KLZ Wins Promotion Awards

NEW YORK, Sept. 13—For the sixth consecutive year, KLZ, Denver, finished among the winners in The Billboard's Annual Radio Promotion Competition. KLZ took first place in Public Service promotion among regional channel network affiliates and third place in overall promotion.

"When THAT time comes, we can use microfilm."
Justin Taft, Jr., age 23, operates the family 400-acre farm near Rochester, Illinois. With his father’s help, he raises corn and soybeans, 20 head of cattle, 100 hogs and 300 chickens. Two brothers attend the University of Illinois: William, 23, agricultural marketing, and Arnold, 18, pre-veterinary course.

Justin plans to build up a registered herd, has consistently been among top winners at cattle shows throughout the Midwest. This year at the Illinois State Fair the Taft brothers took second place with a Hereford steer which had won in nine county fairs, took seventh place with a Shorthorn. Always active in agricultural activities, Justin is president of Sangamon County Rural Youth, chairman of the agriculture committee of the Springfield Junior Chamber of Commerce, and Arnold is sectional vice president of F. F. A., holds the American Farmer degree.

WLS has long played an important part in the Taft family life and in their business of farming. They listen regularly to WLS Dinnerbell Time, daily markets—saw the WLS National Barn Dance at the State Fair this year.

It is on such families as the Tafts that WLS microphones have been focused for almost 24 years. To these families on farms and in cities and towns of Midwest America, WLS has given the entertainment they wanted and the information they needed. Such service has made them loyal WLS listeners . . . and upon loyal listeners depend advertising results.

Justin, Jr., and Arnold with their prize-winning steers at the Illinois State Fair.
New England's Most Popular Radio Slogan

THE YANKEE NETWORK NEWS SERVICE ON THE AIR

When thinking of New England be sure to check The Yankee Network News Service as a vehicle for direct coverage of 24 home-town markets.

New England housewives and their families have been receiving Yankee's four regular news "editions" daily since 1934. Yankee News is habit listening at 8:00 A.M. — 1:00 P.M. — 6:00 P.M. — 11:00 P.M.

The popularity and effectiveness of Yankee News Service is attested by repeated renewals: Marshmallow Fluff and Sweeco in its 9th year; Keyko Margarine in its 4th year; Narragansett Ale, 9th year; Old Gold Cigarettes, 8th year; Beverwyck Beer, 4th year. A new contract is from H. J. Heinz Company, sponsoring "Nine O'Clock News", a Yankee morning "extra", over the entire network, Monday through Saturday.

The Yankee Network News Service is New England's first and largest independent news service, with complete AP, complete INS, Reuter's, direct Washington wire, and a large local staff. It has consistently high Hooperatings for all editions. It gives you home-town impact — the direct, effective penetration of 24 major New England markets, reaching 89.4% of New England radio homes, the most complete coverage you can buy in this area.

Ask your Petry Man for the Plan

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  Represented Nationally by EDWARD PETRY & CO., INC.

IN WORKS in FCC's Engineering Dept. are plans for checking all directional antenna patterns for conformity with requirements. Authorities estimate upwards of 500 stations employ DA, concede checking job might take two to three years. They think checkup in many instances may show actual performance is far different from representations on which DA grants were made. Hearings might confront stations found unaccountably wandering far off prescribed track.

DON'T write off New York and Chicago as possibilities for 1948 NAB convention. San Francisco and Los Angeles are bidding for spring annual meeting as West Coast hasn't had association since San Francisco session in 1940, but New York and Chicago are most accessible convention cities. Cleveland remains in running.

FIRST OFFICIAL appearances of NAB president and general counsel-designate Charles R. Denny after leaving FCC will be in connection with NARBA sessions. He will be in Cuba, ostensibly on vacation, when NARBA preparatory sessions open Nov. 3. And it's certain he will be NBC's "industry representative" at formal deliberations scheduled for Aug. 3 in Canada, probably Montreal.

COMMISSIONER E. K. JETT, FCC's engineering expert who is torn between two international emotions, may have his allocations caked and eat it too. Named U. S. delegate to Provisional Frequency Board which meets in Geneva in January, he also is likely head of U. S. delegation for NARBA at which domestic broadcast band will be reappraised for use among North American nations. He plans to stay three months instead of six at Geneva and return in time for final preparations for NARBA.

MAN who foots bills soon to offer code suggestions. NAB codifiers to meet separately late this month with AAAA Radio Council and ANA group at their request. Both had crack at early code version last summer, leading to separate day-night time limits and other changes.

COMPLAINT of newly formed National Assn. of Radio Station Representatives against CBS handling of non-network time sales for some of its affiliates [Broadcasting, Oct. 6] is being handled gingerly by FCC. No official action either way is expected immediately, with prospect that any action will be preceded by extensive correspondence with both sides.

YOUNG & RUBICAM, New York, considering for client show called Comedy Theatre featuring radio stars in cooperation with AFRA.

OPPOSITION to NAB plan to expand activities is reaching members of its Finance Committee. Some stations contend certain department.

(Continued on page 86)

Upcoming


Oct. 24-25: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.

Oct. 26: National Assn. of Educational Broadcasters meeting, Chicago.

Oct. 26: Assn. for Education by Radio, meeting, Chicago.

(Continued on page 69)

Business Briefly

CARTER RESUMES - Carter Products, New York, has resumed 15-minute musical broadcast Sun. 5:45-6 p.m. on Radio Luxembourg, first series since war. Firm sponsored similar show five years ago. Agency, J. Walter Thompson Co., London.


PUBLIC AFFAIRS ACTIVITY REORGANIZED BY NBC

NEW NBC Public Affairs & Educational Dept. formed late Friday by Brig. Gen. Ken R. Dyke, administrative vice president, replacing Public Service Dept. Dwight Herrick named operations manager of department. Two units created—Talks Division, headed by Doris Corswith; Organizations Division, with Margaret Cuthbert as manager and Jane Tiffany Wagner as assistant manager.

Sterling Fisher named public affairs and educational adviser, reporting to Mr. Dyke. New Public Affairs Board named, consisting of Mr. Dyke as chairman; Messrs. Fisher and Herrick; William F. Brooks, vice president; Thomas McGray, national program manager; William R. McAndrew, assistant to Washington v-p. Dr. James Rowland Angell, NBC board member, continues as network public service councilor.

N. Y. RECORDING MEETING

LEADING recording firms invited by NAB to attend Tuesday meeting in New York to discuss labor matters of mutual interest, it was learned late Friday (see early story page 13).

Quick Code Survey Started in West

SWIFT survey of 500 stations in 14 western States started Friday by Cal Smith, general manager of KFAC Los Angeles, in advance of Oct. 23 meeting of NAB independent code committee (early story page 13). Mr. Smith, member of committee, plans to bring results of survey to meeting to show western sentiment on NAB code.

Stations being surveyed are located in Kansas, Nebraska, Colorado, Wyoming, Nevada, Arizona, Utah, Idaho, Washington, New Mexico, Oregon, California, Oklahoma and Montana.

Majority of Southern California stations in attendance at code meeting held Thursday night in Hollywood at Mr. Smith's call. Network and independent groups were represented.

Several changes in commercial section of code sought at meeting. Limit on commercial time in 15-minute programs criticized, with proposal of five minutes 15 seconds favoring aid operation of independents. Day-night differentiation criticized. Moderation of language covering religious and news broadcasts sought, along with elimination of Section 3 Paragraph 14 covering professions in which it is deemed unethical to advertise.

Broadcasting • Telecasting
## HOOPER STATION LISTENING INDEX

**City Zone: MEMPHIS**

**MONTHS: JULY - AUGUST, 1947**

**Total Coincident Calls—This Period: 24,995**

<table>
<thead>
<tr>
<th>TIME</th>
<th>WPM</th>
<th>NET STATION, CALLS</th>
<th>STATION, Calls</th>
<th>NET STATION, Calls</th>
<th>STATION, Calls</th>
<th>NET STATION, Calls</th>
<th>STATION, Calls</th>
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<td>21.4</td>
<td>12.1</td>
<td>4.5</td>
<td>4.5</td>
<td>4.5</td>
<td>4.5</td>
<td>4.5</td>
<td>21.4</td>
<td>4.5</td>
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<td>20.3</td>
<td>22.6</td>
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<td>6.4</td>
<td>27.8</td>
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<td>137.8</td>
<td>107</td>
<td>35.1</td>
<td>35.1</td>
<td>35.1</td>
<td>35.1</td>
<td>35.1</td>
<td>137.8</td>
<td>35.1</td>
</tr>
</tbody>
</table>

The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the accumulated questions "To what program were you listening, please?" and "Over what station is this program coming?" asked of persons found to be listening the station then named. Those who, although they may have reported listening to the radio, are not identifiable the station to which they are listening. Hence the "Total Mention" computation is "Total House Called."

*Every rated hour given equal weight. For this reason the Total Index is not an arithmetical average of the Day-Part indices.

*The Code of Practice prescribes the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

---

**WE'LL SUMMARIZE ALL THE ABOVE FOR YOU**

**MORE LISTENERS PER DOLLAR IN MEMPHIS**

**WHO COULD WANT ANYTHING MORE**

**WHHM**

**MEMPHIS, TENNESSEE**

Represented by

FORJOE & CO.

October 20, 1947   Page 3
Fulton Lewis, jr.

NETwork Show—
LOCAL Rates

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr., is a salesman par excellence for products as diversified as radio itself.

Let this outstanding local “buy” go to work for you. He’s ready to take on a few selected lines in communities where he’s not already sponsored. Investigate now—wire or write:

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
INDUSTRY PROSPERS

In the Nashville market area industry is certainly prosperous. Carload shipments in and out are well over the record 1946 figure. But most important, the current employment index is over 9 percent higher than last year at this time ... But check the market figures yourself then make plans to share in annual retail sales of more than 356 million dollars ... Let WSIX help put across your sales message effectively and at reasonable listener cost. A large audience listens regularly to favorite shows over WSIX.

"WSIX gives you all three: Market, Coverage, Economy"

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.
You can't lose parlaying

With 50,000 watts now breaking from WGAR’s aerial starting gate, we sent engineers out to clock them on the course.

How strong are those watts when they reach the finish line—the listeners' radios? We wanted real information. We thought you would, too.

Our clockers made 570 measurements at 92 locations in Metropolitan Cleveland of the signal strength (in millivolts) of all Cleveland stations. Readings were taken in every two mile square, averaged for the final ratings.

Out ahead of the pack in Metropolitan Cleveland is WGAR, with the strongest signal of all five local stations...48.4 mv/m against the 43.3 mv/m of the place station (and even farther ahead in the nineteen leading shopping centers...56.1 mv/m to 40.7 mv/m).

Then, to Akron and Canton for additional feedback facts went our engineers. And again, an average of all readings shows WGAR the winner...the most powerful signal from any Cleveland station in these important markets.

### AVERAGE MEASUREMENT OF SIGNAL IN MILLIVOLTS (MV/M)
(five Cleveland stations)

<table>
<thead>
<tr>
<th>METROPOLITAN CLEVELAND</th>
<th>19 CLEVELAND SHOPPING CENTERS</th>
<th>CITY OF AKRON</th>
<th>CITY OF CANTON</th>
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<tbody>
<tr>
<td>WGAR 48.4</td>
<td>WGAR 56.1</td>
<td>WGAR 19.1</td>
<td>WGAR 4.6</td>
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<tr>
<td>STATION B 43.3</td>
<td>STATION B 34.8</td>
<td>STATION B 14.6</td>
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<tr>
<td>STATION C 34.3</td>
<td>STATION C 23.7</td>
<td>STATION C 1.3</td>
<td>STATION C 0.4</td>
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<tr>
<td>STATION D 32.9</td>
<td>STATION D 40.7</td>
<td>STATION D 4.3</td>
<td>STATION D 1.2</td>
</tr>
<tr>
<td>STATION E 8.8</td>
<td>STATION E 19.0</td>
<td>STATION E 0.3</td>
<td>STATION E 0.1</td>
</tr>
</tbody>
</table>
POWER and POPULARITY

And now, turn your glasses over this way where Hooper has been running off his own series of Telephone Sweepstakes.

In the May-June event, WGAR headed the field with a 30.9% share of the audience in all rated time periods. And this before the increase to 50,000 watts power!

In the June-July race, WGAR stepped out to a still more commanding lead of 33.2% at the finish. One month of this period was with power at 5000 watts, one month at 50,000 watts.

Now come the July-August results, and WGAR shows its heels to all other Cleveland stations with 35.7% share of the audience in all rated time periods. That's 52% more of sets tuned in than the next best station!

When you are making a play for sales in Northeastern Ohio... remember... you can't lose in parlaying the power and the popularity of WGAR!

<table>
<thead>
<tr>
<th>INDEX</th>
<th>WGAR</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>35.7</td>
<td>23.5</td>
<td>11.8</td>
<td>16.1</td>
<td>14.1</td>
</tr>
</tbody>
</table>

BASIC COLUMBIA AFFILIATE

50,000 WATTS

CLEVELAND

EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES
Feature of the Week

ATOP a hill overlooking Birmingham, Ala., and Shades Valley, two competing FM stations will operate from a single tower in a cooperative project that may be the forerunner of many similar cooperative ventures.

The stations are WSGN-FM and WAFM, which have jointly purchased property on Red Mountain, known as Radio Park. The 35-acre site will furnish one of the best FM and television sites in the country, according to Henry P. Johnston, WSGN executive vice president and an NAB director, with a tower height of some 800 feet above the surrounding area and offering potential coverage of the major part of Alabama.

Using 50,000 w power eventually, the competing stations will use the same tower and same antenna, with programs radiated simultaneously.

Explaining the operation, Mr. Johnston said: "In joining with a competitive organization on ownership of physical facilities, which permits this expansion without in any way handicapping the competitive business and program relationships, we can both devote funds to program service which might otherwise be tied up in physical equipment to no advantage to the listener.

"We are also cooperating with the CAA and aviation enthusiasts in limiting the potential hazards which additional high towers might give."

The idea developed during a conference between Mr. Johnston and Thad Holt, president and general manager of Voice of Alabama Inc., operating WAFM, and officials of the CAA who voiced concern over the numerous antenna projects planned by FM stations. Messrs. Johnston and Holt, foreseeing economic and technical advantages in a joint transmitter site, promptly drew up plans for the project. Other FM stations will be permitted to use the site.

WAFM has temporary studio and transmitter house on the tract. WSGN-FM plans to take the air in mid-November and its 3,000 w transmitter is in the testing stage, located in a combination transmitter-studio building.

Work will start about the first of the year on the joint tower.

Sellers of Sales

EVEN a quick glance at Jayne Shannon of J. Walter Thompson Co. assures you she would have been a success at the career she originally chose—designing clothes. But at the time that seemed slow-moving and so she turned to figures that could be added up faster. Now, as time-buyer for the J. Walter Thompson Co., she easily adds up to more than a million dollars a year while working on Ward Baking Co., Fanny Farmer Candy Shops, Absorbine Jr., Penick & Ford and others.

Before spending two years fashion designing with custom houses on New York's Madison Ave., Jayne was graduated from St. John's School for Girls at Mountain Lakes, N. J., and the Traphagen School of Fashion and spent a little time at Columbia U. Armed with a secretarial course, she went to Kenyon and Eckhardt Inc., where she was employed as secretary and assistant to the time-buyer. When the J. Walter Thompson Co. needed a buyer in June 1943, Jayne got the job. Her intelligence and ability to get along with people made her a "natural."

She is quick to recognize a good buy and pick it up immediately for any of her clients or pass it on to others who can use it. She has a knack for pleasantly but firmly saying "no" when she is being oversold.

Jayne is a staunch supporter of progressive industry operations and, like other buyers, is always hopeful that radio will really become easier to buy in order to ease up a bit on the selling job she has to do. Her hobbies include some dressmaking, cooking, singing and the theatre, as well as travelling. She is a member of the Radio Executives Club and is active as an advisor in Junior Achievement Inc.

Jayne lives with her sister and another young career woman in Greenwich Village and spends most of her weekends with her family in Boonton, N. J.
"THE VOICE OF FLINT"
DAY AND NIGHT
1330
ON YOUR DIAL
ON THE AIR!
IN THE GREAT $200,000,000
RETAIL SALES MARKET!
ONE OF AMERICA'S LARGEST CITIES!
MICHIGAN'S BASIC OUTLET
FOR MUTUAL
FLINT, MICHIGAN IS A
TERRIFIC MARKET FOR
NATIONAL ADVERTISERS
REPRESENTED BY FORJOE & CO.
Now that quite a few very famous "name" jockeys are riding the records, it seems timely to point out that in disc shows, as in every other kind of program, a local celebrity or program often has more pull than any remote though glittering star.

In Charleston, for example, the "1390 Club"—a local disc-jockey feature aired at 4:30 p.m., five days per week—has a 10.0 Hooperating*! Undoubtedly, it's that same old "local angle" aspect of spot broadcasting, at work...

F&P are pioneers and experts in Bull's-Eye Radio—spot broadcasting—the kind of radio that gives you top audiences, at the hour you want them, in the markets you need, and at a cost you can afford. May we tell you all the story?

*Hooper Report, Spring, 1947
Industry Uniting To Meet Music Crisis

Recorders to Name Members for NAB Group

(Also see story, page 74)

UNITED broadcasting front to meet James C. Petrillo's all-inclusive effort to exact more employment and higher wages out of the industry is expected this week.

In a swift series of developments, the music situation moved toward a year-end crisis that involves possible withdrawal of AFM musicians from networks, transcription and phonograph companies, FM stations, Continental (FM) network, individual programs and television.

Among developments were these:

Phonograph record companies prepared to name representatives on NAB's Industry Music Committee, now in process of formation.

Transcription companies planned similar action.

Petrillo kept ominously silent on recording plans, forbade additional FM network performances and demanded that networks ban duplication of their programs on FM outlets of AM affiliates.

Dept. of Justice filed new information against Petrillo in the WAFF case, following Supreme Court decision last spring upholding the Lea Act (see separate story).

Chicago theatre filed suit against AFM for featherbedding demand.

Phonograph and transcription firms prepared to build backlogs in event musicians are not available after Dec. 31.

J. Albert Woll, ex-U.S. District Attorney in Chicago who filed original Government suit against Petrillo, named AFM-Petrillo lawyer to succeed the late James M. Padway.

Petrillo union refuses to recognize new network co-op program and demands payment of multiple fees for musicians.

Scene of several music incidents last week was Chicago, where the AFM board was meeting. Bana on additional FM network programs and duplication were made by the AFM president during the week.

Phonograph record manufacturers and transcription were expected to take action this week toward joining the NAB-guided united front. Membership of the Industry Music Committee authorized at the NAB Atlantic City convention has been completed aside from these two groups.

By the end of the week both groups are expected to be in agreement with NAB committee representatives. In addition they will have made progress in discussing mutual problems and making plans for possible year-end shutdowns.

Wages Request Denied

Though the AFM president had restricted performances of members on network repeats, the situation darkened last week when he denied a request of Lewis Allen Weiss, MBS board chairman, relative to the MBS Meet Me at Parkey's.

Through Phil Fisher, Local 47 executive in Los Angeles, the union head sent this statement: "In reply to your query re Meet Me at Parkey's radio show, please inform Mr. Weiss that insofar as the AFM is concerned there is no such thing as a live cooperative program and same cannot be permitted."

The program started on MBS Oct. 19. It now will use a choir and a soloist, Betty Rhodes. ABC is using a similar setup for Abbott & Costello whereas CBS is using only a choral group on the Joan Davis show.

In a telegram to Hudson Eldridge, head of Continental (FM) Network, Mr. Petrillo refused permission for addition of more musical programs on the hookup, now mushrooming toward nationwide proportions. The telegram said: "Regret that your request to increase programs for Continental Network cannot be granted at this time. We have no objection if these programs are broadcast by a single station."

Recognizing possibility of a recording and transcribing ban after Dec. 31, these industries have been working on backlogs for some time. The ban might develop through a Petrillo demand for exorbitant wages or impossible numbers of musicians, some believe, thus avoiding conflict with Taft-Hartley and Lea Act strike provisions.

Cutting schedules at a number

Demand Grows for Changes in Code

Calling of Convention Urged for Standards Discussion

By J. FRANK BEATTY

RISING industry pressure is expected to force changes in the NAB code, to meet commercial needs of affiliates and independents alike, when the NAB board meets Nov. 13-15 in Washington.

Station objections to the tentative code sanctioned at the board's Atlantic City meeting last month are concentrated on the commercial sections. They have assumed nationwide proportions.

The board's meeting was scheduled in the first place to consider code suggestions and to draft a final version effective Feb. 1, 1948. Board members, led by President Justin Miller, have solicited code suggestions for consideration by a special board committee at a meeting set for Nov. 3.

Call for a special industry convention, limited to one delegate per station, was voiced last week by Ed Yocum, general manager of KGHL, Billings, Mont., on the ground that broadcasters have not had adequate opportunity to discuss its provisions. Mr. Yocum, a former NAB director, serves with CBS Washington in 1944-46.

Meetings have been held in all parts of the country by groups of broadcasters and some state associations have taken up the subject. In practically every case objections have been raised to the detailed specifications of the commercial section, with its maximum three-minute limit on commercial content of 15-minute programs and the 30-second station-break provision.

Coming to the fore is the suggestion that affiliates will be hit by the commercial section during non-network periods, when they in effect are independents.

AS PETRILLO continues his series of radio maneuvers, conviction grows that he is wrapping up entire music problem in one package so as to get more work and more money out of all facets of the industry. Though he had relied heavily for guidance on the late James M. Padway, he quickly filled the void by appointing J. Albert Woll, son of the famed leader and Dept. of Justice attorney, as his counsel.

of plants have been stepped up. Large phonograph record companies have vast files of masters. Smaller companies also have backlogs, but in some cases might be tempted to dodge an AFM ban by use of union members who are willing to defy the organization.

Hillbilly talent will still be available, in event of an impasse, along with harmonica and a capella combination, and recorders are making plans accordingly.

Transcription companies are generally proceeding on schedules closer to normal. They are sensitive to whatever action is taken by

(Continued on page 74)
### LEADING PROGRAM HOOPERS

**EVENING OCTOBER 1-7, 1947**

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<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
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<th>Agency</th>
<th>Hooper-ating</th>
<th>Year Ago</th>
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<td>Foote, Cone &amp; Belding</td>
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<td>Fibber McGee &amp; Molly</td>
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<td>S. C. Johnson &amp; Son</td>
<td>Needham, Louis &amp; Broby</td>
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<td>J. Walter Thompson</td>
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<td>19.9</td>
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<td>American Tobacco Co.</td>
<td>Foote, Cone &amp; Belding</td>
<td>20.6</td>
<td>21.0</td>
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<td>Ruthrauff &amp; Ryan</td>
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<td>17.7</td>
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<td>Al Jolson</td>
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<td>Kraft Foods Co.</td>
<td>J. Walter Thompson</td>
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<td>Charlie McCarthy</td>
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<td>Standard Brands</td>
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<td>Walter Winchell</td>
<td>214</td>
<td>Andrew Jergens Co.</td>
<td>Robert W. Orr. &amp; Assoc.</td>
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<td>Fred Allen</td>
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<td>Standard Brands</td>
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<td>Screen Guild Players</td>
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<td>Hutchins Adv.</td>
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<td>Needham, Louis &amp; Broby</td>
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*Includes first and second broadcasts*

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<th>Agency</th>
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<td>Our Gal, Sunday</td>
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<td>Max Perkins (CBS)</td>
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<td>Phile Products</td>
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<td>Romance of Helen Trent</td>
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<td>Dancer-Fitzgerald-Sample</td>
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### FALL MEETING OF N. C. BROADCASTERS BEGINS

**TWO-DAY fall meeting of the North Carolina Broadcasters Assn. will get underway today (Oct. 20) at the Sedgfield Inn near Greensboro.** Highlight of today's session will be a talk by Harold Fair, director of NAB's Program Dept., on the proposed code. A discussion period will follow the talk. The luncheon session will be addressed by Earl Wynn, director of the new Communications Center at North Carolina U., who will describe his set-up.

A cocktail party and the annual banquet are scheduled for this evening, with the stations in Winston-Salem, Greensboro, and High Point acting as hosts for the former.

*Tuesday's morning feature will be an address by Thomas D. Connolly, CBS director of program promotion. The business meeting will be held Tuesday afternoon and new officers will be elected. Current officers of the Assn. are Frank Jarman, WDNC Durham, president; Richard A. Dunea, WMFD Wilmington, vice president; and Harold Exess, WSJS Winston-Salem, secretary-treasurer.*

As a pre-conference affair yesterday (Sunday), the North Carolina FM Assn. was to hold a lunch meeting at Sedgesfield, presided over by Allen Wanninger, former manager of WGTM and WGT-M FM Wilson, who is president of the N. C. FM Assn.

### Kaiser - Frazer Agency Plans Hollywood Office


Kaiser-Frazer last week signed with MBS to sponsor Wendell Noble as commentator on Newscope four times weekly effective Nov. 4. Program will be heard on the full MBS network Tues. and Thurs. (7:30-7:45 p.m.) and on "selected" stations Sat. (7:30-7:45 p.m.) and Sun., (8:45-9 p.m.).

Sponsorship of Mr. Noble boosts Kaiser-Frazer's radio billing from approximately $1,000,000, all previously in spot on over 300 stations in approximately 125 markets, to well over $2,000,000. The agency declined to give actual percentage or dollar figures of client's overall advertising budget.

### CPP Changing Agency


---

**D-F-S in Chicago Being Reorganized**

Agency Shifts Personnel Assigned To General Mills and P & G

AS YET unannounced drastic reorganization within the Chicago office of Dancer-Fitzgerald-Sample Inc. will result in major changes of personnel on agency's two biggest clients, Procter & Gamble and General Mills.

Because both clients are at present topping all previous years in advertising billing, particularly in radio, agency has placed Everett Bradley, former Spic and Span account executive, in newly-created post of director of creative department and Joseph M. Greeley in charge of all brands of General Mills.

Tom Greer, also a GM account executive, will be copy chief for all GM products, including GM's new "Product X" which will be introduced Jan. 1 as Betty Crocker ginger mix.

Also advanced have been Charles Fitzmaurice and Edmund C. Dold, both formerly assistant account executives on General Mills. The account has been divided between them under Mr. Greeley's general supervision, with Mr. Fitzmaurice servicing Cheerios, Softasilk cake flour and Betty Crocker cereal. Mrs. (formerly Dr.) Lepine, General Mills research director, and Bill Tyler, copy chief, have been promoted.

Also among the 16 people who have resigned at the agency during the past two weeks are Al Eisenmenger, former radio timebuyer; Harold Sanders, copy supervisor; Tom Denton, account executive; Hazel F. Gwynn, copy supervisor; Jean Lepine, General Mills research director; Dedrick Cooper, art director, and William Tyler, copy writer.

**Hearing Designated**

TELEVISION applications of firms declared by FCC to be subsidiaries of Paramount Pictures Inc., including Allen B. Du Mont Labs. Inc., were designated for hearing last week by the Commission. Paramount earlier had filed a statement with the Commission explaining its interest in Du Mont [BROADCASTING, Oct. 6]. The hearing will cover the applications of New England Theatres Inc., seeking Channel 13 at Boston; United Detroit Theatres Corp., Channel 6, Detroit; Du Mont, Channel 2 in both Cincinnati and Cleveland, and Interstate Circuit Inc., Channel 3, Dallas. The Fort Industry Co. video outlet was consolidated in the proceeding as it seeks switch from Channel 2 to Channel 5.

---

*Tell me, Miss DuBois! What do you think of the new long skirts?"*

**Drawn for Broadcasting by Sid Hix**
Coy Is Listed With
Reinsch, Taylor, Ex-Senators
By SOL TAIHOFF
A PRACTICAL broadcaster or a
practical politician as the next
chairman of the FCC?
That appeared to be the ques-
tion a week after the resigna-
tion of Charles R. Denny, who
leaves Oct. 31 to become vice
president and
general counsel of NBC. There
was no indication at the White
House that President Truman had
made his selection. It was reported
that he is inquiring into the avail-
ability of men with radio back-
ground.

Broadcasters under considera-
tion were believed to be J. Leon-
ard Reinsch, managing director of
the
Cox radio stations and radio ad-
viser to Mr. Truman since the vice
presidential campaigning
days, and
Wayne Coy, director of radio of the
Washington Post stations, WINX
and WINX-FM, a former adminis-
trative assistant to President
Roosevelt.
The political names most fre-
quently heard were former Dem-
ocratic Senators James M. Mead, of
New York, and
Hugh B. Mitchell of Washington. Both
were said to have strong political support
but little else.

Almost simultaneously with the
formal announcement of Mr.
Denny's resignation Oct. 9 came
reports of strong backing for
Brig. Gen. Telford Taylor, chief war
crimes prosecutor at Nuremberg
and former FCC general counsel.
But, it was asserted in usually in-
formed quarters, Gen. Taylor's
candidacy was suggested down be-
cause it is felt he is too liberal, too
pro-labor, and too much of a stick-

White House to confer formally
about the vacancy.
The former Sen. Mitchell, a 40-
year-old ex-newspaperman, has
the strong endorsement of Gov.
Mon Wallgren of Washington, a
close friend of President Truman.
The son of Harry B. Mitchell, president
of the U. S. Civil Service Com-
mission, he served as executive as-
istant to Mr. Wallgren during
the latter's 10 years as a member of
Congress from Washington and
as a senator. In 1945 when Mr.
Wallgren announced the governorship,
he named Mr. Mitchell his senatorial
successor. A laborite and an arch
liberal, who was one of the few
senators to vote against the anti-
Petrolio hill in the last Congress,
Mr. Mitchell was defeated in the
1946 elections. He has conducted
a consulting research practice in
Seattle since his return to private
life.

Sen. Mead, 61, served ten terms
in the House before being elected
to the Senate in 1938. He was
elected in 1940 but was defeated
by Gov. Dewey in the gubernato-
rial elections in 1946. He has the
support of the New York Demo-
cratic party and is the Democratic
candidate for a Senate seat in New
York.

Mr. Reinsch's name has been
mentioned for the FCC since re-
ports were first heard (Broadcast-
ing, Aug. 11) that Mr. Denny
would retire from the Commission
before the end of the year. A vet-
eran of 20 years in radio in 39,
Mr. Reinsch has been active in indus-
try affairs and has served several
terms on the NAB board. He was
radio director of the Democratic
Committee during the fourth-term
F.D.R. campaign in 1944 and
worked closely with Mr. Truman
as the vice presidential candidate.

When Mr. Truman assumed the
Presidency on April 12, 1945, Mr.
Reinsch served as radio and press
secretary for a short time and then
returned to his managing director-
ship of the Cox stations (WSB At-
lanta, WHIO Dayton, WIOD
Miami), but continued as radio
adviser to the chief executive.

Mr. Reinsch is identified with the
Queen City Broadcasting Co.,
applicant for a new regional station
in Cincinnati. The FCC has pro-
posed to deny this application and
a final decision shortly is expected
to be forthcoming.

If Mr. Reinsch should be called
upon by the President to serve on
the FCC, it is taken for granted
that he would relinquish his inter-
est in Queen City.

Although Mr. Coy has been iden-
tified with the FCC only since 1944,
when he left Government service to
become assistant to Washington
Post Publisher Eugene Meyer, he
has been active in broadcasting in
that period. Last month he com-
pleated a one-year term as NAB
(Continued on page 88)

Sen. Mead Sen. Mitchell

Clear Channel Hearings Are Resumed

Maximum of Two Weeks
Is Expected for All
Of Proceedings
By RUFUS CRATER
WITH INDICATIONS that two
weeks will be needed to complete
the record, FCC's long-drawn
channel hearings resume to-
day (Monday) for the final ses-
sions after a lapse of more than
a year.
The order of appearances was
arbitrarily set by Comr. Rosel H.
Hyde at last Thursday in the course
of a sometimes heated pre-hearing
conference in which the two prin-
cipal adversaries, clear-channel
representatives on one side and
regionalists on the other, jockeyed
for preferred position and never
agreed on which should get the
closing spot.

Comr. Hyde ruled that presenta-
tions should be in this order:
1. Representatives of educational
groups and others offering non-tech-
nical information. These witnesses
are expected to complete their testimony in one day, perhaps
less.
2. Clear Channel Broadcasting
Service to present affirmative evidence
starting Tuesday, with an option
as to presenting rebuttal testimony at
the same time or later. Louis G. Caldwell,
CBS counsel, who contended his group
had prepared and was entitled to make
its presentation all in one piece as the
primary presentation, estimated three
days would be needed for direct pres-
entation of all of its evidence, which
will include some 130 exhibits.
3. Regional Broadcasters Committee
to follow CBS, Attorney Russell
Rowell, speaking for NBC Counsel Paul
R. Spearman, who was revealed the
regional group's presentation would
require about four hours, perhaps
less.
4. ABC, which estimated it would need
30 minutes.
5. KSL Salt Lake City, planning to
take not more than two hours.
6. NBC, expecting to need a minimum
of four hours.
7. CBS, which anticipated testimony
requiring one hour.
8. Remainder of CBBS presentation
if not completed in earlier appearance.
9. "Rebuttal by anyone."

