studio location. WLOX Biloxi, Miss.—Grant license for new station 1460 kc, 250 w unil. and change in studio location, change and studio location, change and studio location location.

WESA Charleston, S. C.—Grant modified CP for approval of ant., trans. and studio locations. WKSI Montpelier, Vt.—Grant modified CP to change type trans., for approval of ant., trans. and studio locations. KMIN Rochester, N. Y.—Authorized extension of completion date to 4-30-48. WKXK-FM Dallas, Tex.—Same to 12-20-47. WHK-FM Sunbury, Pa.—Same to 11-25-47. WMFR New Bedford, Mass.—Same to 12-4-48. WLP FM Suffolk, Va.—Same to 12-20-47. WHBJ Mt. Vernon, N. Y.—Same to 12-6-47. WMW-FM Canton, Ohio—Same to 11-4-48. WKS-FM New Castle, Pa.—Same to 12-9-47. WPFP-FM Herrin, Ill.—Same to 12-28-47. WGP-FM Bethelhem, Pa.—Same to 12-3-48.

September 30 Applications

ACCEPTED FOR FILING

AM-710 kc WRLY Mobile, Ala.—CP to change power and hours from 1 kw, D to 250 w, N, 1 kw, D unil., install DA-N and AMENDO to change frequency from 1460 to 1500 kc.

AM-950 kc Southland Bestco, Pocoma, Calif.—CP new standard station 860 kc 1 kw D.

AM-1210 kc Kenneth Aitken, Taffs, Calif.—CP new standard station 1210 kc 1 kw D.

Modification of CP KURA Yuba City, Calif.—Mod. CP which authorized new standard station to change type trans., install DA-N and change trans. location, AMENDO to change DA and change trans. location.

AM-990 kc Landon Bros Co., Denver, Colo.—CP new standard station 990 kc 1 kw D.

Modification of CP KTFI Twin Falls, Idaho—CP, mod., which authorized increase power, install new trans. and change in studio location, AMENDO to change DA-N and change trans. location.

AM-1490 kc Alexandra Radio Corp., Alexandria, Minn.—CP new standard station 1490 kc 1 kw D and AMENDO to change frequency from 1370 to 1470 kc, power from 250 w to 500 w, change type trans. and changes in ant. ground system.

AM-1550 kc El Reno Bestco, El Reno, Okla.—CP new standard station 1500 kc 1 kw D.

AM-1230 kc Coast Bestsrs. Inc., Tillamook, Ore.—CP new standard station 1750 kc 1 kw unil. DA-AMENDO to change frequency from 1750 to 1890 kc, power from 250 w to 250 w at 1 kw D in new DA-DN and change trans. and studio location.

Modification of CP WPSR Mayaguez, P. R.—Mod. CP which authorized increase power, change trans. equipment, install DA-N and change in trans. location, for extension of completion date.

AM-1210 kc Pandola Bestco, Co., Cartage, Tex.—CP new standard station 1210 kc 250 w D.

AM-1570 kc Houston County Bestco, Crockett, Tex.—CP new standard station 1570 kc 250 w D.

AM-1450 kc Lamplas Bestco, Co., Lampasas, Tex.—CP new standard station 1450 kc 250 w unil.

AM-1290 kc Mid-Country Bestco, Co., Fort Neches, Tex.—CP new standard station 1290 kc 250 w D.

AM-530 kc Wyoming Bestco, Co., Pineville, W. Va.—CP new standard station 750 kc 1 kw D, AMENDO to change frequency from 750 to 970 kc.

AM-550 kc The Shoshone County Leader Pub. Co., Shoshone, Wyo.—CP new standard station 550 kc 150 w N-W 250 w D unil., AMENDO to change power from 150 w N-W 250 W-D to 250 w-D and change hours from unil. to D.

AM-1570 kc West Allis Bestco, Co., West Allis, Wis.—CP new standard station 1570 kc 1 kw D, AMENDO to change frequency from 1570 to 1750 kc, power from 1 kw to 250 w and type trans.

Modification of CP KFPW-FM Fort Smith, Ark.—Mod. CP which authorized new CP to change frequency to Channel 228, 85.7 mc, ERP 10 kw, install DA-DN and change commencement and completion dates.

FM-92.1 mc Crescent Bay Bestco, Co., Santa Monica, Calif.—CP new FM station (Class A) on Channel 221, 92, 100 kw ERP 100 w.

FM-197.5 mc Radio St. Louis, St. Louis—CP new FM station on Channel 228, 97.5 mc, ERP 6 kw.

License for CP WFS-FM White Plains, N. Y.—License to cover CP, as mod., which authorized power change from 298 to 107.5 mc, ERP 3 kw.

Modification of CP WREY Reidsville, N. C.—Mod. CP which authorized new FM station to change type station to Class B, frequency to Channel 271, 102.1 mc, specify type trans., trans. site, ERP as 1.8 kw.

FM-105.9 mc Northern Virginia Bestco, Inc., Arlington, Va.—CP new standard station on Channel 2, 170 mc, ERP 1.3 kw.

TENDERED FOR FILING

AM-1410 kc The Orange Belt Station, Arlington, Va.—CP new standard station 1410 kc 250 w D.

Assignment of License KENO Bakersfield, Calif.—Consent to assignment of license to Kern County Bestrs.

SSA-1190 kc KYOR San Diego, Calif.—Request for SSA (A operational present of station D only) with 100 kw on 1190; period not to exceed 1 year.

Assignment of License KSDJ San Diego, Calif.—Consent to assignment of license to McKinnon Publications Inc.

AM-1410 kc WMWM Medford, Conn.—CP to change hours from D to unil., install DA-N and change trans. location.
NAB Convention
(Continued from page 20)
settled, however. The shift from an
autumn to a spring convention
hardly cuts the tine for arrang-
ing. While the board ordered
a spring meeting in 1948, Article III
of the new By-Laws merely re-
quires that the secretary-treasurer
hold a convention for the week of
Dec. 16-23 if a meeting has not
been held by Dec. 1.
Favored time for the 1948 meet-
ing is the first or second week of
February. Scheduling attendance
and commercial structure (see edi-
torial, page 50). It is based on sta-
tion logs. A second study has been
started based on logs of last Febru-
ary. In the works is a large proj-
ect, a continuing study of radio of-
ferings correlated with public reac-
tion. A study of the non-listener is
now under way, with preliminary
reports in preparation. Up-to-date
market data are planned, with more
facts to be supplied for manage-
ment.
Full time status has been given
the FM Dept., with Arthur C.
Stringer recently named director.
The expansion conforms to NAB's
policy of serving all industry seg-
ments under one roof. The first
lined are television and facsimile depart-
ments offering similar aids to those
broadcast branches. The FM Dept.
has started a campaign of program
improvement and strengthening of
FM from a business standpoint.
Management studies of individual
stations, of which three have been
made, will be continued. A formula
for economical measurement of FM
set ownership is being sought. FM
duplication of network programs
and more extensive daily schedules
are fostered.
NAB's Public Relations Dept.
has expanded with appointment
of Robert K. Richards as director.
Latest project was comprehensive
service of newspapers and the trade
press at the Atlantic City con-
vention. The department is
working on a series of projects, in-
cluding a speakers' bureau, cam-
paign to promote freedom of ex-
pression, encouragement of public
relations on the community level
and participation in National Radio
Week. On the drafting board is a
proposal to add a station relations
executive to call on members and
non-members alike in every state.
Interests of American broadcast-
ers have been protected at the
Atlantic City communications con-
ferences by Royal V. Howard, named
director of the Engineering Dept.
last spring. As a technical adviser
and observer he has taken active
part in the meetings. Besides cus-
tomary engineering activities, the
department revied the recording
and reproducing standards project,
held up by the war. New technical
reports are projected for stations.
Activity in the international field
has developed swiftly in the last
year, leading to suggestion that an
International Dept. be formed to
handle such subjects as treaty mak-
ing; international associations,
offering a few in which there are
several; observation of worldwide communications
developments, and participation in
national organizations active in in-
ternational projects.

GUY LOMBARDO, pen in hand,
completes arrangements to do 156
transcribed programs over three-
year period for Frederic W. Ziv
Co. for a reported $468,000, plus
a percentage of total sales to local
and regional sponsors. With the
noted band leader is John L. Sinn,
executive vice president of Ziv.

Board
(Continued from page 20)

Boston TV Grant
GRANT to Yankee Network for
new television station at Boston
was issued by FCC last Thursday.
The permit authorizes use of Chan-
nel 7 (174-180 mc) with 327 kw
visual and 350 kw audio output and
antenna height 506 feet. The net-
work, which is licensed of AM sta-
tion WNAC Boston, estimated
construction costs at approximate-
ly $200,000. It plans to operate the
station 28 hours weekly.

Excess Insurance Coverage
Libel and Slander
We pioneered this field and now
serve Newspapers and Broad-
casters nationwide. Write us for
details and quotations—or have your Broker do so.

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Exact Measurements of any time
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Washington 6, D. C.
District 2292

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
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Portland 11, Oregon
C. H. Fisher, Agent Phone 7700

WINFIELD SCOTT MCCAHREN
and Associates
Consulting Radio Engineers
TELEVISION SPECIALISTS
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Dresel Hill, Pa.
District 9223
Sonora 3327W

WILLIAM E. RICHARDSON
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Portland 1, Oregon

Preliminary surveys, management and
operational consultant work with AM
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RADIO CONSULTANTS, Inc.
Leonard L. Asch, Director
1010 Vermont Ave., Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultants
1833 M STREET N W
EXECUTIVE 1230 WASHINGTON 6, D. C.

DAVID DARRIN
and Associates
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Washington, D. C.
Franklin 0022

Custom-Built Equipment
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CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
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ALL MAKES--SPECIALISTS 9A & BB
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
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CONSULTING RADIO ENGINEER
121 FIGHTING ST., S.E. PHONE 845 W
JAMESTOWN, NORTH DAKOTA

Radio Towers Erected
Painted and Serviced
Ground Systems and
Transmission Lines
CLAY PLYMATE COMPANY, INC.
1411 Amoco Tower Phone 7-7822
Oklahoma City, Oklahoma

Radio Tenders Erected
Painted and Serviced
Ground Systems and
Transmission Lines
CLAY PLYMATE COMPANY, INC.
1411 Amoco Tower Phone 7-7822
Oklahoma City, Oklahoma

October 6, 1947 • Page 73
**FCC Actions (Continued from page 27)**

**Applications Cont.:**

**Transfer of Control**

WGL, Galesburg, Ill. — Consent to transfer of stock owned by Winifred Smith to S. W. Nirdlinger, in licensee corporation of Osage Printing Co.

AM—1350 kHz

Nabaska Best Co., Ososkaloa, Iowa — CP new standard station 1350 kHz 500 w D.

**Modification of CP**

WWEZ, New Orleans, La. — CP increase power from 1 kw to 5 kw, install DA—DN and change hours to 2 uni., install new trans. and change trans. location.

Assignment of License

KOLE, Fort Arthur, Tex. — Consent to assignment of license to Mary A. Peters andInton V. Martin, partnership d/b/a Port Arthur Best Co.

**Modification of CN**

KVI, Tacoma, Wash. — Mod. license to change main studios from Tacoma, Wash. to Camlin Hotel, Seattle, Wash.

October 1 Applications ...

**APPLICATIONS DENIED**

AM—1340 kHz

WGAA, Cedartown, Ga. — CP install new vertical and mount FM and AM tower. Request change trans. location.

AM—1600 kHz

University City Best Co., Urbana, Ill. — CP new standard station 1600 kHz 250 w D.

AM—1520 kHz

Coastal Best Co., Inc., Bay Shore, N.Y. — CP new standard station 1520 kHz 250 w D. Contingent upon WGBS being granted change of facilities.

**Modification of CP**

WKBX, Coral Gables, Fla. — CP which authorized new standard station to change hours from 2 uni., change kW from 500 w to N 1 kw D and install DA—DN.

WGVU, Charlotte, N.C. — CP new standard station approved for location.

AM—880 kHz

WPFT, Raleigh, N.C. — CP make changes in DA and mount a 44 m. trans. on top of AM tower.

**Modification of CP**

WFRG, Greenville, S.C. — CP as mod. which authorized new standard station for extension of completion date.

WEBC, Southern Pines, N.C. — CP which authorized new standard station to change type trans., for approval, and trans. location and to change studio location.

**Modification of CP**

WEBC, Delaware, Del. — CP as mod. which authorized new standard station for extension of completion and date.

AM—830 kHz

WEEU, Reading, Pa. — CP to install new trans.

**Modification of CP**

WITA, San Juan, P.R. — CP which authorized new standard station to change vertical and change trans. location.

AM—850 kHz

Harberton Best Co., Harlingen, Tex., CP change frequency from 1240 to 850 kHz, increase 250 w to 5 kw, install new trans. and DA—DN and change trans. location.

**Modification of CP**

KTEM, Temple, Tex. — CP as mod. which authorized installation of new trans., new vertical and FM antenna on top, translocation, and extension of completion date.

**Assignment of CP**

WMNA, Manchester, N.H. — Voluntary assignment of CP which authorized new FM station to N.H. Best Co. Inc.

**Modification of CP**

WBT-FM, Charlotte, N.C. — CP as mod. which authorized new FM trans. and revert to original hours of completion date.

TV—12—88 kHz

Balboa Radio Corp., San Diego, Calif. — New commercial station authorization on Channel 6, 882—88 MHz, power 5 kw. 2.3 kw and uni.

**Remote Pickup**

National Best Co., Inc., Cleveland — CP new remote pickup station on 1551 kHz, 45 w and hours in accordance with sect. 4.403, emission special FM.

**AMENDED to change frequency from 1531 to 152.93 mc.**

**License for CP**

National Best Co., Inc., Cleveland — License to cover CP which authorized new remote pickup station to make changes frequency from 1531 to 152.93 mc.

**TENDERED FOR FILING**

AM—1150 kHz

Middlesex Best Co., Middletown, Conn. — CP new standard station 1150 kHz 500 w D.

**Modification of CP**

WISL, Shakopee, Minn. — CP to make changes in DA—DN.

**SA—1130 kHz**

WCAC, Potomac, Md. — Request for CP to operate from 3 a.m. (EST) to local sunrise with 250 w for period ending Nov. 1, 1947, through Feb. 28, 1948.

October 2 Decisions ...

**BY COMMISSION EN BANC**

An authorized con. grants for five Class B FM stations. Also issued CP for four Class A and five Class B stations; CPs for one Class A and one Class II station in lieu of previous con. See story this issue.

**Assignment of Permit**

KBBS, Kansas City, Kan. — Granted request to assign of FM permit from Harry Butts to river Hollow Broadcasting Co. which authorized doing business as Sunflower Best Co. System to river Hollow System Inc., no money.

**TV—17—180 mc**

Yankee Network Inc., Boston — Granted application in exercise of Channel 7, 174—180 mc, vis. power 32 7 kw, aur. 22.5 kw; ant. 356 ft.

**Application of Permit**

KWB2, Corpus Christi, Tex. — Granted request to assign of permit from WICK to Austin Broadcasting Co., (entirely owner of 50% of stock) for consideration of $1,250,000.

**KGL, San Fernando, Calif.**

Granted request to involuntary transfer of con. of Mr. and Mrs. C. P. M. Allen.

**KMDAL, Duluth, Minn.**

Granted consent to transfer control by gift of stock from father to son.

**SSA Denied**

KCLE, Clearwater, Fla. — Denied request for SSA to transfer to regular sign off from 9 to 12 p.m. and 2 to 5 p.m., on Saturdays, and the hours of operation would cause severe interference with the service of station KXSQ of St. Louis.

**KELP, Eau Claire, Wis.**

Denied request for SSA to transfer to operate after sunset with 500 w on certain nights up to and including 12—14—48, since it appears that proposed operation would cause severe interference with the service of station WVMA and WKRT at the same time.

**KBRI, Alice, Texas**

Denied request for SSA to operate on specified nights from 7:30 p.m. until 11:30 p.m. in order to provide that proposed operation would cause severe interference with the service of station WWFI in the same community.

**APPLICATIONS DISMISSED**

Remote Pickup

Sunbury Best Co., Sunbury, Pa. — CP new remote pickup station on 1530 kHz 50 w, emission special for FM at

**APPLICATION RETURNED**

AM—1250 kHz

Public Service Best Co., Seattle Wash. — CP new standard station 1250 kHz 5 kw, change time with KWTU. Co. in Seattle upon KWWB being granted change of frequency. RETURNED Sept 30.

**APPLICATION RETURNED**

Remote Pickup

Sunbury Best Co., Sunbury, Pa. — CP new remote pickup station on 1530 kHz, 50 w, emission special for FM at

**CONSTANT RETURNS**

**Herald a change!**

**Now 1000 watts**

**Soon 5000 watts**

Halifax, Nova Scotia

Ask

JOS. WEE & CO.

350 Madison Ave., New York

**Broadcasting** Telecasting
Baylor Acquisition of KWBU Granted; FCC Also Approves Four Other Deals

Fidelity Union and Crazy Water. Farr C. Collins Jr., vice president, is director of Crazy Water, and L. L. Waller, treasurer, also is treasurer of Fidelity Union.

WRWF Eau Claire, Wis., was granted transfer of control through sale by John I. Kaiser of a 30% interest at cost, $1,668.75, to Keith Werner. Mr. Kaiser withdraws to devote time to other interests. Mr. Werner, secretary-treasurer, who already held 26% interest, sells one-fifth of that holding to Thomas K. Werner, president, for $1.00 and "other good and valuable consideration." The new ownership: T. K. Werner, 10%; William J. Kutsch, vice president, 16%; Keith Werner, 50%; William E. Keefe, 16%, and James A. Riley, 8%. Station is assigned 1 kW day on 1260 kc.

KGIL San Fernando, Calif., was granted involuntary transfer of control from C. P. M. Allen, deceased, to Helen Ruth Allen, his widow, and an estate of Thomas K. Werner, president, and chief beneficiary of his estate. Mr. Allen was secretary-treasurer and 56.4% owner of KGIL. No money is involved. KGIL is assigned 1 kHz on 1260 kc.

Other Transactions Commission also approved transfer of control of Red River Broadcasting Co., Inc., licensee of KDAL Duluth, Minn., from Charles LeMasurier to his son, Dalton LeMasurier through the gift of 100 shares (40%). Dalton LeMasurier, licensee of KILO Grand Forks, N. D., also holds one-half interest in KDAL and is general manager. Charles LeMasurier has retired. KDAL facilities are 1 kW on 610 kc.

Incorporation of FM station KSBS Kansas City, Kan., was also granted. Former owners Harry Butler and Harry Scherzer are president and vice president respectively of the new firm. Each holds 49.7% interest. Other officers: Gladys Butler, secretary, and Marie Scherzer, treasurer. KSBS is assigned Channel 290, 105.9 mc, 43 kw effective radiated power.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,404 licensed, 468 construction permits, 706 applications pending (of which 371 are in hearing); FM—59 licensed, 897 conditional grants, 686 CPs (part of CPs come from conditional grants, others from hearing proceedings); 135 applications pending (83 in hearing); non-commercial educational FM—six licensed, 36 CPs, six applications pending.
Late Subscribers Swell BMB to 455

MBS Only Major Network That Has Not Yet Applied

LAST WEEK IN September brought 154 subscriptions to BMB from stations rushing in their contracts for the continuing service under the 15 point plan to get in on the 10% discount on their first year’s fees. BMB discount goes to all subscribers getting their orders in before Oct. 1. Total station subscriptions received by that date were 455.