Yet to be fitted into the schedule,
probably sometime during the sec-
ond week, is an estimated hour of
testimony by WQXR New York.
WHCU Ithaca indicated it might
wish to appear.

Harry M. Plotkin, FCC assistant
general counsel, estimated on the
basis of the participants' plans that
approximately one week would be
needed for direct presentations and
that this would be drawn out to a
total of two weeks by cross-

The conference developed into a
sharp and sometimes bitter battle
between the regional and clear-
channel representatives, each seek-
ing last position on the agenda,
and with at least some of the net-
works arguing that they should
be allowed, to follow one or the
other of the principal adversaries.
Mr. Caldwell contended, despite
Comr. Hyde's denial, that the en-
tire hearing is in effect a "show
cause" proceeding against clear-
channel stations, and insisted that
CBBS should be allowed to wind
up the sessions with a connected
presentation of its case. Further,
he declared, CBBS apparently
is the only participant which plans
to offer a definite plan for most effec-
tive use of channels and power.

Protesting that refusal to permit
the clear-channel present all of its
remaining evidence in one piece
at the close of the hearing came as
a "great surprise," he said
(Continued on page 88)

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Toni Leaps to $16,000,000 In 3 Years

By FRED SAMPLE

IN THE HIGHLY complex, highly competitive billion dollar beauty shop business the name of Richard Nielson Wishbone Harris is anathema. Mr. Harris is the former Yale tackle (class of '36) who, with his brother Irving leads the home permanent wave industry in the race for $35,000,000 of the annual $1,200,000,000 spent by the American woman for beauty's sake.

Even during the war years when success stories were commonplace, the Harris brothers' skyrocketing of a $5,000 investment would curl the hair of Henry Kaiser.

Now, in three years, by shrewd knowledge of his competition's major weaknesses, sound business sense, and the assistance of some of the best brains in advertising, the Harrises, as president and vice-president respectively of The Toni Co., St. Paul, have taken over more than 75% of the home permanent wave market and will have an estimated gross income in 1947 of $16,000,000 which shows every evidence of hitting $25,000,000 by 1949.

Class by Himself

Apart from the advertising claims of his 90 other competitors in the home permanent wave field, one thing puts The Toni Co.'s president in a class by himself. From the inception of the Toni Home Permanent Wave in 1944, Mr. Harris has poured close to 33 1/3% of every dollar taken in back into advertising.

Of the $3,500,000 it will spend for advertising in 1947, Toni will place approximately $2,500,000 into network radio. Today, with five network shows (the ABC Breakfast Club, 8-8:15 a.m., CST, Toni Co., agency and ABC executives agree on Toni sponsorship of Don McNeill's Breakfast Club with participants in the deal including (1 to r): Pat Hara, Cone, Footo, Cone & Belding, Toni agency; Nielson Harris, Irving Harris and Ed Boroff, general manager of ABC Central Division Monday through Friday, and an NBC strip, 11-11:15 a.m., Monday through Friday are their latest acquisitions), Toni is the largest buyer of radio time in the beauty product industry.

When Mr. Harris came up with Toni, one of the first cream wave-type home permanents, he set his prices up where the American woman felt she was getting a bargain without feeling her neighbors would sneer at her thriftiness. Today, Toni Home Permanent Wave comes in three models: Toni DeLuxe Kit, complete with plastic curlers, $2.00; Toni Kit, with fibre curlers, $1.25, and Toni refills (without the curlers), $1.00.

This is how Toni breaks down its advertising appropriation:

Meet the Misfits (CBS Pacific Net) $50,000 and Toni's first venture into network radio. Daytime Strip — Dramatic Serial (not yet selected) (NBC) $950,000. Give and Take (CBS) $400,000.

Ladies Be Seated (ABC) $500,000. Mel Torme Show (NBC) $500,000. Breakfast Club (ABC) $900,000.

The Mel Torme Show was purchased because Mr. Harris and Footo, Cone & Belding, Chicago, the Toni agency, have figures to prove that teen-agers are rapidly becoming converts of the home permanent wave. Few, they find, have the capital to invest heavily in beauty parlor treatment. And, as they grow older and continue to use Toni, the business will continue to expand. As men stopped going to the barber shop for shaves, Toni averts, so women will stop going to the beauty shop for permanents.

Toni's enormous expansion in the home permanent wave field and in permanent advertising is reflected in the sales figures for the first year they were in business compared with 1947.

1946 Figures

In 1946, Toni did an estimated $5,000,000 in gross sales, spent $1,000,000 in advertising, $400,000 of it in radio.

In 1947 Toni is planning to spend $2,500,000 in radio, $800,000 in magazines, $500,000 in newspapers and $300,000 in dealer Helps. The company and FC&B think they have every reason to expect advertising to take $1,000,000 in 1948.

Besides the Harris brothers, the Toni Co. can also boast of some of the most ingenuous and aggressive men in the drug product business today. For Toni's sales director, Mr. Harris wooed Phil Kalish away from PepsiCo, where he was vice president and sales manager. For advertising director,

FROM a $5,000 investment made three years ago, the Harris brothers have skyrocketed their Toni Home Permanent Wave business into a $16,000,000 concern. Toni has taken over 75% of the home permanent wave market. The firm plans to spend about $2,500,000 (out of a $3,500,000 advertising budget) on radio in 1947, with radio eventually getting more and more of the Toni dollar.

Howard Bloomquist, Toni Co. advertising director.

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Louis H. Rosenberg, FC&B vice president and account executive.
**Contests Highlight Radio Week**

**Many Industries Taking Part in Promotion Campaign**

TWO nationwide contests, thousands of special programs on stations and networks, and local meetings and broadcasts in every community in the nation will mark the third annual observance of National Radio Week Oct. 26-Nov. 1.

High officials in government and business life will participate in the series of events, comprising a radio promotional campaign unprecedented in the industry's history. Retailer groups and all types of civic and educational agencies are joining NAB, Radio Manufacturers Assn. and the U. S. Junior Chamber of Commerce in the promotion [BROADCASTING, Oct. 13].

Four scholarships valued at $500 each will be awarded jointly by NAB and RMA to the four national winners of the nationwide "Voice of Democracy" contest, jointly sponsored by NAB, RMA and the junior chamber. The contest is open to all students in the last three years of high school who write five-minute broadcast scripts on the subject, "I Speak for Democracy."

Praised by Studebaker

Dr. John W. Studebaker, U. S. Commissioner of Education, termed the contest a "vital national serv-

**Set Makers Step Up Production Of Receivers With FM Circuits**

SET manufacturers have stepped up production of sets with FM circuits to meet growing public demand, with output of low-cost AM-FM sets rising rapidly in line with a request of the FM Assn., Paul V. Galvin, chairman of the Set Division of Radio Manufacturers Assn. told the group full conclave in New York last week.

Mr. Galvin said the Division's Executive Committee had considered the FM problem and that every possible step had been taken to stimulate increased production, especially in the low-cost category. Industry leaders attending the RMA conference in private and informal sessions discussed a 1948 production figure between 12,100,000 and 15,300,000 for all types of receivers, including television, and that projection of tubes in 1948 would be about 167,000,000.

A special committee to investigate discrimination against television owners was formed because of the recent development in two Connecticut towns where set owners have been charged extra on electric bills. The RMA Board of Directors authorized President Max F. Bal-

**Hearst Subpoena Is Requested of FCC**

**Pearson - Allen Take Action For Hearing with WBAL**

COUNSEL for Drew Pearson and Robert S. Allen asked FCC last week for a subpoena for William Randolph Hearst, chief owner of WBAL Baltimore, in anticipation of FCC's Nov. 3 hearing on WBAL's renewal application and the Pearson-Allen bid for the station's clear-channel facilities.

Marcus Cohn and Leonard Marks, attorneys for Messrs. Pearson and Allen, had disclosed in an FCC pre-hearing conference on Wednesday that they would make the request after lawyers for WBAL reported that they did not intend themselves to summon Mr. Hearst. FCC Comr. Rosel H. Hyde, designated to hear the case, said then that he would rule on the re-

**1899 Emile J. Gough 1947**

**EMILE J. GOUGH, 58, a veteran**


Mr. Gough began his newspaper career on the San Francisco Evening Post in 1907. He became managing editor of the RMA last week.

Mr. Gough was named to a post as director of the Hearst Radio Enterprises and subsequently headed the entire Hearst radio system. He resigned from the Hearst organization in 1937.

In 1938 he joined SESAC as field representative. Later he was appointed to state level of SESAC with offices in New York. He retired last year and moved to San Francisco, where he was living with his wife, Mrs. Mary Elizabeth Brennan Gough.

Besides his widow, he leaves a son, Dr. Emile J. Gough, Jr., of Stockton.

**AWB 2nd District Meets In Albany This Weekend**

A DINNER for Alma Ketchell, past president of the Assn. of Women Broadcasters, will open a meeting of the AWB's Second District at the DeWitt Clinton Hotel, Albany, N. Y., Oct. 24-26.

Saturday morning speakers are to include: Michael R. Hanna, general manager, WENY, WBEN Buffalo; Neil Moyer, N. Y. State Radio Bureau; Jane Todd, N. Y. Dept. of Commerce and Mary Margaret McBride, WOR New York comptroller. Moderator. Mrs. Thomas E. Dewey, wife of New York's governor, is to be a guest at Saturday's luncheon.

October 20, 1947 • Page 17
Nearby Towers Disrupt DA Patterns

CBS Complains to FCC On WTOP; Other Cases Cited

POSSIBILITY that a new and perhaps far-reaching technical problem has arisen out of the postwar influx of new stations of all categories was seen last week, as CBS told FCC that adjacent antenna towers may make it impossible for WTOP and its sister stations to receive the required protection to KSTP St. Paul, on the same channel.

Although Commission officials were reluctant to comment until they could make a detailed study of the network's complaint, it was estimated in some FCC quarters that, conceivably, "50 to 100" stations in other areas may be involved in similar situations.

Meanwhile, Everett L. Dillard, president of FM AM Stations, Inc., and owner of WASH (FM) Washington, one of the stations named in the CBS complaint, insisted that many factors beyond FCC's control, not towers alone, may serve to throw directional patterns out of kilter. He said the result may necessarily be a relaxation of existing standards of protection.

Problem of WTOP

The WTOP problem, according to CBS, which called it "unusual" and "not of common occurrence," is that signals of the network-owned station or are would be re-radiated from the towers which other stations have been authorized to erect in the vicinity of WTOP's. The result, CBS declared, is that WTOP's directional-pattern may be distorted and its radiation toward the skywave service area of KSTP may greatly exceed the maximum permitted under the Washington stations' licenses. Both WTOP and KSTP are on 1500 kc, a Class 1-B clear channel, with 50 kw.

CBS cited five stations which have or plan to have towers near their WTOP. It asked FCC to issue stay orders against their use of such locations and to institute proceedings for modification of their grants or licenses. The "cumulative effect" of re-radiation from "any two or more" of the towers, CBS said, may render it impossible to meet the requirements for protection of KSTP.

Stations Cited

The stations are WORL, WAGY and WAGY-FM Silver Spring, Md., whose common tower is the only one already built in the Wheaton, Md., area where WTOP's are located; WASH (FM) Washington, which is currently in operation on an interim basis from another location; and WHMB (FM) Washington and WHP (FM) Silver Spring, which are not yet on the air.

The station's formal replies have not been filed. But Mr. Dillard, an engineer as well as WASH owner, contended that some re-radiation would result from any structure containing steel that might be erected in the vicinity, and that other factors, such as power lines, might create the same problem. He pointed out, for example, that a water-tower pattern may exceed about 1.4 miles from the WTOP array and said WTOP's attenuated field at this point is about 280 millivolts per meter, "which is higher than that at the WASH towers sites."

Another contributor to the complexity of the problem, the stations felt, is the frequent requirement of the FCC's Authorities and local zoning boards that towers be grouped insofar as possible. In view of this, and in line with his argument that many factors outside FCC's jurisdiction may result in directional problems, Mr. Dillard said the ultimate outcome may be that present standards of protection will have to be relaxed substantially.

"Why," he asked, "should the new service, which expects to take over the old and do a better job, be held back to protect the old because of its technical limitation?"

With respect to the WTOP case, Jay W. Wright, CBS chief radio engineer, told the Commission in a sworn statement that "although it might be possible through experimental processes to minimize the interference due only to WAGY [by adjustment of the WTOP directional], it would probably not be possible for a pending application of view to compensate for re-radiation from the additional stations [by this method] because of the cumulative effect of uncontrollable factors from the several sources."

Mr. Wright suggested that the problem with respect to WASH and WHMB—no tests were conducted in the case of WHP and stations plans—might be "minimized" by sectionizing each of those structures into two or more insulated segments. He indicated that...

(Continued on page 78)

FCC Again Denies Renewal; WORL Plans Court Appeal

A COURT APPEAL by WORL Boston was regarded as a virtual certainty last week, after FCC reaffirmed its decision to deny the station's application for renewal.

Acting exactly one week after hearing reargument of the case [BROADCASTING, Oct. 13], the Commission by a 5-1 vote ruled that "no sufficient reason has been advanced for departure from the original decision to deny renewal on grounds of its opinion the holder of ownership [BROADCASTING, April 28]."

Comr. E. K. Jett renewed his original dissent, reiterating that the identity of the station's owners had been a "basis for decision in the Commission that no motive had been found "for not reporting the extent of the holdings of two stockholders," and that he believed the record did not support "the finding that any of the parties are guilty of having made willful misrepresentations."

Comr. Rosel H. Hyde did not participate in the decision. In the decision last April the vote was 3 to 1, Comrs. Hyde, Paul A. Walk-

er, and E. M. Webster not participating.

Except for a paragraph relating to extension of WORL's license on a temporary basis, the April decision was reaffirmed in its entirety, including dismissal of a pending application for the sale of WORL to Binter Broadcasting Corp. for $200,000. Several applications for WORL's facilities—950 kc, 1 kw, daytime—are pending before FCC.

The station is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys.

There appeared to be no doubt that WORL would take the case to court. The station is currently operating on a temporary extension of license to Nov. 30, and, if a further extension is not granted, is expected to seek a stay order to prevent deletion pending disposition of the appeal. The appeal would be to the Court of Appeals for the District of Columbia.

Court Denies Plea In Fight for 1530 kc

Stanton Had Requested Action Against Losses

U. S. Court of Appeals for the District of Columbia refused last week to vacate the stay order it had granted to WCKY Cincinnati against the FCC grant to Patrick Joseph Street of a new 1-5 kw daytime station in Philadelphia on WCKY's 1530-1 kc channel [BROADCASTING, Apr. 28].

In rejecting Mr. Stanton's request for dissolution of the order, the court denied his alternative requests for modification to permit completion of his station or for a requirement that WCKY post $75,000 bond to indemnify him against revenue losses in event WCKY's appeal is finally denied.

Daytime Interference

The WCKY appeal, for the pendency of which the stay order was issued, is based on claims that the proposed Stanton operation would subject the Cincinnati station to objectionable daytime skywave interference, which is not now recognized by FCC's standards. The Court has not yet decided this appeal or those of several Class 1-A clear-channel stations protesting similar FCC grants authorizing daytime duplication of clears.

Nor has FCC itself issued a decision on the hearing held early last summer to determine the characteristics and effects of daytime skywave [BROADCASTING, June 9]. It did deny last week, however, a petition of Wolverine State Broadcasting Service, of Detroit, for exemption of a Wolverine application from the policy of not acting upon applications for daytime use of U.S. 1-A and 1-B channels until the skywave decision is issued.

FCC Upheld in Appeal By Mester Bros. on WOV Acquisition

THE U.S. Supreme Court last week dismissed the Mester brothers' appeal from the March 1946 FCC denial of their proposed $300,000 acquisition of WOV New York, but a petition for re-hearing appealed likely.

In its action, the Supreme Court granted an FCC motion to dismiss the Mesters' appeal from the decision of a special three-judge court in New York upholding Commission's refusal to grant a new Class A station license and did not hear argument on the case.

Under court procedure, the Mesters may now ask for re-hearing, and spokesmen for their Washington counsel, the law firm of Segal, Smith & Henessey, said this petition probably would be filed.

The Mesters—Murray and Mey-

er—were turned down by the Commission in their proposal to buy controlling interest in the station from Arde Bulova and Harry Henshel on grounds that they are unqualified to become licensees.

Mr. Henshel's subsequent applications for acquisition of Mr. Bulova's interest in the station for $400,000 plus 80% of net current assets [BROADCASTING, March 10]—meanwhile has been withdrawn. Spokesmen said it was not known whether it may be submitted again.

The Civil Aeronautics Administration's rule, Mr. Bulova must dispose of either WOV or WNEW, which he also controls. WOVE operates on 1280 kc with 5 kw, while WNEW is on 1150 kc with 10 kw.
If the Patient Is Sick—A Prescription

Prof. Chafee Offers New Two-Volume Study On Freedom


THE strongest assurance which radio can have against governmental encroachment is the vitality of its service to the community.

With those words Prof. Zechariah Chafee Jr. sums up his study, Government and Mass Communications, a two-volume report from the Commission on Freedom of the Press.

All in all, Professor Chafee, vice chairman of the Commission, takes a more tolerant view of the "press" (in all Commission reports the term press includes radio, newspapers and the movies) than do some of his distinguished colleagues.

Proceeds With Caution

He sees a possible value in some government control should any of the means of communication, including radio, overstep the limits of their responsibility to the public, but feels inclined to wait until he is certain there is a need before prescribing a cure.

A parable told by the professor illustrates the point. "When the social building of the students at Brown was in charge long deliberated whether it would lay the new concrete walks to the doors. Finally, the chairman suggested: 'Let us wait a while, and see where the boys make paths across the grass. Then we'll put the concrete along their paths.'" Mr. Chafee's plan is to go slowly with recommendations of governmental limitation.

Previous reports (this is the eighth from the Commission or its predecessor committees) have made optimistic about the real need for federal control. The American Radio, by Llewellyn White, assistant director of the Commission, was an admirable collection of facts about the medium seen through what was described by one reviewer [BROADCASTING, March 31], as a "pink haze." Freedom of the Press, seventh report, written by William Ernest Hocking, saw the need for more than a little censorship [BROADCASTING, Aug. 4]. Others of the series viewed radio with the same alarm.

Deals With FCC

Radio's position seems to leave Professor Chafee unperturbed. He outlines it at some length along with the positions of all of the other media. His preface to the book points out that since "some domestic matters like motion pictures and the radio form the subject of other special studies published by the Commission, I have tried to avoid duplication." But he finds room in his voluminous report (1,291 pages) to deal with the role of the Federal Communications System in broadcasting.

Professor Chafee, it should be explained, has taught at Harvard Law School since 1916 and is now Langdell Professor of Law. He was recently appointed American Representative to the United Nations Subcommission on Freedom of Information. With his law school background it is not surprising that the book does an admirable job of summing up, lawyer fashion, the present relations of the government to the mass media and the limits it is likely to come to pass in response to numerous conditions of the United States today. The First Amendment is a gun behind the door which must never be allowed to rust.

Means of Communication

Summarizing the radio aspects of government relations with radio, the writer points out that always political leaders have had to find a way to communicate with the people. Lincoln took the opportunity of Gettysburg to make an important declaration of policy because otherwise it is likely to come to pass in response to numerous conditions of the United States today. The First Amendment is a gun behind the door which must never be allowed to rust.

He concludes: "Even though the self-righting process clanks along it very jerkily, I am far from ready to abandon the case against abridging the freedom of speech," and again "there is some risk that the small things will be lost in the fervor of the evils of a government-controlled press." The point is that unwise state activity must be steadily resisted, because otherwise it is likely to come to pass in response to numerous conditions of the United States today. The First Amendment is a gun behind the door which must never be allowed to rust.

Facts, Not Figures

THOUGH NAB had eight Powers models assisting in the Atlantic City convention session on radio management problems, the serious side of the meeting wasn't neglected. Over 500 requests have been received from the J. A. Brown, head of the NAB Small Market Stations Division, for text of the seven speeches delivered during the session. The speeches cover key problems in station management, from the small market viewpoint.

Three Books

Government and Mass Communications is divided into three books. The first deals with the use of governmental powers to limit or suppress discussion, which in turn is divided into four sections. These include the protection of individual interests against untruthful and unjustifiable publications; protection of common standards of the community; protection against internal disorder and interferences with the operation of the government and protection against external aggression.

The second book takes up the general subject of affirmative governmental activities for encouraging the communication of news and ideas divided into four sections. These include the provision of essential physical facilities accessible to all; traffic regulations; applications to the press of general legislation, and legislation specifically designed to promote the economic freedom or quality of communications.

Government in Communications

The third part takes up the general subject of the government as a party to communications.

The Commission on Freedom of the Press is operating under a grant made by Time Inc. and Encyclopaedia Britannica Inc. to the U. of Chicago. While the report is by Professor Chafee, he says, somewhat ironically, in the preface that "although no one but myself is responsible for the specific statements in this book, the credit for whatever anybody likes in it belongs mostly to the whole Commission." In spite of this disclaimer, that Professor Chafee approached his study with a more open mind than did some of his colleagues. Art King.

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Major Media Doing Top Job, Manly Tells Pacific AAAA

REFUTING the so-called "rising advertising costs," Merle W. Manly, chairman of AAAA Oregon chapter, and treasurer of Botsford, Constantine and Gardner, Portland, declares that "major media of the Pacific Coast, like those nationally, by and large do not have more value a dollar today than before the war." His remarks were made at the Pacific Council AAAA convention, held at Yosemite National Park, California, Oct. 12 to 15. "This situation is a challenge to advertising agencies to show advertisers that lower unit media costs of 1947 offer more aggressive manufacturers and merchants greater sales development opportunities than ever before," he said.

Radio Speakers

Speakers concerned with radio specifically were Judge Justice Miller, NAB president, who reviewed BMB's accomplishments, and Norman R. Tyre, Hollywood attorney specializing in radio, who covered the human aspect of radio control. Mr. Tyre reminded the advertising men that they must "at all times keep in mind that it is not only necessary to secure commission of the exclusive contracts but it is equally necessary to recognize they are dealing with highly-talented and sensitive individuals whose income outside of radio is in the high-income tax brackets."

He warned that "option contracts can be instruments of treachery from the advertising agency's point of view if they are left to oral arrangements or incomplete temporary letter agreements."

Viewing overall agency operations, Melvin Brorby, AAAA director-at-large and vice president of Needham, Louis and Brorby, Seattle, Wash., made two key points: "That the agency business can and should be more professional than it often is" and "that there is no reason why there cannot be more security in the agency business."

Ferguson Named Chairman

Charles H. (Chuck) Ferguson, vice president of West Coast Radio, and manager of BBDO San Francisco, was elected chairman of Pacific Council of AAAA and C. Burt Oliver, general manager of Poots, Cone and Belding, Hollywood, was made vice chairman. They will serve on board of governors with Carl K. Tester, vice president and general manager of Philip J. Meany Co., Los Angeles; Warren E. Kraft, vice president and general manager of Honig-Cooper Co., Seattle; H. Dewey Davis, vice president and radio director, Joseph R. Gerber Co., Portland.

Fast Work

RADIO played a featured role in last week's dramatic story of the Coast Guard rescue of 69 persons from a disabled flying boat, down in the North Atlantic. NBC stole a march on the other networks by putting the cap- tain of the rescue ship on the air live via shortwave in the late (11:15 p.m.) edition of NBC's News of the World on Oct. 14. The New York Times front-paged the text of the broadcast next morning, quoting NBC, and other newspapers gave the network's part in the story short play. CBS, ABC, and MBS recorded messages from the rescue scene in a pool ar- rangement and played the discs back in later news shows.
IOWA FAMILIES
(1 out of every 73 in the State)
TELL YOU EXACTLY HOW
THEY LISTEN TO EVERY
RADIO STATION THEY HEAR!

1947 IOWA RADIO AUDIENCE SURVEY DISCLOSES
IMPORTANT RECENT CHANGES!

Questioning a cross-section of families in every Iowa county, Dr. F. L. Whan of the University of Wichita has just completed his 1947 survey of the radio audience in Iowa—city, village and farm.

As for the past ten years, the 1947 Iowa Radio Audience Survey gives a scientific, over-all picture of this year's listening habits and preferences. In it you will find the data on which many important agencies and advertisers will largely depend for their 1947-48 radio plans in Iowa.

Using this Survey, you can determine the number of families who listen to radio at any given daytime quarter-hour period, the types of programs they like, the stations to which they listen. You can determine, quickly and within very close limits, the value of every radio station heard in Iowa.

This invaluable book will be mailed FREE to any advertiser, agency or executive who requests it, so long as the edition lasts. Because of paper limitations, we earnestly suggest that you reserve your copy now. Use the coupon today.

WHO for Iowa Plus!
Des Moines . . . 50,000 Watts
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name ________________________________
Company ________________________________
Street ________________________________
City ____________________ State __________

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GE's Elaborate Plant Near Completion

Electronics Park Is Last Word in Functional Design

Electronics Park, 155-acre tract on the outskirts of Syracuse, N. Y., resembles a college campus more than it does the traditional factory. Finishing touches are now being applied to the $25,000,000 manufacturing plant that will be the headquarters of the General Electric Co. Electronics Division. Its nine buildings, where the company's AM, FM and television transmitters and receivers will be designed and produced along with other GE electronic equipment, are the last word in plant design, attractive without and functional within. When the landscaping has been completed the Park will be a showplace unique in the industrial world, GE proudly believes.

Without waiting for the formal dedication next spring, the units are being placed into operation as rapidly as they are ready. The Transmitter Division building, first of the nine to be completed, is already producing AM and FM broadcasting transmitters as well as a line of two-way taxicab radios and work has begun on the video transmitters ordered by WGN Chicago and WOR New York for their television stations, with delivery scheduled for March and April, respectively.

Receivers Largest Unit

In the Receiver Division building, the Park's largest unit, 900 feet long by 450 feet wide, production lines were turning out 200 de luxe AM-FM combination receivers a day in late September, with a new line scheduled to start this month to produce about the same number of table models. Eventually there will be ten assembly lines, each with a peak output of 200 consoles or 800 table sets a day. Each line could turn out 100 finished video sets a day, too, but for the present all GE television receivers are being made in Bridgeport, Conn., where the three New York video stations can be tuned in to test the new sets. By the time the company is ready to move this operation to the new plant, it is hoped that there will be a video station in operation in Syracuse. If not, an internal video transmitter for testing purposes only will be set up inside the plant.

The Receiver Division building is already equipped with a motor generator room which can produce radio signals at a wide variety of frequencies for testing the various types of receiving units. Of double copper construction, the room is completely shielded from the interior of the building to avoid any leakage of the frequencies it generates.

These are piped to the testing points through under-floor channels which are similarly insulated to prevent FM signals from leaking into the phonograph pickup testing point, or other costly mix-ups.

The Reception building, at the entrance to the Park, contains an auditorium seating 500. It is flanked by the Administration building and the Electronics Laboratory and behind it, roughly in the center of the campus, is the cafeteria, which can serve 600 persons at one time. Lunch bars are also set up in the various factory buildings for the convenience of the workers there.

The Specialty building, already in operation on government orders of electronic equipment, is the Service building and the power station and boiler house complete the array.

Dr. W. R. G. Baker, vice president in charge of the electronics department and father of the plan on which the new plant was constructed, said that its value in attracting a higher type of worker is already apparent. The assembly lines composed of new employees, chiefly local girls, are already turning out products with a lower percentage of rejects than is normal for other GE plants, he stated, giving most of the credit to the improved environment offered workers by Electronics Park.

A statistical summary of the Park's contents would show 155 acres overall, 30 acres under roof in the nine buildings whose construction was started in the fall of 1945 and is just about completed now. A hundred engineers and craftsmen spent a year on plans, turned out 500,000 blueprints.

Into the buildings went 7,000 tons of steel, 70,000 cubic yards of concrete, 1,180,000 "iron spot" brick, 28,000 fluorescent troffer type lighting fixtures—40-w for office, 100-w for factory. Buildings are roofed with pre-cast concrete slabs and built-up slag, slopes on offices and sections of sheet copper have indirect centrally controlled heating and air conditioning; floors are covered with mastic tile; offices are acoustically treated with sound absorbing ceilings.

Park contains more than 5 1/2 miles of paved roads, 3 1/2 miles of railroad. Two main parking lots have a capacity of 2,000 cars. Restaurant can feed 600 at a time. Auditorium seats 500. Sub-station has 30,000 kVA capacity. Three-boiler power house supplies heating and process steam through 11 miles of tunnels. The peak number of employees will be about 6,000.

KFI-FM Underway

KFI-FM Los Angeles, with 3 kw on 105.9 mc, starts operation today (Oct. 20) with daily broadcasts from 9-9 p.m. (PST), according to William R. Ryan, general manager.
Still waters run deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart time buyers know this. They must ... so many of them put W-I-T-H at the top of the list on so many accounts!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  Headley-Reed, National Representatives
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Naw, mebbe we ain't eddicated, but we shore have learned a lesson or two. One is that there's just no sense in making an effort to reach Grade, Kentucky. Or any other of the Kentucky towns with high scholastic names and low economic ratings, like Yale or Omega (Ky.), for instance. But the Grade “A” area — now that's different! The Louisville Trading Area is cum magna, mazuma — and does more business than all the rest of the State put together!

WAVE covers the Louisville Trading Area like a "mortar-board" covers a co-ed's cowlick. If you want a Degree in Kentucky radio, use WAVE — and you'll pass!

LOUISVILLE'S

WAVE

5000 WATTS • 970 KC

NBC AFFILIATE

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

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FINAL PLANS for new half-hour Saturday night show sponsored by American Ace Coffee Co. on network of southern stations, with WSM Nashville as point of origination, are made by (1 to r) Harry Stone, WSM’s vice president and general manager; Dave Bubis, American Ace president; Edwin W. Craig, chairman of WSM board, and Roy Auff, star of show. Program, launched Oct. 4, is aired at 7:30 p.m. (CST). Hedrick and Co., Nashville agency representing the coffee concern, reports that following list of stations already carrying program will be increased to 36 within a short time: WMSL WRGA WELG WGAU WDSH WWNC WTJS WKBY WSPA WNOX WKYB WBT WSM.

IMPORTANCE OF FM SERVICING STRESSED

PROPER FM training for servicemen is necessary if dealers are to realize full benefits from the new medium and if listeners are to get proper reception, Bill Bailey, FM executive director, told a city-wide dealer’s meeting Oct. 15 at the studios of WGNR Chicago.

To elicit the business advantages of selling sets with FM, Mr. Bailey warned that customers who buy new sets and then find out later they will not pick up FM will lose confidence in the dealer. He added that “people do not have a way of talking about how so-and-so store gypped them by selling them the wrong set.”

Complaints have been received from broadcasters that FM sets are not working well in some areas, he said, telling of a Texas incident where a broadcaster personally realigned sets that had been knocked out of line in transit from the factory. “Don’t neglect a service department,” he suggested. “There’s good money in it and you keep your customers happy.”

Among other points Mr. Bailey advised dealers: Be sure to tell your customers about FM, and give them a demonstration; merchandise FM and display it attractively; don’t sell yourselves short by refusing to recognize its potentialities as a money-maker; demand more FM sets from your distributor.

TRIAL BROADCAST

KMPC Allowed in L. A. Court

MARKING first time in West Coast history that a murder trial had been put on the air, KMPC Hollywood, in conjunction with KVOE Santa Ana, on Oct. 5 broadcast the dramatic Overall murder trial verdict and sensational circumstances surrounding acquittal of George Gollum and Beulah Louise Overall, direct from court room in latter city.

For finale of the long-drawn-out trial, six microphones were placed throughout the courtroom; one on the judge’s bench; two in front of the jury; one before the court desk; and two near attorneys’ and defendants’ position. With Clete Roberts, KMPC director of public affairs, and station Newsman George Lewin and Lawrence Thor as aides, giving color to final proceedings, actual words of jury foreman and clerk of court were broadcast. Included were reading of the verdict as well as interviews with principals and leading figures in court proceedings.

Over a five-day period which started Oct. 1, KMPC devoted a total of 17 broadcasts, 5 hours and 21 minutes, to coverage of Overall trial, with that station and KVOE having been given an “exclusive” by Superior Judge Kenneth Morrison.