BMB also received subscriptions from three of the four nationwide networks—ABC, CBS and NBC—but acceptance of these is being withheld pending receipt of one from Mutual by agreement of the three networks and BMB in an effort to win the united support of all four. BMB President Hugh Fells stated. This action is in line with a basic BMB principle of uniform station and network coverage determined by the entire industry and applicable to all stations and networks, he said. It is understood that ABC and NBC have expressed willingness to make their subscriptions binding if CBS comes in, but that all would prefer to have it a four-network deal. In any event, when their contracts are finally made firm the three networks submitting them before Oct. 1 will be entitled to the 10% discount.

The network contracts cover their owned and operated stations as well as the networks themselves, BMB reported. In the regional network field, the Arrowhead Network has joined the New England regional as a BMB subscriber.

Paul West, president of the Assn. of National Advertisers and vice chairman of BMB, when told of the situation, commented: "BMB as an organization has almost limitless opportunities to serve broadcasters as well as advertisers and agencies. Its strength lies in its subscribers. Subscribing to BMB does not limit in any way a station’s or network’s individual research activities. In fact, BMB data can supplement an individual station’s research findings and vice versa, making each more valuable. It will be to each station’s and network’s own individual benefit to subscribe to BMB.”

Fredric Gamble, president of the American Assn. of Advertising agencies and also a vice chairman of BMB, said: "The AAAA welcomes this evidence of continuing interest and support by media carriers. BMB as a sound tripartite effort in developing uniform standards and network research measurement. Because the more broadcasters who support the greater BMB’s value to the industry, we sincerely hope all stations and networks will want to subscribe.”

Justin Miller, NAB president, was on his way to the West and could not be reached for comment, but BMB pointed out that the influx of subscriptions is in line with the resolution of the NAB board on Sept. 15 that NAB urge all its members to subscribe immediately to BMB.

Mutual’s holdout is no effort to break BMB but this network is waiting for a resolution of the controversy regarding the tripartite activity covering regional network activities. Agreement is believed to be essential to the smooth functioning of the regional network. Agreement on that basic matter as too high and that its methods can be improved, perhaps by adopting the method developed by Mutual in all or part.

New BMB subscribers not previously announced are:

Mr. Gamble

Radio Touches Off Campaign for Food

Truman, Marshall and Luckman Speak on Four Networks

EMERGENCY campaign to conserve American food supplies to permit greater aid to Europe during the winter was formally opened last night with a kick-off broadcast at 10:30 p.m. on all four major networks. President Truman, Mr. Marshall and Mr. Luckman, vice-presidents and chairman of the special Citizens Food Committee, were scheduled to appear on the broadcast.

First session of the full committee was held Wednesday. A. E. Willard Jr., NAB executive vice-president, represented the broadcasting industry, appearing for President Justin Miller who is on the West Coast. President Truman and Mr. Luckman and Cabinet members outlined the problem.

With time a critical factor, Mr. Luckman already had started screening media campaigns subject to the four networks and other networks and stations being added to the campaign. Special media committees are to be named to handle the blitz of the whirlwind campaign to bring public support to the effort, which is entirely voluntary.

Members of the broadcast committee had not been named Thursday but action was expected. The broadcast phase of the drive, however the Haydn program increases facilities of all networks and stations into action. Media activities probably will come under the over-all guidance of the Advertising Council, with the separate media committees planning the details.

At a news conference Wednesday, Mr. Luckman reviewed the need for quick action and outlined the general conservation program.

Mr. Luckman

45-Day FM

JUST 45 days after filing application at FCC, WKBR-FM Manchester, N. H., on Oct. 1 received special temporary authority to commence operation on Channel 261, 100.1 mc, with 250 w. Conditional grant was received in late September. Gov. Charles Dale and Sen. Styles Bridges of New Hampshire were to participate in FM dedication ceremonies. The FM outlet’s sister station, WKBR Manchester, began broadcasting a year ago. Granite State Broadcasting Co. is owner.

MAN WANTED!

Duluth, Minn.—An experienced radio man is needed to help Otto Mattick make his 3-state survey of KDAL’s new 5000 watt coverage. The lucky man will be allowed to use Otto’s slush-pumpertuner with the special skor motion.

Otto says, “Those guys at KDAL must be nuts to think this is a one man job. Have they forgotten they have 5000 watts at that blessed 610 frequency?”

Don’t wait for over-worked Otto contact Avery-Knodel and find out that only the snow in winter out-covers KDAL in the north country.

Page 76 • October 6, 1947
Union Picks WARL For Taft Act Test

Regional Board Dismisses IBEW Plea; Now Up to NLRB

FIRST TEST CASE on anti-Communist provisions of the Taft-Hartley Act developed after AFL International Brotherhood of Electrical Workers petitioned for an election at WARL Arlington, Va. Since the top officers of this union have not signed affidavits that they are not Communists, the regional office of the NLRB followed General Counsel Robert N. Denham's ruling that the union could not use the services of the board and dismissed the union's plea.

Union officers then appealed the case to the board as a whole. Meanwhile, WARL officials maintain the position of "innocent bystanders" while union and NLRB officials decide the outcome. Frank U. Fletcher, station secretary, said the employees had made no demands on the station, except to ask for an election to determine the bargaining agent.

Labor and management officials throughout the nation are awaiting the decision with marked interest as a guide to future actions. There are signs the the Board will not rule until AFL and CIO conventions opening this week have taken a stand on signing the affidavits.

NBC Raises Shelby

APPOINTMENT of Robert F. Shelby, former technical development director, NBC Engineering Dept., as director of NBC's video engineering operations, was announced Sept. 26 by Frank E. Mullen, executive vice president. Mr. Shelby will report to Noran E. Kersta, NBC television operations director, and co-ordinate plans for video expansion with O. B. Hansen, vice president and chief engineer. George M. Nixon, formerly assistant director, succeeds Mr. Shelby.

Plan to Create Three Grades Of Operators Due for Review

AN FCC COMMITTEE's report on the proposed creation of three grades of broadcast operators licenses [BROADCASTING, Aug. 4] probably will be ready for filing with the Commission late this month or early in November, authorities reported last week after the committee spent two days in closed session hearing "outside" reaction to the plan.

NAB went on record as approving the plan "in principle" but suggested several changes, while representatives of three unions which would be affected reportedly challenged the plan for fear that too great a relaxation of present operator standards might be involved. FCC Chief Engineer George Sterling, who presided, asked both the unions and the NAB to submit additional information within the next two weeks.

NAB Engineering Director Royal V. Howard recommended that a "grandfather clause" be added to the proposed change, to provide for automatic renewals of all present radiotelephone licenses in one of the three new categories.

This suggestion contemplatesthat holders of first-class tickets who have five or more years of broadcast experience would automatically receive renewals at the top level of the proposed new structure, as Broadcast Engineer Operators. First-class operators lacking these requirements would be licensed as Broadcast Technician Operators, while holders of second-class operator licenses would be licensed as Broadcast Radio Operators.

NAB also proposed that lifetime licenses be given to holders of first-class tickets with 10 or more years' experience, and that it be made clear that so long as a station employs a qualified operator it need not designate him chief engineer, technical supervisor, etc.

The unions represented were American Communications Assn., International Brotherhood of Elec-

YOUR DOLLAR BUYS MORE THAN BEFORE IN THE BEST BALANCED MARKET IN THE U. S.

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Source</th>
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<tbody>
<tr>
<td>21,019 RETAIL STORES</td>
<td>$882,318,223</td>
<td>1945 CENSUS</td>
</tr>
<tr>
<td>1,791 MANUFACTURING FIRMS</td>
<td>$1,417,244,944</td>
<td>1945 CENSUS</td>
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<tr>
<td>50,540 FARMS</td>
<td>$9,364,410</td>
<td>1945 CENSUS</td>
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WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES IN ENGLISH JEWISH ITALIAN
3 RESPONSIVE AUDIENCES IN MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHV WHO Among Advertisers on WEVD
WEVD 117-19 W. 46 St.
HARRY GREENFIELD, Mgr. Director N.Y. 19

BSOFCASTING • Tlecasting

WSYR - FM QUITS FM DUE TO POLICY QUARREL
WSYR-FM Syracuse has resigned from FM Assn. on the ground that the new Board of Directors will not correct policies to which the station objects, Lansing B. Lindquist, Jr., member and vice president, FMA President Everett Dillard.

The station points out that it joined FMA originally "with the thought that it would become a national promotion device for FM. Instead, it has become a trade organization per se, and we do not concur with many of the methods used by the Board of the group. We believe it could serve a useful purpose promotion-wise, but that it has not done so; and we do not expect it to do so in spite of Mr. Dillard's leadership."

CANTON, OHIO
The Best Balanced Market in the United States

Reprinted by Rambeau
K-F Renews

KAISER-FRAZER Co. through Swany, Drake & Bement Inc., Chicago, is renewing current $500,000 spot campaign on over 200 stations in all dealer-distributor franchises have been contracted. Agency indicated that Kaiser-Frazer will use every 50 kw station in the country where time is available. Campaign will run for 26 weeks, using average of three ET spots daily on all stations. Few station changes have been made from original schedule [Broadcasting, Aug. 26].

WBAL Case Continued; FCC Issues a Speed-Up Warning

A MONTH's continuance of the long-pending hearing on WBAL Baltimore renewal bid and the application of Drew Pearson & Robert S. Allen for the station's clear-channel facilities was allowed by FCC last week, but with a warning that further delays will not be countenanced.

The hearing, to have started today (Monday), was postponed to Nov. 6 to permit WBAL, which had asked for a 60-day delay on grounds that it had been unable to complete preparation of its case. FCC Comr. Rosel H. Hyde, who heard the postponement plea Tuesday as presiding officer designated for the hearing, insisted that "long delays" serve neither public interest nor the applicants, and cautioned both sides that if they failed to keep up to the new hearing date unprepared, then the "responsibility will just have to rest with them." William J. Dempsey of the Washington law firm of Dempsey & Koplovitz, defending the Hearst station's request for more time, pointed out that "responsible personnel" of WBAL had been "grounded" for several months with moving the station into new quarters and with getting its television affiliate ready for operation, with the result that they had not had sufficient time to devote to the renewal case.

Cites Time Length

To Comr. Hyde's observation that a lengthy delay would not serve the public interest, Mr. Dempsey replied that for eight months the case was seemingly of "so little" public interest that "the Commission didn't even put out issues on it." He pointed out that WBAL's renewal application was designated in February 1948 as a hearing case but that the issues, on which the hearing would turn were not announced by FCC until the following November. The hearing date, he noted, was postponed "several times" on the Commission's own motion.

WBAL's plea for continuance was filed immediately after the Court of Appeals for the District of Columbia denied, on Sept. 25, the station's petition for a stay order enjoining FCC from proceeding with the hearing. This petition was coupled with an appeal, still pending, from the U.S. District Court for D.C.'s dismissal of the WBAL suit seeking to force FCC to "correct" its Blue Book's references to the Baltimore station before going ahead with the renewal proceedings [Broadcasting, July 7].

Both Comr. Hyde and FCC General Counsel Benedict P. Cottone noted that WBAL had known since July that the hearing was scheduled for Oct. 6, and questioned the late date of the plea for continuance. Mr. Dempsey contended that the pendency of the petition for a stay order, coupled with the fact that a similar order had at one time been issued by District Court, made it appear inadvisable to apply for postponement while the request for stay order remained unanswered.

Marcus Cohn of the firm of Cohn & Marks, representing Messrs. Pearson & Allen's Public Service Radio Corp., said his clients preferred to go ahead with the hearing but that they wanted WBAL to have "every opportunity" for preparation so there could be no claim of insufficient time. He suggested, however, that the continuance be cut from the requested 60 days to 30.

Mr. Dempsey said that, barring some development "which I can't envision happening," WBAL could be ready in 60 days but that he felt its preparation would be "seriously prejudiced" by postponement substantially less than that. He indicated, however, that WBAL would "do our best" to meet the new deadline.

Says WBAL Had to Move

Comr. Hyde said he felt the lack of preparation was "largely due to the way applicant has chosen to conduct his business." His reference was to the station's continued attention to moving into new quarters and its television installation when it was known that the hearing was coming up. Mr. Dempsey reiterated that WBAL had no choice but to move into new quarters and that it considered the offering of television service to be an important contribution to public interest. Comr. Hyde conceded that "problems" were involved, but insisted that he felt the hearing should not be delayed "a day longer than necessary."

WBAL is one of the stations cited in FCC's Blue Book for purportedly high percentages of commercial time. The station claims the references are "false, distorted and misleading" and that they prejudice its chances of a fair hearing unless first corrected. WBAL also contends that Messrs. Pearson & Allen's application for the station's 50-kw, 1960-ke facili- ties was prompted by the Blue Book references and that without them the station would have been granted renewal without hearing.

WFIL ESTABLISHES N. Y. SALES OFFICE

WFIL Philadelphia has established a New York City sales office at 11 W. 42d Street, according to an announcement by Roger W. Clipp, general manager of WFIL Stations. The office will be under supervision of John E. Surrick, sales manager of WFIL Stations. The office will handle business for both WFIL and WFIL-TV. "We especially look forward to furnishing the prospective television advertiser with prompt and comprehensive information on every phase of television time-buying," Mr. Surrick said.

Direct telephone tie-lines will be linked to the station's Philadelphia headquarters. New York number is PEnnsylvania 6-1100. The office's activities will also be coordinated with the Katz Agency offices, 505 Fifth Ave.
TIMEBUYERS, spot advertisers and stations doing business with them are properly concerned over the fact that the "three-minute rule" in the new code will drastically cut down announcementavailabilities. Ted Streibert of WOR expressed the problem clearly at the Thursday morning code session at Atlantic City.

When he observed that under this rule we would no longer be able to run three one-minute transcribed announcements in a fourteen-minute, thirty-second participation program and then follow it with a station break.

This is a problem that affects affiliates and independents alike. We have a solution to offer. If Paul Rayner's proposed National Spot organization were a going concern, we could submit the solution to them. We would like you to submit it to the industry by publishing this letter.

Reduce so called "one-minute announcements" to fifty seconds. We maintain that by the judicious use of words, any product that can be sold in thirty seconds can be sold in fifty seconds. For that matter, the necessity for keeping within fifty seconds might even result in eliminating some of the sound effects that are the real cause of listener annoyance with commercials. So, cut one-minute transcribed announcements to fifty seconds and live copy to one hundred words which can be read in fifty seconds.

The result would be that we could run three such announcements in 1/4 minutes and still put on a station break following.

If agencies, advertisers, national reps and transcription companies are concerned over loss of availability, here is a way for them to help themselves—by adopting a "fifty-second rule" so they can live under the "three-minute rule."

**Reduce Spots to 50 Seconds in Length To Meet 3-Minute Rule, Says Wheeler**

By Clarence Wheeler, Vice President

**WHEC Rochester**

**Movie Men Protest New Weekly ‘Telefilm’ Plan**

Despite refusal of major film studios to grant permission, Telefilm Inc., Hollywood, will release its new television newscast Telefilm Snapshots, containing clips of motion picture stars, to video stations nationally. With question never having been settled by standard motion picture newscast companies, move may launch precedent.

**AGENCY EXECUTIVES AT BANKERS MEETING**

ADVERTISING agency executives, public opinion analysts and merchandising officials are sharing the platform with bankers at the 32d annual convention of the Financial Advertisers Assn., which opened yesterday at the Waldorf-Astoria Hotel in New York and will continue through Thursday, Oct. 9.

James M. Wallace, vice president of N. W. Ayer & Sons, and Dr. Claude Robinson, vice president, of the Activation Research Corp., Princeton, N. J., will report to the convention on results of a national opinion survey just completed for the Assn. of City Reserve Bankers. Claude Robinson, manager of the retail finance division of Westinghouse Electric Corp., is slated to speak at the general session on "Efficient of Advertising Sales on Public Relations."

Eight business sessions and 26 departmental and clinic sessions are to be held during the convention. Speakers at the "FAA School Sessions" will include the following advertising executives: Frederick B. Ryan Jr., president, Ruthrauff & Ryan, advertising executive; Walter Weir, president, Walter Weir Agency, "Advertising Text and Copy"; Sanford Gerard, Lenien & Mitchell art director, "Advertising Design, Layout and Art"; Ben Dalgin, New York Times art and reproduction director, will cover "Advertising Production and Media" at the final school session on Thursday.

**Cold Tablets Drive**

GROVE Laboratories Inc., St. Louis, soon will begin a national campaign with extensive use of radio to reproduce Brono Quinile cold tablets to the market after an absence of six years. The tablets will be distributed nationally about Dec. 1. Duane Jones Co., New York, is the agency.

**Showmanship — in Programming, in Merchandising, in Promotion**

That's what keeps listeners tuned in — and keeps KDYL advertisers happy!

**Showmanship**

John Blair & Co.

**Showmanship**

John Blair & Co.

**Showmanship**

John Blair & Co.
Gee, Mike: Thanks!

Since publication of the first Comparative Network Schedules in our Sept. 8 issue, we have received many letters from subscribers, some of which are excerpted in "Open Mike." We had experimented for weeks with format, realizing that for greatest utility and reference value the Schedules should be reproduced on a double-spread, without trick foldings or jigsaw treatment. The Schedules, a copyrighted Broadcasting feature, will be published in the first issue of each month. Refined will be made as we gain experience. We appreciate and welcome reader comments and the helpful suggestions which already have resulted in improvements. We invite criticism. Our desire is to make the Schedules as comprehensive and all-inclusive as the double-spread space limitation permits.

EDITOR, Broadcasting:
Thanks so much for sending me your new Comparative Network Program-Sponsor Schedule. . . . I find this schedule most helpful for easy reference, and will be happy to receive the new ones as you bring them out.

Harry Ackerman, Vice Pres. Young & Rubicam New York

EDITOR, Broadcasting:
Thanks for publishing the Comparative Network Schedules. I keep it on my desk as a ready reference. I am sure it will continue to be a very useful piece of equipment.

T. J. McDermott N. W. Ager & Son New York

EDITOR, Broadcasting:
Thank you very much for the Comparative Network Schedules. Since the networks stopped publishing these I have missed them badly and am delighted that they will again be available.

Linnea Nelson J. Walter Thompson Co. New York

EDITOR, Broadcasting:
This is one of the first pieces of promotional material that has come across my desk that has a real use.

Clarke A. Snyder Bulova Watch Co. New York

EDITOR, Broadcasting:
The Comparative Network Schedule is a very handsome job. I assure you it will get a great deal of use in my office.

William B. Lewis Kenyon & Eckhardt New York

EDITOR, Broadcasting:
Just a note to tell you how much we appreciate the Comparative Network Schedule which was published in the last issue of Broadcasting. This is indeed proving to be a very useful tool.

Mary Dualavay Pedlar & Ryan New York

EDITOR, Broadcasting:
I have at my desk a copy of the Comparative Network Program Schedule and have used it a half dozen or more times since it was published. I can see where this information will come in very handy on a long-range set-up.

The schedules are reproduced most effectively and are very convenient, not only from a program angle but from a sponsorship angle. I feel these monthly schedules will serve me immeasurably. Thanks for the good idea.


EDITOR, Broadcasting:
Just a shortie to tell you how very much I enjoyed the insert in your Comparative Network Charts, "Breaking the Ice," in your Sept. issue of Broadcasting showing network comparative shows—extremely useful—hope you'll do it again in October.

Tim Kilduff WSAI Cincinnati

EDITOR, Broadcasting:
The Comparative Network Program-Sponsor Schedule contained in your current issue is the best thing that has come across my desk in quite some time. Would it be possible for us to get about six more of these?