WPOY St. Augustine, Fla., received two awards during the Religious Radio Workshop contest for two of its religious programs, "The Pardon and His Wife" received an award as "excellent family listening" and "Morning Meditations" was voted the best devotional.”
"Master safety disc No. 15B — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."

This is the brief, factual report by Columbia recording engineers on a test made to measure the lasting qualities of AUDIODISCS. In the photograph the two large bands show the orchestral recording made in 1939. Close to these are the unmodulated grooves cut this year.

One more convincing proof of a most important claim— "AUDIODISCS do not deteriorate with age either before or after recording, and there is no increase in surface noise from the time of recording to playback or processing—whether it be a few days or many years."

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
'Radio Theatre' at Top In Latest Canada Rating
FIRST PLACE among evening programs on Canadian networks in September national ratings of Elliott-Haynes Ltd., Toronto, went to Radio Theatre with rating of 30.8. Other top rating evening programs were: Charlie McCarthy 23.3, Ozzie and Harriet 16.1, Fred Waring Show 15.9, Meet Corliss Archer 14.8, Album of Familiar Music 14.2, Take It or Leave It 13.0, Waltz Time 12.6, Music Hall 12.2, and Wayne and Shuster (Canadian program) 12.0.

Daytime programs in September showed following ratings: Happy Gang (Canadian program) 16.2, Pepper Young's Family 12.9, Ma Perkins 12.7, Lucy Linton 12.4, and Big Sister 12.0. Leading French language evening program was Un Homme et Son Peche 37.1, and leading French daytime program Rue Principale 22.2.

CITATIONS from the Navy for outstanding contributions to U. S. Naval Reserve campaign last spring are presented to star of RCA Victor radio show and two RCA Victor executives by Vice Admiral James L. Kaufman, commandant of Fourth Naval District [BROADCASTING, Oct. 13]. The recipients (1 to r) : Robert Merrill, Metropolitan Opera baritone featured in show; John K. West, company's director of public relations; Frank M. Folsom, executive vice president in charge of RCA Victor Division.

ANOTHER FIRST FOR WROL
✓ FIRST IN COVERAGE
✓ FIRST IN PROGRAMMING
✓ FIRST IN RADIO REPORTING

Allen Stout, left, WROL's Director of News and Special Events, receiving the 'Distinguished Service Award' from the professional chapter of Sigma Delta Chi, national journalistic fraternity, for the most outstanding job of Radio Reporting during 1946. John Fulton of WGST makes the award.

Allen Stout's radio report over WROL evoked this comment from the Sigma Delta Chi Board of Judges:
"Allen Stout's broadcast direct from the scene of a gun battle between ex-GIs and politicians during the election campaign in Athens, Tenn., shows how radio can perform an important public service ... he was able to impart to the listener enough of the excitement, the danger, and the ebb and flow of the battle to permit the listener to see, feel and hear the battle as it progressed. The broadcast undoubtedly ranks above most of the attempts of the armed services and radio correspondents to broadcast on-the-scene events as they took place in World War II."

EAST TENNESSEE'S GREATEST COVERAGE
5000 WATTS DAY AND NIGHT
WROL-FM 76,000 WATTS

John Blair & Co., National Representatives

NBC FOR EAST TENNESSEE • 620 KC.

ACA Will Feature Radio At Convention Luncheon
RADIO BROADCASTING is to be featured at one of the three luncheon meetings at the 56th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Oct. 29-31. Robert D. Swazey, vice president and general manager of MBS, will speak on Oct. 31 on the "Increasing Importance of Radio as a Force in Nation Building."


ACA awards for outstanding advertising will be made at association's annual dinner Oct. 31.

1948 IER Will Be Held Apr. 30-May 3, Columbus
THE EIGHTEENTH Institute for Education by Radio will be held in Columbus April 30-May 3, 1948, it was announced last week by Dr. I. Keith Tyler, IER director, Ohio State U.

Dr. Tyler suggests that room reservations be made early at the Dehler-Wallick Hotel (Institute headquarters), Neil House, Fort Hayes Hotel or the Southern Hotel. Specifications and entry blank for the Twelfth American Exhibition of Educational Radio Programs will be mailed in November to all stations in U. S. and Canada.

Closing date for exhibition entries is Feb. 1.

NEA Research Lab
RESEARCH laboratory to apply electronic discoveries to all phases of newspaper and communications work has been set up by NEA Service Inc. in Cleveland. Newspaper picture and feature organization announced Oct. 10. The firm's new division, Acme Telecromix, will design and produce new teletype and electronic equipment. Printing by newspapers of full color pictures same day they are taken is foreseen. Experiments are to cover telephoto, television, facsimile and other pictorial communication methods.
GATES builds two models in 250 watt A.M. Transmitters, so you have a choice in two price ranges.

We often hear, "The more expensive Gates Transmitters must be mighty fine, because the less expensive Gates unit we have performs beautifully."

The two 250 watt A.M. models are "thorobreds" with years of fine listener-getting service. Whichever model your engineer selects... Gates Standard or De Luxe... he is choosing the finest.

More Gates 250 watt A.M. Transmitters have been bought by broadcasters since VJ day than any other model.

Whether you are building or remodelling your station... make your next transmitter a "Gates... the choice of the majority."

GATES 250 WATT A.M. TRANSMITTERS
The 250C-1 and BC-250D

GATES RADIO COMPANY
QUINCY, ILLINOIS, U.S.A.

SALES BRANCHES: NEW YORK—HOLLYWOOD—HOUSTON—NEW ORLEANS—ATLANTA—MONTREAL

BROADCASTING • Telecasting

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Segments of how many states are included in the Memphis market area?

1. One state?
2. Two states?
3. Three states?
4. Four states?

Answer:

This two billion dollar market area embraces 76 counties in four states, Tennessee, Arkansas, Mississippi and Missouri! WMC in Memphis, the center of this, the largest trading area in the South, is your best buy, by far.

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

AFFILIATE

When it's Memphis you want .........

It's WMC you need.

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

CBC PROGRAM SESSION

DRAWS FUTURE PLANS

LONG-TERM program planning, delayed broadcasts, training of producers and announcers were among chief topics discussed at three-day national program conference of Canadian Broadcasting Corp., held at Toronto, Oct. 7-9. Scheduling of delayed broadcasts in eastern and western Canada in order to provide programs at suitable listening times in each of the five time zones was discussed in detail.

The meeting also reviewed relations between CBC and American Federation of Musicians and Assn. of Canadian Radio Artists, Dr. Augustin Frigon, CBC general manager, reviewed present CBC financial position.

Attending conference were:

A. Davidson Dunton, chairman, CBC board of governors, Ottawa; Dr. Frigon; Donald Manson, CBC assistant general manager, Ottawa; E. L. Bushnell, director-general of programs, Toronto; Charles Jennings, general supervisor of programs, Toronto; In Dijworth, general supervisor of the CBC International Service, Montreal; Kenneth Caple, British Columbia regional program director, Vancouver; James Finlay, prairie regional representative, Winnipeg; W. S. Begg, superviso, press and information service, Toronto; E. A. Weir, CBC commercial manager, Toronto; George Young, supervisor station relations and broadcast regulations, Toronto; Charles Wright, manager, CBC Ottawa; H. J. Boyie, manager, CBC Trans-Canada network and acting manager Dominion network; Marcel Quinet, director of French network, Montreal; W. J. O'Reilly, program director, CBM Montreal; W. E. S. Briggs, maritime regional representative, Halifax; Neil M. Morrison, supervisor of talks and public affairs broadcasts, Toronto; Fergus Murie, supervisor of farm broadcasts, Toronto.

CAB Directors Schedule

Meeting for Oct. 27-29

FIRST meeting of the board of directors of Canadian Assn. of Broadcasters since the CAB convention at Jasper in June, and the first full directors' meeting since the report of the Canadian Parliamentary Committee was published [BROADCASTING, July 14], will be held in Toronto Oct. 27-29.

The directors will discuss steps to be taken for next Parliamentary Committee, which is to be an annual event now with a standing committee. CAB membership has been canvassed on this topic and also on what is to be done with CAB plans towards pressing for an independent regulatory body patterned on FCC.

Directors also will discuss date and place of next convention, forthcoming meeting with CAB officials on supplementary networks, association fees and assessments.

WJOC Underway

CONSTRUCTION has been started on WJOC, 1,000-w station on 1470 kc at Jamestown, N. Y. Studios and business offices will be located at 415 W. 4th St., Jamestown, with plant at nearby Busti. Station plans to take the air in early November. Permittee is Air Waves Inc.
ST. LOUIS NUMBER ONE TEST MARKET FOR TELEVISION

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product-loyalty make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offer an outstanding opportunity for advertisers to start using television effectively RIGHT NOW.

For details regarding schedules and availabilities, write or call Free & Peters, Inc. or KSD-TV, the St. Louis Post-Dispatch Television Station, 1111 Olive Street, St. Louis 1, Mo.
Everywhere's up-to-date in Eastern Iowa!

Iowan income rose 27% between '45 and '46, the Department of Commerce reports. (Compared to a 9% increase for the rest of the U.S.A.)

Iowa farm receipts alone rose 67% in the first six months of '47.

But more than half of Iowa's fabulously income derives from industry, and Iowa industry is expanding steadily!

These are just a few of the reasons why we keep suggesting you cash in on the rural and urban market out in Eastern Iowa... with WMT... only CBS outlet in the area.

Ask your Katz representative.

KGGF, WHHM and KIUL Sales Come to Total of $742,000

APPLICATION of sales of three stations, whose considerations total $742,000, was granted by FCC last week. Consent was given to assignment of license of KGGF Coffeyville, Kan., to Hugh L. Powell to The Midwest Broadcasting Co., for $400,000; WHHM Memphis, Tenn., from Herbert Herr trading as WHHM Broadcasting Co. to Mid-South Broadcasting Corp., for $300,000, and KIUL Garden City, Kan., from Frank D. Conard to The Telegram Pub. Co. for $42,000.

At the same time the Commission approved assignment of license of WGRV Greenville, Tenn., from present partnership to new corporation in which Robert W. Rounsaville acquires one-half interest by gift.


KGGF is assigned 1 kw on 690 kc and has pending an application for increase to 5 kw on that channel.

WHHM Transaction.

The WHHM transaction includes construction permit for WHHM-FM. Mid-South Broadcasting is composed of: George D. Wray, one-third owner of KTBBS Shreveport, La., chairman of the board and 25% owner; P. E. Furlow, also a one-third owner of KTBBS, president and 25%; Forrest Cate, part owner, vice president and general manager of Broadway Motors, Chatanooga, vice president and 10%; and C. K. Beaver, KTBBS general manager, secretary-treasurer and 15%. Remaining 25% is equally shared by Sally Morris Loyd, Eugenia Morris Edwards and Florence Morris, each 6.66% owner of Frank's Body Works.

According to the application Mr. Herrt is retiring from broadcasting because of his health. WHHM is assigned 250 w fulltime on 1540 kc.

Mr. Conard has divested himself of KIUL in order to devote full-time to his other business interests, the Garden City application stated. The assignee publishes the Daily Tribune and is owned by Robert E. Reed and his family. KIUL is assigned 250 w fulltime on 1240 kc.

The WGRV transaction involves assignment of license from Greenville Broadcasting Co., partnership, to Radio Greenville Inc., a new corporation including the present partners and Mr. Rounsaville who has been general manager of the station. Mr. Rounsaville, owner of WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabeth and WKSRS Pulaski, Tenn., receives 50% interest in the assignee as renumeration for his services and as incentive to continue as manager.

Radio Greenville, with Mr. Rounsaville as president, also includes Clyde B. Austin, vice president; C. H. Lyley and James F. Corn, former partners in the assignee.

WGRV is assigned 250 w on 1540 kc, unlimited.

Plans for Broadcasters' Assn. in Calif. Progress

FORMATIVE plans for California Broadcasters Assn. were concluded Oct. 13 at meeting in Los Angeles between Paul Bartlett, general manager of KFRE Freeno; C. L. McCarthy, vice president and general manager of KQW San Francisco; Calvin J. Smith, president and general manager of KFAC Los Angeles, and Don Tatum, organization's attorney. Interim board of directors, which will serve until general election in February, meets in Los Angeles Nov. 14.

Nine-man board consists of William B. Smullin, president and general manager of KIEM Eureka; Mr. McCarthy; Arthur Westlund, president and general manager of KBE Berkeley; Mr. Bartlett; William H. Bates Jr., general manager of KTRB Modesto; Mr. Smith; William B. Ryan, general manager of KFI Los Angeles; Harry Butcher, owner of KIST Santa Barbara; Thomas E. Sharp, president of KFSD San Diego.

SALE of receiving tubes by manufacturers increased sharply in August, Radio Manufacturers Assn. has announced, totaling 14,948,551 compared to 11,348,302 in July, or 129,155,185 for eight months of the August total. 9,700,763 were for new equipment; 2,944,266 for replacements; 1,706,343 for export; 95,295 for U.S. agencies.

OFFICIALS BREAK GROUND for WFR Baltimore's new FM transmitter. J. H. Trautfelter (1), vice president, and William Q. Ranft, chief engineer, consult the blueprints, while Hope Barrell, executive vice president digs in. WFR will operate on channel 270, 101.9 mc, using a 10-kw transmitter.
Paul Revere's historic ride proved without a doubt that news and horses are a pretty hard team to beat. The combination is still good in 1947.

Take WBAP-570's noonday newscast with Larry DuPont and Magnolia Petroleum Company's flying red horse. Here, truly, is a proved "team for good going."

This six-day a week newscast has been a Southwest favorite for EIGHT YEARS, a fact that speaks amply for WBAP-570's great coverage, loyal listeners and lasting production.

Contact WBAP-570's Paul Revere (Free and Peters) today for the latest news on what your kind of program can accomplish in this rich, fast-growing Fort Worth-Dallas market.
READY WITH A QUP was Voz Pop's Parks Johnson (far 1) when network, agency and sponsor representatives gathered for first New York broadcast of show over ABC Oct. 8. L to r: Mr. Johnson; Mark Woods, ABC president; Ralph T. Reed, president of American Express Travelers Cheques, sponsor of the program, heard Wednesdays 8:30-9 p.m.; John Bates, radio director of J. M. Mathes Inc, agency handling account, and Warren Hull, who with Mr. Johnson conducts the Voz Pop broadcasts.

**Advertising Can Aid in Cutting Cost of Living, AFA Group Told**

"THE DAYS of the seller's market are fast disappearing," Ira DeJernett, new governor of the five-state Tenth District of the Advertising Federation of America, told a convention of that group Oct. 10. Advertising consequently must be stepped up, he said, to meet an enlarged responsibility in the rapidly approaching buyer's market.

Mr. DeJernett, installed as AFA governor Oct. 10, is president of the Ira E. DeJernett Advertising Agency of Dallas. He is past president of both the Dallas Advertising League and the Southwestern Assn. of Advertising Agencies, and is currently a director of the latter organization. He was the 1946 recipient of the Dallas Advertising League's Most Valuable Member Award.

Pointing out that advertising, teamed with mass production, will prove to be one of the most effective means for putting the brakes on the rising cost of living, Mr. DeJernett outlined a seven-point program for unified action by the region's 15 local AFA clubs.

The program calls for the following objectives:

- Teaching and practicing of truth in advertising.
- Refraining from and discouraging advertising that is offensive or in bad taste.
- Improving the quality and effectiveness of advertising.
- Improving the standards of practices of the advertising profession.
- Providing educational facilities and job counsel for those seeking careers in advertising.
- Informing the public of the economic and social benefits of advertising.
- Improving advertising's service to the public generally.

"There's got to be a lot of selling during the years ahead," Mr. DeJernett told the group, "and since advertising has always done and will continue to do a large part of the selling job, it's up to those of us who plan and produce advertising to do a real selling job and improve the quality and effectiveness of advertising. Continued high production and employment depend largely on the job advertising does in the months to come."

Mr. DeJernett succeeds Richard Hale, advertising director of Shreveport Times as governor. Other officers named by AFA are: First lieutenant governor, Rex Preis, assistant manager of KTSA San Antonio; second lieutenant governor, E. Julian Herndon, advertising manager of Arkansas Democrat; manager, Alfonso Johnson, Dallas.

The AFA Tenth District is composed of Texas, Arkansas, Louisiana, Oklahoma, Kansas.

**CBS' NEW SHORTWAVE ACTIVITIES ANNOUNCED**

The CBS shortwave department has taken over several additional phases of international broadcasting heretofore handled by the International Broadcasting Division (OIE) of the State Dept. [BROADCASTING, Oct. 13] according to an announcement last week by Edmund Chester, CBS director of shortwave broadcasting and Latin American relations.

Effective Oct. 1, CBS was directed to transmit programs in Dutch, Malay, Annamese, Siamese, French and English to the Far East, daily broadcasts in Spanish to Spain, and programs in English, French and Italian to other European listeners, Mr. Chester said.

The network also announced the appointment of Merrill C. Phillips as CBS shortwave program director. Mr. Phillips formerly was program director of English-language transmissions for the State Dept. Carlos Videla has been named editor of special programming in Spanish and Portuguese to Latin America. The staffs of the French and Italian-language sections have been enlarged to handle the increased volume of work.

**'KROW Island' Is Site Of New 250-Ft. Towers**

"KROW ISLAND," located near the San Francisco-Oakland bridge in San Francisco Bay, will be the site of a new AM transmitter. Wilt Gunzendorfer, general manager of KROW Oakland-San Francisco, announced that the 20-acre island has been leased by the station from the Port of Oakland. Arrangements for the lease were made by Richard C. Bell, assistant to the general manager, and C. E. Downey, KROW chief engineer.

Construction of the new 250 foot towers will begin immediately. KROW was granted a construction permit in July for a power increase from 1 kw to 5 kw, day and night, on the same frequency of 900 kc.

**Showmanship**
- in Programming
- in Merchandising
- in Promotion

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

---

**CKLW**

J. E. Campeau, President

ADAM J. YOUNG, JR. INC.
National Rep.

H. N. STOVIN & CO.
Canadian Rep.

Page 32 • October 20, 1947
How much **Sweat** in a Ton of Coal?

Everyone knows that coal mining is tough work. But few people realize to what extent modern mechanization has banished back-breaking labor from the job of mining our No. 1 fuel.

Farsighted mine management, stimulated by keen competition within the industry, has made enormous investments in such mechanized equipment as the *cutting machine*, which can block out 30 tons of coal for removal by a single blast; the *mechanical "shovel"* that loads mine cars with 6 tons of coal per minute; and the *electric mine railway*, which has replaced the mule car of other days, and which is run with the highly organized efficiency of a standard railroad.

*Today, more than 90% of all bituminous coal mined underground is mechanically cut, and more than 50% is mechanically loaded. Only about 5% is mined by pick and shovel.*

During the past 20 years, over 300 million dollars have been spent by the industry for mechanization equipment. And in the next 5 years even greater capital expenditures are planned for the same purpose.

As a result, this country's coal mines are the most productive—and pay the highest wages—in the world. Without recourse to government financing, America's bituminous coal industry was able to meet the unprecedented requirements of war, just as it is now meeting our country's stupendous peacetime demand for coal—as well as helping to rebuild the shattered economies of other nations.

---

*Editors & Publishers!* The Bituminous Coal Institute has recently published "Mining Towns," a book containing over 100 pictures of progress in coal mining communities. If you do not have a copy of this book or if you desire additional copies, do not hesitate to write and ask for them. We shall also be glad to send you on request the booklets: "Pertinent Facts About Coal" and "Glossary of Coal Mining Terms."

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**BITUMINOUS COAL INSTITUTE**

815 Southern Building, Washington 5, D. C.

Affiliate of NATIONAL COAL ASSOCIATION

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA
Number of Allocations for Television Is Questioned at Telephone Convention

CHARGE that the FCC thus far has relegated the necessity of frequency allocations for purpose of expanding radio-telephone and mobile service to a secondary position behind that of television was voiced last week by E. H. Bartelink, radio engineer of the General Telephone System.

Mr. Bartelink spoke at the 50th annual meeting of the U. S. Independent Telephone Assn., which opened a three-day session Oct. 14 at the Stevens Hotel, Chicago, with representatives of some 6,000 independent telephone companies.

“The FCC holds the key which can unlock the door leading to future developments in radio-televisi on,” Mr. Bartelink stated categorically, “... unfortunately, the FCC thus far has shown very little indication that it recognizes the pressing need for frequencies on the part of telephone companies, and it seems difficult to shake the impression that some others whose needs do not seem more urgent than those of the telephone companies have received more consideration.”

The General Telephone System spokesman pointed out that, while FCC has proposed to assign 12 channels to television, it has suggested only three channels for telephone companies to handle the combined services of urban mobile, short distance toll and rural.

Mr. Bartelink questioned the number of television allocations at this time, saying that there was no proof that a television industry of that size would be needed “after the newness has worn off.”

Characterizing the situation as one of “sharp contrast,” he explained that in the telephone industry “the present known demand indicates a need for frequency assignments approximately five to 10 times larger than the present assignment in small cities and rural areas, and approximately 30 times larger for urban areas."

He emphasized that the commission has delayed its decision on future policies for mobile radio-telephone service, adding that proceedings on the question had been postponed three times during the summer. New date, he said, for hearing has been set for Dec. 8.

Radio Barred

BARRING of radio, press and public from Los Angeles hearings of Congressional Committee on Un-American Activities last Monday (Oct. 20) was protested by Bartley Crum, San Francisco attorney, and Robert W. Crum, former California attorney general, in telegram sent to Rep. J. Parnell Thomas, committee chairman. Mr. Crum and Mr. Kenny represent clients who are to appear before committee at hearings.

AWARDS WILL BE GIVEN AT SCHOOL MEETING

ANNOUNCEMENT of citations in the annual School Use of Radio Competition will be made at the Tuesday (Oct. 28) luncheon session of the School Broadcast Conference at the Hotel Pennsylvania in Chicago. Conference’s 11th annual meeting, led jointly by the Assn. for Education by Radio and the National Assn. of Educational Broadcasters, commences Oct. 27 [Broadcasting, Oct. 13].

Simultaneous with citations announcement will be that of the recipient of the annual Award of Merit for Outstanding Service in the field of Educational Radio. Dr. Harold C. Hunt, general superintendent of Chicago public schools, will preside as principal speaker at the luncheon.

Various educational programs and their uses will be demonstrated during the three-day sessions.

ATOM BOMB SHELTER

McCormick Plans One With All

The Latest at WGN

CHICAGO’s first atom bomb shelter, McCormick Plans One With All, will be located in the basement of WGN, Col. Robert McCormick, publisher of the Chicago Tribune and president of WGN Inc., revealed during his weekly appearance on The Chicago Theater of the Air, Oct. 12.

Col. McCormick said WGN’s sub-basement (situated 75 feet below the level of Michigan Avenue), will be bomb-proof because it offered the best protection against A-bomb radiation. The shelter reportedly will have facilities for receiving and transmitting by AM, FM and television.

Employes would be prepared to live in the shelter for “at least 24 hours” in the event of a direct hit, the publisher said. Radiation-resistant clothing will be supplied ifotion is available, plus an adequate supply of pineapple juice, which he said scientists had discovered is the best remedy for radium burns.

Richardson Is Assigned Shortwave Post at NBC

STANLEY RICHARDSON, formerly assistant to the vice president in charge of NBC’s News and International Relations Dept., has been assigned to the network’s international shortwave service, it was announced in New York last week.

Mr. Richardson will be responsible for programming, administrative, and operational activities.

Fred Bate, Mr. Richardson’s International Division manager, has been appointed assistant to William F. Brooks, vice president in charge of news and international relations, and will be responsible for maintaining contacts with NBC’s foreign affiliates and with other networks and stations abroad. Col. Abraham, International Division manager of Station Relations, will report to Mr. Bate.

Mr. Richardson has been with NBC since 1942, when he joined the network as London news director. His new post and Mr. Bate’s become effective Nov. 1.

Bells are Ringing in Richmond

ALL OVER RICHMOND AND THE SURROUNDING COUNTRYSIDE....

YOU CAN HEAR THE SWEET SOUNDS OF THOSE RINGING (CASH REGISTER) BELLS...RINGING UP MORE AND MORE AND MORE SALES FOR LOCAL RETAIL STORES...AND YOUR PRODUCTS.

WHAT’S DOING IT? IT’S RICHMOND’S......

HIGH POWERED MONEY

(Over $276,519,000 spent annually by Mr. & Mrs. John Q. Public in Richmond’s Great Trading Area.)

NOW.....TELL THE STORY OF YOUR PRODUCTS TO WRNLISTENERS’ EARS. SELL YOUR PRODUCTS THROUGH WRNLISTENERS’ READY DOLLARS!

WRNI

910 KC RICHMOND, VIRGINIA 5 KW

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

“THE WFDF Flint Sports Reporter says the Redskins pulled a surprise play.”

BROADCASTING • Telecasting
MATCH your distribution pattern with KSFO’s Northern California Coverage

Here’s the wealthiest piece of territory in the United States. Match it city for city, county for county with your distribution pattern for Northern California. If it fits, like KSFO’s listening area does, you’re fortunate and should be selling plenty of merchandise.

In San Francisco alone, people earn more money and spend more money per capita than any place of equal size on earth. The rest of KSFO’s remarkable primary area (0.5 mi/m) reaches 38 additional counties with a population of nearly 4 million people whose total cash income is more than 4 1/2 billion dollars per year.

Do they listen to KSFO? . . . You bet your life they do! Over 50% of all KSFO’s mail comes from the rural districts and smaller cities of its primary area. In cities like Stockton for example, except for one network station, KSFO programs enjoy a higher rating* than any San Francisco Bay Area station.

Yes, it’s true cost-wise and coverage-wise, KSFO belongs on every advertising schedule planned to sell the Northern California market.

*Unbiased survey by Radio Workshop, College of the Pacific, 1947
Gives Program-Sponsor Insert Added Praise

EDITOR, BROADCASTING:

To show you how the average busy broadcaster reads, I took the program-sponsor schedule insert out of the September issue, saw the CBS ad on the back and assumed that it was a CBS service.

It wasn't until the October issue that I discovered you have added this fine contribution to your magazine.

I think this is one of the best services you can render, and one we have not had available since NBC stopped issuing their comparisons some years ago.

If there is any one recommendation I could make it would be to omit the red ink on the schedule double spread. This is eye-irritating for the fellow who pushes this under the glass on his desk or hangs it on the wall for ready reference.

R. T. Mason, President
WMRN Marion, Ohio

* * *

'Grandfather Clause' Is Called 'All Wet'

EDITOR, BROADCASTING:

In regard to the proposed FCC license revision, I think the 'grandfather clause' is all WET. Why . . . ? I have seen, personally, many cases of operators in the grandfather category who obtained their tickets back in the days when the FCC requirements were a reasonable facsimile of their own signature, and who to this day do not know the difference between the tube and the cartoon that it comes in.

To be fair and square, all men who now have tickets (first class) should be placed in the same category.

Ten years experience does not always make an experienced operator in the newer techniques of broadcasting.

Marie D. Moore
Chief Engineer
Winchester Bcast. Corp.
Winchester, Va.

* * *

WMOH Broadcast Meetings in 1946

EDITOR, BROADCASTING:

Judging from various articles and letters published in BROADCASTING recently, Station WMOH in Hamilton, Ohio, is apparently an old-timer in broadcasting City Council meetings. On Feb. 29, 1946, when the station was a year and a half old, we began broadcasting meetings of Hamilton's City Council direct from council chambers, and have carried the proceedings each first and third Wednesday evening ever since.

Just last Wednesday, Sept. 3rd, the proceedings in council chambers were carried from 8:00 to 10:30 p.m.—a stormy session over the granting of a bus franchise and issuance of bonds to expand the water works system.

Through the cooperation of sponsors in relinquishing their regularly scheduled programs, a special Council meeting on the same subject was broadcast on Monday afternoon, Sept. 8 from 4:30 to 6:00 p.m.

Many letters from listeners have attested their appreciation of being informed on the affairs of their city over the last year and a half.

Herbert G. Pabst
Managing Director
WMOH Hamilton, Ohio

* * *

Coverage from Within of Four New Mexico Major Markets

Is Possible Only With the Only Regional Network in New Mexico

In Network
Represented By
HOMER GRIFFITH CO., Inc.

KTRC Santa Fe
KFUN Las Vegas
KOAT Albuquerque
KGAK Gallup

All ABC Affiliates

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

KCOL Manager Attacks Plan to Ban 'Give-Aways'

EDITOR, BROADCASTING:

NBC has Jack Benny . . . KCOL has It Pays To Listen. Each is a strong competitor in our region. KCOL can't afford a Jack Benny, but we can handle It Pays To Listen. We feel it is an honest competitor, and in the interests of free enterprise we would like to continue to enter it in the race for

(Continued on page 80)

Bowcasting Termed Required Text Book

EDITOR, BROADCASTING:

Please enter subscriptions for the following students who are taking the course in "Broadcast Management," Radio 353 [11 names].

This BROADCASTING magazine is a required text of all student who take this course, and it is our understanding that the student rate applies.

Storm Whaley
Vice President
John Brown U.
Siloam Springs, Ark.

* * *

WFDF Cites Pickup Made in 1927

EDITOR, BROADCASTING:

Inasmuch as you've left your mike-circuit open, may we creep in with our coupla cents worth?

We noted in the Sept. 8th issue of BROADCASTING, that several radio stations 'round the country are airing City Commission meetings. Dog-gone, the last thing in the world we want to do, is detract from the idea, but we're itching to tell you that WFDF Flint, did it too . . . 20 years . . . and sorry to say, we don't think we were the first with the idea, either.

But on April 11, 1927, WFDF broadcast the inaugural of Mayor McKeighan, in its entirety. Thousands of people assembled in the square, heard the proceedings thru a WFDF public address system, and immediately after the inaugural, the entire council meeting was broadcast. Moreover, for almost a year, beginning June 2, 1931, Station WFDF broadcast City Commission meetings every week.

A lot of radio-waves have hit the ether since then, but the idea's still good, isn't it?

E. A. Knopf
Program Director
WFDF Flint, Mich.

* * *

WEVD

5000 watts 1330 K.C.
Programs of Distinguished Features in
English, Jewish, Italian.
3 Responsive Audiences
The New York Metropolitan Area
Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
Benny Greenfield, Mgr. Director
Traveling Salesman

Meet Mr. Fin, who travels commercially for an impressive number of New England businessmen. Mr. Fin's business address? Portland, Portsmouth, Newburyport, Gloucester, Boston, Plymouth, New Bedford and scores of other fishing ports. His sales territory? Middle Atlantic States, North Central States, and points west.

His annual sales volume? $40,781,000 (latest available).

A lot of fish, $40,781,000.

Yet it represents but one of the New England industries which, by shipping products to all the world, keep increasing payrolls at home.

And of all day-to-day necessities used in New England homes, 75% comes from outside sources.

All of which suggests that New England is an excellent market for smart advertisers. Figures prove this thesis... especially the sales-figures of advertisers using WBZ, the BIG Boston station with a strong signal and a loyal following in all six New England states.

WBZ BOSTON... WBZA, SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc  KDKA - WOWO - KEK - KYW - WBZ - WBZA
National Representatives, NBC Spot Sales - Except for KEK. For KEX, Free & Peters
In Track Events

means: on your mark; get set, go!

But IN DALLAS—FORT WORTH it's

1 STATION WFAA

2 FREQUENCIES 820-570

3 NETWORKS NBC-ABC and Texas Quality

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with WFAA radio service of the Dallas Morning News

Represented Nationally by EDWARD PETRY & CO., INC.

EAST MOUNTAIN:

Rhode Island
New Hampshire
Maine
Connecticut

MIDDLE ATLANTIC:

New York
Pennsylvania
New Jersey

EAST NORTH CENTRAL:

Michigan
Indiana
Wisconsin

WEST NORTH CENTRAL:

Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska

SOUTH ATLANTIC:

Georgia
Florida
North Carolina
South Carolina
Virginia
Maryland

WEST SOUTH CENTRAL:

Texas
New Mexico
Oklahoma
Arkansas

MOUNTAIN:

Colorado
Idaho
Montana
New Mexico
Utah

PACIFIC:

Washington
Oregon
California

TIP: TURN TO DOUBLE SPREAD OF THIS ISSUE

BROADCASTING • Telecasting

Census Shows Drop In Only 11 States Western States Gain More Than 25% to Lead Rest of U. S.

In seven years, only 11 states have lost population, according to the latest population estimates released last week by J. C. Capt, director Bureau of the Census. Between April 1, 1940 and July 1, 1947, the increase of population in the United States has been 8.9% or 11,813,000 persons. Twenty states showed a rate of increase lower than this average. These figures exclude armed forces overseas.