J. C. Kellam, Gen. Mgr. KTBC Austin, Tex.

EDITOR, Broadcasting:
In your issue you have the network comparative program chart as a center spread. When I saw the layout earlier this week my reaction was one of pleasure because, believe it or not, we have use for such a chart here. I also assume that there are many other organizations and commercial enterprises who would like to have such a chart, which has been unavailable since NBC discontinued their issue.

Howard J. London, Radio Director
The National Foundation for Infantile Paralysis Inc. New York

EDITOR, Broadcasting:
One of the most attractive features in the recent issue of Broadcasting was your Comparative Network Program and Sponsor Schedules displayed in a colorful double truck spread.

Perhaps I am a little presumptuous but I should like to suggest that if you find others who agree, and you find the job not an impossible one, such a schedule might become the desk piece for practically every subscriber to Broadcasting Magazine. I know I removed it from the magazine itself and I am keeping it as handy for me as I have referred to it any number of times. It is really a very fine working tool.

Cy King Station Director WEBR Buffalo

EDITOR, Broadcasting:
Just a note of appreciation for your Comparative Network Program-Sponsor Schedule as printed in your Sept. 8 issue of Broadcasting.

This is indeed a helpful service to those who belong, as well as any other comparative uses. Broadcasting is, as always, "on the ball."


EDITOR, Broadcasting:
Just your new Comparative Network Chart. . . . It is excellent because it shows the complete weekly schedule on all networks at a glance.

Robert W. Buckley Donner-Fitzgerald-Sample New York

D.C. FM Fight

THREE-WAY fight for remaining Class B FM channel in Washington, D. C., area (no. 299, 106.9 mc) was precipitated when WARL, daytimer in nearby Arlington, Va., applied for the channel. WPIK Alexandria, Va., and Montgomery FM Broadcasting Corp., Silver Spring, Md., both have Class A FM grants but are seeking to change to Class B.

EDITOR, Broadcasting:
Few of you have the network comparative program chart as a center spread. When I saw the layout earlier this week my reaction was one of pleasure because, believe it or not, we have use for such a chart here. I also assume that there are many other organizations and commercial enterprises who would like to have such a chart, which has been unavailable since NBC discontinued their issue.

Howard J. London, Radio Director
The National Foundation for Infantile Paralysis Inc. New York

Page 80 • October 6, 1947

BROADCASTING • Televasting
FCC's 1948-49 budget request—expected to range between six and a half and seven and a half million dollars—will be presented to the Budget Bureau in sessions starting today (Monday).

The Commission is now operating under a $60,040,000 appropriation, its largest peacetime grant. FCC authorities have implied that any substantial cutback will depend primarily on broadcast "catching up" with the current workload. But, in the broadcasting field at least, the Commission has made only comparatively short strides in that direction since its current appropriation went into effect.

Observers consequently saw little reason to expect that the new request would vary much from FCC's original overall bid for $7,300,000 for 1948-49, even though the pace of new applications now appears to be slackening.

This belief was not weakened by recollections that FCC Chairman Charles R. Denny, appearing before the Senate Appropriations Committee last June, ventured that "if we could clean up [the AM] backlog and be current by the end of this coming fiscal year [June 30, 1948], then we could cut back to a normal level, if the backlog is gone and nothing else occurs."

There appears almost no chance that the backlog will be "gone." Chairman Denny himself told committee members that even if no new applications were filed "we would do well to be on a current basis by June 30, 1948." Applications are still coming in, although somewhat more slowly.

At another point, testifying before the Senate Appropriations Committee, Mr. Denny implied that the Commission might never take a real backward step—that ultimately the Commission would have to grow. He conceded that expansion will not continue at "anything like the rate it has been going in the last year." He noted that both

1946-47 and 1947-48 have been "abnormal" years. "After that," he said, "it would be that the size of the Commission staff can be reduced, but in 10 years it will have to be substantially bigger..."

It was not known late last week whether the Chairman's remarks would wind up zigzagging of the International Telecommunications Conferences at Atlantic City, would be able to wind up the meeting when the Budget Bureau today. If he is absent it was thought that Comr. Rose H. Hyde would lead in the presentation of FCC's case with representation from broadcast agencies. Comr. Paul A. Walker probably taking the lead in matters relating to common carriers.

It was thought that all Commissioners who are able to attend would be present, in addition to top-level staff executives. Comr. Robert C. Jones' attendance would find him in a new role—a year ago, as a member of Congress, he was on the House Appropriations Committee which passes on, rather than originating, budget requests. Besides the heads of the various departments, FCC's acting Executive Officer Kenneth Hott, formerly of the Budget Bureau, was considered almost certain to be on hand.

Procedure Followed

The conference with Budget Bureau officials normally consumes from one to two days. The Bureau then prepares its own estimates of the agency's needs, and these, perhaps with additional revisions, are ultimately transmitted to Congress in the President's budget message opening the new session in January.

Members of the Congressional appropriations committees, which last year held budget hearings on independent agencies in May and June, have indicated a desire to get the hearings under way much earlier this year—perhaps starting in November.

Two questions will be prominent in the minds of Budget officials when they start today's session and later when they prepare to get their recommendations in shape: (1) what has FCC accomplished under the appropriation granted for the current year, and (2) what is the size of the job it faces?

In the field of broadcasting, which occupies a major share of FCC attention, the records show that in number of grants FCC has moved much more slowly since July 1, when the appropriation became effective, than in other postwar months. This is attributed at least partially to the absence of three Commissioners attending international conferences and that summer months are "vacation months."

Authoritative but unofficial estimates place the number of AM new-station grants between July 1 and late September at about 75; in FM 80, and in television three. By comparison, in the period from September 1946 to September 1947, new-station grants approximated 576 in AM, 387 in FM, and 33 in television.

The overall broadcasting workload is lighter now than when FCC last went before an appropriations committee, in May and June, but the bottom of the backlog is not in sight. Chairman Denny reported then that there were about 1,000 pending applications for new AM stations or changes in existing facilities, with 291 for FM and 15 for television. Today there are approximately 1,100 for new or improved AM facilities, 15 for FM stations, and 16 for television.

**UPCOMING**


**FRANK U. FLETCHER,** Washington radio attorney, has moved his offices from the Woodward Building to 418-419 Munsey Bidg. 1329 E St., N. W.

**tis D. Peck,** San Francisco. F. A. Wankel, Eastern Division engineer, also was in attendance.

NBC's Engineers Confer At Headquarters in N. Y.

NBC engineers from the company's offices in cities other than New York held their annual meeting last week with O. B. Hanson, NBC vice president and chief engineer and chairman of the engineering department in New York. Administrative and operational problems as well as new equipment design and development for television and FM were discussed.

Visiting engineers included Albert H. Johnson, Washington; Howard C. Luttingen, Central Division; Samuel E. Leonard, Cleveland; Robert H. Owen, Denver; Alfred H. Saxton, Western Division, and Cur...
NRDGA Plans Radio Awards For Stores Using Broadcasting

SECOND annual awards contest for best broadcasts by retail stores will be staged by National Retail Dry Goods Assn. Plans for the competition were drawn up last Monday at a meeting of NRDGA and NAB officials, held at the NRDGA New York offices.

Six types of programs will be eligible for participation in the national contest. They will be classified on the program’s primary audience appeal. Types of appeal are children’s programs, teenagers, women, men, farm listeners, and general family and miscellaneous.

Awards will be based on programs which best achieve objectives and reflect individuality and personality of the store’s trading area. This factor will be more important than actual production quality.

Winners will be announced at the NRDGA’s mid-January convention in New York. Entries will close in mid-December.

New feature of the 1948 NRDGA convention’s radio session will be participation of the contest winners on the program at which awards are announced. Main purpose of the contest is to promote and reward good radio advertising by retailers.

Attending the meeting in New York were William T. White, Wiedbold Stores, Chicago; Howard Mooney, Nebraska NRDGA sales promotion manager; Walt Dennis, Allied Stores; Frank E. Pellegrin and Lee Hart, director and assistant director respectively of the NAB Dept. of Broadcast Advertising; J. Robert Gulick, WGAL, Lancaster, Pennsylvania, chairman of the NAB Retail Subcommittee.

Mr. White has been tentatively named moderator of the convention radio session.

Baseball Ban Prompts WARL To Ask for Anti-Trust Action

AN INVESTIGATION of “monopolistic and restrictive broadcast practices of the major and minor baseball leagues of this country” was requested by WARL Arlington, Va., last week in a letter to the Dept. of Justice.

“The practice complained of is that of restricting the opportunity of radio stations to broadcast descriptions of baseball games played by competitive leagues,” WARL declared, asking for “appropriate action under the anti-trust laws.” If a Justice Dept. probe discloses monopolistic practices.

The letter, sent Thursday by Frank U. Fletcher, Washington radio attorney and half owner of the station, grew out of WARL attempts to line up permission to carry descriptions of games involving the New York Giants and the Brooklyn Dodgers. The Giants and Dodgers are in the National League while Washington, D.C., in whose metropolitan area Arlington is located, has a team in the American League.

Mr. Fletcher wrote that National League President Ford Frick told WARL he had no objection to such broadcasts “provided Clark Griffith owner of the Washington, D.C., Senators, did not have any objection.” Mr. Griffith, according to WARL, “flatly refused to give his consent to any such broadcasts.”

Mr. Griffith’s reasons, the WARL executive wrote, “were (1) that such broadcasts might make less valuable the sale of the broadcast rights to the Senators’ games, and (2) that there was an agreement among the Leagues ‘not to invade each other’s territory.’”

Mr. Fletcher said “other sources” led him to believe “that this ‘agreement’ is formalized into a written understanding.” Whether it is or not, he added, “it is obvious from the illustration above that monopolistic broadcast practices are being carried out.”

He said WARL is advised that the same restrictive practices is followed in case, not having a major league team, does have a minor league team. Here, if a local radio station desired to broadcast a major league game, it would not be permitted to do so unless the minor league team gave its consent, and informed that instances have occurred which prevented the broadcast of the major league games.”

Mr. Fletcher argued that “the major league baseball teams belong to the American public, and that such stations or advertisers who are willing to pay a negotiated price for the privilege of broadcasting such games should not be deprived of such opportunity by virtue of a monopolistic agreement designed solely to hold up the price of the broadcast rights to a game in an entirely different league.”

His letter, addressed to Assistant Attorney General John F. Sonnett, of the Anti-Trust Division, who said “WARL will be more than pleased to give testimony as to the incident described above, and to cooperate in every way possible . . .” Meantime Mr. Fletcher undertook to gather data from other stations relating to their experiences in securing broadcast rights, and urged those who had encountered situations similar to WARL’s to communicate with him or the station.

WHO

is

“Listened-to-Most”
in

74
of

Iowa’s 99 Counties
(during daytime)

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

Baseball Ban Prompts WARL To Ask for Anti-Trust Action

friends in need!

WAR has friends by the thousands throughout this rich, responsive market—and all of them are constantly in need of food, cosmetics, medicine automobiles—any and everything human beings require to keep alive, keep well dressed, keep beautiful.

WAR

Winston - Salem, North Carolina
Representative: The Walker Company

ew广播公司

接管西海岸的

Universal

通过

Universal公司位于旧金山，它

discontinued as of Oct. 1. The Bolling Co., Chicago and New York, has taken a list of Pacific coast stations represented by former firm.

Bolling has established West Coast offices at 6757 Hollywood Blvd., Hollywood, with Barry Keit named West Coast manager. Mr. Keit formerly had been Los Angeles area sales manager of Universal. Simultaneously with switch Bolling has been represented by KXLAD Pasadena, KSFO San Francisco and KXA Seattle.

朋友们需要!

WAR有成千上万的朋友遍布全国，他们时刻需要食品、化妆品、药品、汽车——任何和每一件人类生存所需。
Radio-TV Draw Huge Series Audience

Half-Million Estimated To Have Seen Games Via Television

BY RADIO and television the 1947 World Series between the New York Yankees and Brooklyn Dodgers was available to the largest out-of-park audience ever to receive a sports event, and this without any visible effort on the part of the networks to attract them. In fact, the networks were content to let the fans attend the series in person, as the opening day’s game was watched by an all-time record series crowd of more than 78,000 persons.

First series ever to be televised, this year’s games were seen in that manner by well over half a million viewers, according to industry estimates. Comparing these games with the Joe Louis-Billy Conn fight last year, video’s biggest event to date when between 150,000 and 175,000 persons saw the fight, it can be said that, for the first time, viewers, persons, as many as 750,000 with estimates, watched the World Series.

Coverage
Video set-up for the series rotated the telecast original at the three New York stations, all of which broadcast all games. The stations also fed by coaxial cable to Philadelphia, for simultaneous broadcasting by WPTZ and WFLI-TV, and to Washington, where the video World Series reports were carried by WPTG and WNBW. WRGB Schenectady also telecast the games for its audience, receiving the signals from New York via the new microwave relay system which was formally put into use last Monday, day before the first series game.

Three New York stations operated in announcing the games, although in different capacities. The New York stations were WCBS, NBC, and WABC, chosen to coordinate all video activities.

The broadcasts were within reach of approximately 200,000,000 of the nation’s 33-98,000 radio homes, Mutual reported, a million and a half more than last year as a result of power booms for MBS affiliates in major markets, even with this figure further expanded by other stations into the network for the series only. In addition to the more than 500 stations broadcasting the games in the U.S., Hawaii and Alaska, the series was also carried by 94 CBC stations in Canada. Special broadcasts in Spanish were shortwave to listeners in Latin America and the Armed Forces Radio Service also transmitted the series broadcasts by shortwave to service personnel abroad and at sea.

Joint Sponsorship
The telecasts were jointly sponsored by Ford Motor Co., which had sponsored telecasts of the Dodgers home games throughout the season on WCBN-TV, New York, and Gillette Safety razors, who had been the network’s 1946-1947 season opener. To have a consecutive year sponsor of the World Series broadcasts on Mutual, Games were telecast by all stations within range of New York City, by coaxial cable or radio relay and were originated by the three New York stations in turn, with Robert Amieson, assistant manager of the Du Mont station, WABD, chosen to coordinate all video activities.

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Groceries

(Continued from page 18)

stations derived their income from commodity groups in this order: department stores, groceries, jewelry and silver, automotive, household equipment and medicine. Medium stations' sources were groceries, department stores, jewelry and silver, automotive, household equipment and medicine. For large stations, groceries, jewelry and silver, medicine, automotive, department stores and confections.

Management Group

AMERICAN Management Assn. held its personnel conference last Friday (Oct. 3) at New York's Pennsylvania Hotel with Ernest de la Ossa, personnel director of NBC, as presiding officer. "Employ Education and Opinion" was the general subject of the conference.

Ban on FM

(Continued from page 17)


tension could be worked out, and expressed belief that by that time a satisfactory solution could be developed.

Mr. Petrillo told the news conference he had wired John Shepard, 3rd, chairman of the board, Yankee Network, asking if Atlantic City reports were true which quoted him as saying the network was openly defying the union by duplicating without permission. He said Mr. Shepard had not replied.

Asked whether future negotiations after the current decision would be handled by the AFM and FMA, Mr. Petrillo said that was still undecided but he preferred that individual stations deal with the locals directly.

Attending the meeting for FMA in addition to Mr. Dillard were J. N. (Bill) Bailey, FMA executive director; Leonard Marks, FMA counsel; Morris Novik, Unity Broadcasting Co.; Edward Lamb, WTRT Toledo; Marion Claire, WGNB Chicago; Raymond Kohn, WFMZ Allentown, Pa.; William Fay and Arthur Stern, WHFM Rochester.

Continental Network plans to expand its program service this month, with daily offerings contemplated as soon as arrangements can be made. This goal would have been achieved sooner had not the union negotiations interfered.

To Expand Services

Starting in late October, Continental will present the Navy Band for a full-hour program Monday evenings, probably 8-9 p.m. The Army Air Forces Band will be resumed Oct. 30 Thursdays 9-10 p.m., originating in the Dept. of Interior auditorium in Washington. The Army Band is heard 8:30 p.m. Wednesdays. All three programs have WASH Washington as key station.

True Stories of the New York State Police, a Friday night feature, is heard in the half-hour preceding the 8:30-9 p.m. Stromberg-Carlson program.

Whitehall Sponsors

THE WHITEHALL Pharmaceutical Co., New York, will sponsor Zeke Manners three five weekly, 7:45-8 p.m. on the Pacific ABC network effective Jan. 5. Product promotion has not yet been announced. Dancer-Fitzgerald-Sample, New York is the agency.

"I hate to cash in, boys, but WFDF has 'Break the Bank' on tonight."
REVISED QUESTIONNAIRES EASE WORK OF SMALL-STAFF STATIONS

EVISIONS in FCC's questionnaires on broadcast stations’ “Employees and Their Compensation,” signed primarily to ease the burden of paper work on stations having fewer than 15 employees, were announced by the FCC last week. FCC said it felt that these angers "will complete its task, undertaken a year ago, of securing representative and reasonably complete data on the number, types, and compensation of broadcast station employees.

The revisions effective today (Monday), apply to Schedules 13-A and 13-B of Annual Report Form 4, which all stations and networks must file yearly. The new forms are for week ending Oct. 11. Heretofore each licensee was required to file both schedules, No. B being a detailed continuation 13-A but dealing solely with non-supervisory program employees. Under the new method, each station will file by stations having less than 15 employees and 13-B by networks and stations with 15 or more employees.

Revision of 13-A

The principal change is the ordering of the questionnaires for three smaller stations: Schedule 13-A. This becomes a one-page form rich provides for the first time a specific tally of "combination employees" and eliminates all of the salaried job-classification breakdowns thin the various departments except for the breakdown between "supervisory" and "non-supervisory" employees and the new "combination" category.

The Commission estimated that between one-third and one-half all broadcast stations will be eligible to file the short schedule. "Combination" men are those whose job is divided between or more of the major classifications listed on the report form.

FCC said returns filed on the new schedule "will be completed and tabulations from them are expected to be available for public use shortly after the first of the year."
Help Wanted

A 15% Christmas bonus will be paid to any salesmen who remain with us until January 1. This applies only to those who are first to sell their or both of their allotments of inventories and then return to their home town.

Young man who can write with a punch! 1000 watt midwest, regional network. Position requires full-time continous staff and experienced with writing. Send complete background, salary and copy samples. Box 465, BROADCASTING.

Announced—Writer, copy, sales any brand. Submit scripts, background, resume with first letter. Box 466, BROADCASTING.

Contactwriters, copy, and experienced with writing. Box 467, BROADCASTING.

Help Wanted (Cont’d)

Continuity writers from Iowa or surrounding states. $65.00 minimum. All types copy and script. Must have experience in news and personality type. Must be able to prove work. $5000 watt, ABC affiliate. Must have practical experience. Send in samples. We are interested in opportunity for person with initiative and good working conditions. Send samples of your work in first letter. Box 518, BROADCASTING.

Announcer-operator wanted. Experienced, personality plus. Personal and commensurate with ability. Personal audition required. We are progressive network affiliate in Central N. Y. Pleasant working conditions. Reply Box 621, BROADCASTING.

Announcer—first class operator North Carolina station. Experience not necessary. One year in radio preferred. Must be willing to travel. Box 641, BROADCASTING.

New station under construction, with peppy community-minded program policy. Must have experience in news and personality type. Must be able to prove work. 15,000 annual retail sales. Excellent conditions. Reply first letter. Box 657, BROADCASTING.

Good announcer with first class license to grow with new Mutual affiliate. Position is better than average salary. Send picture and background. Box 644, BROADCASTING.

Cont’d—Progressive, versatile announcer wanted on staff of regional network. Here is chance to do all kinds of mike work. Must have first class license. Permanent job. If you aren't good enough don't apply. Box 642, BROADCASTING.