In the last year, however, only three states have lost population, and this is due to the closing of Army camps in those states. In all 48 states the civilian population has increased between July 1946 and July 1947.

The phenomenal increase in population in the western states, topping all other areas, is shown in the latest provisional estimates of population. California, Arizona, Nevada, and Oregon showed gains over 25% since 1940, with California's gain measuring 34.2%.

Radio Writing Lectures Of WRG Begin Oct. 23

FIRST LECTURE in the fall series on radio writing sponsored by the Radio Writers Guild will be held Oct. 23, 8 p.m., in the Holland House, New York, it was announced last week by William S. Todman, director of Winner Take All on CBS and chairman of the Guild's bureau's seminar department.

The sessions, open only to members of the WRG and of other unions affiliated with the Authors League, are to be held semi-monthly thereafter for the next seven months. Individual lectures will cover documentary and public service shows, drama, women's programs, audience participation, juveniles, comedy, crime, news, video and other program types.

WFCF in New Quarters, Now on 101.3 mc, 3 kw

WFCF (FM) Buckley, W. Va., is now on its new frequency and in its new building, with a grand opening held Sept. 28. WFCF has boosted its power to 3 kw, and has moved to the new frequency of 101.3 mc, Channel 266. Beckley Newspaper Corp. is licensee. New commercial manager is George J. Gray, formerly with WHKC Columbus, Ohio. WFCF's general manager is E. J. Hodel.

Addressing the listening audience and the more than 1,000 people present at the opening of the $100,000 studios were: J. N. (Bill) Bailey, executive director of FM Assn.; Charles Hodel, president of Beckley Newspaper Corp., WFCF licensee; Mayor W. A. Burke; Everett L. Dillard, president of FMA and Continental FM Network; E. F. McDonald, Zenith Corp. president; W. R. David, GE vice president; Howard Chernoff, managing director, West Virginia Network; and president, West Virginia Broadcasters Assn.

There were also transcribed messages from Gordon Gray, Assistant Secretary of the Army and president of WMIT (FM) Winston-Salem; Harold Essex, manager, WSJS WSJS-FM Winston-Salem; and C. Lloyd Egner, vice president of NBC Recording.

BUSINESS, production and executive offices of WREX, formerly in Lawrence, Kan., have been established in a new WREX Bldg. at 411 10th St., Toppeka.
What's ahead for the day after the day after tomorrow?

The oil industry gave the answer "yesterday.

You might say that people in the oil business live at least ten years ahead of the present. They're telling facts, not fortunes, when they tell the farmer that now his string beans can be canned right on the spot where he picks them... or the construction experts that one coat of an amazing new roof paint insulates and drops the temperature of buildings as much as 15 degrees. Such marvels are news to the public—not to the petroleum industry.

Yes, tomorrow is already today for more than 34,000 individual oil companies and 1,250,000 people. Rivalry in every branch of the business spurs them on... rivalry in research, in production, in transportation, marketing, refining. That kind of productive competition makes for progress. It's America's guarantee that what's ahead the day after the day after tomorrow will be good... and bound to get better all the time!

There's a plus for you in petroleum's progress.

Bearings by Radar help salt water scientists locate new oil producing areas under the blue waters of the Gulf of Mexico. 13,475 oil producing companies constantly strive to improve production methods... maintain and increase America's all-important oil reserves.

Pipe dreams come true with the tank ships developed for the specialized needs of transportation companies. Petroleum products of all kinds flow through these steel and rubber pipes into cargo compartments. Hundreds of companies engage in transportation by pipeline, barge, truck, tanker or rail.

Cattle spraying by helicopter... typical of the air-borne insecticides developed through competition. These new petroleum-based sprays are harmless to humans and animals—but sure death to pests. More than 400 different companies work to search out and develop "the new" in refining.

Twentieth century wizard: The "black magic" of petroleum goes into thousands of different, needed substances. The constant research of petroleum scientists in the laboratory and skilled technicians in the field promises more man-made wonders to come.

RADIO STATIONS ATTENTION!

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to your listeners.


Name
Title or Dept.
Radio Station
Address

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.
Radio Cooperating In Food Campaign
Belding Chief of Committee Information Program

STATIONS and networks are giving full support to the emergency food conservation drive, which is now receiving support of the Advertising Council.

All media are participating in the drive, but radio is taking a dominant role "because it travels 160,000 miles a second and this is a fast-moving campaign," according to David Mr. Belding M. Nowes, executive WNPB official and Los Angeles business consultant, named vice chairman for policy, and assistant to the chairman of the Citizens Food Committee.

Chief of the committee’s information program is Don Belding, chairman of the board, Foote, Cone & Belding, and a member of the Advertising Council’s board. T. S. Repplier, council president, is a member of the Food Committee. Charles G. Montgomery, General Foods, is council chairman.

In endorsing the campaign, the council makes available the organized cooperation of media as developed during the war. A non-profit organization representing business and advertising, the council makes available each month a billion listener-impressions, along with car cards, billboards, magazines and newspapers. Only a part of these facilities are used in any single campaign, however, since the council supports several causes simultaneously.

George P. Ludlam, OWI radio chief during the war and now vice president of the council, has been assigned as a staff executive on the Food Committee’s campaign. Maury Hanson, J. Walter Thompson Co. account representative, has been directing media activity. Temporary offices have been maintained in the State Dept. building, Washington, manned largely by agency personnel. Among those assisting have been Tom Slater, Ruthrauff & Ryan, formerly of MBS, and Phil Cohen, production director of Sullivan, Stauffer, Colwell & Byles.

The Advertising Council supported a similar drive in early 1945 during the emergency famine drive. During that campaign commercial broadcasts alone provided 632 million listener-impressions.

A radio fact sheet has already been mailed by the council to all radio advertisers and networks. The agencies donating their services to the council for this campaign are Federal Advertising, Foote, Cone & Belding, J. Walter Thompson Co., Ruthrauff & Ryan, Sullivan, Stauffer, Colwell & Byles, and Young & Rubicam Inc.

FORREST WALLACE, formerly with WMGM Chicago, NBC Central Div., WWJ Detroit and recently consultant on station management and operation, has been appointed general manager of KWWB Fort Worth, Tex. He succeeds JAMES RENNIE, resigned. In addition to his duties as general manager, Mr. Wallace also has been appointed secretary of Worth Broadcasting Co., operator of KWWB.

J. J. FLANIGAN, former account executive with WQAM Miami, Fla., has joined WDEU New Orleans, as assistant to the manager. Before entering the AAF in 1943, Mr. Flanagan was commercial manager of WIBC Indianapolis.

HELEN NELSON, secretary-treasurer of Port Huron Broadcasting Co., operators of WPHL, Port Huron, Mich., has been named general manager of station, according to Ann L. Stevens, co-owner. Miss Nelson, in addition to other duties, has been assistant general manager.

RAY BRIGHT, former commercial manager for 17 years with KTRH Houston, has been appointed general manager of WREK, new independent station under construction at Houston.

JAMES CONNOLLY has been appointed assistant manager of WJLD Bessemer, Ala.

J. L. BROWNELL has been appointed general and commercial manager of WAFS 900-w in Atlanta station on 790 kc, expected to begin operations at Ruston, La., this fall.

EDGAR L. TIDWELL, program director of KSDJ San Diego, has been named general manager of that station.

EDGAR KOBAK, president of MBS, will speak Oct. 22 at the "Radio Night" festivities at the Poor Richard Club, Philadelphia’s nationally known advertising club.

FOX CASE, former general manager of KIST Santa Barbara, has been named Western radio director of American Heritage Foundation operating Freedom Train. His headquarters are 6352 Hollywood Bivd., Hollywood.

BRADLEY EINMANN, manager of WAAF Chicago, and Ann Sleeth of Chicago were married Oct. 18.

DOLLY BANKS, assistant general manager of WHAT Philadelphia, has received a citation from Secretary of War Robert P. Patterson for her personal work in behalf of Army recruiting.

Nelson J. GRIGGS, former chief announcer and consultant, who was known as Jeff Allen, has joined WXQI Richmond, Va., as assistant to the manager.

L. B. WILSON, president and general manager of WWL in New Orleans, has received a Navy award for "outstanding service in the 1947 Naval Reserve Week."

Hot Show
THE FREEPORT (L.I.) fire chief had to cancel his scheduled appearance on a roundtable broadcast over WAWI Hempstead, L. I., in conjunction with Fire Prevention Week, because of an unscheduled fire. And to make things worse for WILL the Hempstead fire chief, also appearing on the broadcast, had to cut short his remarks to hurry to a blaze which had broken out while the chief was on the air.
Hooper gives you the facts on ... WHBF

WHBF is FIRST* Mornings Afternoons and Evenings in the QUAD-CITIES

* As shown in the summer Hooper Listening Index for 1947.

In many periods, WHBF delivers more listeners in the Quad-Cities than all other stations combined. WHBF is far out in front as Quad-Cities No. 1 station. For complete findings of the Hooper survey—contact WHBF or your nearest Avery-Knodel office.

BASIC ABC for the QUAD-CITIES

1270 KC \[\text{WHBF} \text{ 5000 Watts Full Time} \]

Les Johnson, V.P. and Gen. Mgr. Affiliate of Rock Island Argus
Mason Offers Plan for Business and FTC Cooperation in Problems of Fair Trade

LEGISLATION to simplify the procedure of the FTC, coordinate activities of certain governmental agencies, and provide a cooperative means of abolishing practices prohibited by anti-trust laws was suggested last week by Lowell B. Mason, Federal Trade Commissioner.

Speaking before the American Bar Assn. and the Chicago Bar Assn. in Chicago, Comr. Mason said his bill had not been seen by the President and that he was not speaking for the FTC, but that it represented his ideas on promoting among those engaged in commerce and industry "a common understanding and a common acceptance of the rules of fair trade."

Citing the FTC as an example of a Washington bureau which has vigorously pushed Congress for more powers, Comr. Mason declared, "I would say that we are glutted with authority and starved for the means of carrying it out. We are about as effective as the S.S. America put-putting down the bay under the power of a 2½-horse outboard motor."

Pointing out that the U. S. was doing 40% of the world's productive work with only 6% of the population, the Commissioner said that relations between government and business were far behind the great economic changes which have taken place in this country since the FTC Act was passed 31 years ago. These relations, he said, must be taken out of their political status and put on a nonpartisan basis.

Confusion about our commerce laws, asserted Mr. Mason, has become so universal that it imperils our whole system of free competition. Declaring that the error had grown too big for "a few superbrains in Washington," Mr. Mason said, "it's time industry stopped leaning on government for its virtues and developed some moral self-reliance of its own. And it's up to government to help by shifting this public responsibility to the shoulders of private industry as fast as businessmen can take it, for the responsibility must be shared to be effective."

His proposal, said Comr. Mason, would tackle the overall problem with industry-wide cooperation instead of the hit-and-miss prosecution now being used which does not solve the problem. Business and the FTC, he said, would have an opportunity to discuss complaints before any civil or criminal prosecution is brought.

At its last meeting in Cleveland, the American Bar Assn. had adopted a proposal which called for the FTC and the Justice Dept. to furnish a consultative service and exempted any company from prosecution after its course of action has been cleared in good faith.

LOST!

DULUTH, MINN.—Science waits tensely this week for news from Otto Mattick who tried to reach the extent of KDAL's new 5000 watt coverage, overshot his mark, and blazed into the stratosphere.

From somewhere west of the moon Otto reports, "I got my boloid metapolar souped up too much ... but it's tough getting to the limits of that 5000 watt signal on that far-reaching 610 frequency."

If you want to know how not to get lost in the northwest market, contact Avery-Knodel Inc. and find out why KDAL is a better buy than ever.
You get these 3 FM Watchmen in Western Electric transmitters only

FREQUENCY WATCHMAN
All Western Electric FM transmitters are kept constantly on their assigned frequencies by the Frequency Watchman—a simple, fool-proof, automatic device sensitive to the slightest frequency deviation. With this watchman on guard, stability of the transmitter is governed by the stability of a low temperature coefficient crystal, which varies less than 25 cycles per million in the temperature range of from 40° to 130° F.

POWER AND IMPEDANCE WATCHMAN
The new RF Wattmeter and Impedance Monitor is available exclusively in Western Electric FM transmitters. It makes possible—for the first time—accurate, direct indication of the actual R. F. power in kilowatts fed into your antenna system plus a simple method of measuring standing wave ratio under full power output. Supplied as standard equipment with all transmitters of 3 kw and higher powers.

ARC-BACK WATCHMAN
Permits realization of the full life of each rectifier tube. By indicating exactly which tube has reached the end of its reliable service life, this watchman makes it possible to replace a worn out or faulty tube with the pre-heated spare and be back on the air—with assurance—in a few seconds.

FOR FURTHER DETAILS about the 3 FM Watchmen and Western Electric's new line of FM transmitters, call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
The 100 men of the B. & O. Glee Club; the WBAL string orchestra; Conrad Knight, soloist; and Dr. Alan Dash, director, on the stage of the "Air Theatre", one of WBAL's "new world of tomorrow" studios at 2610 North Charles Street, Baltimore.
Our aim is to beam to listeners enlightening and entertaining programs of a size and quality unexcelled by any radio station - anywhere. WBAL - Baltimore - 50,000 Watts - NBC Affiliate. Represented Nationally by Edward Petry & Co., Inc.
WORL Travesy

LAST WEEK, by a 5-1 vote, the FCC ordered deletion of WORL Boston, effective Nov. 30. In so doing it perpetrated what appears to us to be the most unjust and shabby deal in radio annals.

It was a case of the Commission invoking the letter of its rules to the point of travesy. Ownership of WORL had failed to report stockholdings in accordance with FCC rules. The chief owner of WORL is Harold A. Lafount, former member of the Federal Radio Commission. As responsible manager of the Arde Bulova stations. Mr. Lafount is a highly respected citizen and was a good public servant. His associates are Sanford H. and George Cohen, New York attorneys who also represent Mr. Bulova.

The FCC previously had ordered revocation of the license of WOKO Albany because of the hidden ownership interest of former Radio Commissioner Sam Pickard. That was an out-and-out case of deception over the years to delude the licensing authorities. There is nothing in the WORL proceeding to indicate that there was any attempt to deceive the licensing authorities. At worst, it was a case of ignorance of the rules and of laxity on the part of the attorneys. That is made abundantly clear in the strong dissent of Commissioner Jet, who favored renewal of the WORL license and voluntary transfer of the facilities to the Bitner Broadcasting Co., for $200,000.

The Commission majority, it is obvious, wanted to use this case as another object lesson of WORL. There were other factors too, indicating political interplay. Mr. Lafount, who is not a wealthy man, is made the scapegoat. The FCC majority—or at least its older members—must feel sheepish. They should be ashamed.

We hope this case is carried to the highest courts. The good name of Mr. Lafount should be cleared.

Code and Conscience

WHenever two broadcasters meet, they argue the code. The same holds true with agency men. Broadcasters who use radio. Because the code is that explosive we are optimistic about the outcome. Broadcasters are letting their NAB board members know how they feel. Many of the suggestions we have seen have merit. Broadcasters are THINKING. They are not waiting for George to do it. When the NAB board meets in November to revise the proposed standards there will be plenty of shirt-sleeve activity. The result should be a better, more workable code that should dispel the fear of discrimination against non-network stations.

Talk of "railroading" at the Atlantic City convention raises questions. There are broadcasters who are more fearful of the FCC's intervention than the code itself. There is even talk of station withdrawals from the NAB if the code is one which station ownership feels it cannot observe.

Judgment should be reserved until the board completes its task. From now until Nov. 1 stations should fire away at their directors, leaving nothing unsaid. Agencies and advertisers who have thoughts on code limitations should let NAB know. They are their own trade associations after all.

There may be valid reasons for adopting commercials standards for independent stations, which would be somewhat more liberal than those indicated for network-affiliates. Certainly it is already indicated that language and definitions must be clarified. And certainly it is clear that the revised code should be subject to review and revision as the ever-changing pace of radio dictates.

After the code context is clarified, an even more vexatious problem confronts radio. How will the FCC interpret the myriad of those who ask lost sight of the fundamental code plan. It is a code for "self-regulation." That means voluntary observance. Can it be done?

There is substantial and recent precedent. During World War II, when our very national security was at stake, radio was called upon to observe a Voluntary Censorship Code. There were those in government—notably the military—who said it couldn't be done. It was done. And without a single violation or even an untoward incident for the duration of nearly four years.

Surely the same pattern can be followed. There will be a code board or a code authority functioning under, but not necessarily as a part of the NAB. Enforcement would come through interpretation by the Code Authority. Broadcasters would seek the opinion of the Code Authority in doubt. It worked before. It can work again.

Radio Man for Radio's Job

FOR THE seventh time since he assumed office two-and-half years ago, President Truman is called upon to make an appointment to the FCC. It will be his second opportunity to name the chairman.

Many names are tossed about for the post to be vacated Oct. 31 by Charles R. Denny. Almost without exception, Mr. Truman's appointments have been good. They have not been dictated by political considerations. He has had an appreciation of the highly important nature of the FCC's work. For that reason, the advocacy of a couple of lame ducks for the chairmanship is disconcerting.

Former Senators Jim Mead of New York and Hugh Mitchell of Washington, both Democrats, are avowed seekers of the Denny post. Both were defeated in elections in their states last year—Mead for the governoratorial nomination, Mitchell to succeed himself in the Senate. During his years in Congress Senator Mead was constantly in the hair of the FCC, sounding his political. He has not been dictated by political considerations. He was a patronage-seeker extraordinary. Senator Mitchell was an anti-business left-winger who teamed up with Senator Glenn Taylor.

We hope the President will not yield to political pressures by dumping a lame duck into the FCC. There are critical days ahead for radio, with overcrowded station population, and with a political campaign a year ahead. There must be utter impartiality. Radio regulation doesn't mix with politics.

A practical broadcaster, who knows the visions of stations in a state who has made payroll, is the kind of man needed on the FCC as its chairman. Business statesmanship is called for. It will mean a financial sacrifice to get a qualified broadcaster to accept a $10,000 a year post. That's some hope, however, of an increase in pay for members of independent agencies, now that Congress has boosted its own compensation to $15,000.

There are those who believe, who would fail to respond to a call from the nation's Chief Executive to serve on the FCC for a limited time. It is a challenging assignment.

Broadcasters should let their Congressional delegates know that they want a broadcaster at the FCC helm this time. President Truman has demonstrated that he is responsive to sound, sincere counsel.

Our Respects To—

LOUIS GOLDSBOROUGH CALDWELL

ANY ACCOUNT of Louis Caldwell's career will inevitably read like a short course in radio regulation. The two have been intimately identified for so many years that youngsters in the legal trade are sometimes moved to speculate on which came first.

The answer, with respect to the only mode of regulation that radio has known for 20 years, is that Louis Caldwell came first. He didn't write the law, but as the first General Counsel of the old Federal Radio Commission, in 1928-29, he wrote the Commission's early decisions; he wrote its Second Annual Report, which contains material that is still frequently cited; and he wrote a complete set of FCC regulations of sufficient permanency that much of his original language and many of the procedures he prescribed are preserved in the rules in force today.

At that point, however, he left government regulation of radio to others. Ever since, he has carried the banner of free radio. The change of position involved no change of mind. He has always felt that government's licensing powers should be limited. If anything in radio law is certain, it is Louis Caldwell's articulate opposition to government interference and particularly the practice of using the licensing system as a means of regulation.

Almost as famous for his white hair as for his legal talents, Mr. Caldwell at 56 is often called the dean of radio lawyers. The title does not lack justification. Few men have participated so prominently in the legal affairs of the art.

Aside from his continuing battle for limitation of the licensing authority, Mr. Caldwell has achieved considerable prominence as an advocate of clear channels and higher power to provide radio service to the scattered masses beyond the reach of lower-powered stations.

In that role he takes his place today (Monday) in the resumption of the current clear-channel hearings before FCC. In much the same role he appeared before the FRC 17 years ago, in the "50-kw hearings" of 1930, when he fought to upset a plan to limit the number of 50-kw stations to four in each of the nation's five "zones." He has argued the case for the clears whenever an occasion arose, and if he has not been entirely successful he at least is given credit for averting even more extensive breakdowns.

His life away from radio has been almost as colorful as his legal career. In the first World War, rejected by the armed forces for defective vision, he got to France via the ambulance service and later joined the French... (Continued on page 56)
WQXR
and FM Station WQXQ,
The Radio Stations of The New York Times,
are pleased to announce
the appointment of
PAUL H. RAYMER COMPANY
as national sales representative
**COMMENTATOR'S JOB**

EDWARD R. MURROW departed from his analysis of the news on the first program of his new CBS series for Campbell Soup Co. Sept. 29 to present an analysis of a CBS' commentator's duties—as outlined in Mr. Murrow's contract with the network.

Mr. Murrow: "...news programs are a broadcast solely for the purpose of enabling the listeners thereto to know facts—so far as they are ascertainable—and so to elucidate, illuminate, explain facts and situations...fairly to enable the listener to weigh the analysis, not to refrain particu-
larly with respect to all controversial, political, social and economic questions, from trying to make up the listener's mind for him," he continued, still quoting from his contract.

Admitting that this was "pretty complicated language," Mr. Murrow added in his own words: "This program is not a place where personal opinion should be mixed up with ascertainable facts...It is not, I think, humanly possible for any reporter to be completely ob-
jective...We shall try to re-
member that the mechanics of radio which make it possible for an in-
dividual to be heard throughout the entire land don't confer great wisdom or infallibility on that indi-
vidual..."

**SBA Elects Brickhouse**

JACK BRICKHOUSE, freelance sportscaster who is covering football for WJJD and WGN Chicago, has been elected president of the Sports Broadcasters Association, in Chi-

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**Committees Are Listed In Peacetime Competition**

COMMITTEES for the George Foster Peabody awards for the 1947-48 season are now being set up. The following list of commit-
tee members was released by Dore-
thy Lewis, coordinator of listener activity of NAB, under whose supervision these committees function:

- **Boston:** Chairman, Dorothy Kraus, Miss Joan Connell, President, Massachusetts Association of Broadcasters; Harriet Warner Baxter, President, Boston Branch; America Penney, President, Mrs. William H. O'Connell, President, Massachusetts Association of Broadcast-
ers; Mrs. Henry J. Zylers, Vice-Presi-
dent, Business and Professional Women's Republic Act for Massachusetts; Daniel Bloomfield, managing director, Massachusetts Council of Broadcast-
ers; Roscoe Frisbie, Director of Ad-
ministration, Boston, Massachusetts Depart-
ment of Education; C. Russell Mac,
director of secondary education, Massa-
echusetts Department of Education.

- **Atlanta:** Chairman, Raimundo De Ovies, dean, Cathedral of St. Phillip; Alva S. Wilson, vice-president, Auto-
sour Co. Mrs. John Dunaway, officer of North Fulton Parent-Teacher Association; Alex Hitz Jr., account executive. Lillian Neale, director, Advertising Agency, Donald H. Leecum, retired banker; Mrs. Made-
lein Chace, former radio director.

- **Radio Division of OWI:**

  **CONCORD:** N. H. Chairman, Mr. Harold W. Ingham; Rt. Rev. John T. Dallas, Concord; Thomas M. Changing,
Concord; Franklin, N. H.; Mrs. Osmond H. Strong, Concord; Mrs. Daniel H. Dick-
inson, Concord; E. M. Quatari, Con-
cord; N. R. Edwards, Concord, Dr. J. W. Sleepe, Cobbs Corner, Levi Leir-
ge, New London, N. H.; Alexander Beldin, Newburyport; Hon. Herbert H. Swett, Elmira, N. H.; Mrs. Edwin M. Ovies, Dover, N. H.; Mrs. Charles Copper-
ter Goss, Dover, N. H.; Mrs. Thomas Gilman, Manchester, New H.; Irene Stevens, Franklin, N. H.; Miss Nellie Young, Plaistow, N. H.; Mrs. J. A. Kepp, Franklin, N. H.

Many committees poll their local communities or states before making their final recommendations.
Still more telecasters are now assured that television's "mighty oaks from little acorns grow"...

Du Mont Acorn Package

shown in 600 square feet of exhibit space at N.A.B. Convention!

Reasonable investment...safe investment...lucrative investment. Such was the verdict of countless visitors to the Du Mont exhibit at the N.A.B. Convention. And it was based on seeing the selected units comprising the Du Mont Acorn Package (initial telecasting equipment). Likewise operating those units; studying performance; getting dollars-and-cents facts along with technical details.

You already have the first-hand story, if you were there. If not, 'phone, wire, write, or drop in.

© Allen B. Du Mont Laboratories, Inc.
GORDON D. CATES, who for past 19 years has been with Young & Rubicam as a vice president, has been elected vice president of the firm by the Managing Committee. Mr. Cates has been with Young & Rubicam for 19 years in advertising and sales promotion. Prior to his affiliation with Young & Rubicam, he was with McCann-Erickson, New York, for eight years, with Futter & Smith, Cleveland.

JOHN EICHORN, former commercial manager of KING Seattle, has joined Hildreth Evans & Merrill Inc., Seattle, as account executive. Prior to joining KING, Mr. Eichorn was sales manager of KIRO Seattle.

Mr. Eichorn has been with Minneapolis Star Journal Des Moines Register, New York, and Los Angeles Examiner.

LEWIS E. TILDEN, formerly director of Chicago office of Standard Brands, has been elected vice president of that agency. Prior to joining Standard Brands in 1947, Mr. Tilden was network account executive of NBC in New York.

JUDSON K. MULFORD, formerly with McGraw-Hill Publishing Co., has been appointed advertising and production manager for the company's Los Angeles office. Mr. Mulford has been with Conover-Matt Corp., Los Angeles, as traffic and production manager. He takes the place of Anthony LaSala, who has been appointed the same position for the company's New York office.

LEE MALKIN, formerly advertising director of Goodyear, has joined Associated Stores, New York, as an account executive.

WILLIAM H. HARVEY, former partner of Frank Oaxacit Co., Los Angeles, has been appointed vice president of the agency.

JAMES J. FREEMAN, formerly media director of St. George & Kears, New York, will again be in charge as media director succeeding CHARLOTTE RAINS, resigned.

F. J. BRUGUIERE, formerly in charge of New York office of STANDARD BRANDS, has been appointed vice president.

KENNETH COCHRANE, formerly with Pulier & Smith, has joined New York, as account executive.

GEORGE S. LANNAN has been appointed manager of the sales department of Western Am. Broadcasting Co., New York.

WINSTON BALL Jr. has been appointed a director of Associated Brands Inc., New York. This is a major move for the firm, which is now controlled by Associated Brands Inc.

Mr. Cates, who has been with Young & Rubicam for 19 years, will be in charge of the sales department and is expected to sign many new accounts for the firm.

JOHN EICHORN, formerly with the New York-based agency, has joined the company's Los Angeles office as account executive. Mr. Eichorn has been with McGraw-Hill Publishing Co., Los Angeles, as traffic and production manager. He takes the place of Anthony LaSala, who has been appointed advertising and production manager for the company's New York office.

LEE MALKIN, formerly advertising director of Goodyear, has joined Associated Stores, New York, as an account executive.
... for the most important 60 seconds on the air—your spot announcement!

Sales messages on all of WGY's eleven* announcement periods are given special attention—they're woven into the pattern of the program—cleverly introduced—attractively spaced.

And there's no extra charge for special handling—it's routine treatment given all commercials broadcast by WGY.

Up-to-the-minute information on WGY announcement periods is yours for the asking. Boost sales now! Just get in touch with your nearest NBC Spot Sales Office or WGY, today!


GENERAL ELECTRIC

50,000 WATTS

WGY SCHENECTADY, N. Y.

NBC AFFILIATE—REPRESENTED NATIONALLY BY NBC SPOT SALES
GLENN HARRIS, formerly with KYSM Mankato, Minn., KMHC Kansas City, and WBLF Lake City and KBST Minneapolis, has been appointed program director of WJS Chicago, Ill. He succeeds "TERRY MOSS, recently named division manager of CBS television in Chicago, has announced new program director of WJS Chicago. Mr. King is to assume his new duties at WJS Chicago Oct. 20.

NORMAN C. WIDENHOFER, sales promotion director of WEBS, new 100-watt fulltime station on 760 kc. expected to begin operations at Eustis, Fla. by Jan. 1.

HOWARD M. PAUL, assistant continuity director of WLS Chicago for past 18 months and prior to that assistant sales manager of BBRD Chicago, has resigned.

JIM FRIELING has joined WEBR Buffalo, as morning disc m.c.

MAURICE WAYNE, formerly with WINS New York, has joined announcing staff of KDKA Pittsburgh.

PHILIP CROES, formerly with WPLI Huntington, W.Va., WKBW New Britain, Conn., KLO Ogden, Utah, and KJPA Amarillo, Texas, has joined KDKA announcing staff.

PAT ALAN, chief announcer and assistant production manager of KSST Davenport, Iowa, has been named program manager of that station.

JON GNAGY, NBC television art instructor, is the author of "You Are an Artist," published last week by Doubleday & Co. Book is based on Mr. Gnagy's series of Thursday night art lessons on WINS New York.

FRANKLIN R. CURTIS, formerly with WPJS Washington, D.C., WKBW Steubenville, Ohio, and WABJ Morgantown, W.Va., has been appointed program director of WTRF Parkersburg, W.Va.

JOHNNY HARTIG, staff announcer at KQV Des Moines, has been appointed chief announcer of that station.

TOMMY ERWIN has been appointed production director of KLVF Alpine, Texas.

ROGER ADAMS, formerly with radio station in Aiken, S.C., and is currently with Arthur, Tex., has joined announcing staff of WTJS Shreveport, La.

EDWARD F. EHRLICH, ABC coordinator on the "Paul Whitehead Club," and KSL radio of Salt Lake City, Utah, were married Oct. 16.


EPPARD LYNN, faculty director of playwriting for American Telecasting Conference, Hollywood, is the author of Pasadena series, "Life of Theodore Roosevelt."

CHARLES FREDERICK LINDSEY, head of Occidental College speech department, and consultant to ATVP, attracts weekly series.

MIKE ROY, has been appointed announcer on CBS "Screen Guild Players." JOHN H. E. GROVES, assistant program director of KOW Portland, is handling all production of KGW-FM.

JAMES CHAN, assistant director of Milwaukee Centuriana, 1946 centennial, and former freelance announcer and producer, has joined WMAW Milwaukee, as director of programming and public relations, effective Oct. 20. WMAW expects to be on the air about the first of the year.

GEORGE REED, chief announcer of WCNY Saginaw, Mich., has been appointed production manager in addition to his present duties.

BERT LITTLE, pianist and organist with WBAT Detroit, is the father of a boy, Andy. Mrs. Little is the former WILDA WILSON, wife of IEDY CARRIER, of the WLW promotion department.

WENDALL ADAMS, director of number of radio programs and at one time member of CBS production department, succeeds GEORGE ZACHARY as director of "The Vaughn Monroe Show," which is sponsored by CBS through Wmelon Aqu纽约 and CBS studios.

DON MCNEILL, host of ABC "Breakfast Club," has been appointed vice-chairman of motion picture and radio committee of National Safety Council.

LIL FURIEZ, former announcer and announcer for various Philadelphia stations, has joined announcing staff of KYW Philadelphia.

DOROTHY EYING has been appointed director of women's activities of KCIR Chicago.

CHARLES EDWARD LYNN, of KGW Portland, Ore., has been appointed program director of WJS Chicago. Miss Lawton began her radio career as a singer on WSPD Toledo when she was 14 years old. Since then she has performed with CBS and screen, returning to radio a few years ago. She has been with WDSU and WTV New Orleans, KTB Shreveport, WBSR Pensacola and KLIF Dallas.

DAVE ROGERS, formerly with WMAG Indianapolis, has been appointed assistant program manager of KMOX St. Louis.

BILL KRAHENBIL, Army veteran, has joined announcing staff of WBHC Canton, Ohio.

JOE REEVES, former WMBR Jacksonville, Fla., station announcer, has joined announcing staff of WQAM Miami.

DEAN ROBERTS, formerly with WQAM Miami, has been named program manager of WBRT Cleveland.

WILLIAM J. STAUDE, formerly with KQW and KXLA Los Angeles, has been appointed program director of WKBW Buffalo, as of Oct. 20.

JOHN F. PERCIVAL, chief announcer of WSYR Syracuse, N.Y., has been appointed successful in his new duties at WJS Chicago. Mr. King is to assume his new duties at WJS Chicago Oct. 20.

DON McCORMICK, chief announcer of WJS Chicago, has been appointed production manager in addition to his present duties.

SAM WOODALL, formerly with WSLI Jackson, Miss., WBW and WBF Alto, has been appointed program manager of WLEN Jacksonville, Fla.

GEORGE KEATING, former announcer, has been appointed production manager of WLEN Jacksonville, Fla.

WILL GROFF, announcer at WJEJ and WJEJ-FM Cleveland, has been appointed director of programming for Webb-DePuy, in the father of a boy, William Marshall.

ROBERT HALL, staff writer at KNX Los Angeles, is the father of a boy, BETTE CLEAVELAND, formerly with sales promotion staff of WLW Cincinnati, has joined WSBP Springfield, Mo.

TOM BASHAW, of WLS Chicago promotion department, is the father of a boy, William Michael.

Staff Visits New Transmitter NOONTIME luncheon gathering was held by WQAM Miami, to indoctrinate members of the program, promotion and sales departments to the technical improvements made to the WQAM transmitter. After the luncheon the station was taken on a tour of the transmitter building and grounds and the new equipment was explained briefly in non-technical language.
YOU MIGHT HUSK 1-1/5 TONS OF CORN IN AN HOUR—

BUT...
YOU CAN'T MARKET IT IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Whatever your commodity may be—canned corn, coffee or cosmetics—Western Michigan won't hear your story unless you broadcast it from Western Michigan! Why? Because an invisible wall of fading blocks off acceptable radio reception from outside. So radios of this area are set on inside stations—and more on WKZO in Kalamazoo and WJEF in Grand Rapids, than on any others!

Take afternoons, for example. From 12 Noon to 6 p.m., WKZO-WJEF gets a 32.9% Share-of-Audience—whereas all other stations combined, of any one network, get no more than 26.2%. (Figures from Spring, 1947, Hooper Report.)

We'd like to send you the complete Report. Write us, or Avery-Knodeł, Inc. Five minutes' reading will convince you.

* Irene Bauman, Illinois, husked 3260 lbs. (46.71 bushels) in 80 minutes, in Iowa, 1940.

WKZO first in Kalamazoo and Greater Western Michigan (CBS)

WJEF first in Grand Rapids and Kent County (CBS)

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

October 20, 1947 • Page 53
Georges Dumont, Jr., has been appointed promotion manager of KBSD San Diego.

Paul Stone, former promotion and publicity director of KLAC Hollywood, is the father of a boy, Michael.

Children's safety promotion was launched Oct. 13 on "Happy Hank" program heard on WLS Chicago, Mon.-Fri., at 7:30, with formation of new organization will be electrically directed to write for membership cards in "Happy Hank's Club." With card each child will receive a plastic stop-and-go pin that changes from red to green when button is pressed, which is to be taken by child to his teacher, carries following rules of the club: (1) I will not play in the street; (2) I will not keep the road from behind parked car; (3) I will cross streets at proper time and look both ways before crossing the street. Package-top of "Cocoa Wheat" product of Little Crow Milling Co., which sponsors the program, and 2c stamps are required with each request for membership.

Agency Ad

INSTITUTIONAL ads on its operations are being issued by Grey & Rogers, Philadelphia advertising agency. As part of the agency has put out an "anniversary" reading: "Twenty years ago this month, this agency was founded. Two years ago next month, this agency had to borrow money to pay its bills. One of the bills it borrowed money to pay was for its own advertising. Foolhardy? Naive? Perhaps. But what helped to run us into the red the first month has helped to keep us in the black ever since."

Promotion K Its

DISC JOCKEY KITS containing one-minute sample presentations on record shows available on stations represented by John F. Pearson Co., are distributed by that firm. Kits contain data on time, cost and other available information.

WHII Brochure

FOUR-PAGE, two-color brochure titled "Let the Voice of Long Island Speak For You!" has been sent by WHII and WENY (FM) Hemstead, Long Island, to 3,000 Long Island merchandisers, brokers, merchants, publishers, policy, personnel, and rates.

Scholarship Awards

QUIZ KIDS has been considered eight two-year college scholarships, each valued at $50, will be essay contest for high school seniors throughout the country. Students are invited to write for pamphlet "What America Means to Me."

"Quix Kids" are staging contest in cooperation with Screen Guild Foundation, sponsors of the Freedom Train now touring the country. Criteria for contest are that students be high school seniors, the lamp is won. This led to some difficulties, as the first place winner, who was to receive an air circulator, picked 12 other pieces of merchandise as replacements, and the fifth place winner accepted other items in place of the lamp she won.

Style Poll

EXTENSIVE POLL of Greater Cincinnati area was conducted by the conductor of the "Makebelieve Ballroom" program on WCKY Cincinnati, on the subject of the new style of crossword puzzle. Sufferers were asked 518 opinions in letters and postcards from listeners, and he plans to send them a poll, including a choice of 26 different words, comments and letters, to several dress and skirt designers and manufacturers in New York and Chicago. Of the total opinions sought, 519 received were responses of present skirt styles, most of these opinions based on economic observations.

Stress Public Service

PUBLIC SERVING REPRINT of activities of station are featured in latest promotion piece issued by WPXM Alexandria, Va. Public service reprints article, on the need of blood donors, which appeared in the American Woman's Home Companion has been prepared for the station. Reprint reports were furnished by an article on the station's release telling of a recent case when WPXM and WAFI of Harrisburg, Pa., put out a radio plea for 1,000 patients by recruiting needed blood donors. Mailing list is furnished through direct mail.
YOUR ADVERTISING DOLLAR...

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts... but they'll give you the real answer. They stay because they get results! They stay because they reach more radio homes, more prospects for their product... selling an audience that's been growing for twenty years!

REPRESENTATIVES:
UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

CFRB TORONTO
Looking forward to the next twenty years!
FOR merchandise of quality Wilkes-Barre women for 75 years have chosen... Isaac Long and in belt, considered counties in the heart these plus the top programs keys in the eastern region and local programming plus the top programs of ABC keep the dial in Eastern North Carolina tuned to WRRZ and WRRF. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

Respects

(Continued from page 46)

Foreign Legion, winning the Croix de Guerre and a commission as sous lieutenant in field artillery (75's).

If he had not chosen law, he might very well have been a writer or scholar. Insofar as the practice of his profession permits, he is both, as evidenced by the phrasing and style of his letters. Before going to Washington he was on the faculty of Northwestern U. Law School for some 10 years, and since then has from time to time conducted courses at law schools in Washington. He was editor-in-chief of the Journal of Radio Law, which was published in 1931-32 before being discontinued because of the depression.

He is handy with limericks and parody, and a favorite pastime is the private production of skits which he also writes, stages and acts. He is an amateur musician, playing the violin, accordan and piano. During the war he operated what came to be known as the "Radio Club," composed of radio and aviation friends in armed service to whom he rented rooms in his home. More than 70 men were "resident members" at one time or another during the war.

On the more serious side, his chief interests away from the office are (1) his daughter, Barbara Suzanne, who was married last month to K. Kenneth Brobeck Jr., after graduating from Smith College with a major in physics and a student pilot's license in aviation; and (2) his collection of books on the origin of the first World War, which numbers several thousand volumes and is regarded as one of the best existing libraries on the subject.

Louis Goldsborough Caldwell was born in Oak Park, Ill., a Chicago suburb, on Sept. 25, 1891. He is the son of Mr. and Mrs. Susan Cook Caldwell and the late John D. Caldwell, who was vice president and secretary of the Chicago and North Western Railway. He won his AB degree from the University of Illinois, where he is a former Amherst trustee, and his MA and LLB degrees from Northwestern U. Law School in 1916. He went to work immediately for the firm of Kirkland, Fleming, Green, Martin & Ellis and had just worked his salary up from $10 to $12 a week when he went overseas with a farm ambulance service in 1917.

Upon release from the French Army in 1919 he returned to Kirkland, Fleming as a member of the firm. He got into radio more by chance than by design. Following the 1925 breakdown of the Commerce Dept., WGES Chicago, under a former ownership, followed the practice of the day and picked for itself a more favorable frequency. The channel it chose was near that of WGN Chicago, owned then and now by the Chicago Tribune, one of Kirkland, Fleming's clients, and Mr. Caldwell took the case and went to court. He won a temporary injunction before the dispute, upon passage of the Radio Act of 1927, was referred to FRC as one of the earliest hearing cases. The sketch was that FRC invited Mr. Caldwell to set up its law department.

He joined the Commission on July 1, 1928, planning to stay three months. Instead, in behalf of eight hectic months in which, at the outset, he and the lawyers he recruited found they had no formal quarters and scarcely the rudiments of office furniture. But he managed to pack a great deal of productivity into that cramped period, drafting a complete set of regulations, writing reports and decisions, aiding in the general and shortwave allocations, and in court successfully defending the Radio Act against charges of unconstitutionality.

He left FRC on Feb. 23, 1929, and returned to the law firm in Chicago. But subsequent months found him commuting to Washing ton, D.C., as resident partner. In behalf of clear-channel stations started in the 50-kw hearings of 1930. In 1934, when the number of clear was being gradually reduced, he was asked by a group of clear-channel stations to represent them. The result was the 1934-35 investigations which, conducted by FCC with aid of the clear-channel group, developed the first data on nighttime skywave-data that is still in use by FCC and which was incorporated in the first North American Regional Broadcast Agreement.

He represented the clear-channel cause again in 1936 and in the general hearings in 1938. In 1937, as a representative at the preliminary NARBA conferences, he worked to keep the way open, internationally, for maximum U. S. usage of clear.

Back in 1932 he attended the Madrid Radio Conference and supported a plan of allocations which he is convinced would have prevented most of the problems that harass radio service today. This was a plan to add lower frequencies—in the 400 and 500-kc region—to the standard band. He had success in sight when the armed forces, getting wind of it, scuttled the plan.

His activities have not been wholly in the broadcast phase of radio. He organized Press Wireless and Aeronautical Radio Inc., composed of aviation radio users, and its devoted much of his energies in their behalf. He has represented users in numerous radio and cable rate cases.

He has fought the battle of free speech consistently—in magazine and law review articles, in speeches and in cases before the Commission. He canvassed the subject extensively in January 1935, in a booklet titled "Freedom of Speech and Radio Broadcasting," which was published in The Annals of the American Academy of Political and Social Science.

His most recent campaigns in this field were in the New York Daily News case, in which he has won tentative dismissal of American Legion's charges that the News exhibited racial prejudice and should be denied FM and television permits; and in the KFI Los Angeles "commentator case," in which he has won a renewal after being discontinued because of FCC study of the station's policy regarding commentators.

With Philip J. Hennessey and other Washington attorneys he organized the Federal Communications Bar Assn. in 1936, and he served as its first president. He also is active in the American Bar and District of Columbia Bar associations, as a former ex-officio member of the District Bar's committee on administrative practice and its administrative law section. In the American Bar he has served as member or chairman of committees on radio law, communications, and administrative law.

He is also a member of the Assn. of Interstate Commerce Practitioners, American Law Institute, and Institute of Radio Engineers. He won a Phi Beta Kappa key in college and is also a member of the Order of Coif, Delta Upsilon, and Phi Delta Phi fraternities, and of the National Press Club and the Metropolitan Club of Washington.
Is WHBO's Program Director happy? Here's what he says:

"We began Capitol's service May 1st, and May 1st in Memphis (with seven radio stations) is a most inopportune time to sell advertising. Regardless of this, we were able to sell EIGHT shows with the sales line, 'WE HAVE CAPITOL SERVICE—THE BEST TO BE HAD.'

"At the present time, all these shows are SOLD... My Serenade, Hollywood Serenade, Sunday Serenade, Hayloft Jamboree, Jan Garber, King Cole Trio, Lullaby in Rhythm, and Chuckwagon Jamboree!"

WHBO proves it! Capitol's Transcription Service really can pay for itself! In new sales. In new, bigger audiences. You BUILD your OWN shows with the Capitol Service... from a full basic library and suggested show formats. Every category of music and big-name talent for commercial and sustaining programs.

Start-to-finish programming help, too. Themes and dated formats each month for 400 complete shows, musical opening and closing themes, voice tracks by the artists, musical interludes. And you're sure of the highest in transcription quality and engineering. All part of your PAY-OFF... with the Capitol Transcription Service.

The coupon below brings you the complete story—at no expense, of course.

Capitol Transcriptions
Sunset & Vine
Hollywood 39, California
Please send me without cost...
1. Demonstration Transcription—to show me what makes Capitol's Service different.
2. Complete details about the Library Service and its costs.

Name: ____________________________
Position: __________________________
Station: __________________________
Street and No: ____________________
City and State: ____________________
WAA Surplus Electronic Items to Be Up for Sale

SURPLUS electronic items valued at more than $12,000,000 will be placed on sale in November at the Honolulu regional office of War Assets Administration.

One lot (Sale No. 330) includes trucks and trailers with electronic equipment installed. These have a total cost of $11,981,856. The electronic items installed on the trucks and trailers include long-range radio and various types of radar equipment. (Sale No. 336) includes a long list of tubes, loudspeakers, microphones and receivers.

Brochures giving detailed descriptions can be obtained at Room 4022, Railroad Retirement Bldg., Washington, WAA Office of General Disposal of Territories & Possessions. Material can be bought by mailing sealed bids.

BURGESS DEMPSTER, formerly with Magnavox Co. and Crosby Corp., and H. B. BONNEY, previously with RCA and Crosby, have organised Electronic Engineering Co. of California, at 1607 S. Seventh St., Los Angeles. Firm handles general electronic consulting and representation of Eastern firms who require technical representation in California.

G. S. (Peter) WASSER, former manager of KQV Pittsburgh, has announced the opening of Peter Wasser Co. in Connecticut. The firm will specialize in radio advertising and radio program production. Mr. Wasser entered radio in 1931 as manager of New York offices of Surgano & Amston, and station representative. In 1936 he became manager of WJAS and KQV Pittsburgh, at that time jointly owned by H. J. Brennan. When KQV became a separate operation in 1944, Mr. Wasser was named vice president and general manager.

NATIONAL SCRIPT SERVICE, Detroit, publisher and distributor of radio scripts, has announced that it will publish a new fall catalogue of radio plays and audiograms available for schools, universities, stations and community groups. Address: 927 David Street, Detroit.

ETHYL FOSTER, former public relations director and radio program director, will represent Marlowe Television Associates in Philadelphia. Miss Foster’s chief duty will be to keep advertisers and advertising agencies informed on various TV programs, services offered by Marlowe firm.

MR. MURRELL, after two months of a vacation, has terminated duties as general manager of Edgar Bros. California Interests Corp., Hollywood. He will concentrate on program packaging and production. Mr. Murrell decided to make his corporate operations untill next spring.

MARK LEVY, former associate editor of Tide magazine, has joined Hathaway, Rasmussen & Co. Chicago public relations firm, as an assistant to Mr. Levy.

MILES AUER, formerly in NBC Hollywood traffic department, has joined Frank Winker Agency, Hollywood talent service, as an associate.

A. D. ADAMS has been appointed advertising manager of Air King Product Co., Brooklyn, N. Y., makers of radios, combinations and wire recorders. Mr. Adams formerly was with WCAU Philadelphia and WHJ TV, Boston.


HARRY COLEMAN & Co., Chicago public relations firm, has moved offices from 453 N. Michigan Ave. to larger quarters at 69 W. Washington St. Firm also announces the establishment of Washington, D. C. branch office.

R. F. NYLEN & Assoc., Chicago, has announced a new service to agencies, their clients and sales group. Firm now makes slides to order at low cost for illustration, sales meetings, clinics, lectures and presentations.

JOHN E. COOPER, formerly with J. Walter Thompson Co., has been appointed director of client service of Billott-Haynes Ltd., Toronto marketing researcher firm.

WALTER J. MILES, vice president and general manager of Frederick Hart & Co., Poughkeepsie, N. Y. (mfgr. of Board-of-Trade-in-Oil), has been elected president of the firm.

ROBERT L. CRAWFORD, former account executive of Carter, Ervin & Taylor, South Bend, Ind., has joined C. G. Wettstein, Chicago, as an advertising and sales promotion manager.

PEORIA ADY & SELLING CLUB is to hold its first annual Gridiron Dinner Nov. 18 at Warner Theatre Hotel, Peoria. Club has issued a brochure announcing the dinner and explaining the system to be used in making applications.

ROBERT LIGHT PRODUCTIONS Inc., Chicago, producer and distributor, has appointed JULES ALBERTI as New York representative.

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET WFMJ YOUNGSTOWN, OHIO C O M I N G S O O N 5000 WATTS

B R O A D C A S T I N G • T e l e c a s t i n g

Page 58 • October 20, 1947
THE LONG ISLAND STORY...

From Hempstead, New York, "The Hub of Long Island", two new radio stations—WHLI (1100 on the dial, between WHN and WNEW), and WHNY (in the middle of the FM dial) are serving Long Island's richest and fastest growing area, Nassau County.

WHLI and WHNY blanket Nassau County* in which live a half-million middle-class, suburban consumers whose per family income is 46% higher than the national average (and 13% higher than the New York state average). Retail sales in Nassau County last year exceeded a third of a billion dollars and were 21% per-family higher than the U. S. average (and 10% higher than the New York State average).

Nassau County is a major class and mass market... with more population, annual retail sales and net income than 98 other metropolitan county areas such as Rochester, Toledo and Fort Worth. More people live in Nassau than in 4 states; more goods are sold at retail in Nassau than in 11 states; more food is bought in Nassau than in 12 states. Food sales in Nassau, for example, are 70% higher per family than the national average—26% higher than the N. Y. State average.

By responsible local radio reporting, by expert local programming of familiar music, by alertly serving the requirements of local listeners and their organizations, WHLI and WHNY are becoming every day a more important factor in the life of Long Island, enthusiastically accepted by local listeners and local advertisers.

Today WHLI and WHNY offer advertisers access to the homes of Long Island consumers on an extremely favorable basis. It's an opportunity that alert advertisers are invited to look into now. For full information call or write Elias I. Godofsky, president,

WHLI • WHNY (FM)
Hempstead, Long Island, New York

* But that's not all! In addition, WHLI and WHNY deliver a PRIMARY BONUS SIGNAL to a million and a half more consumers in the Long Island markets adjoining Nassau—in Suffolk and Queens Counties, and Brooklyn.

"The Voice of Long Island"
WINNIEG "A MUST BUY"

CHRC

630 K.C. NOW 5000 WATTS
REPRESENTATIVE: WEA & CO.

It will soon be 630 in Savannah—and in the homes of over a million people in 79 counties of the great Georgia—Carolina-Sea-board Market.

Sponsors

HARRY G. KEDEL has been named advertising manager of Harriet Hubbard Ayer Inc., New York. He has served major corporations in advertising and research.


KNOX THE HATTER will sponsor all five home football games of Columbia U. over WCBS-TV New York. MEL ALLEN will host the "10-11-11" TV show. Agency: Geyer, Newell & Ganger, New York.

RAND TRAILER SALES Co., Los Angeles (Calif. trailer chain), Sept. 30 started spot advertising campaign on KEKL KFVD KPMO KOOK KARM. Contracts are for 25 weeks. Agency: Harry J. Wendland Adv., Los Angeles.

INTERSTATE LABS Inc., Louisville (Oculist-eye preparations), has appointed Morgan Adv. Agency, Los Angeles, to handle advertising in Western states, and Oct. 15 started sponsoring daily participation in "Happy Homes" on KEKL KFVD CMK; "Ladies Day" and Joan Schaefer's "What Do You Do on XPI?" on XFL. Contrasts are for 52 weeks.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), Oct. 31 renewed nightly two-hour "Eastside Dance Time" on KPFB. Five weekly 30-minute "Mild & Mellow" on KMPG; Sunday half-hour "Eastside Dance" on KECA, and in addition starts heavy spot announce-ments schedule on 13 Southern California stations. Firm on Nov. 3 also started five-minute announcements on KLAC. All contracts are for 52 weeks. Agency: Lockwood-Stackeford Adv., Hollywood.


Open Mike

(Continued from page 56)

listeners with Jack Benny. Let me get down to particulars.

I have been following with interest the discussions in the industry regarding "give-away" programs. I now note with greater interest that one of the proposed Standards of Practice which has been submitted before the board of directors of NAB is as follows: "Any broadcasting designed to "buy" the radio audience and to influence it to listen in hope of re- ward, rather than for the quality of the broadcasting, should not be permitted."

KCOL is a new station, having been on the air since March of this year. We are located in a small market under the guns of four large metropolitan stations representing the four major networks. The big boys who dream up these so-called "standards" sit back in their plush offices and ride the network programming while we new-comers, without benefit of network programming, have to use a little ingenuity.

We have our local news, sports, special events and plenty of good music, but still if we are going to compete with shows costing thou- sands of dollars for talent alone, it seems to me to be only fair to let us have our "give-aways" if they are programmed on a fair basis. Everyone has a little gambling streak in him and it is only natural that he would be interested in winning something if there weren't any strings attached.

Our "give-away" program is becoming a community topic of conver- sation. On our particular program, It Pays To Listen, which is scheduled six times daily, we spin three wheels which correspond to the page number, column number, and the number down the column in the local telephone directory.

People like this program... a small town this is a big source of entertainment for them. Also, the program is brief, lasting only five minutes. This program has been running for over three months and we have not had one single criticism, in fact, two local min- isters commented that they listened whenever possible.

I feel that programs of this type are one way we small station op- erators can manage to eke out a living in face of heavy network competition. We have practically the same investment, staff, and ex- penses that a metropolitan station has with many more headaches. Fortunately, we are doing all right, but it is only because of program- ming designed to fit into community life and hard selling. I think con- tests and give-away programs are just as much a part of community service as news and special events.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col.
Marketing Surveys Compiled

QUICKLY, ACCURATELY

by IBM Service Bureaus

Marketing Researchers seeking accurate, up-to-the-minute facts on which to base decisions, need not be restricted by manual compilation methods. IBM Service Bureaus, conveniently located in principal cities, can provide accurate, comprehensive reports of field surveys—quickly.

IBM Service Bureaus have recently produced reports on surveys covering such subjects as Advertising Effectiveness, Buying Power, Consumer Preference, Distribution, Circulation, Housing, Traffic, Radio, Public Opinion, Wages and Personnel.

We invite you to call the IBM office nearest you for full information about this dependable service for virtually every compilation of Marketing Research.

ELECTRIC PUNCHED CARD ACCOUNTING MACHINES

AND SERVICE BUREAU FACILITIES

ELECTRIC TYPEWRITERS . . . PROOF MACHINES . . .

TIME RECORDERS AND ELECTRIC TIME SYSTEMS

International Business Machines Corporation, World Headquarters Building, 590 Madison Avenue, New York 22, N. Y.
CALIFORNIA

New Low-Cost Professional
Portable Transcription Playback
Gives You Excellent Fidelity
and 10 Pound Portability.

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

Compare these 12 Features:
• Excellent professional fidelity.
• Less than 10 lbs. weight—easy to carry.
• Hands up 17½" transcriptions and standard records.
• Plays 33⅓/5 RPM and 78 RPM.
• Finest quality transcription crystal pickup—Astatic "400 Master." 1/2 ounce needle pressure—replaceable, permanent needle—no needle noise—balanced pick-up arm.
• Wide range amplifier.
• Variable Tone Control.
• Wow-free turntable—completely silent.
• Styndor, handsome construction.
• Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.

Order Calitone now to outfit your programs and go after that new business.

THE CALITONE CORPORATION
4335 West 147th Street • Lawndale, California
Baha'i

The Coming of World Religion

6.

The Life of Baha'u'llah (1817-1892) brought to a climax the meaning of God in human affairs.

In a divided world where every effort toward unity produced only greater discord, Baho'ullah arose as the prince of peace, the king of kings.

For Baha'u'llah declared the law for society as well as for the individual, the family and the race. His mission was not to produce one more religious sect but to affirm the oneness of mankind.

Baha'u'llah created the principles and teachings of world religion, to guide humanity from its morass of materialism into a new age of understanding, moral morality, and universal peace.

Baha'i literature free on request.

Baha'i Public Relations

536 Sheridan Road, Wilmette, Ill.

FCC Actions

(Continued from page 62)

Applications Cont.:

Modification of CP

WFMN, FM, Indianapolis—Mod. CP which authorized new FM station, to specify trans. site, change type of trans. from AM to FM, change elevation from 350 to 300 ft., and specify ant. system.

KCRK Cedar Rapids, Iowa—Mod. CP which authorized new FM station, to change trans. site, make changes in ant. system, and change commencement and completion dates.

WKJP Pittsburgh—Mod. CP, as mod., which authorized new FM station, to change trans. site, make changes in ant. system, and change commencement and completion dates.

WFLC-Dannelly, Ala.—Mod. CP, as mod., which authorized new FM station, to change trans. site, make changes in ant. system, and change commencement and completion dates.

KTLA Los Angeles—Mod. CP, as mod., which authorized new commercial television station, for change in equipment and power, change ant. system and commencement and completion dates, 60 days from date of grant and 180 days thereafter, respectively.

WDBV TV-Boston—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

APPLICATION DISMISSED

Transfer of Control

WOW New York—Transfer of control of licensee corporation from Ardo Bulo to Harry D. Hanks (800 b. of common stock) by resolution of Oct. 8, request of attorney.

FCC CORRECTIONS

Coastal Best, Co. Inc., Bay Shore, N.Y.—Item in applications report for Oct. 1 should read request of suitability of WKBX instead of contingent upon WKBX being granted a change of facilities.

TENDERED FOR FILING

Modification of CP

KWAL Seattle, Wash.—Mod. CP to change frequency from 1230 to 1330 kc., power from 15 kw to 3 kw and install DA-DN.

KAKX Wichita, Kan.—Mod. CP to change frequency from 1490 to 1490 kc. (Contingent on KANS change to 1490 kc).

AM—1150 kc

Brownsville Best., Co., near Brownsville, Tex.—CP for new standard station 1150 kc 1 kw D.

AM—1260 kc

The Griner-Billon Best., Co., Bay City, Mich.—CP for new standard station 1260 300 w D.

October 13 Decisions...

BY THE SECRETARY

Frontier Best., Co., Cheyenne, Wyo.—CP to change hours from 1 A.M. to 11 P.M., frequency from 1320 to 1330 kc., power from 5 kw to 3 kw and install DA-DN.

KMPC The Station of the Stars Inc., 1076 Mission St., Los Angeles—Granted license for remote pickup station KQCU QCGV to be used with station KMPC.

WDTV Pittsburgh—Granted mod. CP for new television station to change trans. location.

KPDQ Portland, Ore.—Granted license for station 800 kc 1 kw D.

WLJN Lynn, Mass.—Granted CP for changes in trans. equipment and for approval of ant. and trans. locations.

WWNR Beckley, W. Va.—Granted CP to mount FM ant. on AM tower.

WNJR Weehawken, N. J.—Same.

WEGO Concord, N. C.—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower.

WLWR Lebanon, Pa.—Same.

WLZ-FM White Plains, N. Y.—Granted license for new FM station, Channel 280, 102.3 mc., 120 w.

WJWJ Wrandotte, Mich.—Granted CP for new FM station, Channel 276, 1151 mc., 750 w.

WTBN Birmingham, Ala.—Authorizes completion of CP to make changes in trans. equipment.

WMAQ Marquette, Mich.—Mod. CP for approval of ant. and trans. locations, and to specify studio location.

WGAI Elizabeth City, N. C.—Granted CP for approval of additional location and to specify studio location.

FCC规则

(继续从第62页)

应用的续期：

CP的修改

WFMN, FM, Indianapolis—CP授权新电台FM站，改变传输地点，改变类型为FM，改变高度从350英尺到300英尺，并指定天线系统。

KCRK Cedar Rapids, Iowa—CP授权新FM电台，改变传输地点，作传输系统和改变完成日期。

WKJP Pittsburgh—CP作为修改，授权新FM电台，改变传输地点，作传输系统和改变完成日期。

WFLC-Dannelly, Ala.—CP作为修改，授权新FM电台，改变传输地点，作传输系统和改变完成日期。

KTLA Los Angeles—CP作为修改，授权新商业电视台，作更改设备和功率，更改传输系统和开始完成日期，60天从授权日期和180天后。

WDBV TV-Boston—CP作为修改，授权新传输系统，作传输地点延伸。

申请取消

控制转移

WOW New York—控制转让，从Ardo Bulo到Harry D. Hanks (800股普通股票)由决议于10月8日，由律师提出的申请。

FCC更正

Coastal Best, Co. Inc., Bay Shore, N.Y.—在10月申请报告中应改为要求得当的WKBX，而不是WKBX已获得一个变化的设施。

提交文件的提案

CP的修改

KWAL Seattle, Wash.—CP改变从1230到1330千赫，功率从15千瓦到3千瓦和安装DA-DN。

KAKX Wichita, Kan.—CP改变频率从1490到1490千赫。(在KANS改变到1490千赫的条件下。)

AM—1150千赫

Brownsville Best., Co., near Brownsville, Tex.—CP新标准站，1150千赫，1千瓦。

AM—1260千赫

The Griner-Billon Best., Co., Bay City, Mich.—CP新标准站，1260千赫，300瓦。

10月13日决定...

由秘书

Frontier Best., Co., Cheyenne, Wyo.—CP改变从1点到11点，频率从1320到1330千赫，功率从5千瓦到3千瓦。

KMPC The Station of the Stars Inc., 1076 Mission St., Los Angeles—授予远程拾取站KQCU QCGV的许可证，供使用与站KMPC。　

WDTV Pittsburgh—授予修改CP，作新电视站改变传输地点。

KPDQ Portland, Ore.—授予许可证新电台800千赫，1千瓦。

WLJN Lynn, Mass.—授予CP作传输系统和变更许可。

WWNR Beckley, W. Va.—授予CP作传输天线于AM塔。

WEGO Concord, N. C.—授予CP改变传输系统为垂直天线。

WLWR Lebanon, Pa.—同一。

WLZ-FM White Plains, N. Y.—授予新FM电台许可证。

WJWJ Wrandotte, Mich.—授予新FM电台许可证。

WTBN Birmingham, Ala.—授权CP完成，作传输系统。

WMAQ Marquette, Mich.—修改CP作传输系统。

WGAI Elizabeth City, N. C.—授予CP作传输系统。

WHB Kansas City

- MUTUAL NETWORK
- COMING!
- FULL TIME
- 5000 WATTS
- 710 KILOCYCLES

Broadcasting • Te lecasting

Regional Promotion Campaigns

Howard M. Collins

Los Angeles, Calif.

1960 Bellagio

BR 04705

Page 64 • October 20, 1947
WSTS Files Damage Suit Against Rival
Charges 'False and Slanderous' Statements of Grantee

A SUIT seeking $40,000 damages has been filed by WSTS Southern Pines, N. C., against a Southern Pines grantee firm on charges that the rival company's president made "false and slanderous statements" to drive away WSTS business.

The complaint names Sandhill Community Broadcasters Inc. and President Jack Younts as defendants, and asks for $25,000 actual and $15,000 exemplary and punitive damages. It was signed by J. C. Greene Jr., WSTS general manager and minority stockholder, and W. D. Sabiston Jr., WSTS local attorney, and was filed in Moore County (N. C.) Superior Court.

WSTS, which went on the air Aug. 8 as a 200-w daytime station on 990 kc, charges that President Younts of the rival company "false and maliciously stated on several occasions, from the... latter part of May 1947 up until the time of the filing of this complaint, that (a) plaintiff had no permits of any kind authorizing it to construct, operate or maintain a radio broadcasting station, but that on the contrary the corporate defendant had a license authorizing and permitting it to operate and maintain a radio station; (b) the whole Sandhills was behind him and nobody was going to do any business with the plaintiff; (c) that the most possible listeners which plaintiff could serve was 20,000 people."

WSTS Assertion

Actually, WSTS asserts, its own FCC grant was received on March 28, while the rival company's was issued in July.

The statement regarding WSTS service, the complaint declares, "is false and was maliciously made for the purpose of preventing and has so far prevented the plaintiff from securing" a certain contract. WSTS asserts that it actually is serving an area having 100,000 potential listeners.

The alleged statements, according to the suit, have "made the procuring of business most difficult and embarrassing"; have caused "several" prospective clients to hold off, and have held WSTS up to the public as "one who is guilty of a breach of trust" and as "one who is guilty of a violation of the federal law by constructing and operating" a station without FCC authority.

WSTS is licensed to Sandhills Broadcasting Corp., which is principally owned (94%) by P. L. Baker, who is engaged in business in Sanford, N. C. Sandhill Community Broadcasters, which has a grant for 1-kw daytime operation on 1360 kc, is principally owned (55.5%) by Mr. Younts, who at the time of the grant was identified as chief of ground service, American Overseas Airlines.
Satisfaction is the Key to Lingo Progress

"... thanks again for your 'on schedule' service..." 