Cont’d—WANTED: Combined network affiliate in city of half-million population is accepting applicants for first class operator. Candidates must have good voice and working conditions. Two years experience. Job pays $4000 per year. Must have reliable car with driver privilege. Must have experience in local radio service, with around ten minutes of news and commercial work. Send complete photo. Box 589, BROADCASTING.

Cont’d—Local radio station in New York. Must have radiotelephone first class license and have good voice. Good opportunity. Send complete photo. Box 587, BROADCASTING.

Chief engineer wanted. 1000 watt affiliate radio station in southwest. Must have experience in engineering and maintenance. Equipment in good working condition. Send complete photo. Box 588, BROADCASTING.

Chief engineer wanted. 250 watt network affiliate in the south. Chief engineer has ability to raise two operators and assume responsibility for technical operation and maintenance. Equipment in excellent condition. Pleasant working conditions. Send complete background, photo and salary desired. Completed application must be presented. Box 583, BROADCASTING.

Engineer, non-union, for new 5000 watt Western Electric station located western Ohio. Excellent opportunity for first letter and salary expected. Box 660, BROADCASTING.

Engineer—Excellent permanent position with leading north central network affiliate. Equipment and capable of doing topflight news, ad-lib and feature work. Personal and commensurate with ability and experience. Position is permanent. Must present self in first letter. Box 662, BROADCASTING.

Radio station WPIT, Fort Lauderdale, Florida, is opening new 500 watt station. Must have knowledge and experience in news and ad-lib work. Send complete background, recent photo and salary expected. Box 663, BROADCASTING.

Good announcer—all round experience. Good voice and personality plus. Send first letter. Box 664, BROADCASTING.

Radio station in southwest. Must have knowledge and experience in news, ad-lib work. Position is permanent. Send complete background, recent photo and salary expected. Box 665, BROADCASTING.

Station manager for full financed 1 kW AM Network Station. Must have wide experience in broadcasting, in sales and management, and capable of getting interest either by investment or personal contact. Position is permanent. Send first letter. Box 666, BROADCASTING.

Good announcer—All round experience and salary expected. Send first letter. Box 667, BROADCASTING.

Engineer, non-union, for new 5000 watt Western Electric station located western Ohio. Excellent opportunity for first letter and salary expected. Box 660, BROADCASTING.

WANTED: Announcer with real ability as air salesman. Good voice and personality plus. Send complete background, photo and salary expected. Box 693, BROADCASTING.

WANTED—Announcer with real ability as air salesman. Good voice and personality plus. Send complete background, photo and salary expected. Box 693, BROADCASTING.


Cont’d—Announcer—Combination engineer-anouncer-writer. Nine years experience. Formerly with two experienced commercial announcers. Prefer one man who can handle all copy. Send complete background, photo and salary expected. Box 673, BROADCASTING.
NARBA Explosion  
(Continued from page 15)

Atlantic City, be used as a Class 1-A channel in Saskatchewan and also recommends the creation of a "Class 5" group of stations which each nation would assign to "rural" or "community" channels and which would be operated with 50-w power. The main purpose of Class 5 stations would be to extend the service of different networks or networks in areas not served otherwise. They would be protected to the 4-millivolt groundwave contour.

Newfoundland asks to be assigned three Class 3-A channels to be operated with 5-kw each. She suggests 790, 930 and 980 kc for this purpose.

The Dominion Republic wants 560 and 570 kc for a class A station, to be used by WSM (Nashville), and 945 (a mid-channel) and 1170 kc for operation of Class 2 stations. She also pledged cooperation to eliminate interference and requested that "a revision be made of the distribution of the channels, taking as a basis the acquired rights and the existing regional agreements."

The Bahamas ask that ZNS Nassau, now operating with 5 kw on 1540 kc, be kept clear of interference to permit ultimate increase to 50 kw.

SPEEDY INSTALLATION PUTS WMAL-TV ON AIR

SETTING a new speed record for installation of a television station, WMAL-TV owned by Washington Evening Star, went on the air with the nation's first high band TV transmitter last Friday night, less than a month after delivery of RCA equipment and transmission facilities. Former owner was held by WFLI Philadelphia, which required 100 days for its television installation.

The RCA 5 kw transmitter and complete station equipment were delivered to WMAL on Sept. 1 and were completed installed by the station's engineers in time to telecast the Georgetown-Fordham football game Friday. Installation was under the personal supervision of Frank Harvey of WMAL with the assistance of John Dearing of the RCA Service Co.

Finch Elects James Fly, Ex-FCC Head, to Board

JAMES LAWRENCE FLY, former FCC chieftain who is now a New York law firm, was elected to the board of directors of Finch Telecommunications Inc. at that firm's annual stockholders meeting last week in Pas- saic, N. J. Mr. Fly fills a vacancy created by the resignation because of ill health of Raymond B. Littlefield.

At the same meeting Capt. W. G. H. Finch was re-elected board president; Augustus J. Eaves and H. L. Park were re-elected vice presidents; and J. F. Foss, treasurer and controller, and Margaret Carkey, secretary. Those reelected to the board were Frank H. Loomis, president, and Capt. Finch, all affiliated with Finch Telecommunications; Herbert A. Kent, president of P. Lorrill& Co., and Mr. Petrey, director of WHN New York.

FOR SALE PROFITABLE SOUTHEASTERN REGIONAL

A very clean, well-established operation located in one of the southeast's most desirable one-station markets. Facilities are far above the average, so that the station is consistently getting an increasing number of the local business. It is showing consistently steady revenue growth at a very high return on the sales price of $100,000.-

Washington, D. C. San Francisco

Jamestown, N. Y. 325 Montgomery St.

National 7446

Exeter 5672

WASHINGTON, D. C. SAN FRANCISCO

Jamestown, N. Y. 325 Montgomery St.

National 7446

Exeter 5672

Blackburn-Hamilton Co.

Radio Station Brokers

Washington, D. C. San Francisco

Jamestown, N. Y. 325 Montgomery St.

National 7446

Exeter 5672

Lampman's Wonderful Music

528 Montgomery St.

National 7446

Exeter 5672

Radio station brokers will show every interested party the property with which they are familiar. 

October 6, 1947 • Page 87
Nations Sign

(Continued from page 15)

so that they will be put on a sound engineering basis so as to conserve spectrum space and eliminate interferences.

"We have firm confidence," Mr. Denny declared, "that the machinery which we have set up and the regulations which we have passed will assure that radio will attain its full potentials and make its maximum contribution to the education, safety, and comfort of men everywhere."

Pointing out that international collaboration in radio is almost as old as radio itself, due to the medium's inherent international characteristics, Mr. Denny reported that by 1932 the need for international regulations was evident and the Madrid Conference of that year set up a new international standard.

The International Telecommunications Union as "a loose association of nations which maintained a permanent secretarial staff but carried on its active work only at periodic conferences. In 1923 this was sufficient to meet the requirements of the times."

But it is not sufficient to meet the requirements of the postwar world when radio services are using frequencies not even charted in 1938 when the Madrid regulations were revised at Cairo, Mr. Denny stated. These Cairo conferences were called in an effort to bring the regulations and the international organization abreast of the art.

Seemed Impossible

The job of making "an almost completely new beginning" seemed perhaps an impossible task when the delegates assembled 20 weeks ago, Mr. Denny said, lauding the accomplishments of the conferences in providing for "a closely knit and permanent international organization which can deal with communications as they arise" and in completing a comprehensive revision of the entire set of radio regulations covering every phase of international radio communications.

"In a larger sense," Mr. Denny concluded, "our conferences have done something more than simply write a good set of agreements into the communications field. Together we have taken another step toward the ultimate goal of successful worldwide cooperation.""}

Commenting on the conference achievements, Jaromir J. Svoboda, Czech delegate, pointed out that in creating the frequency board the conference had provided for, the first time in radio history, an international body designed "to bring a logical, consistent and economical order in the use of the frequencies." He further stated that to his knowledge "no delegation has reserved the right to place in the additional protocol a statement about not following certain provisions of the regulations." This is also a first in radio history, he stated, as "it is proof of the quality of the work accomplished in Atlantic City.""

Credits Denny

Giuseppe Gnome, chairman of the Italian delegation, gave credit for "these auspicious results" primarily to working on it as an esteemed chairman, Mr. Denny, who is always smiling, calm, alert and courteous, impartial and thoroughly informed on the whole subject. We express our deepest gratitude to him and we wish to assure him that we shall never forget the mastery and the great patience which he has manifested.

A few days before the widening of the International Radio and Telecommunications conferences (plenipotentiary) conferences, the third conference of the Atlantic City summer session, dealing with high-frequency broadcasting, had been brought to a close by Mr. Denny, who was its chairman as well. Because of the limited time available for its deliberations this conference had confined itself to preparing the way for a more complete conference on high-frequency broadcasting, which covers the frequencies used for international broadcasting and shall be held late next year in Mexico City.

Capt. Paul D. Miles, chief of the FCC's Frequency Services-Allocation Division, was elected chairman of the IFRB at the first meeting of that body. Capt. Miles, previously designated U. S. representative of the IFRB, will represent the United States during its five-year term of office. Second meeting of the group was set for 3 p.m., Jan. 8, 1945, in Geneva, Switzerland, where the Provisional Frequency Board will hold its first meeting on Jan. 15, 1945. Capt. Miles will serve as chairman of the PFB as well as IFRB, with his president superior, FCC Commissioner Wolf, chief of the State Dept. Telecommunications Division, receiving the most votes. Others are: Jean Laffay, France; A. Fortushenko, USSR; H. Townsend, U.K.; J. T. Hwang, China. These five then elected Mr. Fortushenko as chairman of the Administrative Council, which will hold its next meeting Jan. 20 in Geneva.

Test of Thomascolor Is Planned by SEC

NEW Thomascolor camera lens, claimed to offer simplified color system for television, will be tested this week by the Securities and Exchange Commission, in Philadelphia, as part of its hearing on a $10,000,000 public stock sale.