"... I want to tell you that it's a swell job... It was a pleasure working with your crew..." 

—Paul M. Breining
Manager
Station WBPZ
Lock Haven, Pa.

LINGO
Vertical Tubular Steel Radiators

For delivery "on schedule" and complete satisfaction depend on Lingo's 6 exclusive features:
1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

GET FREE ENGINEERING HELP

Write today for help on such pertinent problems as proper radiator height, ground systems, etc. [Indicate location, power proposed frequency.]

JOHN E. LINGO & SON, INC.
EST. 1897
CAMILA, N. J.

FCC Actions
(Continued from page 64)

Applications Cont.:
AM-1230 kc
Frederick Best, Co., Frederick, Md.-New standard station 1230 kc at 1 kw DA unil. AMENDED to change frequency from 1250 to 1300 kc from 1300 to 1350 kc. D to use non-DA and change trans. location.

License for CP
WKRG-FM Mobile, Ala.-License to cover CP, w. mod., which authorized new FM station.
FM-82.1 mc
Crestview Bay Best, Co., Santa Monica, Calif.-CP new FM station (Class A) on Channel 257. 82.1 mc. ERP 600 kw and height above average terrain 179 ft. AMENDED to change studio site.
FM-93.1 mc
Lake Shore Best, Co., Chicago—CP new FM station (Class B) Channel 274, 93.1 mc. ERP 127.7 kw. AMENDED to change frequency from Channel 274, 127.7 mc to Channel 256, 93.1 mc.

License for CP
WLBC-FM Greece, Ind.—License to cover CP, w. mod., which authorized new FM station.

Modification of CP
KGO Grants Pass, Ore.—Mod. CP which authorized new FM station to change ERP from 3.2 kw to 3.6 kw and make changes in ant. system.
KCRW Santa Monica, Calif.—Mod. CP, w. mod., which authorized new non-commercial educational station for extension of completion date.
WTHS Miami, Fla.—Mod. CP which authorized new non-commercial educational station for extension of completion date.
FM-91.1 mc
W. Albert Lee, Houston, Tex.—CP new commercial television station on Channel 2, 91.1 mc. ERP 13.5 kw aur. 7.1 kw unil.

October 14 Applications...

ACCEPTED FOR FILING
AM-1419 kc
The Orange Belt Station, Arlington, Calif.—CP new standard station 1419 kc 250 kw D.

Assignment of License
AM-1150 kc
Kero Bakersfield, Calif.—VOLUNTARY assignment of license from J. E. Rustman to Thomas B. Reed and Peter K. Gowanett, partnership d/b/a Kern County Bests
AM-1210 kc
Newport Harbor Best, Co., Newport Beach, Calif.—CP new standard station 1210 kc 250 kw D.

Modification of CP
AM-1150 kc
The Middletown Best, Co., Middletown, Conn.—CP new standard station 1150 kc 500 kw D.

KMB Monroe, La.—Mod. CP as mod. which authorized to install aux. trans. at present site of main trans. to be operated on 1440 kc 1 kw DA-N, for extension of completion date.

AM-1490 kc
Western Michlean Radio Corp., Muskegon, Mich.—CP new standard station 1490 kc 250 w unil.
AM-1230 kc
Rexboro Best, Corp., Rexboro, N. C.—CP new standard station 1230 kc 100 w unil.

AM-1470 kc
Continental Best, Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw DA unil.
AM-1450 kc
Three Rivers Best, Co., Kennewick, Wash.—CP new standard station 1450 kc 250 w unil. AMENDED to change frequency from 1460 to 1450 kc.

FM-101.3 mc
Southeastern Best, Co., Inc., Sylacauga, Ala.—CP new FM station (Class B) on Channel 250, 101.3 mc. ERP 3.2 kw.

Modification of CP
WEWS-FM Cleveland—Mod. CP which authorized new FM station to specify studio location, change trans. location, ERP to 10 kw and ant. height above average terrain to 492 ft. and make changes in ant. system.

REXS Waukegan, Ill.—CP as mod. which authorized new FM station for extension of completion date.

GOLD CUP winner in recent Los Angeles Advertising Club annual golf tournament was Harmon L. Stevens, co-owner of WHLS Port Huron, Mich., and vice president and general manager of American Telecasting Corp., Hollywood. RCA table model television set also was awarded to Mr. Stevens.

WOW DOES IT AGAIN

Soil Conservation Project
is completed.

WOW Omaha's latest contribution to the public interest field is a series of 24 broadcasts, a 50-minute sound color film, and a 3,500-word booklet on soil conservation, water and flood control, power development, and recreation in the Midwest.

Titled "Regimented Raindrops," the series is a sequel to WOW's similar project on the development of the Mississippi River, "Operation Big Muddy." Material was first used on Farm Service Reporter programs, conducted by Mal Hansen, WOW farm service director, 6:30-7 a.m. His series was then made into 24 half-hour programs aired at 7 p.m. to reach another type audience.

From the wealth of information collected by Mr. Hansen, WOW made the sound color movie and published the booklet which is being passed out to the audience at the film showings. Broadcasts and film took some 6,000 miles of travel on the part of the WOW crew, and required over three months to complete. Harold Storm is producer. Mr. Storm also produced "Operation Big Muddy," which won a Peabody Award for the station.

The movie has had several private showings in Nebraska and Iowa, and the first public showing at the Nebraska State Fair. It is now touring the country for showings before farm groups, service clubs, schools, and other organizations interested in soil conservation.

BUICK STATION wagon has been purchased by WATF Utica, N. Y. It is equipped for sound and has two transmitters with a high frequency transmitter for point-to-point transmission, for use in special events.

BROADCASTING • Telecasting
First WTMJ-TV Sponsor Contract Is Completed

FIRST CONTRACT for sponsorship of a television program series over WTMJ-TV when that station goes on the air Dec. 3 in Milwaukee has been signed by Schuster's, which operates three large department stores in the Wisconsin metropolis.

Contract calls for 52 quarter-hour programs to be presented Wednesday nights, 8-8:15 p.m. Programs will be live and locally produced with a variety format, WTMJ-TV officials said, but details have not been announced. Russell E. Risley, director of publicity and advertising for Schuster's, represented the store in contract arrangements while WTMJ-TV was represented by R. G. Winnie, station manager. Cramer-Krassell Co., Milwaukee, the agency handling Schuster account, will work with WTMJ-TV on the video show.

WTMJ-TV, owned by The Milwaukee Journal, will be Wisconsin's first television station. It plans to start with a five-day (Wed.-Sun.) schedule, with four hours of programs each day, according to Mr. Winnie.

New Transcribed Series

Star Didrikson & Dixon

BABE DIDRIKSON, who recently became a professional athlete, and George Dixon, King Features columnist, joined the ranks of radio performers with the announcement last week that they had been signed to do two series of open-end transcribed shows by National Productions, a division of the Robert J. Enders Adv. Agency, Washington, D. C.

One will be titled Babe Didrikson Speaks on Sports, and will employ interviews with sports celebrities in addition to the Babe. The George Dixon Show will be fashioned after his syndicated column that satirizes Washington officials and appears in 218 newspapers. Both shows will be offered for local sponsorship and will be available Dec. 1. Also announced was the signing of Bob Considine, columnist and movie writer, and Ted Williams of baseball fame to transcription deals, with the date of release as yet unannounced.

TV for Theatre Guild

SIX of the Theatre Guild's outstanding successes will be adapted for television and broadcast on NBC's video network this winter through an arrangement worked out by John F. Royal, NBC vice president, and Lawrence Langner and Theresa Helburn, directors of the Guild. Plan calls for many of the plays to be acted by the stars who created the roles on Broadway. Warren Caro, one of the founders and first president of American Television Society and a member of the Guild's staff, will serve as executive director of the series, which will be directed by Edward Sobol, NBC video producer.

Witness Wanted

SINCE no witnesses can be found, KCRC Enid, Okla., is thinking of offering a reward for information leading to the exact location of a shower which three of station's staff members claim to have created artificially during a KCRC broadcast from an altitude of 15,000 feet. Station's news director, Ben Zinser, who scattered dry ice into a couple of high-piled cumulus clouds to make the artificial rain, claims the experiment was a huge success. Dilmond Postlewait, who handled the mike during high-altitude broadcast, and Announcer Loren Carberg, who piloted the plane, are equally emphatic about the artificial shower, but farmers and weather observers say they didn't see any rain.

N. J. Outlets to Cover Constitution Revision

NEW JERSEY Broadcasters Assn. last week in a resolution to New Jersey's Governor Alfred E. Driscoll pledged full support "in the public interest" to publicizing the state's proposed revised Constitution.

Referring to the Constitutional Convention's $80,000 appropriation for publicity, the resolution said, "notwithstanding the fact that funds have not been allocated for radio broadcasts. The NJBA," said President James Howe of WCTC New Brunswick, "is unanimous in its opinion that the residents of the State of New Jersey are entitled to full radio coverage of this important and vital subject."

Dodderidge to WASL

WILLIAM H. DODDERIDGE, administrative officer in the office of Gen. Omar N. Bradley, Administrator of Veterans Affairs, has been named general manager of WSL, Annapolis, Md.

Mr. Dodderidge is a graduate of the U. of Kansas, class of 1937. He served as an associate on the 1938 Broadcasting Yearbook, resigning to take a post in the government defense organization. He served on the White House staff 1940-41, going on active duty in the Army where he was on Gen. Bradley's staff in England and France. Mr. Dodderidge holds a lieutenant colonel's commission in the Air Forces Reserve.

Speed pays in all these businesses

To meet deadlines, get supplies fast. Builders are big users of Air Express. In this industry speed pays.

Sending electronic parts abroad by International Air Express shortens delivery time by weeks. So exporters use it regularly. Speed pays.

Hotels create good will, build business, by sending "forgotten" articles on to departed guests by Air Express. Speed pays.

Speed pays in your business too!

Air Express places every U. S. point no more than hours away — scores of flights daily to and from foreign countries. Use this speed to keep your business rolling in high gear. Even overnight coast-to-coast service! The cost of this door-to-door service is low. Shipments of most any size and weight are inexpensive. For example: 15 lbs. goes 900 miles for only $4.22.

• Low rates — special pick-up and delivery in principal U. S. towns and cities at no extra cost.
• Moves on all flights of all Scheduled Airlines.
• Air-rail between 25,000 off-airline offices.
• Direct air service to and from scores of foreign countries.

Air Express, Inc.


October 20, 1947 • Page 67
That very highly Hooper-rated Sales-Results Punched Premeditated A BC Affiliated Station in Des Moines

THE STATION WITH THE PERSONALITIES

KRNT DES MOINES A Caudles Station Member Mid States Group Represented by The Katz AGENCY

PROGAMS

Classical Disc Jockey

CLASSICAL MUSIK now has its disc jockey, too. WQXR New York, New York Times station known for good classical music news, has started a "disque jockey" show-a disc jockey with a difference. Program features Jacques Gompper, pianist, who plays classical and semi-classical music tunes, together with formal commentary. WQXR, the Time Capsule, is scheduled for the show. heard Mon. and Wed. 7:30-8 p.m.

Farm Conservation

CONSERVATION of crops and feed on the farm was topic of discussion on local show. program was for a station of farmers on President's request that farmers feed less grain. Six farm wives were interviewed on the second program of the week. Thursday. Interviews with the program were two special interviews with nutritionists on the part that farmer's wives can play in using less meats, and more Investigated foods.

Video Showcase

DESIGNED to acquaint viewers with the city's resources of talent and to give the public a chance to show that talent, WBKB Chicago, television station will start new program called "Chicago Television Showcase" on Fri. and Mon.-Fri., 3 p.m. (CST). program is presented as public service in cooperation with the APRA, RCE, Philco, General Electric and AMEE. Programs will be spotlighting daily on local performer. show is directed by Don Meller and Lorraine Larson.

Recorded Remote

HIGHLIGHT of a recent remote foot- ball broadcast from Fairmont, Va., by WOCM Parkersburg, was the half- time show. a letter to the station from one of the station's listeners was received and one representative of each of main American religious groups. Defense Secretary Forrestal was to be inurned on Mon. (Oct. 1) Valentine, former WQO program director, will be station's personality. Theme of show performed on past and present WQO operation.

Memorial Services

COVERAGE of the memorial services toasts at First U. W. on Monday, first U. W. on Monday, Oct. 20. was mentioned last month by WQAI San Antonio, in celebration of its 25th anniversary. program included an Auditorsium was used for the show which was planned in cooperation with the station. from sign-on until 1 p.m. were tailored to tie in with the occasion and special station's audience.

Two broadcasts were presented this show, which featured prominent state and local citizens, plus Dorothy Shay, attorney and anti-poll tax crusader. (Dr. I. Q.) Valentine, former WQO program director, will be station's personality, theme of show performed on past and present WQO operation.

Citizens' Answer

POSTSCRIPT to recently concluded series, "Report Uncensored," on WBBM Chicago. Ray Van, 10:00 p.m., Oct. 7, was special broadcast in which Chicago President and Editor, for a program called "An Answer to Report Uncensored," special show explained what he considered to be an unconfident public on the Jewish question. theme of 13-week series. tape-recorded interviews with persons, parents and members of school board and elementary school council were presented as well as a discussion of how the Jewish question can help in fight against anti-Semitism.

Honor City Days

CITY OFFICIALS and civic leaders of various cities are to be featured on a program on KRNT Kansas City. Program and announcements of the station are directed to federal leaders of the city for the "City Day." Audience participation shows originate in the city being featured, utilizing local persons and hourly. show breaks from WKZO include mention of the Honor City.

Alumnae Appeal

READING the morning newspaper over the air is a new feature on WBBW- AM, Chicago. From 8:30 to 9:00 a.m. Malcolm McCormack "Nineteen-Woman Annual Appeal" will be featured, with the reminder of listeners. Broadcast especially for the more than 50,000 alumni, alumnae, friends, family, friends, neighbors, and former students, the appeal will be featured on 13 radio stations throughout the United States, including Chicago. origin point of series, "We Invited Our Year Book," was originated by Louis G. Cowan and will be heard at noon, Wed. and Fri. (CST) from WGN Chicago audience studios.

Money-Man Show

TELEPHONE quiz titled "Bill Riley the KRNT Money Man" and featuring 10 questions and prizes, is a new feature of KRNT Des Moines. Calls are made throughout the afternoon and evening with listeners phoning in their answers to the quiz question. Prizes start at $1 a question and increase $2 for each question, with no limit on prizes. a promotion campaign was conducted before opening of the new show. Cars were used, leaflets were distributed, posters were featured, and coin pieces containing a WSUI personal note were dropped at scattered spots in the city area by "sharp-eyed" and "lucky" citizens.

Listeners Panel

NEW PROGRAM titled "The Listener Talks Back" will be heard on WNTC New York, Mon. 9:15 p.m. beginning Oct. 27, as part of 20-week radio work- shop offered by Town Hall's short course division. Well-known writers and editors are to be interviewed on the program by Greta Baker, director of the course, who will then turn the microphone over to a "Listeners panel." Panel members will be chosen in preliminary contests conducted in the city. Program will be heard during the 20-week radio workshop. In Chicago, origin point of series, "The Listener Talks Back," was originated by William L. Lowman and will be heard at noon, Wed. and Fri. (CST) from WGN Chicago audience studios.

FARM QUIZ

FARM QUIZ show titled "F. D. A. America" will begin on 405 stations of coast-to-coast NBC network Oct. 20. show will be presented by Ben Graber, host, and will be featured in a different mid-western state each week, with Joe Kelly, veteran radio commentator, guest host. Although host program will stress fun as theme of show, it will include technical farm questions as well as serious discussion. Questions in all phases of Farming will be featured, with elimination determin- ing "Winner of the Week," who will return for following week's program to compete with three farmers from another region. chosen one will be brought from the preliminary contest conducted in the city. In Chicago, origin point of series, "F. D. A. America," was originated by Ben Graber and will be heard at 12:00 noon, Wed. and Fri. (CST) from WGN Chicago audience studios.
Upcoming

Oct. 26: Clear Channel Hearing, FCC Hqrs., Washington, D. C.
Oct. 27-28: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 27-28: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.
Oct. 27-28: Canadian Assoc. of Broadcasters Board of Directors meeting, Toronto.
Oct. 27-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 1: NAB Engineering Conference, Havana.
Nov. 2: NAB Board Special Code Committee, NAB Hqrs., Washington.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

FCC Tight-Lipped
On Budget Request
Agency Asked 6 1/2 to 7 1/2 Million,
Reliable Sources Say

FCC OFFICIALS are keeping tight silence on their one-day "hearing" before Budget Bureau authorities on their 1948-49 budget estimates [BROADCASTING, Oct. 6], and on the reception accorded their requests.

Led by five members of the Commission—absentees were retiring Chairman Charles R. Denny and Comrs. Robert F. Jones, junior member—the delegation spent all of Oct. 6 presenting their bids and reviewing work done and outlining the job ahead.

As in all Government agencies, they are under strict injunction not to disclose budget estimates or the nature of the sessions. But unofficial estimates placed their overall request between six and a half and seven and a half million dollars (for the current year they asked for $7,250,000 and received $6,400,000 from Congress).

The delegation included Acting Chairman Paul A. Walker and Comrs. E. K. Jett, Rosel H. Hyde, Clifford J. Durr and E. M. Webster; Chief Engineer George Sterling; Chief Assistant William J. Nordfelt; General Counsel Benedict P. Cotton; Acting Executive Officer Kenneth Hall; David Cooper of the Budget and Planning Division; and Assistant General Counsel Vernon L. Wilkinson (Broadcast Division), Lester W. Spillane (Safety & Special Services), and Harold J. Cohen (Common Carrier).

Stations Buy Space
A LONG-SIMMERING dispute between stations and newspapers in Tulsa, Okla. in regard to the printing of program logs has been settled with the announcement that four of the five Tulsa stations have agreed to purchase space at display advertising rates. Under the agreement, the stations (KTUL, KVOC, KOME and KARC) can list programs as they please instead of conforming to standards.
FCC Actions

(Continued from page 68)

Applications Cont.: WFNW-FM Burlington, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

TENDERED FOR FILING Assignment of CP WKLW Clanton, Ala.—Consent to assignment of CP to Southeastern Busc. Co., Inc.


KERS Elko, Nev.—Consent to assignment of CP to Elko Bestg. Co. New standard station 1460 kc 1 kw only. AM—1290 kc

KUGN Eugene, Ore.—CP change frequency from 1460 kc to 1280 kc, 250 w to 500 w, and install new transmitter. Change in ownership. AM—1290 kc

October 15 Decisions . . .

DOCKET CASE ACTIONS WORL Decision Commission announced adoption of memorandum opinion and order, reaffirming and adopting as final its decision and order of April 21, denying application for renewal of license of WORL Boston. Order does not include portion of April 21 order which concern temporary extension of license of WORL and which is no longer applicable. Dissolved as moot application in surrender of WORL license. Service Organization Inc., WORL, in- terest; hearing scheduled to Bitner Bestg. Co. WORL presently operating under temporary license on November 30 on 950 kc 1 kw day (500 w for aur.


Petition Denied WPCF Pompano, Fla.—Denied order denying petition requesting Commission reconsideration of action of commissioners on August 21 denying petitions for reconsideration and grant of application for mod. license to move station to new location from Pompano to Providence; reaffirmed said action of board. Modification of CP KFRM Avalon, Md.—Granted mod. CP to make changes in type trans., and change nondirectional.

Extension of Permit National Bestg. Co., Inc., New York—Granted extension of permit authorizing transmission of programs to foreign (Canadian) stations for broadcast purposes; granted extension of permit to transmit recorded programs to all stations in Canada licensed to transmit in Canada, which may be heard consistently in U. S. (Chairman Denny and Comrs. Johnson not participating.)

Extension of Authority Columbia Bestg. Systems, Inc., New York—Granted extension of authority to transmit programs to foreign (Canadian) stations for broadcast purposes. (Comrs. Jones not participating.)

Model City Bestg. Co., Inc., Annapolis, Md.—Denied petition requesting reconsideration and grant without hearing application for new station. (Chairman Denny not participating.)

Petition Granted Inter-City Advertising Co., Green- body, C.—Granted petition to reconsider and grant application for new station 1220 kc 1 kw DA in Dayton (Chairman Denny not participating; Comrs. Byrd and Jones voting to deny petition.)

Order Adopted — Wolverine State Bestg. Service Inc., Detroit—Adopted opinion and order denying petition for exception from provisions of proposed rules concerning daytime skywave transmissions whereby Commission has determined that reconsideration of all applications for D or limited time operation on Class I-A only is not warranted until decision is announced in daytime skywave transmission hearing.

Robert W. Kounsaville, Buckhead, Ga.—Granted CP new station 1200 kc 250 w D only. (Comr. Jones for hearing.)

Superior Enterprises, Hammond, La.—Granted new station 1200 kc 250 w D. AM—1290 kc

WKXK Columbus, S. C.—Granted CP change frequency from 1210 kc, increase power from 250 w untl to 500 w D-NA and install new transmitter. AM—1480 kc

The Tower Realty Co., Cumberland, Md.—Granted CP for new station 1200 kc 150 w untl. (Comrs. Durr and Hyde for hearing.)

License Renewal WEDC Chicago—Granted renewal of license for period ending August 1, 1949. (Comrs. Durr and Jones for hearing.)

New England Theatres Inc., Boston—United Detroit Times Bestg. Corp., Allen B. Du Mont Labs, Inc., Cinclinnati, R. D. Du Mont Labs, Inc., Cleveland-Interstate Circuit Inc., Dallas, and Wood Detroit—Designated for hearing applications for new television station. (For full text, see Table of Paramount Pictures Inc.) (Chairman Denny not participating; board heard consolidated proceeding with application of WTVY, The Fort Industry Co., Detroit, by amending CP change frequencies from Channel 2 (54.6-80 kc) to Channel 6 (80.6-60 kc).

Assignment of License WHHM Mountain Top, Tenn.—Granted consent to assignment of license of WHHM to Herbert Herf for $425,000. (Comrs. Jones voting for hearing.)

Hearing Designated

KVAK Anchorage, Kan.—Denied for hearing applications for extension of license for second assignment of license for station KVAK to W. J. Patterson, with modifications to Almads for $80,000. (Comrs. Jett voting to grant.)

Assignment of License KGQF Coffeyville, Kan.—Granted consent to assignment of license of KGQF from Frank D. Coward to the Telegraph Pub. Co. for $42,000.

Hearing Grant

DAVIE, Ky.—Granted mod. CP to make changes in type trans. and for approval of new system and trans. location.

Petition Denied

Daiville Bestg. Co., Danville, Ky.—Adopted memorandum opinion and order denying petition for rehearing. (Comrs. Johnson and Denny not participating.)

DAVILY—Granted CP to new station DAVILY on frequency 1230 kc 1 kw to broadcasting.

Petition Denied


October 15 Applications . . .

ACCEPTED FOR FILING AM—1290 kc

Marble Cliffs, Co., Sylaqua, Ala.—CP new standard station 1290 kc 1 kw.

AM—1290 kc

Swannatee Bestg. Co., Live Oak, Fla.—CP new standard station 1220 kc 250 w D.

Modification of CP

WQAM Miami, Fla.—Mod. CP, as mod. which authorized new station to change frequency from 1320 kc 1 kw D to 1320 kc 1 kw D, ant. and mount FM tower on top, for extension of license (Chairman Denny not participating).

AM—1290 kc

Fred J. Stelwagen, San Diego, Calif.—CP new standard station 1250 kc 250 w untl.

AM—890 kc

Ledan Holzer, Los Angeles—CP new standard station 890 kc 1 kw D.
WEEC-FM Royal Oak, Mich.—Same.
WCTF Clarion—Same.
KWVO-FM Ambridge, Pa.—Same.
WBN-FM Allentown, Pa.—Same.
KPRC-FM Houston, Tex.—Same.
Tacoma Bcstg. Inc., Tacoma, Wash.—CP new FM station (Class A) on Channel 247, 72.7 mc, ERP 1.3 kw.  91.7 mc.
WAUK Bcstg. Co., Waukesha, Wis.—CP new FM station (Class A) on Channel 224, 92.7 mc, ERP 183 w and ant. height above average terrain 299 ft.
Modification of CP
KTLA Los Angeles.—Mod. CP, as mod., which authorized new experimental commercial TV station, to make changes in trans. and ant. system; commencement and completion dates 90 days from date of grant and 180 days thereafter, respectively.
TV—180-186 mc.
Harold G. Mibuth, Harrisburg, Pa.—CP new commercial TV station on Channel 6, 180 mc, ERP 1.3 kw.
Modification of CP
KCPN Fort Worth, Tex.—Mod. CP, as mod., which authorized new commercial TV station, for extension of completion date.
License for CP
Federal Telecommunication Lab., Inc., Boston, Mass.—Licenser to cover CP which authorized new experimental TV relay station.
The A. S. Abell Co., Baltimore.—Licenses to cover CPs which authorized new experimental TV relay stations.
BROADCASTING
of
Washington, D.C.—Announced proposed decision looking toward approval of Metropolitan Bcstg. Co. of Chicago, for new station on Channel 250 kw, effective Oct. 20, 1947.3 kw, ERP 183 w and ant. height above average terrain 299 ft.
Modification of CP
WTMC Charleston, S.C.—Mod. CP, as mod., which authorized new remote pickup station WNLO, for extension of commencement and completion dates.
License Renewal
KPMJ Grand Forks, N. D.—License renewal.
TENDED FOR FILING
AM—1460 kc
WHFC Closter, Ill.—CP change frequency.
KJKR Duluth, Minn.—CP new FM station, power from 350 w to 5 kw, trans. equipment and install DA-DN.
Transfer Control
KNPT Newport, Ore.—Consent to transfer control of WIKN, Lic. to Carl Schindler Jr. and Leo R. Schecter, executors of estate of Carl Schindler Sr., deceased, and Alvin H. Becker and Andrew H. Becker.
Assignment of License
WHAR Clarksburg, W. Va.—Consent to assignment of WJAC, standard station, to Western Maryland State Bcstg. Co., corporation.
APPLICATION DISMISSED
WANY Chicago.—Mod. CP which authorized change in trans. and ant. system; commencement and completion dates. DISMISSED at request of applicant.
October 16 Decisions
DOCKSIDE ACTIONS
AM—1290 kc
Announced proposed decision looking toward grant of application Southern Bcstg. Co. for new station 1450 kc 250 w unlit. at Charleston, S. C., and denial of application of Fort Sumter Bcstg. Co. for same station.
Petition Denied
Adopted decision and order for rehearing filed by Gulf Bcstg. Co. Inc., Mobile, Ala., directed against Commission's decision of June 30 granting application of Metropolitan Bcstg. Co. for new station on Channel 6, 180 mc; since applicant cannot meet requirements of Commission Standards which specify that Class TV station will not be assigned to regional frequency where there are other facilities in city proposed to be served.
AM—1150 kc
Announced proposed decision looking toward grant of application of Northw. Bcstg. Corp. for new Class A station on Channel 111, 115 mc, effective at time of grant.
Granting Applications
FM—Grants
Authorized cond. grant Class B FM station, issued CPs two Class B out.; one Class C out.; one Class A and one Class B stations. See story this issue.
WSOF-FM Decatur, Ill.—Approved assignment of Channel 271, 102.1 mc, in lieu of previous assignment.
Modification of CP
Capital Bcstg. Co., Atlanta, Ga.—Mod. CP for 90-day extension of construction time.
Hearing Designated
Crescent Bay, N. Y.—Bcstg. Co., Santa Monica, Calif.—Designated for hearing application for Class A station in Los Angeles area.
Applications Dismissed
Elmer A. Benson, Dubuque and Rochester, Minn.—Dismissed applications for new FM stations for failure to prosecute.
Modification of CP
Cosley Bcstg. Corp., Columbus, Ohio.—Granted mod. CP new commercial TV station to change effective antenna height from 254 ft. to 820 ft., ERP from 48 kw to 919.8 kw and change trans. site.
Assignment of License
WFHR Wisconsin Rapids, Wis.—Granted consent to assignment of license for AM station WFFH and permit for FM station from William P. Ruff to William F. Huffman Radio Inc., controlled by Huffman.
KBFR Long Beach, Calif.—Granted consent to assignment of license from Western Bcstg. Corp. Ltd. to Dana Latham, executor under will and Codicil of C. M. Brindley, deceased.
Hearing Designated
WDFP Flint, Mich.—Designated for hearing on application for consent to transfer of control of Flint Bcstg. Co. licenses.
WDFP FM Trans., from Howard M. and Frederick B. Loeb to The Trebit Corp.
WDFP Bcstg. Co., Canton, Ohio—Designated for hearing application for new station 1450 kc 15 kw w.; made KRIC Besmont, KOCH Houston and
KCTI Gonzales parties to proceeding.
AM—1090 kc
Charles M. Meredith, Doylestown, Pa.—Granted CP new station 1750 kc 250 w D.
AM—1590 kc
Peninsula Bcstg. Corp., Hampton, Va.—Granted CP new station 1050 kc 250 w D.
AM—720 kc
Morehouse Bcstg. Co., Castrop, La.—Granted CP new station 720 kc 250 w D.
AM—1240 kc
October 16 Applications
ACCEPTED FOR FILING
AM—1290 kc
WHBT Talladega, Ala.—CP install new trans.
KSN Lowell, Ariz.—CP make changes in trans. equip. and change location and trans. and studio locations.
Modification of CP
WMBR Jacksonville, Fla.—Mod. CP, as mod., which authorized change in trans. and ant. system, increase power, changes in trans. and installation.
AM—1230 kc
KRSH Gelora, Fla.—Mod. CP which authorized change frequency, increase power, changes in trans. and location.
AM—1260 kc
KUAR-KFRC Hot Springs, Ark.—CP which authorized change in location.
Modifications of CP
Wurate Inc., Des Moines, Iowa.—CP which authorized change in location.
WTMC Ocala, Fla.—Mod. CP which authorized change frequency, increase power, changes in trans. and installation.
AM—2590 kc
KSBW Salinas, Calif.—Am. granted CP new station on Channel 6, 180 mc, as mod., which authorized change in location.
WTMC Ocala, Fla.—Mod. CP which authorized change frequency, increase power, changes in trans. and installation.
AM—1260 kc
KBAT-KHOM Helena, Mont.—Mod. CP as mod., which authorized new standard station, to make changes in vertical ant. and change trans. and studio locations.
Assignment of License
KOCO Oklahoma City, Okla.—Voluntary relinquishment of control of licensee corporation from Arthur P. Folin to Louis Roy Turner. (3,000 sh. of common stock—25%).
Modification of CP
KYAK Anchorage, Alaska.—M. CP which authorized change frequency, increase power, changes in trans. and installation.
AM—1290 kc
Alma Bcstg. Co., Inc., Alma, Mich.—CP new standard station 1010 kc 250 w B, AMENDED to change frequency from 1020 to 1260 kc, power from 255 w to 1 kw, type trans., and make changes in ant. and change trans. location.
Griner-Bullen Bcstg. Co., Bay City, Mich.—Am. granted new standard station 1260 kc 500 w Program Authority
WolfeWine Network Inc., Detroit, Mich.—Authority to transmit program to CHOK Barrie, Canada, from Detroit.
Modification of CP
KXLY Missoula, Mont.—Mod. CP as mod., which authorized new standard station, to make changes in vertical ant. and change trans. and studio locations.
Assignment of License
KOJO West Salem, Ore.—Voluntary assignment of license from B. Loving Schmidt to Jennie G. Schmidt, guardian of estate of B. Loving Schmidt.
Modification of CP
WPIL Philadelphia.—Mod. CP as mod., which authorized increases in trans. power and DA-DN and change trans. and location.
(Continued on page 72)
Toni

(Continued from page 16)

nium thio glycinate instead of a sul-
phide compound which curled hair
but could affect scalp as well. The
secret of a really good home per-
manent is to follow directions to
the letter, take plenty of time, and,
if possible, enlist the aid of a sec-
ond party. There are, it is said, thou-
ousands of women who join for-
ces regularly in “Toni Two-
somes,” each person helping
the other apply the permanent.

Early Handicap

Toni’s chief and earliest handi-
cap in overcoming customer re-
istance was a word of mouth cam-
paign, plus some newspaper pub-
licity of women who had (usually
ignoring directions) sustained
scalp or hair injuries from using
early preparations.

The second obstacle has come
from the beauty parlors themselves
and has been directed not only
against Toni but its chief com-
petitors as well. (Danny Portrait,
Charm Kurl and Crowning Glory).
The beauty parlors lobbyists have
attempted in several states to pass
legislation against home perma-
nent wave preparations without
success. Mr. Harris is unperturbed
by this form of irritant; he thinks
the American woman will stand by
Toni because of the success she has
had in giving herself soft, natural
looking waves for very little money.

Proof of his contention seems
borne out by Toni’s amazing sales
record—89.5% of all home perma-
nent wave sets sold in department,
and drug and variety stores in 1947
bore the Toni label.

The president and founder of
The Toni Co. is about as far from
the common conception of a beauty
supply salesman as finding Chanel
No. 5 in a round-house, since his
hulking 6 ft, 250-pound frame is
more at home on a golf course
than at his mahogany desk in the
spanking new Toni factory. But
R. N. W. Harris’ mind is trig-
ger-sharp to sales trends and sta-
tistics compiled by his brother
Irving.

Neisen Harris was born Jan. 24,
1916 and Irving was born Aug. 4,
1910.

Two Opposites

As seems true with most broth-
ers, the two are opposites in most
likes and dislikes. Neisen is the
mischer (he reputedly can recall the
name of every druggist he ever
met) and out-doorsman. A football
player at Andover and Yale, only a
bad knee kept him off the varsity
as a sophomore. As a college wre-
stler he made his Y as much from
sheer exuberance and muscular
strength as from any skill at the
art.

Irving Harris is a quiet, soft-
spoken modest man who wears a
double-breasted suit over a Phi
Beta Kappa key and whose previ-
ous experience was in auto financ-
ing and insurance. Long before
the Harrises made their splash in
national radio, Irving compiled a
telephone survey in St. Paul
and became convinced that radio
is the greatest door-opener in
America.

They both know that to keep the
sale of Toni products pyramid-
ing, more and more of each earned
dollar must be poured back into
advertising. American women can-
not be permitted for a moment to
forget that a Toni Home Perma-
nent Wave means money saved and
an end to long hours under a dryer.

Toni’s plans for 1948 are sub-
ject to change on sudden notice;
the more money Toni makes the
more is almost certain to go right
back into America’s biggest cos-
metic advertising campaign. Radio
will continue to get more and more
of the Toni dollar.

PROJECT YOUR SALES STORY TO
OHIO’S RICHEST FARM MARKET

WITH 5,000 WATTS
DAY AND NIGHT
HERE’S WHBC’S

NOW . . .
50,640 FARMS
Value - - $339,203,240
FARM POPULATION 195,054
FARM RADIO HOMES 42,241
ELECTRIFIED FARMS 39,382

YOUR DOLLAR BUYS MORE THAN BEFORE
in Ohio’s most diversified industrial production
area and richest rural region.

whbc
BASIC MUTUAL Plus ABC Features • Basic ABC Fall Schedule 3-1-48
CANTON, OHIO
The Best Balanced Market in the United States

Applications Cont.:

Modification of CP
KSDN Aberdeen, S. D.—Mod. CP
which authorizes new standard station
to change type trans.
AM—1018 kc
Sumner County Bstg. Co., Gallatin,
Tenn.—CP new standard station 920
kc 1 kw D. AMENDED to change fre-
quency from 1018 to 1010 kc.
AM—1150 kc
Brownsville Bstg. Co., Brownsville,
Tenn.—CP new standard station 1350
kc 1 kw D.
AM—1000 kc
Mountain Empire Bstg. Corp., near
Marten, Va.—CP new standard station
1450 kc 250 w. AMENDED to change
frequency from 1000 to 1450 kc 1
kw D, change ant. and change type
transmitter hours from unid. to D.
Modification of CP
WKOW Madison, Wis.—Mod. CP
which authorized new standard station,
for extension of completion date.
WFM—99.5 mc
Independent Bstg. Co., Knoxville,
Tenn.—CP new FM station (Class B)
on frequency to be determined by FCC,
ERP 1125 kw, height above average
terrain 500 ft. AMENDED to change
frequency from 98.9 to 99.5 mc. “To be
determined by FCC,” to Channel 258, 99.5
mc.

TV—186—192 mc
Empire Coli Co. Inc., Sharon, Mass.
—CP new television station (Class B)
on Channel 9, 186—192 mc. ERP via
25.6 kw, aur 13400 and unid.

License Renewal
WRBL Columbus, Ga.—License re-
newal.

TENDERED FOR FILING
Assignment of CP
WJEL WJEM Springfield, Ohio—Con-
sent to assignment of CPs of standard
station WJEI and same station WJEM
to Champion City Boatg. Co.

Hearings Before FCC

OCTOBER 20

1230 Bestg.
Whiting

October further hearing in matter of clear
channel broadcasting in standard band
to be held before Commissioner Hyde,
and such other commissioners as may
attend, in Commissioner Room B, adjacent
to Departmental auditorium, 15th and

AM—Hearing
WIRK Knoxville, Tenn.—License to
cover change to AM, ERP from 880 kc
1 kw D and CP for FM facilities.
To be held before Commissioner Durr,
10 a.m., Room 2222, FCC Headquarters.

OCTOBER 22

AM—Hearing
Scripps-Howard Radio Inc., Cleveland
—CP 1500 kc 1 kw D. AM-ER.
Cleveland Bestg. Inc., Cleveland—Same.

OCTOBER 23—24

Tri-State Bstg. Co., Cumberland, Md.
—CP 1280 kc 5 kw W. D. and
Richard Aubrey Rase, Cumberland,
Md.—CP 1320 kc 7 kw.
To be held in Grand Jury Room, Fed-
eral Bldg., Cumberland, 10 a.m.

Minderman Named

EARL MINDERMAN, assistant to
retiring FCC Chairman Charles
R. Denny, was “detailed” last week
to the Citizens Food Committee
headed by Charles Luckman, pres-
ident of Lever Bros. He will be in
charge of the organization of local
residents’ food committees in cities
of more than 10,000 population.
Chairman Denny said Mr. Minder-
man, former FCC information di-
rector, was detailed to the food
committee “in response to a re-
quest from the Executive Office
of the President.”

FCC Actions

(Continued from page 71)

YOU CAN'T MAKE A WAVE WITHOUT WJEM
WJEM Electronic Corp., Cincinnati, Ohio—New
standard station WJEM B (Class B) on Channel
6, 1670 kc 5 kw ERP. AMENDED to permit 5 kw
D. ERP authorized.

License Renewal
WJR Cleveland, Ohio—License renew-
al.

License to_cover
W9BC Columbus, Ga.—License to
_cover.

TODD's
THE SPECIALISTS IN KOREAN

MANUFACTURERS OF:

HOT PLATE LINERS

HOT PLATE INSERTS

HOT PLATE TRAYS

HOT PLATE PARTS

HOT PLATE SHOES

HOT PLATE BASES

HOT PLATE UNITS

HOT PLATE DRAINS

HOT PLATE COMPONENTS

HOT PLATE FIXTURES

HOT PLATE INSTALLATIONS

W9BC W9CPE

4475 WEST 9TH STREET
CINCINNATI, OHIO
counsel, John W. Van Allen, to attend a New York hearing today (Monday) in opposition to a proposed bill requiring all radio service men and other technicians to obtain municipal licenses. The RMA opposes the resolution in accordance with a general policy of opposition to unnecessary governmental control of private business.

Action on a proposal to establish a national spot checking service on radio FM was postponed by the RMA board of directors. Board members said further data on the proposed nationwide service would be collected, and submitted to RMA members before the next meeting.

RMA members did hear a report on a sample survey of sales in New England, taken by RMA Industry Statistics Committee. The New England spot check revealed that radio dealers are "living off their inventories" because sales are exceeding purchases from manufacturers. The check indicated a lively demand for AM-FM receivers, and a steady demand for radio-phonograph consoles.

Final Plans

Final plans for the nationwide observance of National Radio Week Oct. 26-Nov. 1 were completed; broader services for RMA members were outlined; and a plan to consolidate the RMA Convention and the Radio Parts Trade Show in 1949—which will mark the 25th anniversary of RMA—was approved by the Board.

A U. S. Department of Commerce proposal that RMA finance the registration of government-owned radio and electronic patents abroad was rejected on the grounds that insufficient information on the patents is available and that the registration would be unduly expensive.

Dr. W. R. G. Baker, director of the RMA Engineering Department, was appointed RMA representative on the Radio Technical Planning Board to replace Ray Manson, an RMA director of Rochester, resigned; and Fred Lack, another

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NEW STUDIOS UNDER OLD ROOF

300-Year Old House on 'Cotton Row' Remodeled

For WTNT Augusta

On the banks of the Savannah River, this historic house will contain the modern studios of Augusta's NBC station, WTNT.

OLD AND NEW will meet in sharp contrast in Augusta, Ga., when NBC outlet WTNT moves into a remodeled 300-year-old house on Augusta's historic 'Cotton Row.' Located a stone's throw from the sleepy Savannah River, the old structure is being converted into modern broadcasting studios.

"The Row" is still the center of Augusta's cotton market, as it was in the days before the Civil War. Across from the new studios, the Augusta Cotton Exchange does a thriving business. When the construction is completed, the building will look the same as it did when built, and the face of "Cotton Row" will remain unchanged.

Inside, however, it's a different story. New studios are now being built, with completion expected Jan. 1, 1948. Looking toward the installation of FM and television, a modern annex with additional studios is being built in the rear of the building.

In the heyday of the cotton traders, the old house was the center of "the Row," and its owners could not imagine that the house would become a center of the growing radio industry in the Old South.

Walter J. Brown, station president, announcing the signing of a ten-year lease on the property, said, "What we are doing is combining the old with the new to give Augusta a modern studio broadcasting center and also retain a picturesque setting which will reflect the true atmosphere of Georgia's second oldest city." At present, studios are located in a large trailer near the WTNT transmitter.

RWG NOMINATES SLATE FOR ELECTION IN NOV.

ERICK BARNOWUW and Welbourn Kelley were nominated for president and vice president respectively of the Radio Writers Guild at a meeting of the nominating committee of the Guild's Eastern region last week in New York.

In addition, 25 RGW members were nominated for the five positions to be filled by the Eastern region on the Guild's national council. Five alternates will also be chosen from the group of nominees which follows: Eleanor Abbey, Elaine Carrington, Henry B. Denker, David Driscoll, Jack Fink, Julian Funt, Elizabeth Hart, Philo Higley, Gene Hurley, Ben Hagan, Priscilla Kent, George Lefferts, Peter Lyon, Ira Marlon, Vincent McCon- nor, Leon Meadow, Albert G. Miller, Robert Newman, Arnold Perl, Howard Rodman, Aaron Rubin, Al- ian Sloane, Joseph Wersba and Max Wylie. Mr. Newman, Miss Carrington and Miss Kent are up for re-election, being members of the present council.

The entire RGW membership will cast votes for the national president at an election to be held in New York Nov. 11, absentee voting by mail. Each region will nominate and elect its own vice president and national council members, however.

Robert Cenedella was chairman of the Eastern region nominating committee, which included Sylvia Berger, Allan Sloane, Harry Bailey, and Jim Hart.
Government Renews AFM Prosecution

Walkout Against WAAF Base of Bill Filed Last Wednesday

THE GOVERNMENT renewed its prosecution of James C. Petrillo for alleged violation of the Lea Act by filing an amended bill of criminal information against the AFM president in U. S. District Court in Chicago last Wednesday.

As predicted [CLOSED CIRCUIT, Sept. 29], the bill went into detail on the action taken by Mr. Petrillo against WAAF in calling a strike May 27, 1946, as recommended by the Supreme Court when it handed down its opinion in favor of the government.

*Dynamic Noise Suppressor* installation.

Top-flight recorded musical programs attract a substantial share of the Boston radio audience to WDH. And helping WDH maintain top reproduction quality is a *Dynamic Noise Suppressor* which monitors and safeguards the quality of recorded music.

A special gate circuit in the *Dynamic Noise Suppressor* effectively eliminates surface noise and bass rumble from recorded musical programs. It adds the final touch of quality that complements good programming and good production.

There is a place for a *Dynamic Noise Suppressor* in your Master Control Room, too. Why not investigate?

**HERMON HOSMER SCOTT, INC.**

385 PUTNAM AVENUE CAMBRIDGE 39, MASS.

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The bill was filed before U. S. District Judge Walter LaBuy by District Attorney Otto Kerner Jr., successor to Albert J. Woll, now a member of the law firm representing the AFL and the AFM. Judge LaBuy had ruled last year against the government in a contempt case that Mr. Petrillo's strike action had violated the Lea Act. The federal judge set Nov. 4 for hearing on any motions the defense may make. The defense sought the possibility that as a motion to quash, motion to dismiss on question of jurisdiction and motion to dismiss on constitutionality of the Lea Act.

The bill made no mention of the Lea Act but was restricted to facts leading up to and including the actual walkout of three union musicians employed by WAAF following a breakdown in negotiations between Bradley Eidmann, WAAF manager, and Mr. Petrillo.

It recited how WAAF was owned and operated by the Drovers Journal Publishing Co., Inc., an Illinois corporation, and how it had contracted to employ three musicians, originally as instrumentals but during the years between 1939 and 1942, to work as a gate circuit and recording engineer.

It contended that WAAF required the services of no more than three musicians, but that after negotiations, Mr. Petrillo nevertheless had notified Mr. Eidmann that on the expiration of its present contract it would be required to employ three additional musicians.

The bill said that Mr. Petrillo had further ordered that these musicians be employed to turn records only and not as instrumentalists and that he refused to consent to terms he had refused to meet with or negotiate with legal counsel employed by WAAF and had authorized a strike on May 27.

It further cited evidence in the form of telephone conversations between Mr. Eidmann and Mr. Petrillo in which Mr. Petrillo had refused to meet with WAAF or its legal counsel and that when WAAF countered with an offer to employ four musicians, or one additional to its present staff, he had refused to negotiate further.

Coercion Charged

The government charged Mr. Petrillo with refusing to avail himself of the privileges of collective bargaining or to make such privileges available to WAAF and with using "coercion and force." It said the AFM, through the power entrusted to Mr. Petrillo, could force its members to accede to their will to its editors.

Mr. Kerner said that the amended bill differed little from the original bill with the exception that the government had struck any reference to peaceful picketing.

Only person to represent Mr. Petrillo in court was David Katz, counsel for the Chicago AFM local. He would have 20 days, in which to consider the brief. Mr. Petrillo himself was in conference all through the day with members of the AFM executive board, present leaky aspects of the Taft-Hartley Act, which has replaced the Lea Act as his chief source of annoyance, and on plans for future negotiations with network record and transcription firms.

He said early last week that he did not intend to commit himself to any discussion of contracts with either recording or transcription firms in dual broadcasting of AM-FM until his negotiations with the networks at the expiration of contracts Feb. 1. He have been "completed to his satisfaction."
CHESTER, PA., OUTLET STAFFED BY VETERANS

CHESTER, PA., now has a radio station. WPWA, the first and only outlet in the city, went on the air last week as a 1 kw daytime station on 1590 kc. Staffed almost entirely by World War II veterans, the station is owned and operated by Lou Poller, formerly half-owner of WARM Scranton, and a veteran of three years service in the U. S. Marine Corps.

A new building designed by Rene Brugoni of New York, contains complete facilities, including transmitter, antenna, studios and business offices. On the ground floor there is a kitchen and dining room for the staff. Entire 75,000 cubic foot structure is air conditioned.

Station personnel includes: Max Mandel, general manager; Charles Ross, program director; George Steinhardt, Frank Taylor, Joseph E. Pyne and Helen M. Beagle. Engineering force is headed by Joseph J. Goodman, assisted by Emmanuel Schmalz and Ted Braunstein. Burton Levine is in charge of continuity, and Alvin J. Warren, sales and promotion, with Marvine H. Fisher and Paul Stofko.

Elizabeth Beaudry heads the administrative section. Washing- ton counsel is Philip M. Baker.

New Antenna to Improve FM Reception Announced

A NEW FM antenna and reflector designed to improve FM reception has been announced by the renewal sales section of RCA Tube Dept., Harrison, N. J. A folder dipole type, known as RCA-228, its signal response is said to be extremely flat between 88 to 108 mc, with strongest signals received from a direction broadside to the antenna, minimizing interference from the opposite direction. Suggested list price is $13.60.

RCA also announced that the 1948 edition of its tube reference book for radio servicemen, engineers, and technicians has just been published and is available at RCA, Cunningham, and RCA Victor tube distributors.

Duane Jones is Speaker for N. Y. Premium Club

DUANE JONES, president of the Duane Jones Co., New York, told the New York Premium Club members at their monthly meeting that while premiums “are perhaps the most spectacular of sales builders when properly used, many advertisers expect them to carry too heavy a load.”

He warned that premiums should not be expected to do the job alone and emphasized the importance of “softening up” the market with a good product story told at high frequency by means of appropriate low cost media before offering a premium. Mr. Jones also pointed out that premiums are most successful on fast turnover commodities in constant daily demand.

WHEN WPAY Portsmouth, Ohio, broke ground atop a Kentucky hill opposite Portsmouth for its new FM transmitter building the city's mayor and civic leaders, as well as WPAY executives, were on hand. L to r: Gerald F. Boyd, WPAY manager; Louis E. Michel, Chamber of Commerce secretary; C. A. Yeager, contractor; Mayor George L. Koenner; J. W. Massa Jr., assistant manager for the contractor; I. J. Harding, manager of U. S. Grant bridge; Perry Howerton; Rusty Marshall, WPAY news editor, and John Osborne. Mr. Howerton and Mr. Osborne provided road rights of way. WPAY-FM, assigned channel 261 (104.1 mc), will use RCA transmission equipment. Station's 150-ft. Truscon steel tower will be topped by a 20-ft. antenna.

Philco's Video Dollar Volume Nearly Equal to Firm's 1941

AM Receiver Sales

Television, in terms of dollar volume, already has become almost as important to Philco as was its prewar radio receiving set business, according to figures given out last week by James H. Car- mine, vice president in charge of merchandising.

In 1941 Philco’s production of receiving sets amounted to approximately $1,000,000 factory billing price. Current weekly production schedule for television receiving sets calls for a volume in terms of delivery prices to distributors of $500,000.

Sales of all products of the corporation will be in excess of $200,000,000 for this year, according to Mr. Carmine’s prediction. This compares with the pre-war record of $77,073,636 set in 1941, the wartime peak of $152,933,250 and the $121,596,622 in 1944.

For the first six months of this year, the company’s sales totaled $107,931,000, with a record of $77,754,000 made in the second quarter. Third-quarter sales were down because of vacations, change-over of models and sale of the company’s storage battery division. Mr. Carmine predicted, however, that if present production schedules are met, sales in the last quarter of this year may equal or even surpass the record second quarter.

Earnings in the first six months of this year totaled $4,034,874.

Broadcast Service Bureau

1426 K ST. N. W.
WASHINGTON 5, D. C.

October 20, 1947 • Page 75
Code
(Continued from page 18)

ability to operate at a profit under the proposed code has brought ex-
pected threats to resign from the association. These have not reached serious proportions, however, since most code critics recognize that the document still is in the formative stage. Resentment has been high on the other hand, against lack of representation for independents in the original code drafting last spring and summer and in the fail-
ure of NAB to make the document public at least a fortnight in ad-
vance of the Atlantic City con-
vention.

As D. Willard Jr., NAB executive vice president, asked if there might be danger of wholesale withdraw-
als from the association, said, "I hardly think that is possible. Best indica-
tion of the fact that those who disagree with the present proposed standards are stating their objec-
tions frankly and openly. With broadcasters overwhelmingly in favor of adoption of minimum stan-
dards of self-regulation, I believe the coming meetings will bring a com-
promise of any difficulties that exist.

Comprehensive suggestions for changes in the commercial section to meet problems of independents were offered last week by Ted Cott, program director of WNEW New York and principal proponent of code revision at Atlantic City.

Mr. Cott informed NAB his station was opposed to double-spotting with exemption for service announcements if not over 10 sec-
onds. He proposed that a program unit be defined as the total elapsed time from signal to signal (15-
minute program would actually be 14 if followed by a one-minute an-
nouncement, 14:30 if followed by a 30-second announcement). He pro-
posed that participating programs be permitted to carry not over 20% of total time for commercials, thus permitting more than three an-
nouncements in 15 minutes if not over three minutes in total length. He opposed middle commercials in news programs of less than 14 min-
utes and suggested no single spon-
sor should be permitted to use a program segment for more than two products.

Mr. Cott favored creation of a code administrative board for rules under the spirit of the code, with no departure authorized unless by specific board ruling. Good taste should be the criterion, he suggested.

Series of meetings held among Boston stations, affiliates and in-
dependents alike, led to general agreement endorsing most code pro-
visions but suggesting changes in commercial requirements. First meeting was held with Harold E. Fellows, WEEI Boston, NAB Dis-
trict 1 director, and one of the code drafters. Later meetings did not include Mr. Fellows, who was given reports of proceedings.

Independents’ Idea

One suggestion offered by inde-
pendents, and generally favored by other Boston stations, would amend Paragraph 1 under Time Limita-
tions on Commercials to read as follows:

The maximum commercial time EX-
CLUDING (instead of including) sta-
tion breaks NOT TO EXCEED ONE
MINUTE, allowable in any fifteen-
minute segment of broadcast time . . .
should not exceed three minutes.

The Boston stations, particularly independents, favor one-minute sta-
tion breaks instead of two.

In participating programs they generally favored 3½ minutes com-
mmercial time out of 15 (including sta-
tion breaks).

William B. McGrath, general manager of WHDH Boston, in a letter to Mr. Fellows suggesting proposed changes including those listed above, proposed that the day-
time commercial time limitations be extended to the entire 24 hours, dropping the shorter night limits.

He suggested middle com-
mercials be permitted in 10-minute news programs.

WMAZ Macon, Ga., agreeing in principle with the code, "will make every effort to follow the suggestions made to us" by NAB, accord-
ing to Red Cross, commercial man-
ager. "But any time the code inter-
feres with our interpretation of service 'in the public interest, con-
venience and necessity' we shall follow our own instincts and do that which we as licensees of the Federal Government feel is the right to do, code or no code."

If such acceptance is not satis-
factory to NAB, WMAZ will re-
sign, according to Mr. Cross. He ad-
ded that stations are not licensed to serve according to a pattern or set of rules laid down and adopted without too much consideration by a minority of the broadcasting in-
dustry."

In Georgia, said Mr. Cross, it is difficult to conform to both the code and FCC rules in carrying po-
litical broadcasts, since white su-
premacy is an important campaign issue and definitely affects the Ne-
go race.

He believed it will be difficult to define "blatant," announcers or "an-
noying" sound effects, and suggests the same commercial time limits should prevail for day and night.

Language on hitchhikers and cowcatchers is inadequate, Mr. Cross claimed and he found flaws in the double-spotting ban. He men-
tioned rent-paying announcements, and cited a case of a large station which gives credit to a newspaper

ABOUT TO CUT the wedding cake are Mr. and Mrs. Leon Wray. Mr. Wray is account executive of Don Lee Broadcasting System, Holly-
wood, and Mrs. Wray is the for-
mer Mary Elizabeth Oliver. They were married on Oct. 3.

WANTED—Experienced, sales minded station manager for New England station. Excellent opportunity to build station audience and sales. Good position for right man.

Write—giving complete background to Box No. 766, BROADCASTING.
American rights include the right of the businessman to advertise, with opportunity "to use radio profitably, not just use."

Mr. Yocum took the same position as a number of other independents in contending that shoppers programs are effective business getters and give the small merchant a chance to use the medium. Repeated surveys, he said, show that shoppers periods on the stations are with as many as eight minutes of copy in a 15-minute program, had high ratings. "Operating a regional station in a small town," he wrote, "I must have the revenue of the small merchant, and as I said before, I also must not make radio advertising a medium for only the big merchant doing a large volume of business. Therefore, I think the shoppers program furnishes the answer."

As to station break service announcments, he says it is a question "of not what but how."

Permission to use service announcements at station breaks, without inclusion in the overall time count for each quarter-hour was favored at a meeting of the San Francisco Radio Executives Club. Formal action was not taken, but this was described as the consensus of the meeting. General sentiment was favorable to code. Philip G. Lasky, general manager of KSFO, explained the code to the club members on invitation of the president, Henry M. Jackson, of J. Walter Thompson Co. Sherman Gregory, radio director of Campbell Soup Co., discussed advertiser reaction.

Wisconsin Outlet Rejects NAB Code

Independent Suffers Under It, WMLO Executive Says

JEROME SILL, vice president of WMLO Milwaukee, renewed his attack on the proposed NAB code as guest speaker at the Oct. 15 luncheon of the Chicago Radio Management Club. Mr. Sill, whose father is the well-known Charles Sill, executive of WMBD Peoria, Ill., called for support from network affiliates to fight the code, said his station did not intend to accept "nor live up to" the code in its present form.

He charged the code with being a hysterical attempt on the part of NAB to meet public criticism of over-commercialism and said the "real reason behind the code" was that the networks were jealous of the increasing share of audience being built up by independent stations.

"If the networks want a code of their own devising that's all right with me," he said, "but I don't think the independents should be made a whipping boy as a result."

William McGuineas, commercial manager of WGN Chicago, defended the code, but said he was not satisfied with it in its present form. Harold Beck-Jordan of AAAA, also a guest, said he believed a code should be established but that it should represent the view of networks, independents and radio advertising agencies.

Mr. McGuineas also said polls show that approximately 60% of the daytime radio audience does not tune in, and that in the hours of 7:00-10:00 p.m., an average of 45% did not tune in. He said this might be due to over-commercialism and that radio should "seriously investigate" such conditions.

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Preliminary surveys, management and operational consulting service based on practical experience with AM, FM and Facsimile.

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RADIO CONSULTANTS, INC.
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Washington 5, D. C.

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

Fast Work

WHEN WAKR-FM took the air for tests on Oct. 10, it was only 24 hours after receipt of its CP. Regular operation began Oct. 12 with temporary radiated power of 4.5 kw and a daily schedule of 2-11 p.m. The station expects to increase power to 20 kw when additional equipment is received. Transmitter is located in the First Central Tower, while the antenna is on the roof of the same building.

REPRODUCER REPAIRING SERVICE

ALL MAKES-SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERCO.
354 ARCADE ALL., ST. LOUIS 1, MO.

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE 6646
Washington, D. C.

CUSTOM BUILT EQUIPMENT

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
320 CENTRAL BUILDING
PUEBLO, COLORADO
Pueblo 5034

GROUND SYSTEMS AND INSTALLATION

CLAY PLYMATE COMPANY, INC.
1814 APEX TOWER
Phone 7-6262
Okahoma City, Oklahoma

October 20, 1947 • Page 77
Towers

(Continued from page 18)
two segments might be sufficient for the proposed WASH tower but that several might be needed for WHMB's.

Mr. Dillard, however, pointed out that WASH tower already is being fabricated and estimated that sectionalizing it would cost at least $10,000 and delay WASH's use of full power by six months. He added that if sectionalized if CBS would pay for the cost and reimburse the station for revenue losses due to the delay in going to full power.

CBS told FCC that it discovered the station's plans to be making a site survey for its own newly-organized WTOP-FM. The re-radiation, it was pointed out, came from the WGY tower but was "of such a nature as to cause some distortion of the WTOP signal at the prescribed monitoring point . . . and for this reason had not been discovered in the course of the regular signal-strength measurements of WTOP."

Model Tests Made

The network said it then undertook model tests to determine the effects of the proposed towers of WHMB and WASH. (No analysis was made respecting the WHIP tower because complete information was not available, it was explained.)

Reporting on the tests, Mr. Wright said that while WTOP's unattenuated field intensity is limited by license to 37.6 millivolts at one mile, re-radiation from the WASH antenna half a mile from WTOP's would increase this to some field above 41 mv/m, and, re-radiating the WBMB structure 1.17 miles away, the figure would be increased to 76 mv/m. Even if "fortuitous phasing" should keep the field at the monitoring point within the prescribed limits, he said, re-radiation in the general direction of KSTP's skywave service area might be "objectionable."

Of the measurements of re-radiation from the WAGY structure, which are still in progress, Mr. Wright said "preliminary data indicates that the re-radiated field is more than 20 mv/m at one mile. The measured resultant field is northnaps but it is abnormal in other directions generally toward the skywave service area of KTSP."

The petition said that "the re-radiated characteristics of the WAGY antenna... appear to be of a permanent nature and it is believed will continue as long as the WAGY antenna structure remains unchanged at its present location."

FCC Okays 8 New AM Outlets, Better WKIX, WBEC Facilities

CONSENT was granted by FCC for eight new standard stations, five of them to be operated daytime only. Commission also awarded improved facilities to two existing outlets. Of the new stations, two apparently have other broadcast interests.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., and WKIX Columbus, S. C., was granted a new license for WKIX in addition to a new station at Greensboro, N. C., on 1320 kc with 1 kw fulltime, directional. WKIX was given a switch from 250 w on 1460 kc to 1 kw day, 500 w night on 1320 kc.

Robert W. Rounsville, Tennessee broadcaster (see story page 30 on acquisition of half-interest in WGRV Greenville, Tenn.), was granted a construction permit for Buckhead, Ga., with 1 kw day and 700 kw night.

The Pittsfield, Mass., was granted modification of license to increase power from 100 w to 250 w. Station operates fulltime on 1490 kc.

The other new station authorizations:

Hammond, La.—Superior Enterprises, 735 N. 4th St., 500 w, daytime. Partnership is composed of Henry A. Ments one-sixth owner, and Jos. J. Menta five-sixth owner. Both are attorneys.

Houston, Tex.—The Tower Realty Co., 1400 kc, 100 w, unlimited. Firm had FM and AM applications pending for Baltimore, Bolingbrook, Illinois, and Bakersfield, Texas. Charles M. Meridith, 1976 kc, 250 w, daytime. Granice

Washington, D. C.—Beaumont Broadcasting Co., 1540 kc, 200 w, unlimited. Principals: Wayland J. Seymour, chamber of commerce and owner, and owners of Seymour's Warehouse, president; W. Frank Wyne, farmer, owner of Saxony Cafe, vice-president; W. E. Epling, secretary-treasurer of Main Ice Cream Co., secretary-treasurer; L. B. Wyne, owner of Togo's Suit Shop, director, and R. E. King, district manager of Home Security Life Insurance Co., treasurer, interest, 10%. Mr. Wyne said that three or four other local people equally share other half-interest.

The grant of new station facilities to Inter-City Advertising at Greensboro was prompted by a petition for reconsideration and grant of that application. It was said that had been pending in view of certain adjacent channel interference problems which have been said to be resolved.


Mountaintop Antenna Is Used in Relay From New York to Pennsylvania Valley

EXPANSION of television service to communities beyond the horizon and even to homes in valleys cut off from the primary transmitting antenna has been proven practical by tests here, it was reported to the WBRE Wilkes-Barre with the cooperation of NBC and RCA Victor. The television signals, picked up in the mountain antenna from the NBC transmitter 105 miles away in New York, were amplified and carried by an RCA microwave television relay system to six receivers in the WBRE booth at the Wyoming Valley Parade of Progress in the Armory at Kingston near Wilkes-Barre.

The Wilkes-Barre experiment constitutes a pioneer test on the repeater TV station operation recently authorized by the FCC, the first in which microwave equipment has been used to "hop over the hump" by retransmitting it from an elevated antenna down to receivers in an area ringed by mountains.

From Louis G. Baltimore, WBRE owner and general manager, came the announcement that the station would be on the air with television by next spring, assuming it is granted a license.

The first test of the newly-authorized repeater type operation was conducted last month by the Hartford Times station WTHT, with NBC and RCA cooperating, when NBC telecasts of the World Series were picked up, and amplified at an elevated position near Hartford and relayed by RCA microwave equipment to TV points in the auditorium of the Hartford Times Radio Center.

TV Cameramen Escape Injury in Freak Mishap

TWO TV CAMERAMEN of WPTZ Philmont narrowly escaped death Oct. 12 while training their image orthicon camera on the 100-mile midget auto race national championship at the Langhorn Speedway.

Bill Whitaker and Ben Squires, the cameramen, were on a 15-foot-high platform about 20 feet away from the curve in the track when a wheel from one of the cars flew off and spun under them, but they ducked in time to miss injury. The image orthicon camera, however, was demolished beyond repair, but two others at other points in the track were able to teleview the show.
NEW SPORTS program ideas for CBS are to be prepared by Judson Bailey (1), who has joined network's sports department. He is shown conferring with his boss, Red Barber, Columbia's sports director (2), and Assistant Sports Chairman John J. Berry. A top-ranking sportswriter formerly with Associated Press, Mr. Bailey also will write scripts and prepare a comprehensive library for CBS.

ELMER H. WENE SELLS WTTM HALF - INTEREST
ELMER H. WENE, president and chief stockholder of the station's interest in WTTM Trenton to S. Carl Mark, radio director of Al Paul Lefton Adv. Agency, New York and Philadelphia, subject to FCC approval. Sales price was $165,000.