The Thomascolor camera and a camera using existing colorfilm techniques will take motion pictures near Liberty Hall, Philadelphia, across the street from SEC offices. The films taken by the two processes will be compared. Cameras will be set up side by side and photograph the same subject under the same light. The films will be projected simultaneously on adjacent screens.

SEC's hearing has accumulated 1,500 pages of testimony on operation of the firm's prior proceedings, and the company has yet to present its side. The hearing followed issuance of an SEC stop order pending investigation of the process.
At Deadline...

FT. MADISON AM GRANTED; BLUEFIELD PROPOSED

NEW STANDARD station at Fort Madison, la., on 1360 kc with 500 w daytime, granted by FCC Friday to Hawkeye Broadcasting Co. Saturday, the day before, FCC had announced it was considering a new proposal to grant new station at Bluefield, W. Va. (250 w fulltime, 1240 kc) to competing Bluefield Co. while looking toward denial of the request of Pocahontas Broadcasting Corp. for new station at Centralia, Ill. (1400 kc, 250 w unlimited) because of objectionable co-channel interference to WDWS Champaign, Ill., and WEOA Evansville, Ind. Commissioners Charles R. Denny, Ewell K. Jett and E. M. Webster did not participate in proposed rulings.

Harry Easley Broadcasting Co. is co-partner of: Will L. Ashby, radio technician; Billy M. Barron, Chicago radio actor, and John F. Courier, attending Radio Institute of Chicago.

Commission preferred Radio Bluefield because of greater ownership and day-to-day operation integration. Ownership of applicants:

Radio Bluefield Co.—Co-partnership: J. Lindsey Alley, ex-general manager WIBS Bluefield; George E. Sumar, owner Sumar Radio Service, wholesale and retail; and E. Barnard Jarret, manager and 87% owner, Southern Office Supply Co. Both Mssrs. Sumar and Jarret, have been with WIBS.

Pocahontas Broadcasting Corp.—E. C. Crey, president, First National Bank of Bluefield and member West Virginia U. board of governors; president: Frank A. Basley, manager and Coal and Coke Co. and member, board of trustees, Bluefield College; Negro exchange; vice president and secretary: J. F. Craft, president. Consolidated Bus Lines, treasurer; and his son, Paul E. Craft, formerly with WIBW Welch and WIBS Bluefield. Each holds 25%.

PARAMOUNT REPLIES

PARAMOUNT PICTURES Inc. Friday told FCC its majority holding in Allen B. DuMont Labs. involves no control above that generally exercised by minority interest in any firm; that its minor holding is essentially different from that of such stockholders in many corporations which now hold FCC licenses; that such status is not affected by provisions of Communications Act and presumably not within meaning of FCC's rules on multiple ownership. Commission earlier had ruled Paramount "controls" DuMont. Between two firms maximum five TV grants are held; applications for five more pend.

MBS FORUM ON PRICES

MUTUAL'S American Forum of the Air takes up price controls on tomorrow night's program. Fred G. Clark, general chairman, American Economic Foundation; Lawrence Fogli, financial columnist, Scripps-Howard Newspapers; Richard Gilbert, former OPA general counsel; and Robert R. Nathan, economist, will participate.

ULTRA FAX DEMONSTRATION

RCA PLANS first demonstration of its Ultra FAX, reputedly able to send 1,000,000 words per minute, sometime this month before FCC, Army, Navy, and other government officials at Statler Hotel, Washington, D. C. Exact date not set.

PETRILLO, NETWORK HEADS HOLD DINNER MEETING

NETWORK presidents and James C. Petrillo, president of AFM, held dinner meeting at Waldorf-Astoria, New York, Friday, first in series of preliminary discussions in anticipation of negotiations for new network contract in January. Understood FM duplication was to be discussed. Rep. Kearns (R-Pa.) attended.

Continental (FM) Network resumes AFM music at 8:30 p.m. Friday, using Rochester Civic Orchestra on series sponsored by Stromberg-Carlson Co. Petrillo relaxed Continental ban Wednesday (see page 17). Network carried Colgate Rochester Divinity School chorus and Sheboygan (Wis.) Chordettes, female quartet, at 8 p.m. on sustaining basis. They had been booked for sponsored period in case ban was not relaxed. Continental's Modern Design program not yet sanctioned by AFM head.

ABC planned to do West Coast repeat of Abbot & Costello by transcription, but repeated live because of AFM ban on live music for co-op shows in transcribed repeats. ABC may use chorus instead of orchestra if ban isn't lifted.

AGENCIES PREDICT NO CUT IN FOOD AD BUDGETS

CHICAGO ADVERTISERS indicated late last week that Government's food conservation program will have little effect on food advertising budgets. General Mills, following meetings last week with Dance-Fittergall-Sample, will stress economy of cereal consumption, while packers, such as Armour and Swift, will urge customers to use left-over meats. American Meat Institute through Leo Burnett Co. Inc., will plug food conservation. Possible effect of governent's huge purchases of grain may be shortage of beer, with breweries curtailing sales.

Mel Brorby, vice-president of Needham, Louis O. Byrns, Chicago, is saying, "If manufacturers were able to carry on during war shortages, temporary reduced buying wouldn't incline them to get out of public eye now."

'VILLAGE STORE' TO KRAFT

KRAFT FOODS, Chicago, takes entire 6-7 p.m. (PCT) segment on NBC Pacific Coast Network for Seattle Village Store. Seattle and Kraft Foods are subsidiaries of National Dairy Products Corp., Contract placed by J. Walter Thompson Co.

MUTUAL INSURES MUTUAL

INTRODUCTION of pension-retirement plan for Mutual employees effective Oct. 1, was announced last week by Edgar Kobak, network president. Approved by co-operative network's seven stockholder member stations, plan will cover about 150 employees earning in excess of $8,000 annually and who have been with network at least three years. It provides for retirement at 65 and has concurrent life insurance features. Retirement plan arranged by Philip Broughton for network with Mutual Life Insurance Co.

RCA HOLDS SECOND CLINIC FOR STATION TV ENGINEERS


Closed Circuit

(Continued from page 4)

charging of premium power rates to subscribers with TV sets. Practice found in some small towns, allegedly inspired by business interest; fearing stay-at-home influence of TV on families. Utilities in large cities take progressive view, on other hand, and are encouraging video development. Problem coming up at RMA board meeting Oct. 16.

IT NOW develops that Commissioner C. J. Durr was not offered full law professorship at Yale, but had been proffered summer teaching course only. Several other offers for professor ship of law were understood outstanding with likelihood that he will resign FCC post before year's end.

ATOM bomb shelter to be constructed for 3,000 employees and tenants of Chicago Tribune Bldg will have radio-proof living quarters for all Tribunus workers, including WGN staff, is the subbasement of newspaper plant. Tribunum has employed two of nation's A-Bomb experts Dr. Walter H. Zinn and Dr. Raymond E. Zirkle, to conduct tests of stress analysis of reinforced concrete of the Tribune tower building and WGN studios now under construction.

STILL CONCERNED about progress on "Line 1" and "Line 2" AM applications, FCC is re-assigning some 15 engineers from other sections or from field to help with job of processing. Line 1 (relatively simple cases, engineering-wise) now is longer than at completion of temporary expediting procedure May 1. Remaining engineers will be put to work primarily on these, at first. Line 2 (complex engineering cases), which was brought up to date during expediting period, is growing again but most of long-standing applications which cluttered it in pre-expediting days have been weeded out, authorities report.

EXTRACURRICULAR activity at recent NAB Convention in Atlantic City included unrelenting efforts on the part of owners of WQIV Philadelphia Blue Book Day, and KTVN KTOO, Anchorage Blue Book station, to unload to WNEW New York, owned by Arde Bulova and Milton Biow. Bernie Judis, station manager, was hounded but wasn't interested.

BROADCASTING * Telecasting
Thank you, Gentlemen,
For Those Kind Words...

We refer, of course, to the words of the distinguished panel of advertisers and agency men who served as the judges for The Billboard’s 10th Annual Radio Promotion Competition. We are proud and honored to have had our entry voted FIRST in the Over-all Promotion Division and THIRD in the Public Service Promotion Division among all clear channel network affiliates.

Our thanks, too, to The Billboard for sponsoring this annual competition, and to the staff for their monumental task in preparing the excellent report on this year’s entries.

WE QUOTE...

"WLW has long been recognized as one of the ablest operators in the many-angled field of promotion. The station’s entry in this year’s The Billboard’s over-all competition bears this out. More than that, the entry, a compendium of information, shapes up as a veritable bible of promotional procedure. Scarcely a facet is untouched and all of the expository material shows an adult approach.

"The accent is not on the ‘gimmick’; neither is it on the flashy or cute type of promotion which reads well but proves nonproductive. Rather, the WLW conception of promotion is all-embracing and involves the highest levels of activity in merchandising, audience building, and test planning. Unlike the promotional operation of most stations, that of WLW has an architectural quality. It has structure and it is many-dimensioned. It succeeds in selling the station’s programs to listeners, the virtues of WLW to time buyers, and thru special services it helps the merchant with his problems."

CROSLEY BROADCASTING CORPORATION
Television finds drama in the dark — with new RCA studio camera

Now television becomes even more exciting as lights are dimmed, and the camera reaches deep inside studio shadows to capture action as dramatic as any on stage or screen...

A new studio television camera—developed by RCA scientists and engineers—needs only 1/10th the usual light.

The super-sensitive eye of the new camera is an improved Image Orthicon Tube... of the type once used only for broadcasts of outdoor events. With it, studio broadcasts now become sharper, clearer—and since so little illumination is needed, heat in the studio is sharply reduced. No more blazing lights!

Such improvements come regularly from RCA Laboratories, and apply to all branches of radio, television, electronics, and recording. These improvements are part of your purchase of any product bearing the name RCA, or RCA Victor.

When in Radio City, New York, be sure to see the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.