The contract, announced last week, gives Mr. Mark a two-year option on purchase of the remaining 50% stock for $180,000. He is the son-in-law of Albert M. Greenfield, realtor and investment broker who handled the sale of WFIL Philadelphia to the Inquirer in 1945 and the more recent Record-WCAU Philadelphia transaction.

The WTTM transfer application will be filed with FCC within the next few days. Upon approval, Mr. Mark will become executive vice president. Mr. Wene, a state senator, continues as president. No important staff changes are anticipated. It was understood that Paul Alger, general manager of WTTM and Mr. Wene's WSNJ Bridgeton, N. J., will continue to divide office between the two stations.

Wisconsin Sales Meet TWO-DAY MEETING of Wisconsin station sales managers, Oct. 25-26 at Green Bay, is expected to result in formation of a state association. Ben Laird, WDUZ, and Hayden E. WTAQ, will act as hosts for the sales conference, which Mr. Laird and F. M. Cooper, WDUZ sales manager, conceived as result of small attendance by station sales managers at recent NAB convention. Idea behind meeting is to call the station sales men on the latest NAB sales methods.

Ferry-Morse Buys Show FERRY-MORSE Seed Co., Detroit, has bought Golden Gate, a garden program heard Saturday mornings, 10-10:30, for CBS over the Ohio CBS network, effective Jan. 17. Agency, McManus, John & Adams Inc., Detroit.

CHARLESTON and LIMA GRANTED FULLTIME AM OUTLETS BY FCC

PROPOSED decisions were announced last week by FCC to grant a new standard station at Charleston, S. C., on 1450 kc, 250 w fulltime to Southern Broadcasting Co., and a new AM outlet at Lima, Ohio, with 1 kw fulltime on 1150 kc to Northwestern Ohio Broadcasting Corp. At the same time the Commission would deny the competitive requests of Fort Sumter Broadcasting Co. at Charleston and WOOP Inc. and Sky Wave Broadcasting Co. at Lima in the Ohio case.

In a separate action FCC adopted a decision and order denying a petition of Gulf Broadcasting Co. Inc., Mobile, Ala., directed against FCC's action of June 25 granting the application of Burton Broadcasting Co. and denying petitioner's application for a new station at Mobile. FCC held to its reasoning that it is preferred to award broadcasting over its competition because of greater ownership-operation integration. Gulf had been preferred in the proceeding in this case but oral argument the Commission had switched its favor to Burton. Facilities involved: 250 w fulltime on 1450 kc.

Milwaukee Denial FCC also announced proposed decision to deny an application of Metropolitan Broadcasting Co. for a new AM station in Milwaukee on 920 kc with 100 w daytime. The proposed denial stated that the application does not meet FCC standards which specify that a Class IV station will not be assigned to a regional frequency where there are other facilities in the city to be served.

The Commission stated in the Ohio case that it preferred Northwestern Ohio over Sky Wave of Columbus in consideration of the additional service needed for broadcast service in Lima. FCC further stated that Lima was to be preferred in view of the fact that it believes the public interest would be better served by the competition resulting from operation of a second station at Lima than by the addition of a fifth station at Columbus. WOOP Inc. was not considered, the report said, because its application was technically unqualified respecting the directional array proposed.

Sky Wave had sought 1 kw night and 5 kw day, directional, on 1150 kc at Columbus while WOOP Inc. sought the assignment at Dayton.

The ownership of the applicants:
Southern Broadcasting Co.—Principals: C. Norwood Hastie, in nursery sales insurance business; broker, president and 26.3%; B. M. Middleton, assistant to the president of the Wilder stations: WEYX, Byram and WWTY Troy, N. Y.; and WRLI New Haven, Conn., vice president and 18.1%; J. H. Stewart, secretary; and J. Dayton Haste, nephew of the president with investment brokerage firm in New York, treasurer and 18.1%. Remaining interest is held by seven other local businessmen.

Fort Sumter Broadcasting Co.—Principals: Frank E. Bailey, attorney, president and 38.9%; Joseph P. Rubel, real estate and insurance, vice president and 27%; and George S. Weber Jr., with West Virginia Pulp and Paper Co., secretary-treasurer and 20%. Included among three directors, each holding 4%, is Robert L. Ettinger, 25% owner of WOIB Columbus, one-third owner of WLBG Inc., president for Laurens and 14.2% owner of WOKO Columbus, S. C.

Northwestern Ohio Broadcasting Corp.—Principals: George E. Hamilton, 46% owner, Appliances Credit Corp. president and 45.4%; William L. Ricketson, president and general manager of Feldman's women's store, vice president and 27.2%, and Robert W. Macht, secretary-treasurer, president and 27.2%.

Sky Wave Broadcasting Corp.—Principals: Gustav Hirsch, electrical construction engineer, president and 8%; Gebhard Jaeger, president of Jaeger Machine Co., vice president and 8%; Lloyd C. Wright, secretary-treasurer of Ohio Independent Telephone Assn., secretary and 5%; and William F. Baker, 50% owner of Porter Pub. Co., legal paper publisher, treasurer and 5%. There are 24 other stockholders, most of whom are Columbus area businessmen and none of whom holds more than 5%.

New AAAA Unit Formed in Dayton, Cincinnati
THE SOUTHERN OHIO Chapter, a new chapter of the American Assn. of Advertising Agencies, has been organized for AAAA member agencies in Dayton and Cincinnati. The following chapter officers have been elected: Chairman, Hugo Wagneseil of Hugo Wagensell & Assoc.; vice chairman, E. G. Frost of Geyer, Newell & Geyer; secretary-treasurer, Carter Helton of Kircher, Helton & Collett.

WCHS
Charleston, W. Va.

WCOA is the dominant voice of North-west Florida. With its powerful new 5000 Watt transmitter, it blankets a primary and secondary area with a population of over 500,000. Effective buying time for this territory for last year was $273 1/2 million dollars!

WCOA is Northwest Florida's only NBC station. Your share of the ample sales potential in the rich Pensacola market can be obtained quicker by telling your story over the improved facilities of WCOA.

National Representatives: JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

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WOMAN BROADCASTER

Excellent opportunity for experienced woman. Long established 5 kw net affiliate, East Coast, in market for experienced, personable commentator, well versed in public relations. Must be creative; able to handle daily program. Excellent, permanent position. Send disc, photo and full particulars.

HELP WANTED (Cont'd)

Combination salesman-announcer, to be manager of remote studios in city of 15,000 in midwest. Splendid opportunity. Box 745, BROADCASTING.

Wanted—Salesman, excellent opportunity. First letter to include complete background. Connecticut network station. Box 146, WAND, Canton, Ohio. Announcer—Experience desired. Send disc. WAND, Canton, Ohio. Also engineers, commentators.

Wanted—New Florida Mutual affiliate wants first class operator with experience. Salary $620 per month. Send disc. WROD, Box 3777, Daytona Beach, Florida.

Wanted—Versatile, experienced, full time newscaster. 5 kw southern CBS affiliate. Starting salary. Between $500 and $700. Write or wire complete background and experience. Confidential. Box 771, BROADCASTING.

SITUATIONS WANTED (Cont'd)


Announcer-box office experience. Excellent references. Box 760, BROADCASTING.

Announces wanted. Topflight home economics director available. Desires opening in broadcasting for New York show. Send full particulars. Box 767, BROADCASTING.

Rapid-fire announcer. Sounds somewhat masculine. Likes to get in as many words as possible. Not tall or thin. A good athlete. Left-handed. Has had experience. Box 759, BROADCASTING.

How is your newscast? Capable newscaster, former city editor with radio experience, desires fulltime commission. Excellent references. Box 758, BROADCASTING.

Topflight announcer wanted. Let me build, staff and put your station on the air. I'll have a program director, sales and advertising manager, engineers and advertisers in your city and get it making $2,000 per week. Box 757, BROADCASTING.

Chief engineer, 25 years experience. Can handle any installation. Know how to get $50 bags low. Don’t drink or smoke. Will travel. Box 756, BROADCASTING.

Top announcer for top station. Any location. Must be able to sell as well as you can offer permanent, good radio job. Box 755, BROADCASTING.

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Expect New Plea for 'Voice' Funds

Troubled World Picture Increases Pressure For Larger Sum

By JOE SITRICK

WITH the international situation still troubled and the Russians increasing their propaganda campaign, "Voice of America" hit a new high last week that the State Dept. would request additional funds for the "Voice of America" before the end of the current fiscal year.

Secretary of State George C. Marshall had virtually pleaded for $32,000,000 from the last session of Congress, to carry on the program but economy-minded legislators had slashed the appropriation to $12,400,000. It is believed that the State Dept. will ask for at least the full original amount, and some legislators, like Sen. Karl E. Mundt (R-S.D.), will plump for an even greater amount. In addition, Secretary Marshall will reportedly ask about $200,000 more to carry on from March 1 to January 30.

Mr. Mundt, Congressional champion of a stepped-up American information program, returned last week from a tour of 24 countries on which he served as chairman of a special House foreign affairs committee. Stating that the Russian campaign for Western Europe had been "stopped cold" recently, he added ominously, "Russian propaganda is vicious, well financed, and skillfully promoted by an active and extensive staff." Although the climate is still friendly for Americans, he said, Russian propaganda is effective and the "whole thing could go sour" if we don't increase our program and tell our side of the story.

Predicting that his bill providing the State Dept.'s foreign information services with $35,000,000 a year would pass at the next session of Congress, Rep. Mundt said, "When one side is using popguns and arrows while the other side has the most modern artillery - the outcome is foreseeable."

Rep. Mundt told some 125 members of Congress who went abroad during the recess to study conditions. In addition, a committee of editors and educators has been abroad observing the various propaganda campaigns and their effect. Mr. Mundt is a member of the special Senate-House group which has made an extensive study of the matter, but to add to those findings, the Congressman asked each of the legislators who went abroad to fill out a questionnaire which would describe his reactions to Russian propaganda and American activities and their comparative effect on the people.

With first-hand observations of its own members providing a clearer, over-all picture, Congress may show less opposition to the information program and be more prone to vote additional funds, it is felt.

'A Little Squeak'

Possibly indicative of the Congressional mood was the statement of Rep. E. E. Cox (D-Ca.), who reportedly said on his return from Europe, "The so-called 'Voice of America' is a little squeak in comparison with the Russian effort... and we've got to do something to get our story over to them."

He suggested that a good newspaper or publicity man be named to the post vacated recently by William Benton and that the program be named at "the man in the street."

From Ralph McGill, editor of the Atlanta Constitution and chairman of the committee for U.S. information abroad, came the announcement that his group of editors and educators would "make the strongest possible plea" for Congress to increase the amount of American news on the "Voice of America." Speaking of the last Congress, he said it "reduced our feeble voice to a mere whisper through appropriation cuts, so that we find ourselves today virtually unable to talk back or in any way effectively to challenge the lies Russia is using against us around the world."

In Chicago last week, still another plea was made by Secretary of Commerce W. Averell Harriman, who told the Inland Daily Press Assn., "It is absolutely essential that our present understaffed and under-financed overseas information program be strengthened and developed." "Radio broadcasting," he declared, "is an effective method in all countries as a direct means of getting information to people, and is the only available means for crossing borders otherwise barracaded against the truth."

GEN. VAN DEUSEN NEW RCA INSTITUTES HEAD

ELECTION of Maj. Gen. George L. Van Deusen as president and a director of RCA Institutes Inc. was announced last week by David Sarnoff, president and board chairman of RCA, after a meeting of the RCA Institutes board of directors.

Gen. Van Deusen succeeds Maj. Gen. Harry C. Ingle, who served as head of the Institute until his recent election as president of RCA Communications, Inc. In command of the Eastern Signal Corps training center during the second World War, Gen. Van Deusen retired from the Army in 1946 with the permanent grade of colonel, after having served in all commissioned grades up to major general. He was chief of the engineering and technical service in the office of the chief signal officer when he retired. He is a West Point graduate, class of 1909.

NEW AGENCY, Wiley, Frazee & Davenport Inc., was formed in New York last week. Officers are Walter W. Wiley (center), formerly head of his own agency, chairman of the board and treasurer; Harold D. Frazee, (left), formerly vice president and comptroller; Kimball Co., president; Guiles Davenport (r), formerly associated with Abbott Kimball, executive vice president. Dorothy Wiley is secretary. Agency will maintain headquarters temporarily at 8 W. 40th St., New York.

BROADCASTING • Telecasting
ARI Pre-Testing Methods Explained; Different From Hooper, Nielsen Polls

TWO METHODS which Audience Research Inc. plans to use in its six-point program of providing qualitative analyses of audience were described by Samuel Northcross, ARI vice-president at the Radio Executives Club of New York luncheon meeting last Thursday: the method for pretesting program ideas and that of calculating an enter- tainer’s “entertainment quotient.” (Description of the six-point technique was carried in BROADCASTING Sept. 29.)

A brief statement by ARI president, George H. Galley, stressed the qualitative nature of ARI’s offering and that it does not compete with the services of C. E. Hooper Inc., or ARI subcribes, or A. C. Nielsen Co.

The pretesting technique, Mr. Northcross explained, comprises five steps. First is a test on a basic idea. If that goes over well an auditon record is cut and audience-tested with the Hopkins Tele-vote Machine, which charts the minute-by-minute reaction of the audience. Changes indicated by this test are made, a new record is cut and a second check taken. This is followed by a title test, to see which has the most attraction for the listening public. Finally, the program is tested on the air against normal competition in two test radio stations.

The enthusiasm quotient (E.Q.) of any artist can be measured by two factors; the familiarity of lis- teners with him and their enthusi- asm for him, Mr. Northcross said. Most entertainers will follow a regular curve—the more familiarity, the more enthusiasm—but when one rates a lot of enthusiasm before he has become generally known he is probably a coming star, Mr. Northcross said. Contrariwise, when high unfamiliarity is coupled with low enthusiasm, the enter- tainer is probably a has-been. This technique, he added, permits a market group breakdown of E.Q. so that the right entertainer may be used to advertise the right product.

Claude Barrere, talent represen- tative, was elected secretary of REC in place of Spaulding, who resigned. William S. Hedges, NBC vice president and REC president, reported that Max Balcum, RMA president, would address the club’s next meeting. Oct. 28, at its Radio Week celebration.

STORM ASSISTANCE CONTINUES

Florida Stations Show Radio Ever Alert in Public Emergencies

NEWEST storm to hit Florida has brought further demonstration of radio’s alertness to watch over the public safety and interest.

WIOD Miami remained on the air for 42 hours continuously during the all-night period Oct. 12-13 to alert listeners. After a 30-second break when lightning struck the transmitter in an island in Biscayne Bay and ex- plored the meters, Station switched to an emergency generator in the interval. During the emergency WIOD aired 37 weather bulletins and 100 special announcements. Hundreds of phone calls to the station also were serviced.

Although still under construction for authorized fulltime operation, WINZ in Miami handled each weather report from the air from 6 p.m. Oct. 11 to dawn of Oct. 12 to broadcast service mes- sages and eye-witness accounts of events. The extended operation had been requested by American Red Cross, which later supplied inter- views of the personal and Red Cross Police and other agencies channeled communications through WINZ.

At one time during the storm an announcer attempted to give a five-minute newscast but the transmitter was interrupted so frequently he did not complete his report until an hour and a half later. To extend the storm coverage WINZ and WSVG, Belle Glade, Fla., cleared emer- gency information between their two points.

Upon learning of the new danger, WBFS Pensacola immediately an- nounced that it would stay on the air until the emergency was over. Service was interrupted only once when Wesley Houck, the station’s president over all other programs in an effort to keep up with changes in refugee and shelter locations. Through the assistance of an ama- teur in Warrington, Fla., Lou Del- son (WAV), the station was able to get messages about relatives in the storm area to anxious families. WSVY Wellesley Island, N.Y., also presented a quarter-hour plea for housing facilities to aid the refu- gees.

"THE GRAND OLE ORPHY," heard for years every Saturday night over WSM Nashville since 21 makes a first out-of-town appearance at a spe- cial 1947-48 Session at Constitution Hall in Washington, D.C.

October 20, 1947 • Page 83
Conference Irons Out Dispute On Airing of Weather Reports

ATTEMPTS by local Weather Bureau officials to dictate to radio stations on use of weather reports will be dropped, judging from informal comments by bureau representative at a meeting held last Tuesday in Washington.

The conference included officials of the bureau and NAB, along with Harry S. Goodman, head of the radio production firm bearing his name, and his brother, Allen.

Controversy over weather reports developed from the use of transcribed jingles produced by the Goodman firm. The Weather Bureau, in a circular letter on the subject [Broadcasting, Sept., 15], had stated: "Whoever shall knowingly issue or publish any counterfeited weather forecast or warning of weather conditions falsely representing such forecast or warning to have been issued or published by the Weather Bureau ... shall be fined, etc."

The Goodman jingles carry an elaborate cue/index system. Mr. Goodman pointed out at the conference, but even if the needle were placed on the wrong track the act would not constitute a "knowing" counterfeited warning. Violations must consist of knowingly issuing false forecasts, or stating or implying that these forecasts are official Government reports, he said.

Admit No Authority

While conceding they had no authority to tell stations what sort of weather broadcasts they should make, Weather Bureau officials agreed to offer suggestions to Mr. Goodman to revise some tracks.

At the beginning of the conference statements were made by bureau officials criticizing commercial weather broadcasts and the ground that they were not official weather reports, and instances were cited of a few wrong tracks. Monitoring of stations was proposed, but after hearing an explanation of station rights, and being told that stations often give incomplete reports parroting the front-page of newspapers, the Weather Bureau men conceded broadcasting is the friend of the bureau, even in obtaining appropriations. They further acknowledged that advice rendered by radio in emergencies.

Representing NAB at the conference was J. Allen Brown, assistant director of Broadcasting Advertising. With Mr. Goodman were Paul O'Brien and Clair Stout, of the law firm of James Albertson. Participants for the bureau included I. R. Tannenhill, chief, Division of Synoptic Reports and Forecasts, Oscar Tannenbaum and James Fidler.

In an earlier letter to Broad-

CASTING, Mr. Goodman said:

"Some of our sponsors nor the stations using our Weather Forecast Jingles have represented that our forecasts are official United States Government Bureau reports nor have they knowingly counterfeited or falsified in issuing the weather forecast ... Before producing our Weather Forecast Jingles, we made a careful study covering a period of years. We checked official Government Weather Bureau reports as they were published in newspapers and found that we needed 66 different spots to cover the various weather conditions ..." We followed closely the terminology of the official Weather Bureau reports ... Our Jingles received the first award for the best sponsored spot announcements produced in the United States. This award was given to us at the Third Annual Radio Conference of the College of New York in the spring of 1947. The spots have been used in 303 cities and in many of the cities are being broadcast over several stations."

Menough Back

ROBERT M. MENOUGH, superintendent of the House Radio Correspondents Gallery, has returned to his post after a three years' service in the Officers Reserve Corps. Mr. Menough holds a majority in the corps. He served in the Army's Public Information Division, at the Pentagon, during his two-week detail.

Conditional FM Granted to Johnstown; 14 Construction Permits Also Issued

CONDITIONAL grant for a Class B FM station at Johnstown, Pa., was awarded last week by the FCC. Century Broadcasting Corp., licensee of WCRO (AM) that City CPs also were authorized for two Class B outlets and CPs in lieu of previous conditions were issued for one Class A and 11 Class B stations.

Channel 264, 100.7 mc, was allocated to Johnstown by the Commission in proposing that assignment to Century. The grant is subject to further review and approval of engineering detail.

Applications of Elmer A. Benson for new FM stations at Duluth and Rochester, Minn., were dismissed by the Commission for failure to prosecute. Mr. Benson holds a conditional grant for St. Paul.

CP also was issued by the Commission to the Board of Education of Atlanta, Ga., for a new non-commercial educational FM station on Channel 211, 90.1 mc, with 400 w effective radiated power and antenna height of 300 ft.

STACK OF WORK accomplished by delegates from 77 nations to the International Telecommunications Conferences in Atlantic City during summer is illustrated here by the single-bound copies of French and English texts of conference proceedings. Nancy English, 87th member of secretariat of International Communications Union, is dwarfed by the pile of records.

U. S., Britain Sign Agreement on TV

U. S. AUTHORITIES were convinced last week that the British-Canadian "threat" to full U. S. use of its top three television channels had been removed.

Green and the U. S. signed an agreement on Monday under which the British use of distance measuring equipment for aviation navigational aids (DME), now allowed in the 1090-mc region where U. S. television channels 11, 12 and 13 operate, will be moved upward to the 1,000-mc band.

This agreement stems from the summer's International Telecommunications Conferences at Atlantic City gave U. S. radio experts confidence that the top, television channels are now safe from the possibility of interference, along the borders, from DME [Broadcasting, April 7].

The U. S.-British agreement provides for standardization of DME for civil aviation in the 1000-mc band, as long urged by U. S. government and industry. Until Jan. 1, 1954, the U. S. will install and operate British-type DME "at designated international airfields in the territory of the USA to be agreed upon from time to time."

But this equipment, if it was pointed out, will operate in the 220-231 mc band beyond interference range.

Outside interference distance from the U. S., the British propose to use after June 1, 1954, but agree to "complete the transition from this band to the 1000 mc band by Jan. 1, 1954, as far as concerns designated international airfields."

Until Jan 1, 1954 or such time as the United Kingdom can produce all 1000-mc equipment itself, whichever is earlier, the U. S. "shall provide 1000-mc DME free of charge" for use at agreed-upon international airfields of the United Kingdom. Similarly, the United Kingdom "shall provide, at charge," the 200-mc equipment for international airfields in U. S. territories.

"With the object of ensuring worldwide standardization of 1000-mc DME at the earliest possible date," the agreement declared, "the contracting Governments shall limit the supply and installation of 200-mc DME to the essential minimum requirements of civil air navigation during the period up to Jan. 1, 1954."

The agreement was signed by Assistant Secretary of State Gar- rison North and W. H. Inverchapel, British ambassador to the U. S.
ARMSTRONG TO ASK FOR 44-50 mc BAND

Considers Channels Now In Use Inadequate for Future

Prof. Edwin H. Armstrong, father of FM, will call on the FCC to restore the old 44-50 mc band in addition to the present 88-108 mc band when he appears before the hearing set by the Commission for Nov. 17. (Broadcasting, Oct. 13.)

He told Broadcasting last week that he regards the present band as satisfactory for community service but "incapable of providing adequate service for distance coverage and for the flood of potential FM broadcasters."

Dr. Armstrong termed the present band as already overcrowded and said the Commission's action in setting aside the old band for fixed and mobile services (state and local police and industrial use) was "impractical."

The FCC has been asked in this argument by Comdr. Eugene F. McDonald, president of Zenith Radio Corp., following a demonstration of Zenith's "phone vision."

The FCC inventor also scored the Commission for setting the date of the hearing to time with the renewal of the Congressional investigation of radio and the industry's air- craft expenditures. "It's obvious that the Commission wants as little hearing on this as possible," he said.

Comdr. McDonald said private investigations of both the old and present FM bands supported Dr. Armstrong's contentions.

BARRING FURTHER obstructions by the FCC and the networks, a bright future lies ahead for FM broadcasters, a panel of FM question leaders from Chicago told Prof. Edwin H. Armstrong, told a group of over 400 retail radio dealers in Chicago Wednesday.

The forum, sponsored by the Chicago Tribune and its FM station WGNB, was preceded by a press conference in which Prof. Armstrong, favored in his brief charging the FCC and RCA with retarding the growth of FM, by stating publicly that the commission should permit FM to broadcast on both the old and new bands.

Prof. Armstrong said that FM would be far ahead of its present status if the commission had retained the old FM band. He said a further obstruction in the path of FM was due to manufacturers pushing AM and AM phonograph combinations which have "already become obsolete."

He described the present new band as inferior to both in point of service. He offered the suggestion that the commission be restored, the 44-50 megacycles band, the father of FM also spoke in favor of FM converters, which he described as a good "interim thing" until FM becomes more widely accepted.

J. N. (Bill) Bailey, executive director of FOM, told the group that FM was still one of FM's greatest problems but that continuing sponsorship of FM programs by advertisers would result in constant improvement. (Earlier story on Mr. Bailey's speech on page 24.)

Among the FM panel speakers, Dr. W. R. G. Baker, vice president of General Electric and a pioneer in FM research, argued that FM should be used for primary coverage of individual communities with AM acting as a secondary service. He said if it were possible to duplicate network service on FM, FM's future would be assured.

Dr. Baker also called on radio manufacturers to produce AM-FM receivers comparable in price to most standard AM receivers.

The dealers' prime concern with FM was its immediate value as a selling item. Prof. Armstrong said the development of a coast-to-coast FM network was not "far off." The AT&T has already indicated it could provide circuits capable of accommodating high fidelity frequencies, he said. The chief question on the FM band, Armstrong added, "is how soon the FM broadcasters can pay for such service."

Other speakers included Col. Robert E. McCracken, Chicago Tribune publisher; Miss Marion Claire, director of WGNB; William J. Halligan, president of Hallcrafters Co.; Leonard W. Stratton,bold's Stores Inc., and George Arnold Jr., co-manager of Lee Broadcasting Co., Quincy, Ill.

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FCC MUST ISSUE decision on long-pending clear-channel case by early 1948 to meet deadline for final U.S. proposal for revisions of North American Regional Broadcasting Agreement (NARBA). This was indicated Friday by Comr. E. K. Jett at three-hour Government-industry conference to consider U.S. position in all signatory nations' recommendations for NARBA changes [Broadcasting, Oct. 6, 13].

Lacking clear-channel decision, U.S. cannot now offer channel recommendations or counter-proposals to many suggested changes, some far-reaching, proposed by other signatories. But Comr. Jett said decision in case, which resumes today (Monday) for final session, is needed early if U.S. position at later date new policy on channels and power can be applied in formulating final proposals. These must be submitted May 1, NARBA Treaty conference convenes Aug. 2 in Canada. Government-industry channel advisory panel was followed by meeting of tentatively designated delegates to NARBA technical preliminary conference convening Nov. 1 in Havana. This sub-group will draft document detailing post proposals which will take at Havana, respecting other nation's proposals. Another general conference scheduled Saturday (Oct. 25) to revise document.

It was emphasized that Havana meeting is technical, not political, no policy questions, and that its report is not binding.

George E. Sterling, FCC Chief Engineer, will head U.S. delegation to Havana and Donald A. Underwood of State Department's Telecommunications Division will be vice-chairman. Other proposed delegates, all from FCC:

James Barr, AM Division chief, Engineering Dept.; Neal M. McNaughton, closely identified with NARBA work in connection with Engineering Dept.; R. F. Vavrek, present NARBA official, and Ralph B. Kent, U.S. member, North American Regional Broadcasting experimental committee, and Joseph Kittlin, Law Dept. Nominations subject to formal approval by State Department.

Industry officials indicated they would send delegates as follows (State Dept. asked each group to send only one):

Per NBC: Raymond F. Guy, radio facilities engineer, or William S. Dusters, allocations engineer; CBS: only James F. Pack, allocations engineer, with Engineering Director William B. Lodge and Chief Radio Engineer Jay W. Wright sitting in part-time; ABC: Engineering Director Frank Marx or Engineer John D. Presti, Mutual, no decision; NAB: Engineering Director Royal V. Howard, Clear Channel Broadcasting Service, choice of representative will depend on whether clear-channel hearing is completed; Regional Broadcasters Committee, no decision. This same group will help FCC engineers prepare document for Havana, with Andrew D. Ding, consulting engineer, or NBC Division Engineer G. F. Leydorff representing CBS, and E. M. Johnson, chief plans and allocations engineer, representing MBS.

Industry spokesmen in particular voiced concern over NARBA outcome with respect to U.S. rights and proposed strong offense as basic defense against encroachment by other nations.

Comr. Jett said other NARBA signatories' proposals were as far-reaching as any he ever encountered. He expressed fear, however, he said any wholesale reallocation of broadcast band would be "economically impossible."

Louis G. Caldwell, CBS counsel, cautioned against "underestimating" other nations' recommendations, declaring U.S. underestimated Cuba's seriousness in 1946 intermin conference.

With time short for preparation of U.S. document for Havana, Comr. Jett offered to ask FCC to postpone clear-channel hearings so Mr. Caldwell and CCBS Engineering Director John B. Dowling Jr. could help in drafting.

Mr. Caldwell declined on grounds it would be unwise to make further delay in 2½-year-old hearing, and that clear-channel group was the only federal channel and power uses record before Havana meeting. John S. Cross, assistant chief of State Dept. Telecommunications Division, who presided, said postponement of Havana conference is unlikely.

FM and TV were injected as possible NARBA subjects by Comr. Jett to suggested study be given possibility of including them in final U.S. proposals.

FCC GRANTS 12 AM OUTLETS; GIVES 2 POWER INCREASE

FOUR FULLTIME, eight daytime standard stations granted by FCC Friday. KMPC Los Angeles, holder of construction permit for 50 kw TV station "for future use," was granted daytime frequency 710 kc granted modification of license to boost daytime power from 10 kw to 50 kw. WOAY Oak Hill, Wv., granted increase 250 kw to 1 kw on 800 kc daytime.

Andrew G. Haley, Washington radio attorney and owner FM station KAGH Pasadena, Calif., among new AM grantees, receiving 1 kw daytime on 1300 kc at Pasadena. Joseph F. Ernest, licensee KWOR Worland, Wyo., received 1400 kc to 1 kw daytime at 1400 kc at Worland, Wyo. Tom Potter, southwest oil man and Dallas television applicant, awarded 500 kw daytime on 1200 kc at Seminole, Okla.

New station authorizations:


FCC cites WARL under Lottery clause

IN FIRST action of its kind, but reportedly due to be followed by others, FCC Friday ordered WARL Arlington, Va., to show cause why quiz show it carries is not in violation of lottery provisions of Communications Act.

Hearing was set for Nov. 21. FCC officials said it was first such proceeding (action inquired into whether clear-channel hearings were properly handled by referring to Justice Dept., which reported case not prosecutable). Revocation of license could follow if violation of Act is found, but this not mandatory.

In WARL order, FCC described program but did not name it, though description obviously referred to "Dollar Senders". Commission's action followed Federal Trade Commission's refusal to take jurisdiction on charges of unfair competition filed by WWDC Washington against WARL and program sponsor, Zlotnick the Furrier [Broadcasting, Oct. 13].

FCC described show as follows:

A question is asked over WARL and the answer to that question is immediately thereafter. After the answer is broadcast, a name is selected by chance from the telephone directory and the person thus selected is called on the telephone and asked if he wishes to play the game, which has been previously broadcast and answered. If the person called can answer the question correctly, he wins a cash prize. If he cannot answer the question, he receives no prize.

A person can only receive one cash prize a month for the same question. The FCC states that they asked for such detailed and little-known information that it is virtually impossible for most instances for even extremely intelligent individuals to go over the broadcast and arrive at the right answer.
In one day...

40,000 FARMERS PAID US A VISIT

WLW wasn't around at the opening of Ohio's first frontier. It was before our time. But 50,000 persons will testify that we were on hand at the opening of the second frontier, held October 2 in Licking County, Ohio.

The event was a Soil Conservation Field Day, officially designated "The Opening of the Second Frontier", and co-sponsored by The Nation's Station as a service to our large rural audience. Nearly 50,000 persons attended the event and, as near as we could determine, at least 40,000 accepted our invitation to visit the WLW tent to witness a television demonstration, see the broadcast of "Everybody's Farm Hour", meet the members of the WLW Farm Program Department, and view the photo displays of WLW-NBC stars.

During the day, two badly-eroded, run-down farms were given a complete face lifting in accordance with U.S. Soil Conservation Service recommendations. More than a hundred pieces of farm and construction equipment and 600 men completed in one day the work a farmer would require four years to accomplish, including fertilizing, strip cropping, pasture renovation, drainage, tree planting, wildlife planting and the construction of fences, diversion ditches, ponds, etc.

Thus, in one spectacular demonstration, WLW helped to impress upon the people in attendance and listeners at home, the sound value and urgent need of soil conservation...one of the prime objectives of WLW's well-rounded farm programming service.
HERB HOWARD
returns to
WNAX

WNAX is pleased to announce the appointment of Herb Howard as Program Director. Herb returns to us after four years of handling production at WLS in Chicago. He produced such well-known shows as National Barn Dance, Dinner Bell Round-up, etc. We are pleased to turn over to Herb one of the largest staffs of radio personalities of any station in the Middle West. Under his direction, WNAX will continue to produce those same high class, listenable programs, that for twenty-five years have brought sales results for happy advertisers.